



## 3.1 EERE Communications and Outreach Overview

This chapter will discuss how Energy Efficiency and Renewable Energy (EERE) communicates its technological successes, initiatives, and programs to the American public, industry sectors, Congress, and other stakeholders. EERE communications and outreach consist of the following EERE organizations and vehicles: the Office of Technology Advancement and Outreach (TAO), Board of Directors (BOD), Technology Development Communications and Outreach (C&O), and the Project Management Center (PMC) Intergovernmental Projects and Outreach Offices. The Office of TAO organization and its relationship to the other elements are shown in Figure 3.1-1.

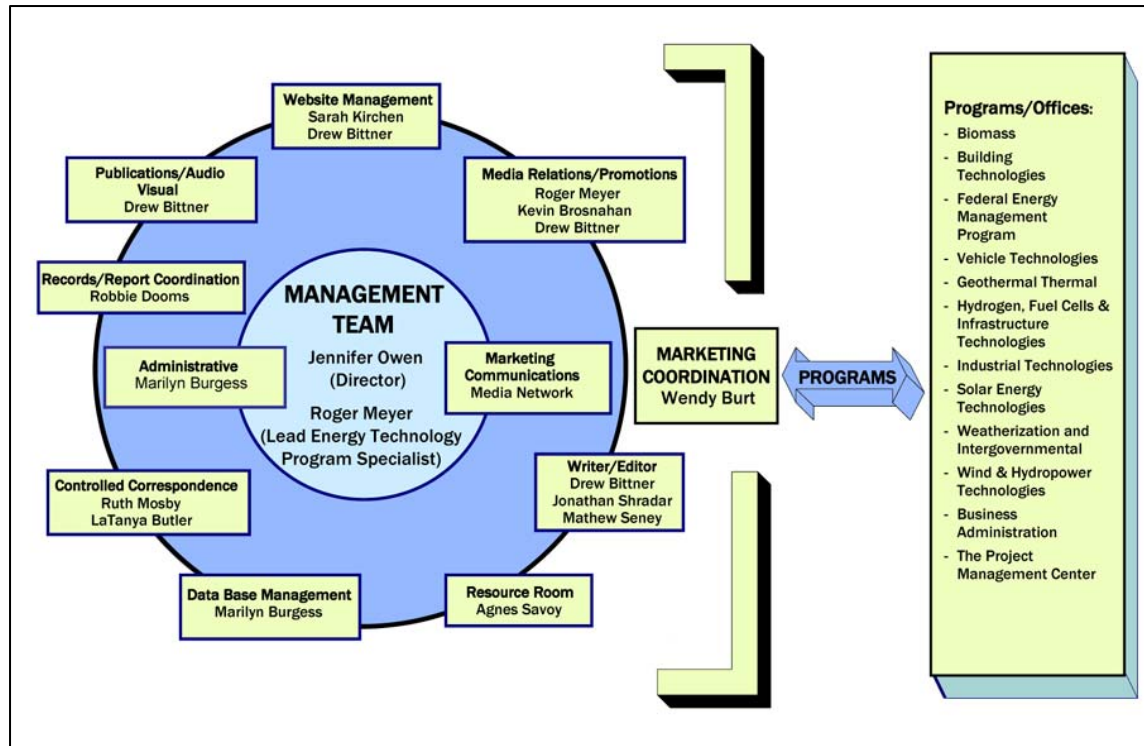


Figure 3.1-1 The Office of Technology Advancement and Outreach Organization Chart

The Office of Technology Advancement and Outreach provides communication, outreach, and customer service to the public, EERE’s corporate customers, and other stakeholders. It develops and disseminates information about the budget and EERE policies and programs, gathers market information of high relevance to EERE decision-making, coordinates corporate-level stakeholder interactions, and reports to the Assistant Secretary.

### 3.1.1 The Office of Technology Advancement and Outreach Goals

One important goal of the Office of TAO is to employ a corporate approach to C&O. EERE’s programs are diverse and target different audiences—EERE Research and Development (R&D) activities vary from how to build a more efficient light bulb to a vision of a hydrogen future. Previous EERE alignment led to the development of a “stovepipe” culture that “trapped” information in narrow conduits. The new corporate structure requires consistent policy, messages, and products.

### 3.1.2 Mission and Functions

The mission of the TAO is to “convey to the public, stakeholders, and other governmental entities the progress, benefits, and contributions of EERE Research and Development.” The TAO supports its mission through:

- Coordinating outreach activities to EERE corporate customers and stakeholders that are designed to facilitate meeting EERE’s stated corporate mission and goals;
- Providing a focused, single-message effort that embraces the outreach efforts of all 10 EERE programs; and
- Providing guidance and expertise to EERE’s program offices on the most effective means and techniques for communicating with their target audiences.

The Office of TAO reports to the Assistant Secretary for EERE through the Principal Deputy Assistant Secretary. TAO’s outreach activities to EERE corporate customers and stakeholders are all designed to facilitate meeting EERE’s stated corporate mission and goals:

- Develop and disseminate information about the budget and EERE policies, technologies, and programs to the public, Congressional committees, and external stakeholders;

- Develop and coordinate all EERE public awareness and external outreach activities;
- Gather market information of high relevance to EERE decision-making;
- Coordinate corporate-level stakeholder interactions;
- Conduct corporate-level customer surveys on EERE performance; and
- Coordinate the controlled correspondence process and the EERE Web sites.

