

Credible, third-party messengers are often more effective than developers at educating communities about renewable energy project benefits and fostering constructive support. See how Clean Grid Alliance is doing so through our 101 Educational Series.

## Clean Grid Alliance (CGA) Wind/Solar/BESS 101 Event Series



**CGA's 101 Series is a ‘ground-softening’ education initiative that:**

- Engages Midwest communities in learning about utility-scale renewable energy technologies and project benefits
- Gauges community receptivity and fosters neutral-to-positive sentiment prior to advanced development
- Leverages CGA’s brand and expertise, collaborating with partners and subject matter experts to address local concerns
- ACP sponsored program; funded by ACP and industry support

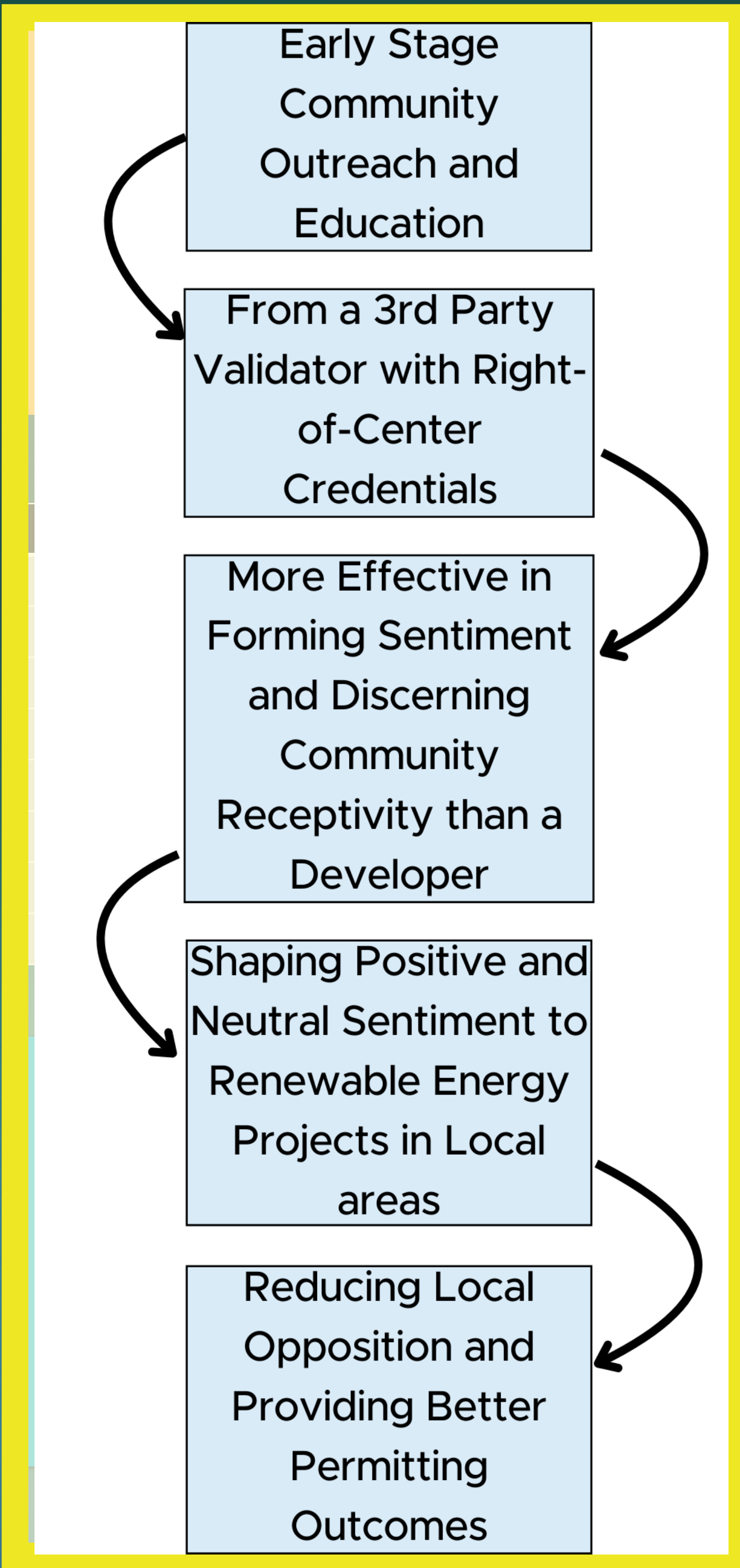
**Methods**

- **Survey** development activity and public sentiment in the MISO footprint
- **Identify** suitable counties and locally relevant topics of interest
- **Prepare** to address specific local issues (e.g., hunting and waterfowl near wind) and develop new fact sheets as needed
- **Partner** with state/local organizations and SMEs to speak at events
- **Run ads** in local newspapers and radio stations two weeks prior (event is free and open to the public)
- **Follow up** post-event for additional engagement and feedback

