



Wind for Schools



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Keys to Success



Grants
Electrons
Green Tags

Funding options – state and local

Where to start:

Talk to the school district and community

Database of State Incentives for Renewable Energy - www.dsireusa.org

Local resources (donations, grants, loans)

Individuals

Companies

Foundations

Local public benefit funds,
community development funds,
school booster funds, etc.

Types of programs

grants

low or zero cost loans

buy-down programs or rebates



DSIRE Database of State Incentives for Renewables & Efficiency

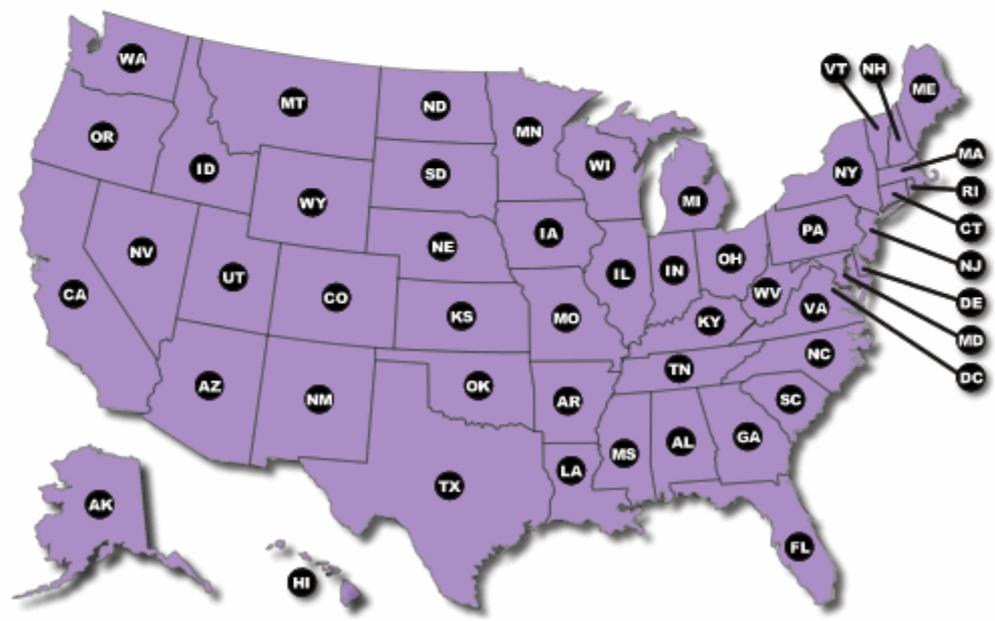
- [FAQs](#)
- [Summary Maps](#)
- [Summary Tables](#)
- [Search By](#)
- [Glossary](#)
- [Links](#)
- [Library](#)
- [New / Updated Incentives](#)

DSIRE is a comprehensive source of information on state, local, utility, and federal incentives that promote renewable energy and energy efficiency. Choose one or both databases to search:

Renewable Energy Energy Efficiency



Federal Incentives



US Territory Incentives

Last Updated: 09/12/07

Funding options – state and local

Utilities

- grant programs
- loan programs
- rebate programs

Grants or low cost loans for ***energy efficiency or renewable energy***

- State Energy Office
- May originate from state, from DOE, from system benefit charges – often set aside in a Renewable Energy fund
- Technical Assistance, feasibility studies, anemometer loans
- Often special assistance to schools

Grants or low cost loans for ***educational institutions***

- Education
- Facilities and other capital projects, green schools, sustainable schools
 - New
 - renovation

Funding options - Federal

DOE – usually distributed through the State Energy Offices – e.g. Rebuild America Program, VT schools
Tribal Energy Program

USDA (focus on rural development)
grants and loans

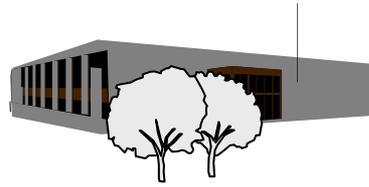
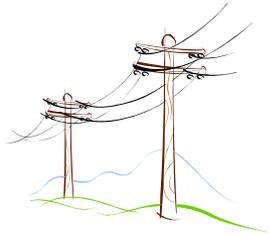
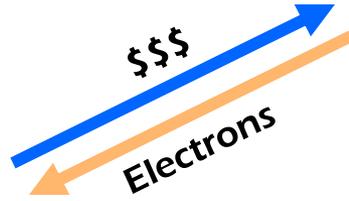
EPA (focus on environmental quality and mitigation)
Supplemental environmental projects (SEP)