### 3.1.3 Activities

EERE's wide array of outreach activities requires the TAO to specialize in and facilitate a broad range of roles and responsibilities. The Office has expertise in several crucial areas related to communication and outreach, and primarily handles all of EERE's external communication tasks. The TAO's main functional responsibilities are:

- Marketing Coordination and Communication;
- Media Relations and Promotions;
- Records and Report Coordination/Controlled Correspondence;
- Audio and Visual Publications;
- Database Management; and
- Web Site Management.

#### 3.1.3.1 Marketing Coordination and Communication

TAO works with the 10 different program offices, and other functional areas, by collaborating with them to determine what the best methods are for promoting specific milestones, activities, and events. Further, TAO assists EERE with synchronizing different gateways between the different program offices and other functional areas of EERE. The Marketing Coordination team is responsible for overseeing EERE's Calendar of Events, and prepares the annual communications, briefings, and hearings for EERE as well.

#### 3.1.3.2 Media Relations and Promotions

EERE's media relations and promotional agenda are handled by the Media Relations team working with the different program offices and functional areas, as well as senior leadership, to oversee the preparation and clearance of

all EERE press releases. The Media Relations team is responsible for arranging media interviews for EERE senior staff, and making arrangements for press opportunities at events. The team receives all press release inquiries from the press office, and makes the final determination as to the appropriate person or party that should be contacted for an appropriate response.

### 3.1.3.3 Records and Report Coordination/Controlled Correspondence

This function of the TAO is responsible for the management of all controlled correspondence for EERE. TAO provides resources for Congressional reports and for the Freedom of Information Act, and generates 30-60-90 day reports, as well as scoping and weekly reports.

### 3.1.3.4 Audio and Visual Publications

The Audio and Visual Publications arm of the TAO is responsible for managing the EERE Information Center, which is commonly the “front lines” of communication for anyone inquiring about EERE for the first time and is the most common form of communication for anyone seeking information about EERE either on-line or via the telephone. Other Audio and Visual Publication team responsibilities include:

- Managing the compilation of a combined EERE outreach catalog available on the internet;
- Providing contacts for EERE document approval;
- Coordinating production of EERE corporate documents; and
- Providing information on EERE print and exhibit standards (see Figure 3.1-2).

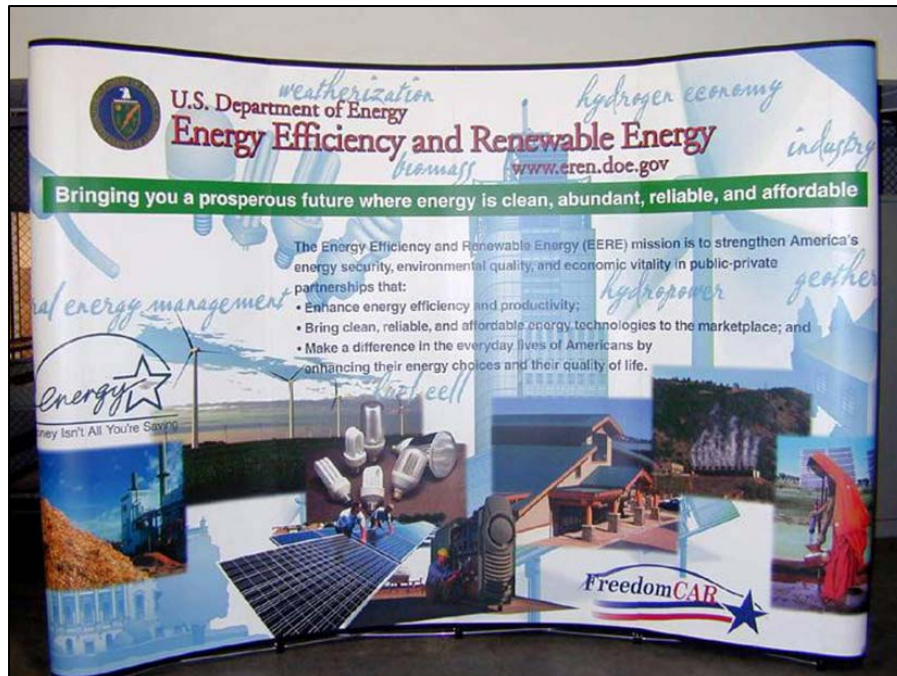


Figure 3.1-2 Completed EERE Tabletop Exhibits

### 3.1.3.5 Web Site Management

Web site Management is another key responsibility of TAO. In addition to managing the EERE home page, TAO is also responsible for managing a content conversion system for EERE's web content.

TAO also manages and maintains the consumer page on the EERE Web site, and provides sources of information not only on EERE, but also on U.S. Department of Energy (DOE) and federal government web standards as well.

Through web redesign and cyberspace communication and outreach, TAO has the ability to establish EERE's corporate identity for consistent message and theme, look and feel, and elimination of duplication. See Figures 3.1-3 and 3.1-4 on the following page.



