

GovEnergy 2010 Green Self Assessment

I. Introduction

GovEnergy, an annual Federal Energy Management Training Workshop, is the primary and premiere training mechanism for many federal agencies. The workshop provides government-wide training required by the Energy Policy Act for energy managers and engineers. Without GovEnergy, federal agencies would have to seek other means of training their staffs.

The objective of GovEnergy is to educate, inspire, and motivate Federal energy managers, related stakeholders and their organizations to be more energy efficient in their facilities; to provide a networking opportunity for participants to learn and share their ideas; and to allow private sector vendors to share their technology improvements, products, and services with the federal sector.

GovEnergy 2010, is co-sponsored by the following federal agencies: Department of Energy, General Services Administration, Veterans Affairs, Department of Defense, Department of Homeland Security, Environmental Protection Agency, and Department of Agriculture. GovEnergy 2010 is scheduled for August 15-18, 2010 in Dallas, Texas.

GovEnergy mission statement:

The GovEnergy workshop and trade show serves to provide effective energy management training to federal employees and their associated stakeholders. In doing so, it fosters opportunities to further educate and encourage the best application of practices, products, and services as they relate to energy efficiency, renewable energy, water efficiency, and greenhouse gas management within the federal sector.

The purpose of the GovEnergy 2010 Green Self-Assessment is to review the practices and functional areas of GovEnergy to identify the current sustainability efforts and areas for improvement.

The following resources were consulted during the GovEnergy Green Self-Assessment:

- EPA Green Meetings website:
<http://www.epa.gov/oppt/greenmeetings/pubs/who.html>
- Blue Green Meetings: www.bluegreenmeetings.org,

The GovEnergy 2010 Green Self-Assessment is organized into the following four GovEnergy event functional areas:

- Promotion/Technical Outreach
- Registration
- On-site Activities
- Site-Specific Activities

II. GovEnergy Functional Areas

A. Promotion/Technical Outreach

Website

- The GovEnergy website continues to be the primary means for providing detailed information for the training workshop and the trade show. It lists event hours, locations, session descriptions, instructor details, and all event-related activities.
- GovEnergy relies on the website to serve as a promotional tool to build awareness of the event. This enables GovEnergy to reach an audience beyond the immediate/local community and reduces the need for printed advertising.
- The GovEnergy website:
 - Provides detailed information regarding the schedule of events, technical program, networking events, lodging options, exhibitor information and additional energy-related training opportunities
 - Enables attendees to register
 - Enables attendees to arrange for accommodations
 - Provides information to current and prospective trade show exhibitors
 - Houses presentations, websites, and other content from previous GovEnergy events

Outreach Efforts

- GovEnergy and its planning committee use word-of-mouth as the primary method to promote and raise awareness about the workshop.

Printed materials have been reduced by expanding the use of the following forms of electronic media:

- Email blasts via the FEMP Central database represent the primary means of promotion.
- Social networking tools build a web-based community of people who share an interest in GovEnergy and support federal agency energy-related activities. These tools have been introduced to encourage participants to become “ambassadors” who promote the event:
 - Linked In, established in 2009
 - Facebook, new for 2010, as of April 2010
 - GovLoop, new for 2010, as of April 2010
 - Twitter is used to provide brief text updates related to the event; messages direct users to the website
- Two types of web graphics have been posted to the website. Users can download the graphics, and link to the GovEnergy url, as a way to show support for GovEnergy.
- PDFs of attendee and exhibitor fact sheets can be downloaded from the website; the fact sheets can be printed on an “as-needed basis” without generating an excess of printed material.
- 6,000 GovEnergy double-sided, 5x8 information cards were printed and distributed as of April 2010; the information card served as the initial means

of promoting GovEnergy as changes were made to the GovEnergy website and the session content was still in development. GovEnergy planning committee members distributed postcards to associations, conferences, meetings, and other networks.