SBA (focus on development of small businesses)

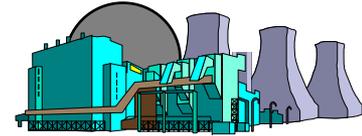
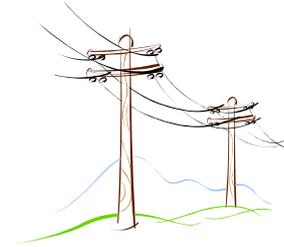
REPI and CREBS - Useable if partnering with another organization, e.g. a REA



Rural School



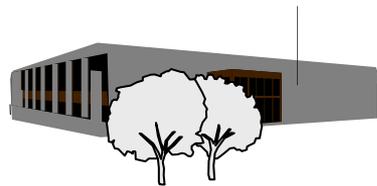
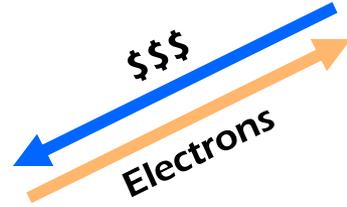
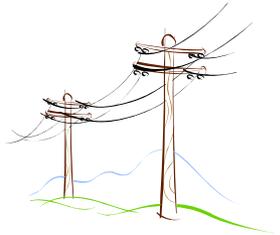
Local Muni
or RE Co-op



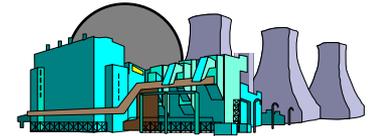
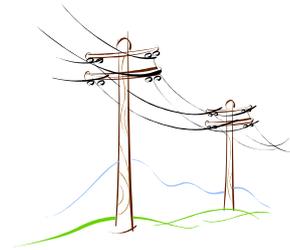
G&T Co-op
or IOU



Rural School



Local Muni or RE Co-op



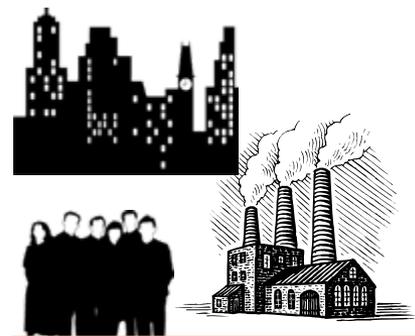
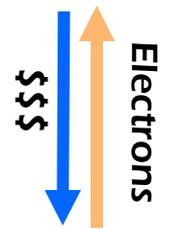
G&T Co-op or IOU



Community



COMMUNITY ENERGY
BRINGING YOU NEW WIND ENERGY
Green Tag Marketer



Cities, Industries, Individuals



Marketing Campaign



Community Wind

Public Relations

Diverse community team that spreads the word
Messages – expect positive and negative, errors and misperceptions

- speed of response
- credibility of source
- reaching audience effectively

Best done by local entity, e.g. school, city, REA

Timing/Keeping everyone included can be tricky given different expectations, agendas, and schedules

Opportunities

- stages of project – groundbreaking, turbine raising, commissioning, dedication, plaques
- school event, student participation
- visits of VIPs

Formats

- word of mouth, face to face
- press release
- radio/TV
- events



Public Relations

How to make it successful

- assign it to someone (with resources) to coordinate
- attend normal meetings of interested parties (go to them)
- make sure you're including everyone you need to
- provide written materials and photos for communicators to use or give to others who are writing stories
- get differing agendas/expectations on the table as quickly as possible
- be positive but also honest about problems, disagreements, etc.
- Don't ignore negative messages – deal with them promptly
- Create “buzz” before events
- Use active media (radio, TV, face-to face) whenever possible as opposed to passive media (websites)