Figure 3.1-3 Consistent Message and Theme

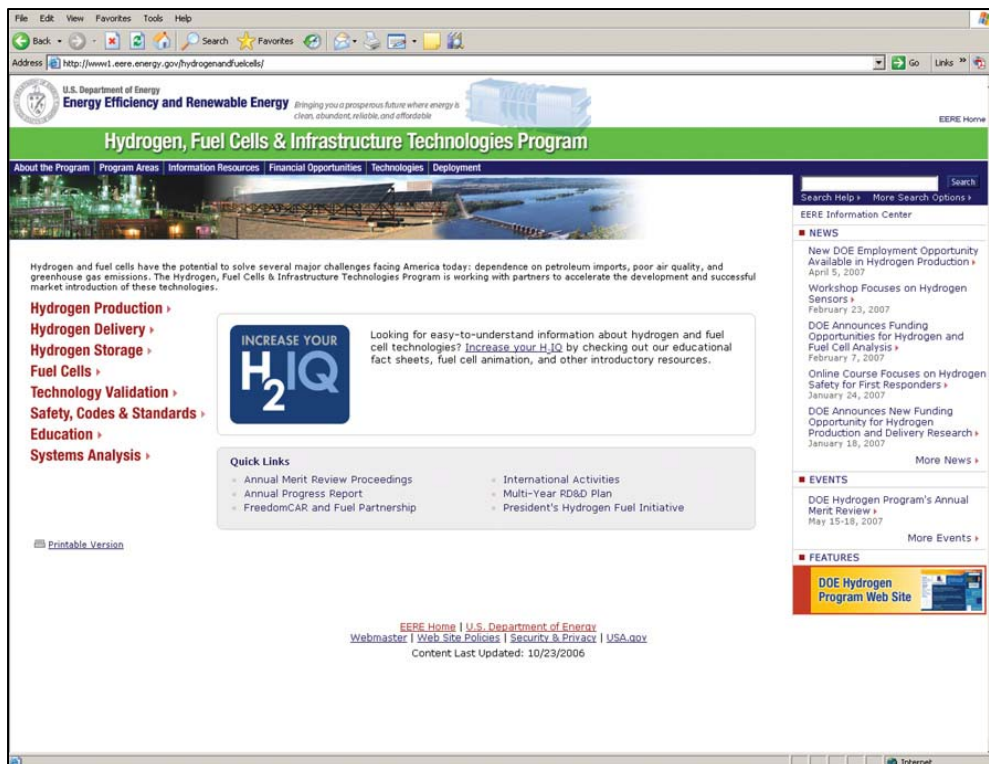


Figure 3.1-4 Redesigned Web Site (sample page)

For examples of cyber communications and outreach, see Figure 3.1-5 below and Figure 3.1-6 on the following page.

