

# **D R A F T**

## Energy Savings Marketing Plan

State of Delaware

June 2002

### **MISSION STATEMENT: TO ENSURE AN ENERGY EFFICIENT FUTURE FOR DELAWARE**

#### **Goal**

1. Increase awareness of energy conservation throughout state government to reduce cost, dependence on foreign oil, and the harmful impact on our environment.

#### **Objective**

- 1.1 To increase energy efficiency in state government operations. Energy efficiency improvements achieved through sound energy management provide economic, environmental, and national security benefits.

#### **Strategies**

- 1.1.1 Each agency will select an agency Energy Manager(s) to guide the implementation of the energy plan in their respective agency.
- 1.1.2 DAS will provide "Train the Trainer" workshops for all Energy Managers to increase their awareness of energy efficiency and conservation.
- 1.1.3 Agency Heads will encourage Energy Managers and other appropriate staff to attend energy related training/workshops to increase their knowledge of energy conservation.
- 1.1.4 DAS will establish an Energy Savings Marketing Plan web site. This site will be used for information dissemination and communication among Energy Managers.

#### **Objective**

- 1.2 To provide incentives for implementing energy conservation behaviors/measures.

#### **Strategies**

- 1.2.1 DAS will evaluate and make appropriate recommendations to the Governor on agencies need to retain energy savings from fiscal year to fiscal year.
- 1.2.2 DAS will institute a "recognition of excellence" award for Energy Managers.
- 1.2.3 Each agency will recognize an "employee of the month" for being the most energy conscientious employee in a given time period.
- 1.2.4 DAS will institute an "Agency recognition of excellence" award for outstanding achievements in energy conservation throughout their agency.
- 1.2.5 DAS will hold quarterly Energy Managers meetings. The focus of these meetings will be to motivate Energy Managers to reach their goal towards energy conservation.
- 1.2.6 DAS will solicit suggestions from each agency on how to best accomplish the implementation of the energy plan.

## **Goal**

2. Reduce the consumption of energy use in state facilities and vehicles 10 percent by 2010 using 2000 as a baseline.

### **Objective**

- 2.1 To increase end use efficiency and conservation.

#### **Strategies**

- 2.1.1 DAS will review and revise the capital outlay policies and procedures to strengthen life-cycle costing of energy systems, and to strengthen energy efficiency building design.
- 2.1.2 DAS will evaluate current purchasing requirements and add minimum requirements to go by in purchasing all energy using systems such as HVAC equipment, motors, controls, lighting, etc.
- 2.1.3 DAS will improve the quantity and quality of energy efficient products available to agencies for purchase under state contract.
- 2.1.4 Energy Managers of each agency will ensure that the most efficient equipment and supplies are evaluated before actual purchase.
- 2.1.5 Energy Managers will assist in performing life-cycle costing before purchasing energy consuming systems.
- 2.1.6 DAS will evaluate the purchasing requirements for fleet vehicles. DAS will encourage the inclusion of fuel efficient vehicles as well as alternatively fueled vehicles.

### **Objective**

- 2.2 To implement low cost energy conservation measures to reduce energy use by all energy consuming equipment and systems.

#### **Strategies**

- 2.2.1 DAS will hire a consultant to audit the following DAS owned buildings:
  - ◆ Legislative Hall
  - ◆ Townsend Building
  - ◆ Jesse Cooper
  - ◆ Richardson & Robbins Building
  - ◆ Highway Administration Building
- 2.2.2 DAS will recommend cost effective Energy Conservation Measures to all agencies based on the results of the energy audits mentioned above.
- 2.2.3 DAS will encourage all facility Energy Managers to establish a preventive maintenance program for all energy consuming equipment and systems.
- 2.2.4 DAS will review current building requirements for energy efficiency, strengthen requirements where necessary, and provide training for building officials and industry professionals on changes made.

## **Objective**

- 2.3 To establish alternative financing mechanisms to support the funding of energy efficiency in state government.

### **Strategies**

- 2.3.1 Agencies will be encouraged to use their maintenance and repair budgets as a source of funding for energy conservation projects.
- 2.3.2 Agencies will be trained on the use of Performance Contracting to implement large-scale energy improvement projects/retrofits.
- 2.3.3 The Master Lease Program will be used to fund energy projects.
- 2.3.4 DAS, Division of Facilities Management, will administer grant programs to complete energy projects.
- 2.3.5 DAS will oversee demonstration projects to increase awareness of energy efficiency in state-owned facilities.

## **Objective**

- 2.4 To increase awareness of alternative energy resources and their use in state-owned facilities.

### **Strategies**

- 2.4.1. Research alternative energy technologies as part of decision making process when implementing major retrofits.
- 2.4.2. Evaluate the use of solar thermal energy to supply part of the facility's hot water use.
- 2.4.3. Evaluate the use of photovoltaic power systems for remote electrical applications.
- 2.4.4. DAS will provide training for Energy Managers to increase their awareness and knowledge of alternative energy resources.
- 2.4.5. DAS, Division of Facilities Management, will offer opportunities for demonstration projects to showcase the use of alternative energy resources in state-owned facilities.

## **Goal**

### 3. Monitor and evaluate the Energy Savings Marketing Plan

#### **Objective**

- 3.1 To monitor and evaluate energy costs and consumption.

#### **Strategies**

- 3.1.1 Each agency Energy Manager will analyze energy costs and consumption in its facilities and fleets by using software provided by DAS.
- 3.1.2 The agency Energy Manager will conduct periodic checks on the progress of implementation of energy projects.

#### **Objective**

- 3.2 To establish a statewide communication system.

#### **Strategies**

- 3.2.1 Each agency will have access to the web site that will be designed in part as a communication system for sharing information on energy costs and consumption strategies that work and those that did not work.
- 3.2.2 Energy Savings Marketing Plan web site will include an on-line newsletter to communicate activities of all agencies in energy conservation.
- 3.2.3 Energy Savings Marketing web site will include a chat room for energy managers to use to discuss success and problems in implementing energy conservation projects.