

UTAH WIND PIONEERS PAVE WAY FOR WIND

Local Leaders Pioneer Utah's Wind Future

COMMUNITY INFLUENCE MAKES A DIFFERENCE

Community members are trusted before strangers. The credibility of belonging to a place counts, especially when decisions need to be made about new highly visible infrastructure, such as wind turbines.

Wind energy development in any community means change, and whether the public's perception of that change is largely dependent on what people are saying; not only at public meetings, but also in every day kitchen-table conversations.

Recognizing the power of everyday people,

Utah Clean Energy set out to engage and train those who would pioneer wind in Utah and make a difference in their communities



Michael Guyman, Wind Pioneer trainee at the Spanish Fork Wind Farm



High School teacher Andy Swapp teaches Wind 101 at Wind Pioneer Training in Enoch, Utah

TRAIN THE TRAINER

In coordination with the Utah State Wind Outreach Team, Utah Clean Energy developed, organized and promoted an innovative Utah Wind Outreach Training course. Individuals were recruited via the Wind Working Group list serve, non-profit newsletters, local papers, and (most successfully) via Public Service Announcements aired on public radio stations.

Over 50 respondents filled out applications for entry into one of the three trainings throughout the state. In order to make the trainings more effective, and to ensure follow up with those trained, training sizes were limited to no more than a dozen participants each.



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Training Moms, Lawyers, Real Estate Agents and Biologists...

THE PARTICIPANTS

Three trainings were held in rural areas -- in the north, south, and central parts of the state. While the target audience was predominantly rural residents, many of the applicants resided in urban areas.

Over 30 individuals were trained and certified by Utah Clean Energy as "Utah Wind Pioneers". Participants ranged from graduate students and stay-at-home moms, to electrical contractors, ranchers, wildlife biologists, lawyers and local government representatives (including the Renewable Energy Coordinator for the Governor's Energy Advisor). The diversity of the group presented a significant opportunity to expand wind outreach throughout the state and across numerous sectors.



Wind Pioneers prepare to deliver presentations to fellow trainees.

COMPONENTS OF THE TRAINING

The full-day training consisted of presentations on wind energy trends, wind economics, wind for schools, benefits of wind, wind ordinances, net metering/interconnection, wind myths and misconceptions, effective outreach techniques and local Utah wind develop-

ment issues (among other topics). Much of the information provided to participants was developed by the Wind Powering America Program, National Renewable Energy Laboratory, Lawrence Berkeley National Laboratory, and AWEA.



Wind expert teaches Wind Pioneers about local wind farm

Participants got first-hand experience answering questions on wind energy and delivering presentations during mock Q&A sessions and presentations. Two of the three trainings concluded with a tour of a local wind project.

Wind Students Teach their Peers, Neighbors and Policy Makers

ACCOMPLISHMENTS

Following the trainings, many of the *Utah Wind Pioneers* have gone on to host wind information tables at fairs and street festivals, assist with model wind ordinance efforts, present to k-12 students, and provide interviews for articles (among other outreach efforts).

Some *Pioneers* have landed careers in Utah's energy arena, including the Utah Governor's Office of Energy Development and the Office of Consumer Services (an agency that plays a key role in the utility regulatory process).

LESSONS LEARNED

- Trainings should take place over multiple days to allow time for study and presentation preparation. It is difficult to cover the basics and to build adequate confidence in the trainees in an eight-hour day.
- Providing specific instructions on available outreach opportunities is extremely helpful for newly trained participants. Consider having a short list of projects at hand (too many options can lead to confusion and inaction).
- Continued mentoring after the training is needed to maximize meaningful outreach.



Trainees field questions during presentations



Trainees participate in a mock panel discussion.

FOR MORE INFORMATION

Training materials developed for the train the trainer program can be acquired from Utah Clean Energy by contacting Bonnie Christiansen at 801-363-4046 or bonnie@utahcleanenergy.org