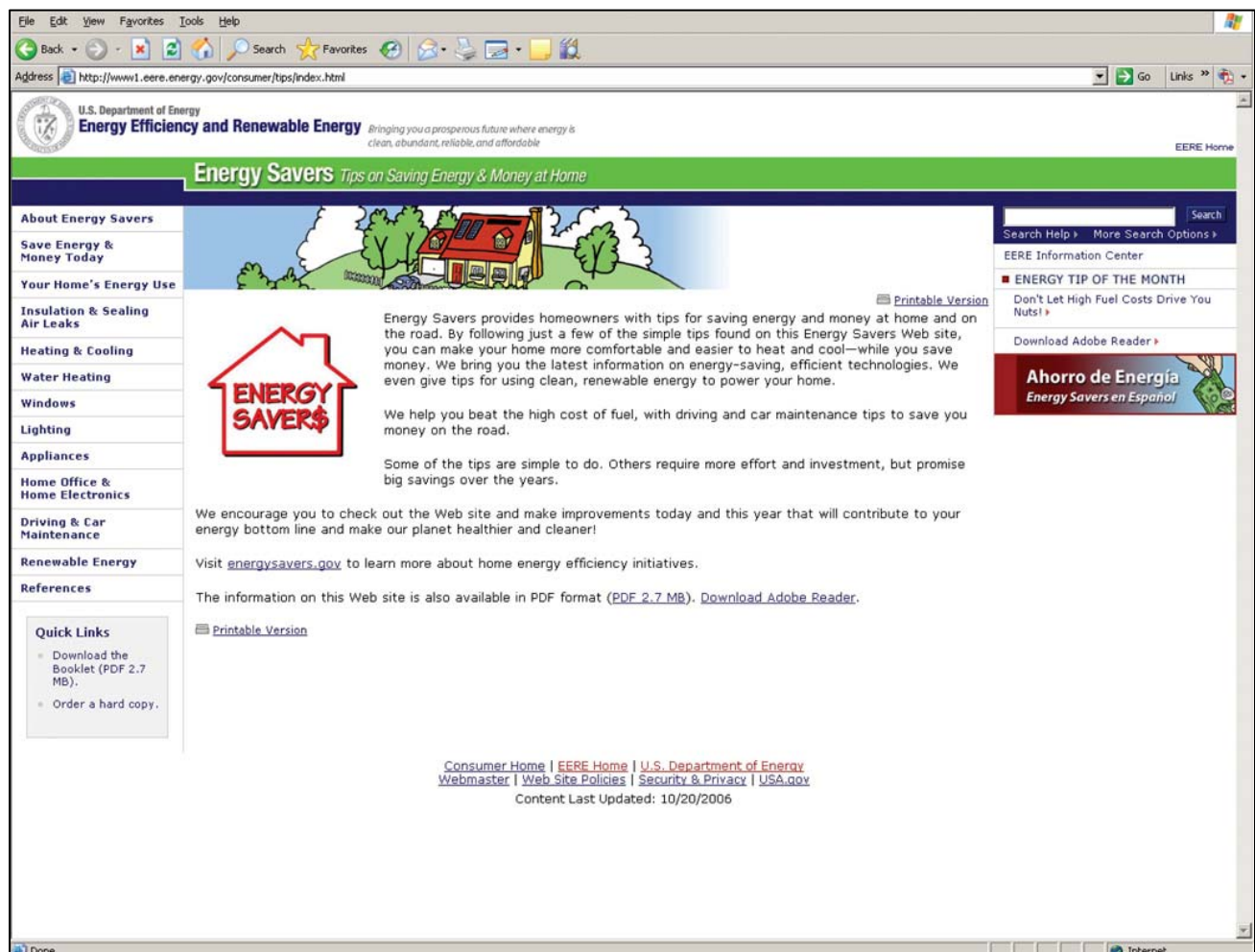


Figure 3.1-5 Energy Savers Web Site

The screenshot shows a web browser window displaying the Energy Savers website. The browser's address bar shows the URL: [http://www1.eere.energy.gov/consumer/tips/monthly\\_tips.html](http://www1.eere.energy.gov/consumer/tips/monthly_tips.html). The website header includes the U.S. Department of Energy logo and the text "Energy Efficiency and Renewable Energy" with the tagline "Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable". The main navigation bar features "Energy Savers" and "Tips on Saving Energy & Money at Home".

On the left side, there is a vertical navigation menu with the following categories: Energy Savers Home, About Energy Savers, Save Energy & Money Today (with a sub-link for Monthly Tips), Your Home's Energy Use, Insulation & Sealing Air Leaks, Heating & Cooling, Water Heating, Windows, Lighting, Appliances, Home Office & Home Electronics, Driving & Car Maintenance, Renewable Energy, and References. Below this menu is a "Quick Links" section with two items: "Download the Booklet (PDF 2.7 MB)" and "Order a hard copy."

The main content area features a large illustration of a house with a red roof and a chimney, surrounded by trees and a blue sky. Below the illustration, the "Monthly Tips" section is titled "Don't Let High Fuel Costs Drive You Nuts". The text explains that whether you drive an economy car or an SUV, there are ways to improve gas mileage, such as avoiding aggressive driving, speeding, and fast acceleration. It also mentions that cleaning air filters can improve gas mileage by up to 10%, and properly inflated tires can improve it by 3%. A link is provided for more information on buying a fuel-efficient car or truck: <http://www.fueleconomy.gov/>.

Another tip section is titled "Track Your Energy Costs with a Home Energy Audit". It describes how an energy audit can help identify areas of high energy use and provides a list of things to check, such as insulation levels, open fireplace dampers, and holes or cracks around doors and windows. A link is provided for more information: [Your Home's Energy Use](#).

A third tip section is titled "This Winter, Save Money and Stay Warm". It suggests taking a whole-house approach to heating, including setting the thermostat as low as is comfortable, weatherizing the home with caulk and weatherstripping, and ensuring that furnace filters are replaced regularly. A link is provided for more information: [Heating and Cooling](#).

A fourth tip section is titled "Keep Your Energy Bill Out of Hot Water". It explains that water heating can be expensive and offers several ways to lower costs, such as repairing leaky faucets, using low-flow showerheads, insulating the hot-water storage tank and pipes, and lowering the thermostat on the water heater to 120 degrees. A link is provided for more information: [Water Heating](#).

At the bottom of the page, a partial tip section is visible, titled "Cut Loads of Energy While Doing the Laundry".

Figure 3.1-6 Energy Savers Web Site



### 3.1.3.6 Database Management

The Database Management arm of the TAO Office is the entity that stores and maintains important records, events, and stakeholder information. It is responsible for maintaining and updating EERE’s Calendar of Events and also maintains an extensive stakeholder list that is stored for distribution purposes. In addition, the Database Management activities also provide public assistance through information sharing as well.

### 3.1.4 Future and Ongoing Efforts/New Initiatives

TAO is working on improving the following outreach and media areas:

- Consolidation of the Clearinghouses into the Information Center;
- Redesign of the 15,000 Web pages;
- 2007 Corporate Calendar;
- Consumer Portal on Web site; and
- New Outreach mechanisms such as the “Progress Alerts,” podcasts, and weekly outreach updates.

#### 3.1.4.1 New Initiatives

There are many new initiatives such as:

- Employing traditional communications with the new media;
- Editorial calendars and publication outreach;
- Progress alerts and progress reports;
- Monthly features for broad distribution;
- Outreach Council; and
- Annual Communications Summit.

## 3.2 EERE Board of Directors

The Board of Directors is chaired by the Assistant Secretary and focuses on EERE-wide message and agenda. There are four positions on the Board of Directors, each with a specific focus in the following areas: International Affairs/Environment; Chief Technology Officer; University/Education Programs, and Building Technologies.

