



Colorado Energy Office



Communications & Engagement Strategy



COLORADO
Energy Office

Colorado Energy Office Mission and Vision



Colorado has a goal to achieve net-zero emissions by 2050!

Mission



Reduce greenhouse gas emissions and consumer energy costs by advancing clean energy, energy efficiency and zero emission vehicles to benefit all Coloradans.

Vision



A prosperous, clean-energy future for Colorado.



COLORADO
Energy Office

Colorado Energy Office Program Teams



Transportation



Colorado
Solar for All



Building
Decarbonization



Weatherization
Assistance Program



Strategic Initiatives
& Finance



Policy



Local
Government



COLORADO
Energy Office

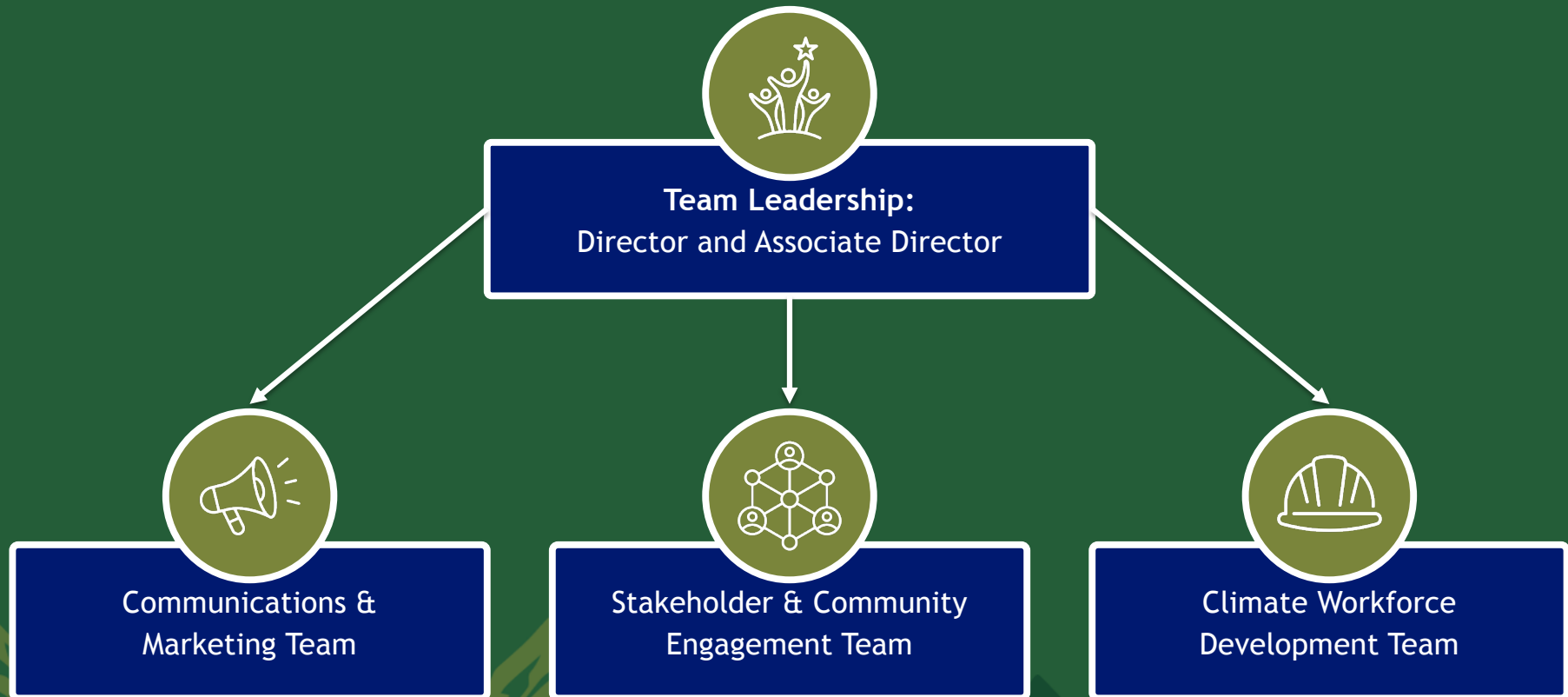
Communications & Engagement Team (1 of 2)

- Increases awareness and engagement with CEO initiatives through communications and outreach to diverse communities across the state
- Promotes climate and energy initiatives to residents, businesses, and stakeholders through public communications, community events, and targeted outreach
- Delivers compelling, timely, and accessible information to support CEO's mission
- Supports climate workforce development through strategic partnerships with local workforce efforts