- GovEnergy 2010 has eliminated the annual hard copy brochure. In previous years, GovEnergy produced and mailed a 12-22 page brochure to approximately 45,000 individuals.
- GovEnergy 2010 did print 46,000 GovEnergy postcards and mailed to a distribution list of 45,613. The postcards are designed to build interest in GovEnergy, serve as a registration reminder, and encourage website traffic. The GovEnergy Planning Committee members and co-sponsoring agencies use surplus postcards to aid in targeting awareness and promotional activities.
- GovEnergy 2010 eliminated mini posters and magnets because they were deemed as excessive and not helpful in promoting the event.
- GovEnergy 2010 will run five ½ page ads in two industry/trade publications in exchange for providing on-site display space to two industry/trade publications.
- GovEnergy 2010 will run five electronic advertisements (including website ads, an electronic newsletter ad, and postings in an online calendar of events).
- GovEnergy 2010 is producing a compact on-site pocket guide for attendees. This guide will include the schedule of events, facility maps, and other relevant logistical information. The guide will be available as a download to attendees' personal electronic devices (BlackBerry, Palm Pilot, iPhone, etc.).

Design and Printing Practices:

- Both the attendee program and the postcard mailer have been printed on uncoated paper stock that is 55% recycled content and 30% post consumer waste.
- Ink for the attendee program and postcard mailer is soy-based, not petroleum-based. Soy-based ink is more environmentally friendly and easier to recycle.
- Graphics on both pieces include the recycle symbol and encourage recipients to recycle.

B. Registration:

- GovEnergy has designed and administers a completely paperless online registration and booth sales systems. The registration database captures important information needed for registration analysis and the calculation of emission offset credits.
- Conference attendees and exhibitors complete the entire registration or booth reservation process, including payment of associated fees, without generating any paper.
- Name badges are issued and printed on-site at the registration desk to reduce waste and duplication. Name badges are printed on recycled stock, and are contained in a reusable badge holder
- Though GovEnergy uses biodegradable badge holders, however; organizers request and encourage recycling of the badge holders.

- Verbal reminders, as well as a message printed on the badge, encourage attendees to drop off their badges and holders at the conclusion of the event for recycling/re-use. Special containers are provided for this effort.

C. On-site Activities:

Transportation:

- GovEnergy has worked to concentrate the hotel block, using hotels in downtown Dallas.
- All hotels are within a reasonable walking distance of the Dallas Convention Center. All GovEnergy attendees receive a three-day Dallas Area Rapid Transit (DART) pass as part of the registration fee.
- All hotels, Dallas Convention Center, Tuesday night networking site, and Dallas/Fort Worth airport are accessible by DART.

Training Sessions:

- GovEnergy includes more than 100 training sessions across a broad range of topics specifically developed to meet the needs of energy managers, federal agencies, and related stakeholders to assist in meeting mandated goals. Reference www.govenergy.gov.
- GovEnergy 2010 features new technical training areas focused on behavioral change and greenhouse gas reporting/accounting.
- The GovEnergy opening and closing plenary session speakers are selected to provide relevant targeted topics to contribute to the training and educational aspects of the event. Invited speakers include: all GovEnergy co-sponsoring Cabinet level agency representatives. Confirmed GovEnergy speakers include: Kris Sweckard, director of the Office of Environmental Quality for the City of Dallas; Robert Frank, *New York Times* columnist and professor of Management and of Economics at Cornell University; and Amory Lovins, chairman of the Rocky Mountain Institute.
- GovEnergy limits the number of hard copy handouts.
- Speakers are encouraged to provide website links for reference materials rather than distribute hard copy handouts.
- All presentations are provided via the GovEnergy website.
- Training credits and training certificates are available for attendees. Attendee badges are scanned upon entry to individual training sessions. After GovEnergy, attendees may print out their training certificates via the GovEnergy website by entering their badge number.
- GovEnergy utilizes electronic signage to the maximum extent possible.

