DOE/R3/48460--T1

1996 National Awards Program
for Energy Efficiency and Renewable Energy
Final Report

Submitted by
Renew America
1400 16th Street, NW, Suite 710
Washington, DC 20036

MASTER

W

DISTRIBUTION OF THIS DOCUMENT IS UNLIMITED

DISCLAIMER

This report was prepared as an account of work sponsored by an agency of the United States Government. Neither the United States Government nor any agency thereof, nor any of their employees, makes any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States Government or any agency thereof.

DISCLAIMER

**Portions of this document may be illegible
electronic image products. Images are
produced from the best available original
document.**

INTRODUCTION

Background

For many years, the U.S. Department of Energy (DOE) has sponsored the National Awards Program for Energy Efficiency and Renewable Energy, a recognition program that honors and promotes energy efficiency and renewable energy programs across the nation. Through this program, DOE strives to increase the use of energy-efficient and renewable resource technologies that are beneficial and transferable to others nationwide.

DOE hired Renew America to coordinate the 1996 National Awards Program for Energy Efficiency and Renewable Energy. Renew America is a non-profit environmental organization that identifies, verifies and promotes successful programs advancing environmental goals. Through the *Environmental Success Index*, Renew America chronicles more than 1,500 effective environmental programs nationwide that measurably protect, restore, or enhance the environment. In addition, Renew America recognizes exceptional programs through its awards, the National Awards for Environmental Sustainability. These awards are supported by the National Awards Council, a group of environmental, community, government and business organizations that reviews and selects winners.

PROGRAM EXECUTION

Program Initiation

In March 1996, Renew America submitted an unsolicited proposal to DOE to conduct the 1996 National Awards Program. On May 2, 1996, DOE authorized Renew America to incur pre-award costs estimated at \$38,377.00 to cover pre-production costs. On September 25, 1996, Renew America received the Notice of Financial Assistance (NFA) for \$183,771.00 to be used for the production costs of the program. The entire awards program was conducted between May and December 1996.

In May 1996, Renew America contracted National Association of State Energy Officials (NASEO) to assist with program promotions, application distribution, and to review applications. NASEO promoted the program through its various meetings and contacts with each State Energy Official (SEO) and other parties. Renew America also contracted the National Center for Appropriate Technology (NCAT) to assist with the distribution of applications and to write sections of the awards program magazine.

Work Schedule

May 1 - July 15, 1996	Distributed applications
May	Distributed press packets and applications to SEOs and DOE Regional Offices
June 5	DOE News Brief released announcing call for nominations
June	Nomination announcement published in <i>DOE This Month</i>
July	Article regarding the Awards Program published in <i>DOE This Month</i>
July 15	Application Due Date
July 19 - Aug 23	State and Local Reviews
August 27	First round of judging
September 5	Final round of judging
October 24	Awards Ceremony held/Press Release issued
December	List of award winners appeared in article in <i>DOE This Month</i>
December	Distribution of Certificates of Recognition

Application Distribution

All parties agreed to use Renew America's established awards application. This not only enabled us to distribute applications quickly, but also permitted applicants to apply for both the DOE awards and Renew America's awards simultaneously. A sticker was placed on the front of each application to advertise the DOE's awards program and application deadline, July 15. In addition, a flier describing DOE's awards program and requirements was distributed with each application.

Renew America distributed approximately 8,000 applications between May and July to DOE's Office of Federal Energy Management, SEOs, the DOE Regional Offices, Renew America's National Awards Council, and other energy and environmental organizations. DOE posted the application on their Web site at www.eren.doe.gov/nap96, and Renew America posted a notice on its Web site to advertise the awards program.

In addition, approximately 125 energy-related programs already identified by Renew America in the *Environmental Success Index* were asked to update their program

information with specific data on their energy savings in order to qualify for DOE's awards program.

A total of 244 updates and new applications were received. Applications were broken down into six categories including: Building Technologies, Energy Technologies and Education, Federal Energy Activities, Industrial Technologies, Transportation Technologies and Utility Technologies. Federal Energy Activities was a new category added in 1996 in order to include Federal energy programs in the awards. The following is a breakdown of these applications by DOE region and end-use sector. These applications proceeded through the evaluation process.