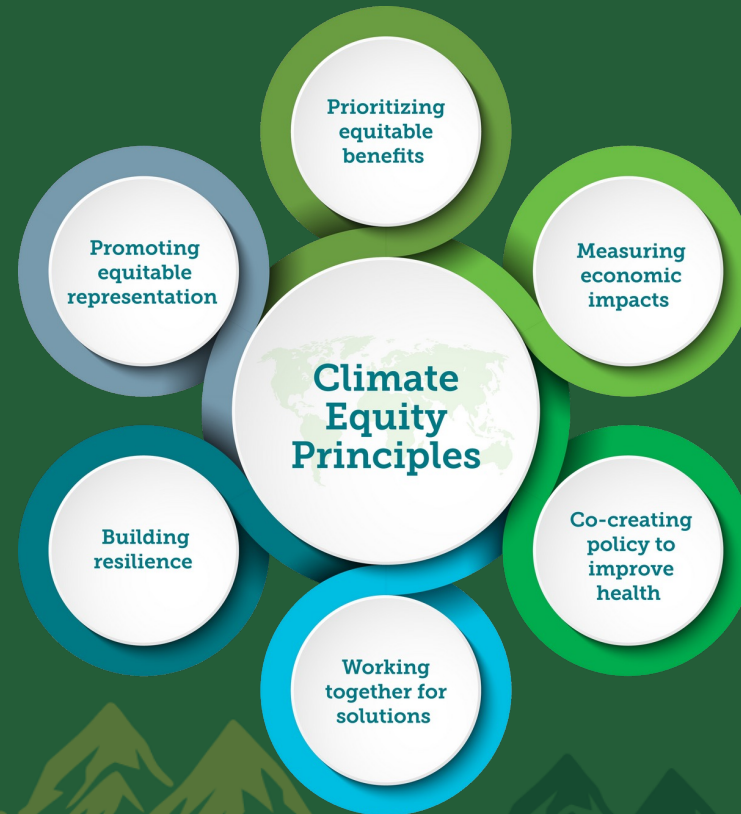


COLORADO
Energy Office

Communications & Engagement Team (2 of 2)



Environmental Justice: Climate Equity Principles



COLORADO
Energy Office

[View Colorado Environmental Justice Action Task Force Recommendations](#)

Environmental Justice: In-Person Community Events



Partner w/ community-based organizations to understand community needs. Compensate partners for their support.



Provide translated materials and language interpretation, including sign language if needed.



Host events at community hubs that are safe, familiar, and easy to access.



Provide childcare or children's activity area.



Schedule events at times that accommodate different working schedules.



Provide food and drink, especially at mealtime.



COLORADO
Energy Office

Environmental Justice: Other Considerations



Provide multiple ways to engage (in-person, online, in writing) or apply (online, print)



Identify and address participation barriers (e.g., provide hands-on application support or culturally relevant materials)



Be transparent about how we use and share the feedback and data we collect



Clearly communicate eligibility and required documents (e.g., does a person need an SSN to apply?)



COLORADO
Energy Office

Language Justice (1 of 3)

“Language Justice is a key practice used ... to create shared power, practice inclusion and dismantle traditional systems of oppression that have traditionally disenfranchised non-English speakers... Language Justice is more than interpretation and translation, it is an intentional practice that values interpretation and translation as critical tools for opening communication and empowering all voices.”

-Community Language Cooperative

Language Justice (2 of 3)

In Colorado...

16%

of Coloradans reported speaking a language other than English at home

67%

of those who speak a language other than English at home reported speaking Spanish

6%

of Coloradans reported speaking English “less than very well”

69%

of monolingual speakers of a language other than English reported speaking Spanish



COLORADO
Energy Office

Language Justice (3 of 3)

We are making a meaningful effort to create culturally relevant materials in both English and Spanish...



5 of 12 members of our Communications & Engagement team are fully bilingual (EN/SP)



We have budget and ongoing contracts with vendors who provide translation and interpretation services



We provide bilingual (EN/SP) webpages, marketing materials, and applications for consumer-facing programs



We translate relevant press releases, report summaries, and social media content into Spanish



COLORADO
Energy Office

Plain Language

“Coloradans deserve plain language communication from their government. We’re all busy people and don’t want to spend time ‘translating’ difficult, wordy documents. Plain language also helps:

- People with cognitive disabilities
- People with low literacy skills
- People who speak English as a foreign language
- People who use assistive technology

Plain language means readers understand your documents more quickly, call less often for explanations, make fewer errors filling out forms, and can comply more accurately and quickly with requirements.”

-Colorado Governor’s Office of Information Technology



COLORADO
Energy Office

Digital Accessibility (1 of 2)

“Accessible design is good design – it benefits people who don’t have disabilities as well as people who do. Accessibility is all about removing barriers and providing the benefits of technology for everyone.”

-Matt Balmer (former CEO of Microsoft)

Digital Accessibility (2 of 2)

Colorado law requires all digital products (websites, documents, applications, etc.) to meet the Web Content Accessibility Guidelines 2.1 AA Standards.



- Accessibility training and resources for staff, including how-to guides for accessible documents, presentations, videos, meetings, etc.
- Automated and manual website accessibility audits
- Accessibility remediation for older documents
- Accessibility statement on our website, which includes clear instructions for requesting accommodations via email and phone



COLORADO
Energy Office

Ongoing Challenges: We're not perfect, but we're trying!

