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The First Report to Congress

# **COMPREHENSIVE PROGRAM & PLAN FOR FEDERAL ENERGY EDUCATION, EXTENSION & INFORMATION ACTIVITIES**

P.L. 95-39, Title V  
National Energy Extension Service Act

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**U.S. Department of Energy**  
Assistant Secretary for Intergovernmental &  
Institutional Relations



February 1978

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Washington, DC 20545



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Sixteen Federal departments and agencies provided substantial information and guidance. They are:

### ACTION

Community Services Administration  
Department of Agriculture  
Department of Commerce  
Department of Defense  
Department of Energy  
Department of Health, Education, and Welfare  
Department of Housing and Urban Development  
Department of Labor  
Department of Transportation  
Environmental Protection Agency  
General Services Administration  
National Aeronautics and Space Administration  
National Science Foundation  
Small Business Administration  
Tennessee Valley Authority

## SUMMARY

A major purpose of Federal energy education, extension and information activities is to encourage the American people to adopt energy conservation measures and renewable fuel technologies. These energy "outreach" programs aid in developing consumer capability to make such changes through information and services tailored to communicate why changes in energy consumption behavior are important; the energy-efficiency and renewable fuel options available; and associated short- and long-term cost savings.

Congress, in providing for the preparation of this report, expressed concern regarding coordination of the many existing Federal energy outreach programs. The Department of Energy (DOE) was directed in the National Energy Extension Service Act of 1977 (P.L. 95-39) to survey these programs, report on several considerations important to energy outreach program effectiveness, and discuss means for their improved coordination.

Twelve Federal departments and agencies are conducting approximately 60 programs dedicated in whole or in part to energy outreach activities. The majority of these programs are now housed within DOE, but significant numbers also are conducted by other Federal departments and agencies. In terms of the cumulative Federal budget, approximately \$79.1 million was spent on energy outreach activities in FY 1977, and approximately \$78.0 million will be spent in FY 1978. Of these totals, the largest shares are attributed to DOE, the Community Services Administration and the Department of Commerce.

A wide variety of services, objectives and target audiences are addressed by the Federal energy outreach programs. The programs services range from providing printed material to direct assistance through technical advice and workshops. Almost all the programs surveyed have one or more of the following objectives: encouraging adoption of building or transportation design modifications to increase energy efficiency; changing personal energy consumption patterns; and encouraging the use of renewable resources as opposed to scarce fuels. Business and industry, the general public, community groups, state and local governments, and homeowners are the primary target audiences in terms of numbers of programs addressing them. The overall pattern

appears to be one of continuing generalized information dissemination activities, but at the same time moving increasingly toward the creation and maintenance of programs specifically tailored to the needs of particular target audiences.

Other considerations important to energy outreach program effectiveness include: (1) minimizing potential conflict with related private sector services; (2) the relationship to other Federal assistance and incentive programs; and (3) procedures for evaluating outreach program effectiveness. Interviews with a number of energy outreach program managers show little or no conflict with private sector activities, which is due largely to active communication endeavors such as involving private sector counterparts in program planning; maintaining an "open door" policy; and developing formal feedback mechanisms. In terms of related Federal assistance and incentives, major examples include low income weatherization programs, the DOE Utility Regulatory Assistance Program and the Appropriate Technology Program.

With regard to evaluating effectiveness, all the energy outreach program managers interviewed report that their program's performance is assessed at minimum through analysis of the number of transactions effected, which is used to determine target audience interest in and demand for services and information. Highly sophisticated consumer impact and organizational analyses are quite costly, and are not believed to be appropriate for all energy outreach programs. The program managers prefer to share information obtained through the sophisticated analyses, thereby making the best use of available resources. In raising a number of issues associated with energy outreach program evaluation, the program managers emphasize that the evaluation should concentrate especially on lessons learned for program improvement in order to build an experience-based set of norms and standards for defining success criteria.

Given that we are in a stage of experimentation with relatively new energy outreach programs, the primary purpose of coordination between them should be to facilitate information sharing. The results of such information sharing should include (1) improving program effectiveness and efficiency by sharing technical resources and lessons learned; and

through this means (2) enhancing the cohesiveness between energy outreach programs. Various coordinating mechanisms are in effect today, but overall information sharing could be significantly improved. Alternatives include creating a new comprehensive coordinating mechanism, strengthening existing ones, or relying on the natural growth patterns of informal relationships initiated through existing mechanisms. Whatever choice is made must be based on (1) a realistic and detailed assessment of the degree to which each approach fosters initiation and maintenance of mutually beneficial sharing relationships between energy outreach programs, and (2) the costs involved for each alternative. DOE plans further study of the costs and benefits of these alternatives over the coming year.

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## Introduction

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Our Nation is experiencing an energy crisis that is increasing daily with no simple solution in sight. If we are to reduce the rate at which we consume scarce oil and gas, we must intensify our efforts to conserve and develop alternate sources of energy. Energy conservation and the use of renewable fuels have been identified by the President as crucial actions in his National Energy Plan. In the final analysis, it will be the energy consumption actions of millions of individual Americans which ultimately determine whether or not the Nation can achieve its goals with regard to energy conservation and increased use of renewable fuels.

A major purpose of Federally funded energy education, extension and information programs is to provide the American people with an increased capability to adopt energy-saving measures. These "outreach" programs support such an increased capability through the provision of information and technical assistance tailored to communicate why changes in energy consumption behavior are important; the energy-efficiency and renewable fuel options available; and associated short- and long-term cost savings. The existence of these outreach programs represent the

Federal Government's recognition of the vital role the American people must play in reducing our dependence on non-renewable fuels, as well as the need to assist energy consumers in making the transition.

Twelve Federal departments and agencies have reported approximately 60 programs dedicated in whole or in part to energy outreach activities.\* As described more fully in Chapter 1, these programs provide a multitude of services regarding energy conservation and the use of renewable fuels to a wide range of target audiences.\*\*

When enacting the National Energy Extension Service Act of 1977 (NEESA), Congress expressed concern regarding coordination of the many Federal energy outreach programs. In particular, Congress was concerned that a lack of coordination could result in a duplication of effort, limited cohesiveness, and potentially conflicting program goals and activities.

As a means to insure improved energy outreach program coordination, Congress directed in NEESA that the Energy Research and Development Administration--now part of the Department of Energy (DOE)--prepare and annually revise a Comprehensive Plan and Program for Federal Energy

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\* The energy outreach activities surveyed in this report are those which are informational or educational in nature, or which provide technical assistance to consumers. Activities concerned with, for example, providing energy-related loans or purchasing and installing weatherization materials in low income dwellings as a form of financial assistance are outside the educational and technical assistance scope.

\*\* For the purposes of this report, "renewable fuels" include the conversion of solar, wind, wood and geothermal power into usable energy sources.

Education, Extension and Information Activities (CPP). The House Science and Technology Committee Report which accompanied an earlier version of NEESA summarizes the objectives of the CPP:

The Committee, in adopting this requirement for a comprehensive plan and program for all Federal energy education, extension, and information activities under this and any other act, is responding to the concerns developed during the hearings about the large number of Federal programs which appear to be uncoordinated and proceeding without any established direction. Development of the comprehensive program and plan and its annual updating...should serve to provide a formal planning mechanism to address this problem on a Federal interagency wide basis.\*

In addition to coordination between Federal energy outreach activities, NEESA also requires the CPP to address several other factors important to energy outreach program effectiveness. These include minimizing conflict with related services in the private sector; relationships to other Federal energy assistance and incentive programs; and evaluation procedures for energy outreach programs.

This report, as the first annual CPP, represents the initial step in formulating a continuing plan for coordinating Federal energy outreach programs. Within the context of the NEESA requirements, major emphasis is given to inventorying existing programs, discussing the requirements for effective coordination, and presenting alternative methods

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\* U.S. House of Representatives, "National Energy Extension Service Act of 1976," Report no. 94-1348, p. 32.

for achieving it. Given DOE's recent activation, this more generalized approach is the only feasible one for the first annual CPP, and will serve as a vehicle to generate continued and increasingly more detailed dialogue. The report is limited to discussion of domestic Federal energy outreach programs pertaining to energy conservation and the use of renewable fuels. This limitation appears in keeping with Congressional intent, and will allow future reports to address other types of energy outreach programs as well.

An overview of Federal energy outreach programs is provided in Chapter 1, including the range of services, objectives and target audiences. Chapter 2 concentrates on a discussion of other factors important to energy outreach program effectiveness, as detailed above. The last chapter concludes the report by discussing coordination of the programs.

Appendix A provides detailed summaries of the Federal energy outreach programs surveyed, and Appendix B discusses, as required by NEESA, the status and interagency coordination mechanisms of the DOE Energy Extension Service. Finally, Section 508 of NEESA which requires preparation of the CPP is included as Appendix C.

# 1 Summary of Federal Energy Education, Extension and Information Activities

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In order meaningfully to discuss program coordination, it is first necessary to identify the existing Federal education, extension and information programs--or outreach programs--relating to energy conservation and the use of renewable resources. This inventory was conducted with the participation of representatives of 16 Federal departments and agencies, yielding information on a total of 63 programs. Approximately 50 percent of the total number of programs is now housed within the Department of Energy (DOE), 25 percent in the Department of Commerce (DOC) and the Tennessee Valley Authority (TVA), with the remaining number located in 10 other Federal departments and agencies.

In approximately half the programs, energy outreach is only one function or goal of a multi-faceted program, which in about 50 percent of these cases does not have energy as the major focus. For example, although ACTION's VISTA program is not primarily an energy-related program, VISTA volunteers do provide some services relating to energy

conservation. Department and agency representatives were consulted when uncertainties existed, and a liberal inclusion policy was followed in order to paint the most complete picture possible.\*

With many of the multi-faceted programs only rough estimates could be provided of the percentage of the total program budget that is devoted to energy outreach. Using these approximations, a cumulative estimate of expenditures for the identified programs is developed, based on a compilation of the estimates provided by department and agency representatives.\*\* A total of approximately \$79.1 million was spent in fiscal year 1977 by these programs for energy outreach activities and they will spend approximately \$78.0 million in fiscal year 1978. Of these totals, approximately \$34 million and \$42 million in FY 1977 and 1978, respectively, are attributed to the many programs throughout DOE; \$20 million and \$6.5 million to the Community Services

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\* A number of Federal departments and agencies, such as the Department of Defense and the General Services Administration, conduct programs to increase the energy efficiency of Federal facilities, operations and procurement practices. Since such programs are not directly concerned with encouraging the public to adopt energy-saving measures, they are omitted from this report.

\*\* Again, these figures refer only to the informational, educational and technical assistance components of the programs surveyed.

Administration; \$9 million for both fiscal years to the Department of Commerce; with the remainder to the other 8 agencies.\* Appendix A contains individual program budget estimates.

#### Description of the Programs

The energy outreach programs surveyed provide a multitude of services to the energy-consuming public, and address a wide range of program objectives and audiences. Because the majority of the programs provide more than one service and have multiple objectives and target audiences, meaningful separation into mutually exclusive categories for analysis purposes is precluded. The exhibit included at the end of this chapter highlights in matrix form the multiple services, objectives and audiences addressed by each program identified.

Also because of the programs' multi-purpose nature, it is not possible to estimate realistically the total amount of Federal funds devoted to particular types of services, program objectives, or target audiences.

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\* For FY 1977 and FY 1978, 4 programs could provide no energy outreach budget estimates due to the high degree of integration of these activities into the overall program. Therefore, the budget estimates given do not reflect the expenditures of these programs.

References in the following sections pertain to number of programs addressing various services, objectives and target audiences, rather than to dollars spent.

