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A River of Energy Solutions

Energizing Awareness Across the Air Force

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Overview



- Air Force Facility Energy Center
- Communication products
- Top 10 Tips
- Campaigns
- Education and training
- Energy awareness video



Peterson AFB, Colo.



Air Force Facility Energy Center

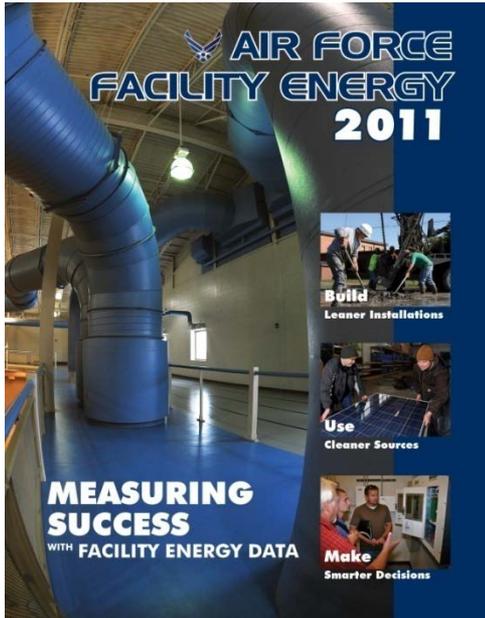
Air Force Civil Engineer Support Agency



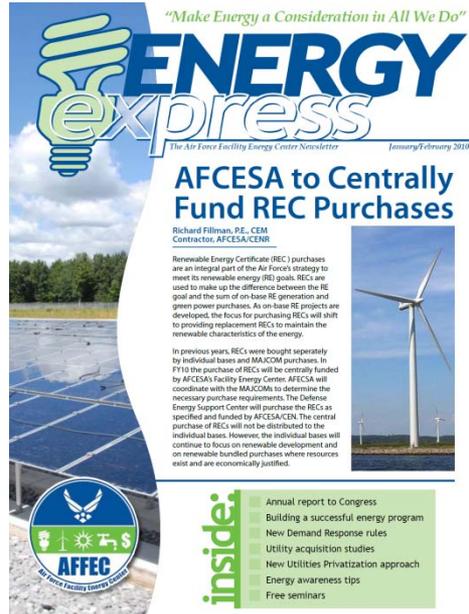
- AFFEC engineers and support staff work with energy personnel across the Air Force to
 - Identify, evaluate, and help implement technologies/funding strategies to meet goals
- AFFEC Communications Team
 - Communicates a vision of energy conservation becoming a part of the Air Force culture
 - Educates various audiences on AFFEC hot topics
 - Collects, distributes energy success stories across Air Force
 - Develops energy awareness tools for bases



Communication Products



Magazine



Newsletter



Training Videos

New this year:

