Program Purpose

• Advance Hawai‘i’s clean energy goals

• Create jobs for a new generation of clean energy leaders

• Identify community needs and concerns

• Address inequities in vulnerable communities

• Increase understanding of Hawai‘i’s energy ecosystem and opportunities

• Establish a channel of communication and trust between communities, HSEO, and energy industry stakeholders
What is Clean Energy?

• Energy Conservation
• Energy Efficiency
• Renewable Energy
• Clean Transportation
• Active Transportation
• Energy Resilience
• Green Careers
Wayfinders Will:

- Outreach through community leaders and organizations to identify clean energy needs and facilitate two-way engagement

- Facilitate community input into clean energy planning and project development

- Facilitate community and household clean energy action plans

- Provide referrals to financial and technical assistance

- Facilitate green workforce training and employment opportunities

- Collaborate with community and school leaders to deliver clean energy outreach and education
Who Are the Wayfinders?

- Possess deep understanding of Hawai‘i and local communities
- Commitment to clean energy, equity, and climate justice
- Experience in clean energy, education, public outreach, social services, community organization, or related fields
- Understanding and preferably experience living or working in low-to-moderate income, ALICE (Asset Limited, Income Constrained, Employed) and vulnerable communities
- Completion of an Associate degree, two years of college or commensurate experience
Community Benefits

• Reduced GHG Emissions
• Improved health outcomes
• Improved climate change mitigation
• Increased understanding of energy systems & benefits
• Improved access to and participation in:
  - Clean energy programs and planning
  - Clean energy career training and employment opportunities
  - Shared solar (CBRE) projects
  - Solarize initiatives
  - Clean energy financial assistance programs
• Community-guided, cost-effective incentive structures
• Increased community input and collaboration in State’s transition to 100% clean energy economy
Major Partners and Resources

**HAWAII STATE Energy Office**
- Program development, partners coordination, grants applications and management

**Hawaii Energy**
- Energy efficiency training, programs and resources

**Community Organizations**
- Hawaii Green Infrastructure Authority
  - Clean energy finance training and support

**County Offices**
- Wayfinders site mentors, local engagement support

**Energy Equity Hui**
- HSEO
- Hawaiʻi Energy
- Hawaiian Electric
- Hawaiʻi Public Utilities Commission

**Energy Equity Hui Partners**
- Hui O Hauʻula
- Sierra Club
- Blue Planet Foundation

**Other Partners**
- IBEW Local 1186
- Workforce Development Council
- KUPU
Other Partners

- NGOs
- Energy Companies
- Energy Service Companies
- Other State Agencies
- University of Hawai‘i System
Program Strategy

• 8 Wayfinder initial program

• Local applicant preference

• Build relationships and trust with communities

• Measure performance

• Scale up

• Federal, state, private direct and in-kind partner funding
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Community Database

- Geospatial database utilizing socioeconomic data and proposed utility-scale renewable project locations
- Help identify priority communities and community organization partners
- Survey communities and update database
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 `Aina Corps

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

County Site Mentors

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

Clean Energy Wayfinders

- Engage with community organizations
- Provide clean energy education
- Direct community members to programs and resources
- Facilitate community input and information gathering
Wayfinder Training

• Comprehensive training program
  - Introductory intensive
  - Follow-on training through the year
  - Attendance at summits, conferences, workshops

• Curriculum includes:
  - Energy conservation and efficiency
  - Renewable energy
  - Clean and active transportation
  - Energy resilience
  - Financial assistance resources
  - Green workforce development
  - Equity
  - Hawai‘i’s culture and history
  - Community outreach and engagement
Questions?

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