



The Parker Ranch installation in Hawaii

Tips and Tools for Promoting Your Energy-Efficiency Project

Jim Arwood, NASEO Nancy Raca, ICF International

October 22, 2010

What is TAP?

DOE's Technical Assistance Program (TAP) supports the Energy Efficiency and Conservation Block Grant Program (EECBG) and the State Energy Program (SEP) by providing state, local, and tribal officials the tools and resources needed to implement successful and sustainable clean energy programs.



TAP offers:

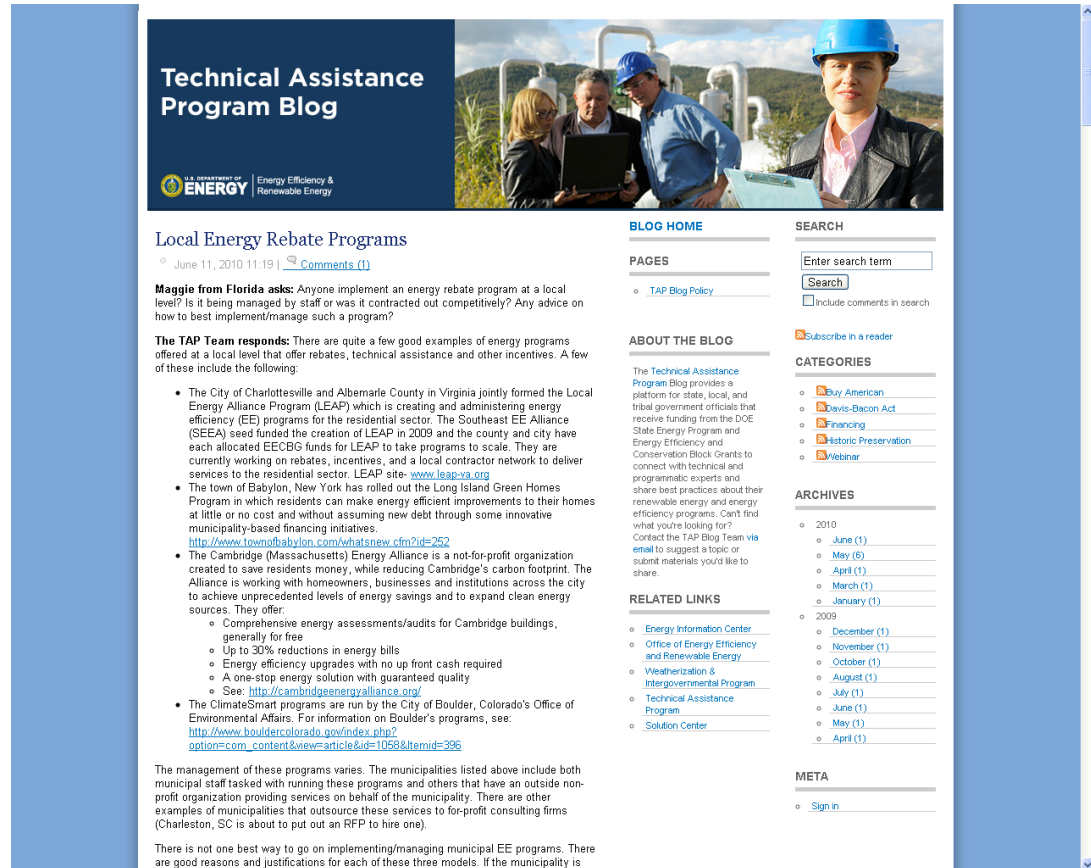
- One-on-one assistance
- Extensive online resource library, including:
 - Webinars
 - Events calendar
 - TAP Blog
 - Best practices and project resources
- Facilitation of peer exchange

On topics including:

- Energy efficiency and renewable energy technologies
- Program design and implementation
- Financing
- Performance contracting
- State and local capacity building

Access the TAP Blog!
<http://www.eereblogs.energy.gov/tap/>

Provides a platform for state, local, and tribal government officials and DOE's network of technical and programmatic experts to connect and share best practices on a variety of topics.