- Reaching new audiences, especially those who do not engage with social media or traditional news media. Can be difficult to identify who those audience are.
- Building relationships and engaging with Spanish news media. Strategies we've used for English news media have not worked with Spanish language outlets.
- Effectively managing accessible, bilingual social media accounts and websites.
- Prioritizing materials for translation. Beyond the obvious, it's hard to know what may or may not be important to translate.
- Offering content in additional languages besides English and Spanish.

Recommendations



Build in budget for language services, community partnerships, and accessibility support from the start.



Include engagement, accessibility, and equity efforts as part of the strategic plan, not as an after thought.



Identify trusted community advocates and organizations to help inform the outreach strategy and spread your message.



Be intentional with your words. Consider the connotation in English and other languages. Literal translations may not convey the right meaning.



NASEO Affordability Committee

Hawai'i State Energy Office Outreach – Wayfinders Agenda

Mark B. Glick

Chief Energy Officer

Hawai'i State Energy Office

28 January 2025

HSEO Statutory Purpose & the Work We Do

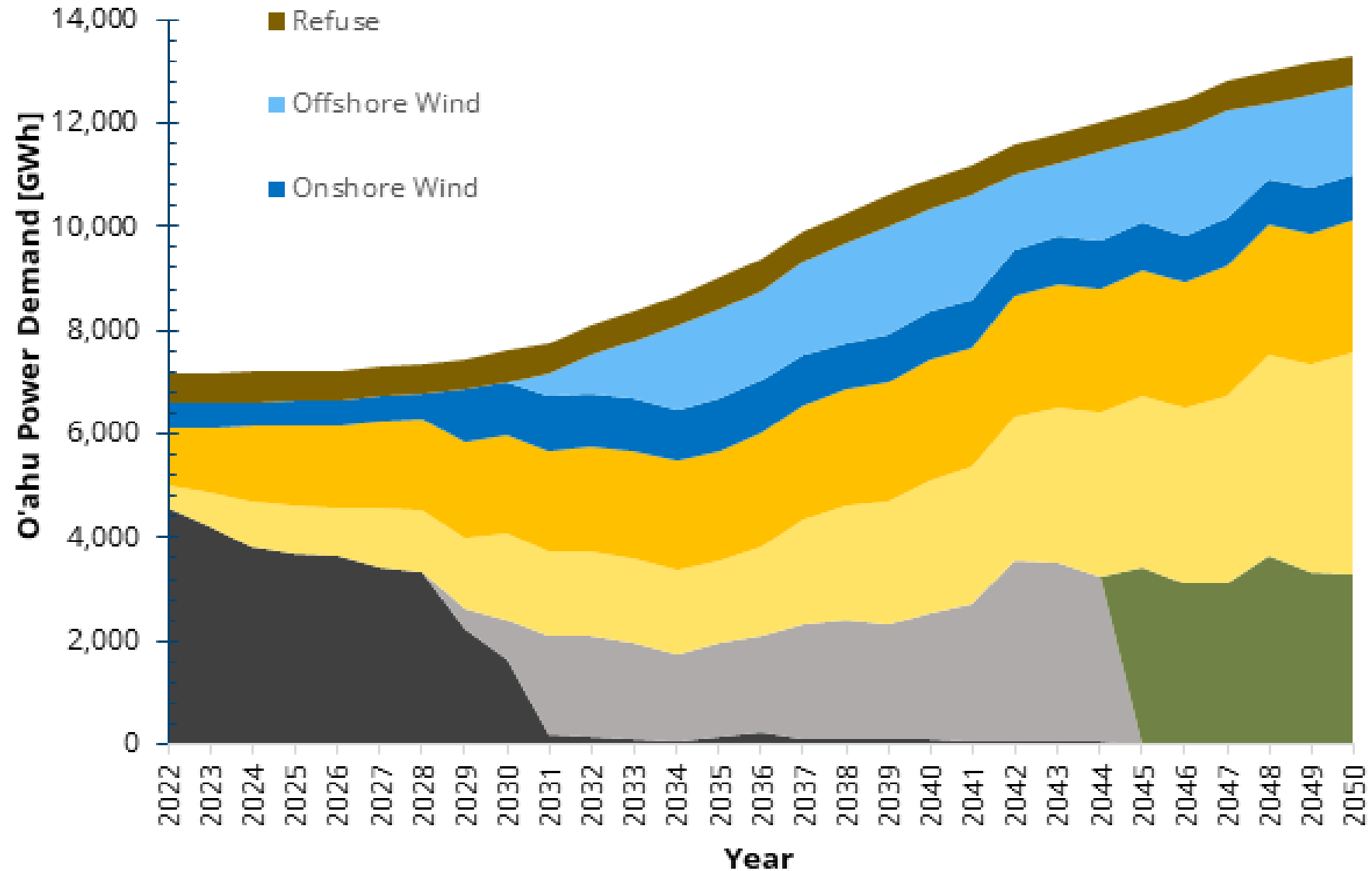
- **HRS §196-71** The purpose of the Hawai'i state energy office shall be to promote energy efficiency, renewable energy, and clean transportation to help achieve a resilient clean energy economy.
- **Act 97 (2015)** requires a 100% RPS in the electricity sector by 2045.
- **HRS §225P-5 (2022)** obligates Hawai'i "to sequester more atmospheric carbon and greenhouse gases than emitted within the State as quickly as practicable, but no later than 2045", effectively establishing a net-negative carbon emissions target.
- **HSEO's statutory objectives** under HRS §196.72 are specified in the 19 duties of the HSEO Chief Energy Officer. These responsibilities are aligned with BED FB2025-2027 Program Memoranda and reflect the Governor's supervision of the CEO and approval to take specific actions.

