

US Dept of Energy
DE - FC03 - 00SF22092

Windustry
Institute for Agriculture and Trade Policy
2105 First Ave S.
Minneapolis, MN 55404

Project Name: US Landowners/Wind Turbine Owners Assoc.
Contact Person: Lisa Daniels, Windustry Director

Objectives

Broaden and Update Windustry Website
Build Network and Expand Database
Provide Outreach Support and Technical Assistance

General Summary

This project was very successful in terms of providing a unique source of information for rural communities and landowners. We are very pleased with the overall results and believe that this is a vital program for the sustainable development of wind energy. The outreach materials created by Windustry are filling a serious void in information about how local communities and rural landowners can participate in wind development projects.

In our program implementation we learned how great the demand is for this type of information both through our hotline calls and website usage. We also realized that the materials require constant updating and maintenance. There is a balance that needs to be found in printing the materials to have handouts ready at meetings for our primary target audience and more research and revisions for the website materials.

All of this work is of an ongoing nature. Since this funding was awarded for one year, Windustry will be seeking other funding sources to continue the work in future years. Below is a summary of the Windustry accomplishments as well a sampling of website usage reports.

Windustry is appreciative of the US DOE for its support of this wind energy industry work and the Wind Powering America initiative.

Project Activities

- 1) Expand/Update Windustry Website
 - Selected Webmaster and set up on-going contract with Randy Martin;
 - Designed and implemented new website;

- Worked with contractor Heather Rhodes to organize and update new and old materials and get them on website;
- Created new website sections including sample contracts, upcoming events, Wind Farmers Network.

2) Develop/Edit/Update Windustry Materials

- Published two newsletters;
- Additional outreach materials – on topics such as landowner easement issues, and frequently asked questions for both the website and US postal info requests
- Materials updated to keep information current;
- New Exhibits – such as “Milk This” magnets, “Ask for Homegrown Energy” Posters and other presentations.

3) Build Windustry Network and Database

- Windustry’s database landowners, wind turbine owners, interested individuals and public utility representatives expanded nationally.
- Windustry’s database includes interested attendees from all wind meetings we have participated in - the Wind Farmers Network has over 2500 names.

4) Provide Technical Assistance and Disseminate Outreach Materials and Respond to Inquiries

- Provided specific technical assistance and organizational support for wind meetings preparations in Spokane, South Dakota and Oklahoma;
- Windustry materials disseminated at events including wind meetings in Wisconsin, Kansas, Nebraska, South Dakota, Spokane for the Pacific Northwest, and Oklahoma;
- Trained in assistant to work on website updates and hotline responses for phone and email inquiries;
- Articles and announcements appeared in periodicals, journals, radio and television, as well as in clean energy industry newsletters and websites. Interests are wide and varied from Successful Farming Radio show to Science News Magazine to That Money Show on Public Television.

5) Participate in and Speak at Wind-related meetings

- Technical support and information about economic development from wind energy, landowner wind easement guidelines and distributed wind generation provided at meetings;
- Meetings include: Wisconsin, North Dakota, Kansas, Nebraska, South Dakota - both state meeting and several small regional meetings, Spokane for the Pacific Northwest, and New York.

6) Develop New Cooperating Partnerships

- Formally established relationship with a national farmer organization, American Corn Growers Association/Foundation and the South Dakota Farmers Union.
- Put together working team on wind easement issues – Participants on the team include: Jay Haley, North Dakota; Dan Juhl, Minnesota; Jim Burg, South Dakota; Don Bain, Pacific Northwest; as well as two attorneys that Windustry has worked with on easements in past.

7) Other activities, still in progress, to promote wind energy and create new models for development include:

- Began to expand outreach to Rural Electric Coops – to bring about specific projects that could be used as models for locally-based rural economic development from wind energy. The “Ask for Homegrown Energy” campaign is a key piece for this outreach effort for rural based utilities and rural community leaders.
- Organized a local collaborative team to intervene on Small Wind Tariff at Minnesota Public Utilities Commission. This would initially be used to develop wind projects under 2 MW with Xcel Energy in areas that are class 3 and 4. Later it would be used as model for other utilities and other states. Developed a chart for wind purchase price for different wind classes.

Website Usage Reports

Below is a sample of usage statistics from 2001 for the Windustry website. The full statistics are readily available at: www.windustry.org/_stats.

General Statistics		
Hits	Entire Site (Successful)	446,768
	Average Per Day	1,224
	Home Page	15,190
Page Views (Hits to files designated as pages. Supporting graphics and other non-page files are not counted.)	Page Views (Impressions)	97,062
	Average Per Day	265
	Visits	39,881
Visits (Number of times a visitor came to the site)	Average Per Day	109
	Average Visit Length	00:08:46
	Median Visit Length	00:03:04
Visitors	Unique Visitors	15,368
	Visitors Who Visited Once	12,097
	Visitors Who Visited More Than Once	3,271