APPLICATIONS RECEIVED

APPLICATIONS BY DOE REGION

Boston Region		Philadelphia Region		Atlanta Region		Chicago Region		Denver Region		Seattle Region	
CT	2	DE	1	AL	2	IL	6	CO	2	AK	2
ME	1	DC	9	AR	0	IN	2	KS	0	AZ	9
MA	11	MD	4	FL	9	IA	8	LA	0	CA	39
NH	0	NJ	3	GA	2	MI	4	MT	3	HI	1
NY	22	PA	9	KY	3	MN	5	NE	4	ID	3
RI	0	VA	7	MS	0	MO	8	NM	0	NV	2
VT	3	WV	0	NC	1	OH	3	ND	1	OR	14
				SC	2	WI	9	OK	3	WA	9
				TN	3			SD	1	AS	0
				PR	0			TX	12	GU	0
				VI	0			UT	0	PAL	0
								WY	0	NMI	0
										NN	0
Totals	39		33		22		45		26		79

APPLICATIONS BY END-USE SECTOR

96 Building Technology

42 Energy Technology and Education

12 Federal Energy Activities

16 Industrial Technology

22 Transportation Technology

56 Utility Technology

244 Total

Program Promotion

Stimulating awareness of this program among organizations playing a role in energy efficiency and renewable energy was challenging, given the short time-frame allowed by the program. In order to organize the promotional efforts, Renew America hired Witeck-Combs Communications as a subcontractor to assist with the development of the various promotional packages. Renew America sent the promotional packages to both the DOE Regional Offices and SEOs to assist them with promoting the program in their areas. The packages included promotional tips and samples of a press release, a newspaper article, a program announcement and a letter to Members of Congress (Appendix A).

On June 5, 1996, DOE issued a *Brief* announcing the National Awards Program and the application deadline. Copies were sent to organizations for publication in their newsletters. The National League of Cities printed the announcement in its publication, *Nation's Cities Weekly*. DOE also included the application due date in the "Coming Events" section of the June 1996 issue of *DOE This Month*. An article describing the program appeared in the July 1996 issue of *DOE This Month* (Appendix B).

To promote the winners, Renew America sent press packets to each Best in Category and Special Recognition award winner. The packets included an overall media strategy and a sample press release. Similar packets were sent to each SEO with a list of winners from its state. DOE issued a press release with quotes from Secretary of Energy Hazel O'Leary and Christine Ervin, Assistant Secretary for Energy Efficiency and Renewable Energy. In addition, DOE published an article about the winners in the December 1996 issue of *DOE This Month* (Appendix C).

Evaluation Process

Programs were evaluated on the basis of four criteria used by Renew America and the National Awards Council for Environmental Sustainability: program effectiveness, natural resource conservation, human development and economic progress.

Each program was subject to a four-part evaluation process. First, applicants were required to provide the names and addresses of five references, two of which had to be non-profit organizations. Evaluation forms were distributed to each of these references. Second, each SEO was asked to review the programs from its state and provide comments.

In the third stage of review, representatives from energy and environmental organizations, government agencies, and Renew America's National Awards Council were asked to score and rank the programs. The top twelve programs from each category were then elevated to the fourth and final level of review. At this stage, teams of four judges reviewed the top twelve programs in each category. Each team consisted of one representative from DOE, one from an SEO, and two from

independent energy-related organizations. The following is the list of judges that participated in the final round:

Building Technologies

David Bancroft, Solar Energy Industries Association
Phil Coleman, Lawrence Berkeley National Laboratory
Diane Daily, Massachusetts State Energy Office
John Talbott, DOE

Energy Technologies and Education

Carol Werner, Environmental and Energy Study Institute
Elissa Parker, Environmental Law Institute
Bob Smira, Mississippi State Energy Office
Pat Rose, DOE

Federal Energy Activities

John Castagna, Edison Electric Institute
Brent Blackwelder, Friends of the Earth
David Terry, NASEO
Bob McLaren, DOE

Industrial Technologies

John Morrill, American Council for an Energy-Efficient Economy
Tina Hobson, Renew America
Steve Sautter, Oregon State Energy Office
Rolf Butters, DOE

Transportation Technologies

Jerry McNeil, National Association of Counties
Hugh Morris, Rails to Trails Conservancy
Jeff Herholdt, West Virginia State Energy Office
Stephen Goguen, DOE

Utility Technologies

Jack Young, Renew America
Brian Henderson, New York State Energy Office
Bob Brewer, DOE
A fourth judge canceled at the last minute.

A Best in Category winner was chosen by the teams for each end-use sector. In addition, each team had the option to select up to eight Special Recognition winners. A list of the winners for each end-use sector is attached (Appendix D).