GovEnergy Attendee Items:

- GovEnergy is limiting the number and type of attendee giveaway items.
- GovEnergy is considering items that will contribute to both the training focus and the green-friendly meeting aspect. Current items under consideration include: bio-based writing pens; pad folios for note taking; and water bottles to be filled at water stations throughout facility. The latter reduces the need for glasses and water pitchers.
- Every effort is being made to secure items that are made in the United States and/or trade compliant, and made from recycled and/or biodegradable materials.

GovEnergy 2010 Hotel Housekeeping Project:

- GovEnergy is working with all of the GovEnergy hotels in Dallas to implement a green choice option to allow attendees to decline standard hotel housekeeping services during their attendance at GovEnergy.
- Each GovEnergy attendee will have the option of declining housekeeping services by displaying the GovEnergy door hanger, which is distributed upon hotel check-in.
- Hotels will provide data to GovEnergy tracking how many rooms within the GovEnergy block declined housekeeping services.
- The goal of the GovEnergy hotel housekeeping project is to reduce energy consumption; save on laundry/water use; and reduce the use of cleaning chemicals.

Exhibit Hall:

- The GovEnergy Exhibit hall management company, MC², incorporates environmental awareness in each phase of the exhibit hall, including planning, logistics, execution and cleanup. These considerations influence a diverse array of decisions, including:
 - Exhibit floor plan
 - Drink container selection
 - Number and placement of recycling containers throughout the exhibit hall
 - Instructions to exhibitors
 - Waste reduction and recycling
- Exhibitor packets are made available in a paperless format.
- Exhibitors are encouraged and advised to make environmental stewardship a priority in selecting booth materials, promotional premiums, as well as in designing and producing product/service information for distributing to attendees.
- Strategically placed signage encourages attendees to be environmentally responsible throughout the event.
- Exhibit hall setup and dismantling operations incorporate environmental awareness with a focus on waste reduction. This includes limited packaging, a limited number of attendee give-away items, and a major recycling effort.

Optional Technical Tours:

- GovEnergy optional educational technical tours are focused on current examples of energy efficient and sustainable designs and practices in the Dallas area.
- The tours are scheduled to limit the use and number of charter buses.
- GovEnergy is currently investigating the potential of using natural gas or hybrid technology buses.

Food and Beverage:

- The Dallas Convention Center's exclusive supplier for all food and beverage is Centerplate, Inc., <http://centerplate.com/>. The company is recognized as one of the largest and most sustainable hospitality companies in the country. Its Dallas facility is a LEED certified building located next to the Dallas Convention Center (also a LEED certified building).

- GovEnergy is working closely with Centerplate to design sustainable food and beverage options and incorporate best practices.
- Centerplate food and beverage practices include:
 - Food Waste Management: Relies on planning and advance notice of the exact number of attendees to minimize over-preparing and food waste; if excess food remains following an event, Centerplate composts the waste (nearly 98% of the time) and depending upon health code regulations, donates food to local shelters or food banks in the Dallas area.
 - Product Purchasing: Uses glass, china, or silverware whenever possible to reduce the amount of paper waste; Centerplate utilizes a series of entirely biodegradable products in place of plastic for large events including: cutlery made from potato starch, clear cups made from corn, bowls and containers made from sugarcane, and biodegradable trash bags; all food is purchased locally, and whenever possible all vegetables are purchased from local farmer's markets in the Dallas area.
 - Food Service: Uses buffet style food service rather than boxed preparations; offers beverages in cooling vessels on the buffet instead of pre-filling water glasses; uses recycled bottles for bottled water in all concession sales or "hydrating stations" to avoid the use of plastic bottles; pre-plates all food on-site at the Dallas Convention Center.

