

Open Gov @ Energy

***Transparency, Participation,
Collaboration***

Cammie Croft
Senior Advisor,
Director of New Media and Citizen Engagement



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“My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.”

President Obama, January 21, 2009



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Secretary Chu on: [Facebook icon]

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IN THE NEWS

Energy 101: Geothermal Heat Pumps

Energy 101: Geothermal Heat Pumps



The latest edition of Energy 101 illustrates why more and more people are turning to geothermal heating and cooling to decrease energy costs while reducing their carbon footprint.

For a more detailed breakdown of the benefits of geothermal heat pumps visit the [Energy Blog](#).

Blog

Cool Roofs: Your Questions Answered

Last month Secretary Chu announced that the Department of Energy had installed a "cool roof" atop the west building of our Washington, DC headquarters. The announcement elicited a fair number of questions from his Facebook fans, so we decided to reach out to the people behind the project for their insight on the specific benefits of switching to a cool roof, and Read More >

Cool CAVEs

Researchers at Idaho National Laboratory (INL) and the Center for Advanced Energy Studies have been spending time in a cave even cooler than one occupied by the Jeff Bridges in the new TIDN film. Specifically, they set up a new 3-D Computer-Assisted Virtual Environment - yes, a "CAVE" - which allows them to literally walk into their data and look at it from multiple perspectives.

Learn More >

10 Ways to Save Money and Energy in the New Year

"Keeping things simple" and "getting back to basics" are two ideals I naturally gravitate to. And while I'm not usually someone who makes New Year's resolutions, I am a big fan of top 10 lists. While pretty straightforward, these easy tips are great way to save money and energy throughout the New Year. So here goes, my personal top-10 ways to save money and energy in 2011.

Read More >

News

DOE Completes \$17 Million Loan Guarantee for New York Energy Storage System with Recovery Act Funds

Washington D.C. - Energy Secretary Chu announces a \$17.1 million loan guarantee has been finalized for the AES Westover facility.

INDOC

DOE Announces up to \$74 Million for Fuel Cell Research and Development

The U.S. DOE announces it is accepting applications for a total of up to \$74 million to support the research and development of clean, reliable fuel cells for stationary and transportation applications.

INDOC

SPECIAL FEATURES

ENERGY GOVERNMENT RECOVERY

Learn more about what the Department of Energy is doing regarding the Recovery Act.

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OPEN GOVERNMENT

Access information from the Department of Energy and make your voice heard.

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REBATES FOR ENERGY STAR APPLIANCES

Learn if you are eligible to receive a rebate for purchasing a new energy-efficient appliance to reduce your utility expenses.

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SECRETARY STEVEN CHU

Get to know Secretary Chu.

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ENERGY SAVERS BLOG

Come learn about energy efficiency and discuss the benefits of renewable technologies.

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ENERGY & THE ENVIRONMENT

The Obama Administration Plan for Energy: an Overview

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ENERGY SAVERS

Consumer tips to save money this winter.

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LOANS FOR ADVANCED TECHNOLOGY VEHICLES

DOE is now taking loan applications for advanced technology vehicle manufacturing.

