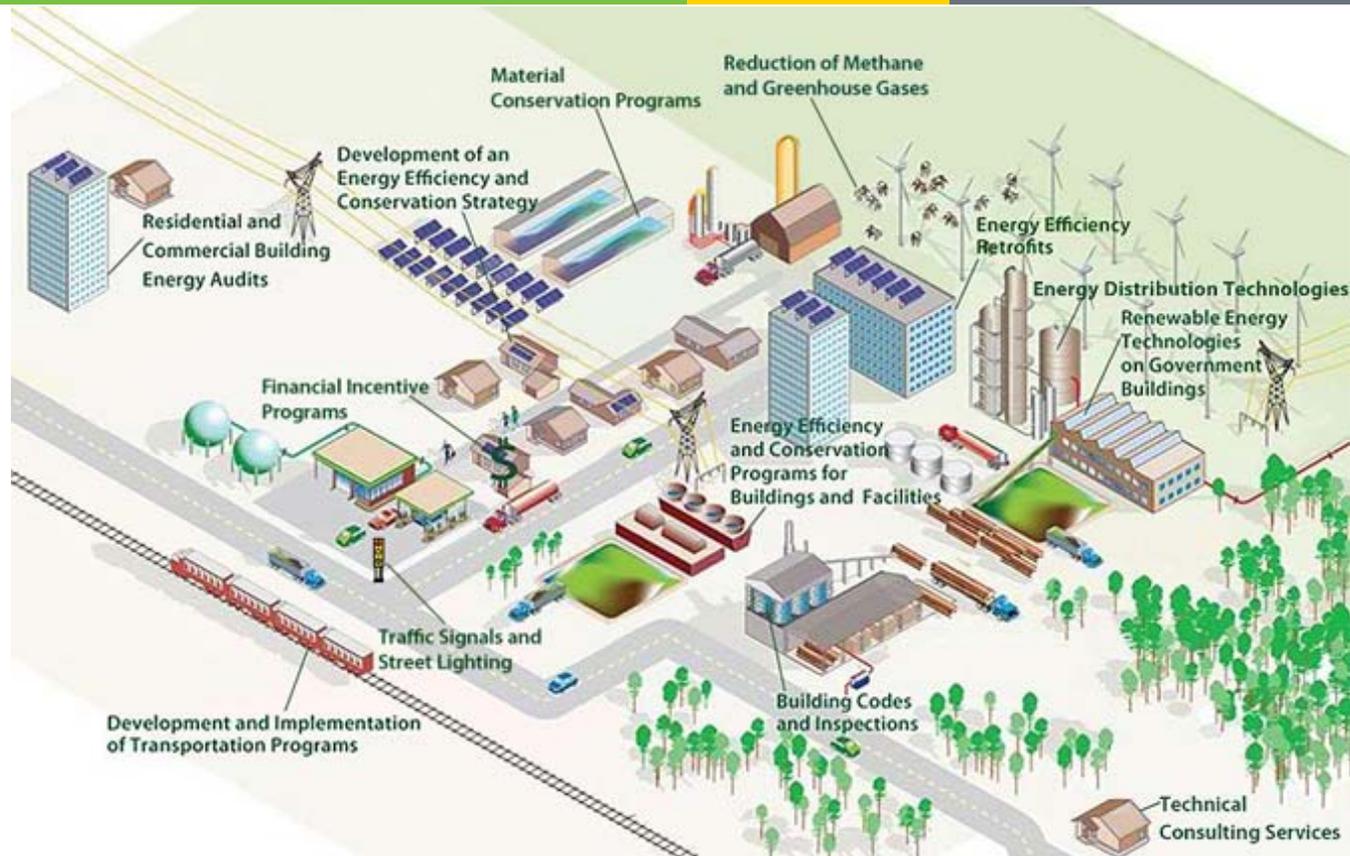


Identifying And Communicating EECBG Success Stories

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

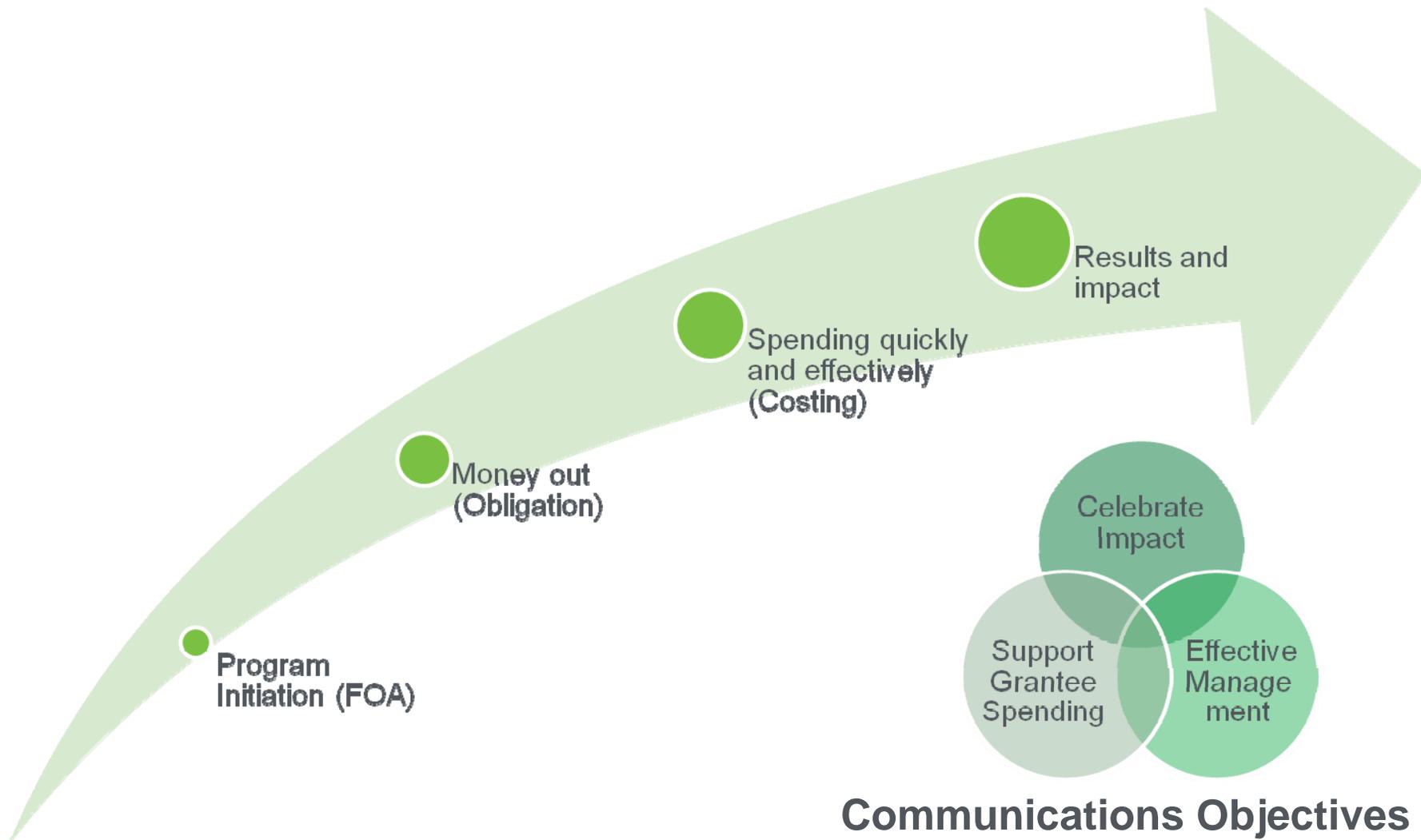


Chris Galm
EECBG Marketing & Communications Specialist

October, 2010

Objectives and Phases Driving Communication Needs

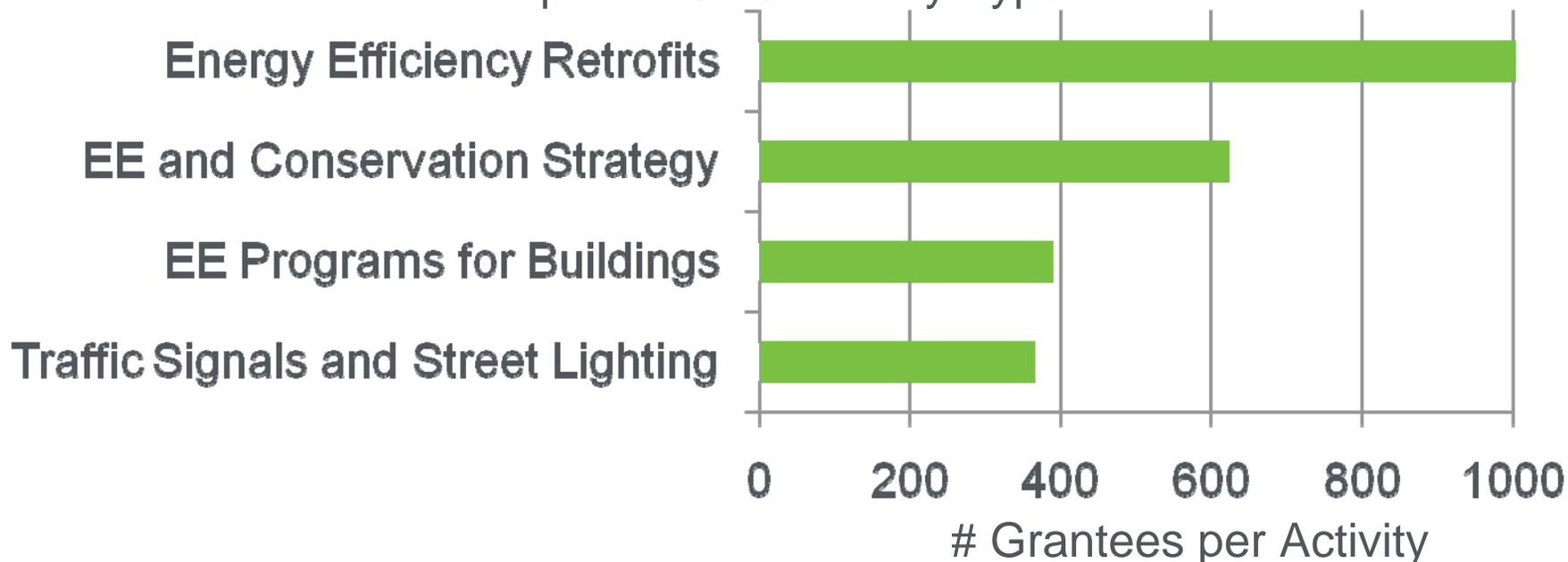
Program Phases



Communications Objectives

EECBG Grants Are Flexible and Can Be Tailored To Fit Grantee Needs

Top 4 EECBG Activity Types



Examples of Additional Activities

- Energy Audits
- Building Codes and Inspections
- Renewable Energy Technologies on Government Buildings
- Development and Implementation of Transportation Programs
- Energy Distribution Technologies

Proactive Communications Are Critical For The EECBG Program

Nature (And The News Media) Abhors A Vacuum!

If we do not regularly communicate progress and success stories on our grants, the news media will make up their own stories.

Which potential headline sounds better to you?

Energy Grant Project Ribbon-Cutting Tomorrow

or

What Happened To Our Energy Grant?

What Is A Success Story Anyway?

A good rule of thumb –

“Can you see Oprah Winfrey talking excitedly about your project on her show?”



We'll hear MUCH more about this unbelievable energy grant right after the break...