Tuesday Night Networking Event:

- The GovEnergy Tuesday night networking event will be at Gilley's Dallas, which is within walking distance of the Dallas Convention Center and accessible by DART.
- Gilley's has implemented and is currently working on several strategies to increase energy efficiency to conserve resources, protect the environment, and be more economically conscientious.
- Gilley's Dallas currently has the following energy saving programs that are in place or in progress:
 - Currently using recyclable tableware items and beverage containers. (2008 – current)
 - Installed the highest energy efficient HVAC system that was available at the time
 - Installed programmable thermostats
 - Installed 2 ½ inches of roof insulation
 - Currently working with Computerized Electricity Systems (C.E.S.) to address a plan for the way electrical energy is managed, distributed, sold, and used (Completion date is still to be determined.)
 - Currently converting all lighting from incandescent to florescent, which is an energy savings of approximately 50% (February 2010 to estimated November 2010)
 - Prior to 2008, all food waste was donated to non-profit shelters. Health code restrictions prevent prepared food that has been served buffet style from being donated and/or served outside the venue. Since 2008, catering preparation has been moved from an off-site to an on-site kitchen facility to help minimize over-preparing for

events. Gilley's can now prepare food as needed, and in cases where staff has over-prepared, Gilley's will feed all staff members on site. These staff members include bartenders, parking, security, wait staff and management.

- Gilley's Dallas catering purchases 90% of its food and cleaning products from U.S. manufacturers.
- Of that 90% noted above, 70% of the products come from manufacturers within Texas
- In less than six months, 25% of their vegetables and fruits will be purchased through a local grower.
- Approximately 35% of Gilley's cleaning products are green products and that number continues to grow.

GovEnergy Pre/Post Meetings/Training:

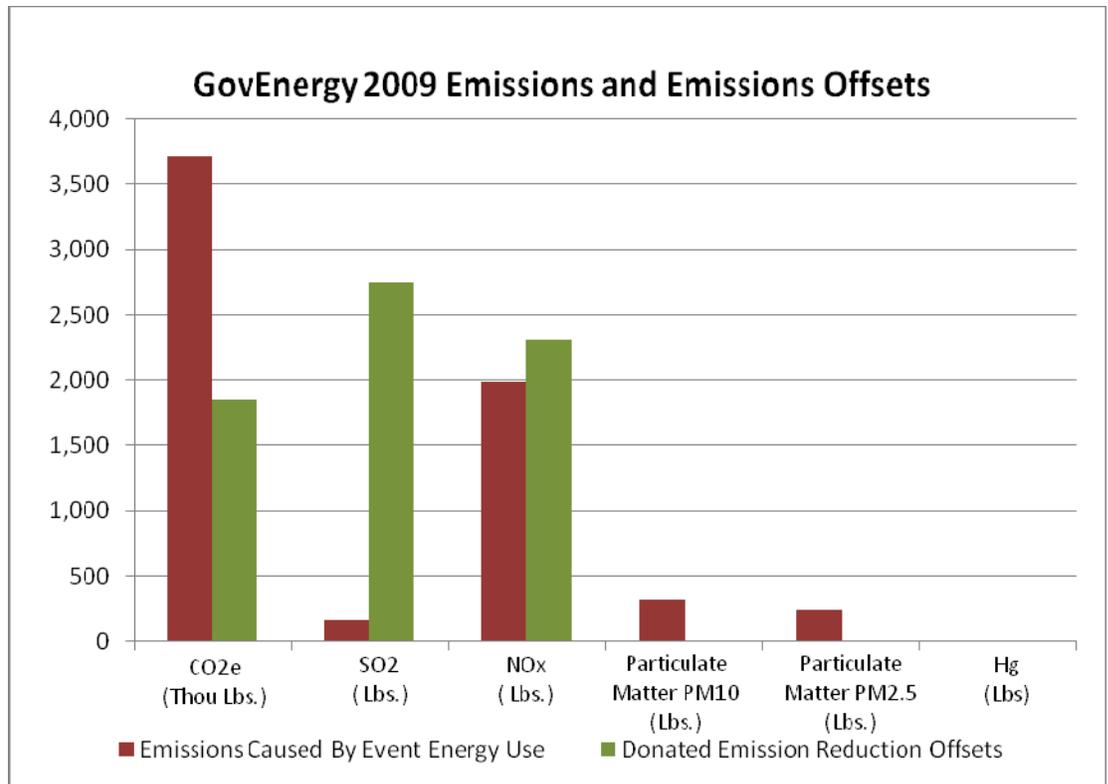
- GovEnergy offers complimentary meeting space to federal agencies that want to meet with their agency representative and/or provide training before or after the official GovEnergy schedule of events.
- GovEnergy also partners with organizations that provide additional training opportunities for attendees before or after the official GovEnergy schedule of events.
- The pre- and post-meeting and training opportunities allow for greater efficiency of time, travel dollars, and resources.

