



The Parker Ranch installation in Hawaii

Using Social Media to Engage the Community in Energy Efficiency Projects

Date: May 26, 2011

**Presenter: Chris Galm
Department of Energy**

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/subsnew.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.bouldercolorado.gov/index.php?option=com_content&view=article&id=1058&Itemid=386

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 municipal EE programs. There are good reasons and justifications for each of these three models. If the municipality is

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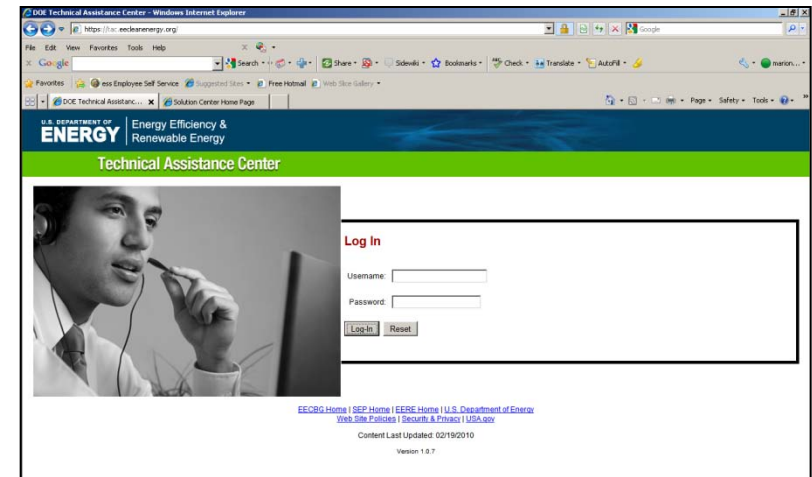
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1) Explore our online resources via the [Solution Center](#)

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



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

Please join us again:

Policies and Procedures for Enhancing Code Compliance

Host: MEEA

Date: May 31, 2011

Time: 2:00-3:00

Description: Using the 2009 International Code Council's (ICC) Energy Code as a basis, this webinar will focus on national and regional code compliance, inspection, and verification issues of new building construction. Issues and their possible solutions will be explored, along with studies currently underway and available DOE resources for municipalities looking to implement the current codes.

