U. S. Department of Energy
Golden Field Office

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FINAL REPORT
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**LAUNCHING & IMPLEMENTING FEMP'S 1997 OUTREACH PLAN AND
PROGRAM**

I. OVERVIEW

The Federal Energy Management Program's (FEMP's) mission is to help Federal agencies reduce energy costs by delivering effective technology transfer and outreach programs. The goal of the technology transfer and outreach programs are to ensure clear understanding of the Federal energy reduction goals and easy implementation by Federal energy managers and Federal employees of FEMP's programs. It is important that FEMP provide leadership and good examples to the Federal sector so that FEMP's programs and priorities can be transferred throughout Federal agencies and offices across the Nation. In order to achieve this mission, FEMP must send a clear message to everyone involved with the management of Federal facilities concerning its available resources, effective information and assistance, educational programs, tools, and training.

To achieve this objective, American Ideas and Designs, Inc., d/b/a Greening America (hereinafter referred to as 'Recipient') has assisted FEMP in developing a comprehensive energy efficiency technology transfer program plan (hereinafter referred to as the 'outreach plan'). A key component of the outreach plan involved the development and launch of a technology transfer campaign entitled "You Have the POWER." The outreach plan and the "You Have the POWER" campaign emphasized the ability of individual Federal employees, Federal agencies, and stakeholder organizations to easily access FEMP's energy efficiency tools and resources through a set of integrated interagency delivery programs.

II. COMPLETION SCOPE OF WORK BY RECIPIENT

The Recipient completed the scope of work that was encompassed in an eight-point program to assist FEMP in launching and implementing FEMP's 1997 outreach plan. The Recipient, in coordination with FEMP completed the scope of work as follows:

1. Assisted FEMP with planning and executing a series of three meetings at each of eleven Federal agencies (a total of thirty-three meetings) to implement the plan and document its effectiveness;
2. Assisted FEMP with the planning, developing, and orchestrating roll-out events at eleven agencies to launch the plan;
3. Coordinated with FEMP a design for outreach tools and products to promote and publicize the plan and produce the outreach tools and products;
4. Coordinated with FEMP the design, development, and production of a set of educational and resource materials in print format;
5. Coordinated with FEMP the design and development of digital images for the FEMP Web Site and for each of the eleven Federal agencies;
6. Assisted FEMP with planning and executing a media campaign to celebrate Energy Champions and FEMP success;
7. Coordinated with FEMP the creation of tailored programs for the FEMP Technical Assistance teams; and
8. Coordinated with FEMP meetings with private sector stakeholders to sponsor public service announcement ads.

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The eleven agencies selected for participation in the outreach plan and "You Have the POWER" campaign were (1) National Aeronautics and Space Administration, (2) General Services Administration, (3) Department of Commerce, (4) United States Postal Service, (5) Environmental Protection Agency, (6) U.S. Army, (7) U.S. Navy, (8) U.S. Air Force, (9) Department of Labor, (10) U.S. Treasury, and (11) DOE.

III. DESCRIPTIONS OF TASKS COMPLETED

Task 1. Qualifying Meetings, Agency Workshops, and Evaluation Meetings

The Recipient assisted FEMP with the planning, organization, facilitation, and documentation for a series of three meetings at each of the eleven participating Federal agencies for a total of thirty-three meetings. The first meeting was a Qualifying Meeting. Participation at this first meeting included a FEMP representative, an Interagency Task Force coordinator, other agency personnel as selected and invited by that agency's Task Force coordinator, and the Recipient. The purpose of the Qualifying Meeting was to develop a plan that is internally driven and tailored to that agency. The joint development of the agency's plan maximized the effectiveness of the campaign for that agency.

The second meeting, called an Agency Workshop, consisted of a FEMP representative, the Recipient, and an Agency Coordinating Committee. The Agency Coordinating Committee was comprised of (1) the Task Force Member/Energy manager, (2) the Graphics and Communications Director, (3) the Public Affairs Director, and (4) the Human Resource Director. This four-person Agency Coordinating Committee served as the implementation team assigned to that particular agency for the "You Have the Power" campaign. These four individuals collectively served as the point of contact for that Agency. The Agency Coordinating Committee also invited between ten and fifteen additional agency personnel to be involved in executing the campaign to attend the Agency Workshop. These additional individuals included mail handlers, building managers, security personnel, newsletter editors, print shop managers, computer specialists, and others who assisted in the campaign.

The half-day Agency Workshop purpose accomplished a number of specific fact-finding and logistical objectives that included (1) setting a date for the roll-out event, (2) identifying cost-share opportunities in printing, mailing, etc., (3) arranging for 656 Committee member participation, and (4) serving as the panel to select the Energy Champions to appear on posters for their particular agency.

The Recipient documented the meetings to serve as a baseline level of measurement for energy communications and awareness at the beginning of the campaign. After the campaign launch, the Recipient assisted FEMP with the organization of a third meeting with each agency. This third meeting, called a Post-Launch Evaluation Meeting, analyzed the program's effectiveness and progress, and discussed possible options for the next phases of the "You Have the Power" campaign.

The Recipient documented and provided reports to FEMP on each of the meetings outlined above.

Task 2. Roll-out Events and Launch

Based upon the Qualifying Meetings and Agency Workshops outlined in Task 1, the Recipient assisted FEMP in conducting a series of roll-out events tailored for each participating agency. The nature of and schedule for the roll-out events was agreed to by FEMP and the Agency Coordinating Committee. The facility manager of the building was asked to stage events at high traffic locations and at times when employees were moving through the building in large numbers. Where possible, roll-out events included the display of a large banner hanging on an outside wall

of the agency's building to capture the attention of employees, visitors, and the public. Likewise, there were campaign Fact Sheets, Energy Champion posters, and related materials posted and distributed for their review.