D. Site-Specific Activities

GovEnergy Emissions Credits and Offsets:

- Since 2003, GovEnergy has quantified and offset its emissions through the use of emissions reduction credits.
- GovEnergy 2010 plans to obtain emissions credits to offset its environmental impact.
- Historic registration data and trends, as well hotel and travel information of attendees, are used to calculate emissions from attendee travel to and from the event, facility energy use, hotels, and meals.
- Calculations and offsets are verified by a third party not-for-profit organization, the Leonardo Academy.
- Through its Cleaner and Greener for Events program, the Leonardo Academy calculates GovEnergy's total emissions and offsets for the following pollutants:
 - Carbon Dioxide (CO₂)
 - Sulfur Dioxide (SO₂)
 - Nitrogen Oxide (NO_x)
 - Particulate Matter (PM₁₀)
 - Particulate Matter (PM_{2.5})
 - Mercury (Hg)
- Through the Cleaner and Greener program, GovEnergy achieved Gold Certification (offset 100% of its greenhouse gas emissions) for its 2007 and 2008 events, and Silver Certification in 2009 (offset at least 50% of its greenhouse gas emissions). Below is a summary of 2007-2009 GovEnergy emissions and offsets by pollutant category, as certified by the Leonardo Academy.

Pollutant Type	Year	Emissions Caused By Event Energy Use (lbs.)	Emission Reduction Offsets by Donor and Amount (lbs.)	Percent of Emissions Offset
Carbon Dioxide (CO ₂ e)	2007	1,921,919	5,279,802	270%
	2008	4,087,763	6,844,449	167%
	2009	3,711,281	1,849,762	50%
Sulfur Dioxide (SO ₂)	2007	634	10,823	1710%
	2008	487	5,337	1096%
	2009	162	2,751	1706%
Nitrogen Oxide (NO _x)	2007	2,373	7,972	340%
	2008	4,795	4,797	100%
	2009	1,990	2,308	116%
Particulate Matter (PM ₁₀)	2007	422	249	60%
	2008	993	270	27%
	2009	317	0	0%
Particulate Matter (PM _{2.5})	2007	292	169	60%
	2008	675	216	32%
	2009	244	0	0%
Mercury (Hg)	2007	2.37E-03	2.01E+03	1400%
	2008	2.40E-03	3.86E-03	161%
	2009	0	2.25E-02	N/A



GovEnergy Site Selection:

- GovEnergy issues a written Request for Proposal (RFP) to select the GovEnergy site.
- The RFP includes GovEnergy background information, qualification criteria, evaluation criteria, historical schedule, and minimum specifications.
- RFP evaluation criteria include the following:
 - Facility considerations include but are not limited to: cost and space compatibility for GovEnergy workshop training program, plenary sessions, and trade show; space compatibility includes: proposed training venue; proposed hotels; proposed tradeshow space; proposed pre/post training venues; and flow and logistics efficiency
 - Proposed dates and pattern
 - Risk to the government/additional costs
 - Location considerations:
 - Energy efficiency/sustainable/environmental policies of the proposed venues
 - Energy efficiency/sustainable/environmental policies of the proposed municipality

Venue: Dallas Convention Center:

- The Dallas Convention Center consists of 2.2 million gross square feet (including approximately 1 million square feet of exhibit space).
- The facility was awarded LEED Silver status in April 2010.

