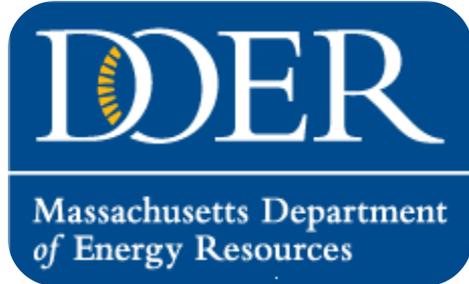


*Creating A Cleaner Energy Future For the Commonwealth*



**COMMONWEALTH OF MASSACHUSETTS**

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**Energy Managers  
Meeting**

**Boston, MA**

**October 2, 2014**

# **Energy Managers: Energy Education Initiatives**

**Tom Witkin**

**Marketing & Stakeholder Engagement Team**

# Energy Education & Communications for Energy Managers

Education & Communication Responsibilities

Dovetails w/ Clean Energy Climate Science Literacy (CECS) Initiative

Support Massachusetts' K-12 STEM curriculum

Enhance citizen's clean energy literacy

What do I do?

Leverage energy upgrades to create teachable opportunities

Use graphics and messages from CECS initiative

Excite students, teachers and general public about clean energy

Make energy upgrades "cool"

Publicize programs that have mobilized citizens

Get "kids teaching kids" & "kids teaching adults"

Support teachers' in-school efforts

How do I do it?

Talented citizens

Support teachers' in-school efforts

Link learning opportunities to engagement in upgrading energy infrastructure

Case studies

Ask DOER's CECS team

Work w/ Regional Coordinators

Participate in MMEG



Massachusetts Department of Energy Resources

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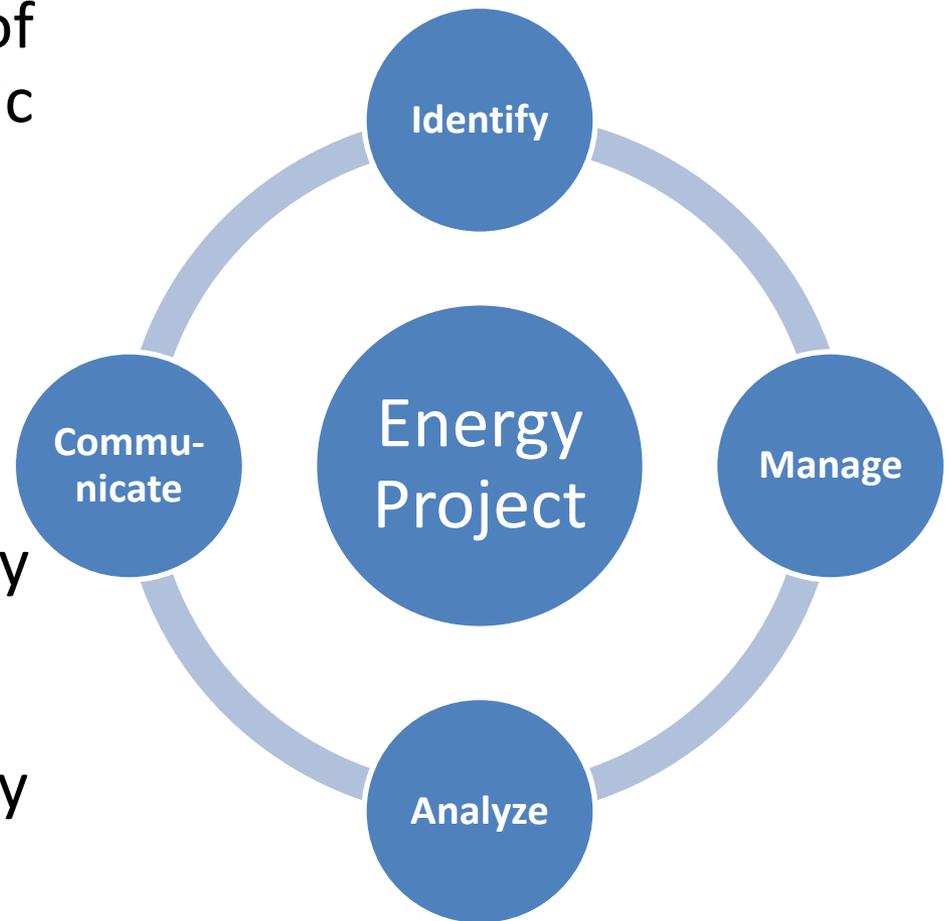
# Energy Managers' Education & Communication Responsibilities

- Initiate/execute at least three (one for part-timers) total school-related and community-wide energy education initiatives in Year One, at least one of which must be a community-wide effort.
- Explain how the Energy Manager position has increased communication on energy issues across multiple municipal departments, including schools. (Regional school district managers, include partnering with member towns on community-wide energy education initiatives.)

# What Do I Do? Leverage Your Projects

Leverage the vast array of energy upgrades in public buildings and schools to create teachable opportunities.

Link each learning opportunity to a pathway for participation for all citizens to support and engage with clean energy projects.



# Education & Communication Plan

- Keys to success
  - Avoid overload – pick 3 actions at most
  - Take advantage of what you're already doing
  - Identify a metric that can be tracked
  - Education ≠ curriculum
- Define the goal of your outreach efforts
  - Engage citizens with their buildings
    - awareness
    - participation
    - behavior change
  - Make energy accomplishments accessible to residents and businesses

# Energy Managers Educational Initiatives Dovetail with DOER's Clean Energy & Climate Science (CECS) Initiative

CECS Goal: Help create educated, engaged and inspired

- students and teachers
- citizens

... who become active participants in creating and implementing the Commonwealth's future related to clean energy and climate science.