HSEO CEO Statutory Tasks & 7 Key Objectives

HSEO seeks general funds for skilled analysts and other personnel to effectively plan, execute and oversee policies and programs and support the solicitation and execution of extramural funds to carry out its broad mission and major objectives under Act 100 as follows:

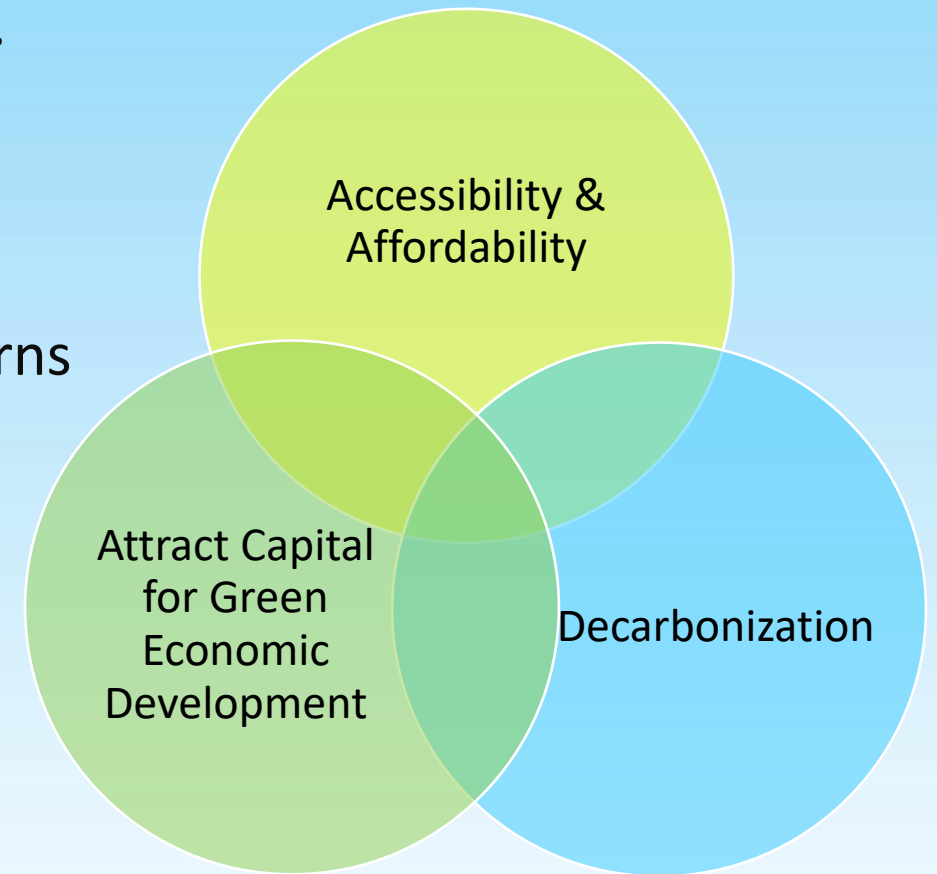
1. January 28, 2025 release of the Alternative Fuel, Repowering and Energy Transition Study to reduce energy costs and carbon emissions and attract capital investment to modernize the grid and stabilize the state's largest utility and five associated independent grid systems.
2. Prepare and support Executive Order No.. 25-01 that declares collective actions to accelerate the State's decarbonization, stabilize and reduce energy costs, lower the State's carbon footprint, fortify energy security, and gain access to capital for the energy transition. This helps provide a pathway to meet statewide greenhouse gas (GHG) emissions limit and sequester more atmospheric GHG emissions than emitted no later than 2045 pursuant to §225P-5, and in accordance with Act 238 (2022) and HRS 324B-71 and HSEO and CEO duties under HRS §196-72(d)(2) and (d)(6).
3. Deploy technology and grid resilience strategies to protect critical infrastructure, lives and property from climate change events, including blackouts and energy shortfalls.