Services. Energy outreach program services range from providing printed material to direct assistance through technical advice. Most department and agency representatives report that printed materials, audiovisual presentations, or exhibits are provided for their audiences. Examples include:

1. DOE's Solar Energy Technology Transfer Program which makes available a package containing relevant literature on solar heating and cooling to people requesting this information by mail or telephone.
2. The National Aeronautics and Space Administration's technology transfer program, which disseminates technical information through a wide distribution mailing list and audiovisual displays.

In addition to providing information through various media, more than one-half of the programs surveyed sponsor workshops, conferences, seminars, and training programs for their constituencies. These include:

1. The Small Business Energy Cost Reduction Program conducted by DOE, which offers executives and managers information about energy problems and assists them in developing energy-management strategies for their companies.
2. The Tennessee Valley Authority's training seminars for heat pump installation and service personnel, designed to increase the quality of customer service, thereby encouraging homeowners to install heat pumps.

Approximately one-third of the energy outreach programs also offer direct technical assistance to consumers, which ranges from face-to-face technical assistance to energy audits. For example:

1. As one facet of its outreach efforts, the Department of Agriculture's Cooperative Extension Service provides direct personalized services to rural and urban residents through field agents across the Nation.
2. The University Center Program, conducted by Economic Development Administration in the Department of Commerce, provides business and industry with direct technical assistance which includes information on energy conservation techniques. Services are delivered by specialists located at 20 university centers across the Nation.

Objectives. Almost all the energy outreach programs identified have one or more of the following objectives: encouraging adoption of building or transportation design modifications to increase energy efficiency; changing personal energy consumption patterns; and encouraging the use of renewable resources as opposed to scarce fuels.

Approximately half the programs surveyed are concerned with improving efficiency through encouraging consumer adoption of design changes (i.e., promoting energy-efficient building, equipment, vehicle, or product designs). Insulating homes, installing heat pumps, and utilizing waste heat recovery systems are examples of design modifications consumers can use to increase energy efficiency. Promoting the use of smaller cars and carpools, and the reduction of hot water wasted in the home are examples of the ways energy outreach programs encourage changes in personal energy use. Finally, by advocating the installation of solar water heaters, wind and geothermal electricity generators and the use of wastes as fuel, energy outreach programs encourage the adoption of renewable resource technologies. It should be noted that some energy education programs take no advocacy position with regard to specific changes in energy consumption patterns or resource use. Typical of such programs is DOE's Faculty Development Program, which supports high school teacher training regarding energy issues.

Audiences. Businesses, homeowners, and state and local governments are the audiences most frequently contacted by the energy outreach programs surveyed. For example, DOE's Energy Extension Service Program provides a variety of direct services to these audiences.

The general public is also addressed frequently, with programs providing information regarding energy-saving products, services, and energy conservation methods. For example, DOE's Transportation Energy Conservation Program disseminates information used by individual consumers for the purposes of comparing new car fuel efficiencies. Other target audiences include community and non-profit groups; trade and professional groups; teachers and students; health and educational institutions; and the agricultural community.

In summary, a substantial number of Federal energy outreach programs currently exist, aimed at encouraging the adoption of energy-saving measures, including the use of renewable fuels. As could be expected, the majority of these programs are conducted by DOE. However, the numbers sponsored by other departments and agencies indicate the pervasive nature of energy considerations to other Federal missions.

In terms of substance, a wide variety of energy education, extension and information activities exists. The pattern appears to be one of

continuing generalized information dissemination activities, but at the same time moving increasingly toward the creation and maintenance of programs specifically tailored to the needs of particular target audiences.

Exhibit: Audiences, Objectives and Services Addressed by Federal Energy Outreach Programs

Agency/Program	Audiences										Objectives				Services					
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
<b>DEPARTMENT OF ENERGY</b>																				
CONSERVATION AND SOLAR APPLICATIONS																				
• Conservation Education Program	•		•								•		•	•	•					
• Solar Energy Technology Transfer		•		•	•	•		•	•	•	•	•	•	•			•			
• Federal Energy Center				•	•	•				•	•	•	•	•			•			
• Energy Efficiency Sharing				•	•	•					•	•	•	•			•		•	
• International Technology Transfer				•	•	•				•	•	•	•	•						
• Publications/Audiovisual: Business				•	•	•		•	•	•	•	•	•	•	•					
• Voluntary Industrial Energy Conservation Program				•	•	•					•	•	•	•			•			
• Energy Analysis and Diagnostic Centers				•	•	•					•	•	•	•			•	•		
• Workshops/Seminars: Business				•	•	•	•	•		•	•	•	•	•			•			
• Technology and Information Transfer Program				•	•	•					•	•	•	•	•		•		•	

Exhibit (Continued)

Agency/Program	Audiences											Objectives				Services					
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Seminars and Conferences	Demonstrations	Audits and Walk through	Grants	
<b>DEPARTMENT OF ENERGY</b> (Cont.)																					
• Used Oil Program							•	•			•		•	•							
• State Procurement Technical Assistance							•			•	•		•	•	•	•	•			•	
• Local Government Energy Conservation							•				•	•	•	•			•				
• Small Business Energy Cost Reduction				•	•	•				•	•		•	•			•	•			
• State Energy Conservation Program	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
• Energy Conservation in Transportation	•			•						•	•	•	•	•	•	•	•	•			
• Energy Conservation in Agriculture									•	•	•	•	•				•				
• Industrial Technical Assistance			•	•	•	•	•			•	•		•	•	•	•		•			
• Energy Conservation Workshops				•	•					•	•	•	•			•		•			
• Project Conserve!		•					•			•	•		•								

Exhibit (Continued)

Agency/Program	Audiences										Objectives				Services					
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Aduivisual Displays	Curriculum Development	Seminars and Conferences	Workshops, Seminars and Demonstrations	Audits and Walkthrough	Grants
<b>DEPARTMENT OF ENERGY</b> (Cont.)																				
INTERGOVERNMENTAL AND INSTITUTIONAL RELATIONS																				
• Faculty Development Program			•								•	•	•		•		•			
• Academic Programs Branch	•										•	•	•	•			•			
• Materials Development Program			•								•	•	•		•					
• Consumer Impact		•								•	•	•	•	•			•			
• Citizen Participation	•									•	•	•	•	•			•			
• Technology Information Program	•			•	•	•	•	•	•	•	•	•	•	•	•		•			
• Publications Branch	•										•	•	•	•						
• Exhibits Branch	•										•	•	•	•			•			
• Aduivisual Branch	•										•	•	•	•						
• Press Relations Program	•										•	•	•	•						

Exhibit (Continued)

Agency/Program	Audiences										Objectives				Services					
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
<b>DEPARTMENT OF ENERGY</b> (Cont.)																				
• Special Programs	•							•		•	•	•	•	•						
• Energy Extension Service	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ENERGY TECHNOLOGY																				
• Geothermal Energy Technology Transfer	•			•		•						•	•	•			•			
<b>DEPARTMENT OF COMMERCE</b>																				
ECONOMIC DEVELOPMENT ADMINISTRATION																				
• University Center Program				•						•	•	•	•	•				•		
• Technical Assistance Program							•	•		•			•				•		•	
• Professional Services Program							•					•					•			
INDUSTRY AND TRADE ADMINISTRATION																				
• Energy Conservation and Outreach Promotion				•							•		•				•			

Exhibit (Continued)

Agency/Program	Audiences											Objectives				Services					
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants	
<b>DEPARTMENT OF COMMERCE</b> (Cont.)																					
MARITIME ADMINISTRATION																					
• Maritime Training Advisory Board				•				•			•	•	•			•					
• Maritime Industry Associations Conservation				•							•	•	•				•		•		
NATIONAL BUREAU OF STANDARDS																					
• Energy Conservation Program	•			•				•			•	•	•	•			•				
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION																					
• Marine Advisory Service	•			•							•	•	•	•	•		•		•	•	
<b>TENNESSEE VALLEY AUTHORITY</b>																					
OFFICE OF POWER																					
• Certified Electric Heat Pump Installation Program	•	•	•	•		•				•		•	•	•	•		•	•			
• Consumer Communication Services	•	•	•	•							•		•	•	•		•	•			

Exhibit (Continued)

Agency/Program	Audiences											Objectives				Services					
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants	
<b>TENNESSEE VALLEY AUTHORITY (Cont.)</b>																					
• Display Services	•		•	•		•		•			•		•	•		•	•				
• Electric Energy Management Program	•	•	•	•	•			•			•		•	•		•	•				
• Residential and Agricultural Programs	•	•	•					•	•		•	•	•	•		•	•	•	•		
• Super Saver Electric Home Program	•	•	•			•		•		•			•	•		•	•	•	•		
<b>ACTION</b>																					
<b>DOMESTIC OPERATIONS</b>																					
• VISTA								•		•	•					•					
• Retired Senior Volunteer Program								•		•	•				•	•	•				
• University Year for ACTION			•					•		•	•					•					

Exhibit (Continued)

Agency/Program	Audiences										Objectives				Services					
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
<b>DEPT. OF HEALTH, EDUCATION AND WELFARE</b>																				
OFFICE OF EXECUTIVE DEPUTY COMMISSIONER FOR EDUCATION PROGRAMS																				
• Energy and Education Action Center			•					•			•		•	•	•	•				
HEALTH RESOURCES ADMINISTRATION																				
• Energy Action Staff (Health)								•		•	•	•	•	•			•			
OFFICE OF FACILITIES ENGINEERING																				
• Energy Conservation in Facilities								•		•	•	•	•						•	
ADMINISTRATION ON AGING																				
• Grants for State and Community Program on Aging								•		•	•		•							•

Exhibit (Continued)

Agency/Program	Audiences											Objectives				Services						
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walk-through	Grants		
<b>DEPARTMENT OF HOUSING &amp; URBAN DEVELOPMENT</b>																						
OFFICE OF POLICY DEVELOPMENT AND RESEARCH																						
• Product Dissemination Program	●	●				●	●	●			●		●	●								
• Solar Heating and Cooling Program	●	●		●		●		●				●	●	●			●					
<b>SMALL BUSINESS ADMINISTRATION</b>																						
TECHNOLOGY ASSISTANCE DIVISION																						
• Technology Assistance Program					●					●	●		●									
OFFICE OF MANAGEMENT INFORMATION AND TRAINING																						
• Small Business Training Program					●						●		●			●						
<b>DEPARTMENT OF TRANSPORTATION</b>																						
OFFICE OF INTERGOVERNMENTAL AFFAIRS																						
• Technology Sharing Program	●			●			●				●		●			●						

Exhibit (Continued)

Agency/Program	Audiences										Objectives					Services				
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
<b>ENVIRONMENTAL PROTECTION AGENCY</b>																				
OFFICE OF SOLID WASTE & OFFICE OF RESEARCH AND DEVELOPMENT																				
• Resource Recovery and Waste as Fuel				•			•	•			•	•	•					•		
<b>DEPARTMENT OF AGRICULTURE</b>																				
EXTENSION SERVICE																				
• Cooperative Extension Service	•	•			•			•	•	•	•	•	•	•	•		•	•	•	
<b>COMMUNITY SERVICES ADMINISTRATION</b>																				
OFFICE OF COMMUNITY ACTION																				
• Emergency Energy Conservation Services	•	•						•	•	•	•	•	•	•	•		•	•		•
<b>NATIONAL AERONAUTICS AND SPACE ADMINISTRATION</b>																				
TECHNOLOGY UTILIZATION OFFICE																				
• Technology Transfer Program	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•		

## **2** Other Considerations Important to Energy Outreach Program Effectiveness

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Congress provided that the CPP address three issues relating to the effective operation of Federal energy education, extension and information programs. By specifying that the CPP discuss (1) procedures for minimizing potential conflict with the private sector and (2) the relationship to other Federal assistance and incentive programs, the importance of planning and operating energy outreach programs from a "systems" perspective was emphasized. Third, NEESA directs that the CPP discuss procedures for evaluating energy outreach program effectiveness, which is one of the most difficult yet critical issues associated with the planning and operation of such programs.