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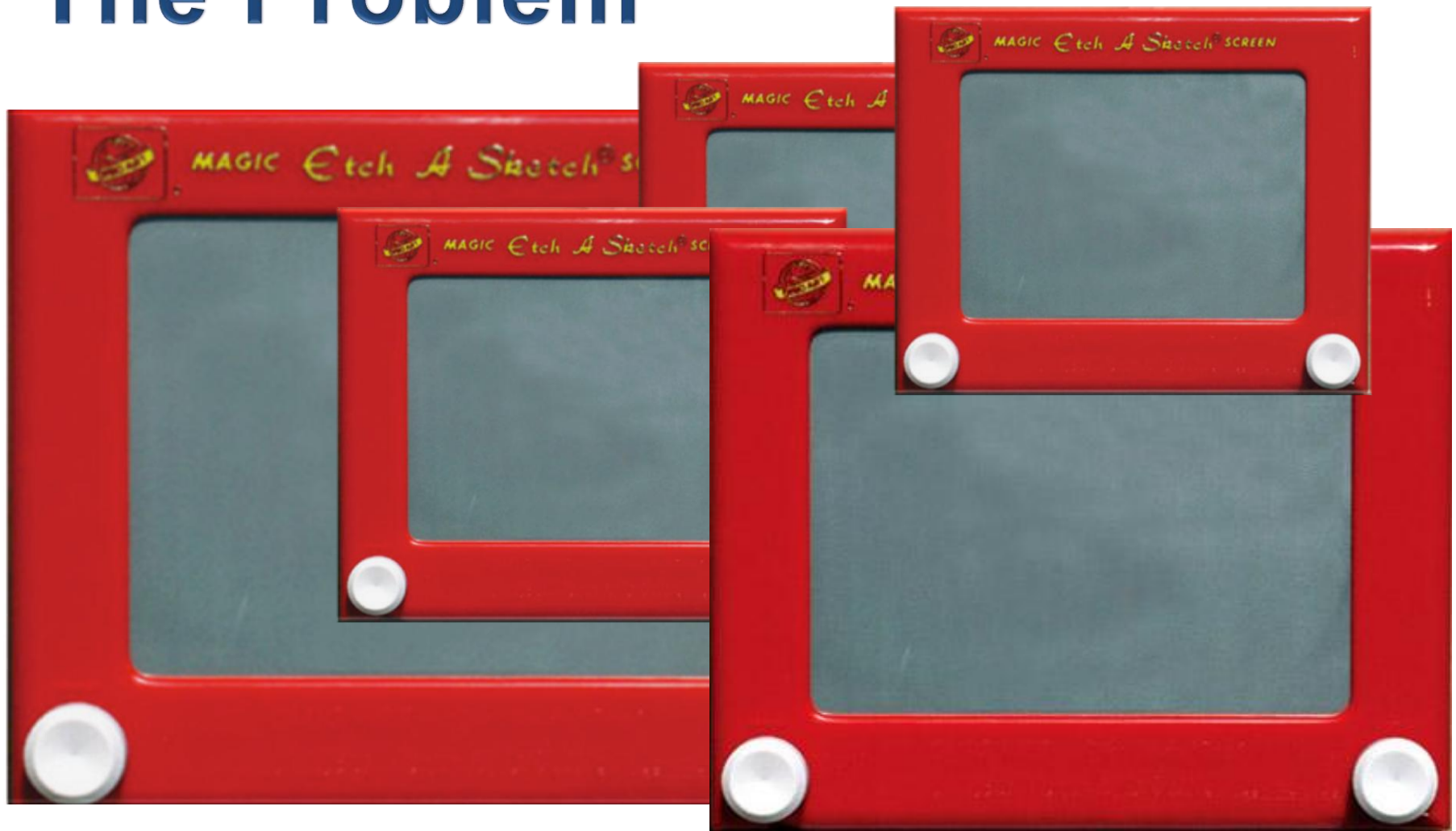
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Energy.gov 2010



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The Problem



The Solution: the Energy.gov Renewal Project

Making Energy.gov a cutting edge, 21st century online communications platform that provides citizens with a clear, consistent and reliable user-experience wherever and whenever they want it, while also empowering DOE employees with simple tools and straightforward guidance to communicate and interact with citizens and each other.



ENERGY.GOV

Our Goal

Make Energy.gov the resource for energy information and set a new standard for federal web sites.



Areas of Focus

Energy

Science

Nuclear Stewardship



**Public
Services**



Why focus on service?

National &
Global Issues

Local
Issues

Individual
Needs



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The Result

When we address needs at the individual level, we achieve national goals.



**For individuals, the debate on
this topic can be overwhelming**



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Meet Pete.

- **Buffalo, NY**
- **Contractor**
- **47, married**
- **3 kids**
- **Looking for a new truck**





How is Pete affected by energy policy?

- **Jobs**
- **Gas Prices**
- **Utility Prices**
- **Economy**
- **Neighborhood Issues**
- **Taxes**
- **Pollution**





Pete cares about...

- **His wallet, job, family, town and nearby environment.**

Pete doesn't know...