O'ahu forecasted future power demand and generation portfolio



• Outreach Program Purpose

- Wayfinder 1.0 to:
 - Advance Hawai'i's clean energy goals.
 - Create jobs for a new generation of clean energy leaders
- Wayfinder 2.0 to:
 - Identify community needs and concerns
 - Increase understanding of Hawai'i's complex energy ecosystem and opportunities
 - Establish two-way channels of communication and trust between communities, HSEO, and energy industry stakeholders



• Wayfinders Approach:

- Partner with and support community leaders and organizations to identify clean energy needs and facilitate two-way engagement on removing barriers
- Co-create strategies with communities
- Share the State's energy strategy and updated clean energy information
- Provide referrals to financial and technical assistance
- Facilitate community input into clean energy planning and project development
- Facilitate green workforce training and employment opportunities



• OPS - Positions and Responsibilities

Program Coordinator - HSEO

- Develop and direct CEW program
- Apply for and administer funding
- Coordinate partnerships & training
- Compile, analyze, and report data

HR Management - Kupu 'Āina Corps

- Recruit, hire, manage payroll and HR
- Support training and travel

County Site Mentors

- Facilitate community connections
- Help recruit, host, train, coordinate Wayfinders

Clean Energy Wayfinders

- Engage with community organizations
- Share clean energy information
- Refer community members to programs and resources
- Facilitate community input and information gathering



• Major Partners and Resources



HAWAII STATE
Energy Office

Program development, partners coordination,
grants applications and management



Hawai'i Energy

Energy efficiency training, programs and resources



KUPU
LEARN • SERVE • RESTORE

Recruitment, community and outreach
engagement training, Wayfinders
management

**Community-
based
Organizations**

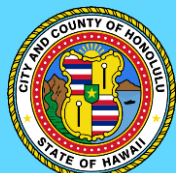


IBEW Local
1186



WORKFORCE DEVELOPMENT
COUNCIL

County Offices



Wayfinders site mentors, local engagement support



Hawai'i Green Infrastructure Authority
Clean energy finance training and support

Most Pressing Challenges



Aging, inefficient power plants are costly, unreliable & impede progress on Hawai'i's energy transition --exacerbated by lack of low-cost capital for essential power plant and grid investments.



A Lawrence Berkeley National Laboratory survey found one-third of wind and solar projects in past 5 years nationally were cancelled and 50% experienced delays of 6 months or more – local zoning, grid connection problems & local opposition to blame, similar to Hawai'i's experience.



Using low sulfur fuel oil & diesel for next 20 years is costly, inefficient, and carbon intensive and leaves Hawai'i highly vulnerable to oil price volatility.



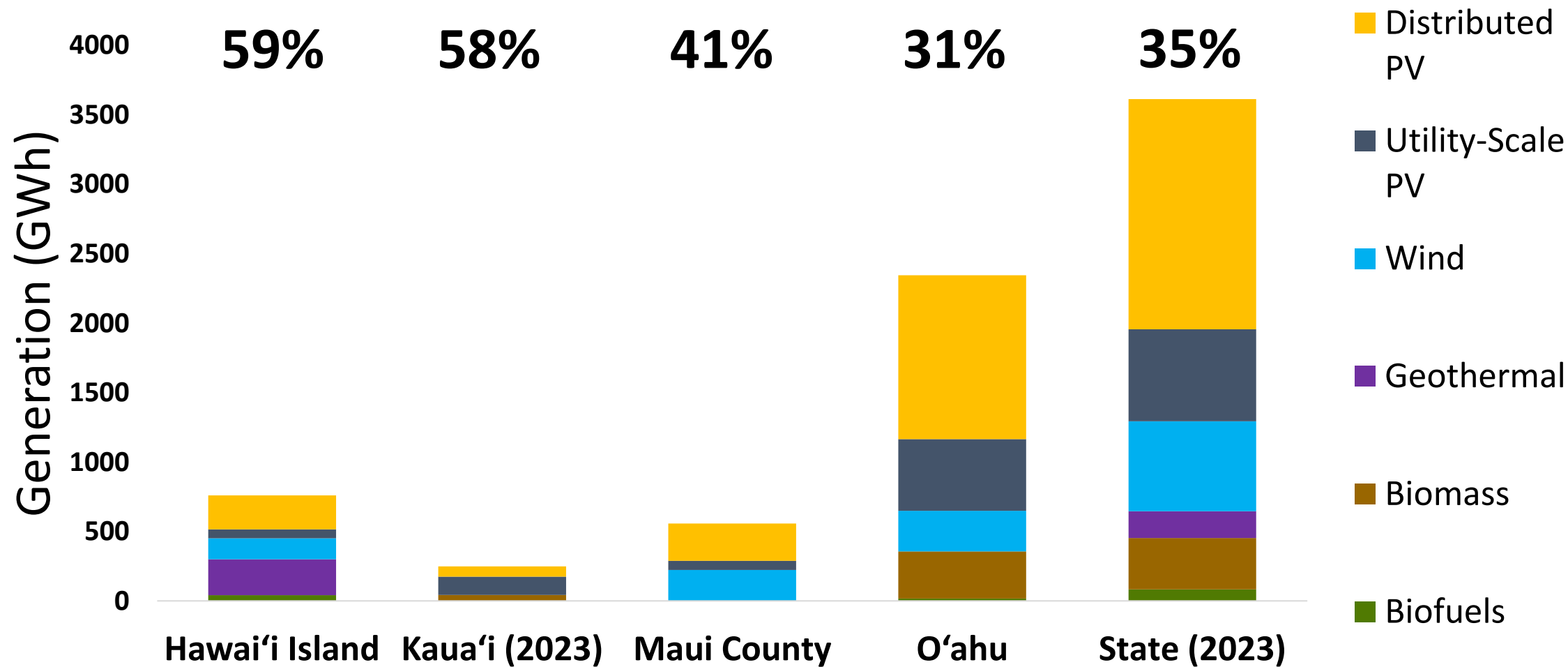
Limited land availability means that imports will be necessary on O'ahu even after 2045.