1. JOBS CREATED

This is the biggest driving interest in our success stories given the current economic situation in many of the grantee communities.

The potential for the rapid development of positive job numbers was the PRIMARY motivating factor in the development of the Recovery Act.

Project Officers must to be able keep track of how many jobs (full or part time) will be created with each grant.

2. PROJECTED BENEFITS/ AUDIT RESULTS

Preliminary audits connected to many grants can shed light on potential energy savings and future project details.

- Will a retrofitted municipal building's energy savings be 5 percent or 50 percent?
- Will the wastewater plant renovation project save taxpayers \$5,000.00 a year or \$55,000.00?

These issues alone could warrant a great deal of public communications outreach work.

3. COMMUNITY INITIATIVE

Are communities aggressively implementing their projects?

Are they working collaboratively with other local/regional government or non-profits?

Other questions that can identify success stories:

- Is this the first DOE or federal grant ever received by the grantee?
- Is the entire community behind it?
- How extensive is the list of stakeholders/partner businesses/agencies?

4. INNOVATION/SUSTAINABILITY

Is the grantee using the EECBG funds as a catalyst to completely change the way the community utilizes energy resources?

Is the grantee reducing the amount of energy being used, or will they reduce energy use WHILE increasing the use of renewable sources of energy?

Is the project being funded by the EECBG going to pay off for years down the road, or possibly decades?



Genoa Township, MI

- Genoa Township, a charter township in Livingston County with about 16,000 residents, used \$94,000 in EECBG funds to purchase five, 1.9 kW Windspire units.
- The entire 9.5kW system will supply up to 20 percent of the township hall's electrical needs.
- The highly visible Michigan-manufactured units were installed along Interstate 96, which carries about 100,000 cars every day.
- The turbine/solar panel hybrid generates about six decibels of noise, which is comparable to hearing leaves blow in the wind.

Will County, Illinois



- 450 acres of former Joliet Arsenal ammunition plant turned into landfill by county.
- Partnership with Waste Management to develop landfill gas electricity generation plant using \$1 million of EECBG funding.
- The plant will initially generate 4.8 megawatts of green electrical power and grow to meet the electricity needs of 3,800 to approximately 8,000 Will County homes for decades to come.
- A portion of the revenue generated by the project to be used to continue funding the county's sustainability office.



- Allen, Texas used EECBG funding to install a 90-panel solar energy system on a municipal garage, to produce 27,500 kilowatt hours of clean electricity annually.
- The city estimates that the renewable energy system will avoid carbon dioxide emissions of 19.7 metric tons per year - the equivalent of planting 4.2 acres of trees.
- The system started generating solar energy on Feb. 15, 2010.
- Allen City Television installed a camera at the worksite to create a series of time-lapse images, which were combined to create a video of the installation process.
- The video has been posted on YouTube and is profiled on the Energy Empowers website.

How Success Stories Are Used

- Media updates/ press releases / fact sheets
- Events for senior DOE/ White House staff
- Interview material / press pitches
- Energy Empowers profiles
- Best practices materials
- Congressional hearings/responses
- Developing state/regional EECBG impact snapshots



“OK, We caught ‘em. Now what?”

Potential Obstacles

1. Grantees not focused on public outreach

2. Limited grantee resources

3. Incomplete project data/vague summaries

4. Opposition from state/local elected officials



Energy Empowers Website – Documenting Success Stories



U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

your stories...

Energy Empowers

from a clean energy economy

Weatherization Helping Idahoans Save Green by Going Green

Pocatello, Idaho – Helen Humphreys never thought she could afford the upfront costs of making her home energy-efficient, but stimulus money helped her home get weatherized and lowered her energy bills. [Read More.](#)

Multimedia

Here you'll witness the first-hand stories of people like you who have taken the next steps toward a future of renewed prosperity. By pushing the limits of energy efficiency and renewable energy technologies and supporting some of America's most innovative businesses, we are saving American jobs and continuing to build a clean-energy economy that will improve the lives and reward the ingenuity of the American people.