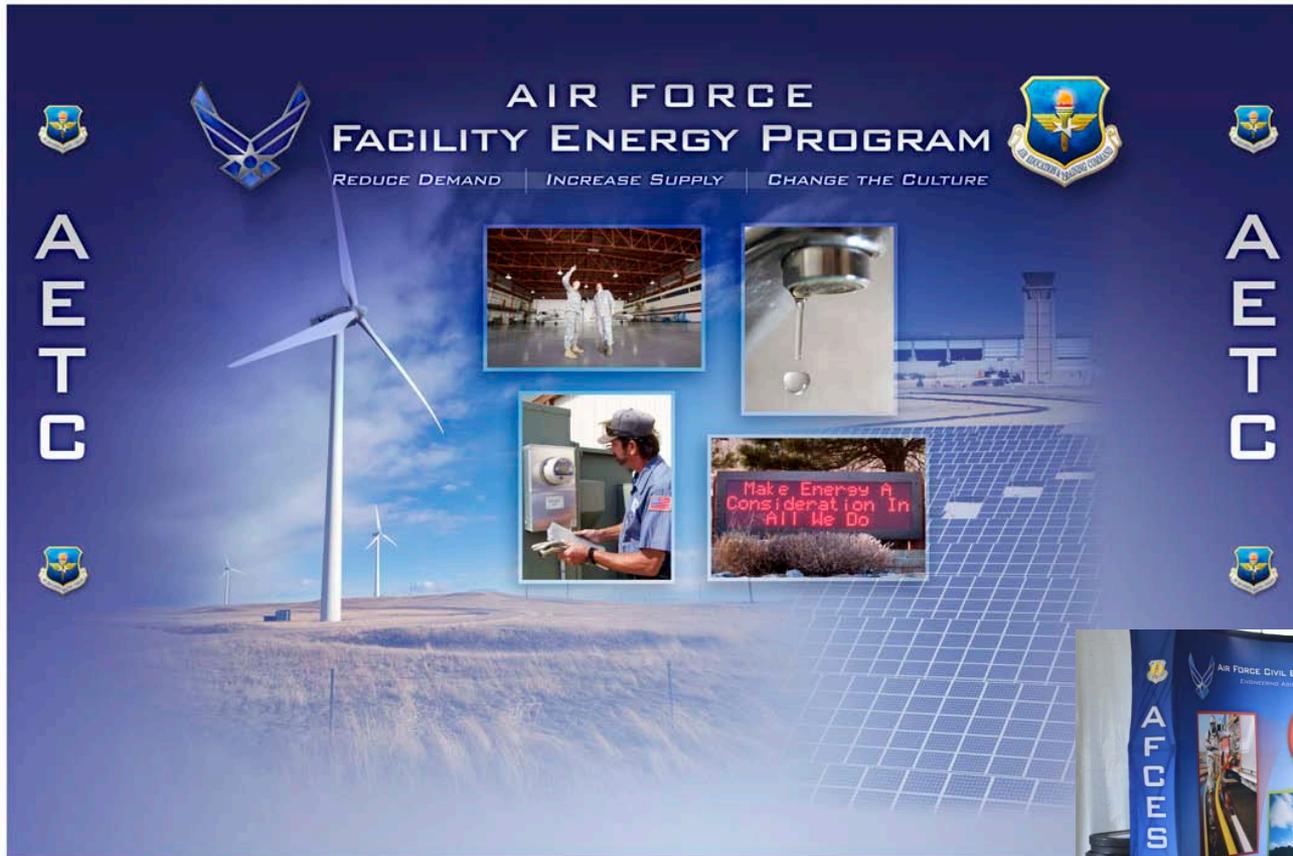
- Twitter and Facebook: www.facebook.com/hqafcesa
- Displays ordered for 110 Major Commands and bases



Communication Products



AFFEC is purchasing 8' x 8' pop-up displays for 110 locations





Top 10 Tips



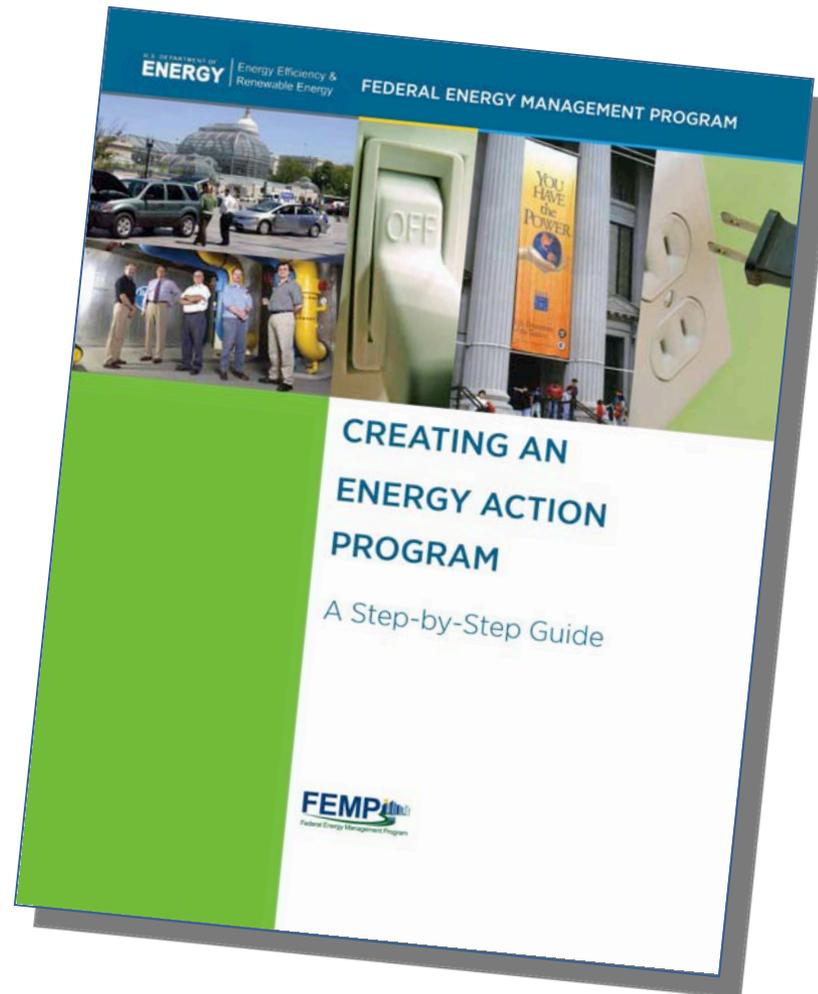
1. Read Dept of Energy's new guide
2. Create a communications plan
3. Get buy-in from leadership
4. Turn awareness into action
5. Measure success
6. Beg, steal, and borrow!
7. Use social media
8. Implement mock billing
9. Involve families
10. Give awards and incentives