Technical Assistance Program Blog

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

Local Energy Rebate Programs

June 11, 2010 11:19 | [Comments \(1\)](#)

Maggie from Florida asks: Anyone implement an energy rebate program at a local level? Is it being managed by staff or was it contracted out competitively? Any advice on how to best implement/manage such a program?

The TAP Team responds: There are quite a few good examples of energy programs offered at a local level that offer rebates, technical assistance and other incentives. A few of these include the following:

- The City of Charlottesville and Albemarle County in Virginia jointly formed the Local Energy Alliance Program (LEAP) which is creating and administering energy efficiency (EE) programs for the residential sector. The Southeast EE Alliance (SEEA) seed funded the creation of LEAP in 2009 and the county and city have each allocated EECBG funds for LEAP to take programs to scale. They are currently working on rebates, incentives, and a local contractor network to deliver services to the residential sector. LEAP site- www.leap-va.org
- The town of Babylon, New York has rolled out the Long Island Green Homes Program in which residents can make energy efficient improvements to their homes at little or no cost and without assuming new debt through some innovative municipality-based financing initiatives. <http://www.townofbabylon.com/whatsnew.cfm?id=252>
- The Cambridge (Massachusetts) Energy Alliance is a not-for-profit organization created to save residents money, while reducing Cambridge's carbon footprint. The Alliance is working with homeowners, businesses and institutions across the city to achieve unprecedented levels of energy savings and to expand clean energy sources. They offer:
 - Comprehensive energy assessments/audits for Cambridge buildings, generally for free
 - Up to 30% reductions in energy bills
 - Energy efficiency upgrades with no up front cash required
 - A one-stop energy solution with guaranteed quality
 - See: <http://cambridgeenergyalliance.org/>
- The ClimateSmart programs are run by the City of Boulder, Colorado's Office of Environmental Affairs. For information on Boulder's programs, see: http://www.boulder.colorado.gov/index.php?option=com_content&view=article&id=1058&Itemid=336

The management of these programs varies. The municipalities listed above include both municipal staff tasked with running these programs and others that have an outside non-profit organization providing services on behalf of the municipality. There are other examples of municipalities that outsource these services to for-profit consulting firms (Charleston, SC is about to put out an RFP to hire one).

There is not one best way to go on implementing/managing municipal EE programs. There are good reasons and justifications for each of these three models. If the municipality is

BLOG HOME

PAGES

- [TAP Blog Policy](#)

ABOUT THE BLOG

The Technical Assistance Program Blog provides a platform for state, local, and tribal government officials that receive funding from the DOE State Energy Program and Energy Efficiency and Conservation Block Grants to connect with technical and programmatic experts and share best practices about their renewable energy and energy efficiency programs. Can't find what you're looking for? Contact the TAP Blog Team via email to suggest a topic or submit materials you'd like to share.

RELATED LINKS

- [Energy Information Center](#)
- [Office of Energy Efficiency and Renewable Energy](#)
- [Weatherization & Intergovernmental Program](#)
- [Technical Assistance Program](#)
- [Solution Center](#)

SEARCH

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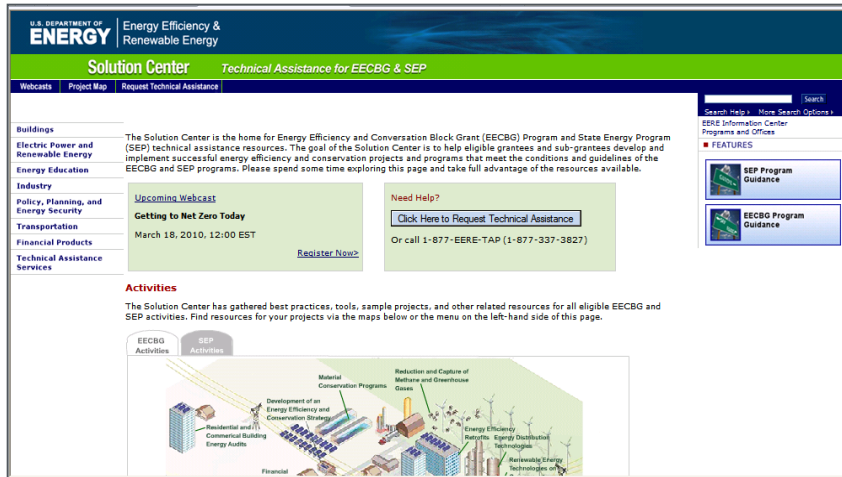
META