URL: <https://www1.gotomeeting.com/register/280453929>

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

DOE's Definition of Social Media

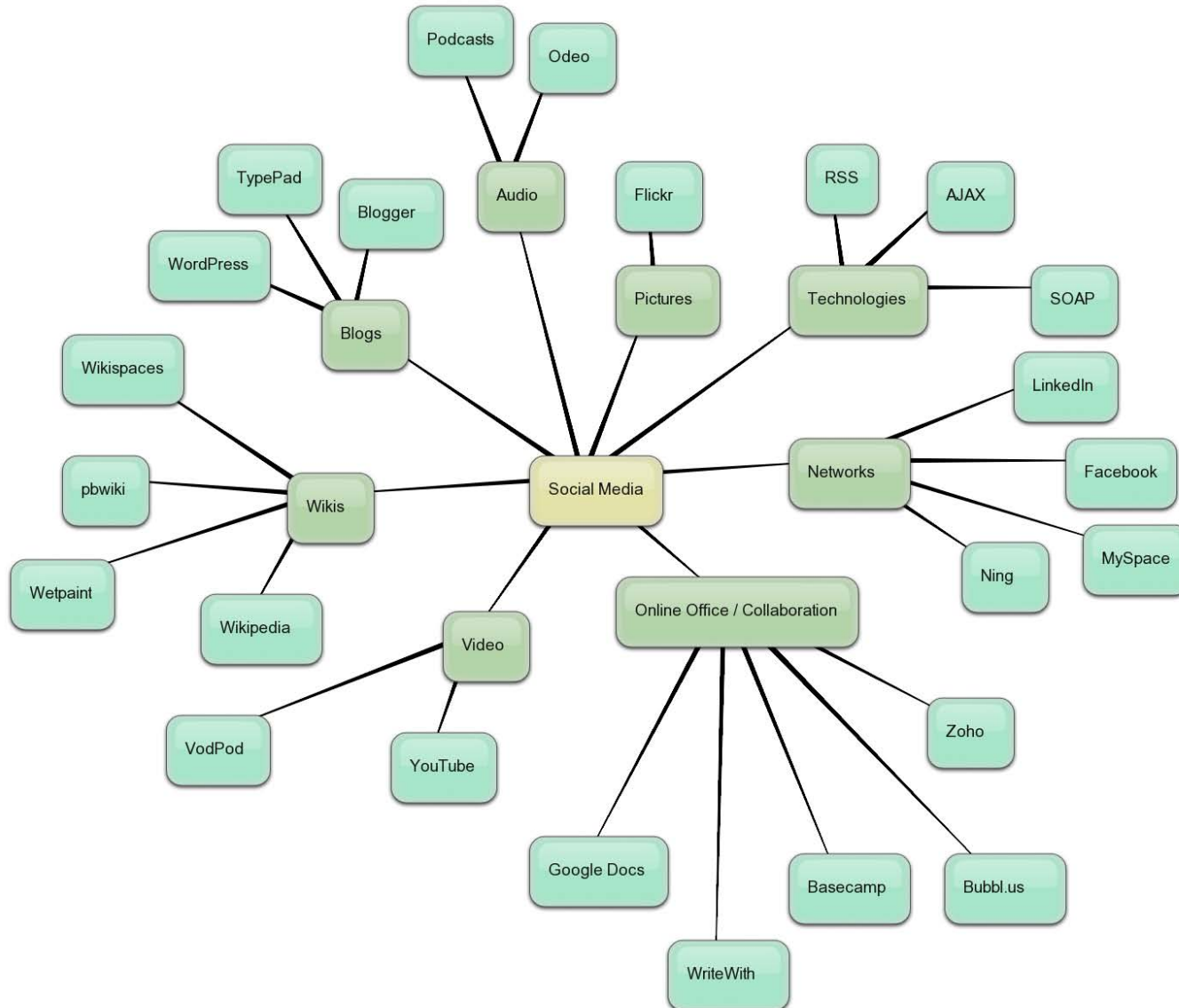
Tools and networks that allow individuals, groups, and organizations to create, combine, share, discuss, edit, organize, and collaborate on content. Social media Web sites and tools provide a unique opportunity to connect with people who are interested and engaged in your program's work.

The public's definition of Social Media

WHA???? Isn't that the new movie about the Facebook guy??? I'll text my BFF and see what she says, LOL!!!!

Ask 10 people online and you will get 100 different answers (and 1,000 spam emails.)

The Spread of Social Media



Positives

Embracing social media can give your programs and organizations GLOBAL exposure

- Better media coverage
- Enhanced public awareness
- Minimal cost/huge potential ROI

Negatives

Embracing social media can give your programs and organizations GLOBAL exposure

- Greater visibility for opponents/critics
- More visibility = More risk
- Ethics? What is that? Hackers/phishing/paid bloggers
- No metrics/tracking work = Nebulous results

- Lake County Florida maintains an active and dedicated EECBG twitter account.

<http://twitter.com/#!/lakecountyeecbg>

- The Massachusetts Executive Office of Energy and Environmental Affairs publicly discloses it's social media usage and policy rules

http://www.mass.gov/?pageID=eoeeautilities&L=1&sid=Eoeea&U=Eoeea_policy_social_media

- Arlington, VA uses social media to promote networking among participants and followers of the Arlington Green Games.

<http://www.arlingtongreengames.com/>

- Cambridge Energy Alliance (CEA) has created a blog called Energy 2.0 that provides comprehensive information on energy efficiency and renewable energy by harnessing social media tools

<http://cambridgeenergyalliance.org/resources/energy-20>

Michigan Department of Energy, Labor and Economic Growth

- Nicole Sunstrum, Emerging Media and Special Projects Coordinator

City of San Antonio, TX

- Julia Diana, Senior Management Analyst for Sustainable Transportation

Frederick County, MD

- Tyler Harshman, Chesapeake Conservation Corps Volunteer

Clackamas County, WA

- Michael Piper, Senior Sustainability Analyst

Social Media Tools Used:

- *Facebook, Twitter, YouTube, Cable News Show, "Micheen"*

Key Points:

- DELEG embraced social media in 2009 to engage their customers and provide increase transparency in state government.
- Maintains nine different social media accounts
- Has almost 4,000 constituent followers that post inquiries and participate in conversations.
- Allows for updates and instantly published information which increases awareness, promotes job growth and recognizes success.