For this initial report, it seems most useful to address these three issues by drawing upon the experience and insights of Federal personnel operating energy outreach programs. The goal is to understand the "state-of-the-art" from the perspective of the program managers, and to solicit from them solutions to potential problems that make sense in the context of actual program operations. The remainder of this chapter summarizes the information and associated implications obtained through numerous interviews with energy outreach programs managers across the relevant Federal departments and agencies.

### Minimizing Potential Conflict with the Private Sector

Encouraging the increased adoption of conservation measures and renewable fuels requires the active participation and support of both the Government and the private sector. Private sector firms make major contributions in providing conservation assistance to the public, and in designing, manufacturing, installing and servicing energy-efficient and renewable fuel devices, with the degree of these services increasing with public demand.

The program managers interviewed believe that effective communication with private sector representatives is essential, enabling personnel to increase their knowledge of each other's activities, fostering mutual trust, and helping to establish the credibility of Federal energy outreach programs. As a result, private entrepreneurs are believed to be more likely to recognize Federal programs as healthy stimuli for activity in their service or product areas and will draw upon these Federal programs in developing their own services.

Most Federal program personnel interviewed express concern regarding potential conflict with private sector services, but believe that little or no conflict presently exists with their programs. They attribute this absence to dialogue with individuals, organizations, and firms in the private sector.

In two situations, however, program managers report that private sector firms have questioned why the Federal Government produced certain publications when the capability and incentive for producing them existed in the private sector. Other program representatives report concern among some professional societies that the Government should not enter into competition with private firms by providing technical engineering audits for energy conservation purposes, or by assisting industrial and commercial establishments to implement conservation measures recommended as a result of such audits.

Program representatives suggest the following communication methods as the most effective in minimizing potential conflict with the private sector.

1. Encourage private sector participation in program design.

The key to a cooperative relationship between public and private sector programs is to encourage private sector participation during the planning stages of related Federal energy outreach programs. Various methods are suggested for accomplishing this, including surveys of and meetings with affected organizations or firms.

2. Maintain an open-door policy. Many Federal outreach program managers feel that an effective communication strategy is based on an informal "open-door" policy, under

which all information is available at any time to private sector representatives and other interested parties. It also is emphasized that harmonious relations with private sector counterparts are based on the simple principle of "no surprises." A number of program managers make it a regular practice personally to alert private sector contacts in advance of any important program developments, rather than have them learn about such developments through other sources or after the fact.

3. Develop formal feedback mechanisms. Although establishing an informal open-door policy is emphasized by many energy outreach program representatives, an equal number maintain that more formal mechanisms, such as mail response forms or periodic feedback sessions, also are needed and should be included in a private sector communications strategy.

The implication of these suggested communication methods is two-fold. First, Federal energy outreach program managers and private sector representatives increasingly are finding open and frequent communication to be of practical value. Both parties recognize each other's continuing and legitimate role in energy outreach. Second, the interviews demonstrate that there is no single approach to communicating

with the private sector that works best in all instances. Exact communication methods necessarily must vary according to the particular program and people involved.

#### Relationship to Other Federal Energy-Related Assistance and Incentive Programs

For the purposes of this report, "Other Federal assistance and incentives" include programs (1) whose primary goal is to enable consumers to overcome financial barriers or to encourage the adoption of energy-efficient or renewable fuel technologies by creating economic incentives or providing direct assistance; and (2) which consist of pricing policies, negative or positive tax incentives, and loans and grants; and (3) which sponsor development of energy technologies appropriate for local economic and social conditions. In general, these forms of assistance and incentives may motivate and/or facilitate energy conservation. To the extent that assistance and incentives are effective, they complement the work of Federal energy outreach programs by encouraging consumers to seek program services or by enabling them to implement recommended conservation techniques.

The low-income weatherization programs conducted by the Community Services Administration, DOE, and the Tennessee Valley Authority are prime examples of such direct assistance programs. Going beyond the information and education function, these programs purchase home

weatherization materials and provide for installation in low-income dwellings. The Department of Labor's Comprehensive Employment and Training Act Program (CETA) offers grants at the local level to provide job opportunities for the unemployed, poor and disadvantaged. Some CETA funded projects include providing workers for low-income weatherization projects.

In its Utility Regulatory Assistance Program, DOE provides financial assistance to state utility commissions and non-regulated utilities to demonstrate the feasibility and cost-effectiveness of improved rate design and energy management concepts, as well as to actually implement such activities. Since electric and gas utilities consume or distribute over 55 percent of the total amount of energy used in the Nation, changes in the utility regulatory process offer significant opportunities for achieving more efficient energy usage and benefiting the consumer.

DOE's Appropriate Technology Program offers small grants (not to exceed \$50,000 per project) to individuals, local non-profit organizations and institutions, state and local agencies, Indian tribes and small businesses. The purpose of these grants is to develop energy-related appropriate technologies which are small in scale, energy efficient, simple to operate and maintain, environmentally sound, and consistent with local needs. This program is highly complementary to energy

outreach activities, since the appropriate technologies developed can receive a wide distribution through outreach program services to end-use consumers.

Finally, a number of new incentives for consumer adoption of energy-saving measures are contained in the President's National Energy Plan. These include the residential insulation tax credit and the residential solar tax credit.

#### Evaluating Energy Outreach Program Effectiveness

The in-depth interviews with selected outreach program managers provide an overview of evaluation methods presently employed and issues associated with them, from which conclusions regarding effective procedures are drawn.

Throughout the Federal Government, methods for evaluating energy outreach program effectiveness vary considerably in design, scope and level of effort. Highly sophisticated evaluations (e.g., using client and non-client surveys or inductive statistical analysis) such as those conducted by DOE's Energy Extension Service and the Vanpool Demonstration Program, are relatively expensive and not often used.\* In contrast, some energy outreach programs evaluate performance by the amount of information distributed and number of persons contacted. Informal surveys and newsletter response cards are used by other programs. Regardless of the degree of methodological sophistication,

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\* The Vanpool Demonstration Program evaluation was completed in January 1978.

all the program managers interviewed assess their program performance through analysis of one or more of the following: the degree of program activity, program impact, and the effectiveness of organizational structure and process.

In terms of activity analysis, the number of transactions effected by the energy outreach program is measured and used to assess target audience interest in and demand for services and information. This "first level" evaluation is the simplest and most common method employed.

The remaining two types of analyses represent more complex--or "second level" evaluation procedures. Impact analysis seeks to measure the changes in energy consumer knowledge, attitude and behavior caused by the energy outreach program, and to understand why these changes occurred. This type of analysis often involves the use of follow-up surveys to both program client and non-client groups. Organizational analysis, on the other hand, looks to the structure and process of the energy outreach program itself in order to understand which organizational models work best and why. This type of analysis is especially useful in comparing the relative merits and associated costs of alternative organizational models. In highly sophisticated evaluations, organizational analyses are conducted in concert with consumer impact studies. The latter serve to identify programs that work best and the organizational analyses contribute to understanding why.

Issues concerning energy outreach evaluation. The interviews with energy outreach program managers identified five issues which point to the complexity of developing effective evaluation procedures.

1. Cause and effect. Consumers today are subject to a wide variety of information sources, services and incentives regarding energy conservation and the use of renewable fuels, making it difficult to isolate the effect of a single program. Even in the most rigorous evaluations, it is difficult if not impossible to state precisely what caused what, and why. It is possible, however, to estimate program impact--changes in knowledge, attitude and behavior--through the use of systematic techniques used throughout the life of the program. Periodic client and non-client surveys are examples of such techniques. "Bottom line" energy savings figures may be calculated from estimated changes in consumer behavior. Such calculations, however, must be considered only as approximations (not as "hard" data). Use of these approximations requires careful attention to the assumptions of the evaluation model.

2. What level of evaluation is sufficient? Evaluations of program impact and organizational effectiveness which

produce high quality results are quite expensive, commonly ranging from 5 to 15 percent of the program budget. Collecting and evaluating program activity data is significantly less costly, with the exact amount depending on the complexity of the data collection effort and the degree of precision required for analysis.

Many interviewees believe that costly, rigorous evaluations are not worth the resource trade-offs to their programs, especially when the trade-off could involve a significant reduction in program service. The implication of these comments is that sophisticated "second level" analyses are not cost-effective for all energy outreach programs, and that the level of evaluation employed should correspond to the program purposes as well as to the available resources. For example, more sophisticated evaluation procedures are most appropriate for programs specifically designed as pilot efforts, testing new or unique energy outreach approaches. Interviewees believe that sharing the results of such evaluation efforts with related programs is more cost-effective than requiring such evaluation for all energy outreach programs.

3. Attitudes toward evaluation. Program managers hold that often evaluation is regarded as a fault-finding mission rather than as an effort to learn lessons useful to strengthening energy outreach programs. Instant, provable success has become a primary goal of most Government programs--a goal that is reinforced by actors throughout the system. In this context, it is difficult to continuously focus on lessons learned, realizing that failures along the way are as important to identify and understand as are the successes, especially in activities as complex and generally new as energy outreach programs. And, the time necessary to derive meaningful results requires long-term commitment to the evaluation. Most energy outreach programs require an initial monitoring and evaluation period of 1 to 3 years before reliable patterns can be identified.
  
4. Measuring "success". In the absence of empirically based norms and standards, it is very difficult, according to energy outreach program managers, to establish meaningful quantitative criteria that can be used to evaluate energy outreach program success. How many consumer contacts are necessary for a successful program? How much should the estimated energy savings be? Although energy outreach

program evaluation can report on what happened, probable causes and suggestions for improvement, the actual judgment of success is subjective and varies with the reader. In pilot or demonstration programs, a major value of measurement is that it permits the development of experience-based norms and standards for evaluating the success of future efforts. The measurements indicate what is possible under given conditions.

5. The evaluators. A final issue concerns who should evaluate energy outreach programs, and their effect on the accuracy and perceived validity of the conclusions. Reactions are mixed. Some program managers believe that evaluation can best be performed by program staff, due to their proximity to and knowledge of operations. Others preferred to employ a private contractor, not directly involved in program operations, to increase the objectivity of the evaluation. Task forces or special commissions also are mentioned as options, though not as frequently. Although there is disagreement regarding who should be the evaluator, there was consensus that the evaluator must (1) have the freedom to draw independent

conclusions; (2) work closely with the program staff in formulating the design and procedures; and (3) not be perceived as an adversary by the program staff.

Several conclusions can be drawn from the information provided by the energy outreach program managers. First, there is no single method or level of evaluation that is appropriate for all programs. Evaluation designs must be formulated in the context of a particular program's purposes, characteristics and the resources available. Second, the evaluation design should be formulated at the same time as the energy outreach program design, not added on at a later date when critical milestones already have passed. Evaluation, at whatever level appropriate, should be a continuous activity throughout the life of a program. Third, energy outreach evaluation should concentrate at least equally on lessons learned for program improvement as on bottom-line success measures. And finally, more attention needs to be given to sharing lessons learned between energy outreach programs in order to receive maximum benefit from the evaluation resources expended.

### **3** Conclusion: Coordination of Federal Energy Education, Extension and Information Activities

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The Federal energy education, extension and information programs summarized in Chapter 1 share many of the same general objectives. However, the detail provided in Appendix A shows them to vary considerably in communication channels, specific groups addressed and management styles. The variation indicates that no single program or program approach has been deemed "best" for encouraging consumer adoption of energy-saving measures and renewable fuel technologies. Nor is there any confidence that a single best approach exists that should be used as a model for all programs. Federal departments and agencies are in a stage of experimentation with a combination of energy outreach approaches, as appropriate to their various missions.

Given this environment, the primary purpose of energy outreach coordination across Federal departments and agencies should be to facilitate information sharing. The results of such information sharing should include (1) improving program effectiveness and efficiency by sharing resources and lessons learned; and through this means (2) enhancing the cohesiveness between energy outreach programs.