- [Sign in](#)

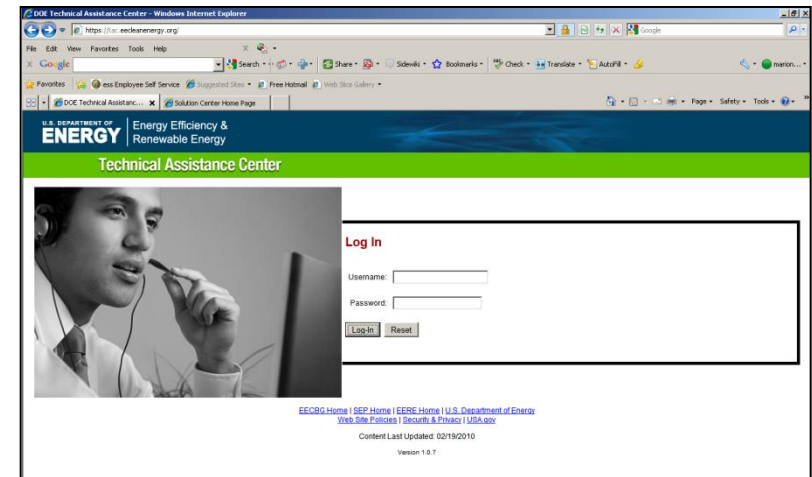
We encourage you to:

1) Explore our online resources via the [Solution Center](#)

2) Submit a request via the [Technical Assistance Center](#)



The screenshot shows the 'Solution Center' website for Energy Efficiency & Renewable Energy. The header includes the U.S. Department of Energy logo and the text 'Energy Efficiency & Renewable Energy'. Below the header, there are navigation tabs for 'Webcasts', 'Project Map', and 'Request Technical Assistance'. The main content area is titled 'Solution Center Technical Assistance for EECBG & SEP'. It features a sidebar with categories like 'Buildings', 'Energy Education', 'Industry', 'Policy, Planning, and Energy Security', 'Transportation', 'Financial Products', and 'Technical Assistance Services'. The main content area includes a 'Need Help?' section with a 'Click Here to Request Technical Assistance' button and a phone number '1-877-EERE-TAP (1-877-337-3827)'. There is also a 'Upcoming Webcast' section for 'Getting to Net Zero Today' on March 18, 2010. At the bottom, there is an 'Activities' section with a diagram showing various energy efficiency and conservation strategies.



The screenshot shows the 'Technical Assistance Center' website for Energy Efficiency & Renewable Energy. The header includes the U.S. Department of Energy logo and the text 'Energy Efficiency & Renewable Energy'. Below the header, there is a navigation bar with 'Technical Assistance Center' and 'Programs and Offices'. The main content area is titled 'Technical Assistance Center' and features a 'Log In' section with 'Username:' and 'Password:' input fields, and 'Log In' and 'Reset' buttons. There is also a 'Need Help?' section with a 'Click Here to Request Technical Assistance' button and a phone number '1-877-EERE-TAP (1-877-337-3827)'. At the bottom, there are links for 'EECRG Home', 'SEP Home', 'EERE Home', 'U.S. Department of Energy', 'Web Site Policies', 'Security & Privacy', and 'USA.gov'. The content was last updated on 02/19/2010 and the version is 1.0.7.