Tip #1

Read DOE's New Guide





Tip #2

Create a Communications Plan



Objective

- Promote facility energy reduction

Target Audiences

- Base Energy Mgrs, Resource Efficiency Mgrs, Facility Mgrs, Airmen and their families, Headquarters Air Force, Wing Commanders

Challenges

Key Messages

Objectives

- What do you hope to accomplish?
- Develop products and initiatives to meet the objectives

Metrics

- How will you measure effectiveness?





Tip #3

Get Buy-In from Leadership



Energy Management Steering Groups

- Includes reps from all major energy activities: civil engineering, public affairs, transportation, operations, budget, aircraft maintenance, logistics, and fuels management
- All bases are required to create EMSGs and meet quarterly
- Review progress toward meeting the goals





Tip #4: Turn Awareness into Action



An awareness campaign should be more than informational. Make it a call to action. Identify what the facility occupant CAN do.

- Remove personal appliances
- Turn off lights/equipment
- Log off computers
- Report facility problems
- Know the facility manager
- Understand temp. set points



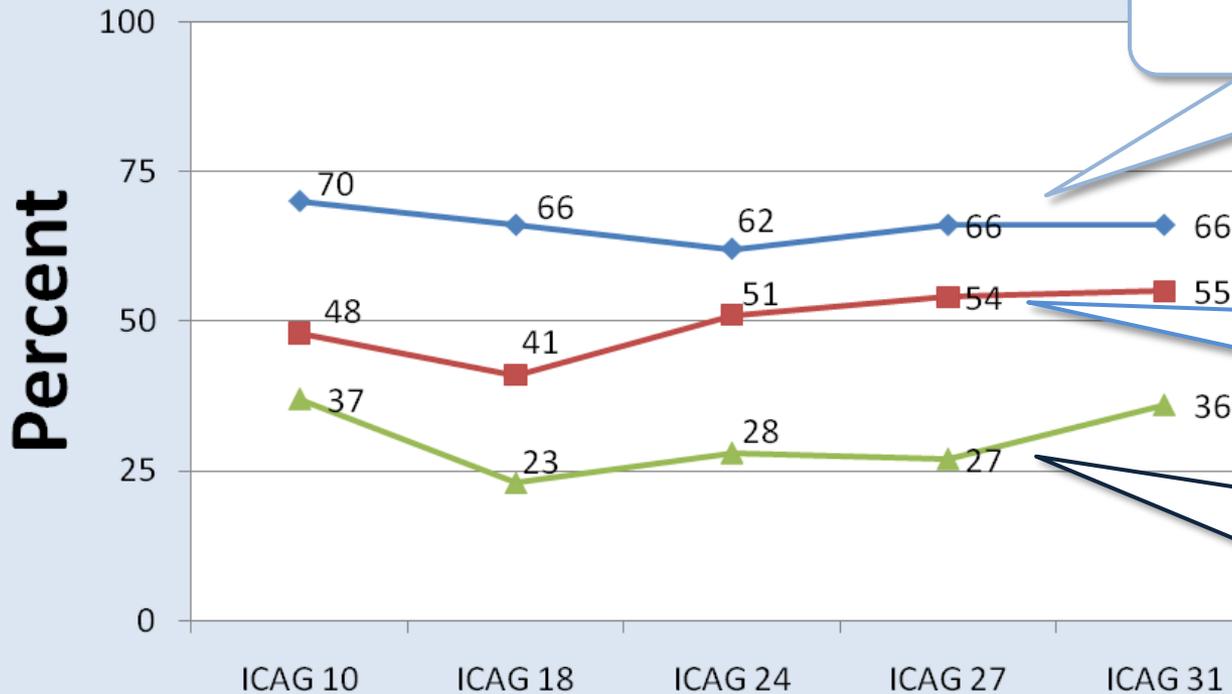
Scott AFB, Ill.