To date, coordination between Federal energy outreach programs through information sharing has been building steadily. The greatest degree of information sharing occurs between outreach programs housed within the same department or agency--familiarity with the programs involved and points of contact are greatest at this level. However, several significant efforts to coordinate activities between programs of different departments and agencies exist. The Energy Education Action Center (EEAC) of the U.S. Office of Education, Department of Health, Education and Welfare, promotes energy education in the Nation's schools. The EEAC receives guidance from the Federal Interagency Committee on Education (FICE), which was created by a 1964 Executive Order to provide a mechanism for coordination of Federal education activities. Memorandums of Understanding (MOU) between DOE and other departments and agencies also contribute, through the working groups established to implement them, to fostering information sharing between energy outreach programs. Examples of these include the MOU with the Department of Agriculture on agricultural energy research and extension; the Department of Transportation concerning transportation energy conservation; and with the Department of Housing and Urban Development which includes residential solar demonstrations. DOE's Energy Extension Service has convened an Interagency Working Group, composed

of representatives of 11 other departments and agencies, to share information and materials useful to building a cooperative relationship. (Appendix B contains further details regarding this group.)

Experience has shown that in order for coordination mechanisms to be effective, the energy outreach program participants must perceive mutual, tangible benefits. Taking the initiative to share information regarding new developments, materials, technical expertise and lessons learned--and following through on these contacts--is a time-consuming endeavor. Information sharing which is perceived to bear little or no relevance to enhancing individual energy outreach program effectiveness has not and is not likely to work. However, when coordination activities do produce mutual, tangible benefits the effort involved ceases to be a burden, and instead saves time and resources. The special relationship that has developed between the Department of Agriculture's Cooperative Extension Service and DOE's Energy Extension Service is an excellent case of mutually beneficial coordination. Seven of the ten Energy Extension Service pilot states, through the encouragement of DOE and USDA, are delivering services to small energy consumers through Cooperative Extension Service staff. In addition, the two programs regularly consult regarding program design improvements, evaluation procedures and technical materials. As in this example, once mutually

beneficial relationships are initiated, they tend to develop and expand into a partnership in which program goals and services become increasingly more complementary and supportive.

The fact remains, however, that while it is growing, coordination of Federal energy outreach programs through information and resource sharing could be significantly improved. A major question is how this can be accomplished in the most effective and efficient fashion.

Alternatives include creating a new comprehensive coordinating mechanism, strengthening existing ones, or relying on the natural growth patterns of informal relationships initiated through existing mechanisms. Whatever choice is made must be based on (1) a realistic and detailed assessment of the degree to which each approach fosters initiation and maintenance of mutually beneficial sharing relationships between energy outreach programs, and (2) the costs involved for each alternative.

This first annual report takes an initial step which can lead to further consideration of mechanisms which are likely to improve Federal energy outreach program coordination. Although immediate recommendations are not included, this report does take the essential first step of inventorying existing programs, drawing comparisons

between them, examining existing coordination mechanisms, and discussing the substantive requirements for improving coordination of Federal energy education, extension and information programs.

## Appendix A:

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### Federal Energy Education, Extension and Information Activities

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This appendix provides detailed information regarding each of the energy outreach programs surveyed. Included for each program are an overall description, objectives, administering organization, service delivery mechanisms, FY 1977 and 1978 budget appropriations, and a person who can be contacted for further information. The program descriptions appear in this Appendix in the same order as in the exhibit included in Chapter 1. Unless otherwise indicated, the budget figures do not include Federal personnel costs, and refer to appropriations rather than to budget outlays.

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Marketing

Program Name: Conservation Education Program

Program Contact: D. Robert Jordan  
(202) 566-7916

**Description:**

DOE has developed and distributed public service announcements for radio, television and print media to convey the useful information necessary for people to implement specific conservation measures. Because public service advertising is not totally adequate for reaching specific groups, DOE also is pursuing other initiatives: for example, pamphlets and booklets on home and automobile energy conservation opportunities have been developed and distributed, a program for conservation education in primary schools, secondary schools, and Junior Colleges is under way, and citizen training workshops for adults have been conducted. DOE also has provided information support for retrofit of existing homes, specific driving conservation practices, and appliance use practices. Public opinion surveys are conducted regularly to identify appropriate areas toward which DOE should direct future efforts.

**Objectives:**

To continue production and distribution of public service messages on a limited basis to promote specific programs such as efficient driving, the mileage guide, residential retrofit, solar applications and appliance labeling; to continue to study public opinion and behavior and test new conservation and solar programs and concepts; to obtain inclusion of energy conservation and solar units or materials in the curricula of the Nation's high schools and grade schools; and to develop marketing plans for conservation and solar programs to aid development and implementation by aligning program deliverables with market needs.

**Administrative Organization:**

The Office of Marketing and Education is organized into four major program areas: (1) advertising--the management of a multimedia public service announcement program to raise awareness of the energy

situation and personal options for conserving energy; (2) marketing support--aiding other conservation programs that are both new and ongoing to ensure a realistic market focus and provide marketing expertise; (3) conservation education--the development and implementation of in-school energy conservation education materials and methods; and (4) market research--survey awareness, knowledge, attitudes, and behavior of energy users toward energy conservation and solar to provide feedback to conservation and solar programs.

Delivery Mechanisms:

Documents produced by this program are available upon request at DOE headquarters and regional offices and sent to State Energy Offices and chief state school officials.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$747,000	\$747,000
FY 78	\$166,000	\$166,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Division of Solar Energy

Program Name: Solar Energy Technology Transfer

Program Contact: Lawnie Taylor  
Chief, Technology Transfer Branch  
(202) 376-9146

Description:

The Solar Energy Technology Transfer Program (STTP) is a critical link between the proven technologies of DOE's solar energy research, development and demonstration program and their acceptance by a solar industry. STTP combined with barriers and incentives studies, and environmental and resource assessment, is aimed at stimulating the industry market forces into an accelerated commercialization of solar energy. STTP activities consist of public education, in-service skills training, seminars, workshops, conferences, exhibits, information dissemination, and outreach functions.

Initial emphasis has been on technologies having the potential for significant industry participation within the 1977-78 time frame. These include solar heating of existing homes, and new and existing mobile homes; solar heating of new homes and small office buildings; solar heating and crop drying in small agricultural applications; and solar heating and cooling of commercial buildings.

Objectives:

To provide rapid response information to the needs of the building community, including builders, architects, labor unions, engineers, members of the associated financial community, concerned individuals and organizations in State and local government, professional societies and standards-setting organizations; the utility community, including the industry, regulatory bodies and organizations; the energy industry; and other sectors of the economy that can utilize solar technology.

Administrative Organization:

The Technology Transfer Branch, Division of Solar Energy, is responsible for the STTP program.

Delivery Mechanisms:

The program uses "multipliers"--organizations (public and private) which have resources that can serve to multiply STTP's efforts. Five of DOE's field labs are also used to form a nationwide network of outreach support to the program. STTP responds to inquiries relating to all applications of solar energy, utilizing the information services provided by the National Solar Heating and Cooling Information Center (established jointly by DOE and HUD) and the DOE Technical Information Center.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$2,700,000	\$2,700,000
FY 78	\$2,000,000 (est.)	\$2,000,000 (est.)

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Business Assistance Programs

Program Name: Federal Energy Center

Program Contact: Joseph Cooper  
(202) 377-4318

Description:

A multi-agency program participating in selected industrial trade shows and exhibitions. Distribution of publications, film showings, displays, and exhibits are primary mechanisms for technology transfer.

Objectives:

To foster and promote energy conservation in the business sector by demonstration of existing assistance modes and dissemination of materials dealing with all aspects of energy conservation from "promotional" material to direct technical subject areas.

Administrative Organization:

Program leadership in Office of Energy Programs, Planning, Evaluation and Promotion Division. Field operating support from DOE.

Delivery Mechanisms:

Agency participation from NBS, EPA, and others depending on program element, with program management by DOE.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$25,000	\$25,000
FY 78	\$25,000	\$25,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Business Assistance Programs

Program Name: Energy Efficiency Sharing

Program Contact: Floyd Lankton  
(202) 377-5001

Description:

Program involves companies having effective energy management programs with instructing other local companies on energy conservation techniques. This is a voluntary program with little direct Government involvement other than encouragement and coordination through DOE field offices.

Objectives:

To enlist the transfer of energy conservation technology from companies who are leaders to those needing assistance.

Administrative Organization:

Program management through the Office of Business Assistance Programs. Primary program initiation and coordination through DOE field offices, with cooperation and support from State Energy Offices, local Chambers of Commerce, and the Department of Commerce, Office of Field Operations.

Delivery Mechanisms:

Seminars and assistance-training sessions hosted by larger or more energy-efficient companies.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$ 5,000	\$ 5,000
FY 78	\$15,000	\$15,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Business Assistance Programs

Program Name: International Technology Transfer

Program Contact: James Demetrops  
(202) 377-2757

Description:

Program is designed to collect, screen, and disseminate information about foreign technology, techniques, and processes to U.S. businesses through publication of a catalog.

Objectives:

To identify and encourage adoption of foreign energy-efficient technologies in the U.S. business community.

Administrative Organization:

Program management by Office of Business Assistance Programs, with and through State Department foreign service posts. Direct information gathering contracted for in selected foreign countries.

Delivery Mechanisms:

Dissemination of information through the DOE in cooperation with DOC, Office of Field Operations.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$60,000	\$60,000
FY 78	\$15,000	\$15,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Business Assistance Programs

Program Name: Publications/Audiovisual

Program Contact: Marion Tyson  
(202) 377-3040

Description:

Development, production, and distribution of materials fostering energy conservation.

Objectives:

To provide information explaining the need for energy conservation and management and specific technical how-to materials; oriented primarily to the business community.

Administrative Organization:

Program leadership in Office of Business Assistance Programs.

Delivery Mechanisms:

Through trade associations, DOE field offices, trade press, direct mailing, and other agencies and organizations including local groups and companies, brochures, manuals, films, etc.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$50,000	\$50,000
FY 78	\$50,000	\$50,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Business Assistance Programs

Program Name: Voluntary Industrial Energy  
Conservation Programs (VIECP)

Program Contact: Tyler Williams  
(202) 377-5762

Description:

Large-scale energy conservation reporting, monitoring, and transfer program operated through trade associations.

Objectives:

To improve energy efficiency in terms of energy input per unit of output, and identify and assist in transfer of appropriate technology.

Administrative Organization:

Program management in Office of Business Assistance Programs.

Delivery Mechanisms:

Through trade associations, with direct assistance in program management by DOE.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$20,000	\$20,000
FY 78	\$10,000	\$10,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Business Assistance Programs

Program Name: Energy Analysis and Diagnostic Centers (EADC)

Program Contact: Erik Haldane  
(202) 377-2757

Description:

Direct assistance to small industrial firms in auditing, analyzing, and correcting processes and practices for improving energy efficiency. (Program is in pilot phase.)

Objectives:

To aid small industrial firms in improving energy efficiency.

Administrative Organization:

Program management in Office of Business Assistance Programs. Under grant from DOE, University City Science Center contracts with four universities.

Delivery Mechanisms:

Universities provide audits and analysis but actual improvements are achieved either within a company or through outside assistance, not from EADC.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$80,000	\$80,000
FY 78	\$60,000	\$60,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Business Assistance Programs

Program Name: Workshops/Seminars

Program Contact: Dave Hoxter  
(202) 377-5001

Description:

Cooperative workshops and seminars with universities, trade associations, and Government agencies on technical and conservation subjects.

Objectives:

To disseminate information on energy conservation practices and techniques to local audiences of engineers, managers, and Government officials.

Administrative Organization:

Program management in the Office of Business Assistance Programs.