Energy Strategy Priorities

Addressing Threats to Hawai'i's Energy Transition HRS 196-72 (5)

- Aftermath of Maui and Hawai'i Counties Wildfires – challenges in rebuilding Lahaina and future energy affordability (PPAs, CAPEX) - exacerbated by inadequacy of existing fossil fuel power generation fleet in Hawaiian Electric Service territory.
- Governor Green has asked HSEO to focus on resolving 3 critical gaps: 1) energy affordability; 2) carbon intensity; 3) access to capital.
- HSEO is concerned about lengthy renewable energy project approval times – 5 years on average (needs to be 3 yrs). HSEO will adjust resources to address the following:
 - Inefficient permit approvals at State and County levels
 - Costs and timing of utility interconnection process.
 - Land use constraints & competition.
 - Community concerns regarding:
 - Energy siting of energy infrastructure.
 - Concerns over community benefits and energy equity.
 - Adequacy of local workforce & community benefits

RPS and decarbonization policies are driving Hawai'i's energy transition- but solutions must fit needs of the 6 islands where change is taking place.



Fuel Imports for Electricity Generation

2016-2024

Top Fuel Suppliers

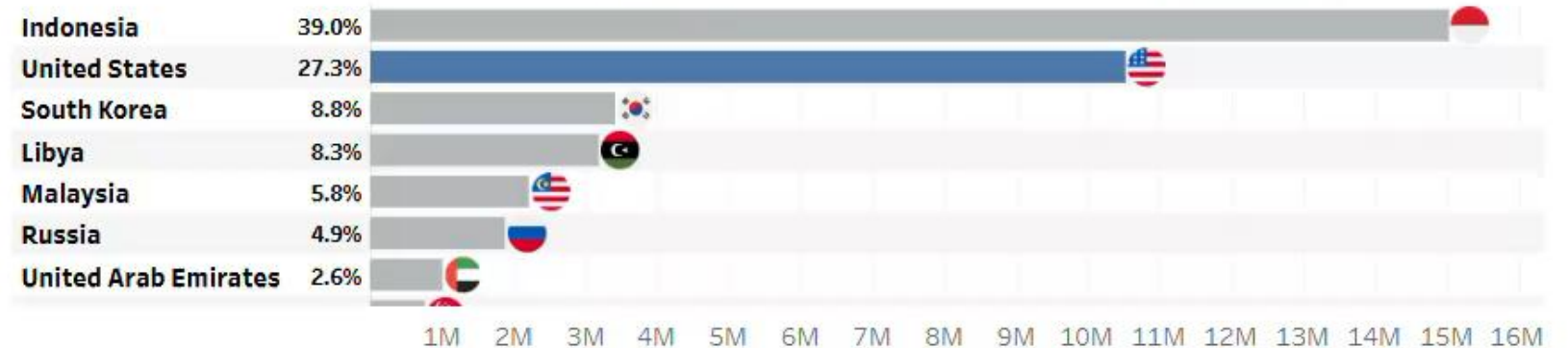
- Libya
- Argentina
- Russia
- Brazil
- Alaska



2016

Hawai'i Fuel Imports Electricity Generation Fuels

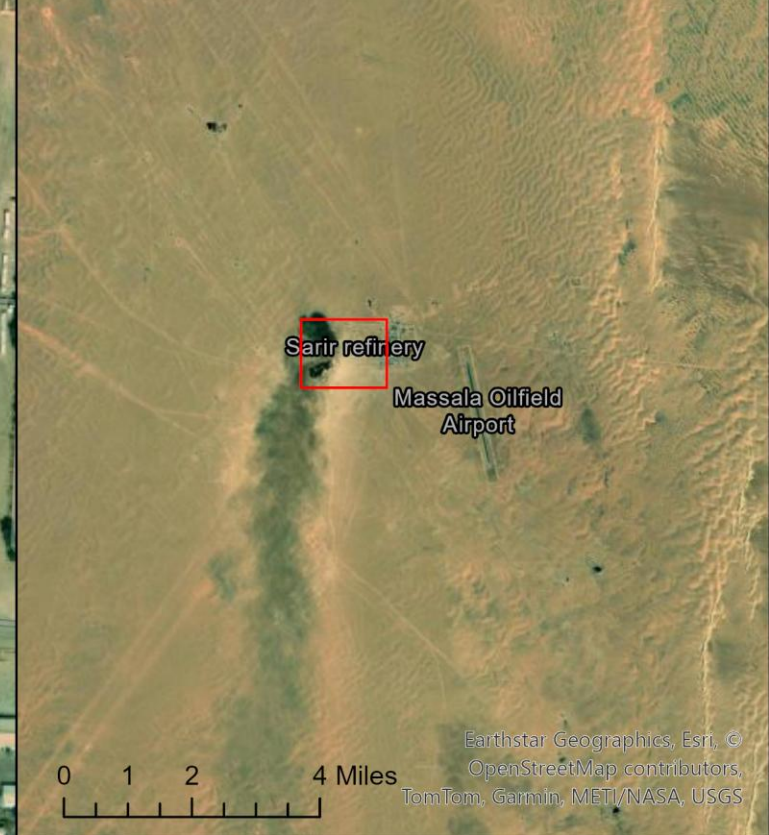
Imports by Country - Barrels (volume)





