

Vineyard Wind Delivers First Power to the Massachusetts Grid

For the first time in history, utility-scale wind power comes to the US

FOR IMMEDIATE RELEASE

(NEW BEDFORD, MA) – Vineyard Wind, the nation’s first commercial-scale offshore wind facility, began generating and delivering electricity to the mainland power grid this week. The first six of 62 total turbines are fully operational, marking the first power delivery of its kind to US soil.

“First power is a major milestone, not only for Vineyard Wind, but for the US’s clean energy economy,” said **Vineyard Wind CEO, Klaus S. Moeller**. “As the pioneers of stateside commercial offshore wind, we’ve put community collaboration, environmental stewardship, and commitment to the local economy at the center of our work. We’ve set a high bar for offshore wind development over the last several years and hope our success will serve as a model for this emerging industry.”

The first six General Electric Haliade-X 13 megawatt (MW) turbines will generate 78 MW of electrical capacity and installation of additional turbines will continue through the fall. Vineyard Wind is expected to reach 200 to 300 MW of generating capacity by the end of the year. The full 62-turbine array will reach full commercial operation by mid-2024 and have the capacity to generate 806 MW of clean electricity—enough to power 400,000 Massachusetts homes.

Since 2017, Vineyard Wind has invested over \$15 million in efforts delivering benefits to the local community. According to a report by UMass Dartmouth and Springline Research Group, Vineyard Wind added over 700 jobs and generated \$167 million in economic output between 2017 and 2022, far exceeding previous estimates.

An 800-megawatt project located 15 miles off the coast of Martha’s Vineyard, Vineyard Wind will create 3,600 Full Time Equivalent (FTE) job years, save customers \$1.4 billion over the first 20 years of operation, and is expected to reduce carbon emissions by more than 1.6 million metric tons per year, the equivalent of taking 325,000 cars off the road annually.

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About Vineyard Wind

Vineyard Wind LLC is an offshore wind development company that is building the first commercial-scale offshore wind energy project in the U.S., to be located 15 miles south of Martha’s Vineyard. Vineyard Wind 1, based in New Bedford, Massachusetts, is 50 percent owned by funds of Copenhagen Infrastructure Partners (CIP) and 50 percent by Avangrid Renewables, a subsidiary of AVANGRID, Inc. (NYSE: AGR). For more information, visit www.vineyardwind.com.

Note: I deviated from the typical opening paragraph because I thought it important to de-emphasize the partner names and focus on the project for clarity and to position us as the developers. I took some liberties with facts/metrics.

MEMO

To: Andrew Doba, Robert Keough

From: Brianna Garcia

Subject: First Power Communications Plan

Date: 8/12/23

Campaign Goals/Key Objectives:

1. Grand Prize: Secure bid for 3.6 GW procurement.
2. Raise Profile/Brand Awareness of Vineyard Offshore
 - a. Earn coverage in at least 5 regional outlets and 3 national outlets across print, broadcast, and radio.
3. Position Vineyard Offshore as the trusted developer to deliver for MA today and tomorrow by celebrating wins from Vineyard Wind.
4. Increase Social KPIs at least 20% above base metrics.

Considerations/Challenges:

- Vineyard Wind's name recognition is much higher than Vineyard Offshore's which inevitably creates confusion but is also an advantage.
 - Maintaining the brands' consistent visual identities and alignment will create the association.
 - We should focus on consistency, cross-promotion, and linking across owned digital assets to create the association over time.
- Policymakers and advocates in MA are highly concerned with community engagement and buy-in, particularly from marginalized and working class communities. We should highlight building upon successful community engagement strategies. We can validate concerns and provide examples of how we changed course based on community feedback.

Target Audiences:

- Policymakers/politicians
- Activists
- Economists
- Fishermen

Key messages:

- **We are pioneers:** We were the first to develop commercial, scalable offshore wind in the US with Vineyard Wind, and we are just getting started.
 - Vineyard Offshore's first development, Vineyard Wind, will start delivering the first power to the US grid this fall.
- **We are effective:** Vineyard Wind, Vineyard Offshore's first development, is proof that we can have it all: local economic growth, clean energy, and wildlife protection.
 - Our first development, Vineyard Wind added over 100 year-round jobs to a seasonal economy and has generated over \$167 million in economic output since 2017.
- **We are collaborators:** We are committed to providing benefits to the local communities we work in today so we can all breathe easier tomorrow.
 - Community engagement is not just a box for us to tick—it's the cornerstone of how we work.

Assets to create

- Wikipedia page for Vineyard Offshore, linking to Vineyard Wind Page.
- Fact sheet in plain language for reporters/policymakers/advocates
- Infographics (outsource)
 - Jobs and \$ added to the local economy
 - Efforts to preserve marine life
 - Carbon offsetting potential
 - Energy savings over time
- 1-2 minute videos about the project (script in-house, outsource production)
 - Overall project background
 - Community engagement highlights (profile fisheries liaison and community engagement manager)

Key Activities

- **Media Outreach:**
 - Invite reporters to tour substation and/or visit site
 - Press release to outlets:
 - Broadcast: local news stations, select national outlets (incl. CNN, MSNBC)
 - Print/Digital: incl. Massachusetts Playbook, BBJ, Globe, NYT, Washington Post, Bloomberg
 - Radio: NPR & affiliates
 - Targeted influencer outreach
- **Social Media:**
 - Engage Vineyard Wind audience and ask them to follow Vineyard Offshore accounts to stay up-to-date on new developments.
 - Create series of posts with the following topics:
 - First Power

- Sample LinkedIn post: A Wind of Change: Vineyard Wind just delivered the first power to the grid. This is the first time a utility-scale wind farm has brought power to the U.S. We are so proud to be the developers behind this ground-breaking project.

We're starting with 78 megawatts of electricity, but by the time installation is complete in 2024, this wind farm will have the capacity to generate over 800 MW—enough to power 400,000 Massachusetts homes and businesses.

Offshore wind is the future of the US energy economy, and we can't wait to be there adding jobs, strengthening local economies, and securing a clean air future.

- Optional whacky X posts (Xeets? What are these now?):
 - It's spooky season, and nothing is scarier than climate change. Good thing we are pioneering off-shore wind in the US. Our first project, @VineyardWindUS just started delivering power from a large-scale offshore wind farm for the FIRST TIME EVER. (Image: <https://imgflip.com/i/7vk3re>)
 - We did it, Joe! The first power from a utility-scale offshore wind farm just made its way to the US grid & there's more where that came from.

■ Community engagement

- Short video of Dana Ribeiro answering the following:
 - Who are the people we engaged with?
 - What are their concerns?
 - How did listening to them make our work better?
- Cross-post as a blog post/profile on website

■ Economic benefit (multiple posts)

- Infographic of jobs added/\$\$ generated
- Infographic of electricity bill savings over time, highlight benefit to income-eligible electricity customers
- Projections of job benefits to all of MA over time.

• Paid media:

- Sponsored social media posts
- Social media ads
- Podcast ads
- Ad space in the T (messaging could focus on environmental benefit of riding transit. Ex: "You're doing your part, we're doing ours")

• Other:

- Send hand-written thank you notes from CEO to lawmakers thanking them for their help in getting Vineyard Wind up and running.

- Thought leadership: Op-Eds from CEO
- Build brand evangelism with staff

Metrics

Measuring success will be critical in tracking campaign efficacy. We should look beyond vanity metrics and focus on the following:

- Web traffic growth
- Social media activity (mentions, SOV, growth, engagement)
- Backlinks
- Earned media value
- To consider: Brand awareness/sentiment through surveys & focus groups