Delivery Mechanisms:

The workshops and seminars are arranged through universities, trade shows and Government agencies to address specific energy conservation topics.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$25,000	\$25,000
FY 78	\$25,000	\$25,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Division of Buildings and Community Systems

Program Name: Technology and Information Transfer Program

Program Contact: Jerry D. Duane  
(202) 376-4711

Description:

Designed to develop specific action plans for Buildings and Community Systems energy conservation technologies resulting from new research, development and demonstrations. Work through trade associations, contractors, and industry groups to design technology development plans.

Objectives:

To develop commercialization and utilization plans for energy conservation technologies becoming available from current research efforts.

Administrative Organization:

Managed by the Building and Community Systems Division, Office of the Assistant Secretary for Conservation and Solar Applications.

Delivery Mechanisms:

The Technology and Information Dissemination Branch develops communications plans that complement the scope of the various RD&D projects; the communications plans identify for each technical project: audiences to receive information, type of dissemination products to be developed and chains for disseminating information.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$ 600,000	\$ 600,000
FY 78	\$1,200,000 (est.)	\$1,200,000 (est.)

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of State Specific Programs

Program Name: Used Oil Program

Program Contact: Michael Willingham  
Acting Director, Office of State Specific Programs  
(202) 566-7566

Description:

States, units of local government, civic and community organizations have instituted (or expressed an interest in instituting) programs which encourage the recovery of otherwise discarded used oil. These programs, which take many forms, are intended to provide environmentally acceptable ways of discarding this potentially valuable resource and, in some cases, encouraging its recycling and reuse. Recycling projects, include re-refining or reprocessing used oil so that it can be put to positive use. Some states have undertaken used oil projects as an option under the Energy Policy and Conservation Act State Grant Program. The Office of State Specific Programs provides information and some technical assistance to interested units of government and organizations in establishing programs for the recovery of used oil.

Objectives:

To provide assistance to States, local governments, civic and community organizations in designing and implementing programs to recover otherwise wasted used oil. Also to provide information regarding feasible and practical alternatives in reprocessing used oil.

Administrative Organization:

Office of State Specific Programs.

Delivery Mechanisms:

Direct contact with units of government and organizations and through DOE regional offices.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$ 950,000	\$ 950,000
FY 78	\$1,160,000	\$1,160,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of State Specific Programs

Program Name: State Procurement Technical Assistance

Program Contact: Michael Willingham  
Acting Director, Office of State Specific Programs  
(202) 566-7566

**Description:**

Under the Energy Policy and Conservation Act of 1975, the Federal Energy Administration, now a part of the Department of Energy, was given the responsibility for administering a Grant Program for State governments. This program includes the provision of financial and technical assistance to the states in implementing comprehensive energy conservation programs.

Among the program elements states are required to address are evaluations of State procurement policies and practices to ensure their consistency with the State energy conservation program.

The Office of State Specific Programs is the focal point for providing the information and technical assistance needed by the states to implement the procurement section of the State Plan.

**Objectives:**

To assist states in developing or revising purchasing strategies which will contribute to energy savings by 1980.

**Administrative Organization:**

Office of State Specific Programs, CS. The first points of contact are the DOE Regional Offices.

**Delivery Mechanisms:**

DOE regional staffs and some direct contact with the individual states.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or the Use of Renewable Fuels Programs</u>
FY 77	\$4 million (est.)	\$4 million (est.)
FY 78	\$8 million (est.)	\$8 million (est.)

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of State Specific Programs

Program Name: Local Government Energy Conservation Program

Program Contact: Michael Willingham  
Acting Director, Office of State Specific Programs  
(202) 566-7566

Description:

Upon request, DOE provides technical assistance and information to states, cities, and counties in implementing local energy conservation programs. This assistance and information is usually provided through workshops with local government officials and through discussions of an energy conservation manual, "Development of a Community Energy Conservation Program." Several such workshops have been held with officials of city, county, and regional governments and more are planned during FY 78. Sessions are organized in cooperation with local governments and, in some instances, with State Energy Offices.

Objectives:

To outline and discuss energy conservation strategies with local government officials in the areas of internal government operations, local powers and regulations, and community outreach programs.

Administrative Organization:

Office of State Specific Programs and DOE Regional Offices.

Delivery Mechanisms:

By request of local government officials, State Energy Offices, and DOE Regional Offices, the office conducts workshops and provides workshops materials to participants.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$100,000	\$100,000
FY 78	\$100,000	\$100,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Small Business

Program Name: Small Business Energy Cost Reduction Program

Program Contact: James R. Tanck  
(202) 254-8966

Description:

Provides practical "dollars and cents" methods for small- and medium-sized businesses to reduce energy cost and usage. Eight business sectors currently are being studied: laundry and dry cleaning, apartments, automobile dealerships, commercial printing, gasoline service stations, retail stores, automotive service and repair facilities, and greenhouse operations. This Program is cosponsored by the DOE, the SBA, and each sectors' trade associations. The SBA assists in training and program delivery, and coordinates the involvement of the Service Corps of Retired Executives (SCORE), a volunteer organization which assists small businesspersons. Individual trade associations publish an energy cost reduction guidebook; in addition, they sponsor energy cost reduction workshops through their state and local affiliates.

Objectives:

To reduce small business energy use by 300,000 barrels of oil equivalent per day by 1983, and to reduce energy costs for the Nation's 9.6 million small businesses.

Administrative Organization:

Office of Small Business of DOE's Office of Conservation and Solar Applications. The first points of contact for assistance are the DOE regional office representatives.

Delivery Mechanisms:

The principal delivery mechanism is the trade association sponsor for each sector which distributes the guidebooks and, using its state and local affiliates, conducts energy cost reduction workshops. In addition, 39 state energy offices are participating

in the Program and are, in many cases, cosponsoring workshops with trade associations. As a follow-up to workshops, or to provide education for smaller communities where trade associations do not have a local affiliate, SCORE provides individual and group energy counseling for businesses. In order for trained instructional staff to be available to conduct workshop and counseling, DOE sponsors instructors' training sessions in each Federal region. Over 600 people from the SBA, state energy offices, SCORE, trade associations, utilities, universities, and DOE regional offices have been trained.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$ 38,000	\$ 38,000
FY 78	\$190,000	\$190,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of State Grant Programs

Program Name: State Energy Conservation Program

Program Contact: John D. Rivera  
Acting Director, Office of State Grant Programs  
(202) 566-7442

Description:

The Energy Policy and Conservation Act (EPCA) of 1975 established a program of state energy conservation plans designed to promote conservation of energy and reduce the rate of energy demand growth by implementing five mandatory program measures in addition to measures selected by a state. The five mandatory program measures would require states to:

- set mandatory lighting standards in non-Federal public buildings;
- set mandatory, energy-related procurement standards for state and local governments;
- set mandatory insulation standards for new and renovated buildings;
- enact a right-turn-on-red traffic law;
- promote carpools, vanpools and public transportation.

The act authorized DOE to establish guidelines and procedures for such a program and to grant financial and technical aid to states in support of their conservation plans.

The Energy Conservation and Production Act (ECPA) amended the EPCA by adding three mandatory program measures for which a state might receive Federal funding. These additional required programs are:

- energy audits free to homeowners and renters and at a reasonable cost to others;

- public information on costs, savings, implementation and monitoring effectiveness for energy-saving investments;
- coordination among local, state and Federal conservation programs.

Objectives:

To reduce the rate of state energy demand growth by 5 percent of the demand projected for 1980.

Administrative Organization:

Associate Assistant Administrator, State and Local Programs of the DOE supervises this program; the first points of contact for assistance are the local DOE regional office representatives.

Delivery Mechanisms:

Support and information is disseminated through DOE's regional offices. Grants for program implementation are awarded by DOE Regional Administrator to the Governor's designee within each state program.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$37,000,000*	\$ 9,000,000 (est.)
FY 78	\$74,000,000**	\$15,000,000 (est.)

\* \$25 million appropriated under EPCA, \$22.5 of which is available for state grants; \$12 million appropriated under ECPA, all of which is available for state grants.

\*\* \$50 million appropriated under EPCA, \$47 million of which is available for state grants; \$24 million appropriated under ECPA, \$23.5 million of which is available for state grants.

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Division of Transportation Energy Conservation

Program Name: Energy Conservation in Transportation

Program Contact: Vincent T. Esposito  
(202) 376-4524

Sydney D. Berwager  
(202) 566-9041

**Description:**

Provide industry and consumers with assistance and information on energy conservation. The program is devoted both to the adoption of energy saving technology and to operational and institutional changes which will improve the efficiency of energy use. It is concerned with ridesharing, more efficient driving habits, information on gas mileage in automobiles and light trucks and, efficiency in automobile, truck, and bus design and operation. The program includes an effort to aid the industrial concerns developing electric and hybrid vehicles and to demonstrate their use.

**Objectives:**

To provide up-to-date information on energy conserving ideas and techniques to business institutions and the general public.

**Administrative Organization:**

The cognizant DOE headquarters office is the Office of Assistant Secretary for Conservation and Solar Applications. The local DOE regional office representative is the first point of contact for assistance.

**Delivery Mechanisms:**

DOE has conducted a series of vanpool workshops for major employers, has developed and distributed publications, films and exhibits on energy conservation programs. DOE prints the Gas Mileage, 20 million copies of which are distributed to the public annually. DOE

is developing material for use in training drivers in more efficient automobile operation. The Department is putting into effect a loan guaranty program for the electric vehicle industry, and is carrying out a vehicle demonstration program.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$ 700,000	\$ 700,000
FY 78	\$1,000,000	\$1,000,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Industrial Energy Conservation

Program Name: Energy Conservation in Agriculture

Program Contact: Tom Gross  
(202) 566-4365

**Description:**

In cooperation with the Economic Research Service of USDA, the former FEA Office of Conservation and Environment developed a data base of energy use in the U.S. by agricultural sector. (Data are broken out by state, commodity and operation.) Also in conjunction with USDA, FEA developed a set of six energy conservation guidebooks on agricultural production, covering poultry, dairy, livestock production, field crops, vegetable crops, and orchard crops. Under a cooperative agreement, FEA initiated with Kansas and Nebraska the development of pilot energy conservation programs on 100 volunteer farms in each state.

**Objectives:**

To assist farmers with the implementation of conservation practices, procedures and technologies.

**Administrative Organization:**

The Office of State Financial Assistance and the Office of Industrial Programs have been responsible at various times for this program. The Office of Industrial Programs is expected to be the focal point in the future.

**Delivery Mechanisms:**

DOE regional representatives, the staff of the USDA's Economic Research Service, and USDA's Extension Service.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	0	Projects funded prior to FY 77
FY 78	0	0

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Industrial Energy Conservation

Program Name: Industrial Technical Assistance

Program Contact: Odom Fanning  
(202) 566-3555

Description:

Provides major energy education, information, and technology transfer services for Industrial Programs, which is responsible for setting industrial energy efficiency targets; for developing test procedures and setting targets for the 13 major home appliances; and for monitoring a voluntary goal-setting and reporting program, including administering exemptions for 75 to 80 percent of those firms which otherwise would be subject to the mandatory reporting requirements contained in the EPCA.

The Industrial Technical Assistance Office's activities include, for example, issuance of publications; conduct of seminars and workshops; production of color motion pictures keyed to industry audiences, on topics such as waste heat management, energy efficiency and boiler operations, energy efficiency and electric motors, industrial insulation, used oil recycling, and truck-fleet operation; drafting of a resource book for each of seven major appliances groups for use in junior high school home economic classes; sound/slide packages on industrial energy efficiency; creation of radio and television public service announcements, and a series of public service print advertisements on appliances energy efficiency; development, with the NBS, of a PSA on oil burners; and production and distribution of existing films and videotapes to regional offices as well as to requesting industries and trade associations.