- **How to save energy to save money**
- **Sources of his power**
- **The cost of energy next year**

*Sources: HUGE Homeowner & Small Business Owner Surveys, 2010
Public perceptions of energy consumption and savings, National Academy of Sciences, 2010*



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Public Service

Rebates on
Energy
Star Appliances



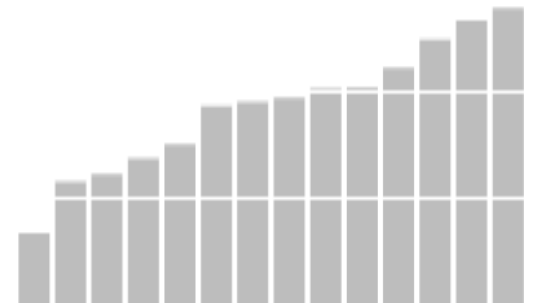
Individuals

Financial Savings



National Goals

Reduced Energy
Use, Increased
Retail Sales, Jobs &
Manufacturing



Clean Energy
Economy Growth



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Achieving national priorities by supporting local decisions



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First Imperative

**Use Energy.gov to deliver
local services & information
to consumers and
businesses.**



A ladder of engagement starts with Energy.gov

Inform → Inspire → Act → Feedback

- Energy visualizations
- Technical innovations
- Translated hard science
- Contextualized energy policy
- Product penalties

- Success stories
- Projects for individuals
- Educational material

- Energy incentives
- NEPA calls to action
- Social Media shareables
- Contests/Challenges

- Visuals explaining impact on actions taken
- Statistics comparing individual to mass
- Alerts & progress messaging



Second Imperative

Serve specialized audiences through subdomains and affiliate sites.



Consumers
Businesses



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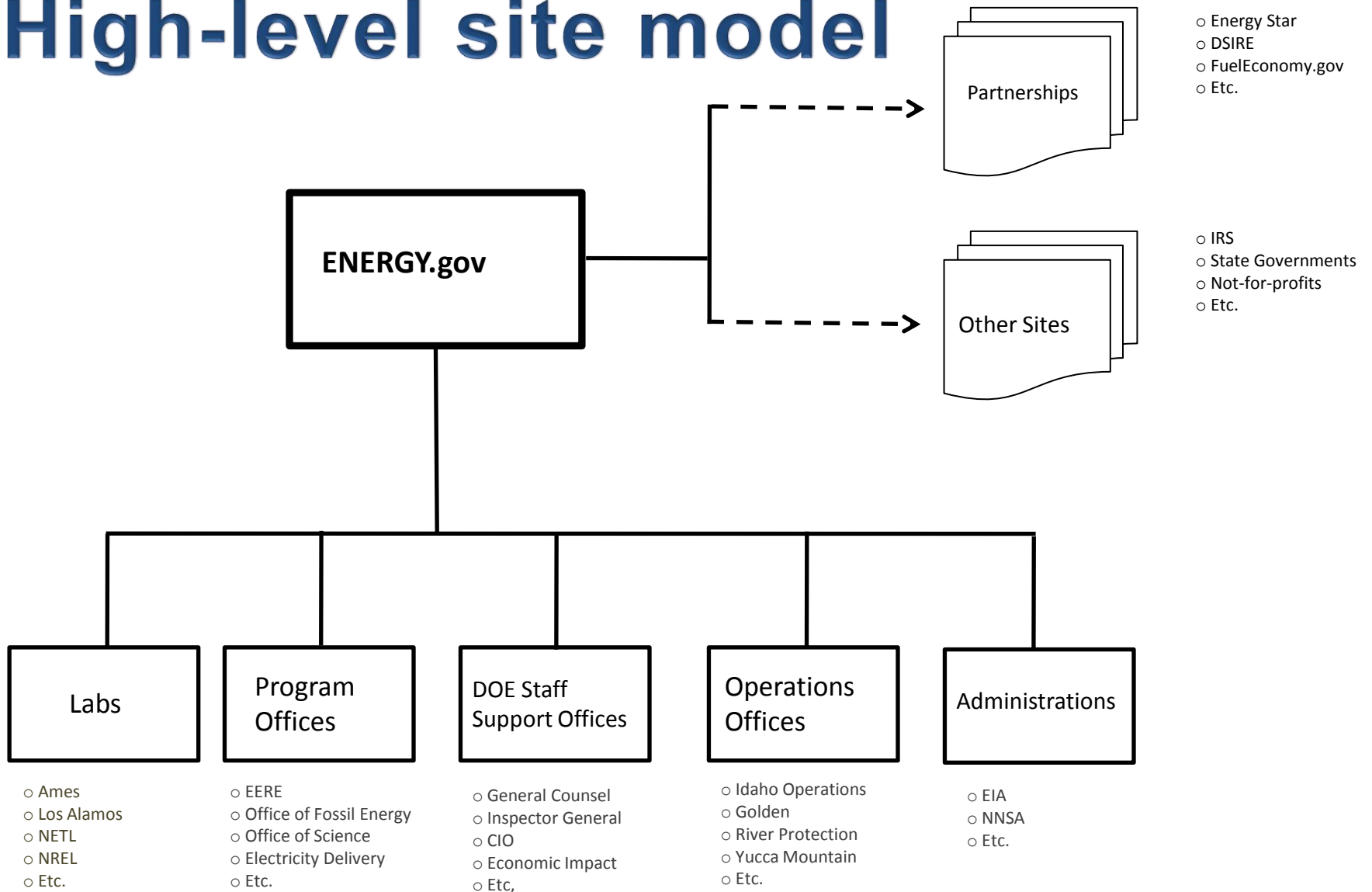
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Advocates
Press & Media
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Other Stakeholders