3) Ask questions via our call center at 1-877-337-3827 or email us at solutioncenter@ee.doe.gov

How can you get **press** for your project?

- Why?
- Laying the Groundwork
- Launching Your Outreach
- Examples
- 5 Next Steps



- Build public support
- Get recognition
- Share success
- Reinforce your messages and brand



Who do you want to talk to? How do they get their information?

- Neighbors
- Employees
- Government officials
- Citizens
- Funders
- Business partners
- Technical professionals



What do you want to tell them?

What Are Your Top 3 Message Points?

- Jobs
- \$ savings
- Energy savings
- Greenhouse gas reductions
- Technical innovation



Who will speak for your organization?

Visuals are Important!

What can you show about your project?

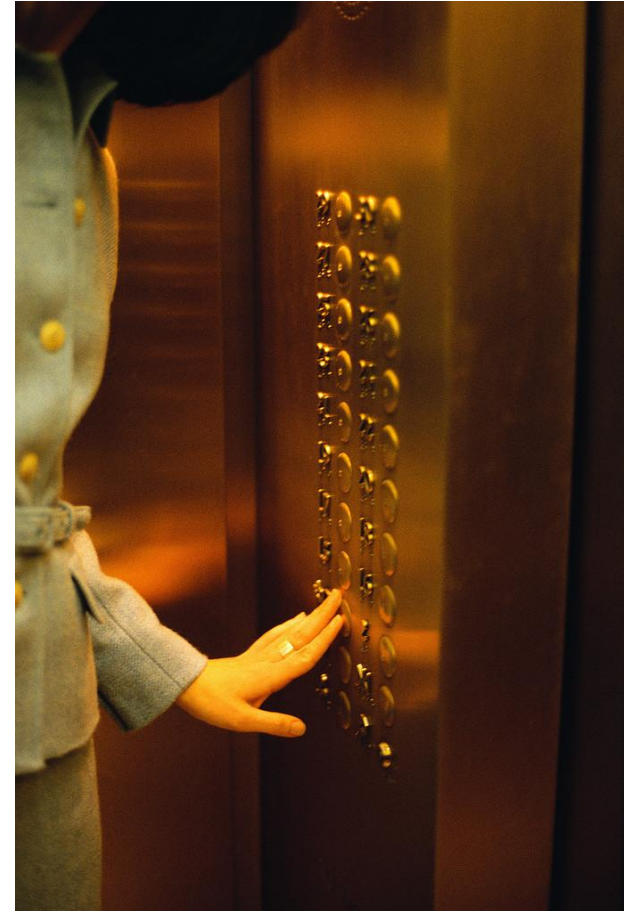
U.S. Department of Energy
Energy Efficiency and Conservation
Block Grant Program

Electric Vehicle and
Senior Housing Projects

“Elevator Speech”

- 10 – 20 seconds
- Avoid jargon
- Focus on benefits

“Our project is creating jobs and saving money in our community by [replacing inefficient lighting, improving building efficiency, offering low-interest loans, etc.]. It was funded by the U.S. Department of Energy through President Obama’s American Recovery and Reinvestment Act and will save citizens [\$X] and create [XX] jobs in our community.”



Identify Your Press

- Television
- Radio
- Newspapers
- Bloggers



Who covers business? Energy and environment? Local human interest stories?

Build a list of phone number and email addresses

Pitching the Media

- Identify appropriate media reps
- Develop & leverage relationships
- Prepare and pitch story

Tools

- Press Release
- Media Pitch
- Op-ed Article



Writing a Press Release

- Goal: generate interest
- Brief and to the point
- Start with your “lead” – what’s the main point?
- Include quotes
- Details go towards the end
- End with ‘boilerplate’ about your organization

Sample Press Release

FOR IMMEDIATE RELEASE Contact: *[Media Contact Name]*

[Contact telephone/Cell Phone]

[Contact e-mail address]

Philadelphia Announces EECBG Project to Replace City Traffic Lights with LEDs

Grant money will improve the city's energy efficiency; create new jobs

[City, Country], [date] – The City of Philadelphia announced today that it has received a \$3 million Energy Efficiency and Conservation Block Grant (EECBG) from the U.S. Department of Energy. Along with a matching \$3 million rebate from PECO, the funding will replace all 90,000 of the city's traffic lights with energy-efficient LEDs.