Objectives:

To disseminate data and information on the application of existing conservation technology and techniques in industry; to educate energy consumers with respect to appliance efficiency through labeling programs; to develop handbooks and implement assistance

programs to aid industry in reducing energy consumption; to conduct industry/Government energy conservation workshops and seminars; and to provide industrial technical assistance to the states and local governments relative to state grant programs.

Administrative Organization:

Office of Conservation and Solar Applications. Extensive interaction with IR and field offices will be important.

Delivery Mechanisms:

The Industrial Technical Assistance Office intends to coordinate an intergovernmental advisory board for appliance labeling and consumer education.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$111,000	\$111,000
FY 78	\$200,000	\$200,000

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Institutional Liaison and Communications Office

Program Name: Energy Conservation Workshops

Program Contact: Jan Marfyak  
(202) 566-9385

**Description:**

A voluntary program of executive conferences and workshops, initiated in February 1977, offering business executives and managers technical information and training about energy problems and encouraging them to undertake energy conservation actions. The focus of the conferences is the effect of national energy policies on business and industry's conservation efforts; the three types of workshops focus on specific workplace actions, and are conducted by energy specialists. Each attendee receives a workbook containing a step-by-step guide for developing, implementing, and managing a cost-conscious energy savings program. More than 500, 1 day workshops, each limited to about 25 participants, were conducted during 1977 for approximately 12,000 managers.

**Objectives:**

To motivate and assist senior and mid-level managers in business and industry to develop energy conservation plans which will result in actions to improve energy efficiency.

To develop "on-shelf," tested programs that can be adapted to more specific energy conservation needs and/or transferred to states and professional organizations.

**Administrative Organization:**

Office of Conservation and Solar Applications oversees the energy conservation workshops; the first points of contact for assistance are regional office representatives.

**Delivery Mechanisms:**

Approximately 600 conferences and energy conservation workshops conducted throughout the Nation by DOE and energy specialists.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$3,000,000	\$3,000,000
FY 78	0	0

Federal Agency: Department of Energy,  
Conservation and Solar Applications

Program Office: Office of Residential and Commercial Buildings

Program Name: Project Conserve

Program Contact: Carol Norris  
(202) 566-9317

Description:

Encourages residents of single-family dwellings to save up to 20 percent of the energy used to heat and cool their homes. Project Conserve I centers around a simple questionnaire on energy-use patterns to be completed by a homeowner. Data from the questionnaire are processed by a computer, and an analysis of potential improvement costs and fuel-cost savings is mailed back to the homeowner within six weeks. Each respondent receives a personalized statement of "do-it-yourself" and contractor costs for suggested improvements, an estimate of the dollar- and energy-savings potential, and the payback period for each suggested action.

In Project Conserve II, a homeowner receives the "Home Energy Savers Workbook" in which he is shown how to make energy audit calculations himself. From these calculations, the homeowner is able to decide which home improvements are most cost-effective for his residence.

Objectives:

To achieve a 20 percent reduction in the yearly cost of fuel for participating homes.

Administrative Organization:

The Office of Conservation and Solar Applications, Office of Residential and Commercial Buildings is in charge of this program; the first point of contact for assistance is DOE regional office representatives.

Delivery Mechanisms:

The computer package, including tapes and documentation related to Project Conserve I, has been sent to each state energy office, which can then implement the program at the local level.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$1,252,000	\$1,252,000
FY 78	\$1,250,000	\$1,250,000

\* Figures represent budget outlays.

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Education Programs Division

Program Name: Faculty Development Program

Program Contact: Dr. Bill Rauckhorst  
(202) 376-9211

**Description:**

FPD gives grants and contracts to colleges and universities to support training activities for high school teachers. These activities are designed to help teachers realize the complexity of energy issues, learn sufficient technical detail about scientific and technological aspects of energy problems, and incorporate energy into their courses.

**Objectives:**

To ensure the inclusion of energy topics into high school curriculums.

**Administrative Organization:**

Operates through the Faculty Development Office of the Education Programs Division.

**Delivery Mechanisms:**

Summer workshops and training seminars are conducted by selected colleges and universities.

**Budget:**

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$ 525,000	\$250,000 (est.)
FY 78	\$1,000,000	\$600,000 (est.)

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Education Programs Division

Program Name: Academic Programs Branch

Program Contact: Donald D. Duggan (Acting)  
(202) 376-9211

Description:

This program provides information and informational materials to the public through organized groups (e.g., League of Women Voters) and through the Nation's broadcast and print media.

Objectives:

To provide the public with the information it needs to make judgments about the need for energy conservation, both nationwide and in their personal lives; and about the Nation's energy problems and options, and the role of the public in energy policy development.

Administrative Organization:

Managed by the Education Programs Division, Office of Education, Business and Labor Affairs.

Delivery Mechanisms:

Uses media and organized membership groups.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$200,000	\$160,000
FY 78	\$382,000	\$305,000

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Education Programs Division

Program Name: Materials Development Program

Program Contact: Donald D. Duggan  
(202) 376-9211

Description:

Develops energy education materials and activities for schools and youth groups. Lesson plans, fact sheets, teaching materials, and resource materials are distributed to schools. Currently funding an energy education newsletter for educators.

Objectives:

To provide students and teachers with a balanced understanding of energy, energy conservation, energy technologies, energy policy and options, and energy careers.

Administrative Organization:

Reports to the Director, Education Programs Division, Office of Education, Business and Labor Affairs.

Delivery Mechanisms:

DOE's Technical Information Center (TIC) and educational associations.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$500,000	\$400,000
FY 78	\$500,000	\$400,000

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Consumer Affairs

Program Name: Consumer Impact

Program Contact: Tina Hobson  
(202) 395-5704

Description:

Provides analyses of impact of proposed energy policy or programs upon special groups or the household sector. These are prepared to further discussion and quantification of issues identified by public interest groups.

Objectives:

Identify and quantify energy expenditure impact upon households and special groups such as poor, elderly, and minorities.

Administrative Organization:

Office of Consumer Affairs, IR and EIA.

Delivery Mechanisms:

Quantitative reports identifying household and special impact are produced for affected public groups and the DOE policy process.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$400,000	\$200,000 (est.)
FY 78	\$600,000	\$300,000 (est.)

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Consumer Affairs

Program Name: Citizen Participation

Program Contact: Tina Hobson  
(202) 395-5704

Description:

Provides mechanisms for citizen participation in energy policy and program formulation and assessment.

Objectives:

To involve the general public and local and regional consumer groups in the discussion of energy problems and solutions, local and regional, that have special impact on such groups.

Administrative Organization:

Office of Consumer Affairs, IR.

Delivery Mechanisms:

Public meetings.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$100,000-\$200,000	\$160,000 (est.)
FY 78	\$100,000-\$300,000*	\$240,000 (est.)

\* Including direct travel and \$40,000 in operating funds.

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Technical Information

Program Name: Technology Information Program

Program Contact: Joe Gratton  
(202) 376-4113

Description:

The Technology Information Program manages the information resulting from DOE's RD&D programs. The program supports and conducts an ongoing information exchange system between DOE's Program Divisions and their target audiences: end-user groups such as manufacturers, trade and professional associations, research groups, other Government agencies, and general consumers. It identifies and develops appropriate products and services to assist the implementation of new or improved energy technologies and creates an awareness of the agency's RD&D results among the public and private sectors. Being developed are: technical documents, technology applications manuals, conference reports, workshops and seminars, training programs, and visual presentations.

Objectives:

To disseminate the results of energy RD&D efforts.

Administrative Organization:

The Office of Technical Information, Assistant Secretary for Institutional Relations, is responsible for the Technology information program.

Delivery Mechanisms:

The program provides the following: the Technical Information Center (TIC), Oak Ridge, Tennessee, answers mail and phone inquiries, the Energy Data Bank is available on-line through DOE's RECON system, and printed products are available from GPO, NTIS, and the TIC. Also, trade and professional associations are being asked to provide information to their constituents on a timely basis and to identify institutional barriers that might inhibit the acceptance of energy-conserving technology.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$7,095,500	\$278,000
FY 78	\$9,265,000	\$580,000

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Public Affairs

Program Name: Publications Branch

Program Contact: John M. Sullivan  
(202) 353-4354

Description:

Develops publications reflecting both DOE programs and general scientific concepts in the energy field for the general public. Over 10 million pamphlets/folders, booklets, and posters were distributed during the past year.

Objectives:

To reach as wide an audience as possible with information that anticipates topics of public interest and provides general background on energy for the average citizen.

Administrative Organization:

Reports to the Director, Editorial Services Division, Office of Public Affairs.

Delivery Mechanisms:

Through the Office of Public Affairs.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$225,000	\$110,000 (est.)
FY 78	\$325,000	\$130,000 (est.)

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Public Affairs

Program Name: Exhibits Branch

Program Contact: John C. Bradburne, Jr.  
Chief, Exhibits Branch  
(301) 353-5441

Description:

Coordinates the development, design, construction, and operation of exhibits for general and specialized audiences.

Objectives:

To disseminate information about DOE's programs, objectives, and accomplishments.

Administrative Organization:

Reports to the Director, Division of Communication Services, Office of Public Affairs.

Delivery Mechanisms:

Office of Public Affairs.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$1,700,000	\$850,000 (est.)
FY 78	\$1,690,000	\$845,000 (est.)

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Public Affairs

Program Name: Audiovisual Branch

Program Contact: Jack C. Moser  
(202) 353-5365

Description:

Produces, acquires, maintains, and distributes DOE audiovisual material to the public. Material includes motion pictures, slide shows and film strips, television news features, television and radio Public Service Announcements, and radio programs.

Objectives:

To fulfill DOE's responsibility under its enabling legislation to inform and educate the general public about DOE programs and National energy problems and options.

Administrative Organization:

Reports to assistant director for Communication Services, Office of Public Affairs.

Delivery Mechanisms:

Distributed through DOE's "Free-Loan" Film Library and GSA Schedule distributors.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$310,000	\$190,000 (est.)
FY 78	\$300,000	\$190,000 (est.)

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Public Affairs

Program Name: Press Relations Program

Program Contact: Alfred P. Alibrando  
(202) 376-4055

Description:

Develops and carries out agencywide public information programs through the use of news releases, fact sheets, statements, press briefings, interviews (newspaper, magazine, radio, television), response to news queries, special articles, and presentations.

Objectives:

Widest possible dissemination of information regarding DOE programs and activities.

Administrative Organization:

Program management by the Director, Press Services Division, Office of Public Affairs.

Delivery Mechanisms:

Office of Public Affairs.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$30,000	\$15,000 (est.)
FY 78	\$45,000	\$23,000 (est.)

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Public Affairs

Program Name: Special Programs

Program Contact: Pete Keay  
(202) 566-7104

Description:

Develops and carries out agencywide information programs through the scheduling of agency speakers, special minority information programs aimed at Black and Hispanic groups. Also answers general public inquiries received through the mail. Schedules special events such as dedications, ground breakings, and openings of laboratories, and research projects. Also responsible for general research activities in support of the public appearance of top DOE officials.

Objectives:

The widest possible dissemination of information regarding DOE activities and programs.

Administrative Organization:

Director of Special Programs Division.

Delivery Mechanisms:

The mass media, trade associations, civic and minority groups, personal contacts, and written answers to mail inquiries.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$20,000	\$20,000
FY 78	\$20,000	\$20,000

Federal Agency: Department of Energy,  
Intergovernmental and Institutional Relations

Program Office: Office of Intergovernmental Relations

Program Name: Energy Extension Service (EXT)

Program Contact: Judith Liersch  
(202) 376-4146

**Description:**

The Energy Extension Service (EXT) is a program to implement energy conservation measures and to encourage the use of renewable energy sources. The program works through the states, who design and implement activities for assisting energy consumers to adopt energy-efficient practices and technologies. At present, the EXT is an 18-month pilot program involving grants of about \$1.1 million each to 10 states. Grants of \$30,000 will be made to the remaining states and territories to observe the progress of the pilot states and to prepare for participation in a nationwide program.