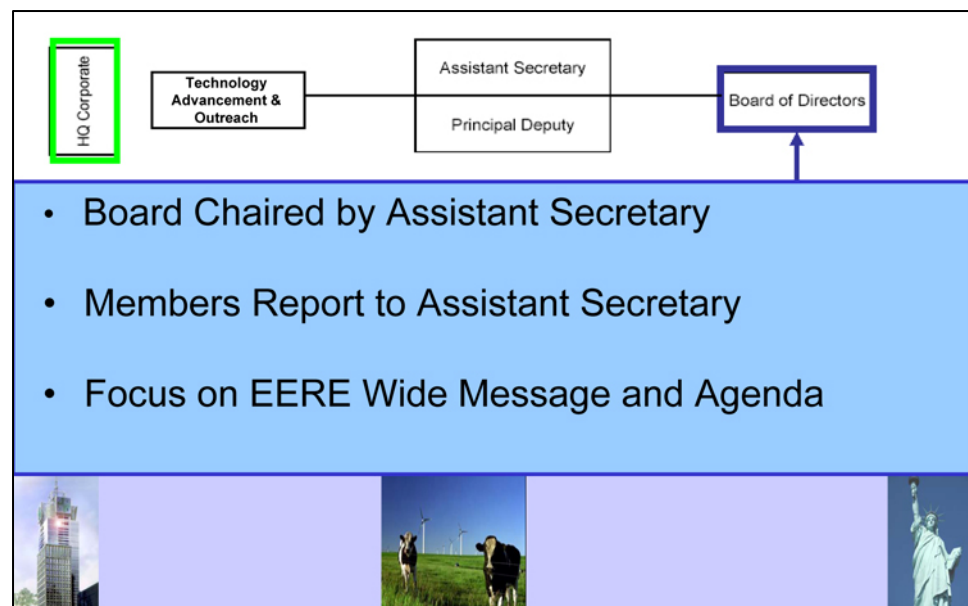


Figure 3.2-1 EERE Board of Directors

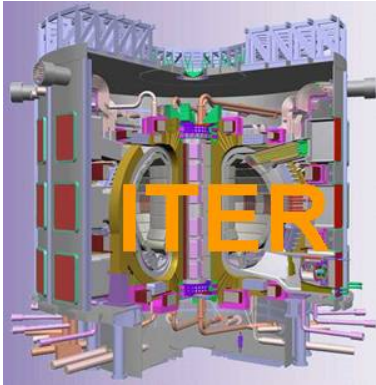
### 3.2.1 Functions of the Board

The Board plays a key role in providing expert advice and counsel to the Assistant Secretary with respect to the full range of EERE issues and activities. It provides guidance for the policy development processes, for resource management, and for the technology programs. It also provides corporate leadership in working with the private sector and other government entities to develop and improve public-private partnerships. The Board acts at the direction of the Assistant Secretary in dealing with senior officials in the Executive Branch of the federal government; members of Congress and their staffs; senior officials of state governments, regional authorities, and other government entities; industry and association executives; and foreign government officials.

### 3.2.1.1 International Affairs/Environment

Examples of International Activities include:

- 90+ International Agreements/Treaties;
- International Energy Agency (IEA);
- Asia Pacific Economic Cooperation;
- Presidential Summits (e.g., European Union, North Atlantic Treaty Organization, G-8);
- Secretarial Missions/Summits; and
- United Nations Commitments (e.g., Framework Convention on Climate Change, Commission on Sustainable Development).



Carbon Sequestration Leadership Forum (CSLF)

- International Partnership for the Hydrogen Economy (IPHE):
  - The IPHE Ministerial was convened Nov. 19-21, 2003 in Washington DC, USA;
  - Signing of the Terms of Reference;
  - 700+ delegates and participants representing approximately 30 countries;
  - Public-Private Dialogue Sessions; and
  - IPHE Committee meetings.



Figure 3.2-2 IPHE Partners' Economy

- IPHE Partners' Economy
  - Over \$35 trillion in Gross Domestic Product (GDP), 85% of world GDP;
  - Nearly 3.5 billion people;
  - Over 75% of electricity used worldwide; and

- Greater than two-thirds of carbon dioxide emissions and energy consumption.

The BOD position pays particular attention to:

- Asia—Pacific Partnership;
- U.S.—India Energy Dialogue; and
- Biofuels Bilateral Cooperation.

### 3.2.1.2 Chief Technology Officer

The Chief Technology Officer serves as:

- Support for the Assistant Secretary, Under Secretary, and others;
- Handles the Budget, Quality Assurance (Q&A), technical/analytical issues, management, outreach services, and inventions/inventors;
- Works with the Technology Development (TD) programs on technical issues:
  - Multi-Year Program Plans; detailed technical reviews; new initiatives; crosscuts;
- Works with the Business Administration (BA)/Office of Planning, Budget and Analysis (OPBA) Analysts:
  - Assists, initiates, and oversees analytical work; retrospective; economic; environmental; climate; security; knowledge;
- Develops new technical/analytical capabilities:
  - Peer Review methodology with TD/BA team
  - Technology risk analysis methodology/tools with EERE/Fossil Energy/Nuclear Energy/TD/Office of Science;
- Oversees Small Business Innovation Research programs;
- Performs technical/analytical outreach:
  - Basic Energy Sciences (BES): Basic Energy Sciences Advisory Committee; BES Summit; Photovoltaics
  - Financial Industry: Industry Growth Fora & Incubators
  - National Academy of Science; National Academy of Engineering; Organization for Economic Cooperation and Development; Nuclear Energy Agency; IEA/Japan;

- Conducts National Academy of Science (NAS) Reviews: Retrospective Benefits; Prospective Benefits;
- Establishes Transportation Policy: Office of Management and Budget- Tasked to EERE; U.S. Department of Transportation; U.S. Environmental Protection Agency (EPA); U.S. Department of Commerce; and U.S. Department of Treasury; and
- Monitors Water: Office of Science and Technology Policy; 18 Federal Agencies; Congress