In order to bolster interest in FEMP among agency executives, the Recipient assisted FEMP in facilitating a series of one-on-one meetings between the Assistant Secretary of Energy for Energy Efficiency and Renewable Energy and the 656 Committee members representing that agency. The agency executive was invited to provide the keynote address during the roll-out event. The Recipient assisted FEMP in drafting special messages with quotes attributed to these executives.

The roll-out events were used to celebrate the agency's participation in the "You Have the Power" campaign and to recognize FEMP award winners in their own agencies. The Recipient assisted FEMP and the agency in orchestrating activities that recognize the agency's own Energy Champions, as selected based upon the agency's own criteria as established by the Agency Coordinating Committee. The roll-out activities involved high level government officials, the media, and private sector business leader who have worked closely with that agency in its energy saving programs.

Task 3. Outreach Tools and Products

The Recipient assisted FEMP in producing a number of outreach tools and products to create awareness about the campaign and to provide each agency with items to distribute to increase awareness, desire to participate, and motivation to take action to save energy and money for their agency. The outreach tools and products included banners, fact sheets, posters, and related materials that provided energy/facility managers, agency employees, and others with the key actionable messages of the campaign.

Task 4. Educational and Resource-Materials

The Recipient assisted FEMP with specific educational and resource materials by printing three types of posters displayed by each participating agency in year one. The first poster was the "You Have the Power" campaign identity poster. This poster, the same for each agency, was distributed to each agency as the campaign rolled out. The second poster, Energy Champion Poster Number 1, featured the "You Have the Power" campaign graphic along with an insert portrait photograph of a 1996 FEMP award winner for that particular agency. The third poster, Energy Champion Poster Number 2, featured the Energy Champion selected by that particular agency at its discretion with the approval of FEMP. Each agency had a total of six Energy Champion posters to launch its campaign.

The Recipient assisted FEMP by coordinating the art, the selection process, photography, graphic design, printing and press checks, production and delivery, and printing costs.

In addition to the above activities, the Recipient assisted FEMP with the FEMP Annual Report by writing, designing and preparing mechanicals for FEMP's review and concurrence.

The Recipient assisted FEMP by preparing a full set of mechanicals which were delivered in camera-ready format and in digital format on disc, as specified by the printer selected by FEMP.

Task 5. Web Site Development

The Recipient assisted FEMP with the development of a "You Have the Power" activity center located within the FEMP web site by providing FEMP with design options and digital material representing all the deliverables under this project. This activity center on the FEMP web site contains all the art and graphic elements that are created for the campaign. These graphic components are digitally programmed so that Federal agencies can easily download the digital image and text and incorporate them into their own communications vehicles, including

newsletters, posters, flyers, electronic newsletters, home pages, etc. All of the products produced in print format under Task 5 are also available in a digital format on the FEMP web site.

In addition to direct hyperlinks and downloading of art and graphics, the Recipient also provided each of the eleven participating agencies with a set of art and graphic materials on digital media storage devices. Such media storage may have included syquest-type discs, optical discs, zip discs, and other types of high-capacity storage devices. Specific instructions were provided as to how to download digital material from the FEMP web site and incorporate that material onto discs and storage media for customized output by each agency.

Task 6. Outreach

The Recipient assisted FEMP by preparing materials, organizing meetings with editors and publishers, researching and developing 'hooks' and storylines featuring the Energy Champions, tailoring stories to particular publications, and following up to clarify and answer any questions.

The Hometown Hero Web Site allowed the media to access information required to prepare press releases and information notices without having Greening America or DOE actively involved in contact concerning such press releases. Hometown Hero Announcement Cards created an announcement notice, in the form of a card, to notify media around the country about the availability of the hometown hero web site. The Recipient did not represent FEMP, speak in behalf of FEMP, or serve as an agent for FEMP in any manner.

Task 7. FEMP Team Sector Support

Technical Assistance Team: The Recipient assisted FEMP in the development of an overall theme and 'repackaging' of the technical assistance team offerings. The Recipient assisted FEMP in promoting the availability of FEMP technical services to the eleven participating agencies. Two initial meetings investigated and defined the needs of the technical assistance team. After an analysis and evaluation of those needs and capabilities was completed, a brochure describing the service offerings of the Technical Assistance Team was designed and printed. Approximately 10,000 copies of the brochure were printed. The Recipient was responsible for the organization of the material, writing, design and graphics, layout and mechanicals, printing, and delivery of the Technical Assistance Team brochures.

Task 8. Private Sector Partners

The Recipient worked with FEMP to identify, meet with, and generate support from private sector companies participating in ESPC and utility incentive financing programs to achieve federal energy savings. The Recipient assisted FEMP with the development of promotional and public service announcement advertisements under the theme 21st Century Partnerships. These advertisements were developed to allow the agency or private sector partner to customized for placement in the press. The Recipient assisted FEMP in identifying and contacting a number of private sector corporations to gauge their interest and participation in the "You Have the Power" campaign. Following an initial conversation with the private sector corporation, the Recipient arranged a series of individual meetings with the private sector companies, their federal agency partners and FEMP to discuss the joint design and placement of advertisements.

The Recipient assisted FEMP in developing outreach materials for the 21st Century Partnership ads based upon the results of the meetings with the private sector corporations. The private sector partners bore the cost of customizing the ad materials for placement and the cost of the ad space.

IV. SUMMARY

An evaluation of the You Have the Power Campaign was conducted by Gretchen Jordan of the Sandia National Laboratory. A copy of that evaluation is attached as Appendix A..

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