Awards Program Magazine

Renew America produced a thirty-two-page, two-color publication, Energy for a Sustainable Future, to promote the winners (Appendix E). Included in the magazine was a one-page description of each Best in Category winning program and an index listing all qualifying programs. Secretary Hazel O'Leary, Assistant Secretary Christine Ervin, and John Gibbons (Assistant to the President for Science and Technology) made statements for the magazine to congratulate the winners and discuss the importance of their efforts. In addition, a statement made by environmental and community organizations was included to show the support of these organizations for DOE's National Awards Program and for the achievements of the programs described in the magazine. It was signed by Brent Blackwelder of Friends of the Earth, Millard Fuller of Habitat for Humanity, Ralph Cavanaugh of Natural Resources Defense Council, Donald Borut of National League of Cities, Howard Ris of Union of Concerned Scientists, and John Hoyt of The Humane Society of the United States.

A total of 3,200 copies of the magazine was printed. Magazines were distributed to each award winner, each qualifying program, SEOs, DOE Regional Offices, the press and to 1,600 environmental organizations. In addition, DOE distributed copies during the awards ceremony for the Special Recognition winners held at DOE and during the awards ceremony for the Best in Category award winners.

Awards Ceremony Preparation

On September 9, Renew America sent an initial notice to all Best in Category and Special Recognition winners congratulating them on the awards and notifying them about ceremony arrangements. Renew America made arrangements for Best in Category award winners to stay at the Holiday Inn on Capitol Hill. Each winner was responsible for making his or her own transportation and hotel reservations; however, travel expenses were reimbursed up to \$600 per person.

DOE and NASEO assisted in developing an invitation list. Invitations were sent to Members of Congress with winners in their state/district, DOE Regional Offices, environmental organizations and SEOs. SEOs were encouraged to hold separate award ceremonies in their states as a way to promote the award-winning programs in statewide.

The invitations included an announcement and response card. Organizations were invited to co-sponsor the ceremony; their names were listed on the invitation. They included Environmental and Energy Study Institute, NASEO, NCAT, the Alliance to Save Energy, American Wind Energy Association, American Council for an Energy-Efficient Economy, Business Council for Sustainable Energy, Environmental Law Institute, Friends of the Earth, National Association of Counties, Passive Solar Industries Council, Safe Energy Communication Council, Solar Energy Industries Association, Sun Day Campaign, and Union of Concerned Scientists.

Renew America solicited funding for the awards ceremony reception costs. The generous support of both the Edison Electric Institute and Edison Source was acknowledged on the invitation.

The awards took different forms. Best in Category winners received glass, desktop awards. Special Recognition award winners received framed four-color certificates, and all other qualifying programs received two-color certificates in DOE certificate holders.

Awards Events

The awards ceremony was held on October 24, 1996. Renew America organized a day and a half of events for the Best in Category award winners. Representatives from each Best in Category award winning program and from most Special Recognition Programs attended the events.

A briefing for DOE staff and an awards ceremony was held at DOE Headquarters at 2:00 p.m. on October 24, 1996. Best in Category award winners gave a short synopsis of their programs, and the Deputy Assistant Secretaries (DAS) then presented awards to the Special Recognition winners. Representatives from 24 organizations receiving Special Recognition awards attended the ceremony. Few DOE staff members were present for the briefing.

Best in Category awards were presented during the evening ceremony on Capitol Hill by John Atcheson, Acting Director, Office of Budget, Planning and Customer Service. Secretary Hazel O'Leary attended and made remarks during the ceremony. At the entrance of the evening ceremony, displays including photographs and written copy (provided by the winners) showcased each Best in Category award winner. In addition, press packets were prepared and distributed at the awards ceremony (Appendix F). Approximately 200-250 people attended this ceremony.

Following is a schedule of all the events planned for the winners:

October 24, 1996

8:00 a.m. to 10:30 a.m.	Old Executive Office Building Tour followed by a meeting with Dr. John Gibbons (Best in Category winners only).
12:00 p.m. to 1:30 p.m.	Luncheon for Best in Category award winners with the Deputy Assistant Secretaries at the Department of Energy.
2:00 p.m. to 3:30 p.m.	Award Winner Program Briefing for DOE personnel at DOE headquarters. Each Best in Category program was introduced and a representative was asked to briefly describe the award winning program. A

question and answer session followed. The Deputy Assistant Secretaries for each category presented certificates to the Special Recognition winners.

5:30 p.m. to 7:00 p.m.

Awards Ceremony for Best in Category winners and reception in the Gold Room (Room 2168) of the Rayburn House Office Building.

October 25, 1996

8:00 a.m. to 9:00 a.m.

Breakfast for Best in Category award winners with the Assistant Secretary for Energy Efficiency and Renewable Energy at the Hyatt Regency Hotel.

