

APPENDIX E

Resources for Conducting Communications and Outreach for LBE Programs

This appendix provides state examples and resources to complement information provided in the *LBE Guide*. More information pertaining to conducting communications and outreach for LBE programs can be found in Section 5.3, *Conduct Communications and Outreach: Build and Maintain Support for an LBE Program*.

TABLE E.1 RESOURCES FOR CONDUCTING COMMUNICATIONS AND OUTREACH FOR LBE PROGRAMS

State or Title	Description	URL
Examples of State Vehicles for Conducting Communications and Outreach for LBE Programs		
California	The California Green Action Team (the entity entrusted with implementing Executive Order S-20-04) maintains an online media center for the public that includes links to photos and videos highlighting the team's accomplishments.	http://www.green.ca.gov/NewsandEvents/MediaCenter.htm
	The Green Action Team also produces the <i>Green California News</i> newsletter. This newsletter enables the Department of General Services to disseminate information on how the state is working to achieve its energy efficiency and resource conservation goals.	http://www.green.ca.gov/Newsletter/default.htm
Colorado	The Colorado <i>Greening Government Planning and Implementation Guide</i> includes statewide strategies for each of its LBE program areas. These strategies include suggestions on how to disseminate information resources to state agencies and employees.	http://www.colorado.gov/greeninggovernment/guide/Guide.pdf
	In May 2006, Colorado held a Greening of State Government Conference to inform state employees of the opportunities and benefits of adopting green practices in state government. The two-day conference included a general session and a technical session.	http://www.colorado.gov/greeninggovernment/events/conference/2006/index.html
Maine	Maine has developed a Web site for communicating the benefits of clean energy to the public. The Web site includes an outline of past and present LBE activities undertaken by the state under its Clean Government Initiative.	http://www.maine.gov/oeis/

TABLE E.1 RESOURCES FOR CONDUCTING COMMUNICATIONS AND OUTREACH FOR LBE PROGRAMS (cont.)

State or Title	Description	URL
Massachusetts	The Massachusetts State Sustainability Program produces newsletters as part of its LBE education and outreach initiative. Each issue focuses on a different topic. Past topics have included energy efficiency, environmentally preferable purchasing, waste reduction and recycling, and renewable energy.	http://www.mass.gov/envir/Sustainable/newsletters.htm
Minnesota	The Minnesota Departments of Administration and Commerce have produced a Web site for state employees to learn about energy saving opportunities. The site includes goal lists, fact sheets, and newsletters.	http://www.savingenergy.state.mn.us/index.htm
	Minnesota Executive Order 04-08 requires state departments to biannually provide state employees with a fact sheet about practices they can adopt at work and at home to reduce air pollution. These fact sheets are disseminated via email.	http://www.leg.mn/archive/execorders/04-08.pdf
Vermont	The State Agency Energy Plan for State Government provides state agency personnel with specific strategies and for reducing energy consumption in state government operations.	http://www.bgs.state.vt.us/pdf/VTStateEnergyPlan.pdf
Resources for Conducting Communications and Outreach for LBE Programs		
CALeep	CALeep was established to help California local governments design and implement energy efficiency strategies for their communities. The CALeep Web site and associated Local Energy Efficiency Program Workbook provide a set of resources to help local governments implement energy efficiency programs, including ideas for conducting communication and outreach activities.	http://www.caleep.com http://www.caleep.com/docs/workbook/CALeep%20Workbook%20Exec%20Sum%20Final%20050106.pdf
Communicating the Benefits of Your Actions	This Web site presents EPA guidance on communications activities related to the Green Power Partnership . EPA has also developed a Communications Guide for Green Power Partners , which provides resources to assist partners in promoting the benefits of their green power purchases and involvement in the Green Power Partnership.	http://www.epa.gov/greenpower/pubs/comm.htm
<i>Comparative Assessment of Consumer Awareness for Clean Energy in Connecticut and the United States</i>	This comprehensive study uses two surveys to explore public attitudes and communications challenges regarding awareness of clean energy, knowledge about clean energy, importance of various reasons for choosing clean energy, and demographics.	http://www.ctcleanenergy.com/communities/files/CCEF_survey_report_May_18_2005_Final.pdf http://www.ctcleanenergy.com/communities/files/CCEF_Program%20Goal%203_Objective%20P3B_July%202006.pdf
<i>Designing and Implementing Marketing and Communications Campaigns for Labeling and Standards Setting Programs</i>	This paper contains step-by-step guidelines for designing successful communications campaigns for energy efficiency programs, as well as case studies from around the world.	http://mail.mtprog.com/CD/Layout/Day_3_23.06.06/1115-1300/ID185_Egan1_final.pdf
ENERGY STAR Guidance – Draft a Communications Plan	ENERGY STAR provides guidance for drafting communications plans relevant for LBE activities. This Web site includes guidance for communicating with multiple audiences, including employees, stakeholders, and the public.	http://www.energystar.gov/index.cfm?c=drafting_plan.ck_drafting_plan

TABLE E.1 RESOURCES FOR CONDUCTING COMMUNICATIONS AND OUTREACH FOR LBE PROGRAMS (cont.)

State or Title	Description	URL
Ideas for Communicating to Employees and Senior-Level Managers	ENERGY STAR has compiled lists of strategies for increasing employee and senior-level manager awareness of energy efficiency opportunities and initiatives. These lists are accompanied by examples of implemented strategies.	Communicating to Employees: http://www.energystar.gov/index.cfm?c=employees.ck_employees_ideas Communicating to Senior-Level Managers: http://www.energystar.gov/index.cfm?c=employees.ck_employees_senior_communicate
<i>Program Analysis and Monitoring and Evaluation Plan for the Connecticut Clean Energy Fund's Public Awareness, Education, and Voluntary Market Demand Initiatives</i>	This Final Evaluation Report is an assessment of the Connecticut Clean Energy Fund. It outlines goals for increasing public knowledge and awareness of the benefits and availability of clean energy. The report provides a helpful resource for gauging the effectiveness of a public communications initiative.	http://www.ctcleanenergy.com/communities/files/CCEF_Program%20Goal%203_ME%20Plan_2005%20Evaluation_April%202006.pdf
<i>The Resource Conservation Management Guidebook</i>	This Guidebook was prepared by the Washington State Department of General Administration and the Oregon Office of Energy to provide agencies with communications strategies and information on justifying, developing, and maintaining a Resource Conservation Management Program.	http://www.oregon.gov/ENERGY/CONS/RCM/rcmGuide.shtml