0 0.25 0.5 Miles

Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community, Esri, © OpenStreetMap contributors, TomTom, Garmin, METI/NASA, USGS



Sarir refinery
Massala Oilfield Airport

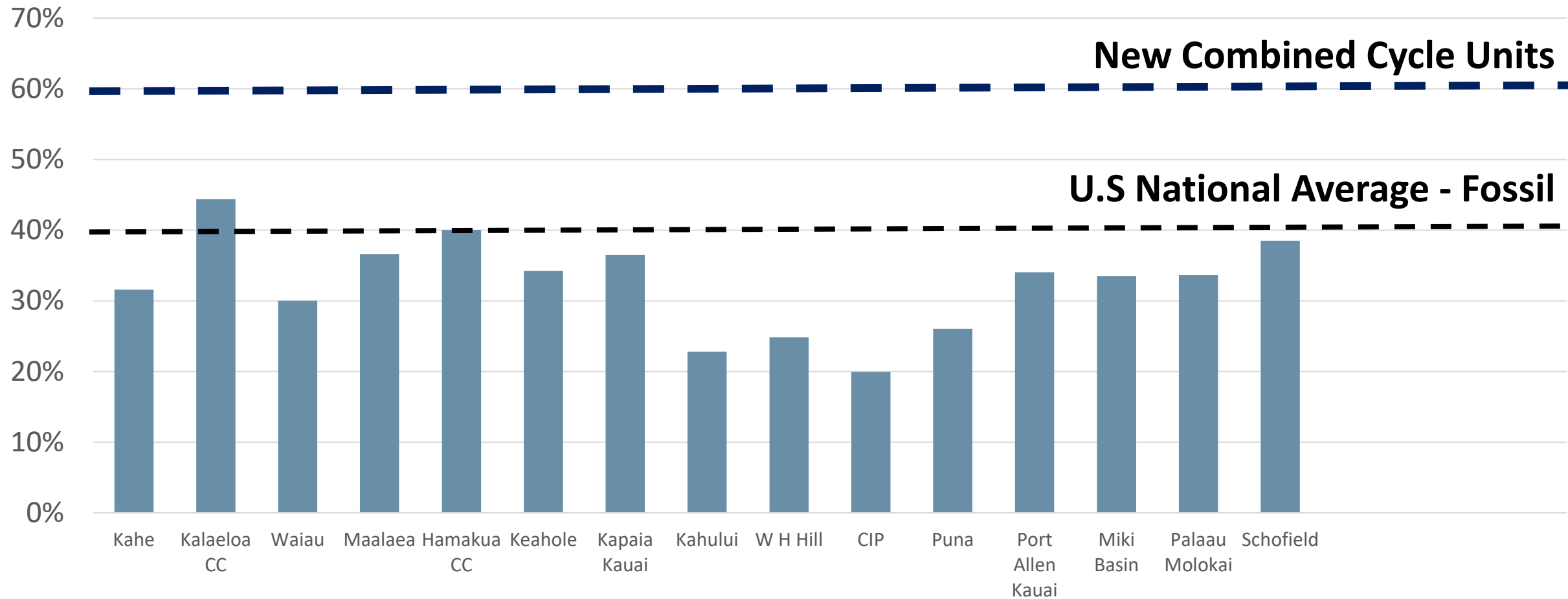
0 1 2 4 Miles

Earthstar Geographics, Esri, © OpenStreetMap contributors, TomTom, Garmin, METI/NASA, USGS



GREECE TÜRKIYE
LIBYA EGYPT SAUDI ARABIA
NIGER CHAD SUDAN
Cairo
Esri, TomTom, FAO, NOAA, USGS, Earthstar Geographics

Efficiency of Generators – Below National Average



In order of decreasing net generation 

Study and EO are on Hawai'i State Energy Office Website

[Alternative Fuels, Repowering, and Energy Transition Study - Hawai'i State Energy Office](https://energy.hawaii.gov/alternative-fuels-repowering-and-energy-transition-study/)

<https://energy.hawaii.gov/alternative-fuels-repowering-and-energy-transition-study/>

Mahalo!

Mark B. Glick
Chief Energy Officer
mark.b.glick@hawaii.gov



STATE OF RHODE ISLAND

OFFICE OF

ENERGY RESOURCES

Savannah Brito Goncalves

OVERVIEW

- Mission
- Key Incentive Programs
- Outreach Strategies

OUR MISSION

- Lead RI to a cost-effective, and sustainable energy future.
- Ensure energy affordability, reliability, and environmental responsibility.
- Support statewide climate and equity goals through our 2025-2028 Strategic Plan.

