



Summary Report

On May 2, 2023, an offshore wind (OSW) energy community engagement event took place at Rutgers – Camden’s Campus Center in Camden, New Jersey. The event brought together approximately 50 attendees from across academia, industry, non-profit organizations, and governmental agencies.

As part of the event, the attendees participated in roundtable discussions where they answered questions about the lessons learned, challenges, and opportunities for offshore wind energy in southern New Jersey. They also provided input on the workforce development needs and opportunities. This report provides a listing of the responses received.

1. Lessons Learned, Challenges & Opportunities for Southern New Jersey

- Communicating the how and why of offshore wind energy – who is involved and what are their roles?
- Education is important to make sure people don't believe false information
- Combating misinformation is a goal
- Companies that invest in fossil fuels don't like the support of converting to different energy sources.
- Misdirection- there are other companies that spread misinformation about negative impacts on the environment when in reality those companies are doing worse.
- Are there communities that would be left out of converting to renewable energy?
- There is a community choice option that chooses where they get their electricity from
- Camden has a lot of space to put towards renewable energy, it's a good investment for Camden.
- How to develop a curriculum that develops kids from a young age that helps them gain knowledge in possible careers.
- Talk with vo-tech schools to promote knowledge of OSW careers
- Funding and fellowships
- Flood local newspapers and eyewitness stations to communicate to people tangible processes.
- Is there a report on how many people they brought in to make it happen and how their return on investment has been? It will be seen because it's a big visible thing on the shoreline.
- There's going to be a rally in support of offshore winds.
- Turbines basically last 25 years and then when they decommission the turbine they are going to move the turbine to a different spot and it leaves permanent damage to the ground.
- Potentially convert damaged areas into coral reefs upon removal.
- The shore community needs to be involved sooner.
- There should be engagement by industry listing what they have to say.
- Annual reports are necessary and the report should be publicized.
- There needs to be better preparation.
- Reaching out to communities and sending them information.
- Shortages in the workforce; which is the reason for lack of engagement.
- Misinformation is an issue.
- There is too much to do and not enough people.
- The quality of the leadership is in question.
- Gauging community reactions and leaving time to react to them.
- The project will bring in people with high skill sets.
- Tourists will come wanting to see the turbines
- Creating opportunities to adapt and change.
- Giving communities rewards, and funding reparations to the community.
- Involve nonprofit organizations: reducing misinformation



Summary Report

- Federal government can be involved in OSW funding and support, long-term investments, and control the narrative making it positive and acceptable.
- Ecological impact on whales
- Non-information spreads misinformation.
- Misinformation that wind turbines affect whales
- Focus on outreach into communities.
- General lack of understanding on offshore wind is an issue.
- Encouraging people to start looking at reputable sources such as (gov. agency, academia, etc.) is important.
- Rearranging life around electricity.
- Offshore wind is scary for people because it is so new.
- A goal should be to try to appeal to people emotionally by using purposeful/meaningful language. Motivate people with interests in green energy, workforce development, or "beating" China/other competitors.
- Encourage people through property-tax relief.
- It's expensive to develop workers, however a new surplus of energy Manufacturers want to work w/ 4-year schools.
- There should be greater emphasis on working with communities and community colleges
- It is also important to start w/ middle schools - educate students + parents teachers.
- Workforce needs to extend beyond 4 year schools.
- Also work with local communities directly for issues that directly affect local communities
- Lower compensation for trainers it discourages them from training
- Training for jobs that won't exist for 2-3 years also discourages people from joining these programs.
- Electrical Engineering needs to focus on power curriculum in academic settings.
- Offshore Turbines should be seen as a point of collaboration rather than as a threat.
- Grow leadership competencies needed for this Industry.
- These competencies can also be transferred and used in other industries - use as a motivating factor
- Understand community needs early on.
- Lesson learned, offshore wind is at its initial stage in the US. 42 turbines in the US (some offshore).
- A lot of planning needed to perform.
- Land based issues; can this impact our view from the beach? How does this matter? What can be done to improve minimal impact?
- NJ is a great state to have offshore turbines. It's easier to keep manufacturing within the state.
- Better transportation, provide jobs for people, etc. (great opportunity!)
- There are challenges with supply chain and we need labor with OSW expertise
- We need to bring folks who are willing to participate in getting people to prepare for these job opportunities.
- Science backed communication is needed
- More public awareness is suggested
- Planning has been a success
- A business industry collaboration can be key
- More manpower or manual labor can be helpful
- University engagement has been useful
- Misinformation is a major error
- Scientists are a better option to receive information from because of their experience and facts
- Local residents can have positive impacts
- Better alternatives to destroying the environment
- More jobs and influx of workers could cause issues like traffic