**Objectives:**

Encourage individuals and small establishments to reduce energy consumption and convert to renewable energy sources.

Provide feedback to DOE and other decisionmakers regarding institutional and technological barriers to the adoption of energy-saving measures.

Help reduce the impact of fuel shortages and price increases on small consumers by developing a credible technical assistance and information program that facilitates the adoption of energy-saving measures.

**Administrative Organization:**

The DOE EXT office will serve as the central administrative office for the 10 pilot programs.

**Delivery Mechanisms:**

Services planned by most of the EXT pilot states include energy audits; seminars and workshops; information dissemination to residential dwellers; and energy hot lines.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$7,500,000	\$7,500,000
FY 78	\$7,500,000	\$7,500,000

Federal Agency: Department of Energy,  
Energy Technology

Program Office: Industrial Relations Branch,  
Division of Geothermal Energy

Program Name: Geothermal Energy Technology Transfer Program

Program Contact: Henry Rosenthal  
Program Manager, Industrial Relations Branch  
(202) 376-4578

Description:

Serves as a link between the information and technology developed within the geothermal community and Federal, State and local governments, industry, and the public. The program utilizes distribution lists to disseminate Government documents, publications, reports, and newsletters of interest to the geothermal community. In addition, it holds meetings, symposia, and workshops to transfer current geothermal technology information to interested parties. Newsletters, exhibits, film, television tapes, publications, and news releases are available to the general public. Extensive computerized bibliographic and technical data is provided by the DOE National Geothermal Information Resource (GRID).

Objectives:

To foster the development and support of the geothermal industry and its technology so that geothermal energy can be commercialized as an economic, reliable, and environmentally acceptable energy source.

Administrative Organization:

Managed by the Industrial Relations Branch, Division of Geothermal Energy.

Delivery Mechanisms:

DOE/Technical Information Center, and USGS/Geotherm.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$500,000 (est.)	\$500,000 (est.)
FY 78	\$700,000 (est.)	\$700,000 (est.)

Federal Agency: Department of Commerce,  
Economic Development Administration

Program Office: Office of Technical Assistance

Program Name: University Center Program

Program Contact: Glenn Fatzinger  
(202) 377-4637

Description:

An action-oriented program providing management and technical assistance services to business and industry. Twenty University Centers are presently operating and several more are under consideration.

Objectives:

To help business and industry increase productivity, improve management, and improve and expand operations.

Administrative Organization:

Managed by the Office of Technical Assistance.

Delivery Mechanisms:

The 20 Center directors and staff and numerous specialists work directly with clients.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$1,700,000	\$ 85,000
FY 78	\$3,000,000	\$150,000

Federal Agency: Department of Commerce,  
Economic Development Administration

Program Office: Office of Technical Assistance

Program Name: Technical Assistance Program

Program Contact: Alfred Diamond  
(202) 377-4288

Description:

Provides assistance to state and local governments, and public and private nonprofit organizations in the form of feasibility studies and comprehensive studies of an area's human (and other) resources and how to utilize them most effectively. Furnishes missing know-how, technical information, and counseling; conducts pilot or demonstration projects; supports nonprofit organizations working to produce jobs and improve economic opportunities; also supplies grants-in-aid (with a 25 percent match by applicant) or contracts to applicants.

Objectives:

To stimulate economic growth, generate employment opportunities, save threatened jobs, and improve levels of living in economically depressed areas.

Administrative Organization:

Managed by the Office of Technical Assistance and small staffs in six EDA Regional Offices.

Delivery Mechanisms:

Contracts to consultants to furnish the necessary assistance to applicants.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$12,000,000	\$625,000
FY 78	\$10,000,000	\$500,000

Federal Agency: Department of Commerce,  
Economic Development Administration

Program Office: Office of Development Organizations

Program Name: Professional Services Program

Program Contact: Bernard Richert  
(202) 377-5103

Description:

This program provides for employment of energy analysts to assist local governments in the development of energy conservation programs and the use of alternate energy sources (including assistance to local industries in retrofit and conversion).

Objectives:

To aid local communities and their industries in energy conservation and effective energy utilization

Administrative Organization:

Managed by the Office of Development Organizations.

Delivery Mechanisms:

Professional specialist on individual Economic Development District staffs.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$250,000	\$250,000
FY 78	\$250,000	\$250,000

Federal Agency: Department of Commerce,  
Industry and Trade Administration

Program Office: Bureau of Field Operations

Program Name: Energy Conservation Outreach and Promotion

Program Contact: J. Raymond DePaulo  
Deputy Assistant Secretary for Field Operations

Description:

As part of its general business assistance activities, the Bureau of Field Operations (BFO) acts as a point of contact for U.S. business community on voluntary energy conservation matters. Promotes energy conservation as good business practice, provides information to businesses at their request to assist in development of energy management plans, and provides information to policymakers in times of business emergency caused by energy crises.

Objectives:

BFO delivers and provides information on field implementation for energy-related programs affecting State and local governments and business communities.

Administrative Organization:

Forty-three district offices report to the deputy assistant secretary for Field Operations for all program and administrative actions; the deputy assistant secretary reports activities to the assistant secretary for Industry and Trade.

Delivery Mechanisms:

Personal contact between BFO professional staff and its constituency take the form of counseling sessions, presentation or sponsorship of relevant seminars and/or conferences, and provision of technical information upon request.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	Included in overall budget of BFO	No breakout of time or money spent by BFO on energy matters is possible as the needs vary throughout the country and BFO responds to these needs as they arise.
FY 78	Included in overall budget of BFO	

Federal Agency: Department of Commerce,  
Maritime Administration

Program Office: Fuels and Energy Group, Office of Policy and Plans

Program Name: Maritime Training Advisory Board (MTAB)

Program Contact: James V. Rosapepe  
(202) 377-5213

Description:

The integrated maritime industry represented on the Board pursues programs to make the U.S. the world's leader in nautical matters. These programs which now include attention to energy conservation affect all maritime training from the highly sophisticated schools, graduating naval architects and marine engineers, to the basic training schools for ordinary seamen.

Objectives:

To develop the means for meeting the need for different operating technology, the need for optimum energy input/productivity output, the need for elimination of energy waste, and for making the all-out effort to achieve energy conservation goals.

Administrative Organization:

The Maritime Training Advisory Board is composed of the training directors of 26 training institutions. The MTAB meets twice yearly to discuss with industry the training needs of respective segments of the industry.

Delivery Mechanisms:

The Advisory Board and its subcommittees publish literature that is distributed to various training institutions.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77		Part of Maritime overhead. Not a budget line item. No sound estimate can be
FY 78		made.

Federal Agency: Department of Commerce,  
Maritime Administration

Program Office: Fuels and Energy Group, Office of Policy and Plans

Program Name: Maritime Industry Associations Conservation Programs

Program Contact: James V. Rosapepe  
(202) 377-5213

Description:

The maritime energy conservation program encompasses waterways operators, Great Lakes operators, the shipbuilding and ship repair industry, the port industry, and the stevedoring industry. Discusses energy legislation and its impact on the maritime industry; provides feedback of industry energy conservation accomplishments; exchange of energy conservation methodologies; on-site discussions and forums. Semi-annual formal meetings are held with industry association representatives. Informal meetings are held on a continuing basis. Association members (1,300 companies) are sent energy conservation related materials.

Objectives:

To increase industry awareness of the need for energy conservation as well as on how to improve energy management.

Administrative Organization:

Maritime Administration has an established Energy Policy Panel and Energy Policy Working Group encompassing all facets of the Agency's responsibilities. The maritime industries are represented by their trade associations.

Delivery Mechanisms:

Marad's four regional offices are participants with their headquarters located in New York, Cleveland, New Orleans, and San Francisco.

Budget:

	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
<u>Total</u>	
FY 77	Part of Maritime overhead. Not a budget line item. No sound estimate can be made.
FY 78	

Federal Agency: Department of Commerce,  
National Bureau of Standards

Program Office: Institute of Applied Technology

Program Name: Energy Conservation Program

Program Contact: Dr. Jack E. Snell  
(202) 921-3275

Description:

This program provides standards, measurement technology, and new technical data on ways to increase energy efficiency and reduce energy waste for the general public, other government agencies, and private industry. The program is supported by other Federal agencies including DOE, HUD, and CSA. Principal products of the programs include technical reports, draft standards, laboratory and field demonstration evaluations, guidelines, handbooks, and consumer information publications.

Objectives:

To support national energy conservation goals by providing technical information on energy efficiency improvement and waste reduction to government, industry, and end-use sectors.

Administrative Organization:

The energy conservation program is the responsibility of the Institute's Energy Conservation Program Manager, and is carried out within the Institute's line technical organizations, the Center for Building Technology, the Center for Consumer Product Technology, the Center for Fire Research, the Office of Energy-Related Inventions, the Electronic Technology Division, the Standards Application and Analysis Division, and the Office of Energy Conservation.

Delivery Mechanisms:

Program products are designed and delivered through appropriate intermediary organizations with which each of the Institute's major organizational units maintains close contact for developing programs and shaping products. Such intermediary organizations include the National Conference of States on Building Codes and Standards (NCSBCS); technical, engineering, and professional societies, consumer sounding boards, public interest groups, industrial and trade associations, and groups representing state and local governments.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$13,000,000*	\$8,000,000 (est.)
FY 78	\$14,000,000*	\$8,000,000 (est.)

\* Primarily fund transfers from other agencies.

Federal Agency: Department of Commerce,  
National Oceanic and Atmospheric Administration

Program Office: Office of Sea Grant

Program Name: Marine Advisory Service

Program Contact: Michael Heeb  
(202) 634-4132

Description:

The NOAA Marine Advisory Service (NMAS) provides a broad range of extension services to the citizenry of the coastal and Great Lakes states. These activities are provided at the local level through Sea Grant programs and their Marine Advisory Service agents. The NMAS is responsible for satisfying all NOAA components' needs through local Sea Grant Advisory Service programs. NMAS is further charged with acting as a liaison between local Sea Grant advisory programs and the vast resources of NOAA and all other Federal agencies. Local or state Marine Advisory Programs are made up of field personnel and support personnel. (The field personnel are agents and agent/specialists and support personnel are subject area specialists, researchers, communicators, and administrators.) The communicators group provides information via pamphlets, brochures, newsletters, new releases, radio, television, and motion pictures. Person-to-person contacts take place through workshops, conferences, and on-site visits by field personnel.

Objectives:

To provide extension services and technology transfer to the coastal and Great Lakes citizenry in order to help them solve problems relating to marine and other resources; to provide a feedback system to researchers located in universities, industry and government research programs, such as NOAA and DOE, to direct their research toward important and timely problems facing the people living in coastal zones; to interpret and develop research results and publications in a form understandable by the lay citizenry, and then transfer this information and technology directly to end users; and to improve the quality of life of the coastal citizenry through extension education.

Administrative Organization:

Marine Advisory Service, Office of Sea Grant.

Delivery Mechanisms:

Marine Advisory Programs are operating in 26 of the 30 coastal and Great Lakes states, Guam, and in the Commonwealth of Puerto Rico. Services are provided at the local level through Sea Grant Programs and 260 field representatives operating with the resources of approximately 120 major academic institutions across the country, the 10 major components of NOAA and other federal agencies (such as the cooperative extension service of USDA).

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$8,500,000	Energy conservation is a vital concern of this program although it usually results as an indirect effect of this NOAA program. For this reason, it is not possible to make a sound estimate of the percentage of program funds devoted to energy conservation or renewable fuels programs.
FY 78	\$9,000,000 (est)**	

\* Budget amounts represent actual or estimated outlays.

\*\* Programs are funded by a 2-to-1 matching formula of NOAA funds and state funds.