Tip #5 Measure Success



Historical ICAG Data



To what degree do energy issues affect your daily activities?
(A great deal / A fair amount)

Familiar with AF efforts to create a culture where energy is a consideration
(Very / Somewhat familiar)

Familiar with Energy Strategy: Reduce demand, increase supply; change the culture
(Very / Somewhat familiar)

•Since 2009, familiarity with “Make Energy a Consideration in All We Do” has increased 14%.



Tip #5

Measure Success



Tinker AFB Energy Web Site

•385 hits

Tinker Energy Hotline

More metrics:

- Surveys
- # of brochures handed out
- Computer training
- Attendance at meetings



Tip #6

Beg, Steal, and Borrow!



Utility Companies

- Great source of free materials and volunteers

Department of Energy

- Online tools, posters, etc.





Tip #7

Use Social Media



Renewable Energy Symposium

- Nearly 300 attendees
- Media coverage (www.af.mil, DOD energy blog)
- Facebook
- Twitter (December meeting vs. June meeting)
 - Participation increased 94% to 155 followers
 - Tweet impressions increased from 9,000 people to 145,000





Tip #8

Implement Mock Billing



useful facts about your organization's energy usage. The intention is that you can use this as an informational tool in understanding your energy impact on the installation.

We would like to achieve 100% energy awareness across all facilities on

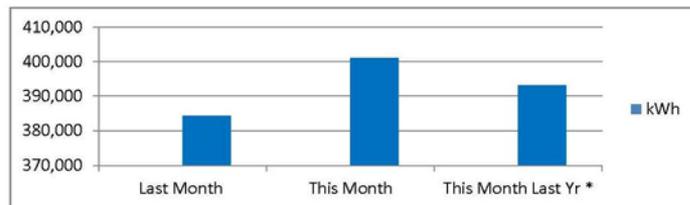
377TH CIVIL ENGINEER DIVISION

Mock Energy Bill

February 2011

The following table shows your organizations electricity consumption:

	Electrical kWh	Cost	Density kWh/SF	% Energy Reduction*
Last Month	384347.2	\$ 29,460.21	0.5665	2.0%
This Month	401213.4	\$ 32,534.39	0.5914	
This Month Last Yr *	393190.0	\$ 31,883.42	0.5796	



* This data will not be available until January 2012

DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 377TH AIR BASE WING (AFMC)



MEMORANDUM FOR KIRTLAND AFB COMMANDERS

FROM: 377 ABW/CC

SUBJECT: Energy Mock Billing

1. Kirtland AFB Civil Engineering has developed a Mock Billing Template (Attachment 1) for all Mission Partners who do not pay their own utility bills. This document provides a number of useful facts about your organization's energy usage. The intention is that you can use this as an informational tool in understanding your energy impact on the installation.
2. The mock bill shows monthly information for both electricity and natural gas concerning usage, cost, energy intensity, and how your organization is helping us meet our energy goals. The Kirtland AFB Energy Team will review and evaluate the information and pursue projects that will achieve the most energy savings.
3. We would like to achieve 100% energy awareness across all facilities on Kirtland AFB. To meet this goal, we have posters and other information available for distribution. I encourage you to contact the POC below for further information.
4. The motto for energy conservation at Kirtland AFB is, "Consider energy in everything you do". This is a new opportunity to evaluate how your organization can help Kirtland AFB reduce its energy consumption.
5. Contact the Kirtland AFB Energy Team if you are interested in energy conservation briefings or defining energy saving opportunities in your facilities. The POC for this initiative is Mr. Cliff Richardson, Energy Manager, DSN 246-4633, Clifford.Richardson@kirtland.af.mil.