Social Media Tools Used:

- *Facebook (ANALYTICS)*

Key Points:

- Social Media used to promote *San Antonio Bikes*.
- Aims to affect behavior change through branding, social networking and marketing.
- Uses social networking to:
 - “Bond” their constituency
 - Provide real-time updates
 - Utilize demographic and user profiles to inform outreach efforts

Social Media Tools Used:

- *Facebook, Twitter, Earthaid.net, YouTube*

Key Points:

- Social Media used to promote *Green Homes Challenge*
- Developing an Earthaid.net presence to promote tracking, social interaction and competition among *Challenge* participants and county residents.
- Advertises for REAL LIVE social events
 - *Powerware Parties!*

Social Media Tools Used:

- *Facebook, Twitter, Earthaid.net,*

Key Points:

- Social Media used to promote "*Energize Clackamas County*" - a new array of energy efficiency efforts and programs that includes cash incentives and well as outreach and education for county residents and employees.
- Developing an Earthaid.net presence to promote tracking, social interaction and competition among county residents.
- Uses email blasts to promote Home Energy IQ Workshops

Discussion Questions:

- 1) *How do the SM outreach activities relate to broader city/county/state energy goals and sustainability programs?*
- 2) *Is there a documented SM policy on the books?*
- 3) *Is there a defined audience you are targeting in the community?*
- 4) *Do you, or could you, measure the affects of the SM activities?*
- 5) *What are the costs and time requirements associated with the SM activities?*

Audience Questions:

- 1) *How do you use Social Media to connect with people in your community about efficiency and sustainability projects?*
- 2) *What hurdles have you faced?*
- 3) *What benefits, expected or unexpected, have you seen?*
- 4) *What advice for others do you have?*

U.S. Department of Energy:

- EERE offers various ways for you to connect with us and share information on energy efficiency and renewable energy with your own social media networks. These include RSS, Blogs, Facebook, Twitter, Youtube, Widgets, and Social Bookmarking.

<http://www.eere.energy.gov/socialmedia/>

- *White Paper: Best Practices in Local Energy Alliances and Community Energy Efficiency Programs*, on the DOE Solution Center: <http://www1.eere.energy.gov/wip/solutioncenter/>

Social Media Usage Policies

- Massachusetts Executive Office of Energy and Environmental Affairs --Social Media Usage and Policy page http://www.mass.gov/?pageID=eoeeautilities&L=1&sid=Eoeea&U=Eoeea_policy_social_media

- Arlington County Social Media Policy and Guidelines

http://www.atlantaregional.com/File%20Library/Local%20Gov%20Services/mgt%20and%20ops/gs_City_of_Arlington_VA_pdf_2009.pdf

- City of Suwanee, GA Social Media Policy

http://www.atlantaregional.com/File%20Library/Local%20Gov%20Services/mgt%20and%20ops/gs_City_of_Suwanee_Social_Media_pdf_2009.pdf

Articles:

- Why I Will Never Hire a Social Media Expert <http://www.businessinsider.com/why-i-will-never-ever-hire-a-social-media-expert-2011-5>.

- Six Ways Local Governments Can Use Social Media to Promote Energy Conservation

http://www.ddmcd.com/storage/downloads/Six_Ways_Local_Governments.pdf

- NASCIO Social Media Survey and Report <http://www.nascio.org/publications/documents/NASCIO-SocialMedia.pdf>

Thanks to our audience and our round-table participants:

Moderator: Chris Galm, Christopher.Galm@ee.Doe.Gov – US DOE

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