Summary Report

- Challenges could be supply chain delays, privatization, and developers lacking communication
- Attraction has always been a huge positive
- Biomass can be improved
- Water and wildlife can be positively impacted because there is less vessel traffic
- Electrical needs fulfilled with the population
- Community members can help their own communities
- Governor Murphy is supportive of OSW
- How are they going to recycle the blades? Materials used for the turbines could harm the environment.
- How to make everything hold up over an extended period of time
- Offshore wind may have misinformation spread. Public can have wrong ideas looking at the turbines. Public attention has not been directed to the right places.

2. Workforce Development Needs and Opportunities

- OSW maintenance needs to consider worker safety
- There are challenges with vessels - it has to be a U.S vessel that transports the materials to the shore, and there aren't enough of them.
- Non-technical skills needed: teamwork, problem solving, leadership, project management, continuous process improvement, communication, and critical thinking skills.
- Rutgers should involve students through more collaboration among the public schools.
- There needs to be a development of getting internships for students so that they don't have to find them on their own.
- It is hard for students who live on campus and don't have vehicles to get to their internships.
- Internships need to be paid.
- Career service should be more involved in events like these
- Universities should also partner with community colleges
- Workforce is currently facing issues with shortages and no partnership between workforce and supply chain.
- Revive apprenticeships.
- Get high school students more involved in workshops.
- Rutgers programs such as engineering/ and partnering with other universities to get more interest
- Think differently like using more modern videos for marketing
- Problem with younger people wanting to get easy money by being influencers.
- Problem with younger people being able to think critically and evaluate information.
- Need to highlight other jobs in industry.
- Use entertainment to educate.
- There is currently no focus on hiring local community members.
- No public transport to wind turbine sites prevents people from being hired.
- Work with nonprofits to empower community, encourage retention, provide transport, childcare, and financial stipends.
- Community college partnership with other institutions increased access to laboratories, equipment, supplies, etc.
- Develop co-op programs.
- Middle school and high school industry awareness
- Focus jobs on Salem County which is the location of Wind Port
- Ask communities what they want and listen to their needs



Summary Report

- Communities need to be able to sustain these projects
- Information to be disseminated in multiple languages.
- Bigger emphasis on marketing to the local community, working with local marketing agencies
- Work with human resources, management, data science, etc.
- Check how other countries approach these issues and learn from their successes
- Grant making is not truly equitable and puts small businesses and communities in competition
- Grants are a short-term solution that won't encourage sustainability and retention.
- Revisit the curriculum
- Researchers provide great opportunities for development
- Provide training/bootcamps
- Connect with folks to these opportunities for these types of roles in the industry,
- Small businesses and supply chain should learn to compete
- Training the staff and those who are involved to gain skill and be competitive
- Students should receive credit for internships. There should be government incentives to businesses to encourage more internship opportunities.
- Are the jobs sustainable what happens after turbines are built? Possibly bring workers to other states to build turbines is a potential solution.
- Look at education as an investment and update curriculum to be more powerful
- Social impact can be achieved through the workforce
- Local businesses benefit but some will still be suffering
- Recruit workers from Philadelphia and Delaware
- Innovative justice, how can we innovate to help workers with these opportunities
- People are more interested in computer science instead of electrical science which is a problem for engagement.