# Sample Energy Education Initiatives

Program type: engage building occupants

- Three month school competition
  - Awareness – Monthly utility reports posted in public areas
  - Accomplishment – Goal & metric: 5% reduction in energy use
  - Behavior – Parents learn about Mass Save® programs
- Student energy monitors (high school)
  - Make recommendations and take action
  - Metrics: energy impacts
  - Example:
    - flag computers left on
    - circulate flyer
    - take surveys before and after flyer campaign
    - measure number of computers left on after campaign

# Sample Energy Education Initiatives

Program type: public awareness / action

- Offer tours of school and town landfill solar PV  
Metrics: # of tours, # of participants, surveyed reaction
- Encourage participation in Mass Save
  - Information in town mailers
  - Goal: X% more than last year
  - Metric: change in number of residential energy assessments

# What Do I Do?

## Resources & Guidance From CECS

- Publicize programs that have mobilized citizens
  - energy-related services through Mass Save®
  - e.g. Solarize Mass
  - e.g. Belmont's grassroots solar campaign
- Get “kids teaching kids” & “kids teaching adults”
  - energy or sustainability clubs
  - presentation to town meetings and community organizations
  - community service programs
- Engage everyone with their buildings

# What Do I Do?

“Public engagement, involving (at least) a two-way flow of knowledge, has been held to be more fruitful than top-down communication, which treats the public as passive recipients.”

[How to Change Attitudes and Behaviours in the Context of Energy, University of Cambridge](#)

# What Do I Do?

## Resources & Guidance From CECS

- Make energy upgrades “cool”
  - what is it?
  - how does it benefits students and other citizens?
  - what did local citizens, including students, do to make it happen?
- Use graphics and messages from the CECS initiative and standardized clean energy-related terms
- Support teachers’ in-school efforts (e.g. clubs, curriculum additions)
  - meet regularly
  - offer your energy expertise

# How Do I Do it?

- Find talented citizens who understand education, marketing and outreach
- Explore scenarios to create case studies of town and school accomplishments
- Use community websites and cable access to promote energy activities and results
- Visit DOER's CECS web pages . . . which will be expanding:

<http://www.mass.gov/energy/energyeducation>

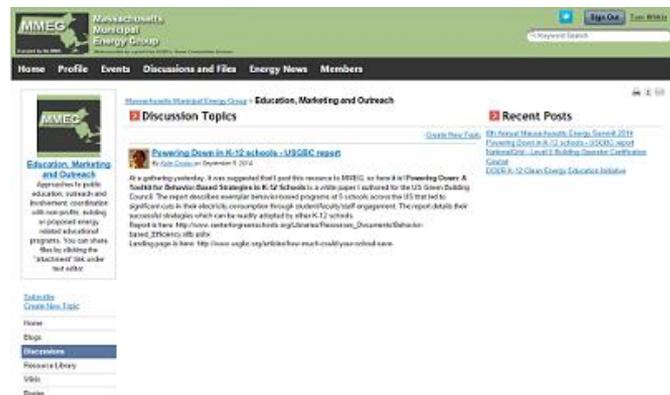
# How Do I Do it?

Ask the “Marketing & Stakeholder Engagement” CECS team to help

- find resources
- brainstorm

Work through your Green Communities’ Regional Coordinator

Participate in [MMEG’s](#) *Education, Marketing & Outreach* discussions





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**Education, Marketing and Outreach**

Approaches to public education, outreach and involvement; coordination with non-profits; existing or proposed energy related educational programs. You can share files by clicking the "attachment" link under text editor.

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**Powering Down in K-12 schools - USGBC report**

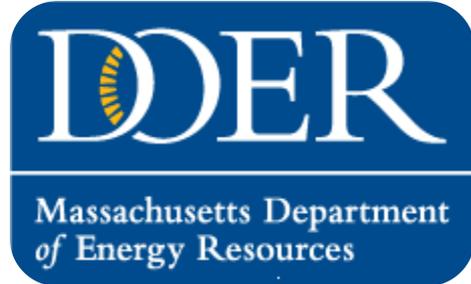
By [Kate Crosby](#) on September 5, 2014

At a gathering yesterday, it was suggested that I post this resource to MMEG, so here it is! **Powering Down: A Toolkit for Behavior-Based Strategies in K-12 Schools** is a white paper I authored for the US Green Building Council. The report describes exemplar behavior-based programs at 5 schools across the US that led to significant cuts in their electricity consumption through student/faculty/staff engagement. The report details their successful strategies which can be readily adopted by other K-12 schools.

Report is here: [http://www.centerforgreenschools.org/Libraries/Resources\\_Documents/Behavior-based\\_Efficiency.sflb.ashx](http://www.centerforgreenschools.org/Libraries/Resources_Documents/Behavior-based_Efficiency.sflb.ashx)

Landing page is here: <http://www.usgbc.org/articles/how-much-could-your-school-save>

- [8th Annual Massachusetts Energy Summit 2014](#)
- [Powering Down in K-12 schools - USGBC report](#)
- [NationalGrid - Level II Building Operator Certification Course](#)
- [DOER K-12 Clean Energy Education Initiative](#)



## **Marketing & CECS Team**

**[Tom.Witkin@state.ma.us](mailto:Tom.Witkin@state.ma.us) – 617-626-7393**

**[Susan.Kaplan@state.ma.us](mailto:Susan.Kaplan@state.ma.us) – 617-626-7361**

## **Regional Coordinators**

Kelly Brown - Central Region

Joanne Bissetta - Northeast Region

Seth Pickering - Southeast Region

Jim Barry - Western Region