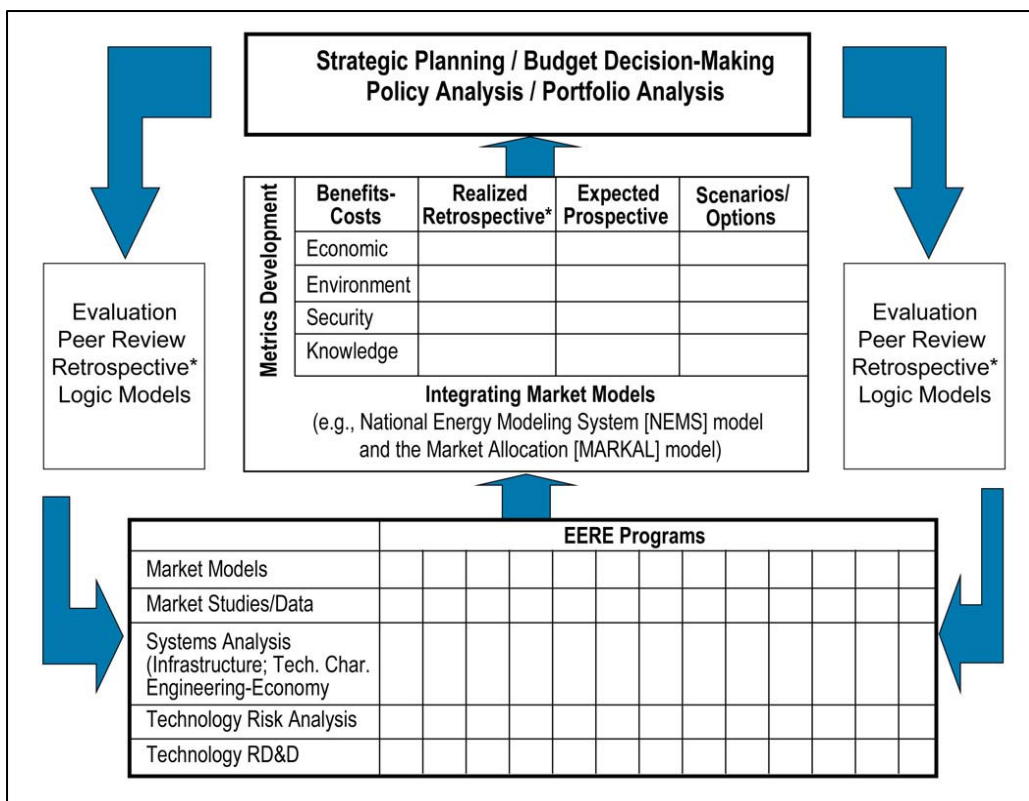


Figure 3.2-3 Technical/Analytical Process



### 3.2.1.3 University/Education

- Serve as the primary advisor to the Assistant Secretary for EERE on collaboration with universities and their key related organizations such as the National Association of State Universities and Land-Grant Colleges.
- Develop new and innovative partnerships and educational models with universities, especially Land Grant Universities, Foundations, and the agricultural, industrial, and business communities.
- Responsible for building linkages with other federal agencies, associations, organizations, and agencies to strengthen current alliances (especially related to the Energy Title of the Farm Bill).
- Assess EERE Education Programs and make recommendations on ways to develop new partnerships and market opportunities for EERE products and services.
- Work with higher education partners to promote greater diversity of applicants for EERE positions.
- Build effective and representative EERE advisory boards.

### 3.2.1.4 Building Technologies

- Serve as the primary advisor to the Assistant Secretary for EERE on building technologies.
- Coordinate with U.S. Department of Housing and Urban Development and EPA on EnergyStar™ implementation.
- Conduct liaison and foster partnerships with building technology stakeholders, such as the National Association of Home Builders, the American Institute for Architects, and Fannie Mae.

## 3.3 Technology Development Communications and Outreach

Although the bulk of EERE's C&O activities are carried out by the TAO, the office does consult with the various Technology Development program offices in order to develop information that will ultimately be disseminated to the agency's stakeholders. Each individual program office within EERE has its own C&O strategies in place that assist in identifying and developing critical market information. Each, in turn, evaluates its findings and provides suggestions to the TAO that assist in communicating the EERE mission, program plans, accomplishments, and technology capabilities to the greatest variety of stakeholder audiences. Program C&O strategies include, but are not limited to, the following: the collection of market information; information dissemination; ways to relate to essential stakeholders and other program participants; and evaluation of feedback from stakeholders.

### 3.3.1 The General Program Office C&O Strategy

- **Collection of Market Information:** Program offices engage numerous experts and other resources to gather, refine, and consider market information that will enable and enhance informed decision-making across different program areas—particularly research, systems integration, and technology deployment activities.
- **Information Dissemination to Stakeholders:** On occasion, program offices will attend, host, and participate in and/or support various activities and opportunities that allow dissemination of market, technology, and policy information to stakeholders. Programs will also produce and disseminate information through a variety of formal and informal networks such as specific subprograms within their respective offices, the EERE Web site, published documentation, and other media resources.
- **Relating to Essential Stakeholders and Other Program Participants:** Program C&O activities are aimed at providing timely, accurate, and positive information to stakeholders on the technologies, market, benefits, and costs of the Program's respective energy discipline. Program elements are detailed and planned in advance with specific audiences in mind. Also, given the ever evolving focus of EERE as a global leader in renewable energy and energy efficiency technologies, many of the internal C&O functions remain flexible.



- **Evaluating Stakeholder Feedback:** EERE program management requirements demand that the various program offices solicit formal feedback from stakeholders through a series of strategic planning meetings, technical reviews, and an annual peer review meeting. The program offices also participate in regular meetings of national energy organizations such as National Association of State Energy Officials and the State Energy Advisory Board, and consider their comments and recommendations on program activities and future direction.