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High-level site model



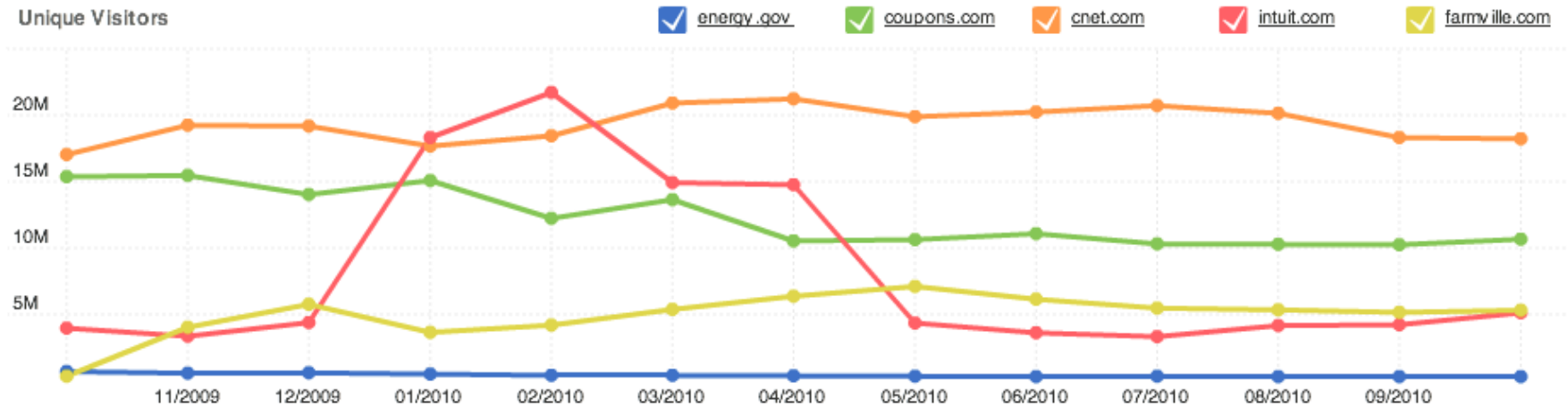
Third Imperative

Connect with users where they are already engaged.



Local also means the sites you visit regularly

Unique Visitors



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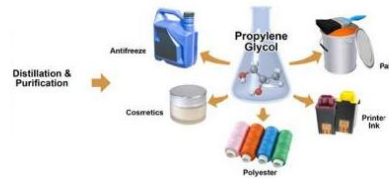
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Pacific Northwest National Laboratory Breakthrough

How a catalyst to convert corn, soy and sunflowers into propylene glycol extra efficiently is reducing America's dependence on foreign oil and creating American jobs.