Philadelphia Mayor Michael Nutter announced the project at a press conference at City Hall that brought together local and federal government officials, as well as representatives from PECO. Streets Department technicians were also on-hand to demonstrate the work being done.

Once completed, the project will result in \$1 million in energy savings each year for the city. “We’re going to be saving the city of Philadelphia money, and we’re also going to be able to put the crews to work doing the installations,” said Katherine Gajewski, Director of Sustainability for the City of Philadelphia.

Media Pitch

- Email is okay
- Follow up with a call
- Keep it short
- Find the 'angle' – what will interest a reporter?

Op-Ed Article

- Persuasive
- Opinion pieces for the editorial page
- Stay focused

Media Events

- Why an Event? Advantages?
Disadvantages?
 - Higher level of success and greater exposure
 - Appeal to more than just print media (TV and Radio)
 - Requires more effort and coordination among participants



- Who participates? and how?
 - Stakeholders and agencies need to cooperate in planning a media event for a project
 - Your grantees are important participants in helping to get the word out
 - An event requires advanced planning
 - **NASEO Media Event Planning Guidance is one resource**

Media Advisory

Project Background

Your opportunity to frame your message

Who

Participants (Titles and their link to the project)

What

Tour (What will they see?)

Where

Location, Direction, Parking Instructions

When

Time and date

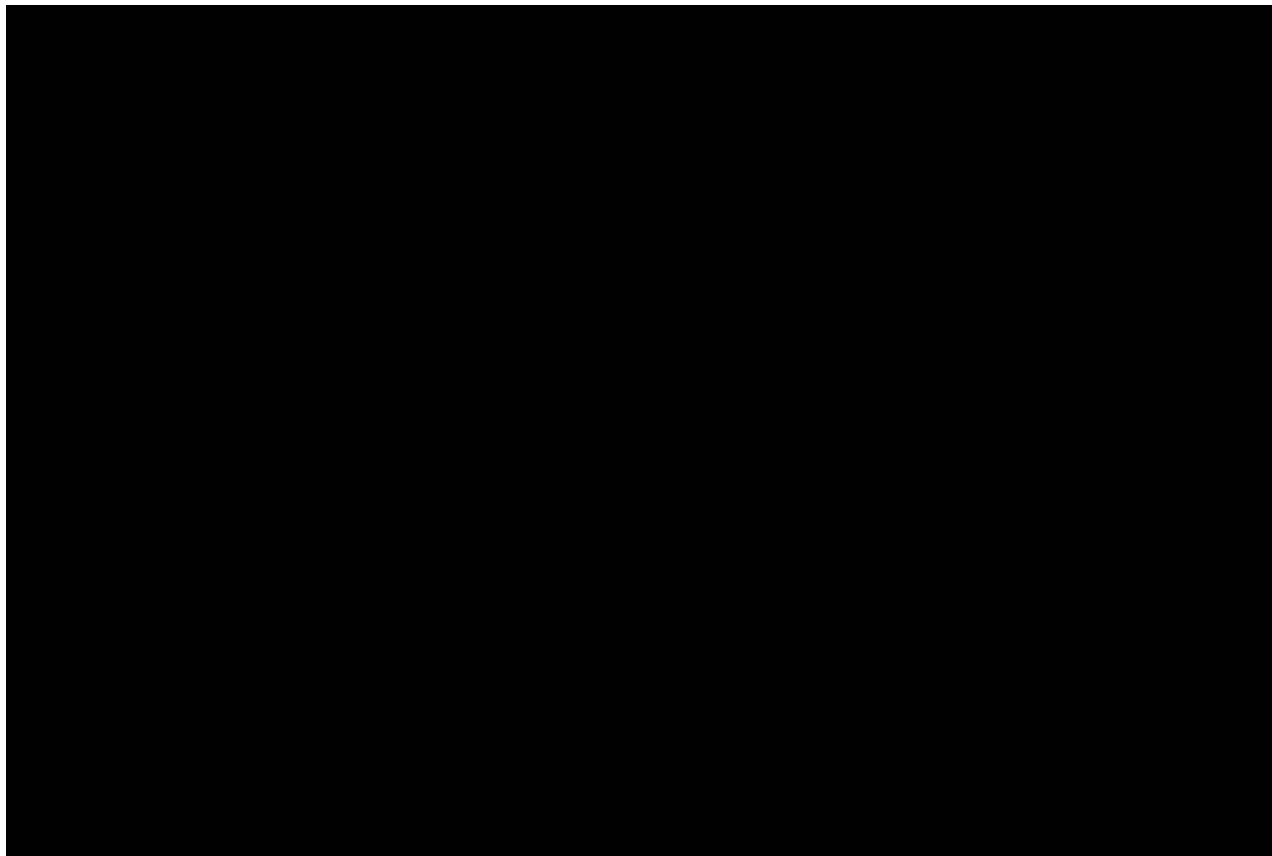


Diversify for maximum impact!

- Flyers
- Fact sheet
- Emails, newsletters, or bulletins
- Public Service Announcements
- Events & booth displays
- Launching a website
- Paid advertisements
- **Social media for viral distribution**



Philadelphia



Kentucky Dept. for Energy, Development & Independence

- Energy at Work – e-newsletter once a month
 - Initially overview of grants
 - Moving to telling grants' success
- Facebook page
 - Fans reposting DEDI news
- YouTube