### 3.3.2 Program Specific C&O Functions

Different program offices structure their respective C&O strategies to cater to specified stakeholder groups that would have the greatest interest/investment in their respective technologies. For example, the C&O goal of the Vehicle Technologies (VT) Program is to facilitate and accelerate the adoption of advanced vehicle technologies, resulting from that program office's R&D work that enables the reduction of petroleum use. The public's willingness to adopt these technologies will depend on their level of comfort and knowledge of the benefits, as well as what is at stake should new technologies not be implemented. The VT Program has identified 10 key audiences:

- EERE/Department Senior Management;
- Office of Management and Budget;
- Congressional Members and Staff;
- Automotive Industry;
- Energy Industry;
- Original Equipment Manufacturers;
- Educational Institutions;
- Federal and State Agencies (including laboratories);
- Environmental Organizations; and
- General Public—consumers, investors, voters, etc.

The VT Program communicates with its stakeholders in a customized fashion depending on their specific needs and interests. The hope is to engage industry in developing advanced vehicle technologies, and stimulate manufacturer interest in applying these technologies. Educating the general public on the benefits of the advanced technologies will encourage consumers to buy advanced automotive technology vehicles as well as gain the support needed to keep developing more energy-efficient and environmentally friendly technologies.

In addition, the VT Program provides technical reference materials and other mass outreach activities (including publications, internet and live telephone assistance, and mass media), and sponsors workshops as appropriate. The following are representative activities:

- FuelEconomy.Gov;
- Alternative Fuels Data Center;
- Toll-Free Hotline Assistance;
- Automotive Media—MotorWeek (Speed Channel, Armed Force Network);
- Tool Kits and training materials for coordinators, public safety officials, etc.;
- Publications: Ethanol Brochure, Driving Technology, etc.;
- Fact Sheets, Fleet Profiles, and Success Stories; and
- Database of Tax Incentives, Rebate Programs and Other Financial Assistance.

## 3.4 Project Management Center Communications and Outreach

As the EERE's primary field organization for program implementation, the PMC plays a role in furthering the objectives of EERE's C&O mission that is mostly related to disseminating information to key customers and stakeholders. The staff at the PMC work closely with HQ Program Managers and TAO staff in the development and placement of materials that are designed to communicate technological advancements, funding opportunities, and assistance in how to use and apply the various technologies that are promoted and supported by EERE on efficiency and renewable practices. The PMC provides field support to EERE programs.

The most common tool used for communicating information to the targeted customers and stakeholders is the use of published materials that are made available by the Program Managers and the TAO office through mailing and distribution activities, and by posting these materials on the various Web sites maintained by the EERE program offices. As a separate function, the PMC maintains a web site—<https://www.eere-pmc.energy.gov>—that is designed to keep stakeholders informed on activities relating to EERE and PMC functions, and to serve as a communication tool for posting information relevant to the projects managed by the PMC, as illustrated in Figure 3.4-1.

Links to other EERE program Web sites can be accessed through the PMC Web portal, which includes access to publications, materials, and fact sheets on technologies that are created and posted by each program office. As an example, the following reflects the information made available by the Wind Powering America program, as shown in Figure 3.4-2.