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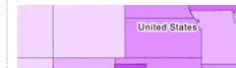
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Digital Features

*How we're using Energy.gov to
achieve OpenGov*



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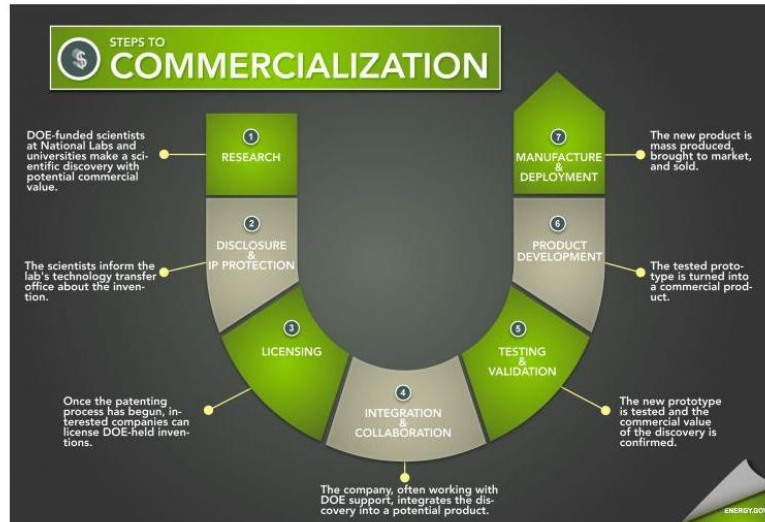
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Feature: Commercialization

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COMMERCIALIZATION



[See an example of these steps in the commercialization process of Nickel Metal Hydride Batteries.](#)



From the Lab to the Showroom: How the Electric Car Came to Life

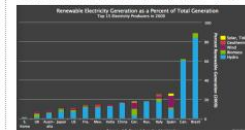
In the U.S., businesses tend to invest in research that will pay off in the short term. National laboratories are filling a gap by conducting the essential research that will change the game 10 to 20 years down the road. Learn more about how years of conducting advanced research in both the private and public sectors led to battery technology that made electric cars possible.



PNNL Breakthrough Leads to Less Foreign Oil, More American Jobs

A highly efficient catalyst to convert renewable crops into the product propylene glycol was discovered by scientists at the Pacific Northwest National Laboratory and commercialized by the Archer Daniels Midland Company.

CLEAN ENERGY MARKETS



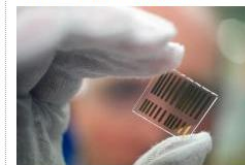
Winning the global race depends on the US's ability to deploy clean energy technologies developed by the US Innovation engine.

WORK WITH THE DOE LABS



In 2010 alone, the Energy Department's 17 laboratories and 5 facilities executed more than 13,500 technology transfer transactions.

AMERICA'S NEXT TOP ENERGY INNOVATOR



Option up to three National Laboratory technologies for just \$1000. Learn how.

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Feature: Commercialization

ENERGY.GOV Washington D.C., District of Columbia

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From the Lab to the Showroom: How the Electric Car Came to Life PRINT

October 17, 2011 - 11:02am



An illustration of the 2011 Chevy Volt, whose lithium-ion battery is based on technology developed at Argonne National Laboratory. | Image courtesy of General Motors.

John Schueler
New Media Specialist, Office of Public Affairs

Years of conducting advanced research in both the private and public sectors have crystallized the complementary nature of their work for Jeff Chamberlain, who currently heads up battery research and development for Argonne National Lab.

"In the U.S., businesses tend to invest in research that will pay off in the short term. National laboratories are filling a gap by conducting the essential research that will change the game 10 to 20 years down the road."

That relationship is evident in the energy storage sector, where advanced research has helped to develop the technologies that power many of the products we use on a daily basis. Great strides in battery research have allowed laptops and cell phones to become constant companions and helped realize the long held goal of creating hybrid and electric vehicles.

But those innovations weren't always inevitable. In fact, for the better part of the past decade the general perception was that the electric car was an impractical concept. Lacking in range and too expensive for mass production, the auto industry had all but written off any hope of bringing an all electric model to the larger market. So what changed? How did the electric vehicle go from a failed afterthought to a prime time player in just a matter of years?

THE WORK AT ARGONNE ENDS UP IN THE HANDS OF TAXPAYERS WHO PAID FOR RESEARCH

- Jeff Chamberlain, head of battery R&D for

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Feature: Commercialization

October 21, 2011

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 **Richard Kauffman** GET UPDATES FROM RICHARD KAUFFMAN
Senior advisor to the secretary of energy

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Posted: 10/19/11 03:16 PM ET

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Energy.gov will be hosting a live video chat with Richard Kauffman this Thursday at 2:00 PM ET.