KEY INCENTIVE PROGRAMS

Home Energy Rebates

- HEAR (Home Electrification and Appliance Rebate)

Clean Heating and Cooling Rebate

- Clean Heat RI - Intro to Heat Pumps

Clean Transportation Rebates

- DRIVE EV
- E-Bikes
- Power Up RI



KEY INCENTIVE PROGRAMS

Renewable Energy and Energy Efficiency

- Renewable Energy Fund (REF).
- Renewable Energy Growth Program (REG).
- Affordable Solar Access Pathways (ASAP).
- Electric Leaf Blower Program
- Agricultural Energy Grant Program
- Zero Energy for the Ocean State (ZEOS).

OUTREACH STRATEGIES

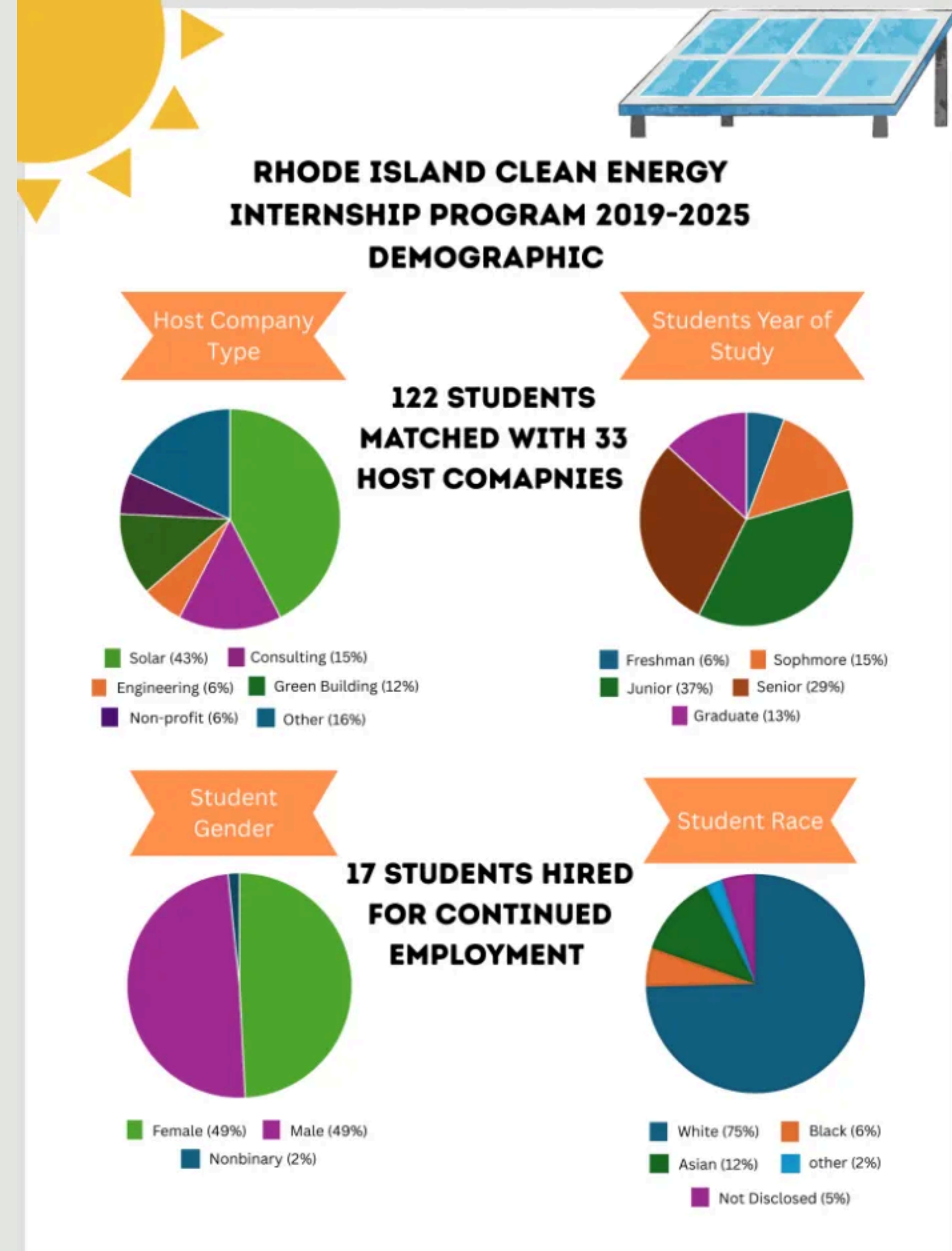
Internship programs

Community engagement

Digital and social media outreach

RI CLEAN ENERGY INTERSHIP PROGRAM

- Internship opportunities for students and early-career professionals.
- Partnership with local universities, and colleges.
- Support workforce diversity and long-term sector growth.



COMMUNITY ENGAGEMENT

- Listening sessions and public workshops.
- Partnerships with community-based organizations.
- Multilingual engagement.



DIGITAL AND SOCIAL MEDIA OUTREACH



**VISIT OUR WEBSITE FOR
MORE RESOURCES**