- The Dallas Convention Center is also compliant with the Certified Environmental Management System's International Operation Standard of ISP 14001.
- The Dallas Convention Center has updated purchasing policies to provide sustainable purchasing program and revised cleaning services to incorporate green cleaning products and procedures.
- Maintenance operations require quarterly inspections of all energy or water consumption equipment.
- Biodegradable plates and cups are used by the internal Convention Center catering company.
- From November, 2008 – October 2009, the Dallas Convention Center saved \$2,372,929 in electricity and \$477,463 in natural gas due to a combination of renovation and operational procedures.
- As of April 2010, the Dallas Convention Center has achieved the following:
 - Water Efficiency
 - Replaced all toilets with low 1.6-gallon flush and urinals with low 1-gallon flush or waterless urinals
 - Replaced an outdated cooling tower with an environmentally efficient unit
 - Installed 54 solar panels to heat water for the commercial production kitchen
 - Recycling Programs and Facilities
 - Implemented a recycling program
 - Has three permanent compactors for recycling
 - Reduced landfill usage
 - During PCMA, a 300,000-square foot convention, almost 80% of all waste was recycled.
 - HVAC
 - Replaced two chillers (of 12) with environmentally friendly 134a refrigerant 1450 ton units
 - New green operation and maintenance protocols were compiled to assist the monitoring of all HVAC equipment and maintenance components
 - Lighting
 - Replaced outdated energy inefficient lighting with new energy efficient fixtures and low mercury lamps; replaced all T12's with T8's or T5's
 - Installed motion sensors in meeting rooms, rest rooms, and storage areas to turn off lights after 30 minutes without activity
 - Energy Conservation
 - Installed high-speed, automatic, motion-sensor elephant doors (one in each exhibit hall)
 - Power
 - Installed capacitors to bring power factor efficiency up to 95%
 - 100% of electrical consumption is wind power (January 2007-current)
 - Indoor Air Quality
 - Added CO2 quality sensors for automatic indoor air monitoring and adjustments

Municipality: Dallas, Texas Green/Sustainable Policies

- In January 2005, the Dallas City Council signed an environmental policy: http://www.dallascityhall.com/pdf/OEQ/oeq_environmental_policy.pdf
- Aspects of that policy include:
 - Educating city employees about the city's environmental policies by encouraging them to "practice environmental stewardship by raising awareness and sensitivity to environmental issues through City policies, regulations, training, and interactive dialogue."
 - Provide outreach to Dallas citizens and local businesses on "the importance of environmental stewardship for clean air and water and sustainable development for the City of Dallas."
- The city of Dallas has a vast array of sustainable and energy efficiency initiatives, policies, and programs. Complete details can be found at: http://www.greendallas.net/energy_efficiency.html. Highlights include the items listed below.
- Dallas City Council authorized the largest procurement of renewable energy in the city's history. In 2008, 40% of the city's power will come from wind power and other renewable sources, making Dallas the nation's No.1 municipal purchaser of green power.
- The Texas State Energy Conservation Office and the Texas Energy Partnership gave Dallas an award for outstanding achievements in energy efficiency.
- SustainLane ranked Dallas No. 24 in the nation in its 2006 Sustainable Cities Ranking.
- The city's "Too Good to Throw Away" Recycling Program offers several convenient features; *Single Stream Recycling* means no sorting is necessary.
- Dallas has the largest alternatively-fueled fleet in Texas with 40% (approximately 1,900 vehicles) of its total fleet being hybrid or running on alternative or cleaner fuels, including compressed natural gas and biodiesel.
- The city has reduced its overall energy usage at its existing facilities by almost 5% per year over the past five years by purchasing energy efficient lighting and lighting upgrades, and installing solar panels, high efficiency heating and air conditioning systems, and automated building controls.
- By converting to energy efficient LED traffic lights at approximately 1,100 city intersections, the city is cutting annual energy consumption by more than 13 million kilowatt hours per year.
- Between 3 million and 4 million cubic feet of methane gas is captured every day at the city's McCommas Bluff Landfill. The gas can be purified and used as an alternative fuel or it can be traded to a local natural gas production company that pays the city back in electricity.
- Through performance management contracting at city-owned buildings, Dallas has conducted four comprehensive energy projects for its major buildings. For example, the contract for city hall resulted in the replacement and upgrading of chillers, boilers, and lighting, and cooling towers; automated controls for HVAC and lighting; and installations of solar panels. This project has resulted in a 5,790,165 kWh and 3,730.3 tons of CO₂ reduction. The art museum upgrade resulted in a savings of approximately \$800,000 per year.
- Dallas established a Green Building Program in 2003. The city expects to complete more than 25 green facilities between 2003 and 2010, including 10