 - Posting video clips of grant stories/events
- Quarterly email blasts to partners
 - Drive people to website



Michigan Dept. of Energy, Labor & Economic Growth

- Blend of traditional & new media
 - Energy Future Today monthly 30 min. show
 - Short video interviews of projects
 - YouTube channel
 - Participation in regional TV/radio shows
- Assisting grantees with communication outreach
 - Identify milestones to showcase
 - Developing press releases & contacting media reps
 - Developing video clips



1. Write down your main message points
2. Identify your spokesperson
3. Write your elevator speech
4. Collect visuals for your project
5. Plan an event and/or write a press release

Coming Soon!

See the EECBG communications guidance document and NASEO media event primer for ideas and downloads

Please join us again:

Title: **Tips and Tools for Promoting Your Energy-Efficiency Project**

Host: Nancy Raca, ICF International and Jim Arwood, NASEO

Date: October 22, 2010

Time: 12:00-1:00 EDT

Title: **Quality Assurance for Residential Retrofit Programs**

Host: David Keefe and Jim Grevatt, VEIC

Date: October 26, 2010

Time: 2:00-3:00 EDT

Title: **RETScreen Training 101**

Host: Sarah Busche and Jimmy Jones, NREL

Date: October 27, 2010

Time: 3:00-4:15 EDT

Title: **Benchmarking Your Building's Energy Using EPA's ENERGY STAR Portfolio Manager**

Host: Peter Flippen, ICF International

Date: October 28, 2010

Time: 12:00-1:00 EST

Title: **Designing Effective Incentives to Drive Residential Retrofit Program Participation**

Host: Richard Faesy, EFG

Date: October 29, 2010

Time: 2:00 - 3:00pm EDT

Title: **Driving Demand: Working With and Learning from Contractors**

Host: Merrian Fuller, LBNL

Date: November 9, 2010

Time: 2:00 - 3:15pm EST

Title: **EM&V 101: General Approaches to Tracking Data and Estimating Savings**

Host: Julie Michals, NEEP

Date: November 10, 2010

Time: 2:00 - 3:00pm EST

For the most up-to-date information and registration links, please visit the Solution Center webcast page at www.wip.energy.gov/solutioncenter/webcasts