PROGRAM RESULTS

1. Rewarding excellence and innovation in addition to peer recognition remains an important method of promoting energy efficiency and renewable technology use. Publicity assists in the transfer of this knowledge.
2. Renew America's application and verification process was easily adapted to DOE's needs, because the criteria met DOE's program requirements.
3. Inclusion of energy programs existing in Renew America's *Environmental Success Index* increased the number of programs that qualified for the awards program.
4. Distribution of applications through NASEO's state contacts enhanced the promotion of the awards program. Unfortunately, as a result of the limited distribution time, the SEOs were unable to fully participate.
5. Holding the Best in Category awards ceremony on Capitol Hill increased the significance of the occasion for all participants. Although Congress was out of session at the time of the ceremony, Congressional staff members did attend in order to congratulate the winners from their states.

RECOMMENDATIONS

1. More time is essential in order to thoroughly distribute applications. Renew America had only two months to distribute and receive applications. An extended application deadline would provide organizations with more time to respond to the call for nominations and to complete the applications. This would also provide the SEOs with more time to participate in the application distribution process.
2. Additional assistance from DOE end-use sectors to find potential applicants is important to the identification and recognition of appropriate programs. The Federal Energy Activities and Industrial Technologies categories had the least number of applicants. It would be helpful if each end-use sector provided mailing lists, contact names and guidance about the types of programs it is interested in awarding.
3. In order to make the afternoon briefing/awards ceremony a success, DOE must take a more active role in promoting it to DOE staff. Few DOE staff members attended

the briefing. As a result, the Best in Category winners and DASs spoke to the assembled winners, and not to a filled auditorium. Further, the Special Recognition winners truly appreciated the opportunity to come to Washington, DC, to receive their awards, and even paid their own way in order to participate in the awards ceremony at DOE Headquarters. It would be nice to show them the support they deserve for a job well done.

FINANCIAL STATUS REPORT

(Long Form)

(Follow instructions on the back)

1. Federal Agency and Organizational Element to Which Report is Submitted U.S. Department of Energy		2. Federal Grant or Other Identifying Number Assigned By Federal Agency DE-FG43-96R340460		OMB Approval No. 0348-0039	Page 1 of 1 pages
3. Recipient Organization (Name and complete address, including ZIP code) Renew America 1400 16th Street, NW, Suite 710, Washington, DC 20036					
4. Employer Identification Number 52-1120235		5. Recipient Account Number or Identifying Number		6. Final Report ☐ Yes ☐ No	7. Basis ☒ Cash ☐ Accrual
8. Funding/Grant Period (See instructions) From: (Month, Day, Year) 5/2/96		To: (Month, Day, Year) 12/31/96		9. Period Covered by this Report From: (Month, Day, Year) All 10/1/96 To: (Month, Day, Year) 11/31/97	
10. Transactions:			I Previously Reported	II This Period	III Cumulative
a. Total outlays					201,954.92
b. Refunds, rebates, etc.					196,954.92
c. Program income used in accordance with the deduction alternative					196,954.92
d. Net outlays (Line a, less the sum of lines b and c)					201,954.92
Recipient's share of net outlays, consisting of:					5,000
e. Third party (in-kind) contributions					
f. Other Federal awards authorized to be used to match this award					
g. Program income used in accordance with the matching or cost sharing alternative					
h. All other recipient outlays not shown on lines e, f or g					8,184.37
i. Total recipient share of net outlays (Sum of lines e, f, g and h)					13,184.37
j. Federal share of net outlays (line d less line i)					183,770.55
k. Total unliquidated obligations					
l. Recipient's share of unliquidated obligations					
m. Federal share of unliquidated obligations					
n. Total federal share (sum of lines j and m)					183,770.55
o. Total federal funds authorized for this funding period					183,770.55
p. Unobligated balance of federal funds (Line o minus line n)					
Program income, consisting of:					
q. Disbursed program income shown on lines c and/or g above					
r. Disbursed program income using the addition alternative					
s. Undisbursed program income					
t. Total program income realized (Sum of lines q, r and s)					
11. Indirect Expense		a. Type of Rate (Place "X" in appropriate box) ☐ Provisional ☐ Predetermined ☒ Final ☐ Fixed			
		b. Rate .4	c. Base 59,607.00	d. Total Amount 23,842.80	e. Federal Share 23,842.80
12. Remarks. Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation					
13. Certification: I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.					
Typed or Printed Name and Title MARNA K. LOUIS, DEPUTY DIRECTOR				Telephone (Area code, number and extension) 202/232-2252	
Signature of Authorized Certifying Official				Date Report Submitted 8/12/97	