Powering Up for Recovery in Michigan

Elizabeth Rolinski can't wait to reopen the factory she was once

Being energy efficient and using renewable energy isn't just a fad—it's a real force that's changing people's lives, putting people back to work, and helping rebuild America's economy. Here you can read more about the stories of the people who have been touched by these technologies.

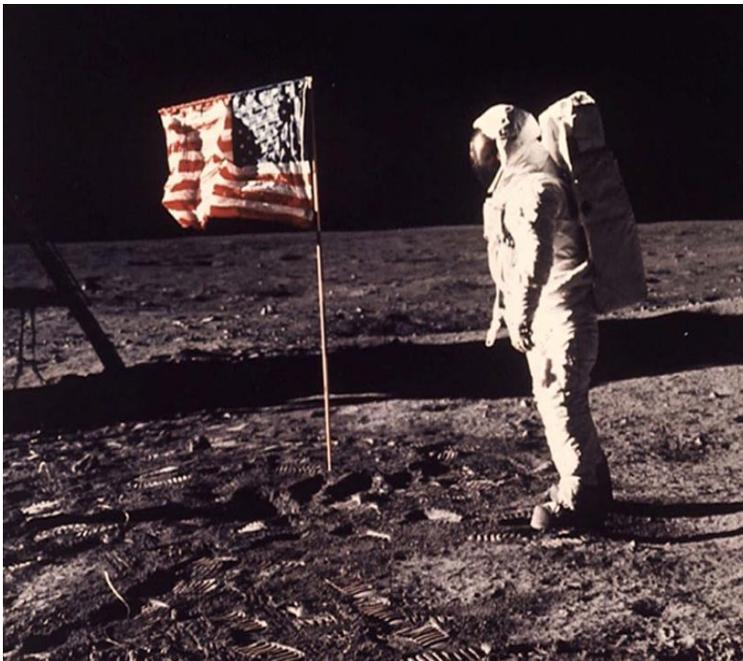
[Share Your Stories With Us](#)

[See Where These Stories Happen](#)

[Energy Empowers Blog](#)

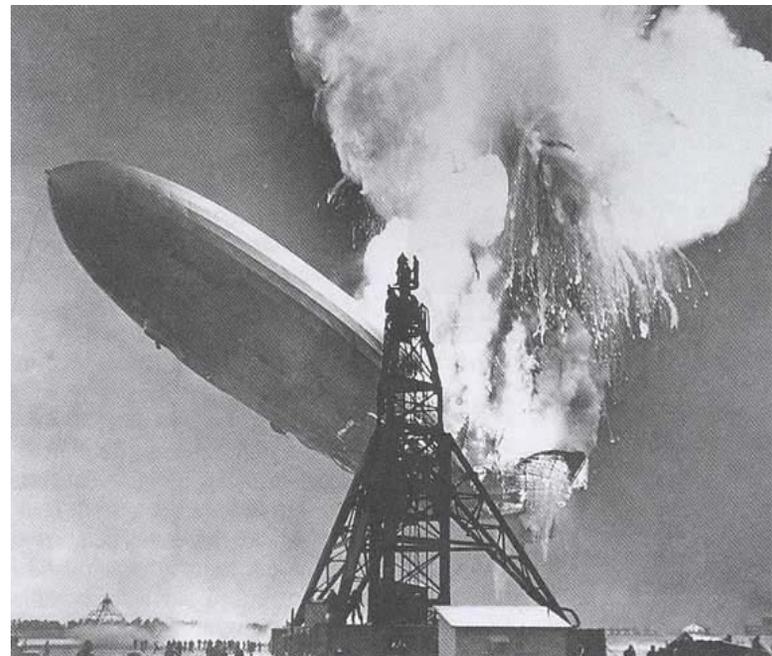
[Ohio town installing 'green' traffic signals](#)

What we want



World-class innovation and results

What we DON'T want



"\$3.2 billion for this?"

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