



Energize NC

Community Advisory Board

Meeting 2

June 24, 2025

Agenda

- Introductions
- Program Updates
- Administrative Updates
- Discussion: Implementing Solar for All in Rural and Urban Areas
- Upcoming summer outreach
- Closing and Next Steps

Meeting Logistics

- Follows Public Meeting Rules ([Chapter 143 - Article 33C](#))
- All public participants are in listening mode
- Chat is disabled to encourage engagement
- Questions can also be sent to info@energizenc.org
- Meetings will not be recorded, but detailed notes will be available after each meeting.

A large, solid yellow circle is positioned on the left side of the slide, covering approximately one-third of the vertical space.

Welcome!

- **Name**
- **Location**
- What's something you're looking forward to this summer?

Program Update

Administrative Updates

- Approve Meeting Minutes from 5/14/2025 ([Located here](#))
- Discuss Board Operational Framework
 - Feedback, questions and suggestions?
- Ongoing Meeting Selection
 - Please complete NEW Poll with your availability

Process for Stipends

- Members will serve a two-year term, with eligibility to renew annually for the duration of the program.
- Members are eligible for an annual stipend of \$3,000 to compensate for their time and contributions.
- The stipend will be paid out in two installments.
- Travel costs will be reimbursed, as applicable.
- *EnergizeNC* program is expected to run through April 2029.
- Next step: We'll send a contract, invoice template, and new conflict of interest form

Board Selection

- 1-minute pitches for Chair and Vice Chair:
 - Jamie Bond
 - Courtney Patterson
- Any additional nominations?
- Voting poll will be sent out in post-meeting email

Discussion: Implementing Solar for All in rural and urban communities

Topics Include:

- Messaging
- Language
- Outreach
- Geographical considerations
- Workforce Development

Timing:

- ~10 mins of discussion for each topic for a total of 50 mins

Messaging

- How should our messaging differ between rural and urban audiences?
 - For example: Different media organizations (hyper-localized)
- Are there specific adjustments we should consider for our program's marketing, outreach, or educational materials to ensure they resonate with each group?
 - For example: Hurricane resiliency

Messaging: Language

- Additionally, are there other key audience segments we should be mindful of when tailoring communications, for example, by language?
 - CBO groups have uplifted some languages that would be helpful to have translations, are there languages you would uplift from your community?

Outreach



- What are effective and accurate pathways for spreading the word about program incentives?
- Are there community organizations or contacts in rural and urban areas that CAB members can help connect with when it's time to educate and engage eligible communities about the program?
- [This spreadsheet](#) will be used to keep upcoming summer events we should be aware of are happening.

Outreach: Geographic Considerations



- How can we facilitate outreach in areas with limited internet connectivity? Below are some examples we've seen.
 - Ipads?
 - Physical applications?
 - Mobile-friendly information and applications
- Specific variations we might need to consider in WNC? Piedmont? ENC?
 - Different messaging (i.e. WNC resiliency) for educational materials
 - Different outreach methods

Outreach: Workforce Development



- EnergizeNC will foster a trained workforce to deploy solar across NC by providing scholarships for trainees to obtain education and training that support immediate and longer-term pathways to employment.
- How might workforce needs differ in rural and urban areas?
 - <https://go.ncsu.edu/energizenc-training-survey>
 - Standard scholarship for training programs, something that's on the job, or something that's apprentice style?

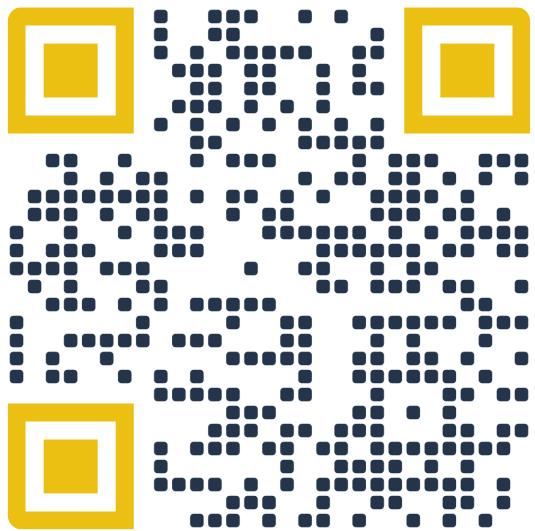
Upcoming Summer Outreach

- EnergizeNC outreach plan is under development and will be shared in the next meeting for review.
- Please share/add summer events here that would be helpful for us to attend to spread the word.

Next Steps

- For invoicing, submit your contract, revised COI, W9, ACH, and invoice by July 15
- Complete scheduling poll for recurring CAB meeting time
- Complete Chair and Vice Chair nominating form
- Add/Share summer events to [the spreadsheet](#)

THANK YOU!!
info@energizenc.org



EnergizeNC.org

Learn more about EnergizeNC or sign up for
program updates.