ROBERT L. MANESS, Colonel, USAF
Commander

Attachments:

1. Mock Billing Template



Tip #9 Involve Families



Tinker AFB, Okla.

- Energy use dropped 11% at the Youth Center after energy awareness presentations.



Tyndall AFB, Fla.



Eglin AFB



Tip #10

Give Awards and Incentives



Join the Air Force Energy Leaders!
 INITIAL NOMINATION SUMMARIES DUE
April 8, 2011
 FINAL NOMINATIONS DUE
April 29, 2011

AWARD CATEGORIES:
 Project
 Program
 Exceptional Service
 Contracting

Hickam AFB reduced utility costs with a hydrogen refueling station and over 800 solar panels

Minot AFB crushed AF energy and water intensity goals

Kadena AB saved millions of gallons of water in FY 2009

Submit your nominations to compete for national recognition by the U.S. Department of Energy (DoE) Federal Energy Management Program (FEMP) for outstanding efforts supporting energy and water conservation.



Installation Award Programs



AFFEC "REAP" Awards
Reduce Energy Appreciation Program



MAJCOM Incentive Program\$

FEMP Awards postcard campaign:

- Mailed 122 postcard reminders
- Resulted in 23 nominations
- Surveyed 22 respondents
- 23% said postcard was a motivator
- AFFEC submitted maximum 15 nominations to DOE



Campaigns



"PV for PA"

- Air Combat Command
- Marquee signs powered by solar panels
- Excess equipment for remote communication sites





Campaigns



“Power of One”

- Air Combat Command reached 143K people
- What’s your super power?
- Campaign encourages everyone to do one thing

Power of One

what's your
energy conservation
Super Power?

“make energy a consideration in all we do”



Campaigns



"How Low Can You Go?"

- Tinker AFB, Okla., Eglin AFB, Fla., and Hill AFB, Utah
- \$220K in cost avoidance for FY10 at Tinker AFB, Okla. alone
- Turn off nonessential lights, equipment on holiday weekends
- Now required every weekend

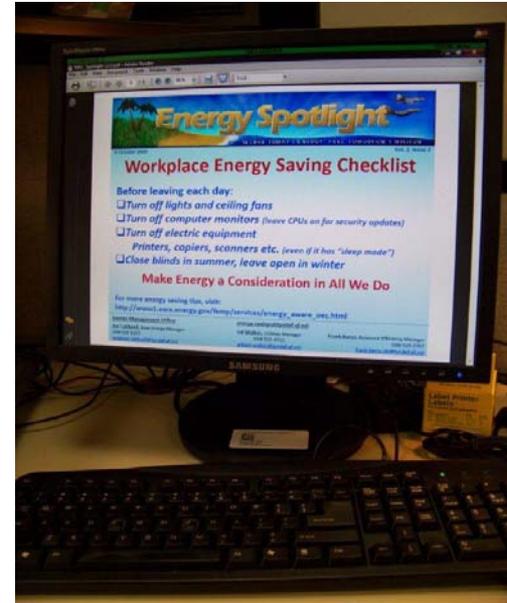




Education and Training



- Computer training
- Newcomer briefings
- Commander's calls
- Web pop-ups
- Energy Fairs



"Energy Spotlight"
Tyndall AFB, Fla.





Education and Training



Energy Videos

- Energy awareness, facility manager training, Eglin Energy Management Center, “REAP” winners
- 200 DVDs distributed at GovEnergy
- 110 DVDs mailed to energy managers
- Train base populace at “newcomer’s” briefings
- Train facility managers during monthly meetings
- Create awareness during Energy Management Steering Group Meetings



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