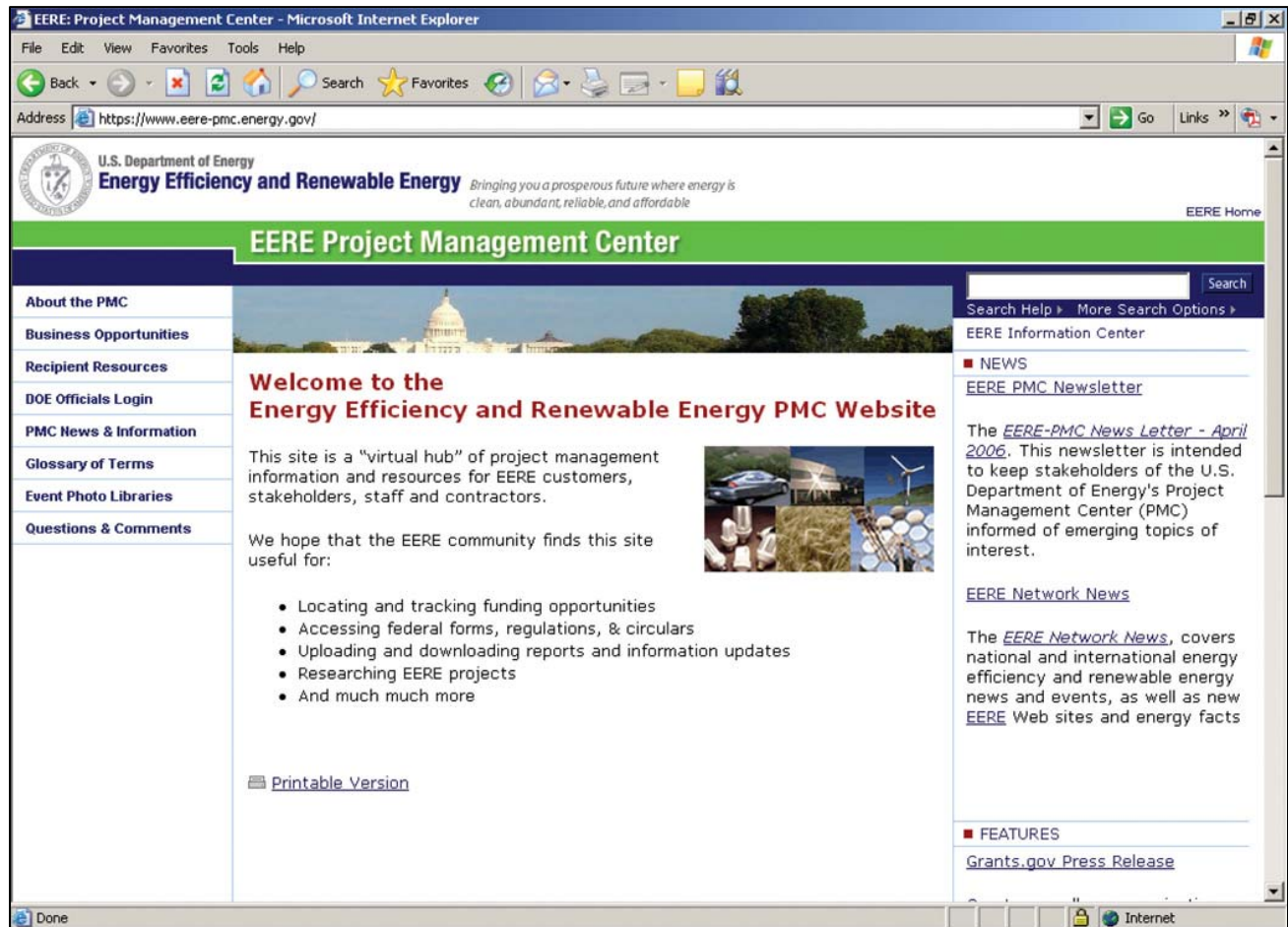


Figure 3.4-1 EERE PMC Web Page

The screenshot shows the EERE Wind Powering America web page. The browser title is "Wind and Hydropower Technologies Program: Wind Powering America - Microsoft Internet Explorer". The address bar shows the URL: <http://www.eere.energy.gov/windandhydro/windpoweringamerica/>. The page header includes the U.S. Department of Energy logo and the text "Energy Efficiency and Renewable Energy". The main navigation menu includes: About the Program, Program Areas, Information Resources, Financial Opportunities, Technologies, Deployment, and Home.

The main content area is titled "Wind Powering America". It includes a sidebar on the left with sections: About Wind Powering America, Program Areas (State, Regional, Native Americans, Agricultural Sector, Small Wind, Public Lands, Public Power, Economic Development, Policy, Schools), Issues (Radar, Resources & Tools), Awards, Perspectives, and Resources & Tools (Wind Maps, Videos, Software, Publications, News, Events, Past Events).

The main content area contains the following sections:

- Wind Powering America**: A commitment to dramatically increase the use of wind energy in the United States. This initiative will establish new sources of income for American farmers, Native Americans, and other rural landowners, and meet the growing demand for clean sources of electricity.
- Through Wind Powering America**: The United States will achieve targeted regional economic development, enhance our power generation options, protect the local environment, and increase our energy and national security.
- Installed Wind Capacity — 1999 to 2006**: Two maps showing wind capacity in the US for 1999 and 2006. Text: "The first commercial wind farms were constructed in California in the early 1980s, and after reaching 1,000 MW in 1985, it took more than a decade for wind to reach the 2,000-MW mark in 1999. Since then, installed capacity has grown fivefold. Today, U.S. wind energy installations produce enough electricity on a typical day to power the equivalent of over 2.5 million homes."
- State Activities**: A map of the US showing state activities. Text: "To dramatically increase the use of wind energy in the United States, Wind Powering America concentrates its efforts in 'stuck' markets, i.e., avoids investing resources in markets that are fully commercial and active; develops innovative pilot projects; replicates successes; and develops and disseminates targeted information, analyses, and tools — WPA augments the efforts of DOE's wind research program, the American Wind Energy Association (AWEA), and other wind related organizations to identify and address gaps in technical information and tools needed for its program areas. Examples include: development and access to simplified spreadsheet tools for initial analyses of wind project economics and economic development impacts, development and distribution of state specific wind maps and small wind application guidebooks, and publication of a brochure that focuses on wind opportunities, case studies, and economics for rural electric coops. Visit our state pages or use the navigation to the left to access each of these resources."
- Where is Wind Power?**: Text: "State wind resource maps help to evaluate whether an area of interest should be further explored."

The right-hand sidebar contains:

- NEWS**:
  - Video: Energy Crossroads: A Burning Need to Change Course April 27, 2007
  - Wind Farms Are a Winner April 9, 2007
  - Milford High School Turns Windy into Windustry April 6, 2007
  - Wind Powering America Update April 3, 2007
  - 2007 Notice of Funds Availability (NOFA) Inviting Applications for Renewable Energy Systems and Energy Efficiency Improvements Grants and Guaranteed Loans March 22, 2007
- EVENTS**:
  - Utility Energy Forum May 2, 2007
  - Northwest Public Power Association (NWPPA) Annual Conference May 20, 2007
  - Wind Powering America State Summit June 7, 2007
- PUBLICATIONS**:
  - Sample Farm Bill Application: Guide for Small Wind Applicants (PDF 3.0 MB) Download Adobe Reader April 6, 2007

Figure 3.4-2 EERE Wind Powering America Web Page

## Reference

The PMC Web Site may be accessed from <https://www.eere-pmc.energy.gov>.