**Results**

- **15 events** completed across 6 states in the MISO footprint
- **13 developers** have requested and participated in selected events
- **9 local and state organizations** have partnered as presenters
- **38+ local decision-makers** attended
- **400 + community members** have attended

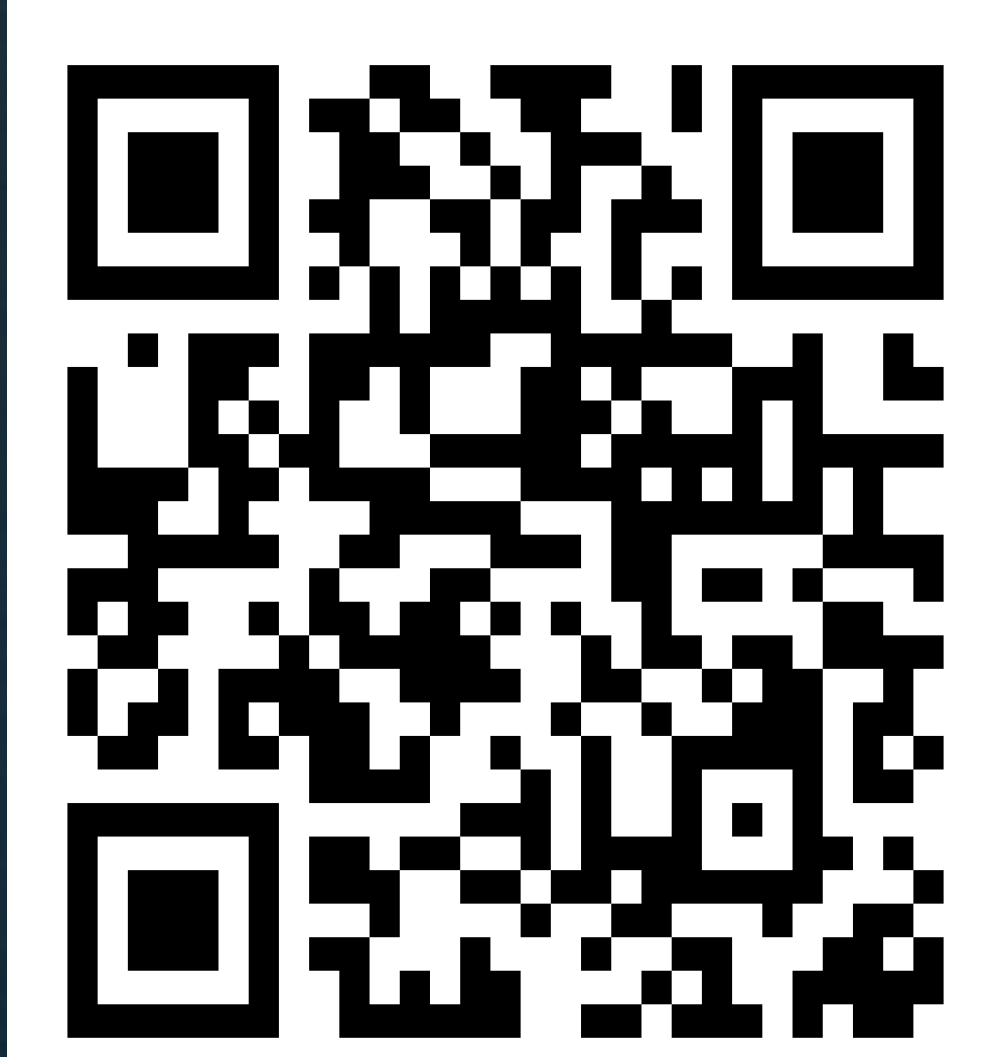
**Discussion**



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