libraries, seven police and fire stations, one cultural center, three recreation centers, three service centers, and a homeless assistance center.

- Dallas initiatives to reduce greenhouse gases include:
 - The mayor signing the U.S. Mayors Climate Change Agreement in 2006; this commits mayors around the country to reducing greenhouse gas emissions in their own cities and communities to 7% below 1990 levels by the year 2012
 - Conducting an [emissions inventory](#) in 2005 to better understand the source and location of its emissions
 - Working on a greenhouse gas inventory of citywide and community-wide emissions; this inventory will show greenhouse gas data broken down by sector
 - Developing a sustainability plan that will include goals, principles and strategies required to support and implement the vision of Dallas becoming a more sustainable community
- Water conservation efforts include:
 - Detecting leaks, repairing and replacing mains, auditing irrigation systems at city facilities, and undertaking educational initiatives and a xeriscape program
 - Saving 43 billion gallons of water since 2001
 - Winning a Watermark Award for Communications Excellence from the Water Environment Association of Texas and the Texas Section of the American Water Works Association in 2006. The award went to the Conservation Division of Dallas Water Utilities.

III. Future Activities

Several initiatives are under consideration to enhance the environmental friendly aspects of GovEnergy:

- Registration Support – Provide real-time assistance to attendees as they complete the online pre-registration process, including:
 - “Live” VVOIP help and screen sharing, further reducing the need for distribution of paper materials
 - Introducing/expanding paperless on-site registration for those who do not pre-register
- Incentive Programs – Increase attendee recycling of badges/holders; exchanging the badge/holder for a seed packet or promotional item made from recycled material
- Exhibit Space Construction – Fabricate show offices from reusable materials such as system metal and infill panels; when possible, use carpeting made from recycled fibers throughout the facility
- Transportation – Procure shuttle bus services, whenever possible, from suppliers who can certify:
 - Use of ultra low-sulfur diesel fuel
 - Recycling of tires, batteries, engine oil, and engine coolant
 - Use of GPS technology to monitor idling
 - Use of Smart Tire technology to monitor tire pressure
 - Use of hydraulic lifts to prevent ground contamination from leaks
 - Use of absorbent pads to recover oils (stored in spill-proof drums and recycled)
- Leveraging Technology – Utilizing improved techniques for gathering and

distributing information make it feasible to reduce material consumption even further by implementing such concepts as:

- Increasing use of RFID technology, eliminating “networking by business card”
- Encouraging exhibitors and presenters to replace paper handouts and informational pieces with download links, CDs, or other data storage devices
- Replacing signage, where possible, with large-screen displays and/or informational kiosks
- Replacing hard copy paper surveys with electronic methods
- Replacing hard copy schedule and agenda information with electronic methods to be viewed on personal handheld devices and/or electronic event screens.