China has become the world's largest producer of solar modules. But did you know that these Chinese manufacturers are using technology breakthroughs developed in the United States?

And it's not just China using our technology innovations. Many European countries -- who produce substantially more of their electricity from renewable energy than the United States -- depend on our nation's thriving

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Feature: Commercialization

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ENERGY MATTERS: CLEAN ENERGY TECHNOLOGY MARKETS

The **successful commercialization** of technologies from the Energy Department's National Laboratories create jobs, businesses, industries and impact Americans' lives every day. However, to ensure American leadership in emerging energy technologies, we must address the financial and deployment obstacles facing renewable energy. Join Richard Kauffman, Senior Advisor to the Secretary of Energy, for a live discussion about the challenges and opportunities of renewable energy innovation and deployment.

Streaming live video by Ustream

JOIN THE CONVERSATION

Login via Ustream, Facebook or Twitter below. Or, if you're not up for chatting, you can send us your questions via email at newmedia@hq.doe.gov

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Say something... **Say** 100

- zac canders** Follow-up to question - How will ISO's address distrib generation within TOU markets? Who benefits.. 30 seconds ago
- D_Hawk @ENERGY** Q for Kauffman: What is the Obama administration's long-term policy for renewable energy? #energymatters 30 seconds ago
- UstreamTV** LIVE NOW: Ask Richard Kauffman your Qs about renewable energy tech potential during the #energymatters chat w/ @ENERGY. <http://t.co/9aumJn1> 2 minutes ago
- Mikewofsey** This Kaufman fellow is incredible, excellent communicator. I hope he does this again. 3 minutes ago
- Kemper Talley** Are there any plans to close the nuclear fuel cycle? Or is this too far away? 5 minutes ago

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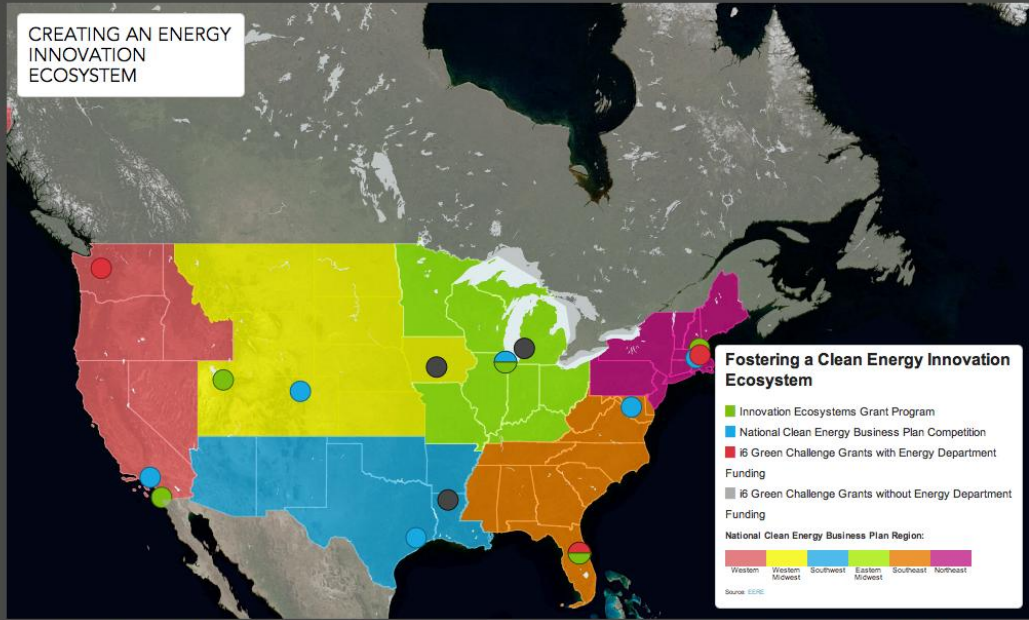
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What's Next?



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Regions for the National Clean Energy Business Plan Competition, Locations of Clean Energy Business Incubators and i6 Innovative Proof of Concept Centers

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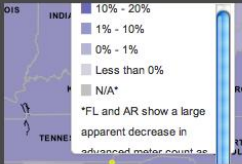
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Sunshot Rooftop Solar Challenge



2011 Grants for Offshore Wind Power



2010 Smart Meter Installations

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