Federal Agency: Tennessee Valley Authority  
Program Office: Office of Power, Division of Power Utilization,  
Electrical Demonstration Branch  
Program Name: Certified Electric Heat Pump Installation Program  
Program Contact: James W. Ward  
Chief, Electrical Demonstration Branch  
(615) 755-3750

Description:

A heat pump program designed by TVA and adopted by a number of power distributors to increase the number and quality of heat pump installations in the TVA service area. Local heat pump dealers and their employees attend heat pump installation classes taught by the TVA and arranged by local power distributors; specialists from the major manufacturers provide training in heat pump servicing; and power distributors certify the dealers enrolled in the program based on inspections of their installations. TVA has developed a folder, The Certified Electric Heat Pump Installation Program, to explain the program to consumers. A heat pump buying guide is also available.

Objectives:

To help eliminate three problems that have damaged the heat pump's reputation in the past: faulty units, poor installations, and inadequate servicing.

Administrative Organization:

Managed by the Division of Power Utilization, Electrical Demonstration Branch.

Delivery Mechanisms:

Local power distributors and major manufacturers in cooperation with TVA staff.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$650,000**	\$130,000 (est.)
FY 78	\$690,000**	\$138,000 (est.)

\*Program is self financed. Budget figures are actual outlays and include personnel costs.

\*\* This figure includes other commercial and industrial activities in addition to the above program.

Federal Agency: Tennessee Valley Authority

Program Office: Office of Power, Division of Power Utilization,  
Electrical Demonstration Branch

Program Name: Consumers Communications Service for Distributors of  
TVA Power

Program Contact: James W. Ward  
Chief, Electrical Demonstration Branch  
(615) 755-3750

Description:

Prepares and produces advertising, publicity, and pamphlet material on energy conservation and electrical safety for use by the 160 distributors of TVA-generated power.

Objectives:

To reach effectively the ultimate consumers of TVA power with information on energy conservation and electrical safety. In addition, to fulfill our partnership responsibilities with the distributors of TVA power for consumer communications.

Administrative Organization:

Electrical Demonstration Branch of TVA's Division of Power Utilization.

Delivery Mechanisms:

Material is furnished to the five OPU district offices, who deliver or send it to each TVA power distributor.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$117,000	\$111,150 (est.)
FY 78	\$129,000	\$122,550 (est.)

\*Program is self financed. Budget figures are actual outlays and include personnel costs.

Federal Agency: Tennessee Valley Authority  
Program Office: Office of Power, Division of Power Utilization,  
Electrical Demonstration Branch  
Program Name: Display Service for Distributors of TVA Power  
Program Contact: James W. Ward  
Chief, Electrical Demonstration Branch  
(615) 755-3750

Description:

Designs and constructs displays, exhibits, posters, and other material for use by the 160 distributors of TVA-generated power.

Objectives:

To reach effectively the ultimate consumers of TVA power with information on energy conservation and electrical safety.

Administrative Organization:

Electrical Demonstration Branch of TVA's Division of Power Utilization.

Delivery Mechanisms:

Power distributor offices; sometimes the five OPU district offices are used to deliver energy conservation and electrical safety information to interested consumers.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$127,000	\$127,000
FY 78	\$153,000	\$153,000

\*Program is self financed. Budget figures are actual outlays and include personnel costs.

Federal Agency: Tennessee Valley Authority (TVA)

Program Office: Office of Power, Division of Power Utilization,  
Electrical Demonstration Branch

Program Name: End-Use Electric Energy Management Program  
(Commercial and Industrial Loads)

Program Contact: James W. Ward  
Chief, Electrical Demonstration Branch  
(615) 755-3750

Description:

The program encourages the application of effective management decisions to help check and control the amount of energy used in business and industry. Based on energy value and life-cycle concepts, the program can increase the energy efficiency of any business. Meetings are held with business and industry, civic clubs, and educational institutions. A brochure entitled The Electric Energy Management Program covers the required steps in setting up such a program.

Objectives:

To reduce business and industry needs of power and energy to the minimum level required to efficiently produce a product or service.

Administrative Organization:

Managed by the Electrical Demonstration Branch, Division of Power Utilization.

Delivery Mechanisms:

TVA commercial and industrial engineers from the Electrical Demonstration Branch, Division of Power Utilization, provide information to businesses and educational institutions.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$650,000**	\$162,500 (est.)
FY 78	\$690,000**	\$345,000 (est.)

\*Program is self financed. Budget figures are actual outlays and include personnel costs.

\*\* Includes other commercial and industrial activities in addition to the above program.

Federal Agency: Tennessee Valley Authority (TVA)  
Program Office: Office of Power, Division of Power Utilization,  
Electrical Demonstration Branch  
Program Name: Residential and Agricultural Programs  
Program Contact: James W. Ward  
Chief, Electrical Demonstration Branch  
(615) 755-3750

Description:

Programs on energy education including sources of electricity, expected supply, and costs; and varied programs on total energy use with emphasis on residential -- heating and cooling space, heating water, and all appliances, and agricultural -- buildings, wiring, motors. The program trains educators at all levels (including colleges, universities, vocational technical schools and grade schools) and trains agricultural extension personnel, community action agencies, Boy-Girl Scouts, home builders, human services, senior citizens and other groups. Direct consumer contacts are made through civic clubs, community organizations, professional groups, special interest groups, fairs, camps, shopping centers. Information is disseminated through workshops, seminars, demonstrations, displays, exhibits, tours, discussion/lectures, and distribution of publications.

Objectives:

To reach all residential and agricultural consumers with energy consumption information geared to their needs; to stop all waste of electricity; and to maintain and/or improve the quality of life through efficient uses of electricity and other resources.

Administrative Organization:

Electrical Demonstration Branch of TVA's Division of Power Utilization.

**Delivery Mechanisms:**

Information is provided by TVA branch and district staff and available staff of power distributors. (Approximately 50 percent of the 160 power distributors have personnel responsible for energy education.)

**Budget:\***

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$740,000	\$740,000
FY 78	\$801,000	\$801,000

\* Program is self financed. Budget figures are actual outlays and include personnel costs.

Federal Agency: Tennessee Valley Authority (TVA)  
Program Office: Office of Power, Division of Power Utilization,  
Electrical Demonstration Branch  
Program Name: The Super Saver Electric Home Program  
Program Contact: James W. Ward  
Chief, Electrical Demonstration Branch  
(615) 755-3750

Description:

A program designed to encourage the construction of residential dwellings that are energy efficient. Building sections demonstrations, props, slides, brochures, and use of advertising media help convey the message.

Objectives:

To stress conservation of energy as part of the National goal to achieve energy independence; to help consumers minimize electric utility costs; and to work with builders in sharing proven construction techniques that utilize conventional insulating materials.

Administrative Organization:

Electrical Demonstration Branch of TVA's Division of Power Utilization.

Delivery Mechanisms:

TVA staff meet with builders, contractors, civic, and consumer groups.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$650,000**	\$65,000 (est.)
FY 78	\$690,000**	\$69,000 (est.)

\* Program is self financed. Budget figures are actual outlays and include personnel costs.

\*\* This figure includes design and calculation work performed by commercial and industrial engineers in addition to the above program.

Federal Agency: ACTION  
Program Office: Domestic Operations  
Program Name: Volunteers In Service To America (VISTA)  
Program Contact: Margery Tabankin  
Director, VISTA & ACTION Education Programs  
(202) 254-7376

Description:

VISTA Volunteers perform a variety of services and act as catalysts for local community involvement in the human need sectors of health/nutrition, knowledge/skills, energy/conservation, economic development, community services and legal rights. In energy/conservation, VISTA Volunteers assist in winterization and insulation, in education efforts to teach energy-saving methods, job training and placement with solar construction, greenhouse cooperatives, and in legal areas concerning utility rates, pollution standards, etc.

Objectives:

To strengthen and supplement efforts to eliminate poverty and poverty-related human, social, and environmental problems in the United States by encouraging and enabling persons from all walks of life and all age groups to perform meaningful and constructive volunteer service in agencies, institutions, and other situations.

Administrative Organization:

The director of VISTA and ACTION Education Programs is responsible to the associate director for Domestic and Anti-Poverty Operations, and administers VISTA and the ACTION Education Programs (University Year for ACTION, Youth Challenge Program and the National Student Volunteer Program). ACTION and VISTA headquarters are in Washington, D.C. There are 10 Regional Offices and 48 State Offices serving all 50 States, the District of Columbia, Puerto Rico and the Virgin Islands.

Delivery Mechanisms:

VISTA provides nationally-recruited volunteers and locally-recruited volunteers through its grant mechanism. Volunteers are full-time and serve one-year terms in public or private nonprofit organizations. ACTION State Offices assist potential sponsors in the development and maintenance of VISTA projects.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$23,500,000	\$470,000 (est.)
FY 78	\$25,300,000	\$506,000 (est.)

\* Includes personnel costs.

Federal Agency: ACTION  
Program Office: Older Americans Volunteer Programs (OAVP)  
Program Name: Retired Senior Volunteer Program (RSVP)  
Program Contact: Helen Kelly  
Deputy Associate Director for Older Americans Volunteer  
Programs  
(202) 254-7310

Description:

RSVP volunteers perform a variety of services to meet local community needs in areas such as health, education, community services, and energy conservation. Volunteers in the energy conservation field are involved in activities such as cloud seeding, teaching energy conservation courses, providing advice on home insulation, and monitoring environmental projects. ACTION provides grant funds on a cost-shared basis to local sponsors to operate local RSVP projects. Recruitment and placement of volunteers are done at the local level. RSVP volunteers serve in public and private nonprofit institutions as well as proprietary nursing homes.

Objectives:

To create meaningful volunteer opportunities for persons age 60 and over to participate more fully in the life of their communities or nearby communities through volunteer service.

Administrative Organization:

The director of Older American Volunteer Programs is responsible to the associate director of ACTION for Domestic and Anti-Poverty Operations, and administers RSVP and two other volunteer programs for older Americans: the Foster Grandparent Program (FGP) and the Senior Companion Program (SCP). ACTION has its national headquarters in Washington, D.C., with 10 Regional and 48 State Offices.

Delivery Mechanisms:

ACTION Regional and State offices handle initial processing of grant applications from public and private nonprofit agencies and, with OAVP staff, provide technical assistance to OAVP projects and sponsors.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$19,000,000	\$76,000 (est.)
FY 78	\$20,000,000	\$100,000 (est.)

Note: The above budget figures are applicable only to RSVP.

\* Includes personnel costs.

Federal Agency: ACTION  
Program Office: VISTA/ACTION Education Programs  
Program Name: University Year for ACTION Program (UYA)  
Program Contact: Margery Tabankin  
Director, VISTA & ACTION Education Programs  
(202) 254-7376

Description:

Designed to give college student volunteers the opportunity to provide services on a full-time, full-year basis, to poverty communities across the U.S., and to receive academic credit for these services. In the area of energy, volunteers are involved in home weatherization programs, cost-effectiveness of solar energy techniques, preparing energy conservation appraisals for homes, and conducting energy conservation workshops.

Objectives:

Provide effective manpower to work on poverty problems; combine community service and service learning in an integrated one-year project; encourage university involvement in local poverty communities; administer volunteer projects at the local level using universities; and institutionalize the UYA goals at participating schools. Potential sponsors submit applications for grants to the nearest State Program Office.

Administrative Organization:

ACTION is a federally-funded, national independent agency with the national headquarters office located in Washington, D.C., 10 Regional Offices across the U.S., and 48 State Program Offices, serving all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands.

Delivery Mechanisms:

Potential sponsors receive technical assistance from the State Program director or officer; proposals are then submitted by colleges and universities to the Regional Office for review for compliance with ACTION guidelines.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$4,950,000	\$495,000 (est.)
FY 78	\$4,950,000	\$495,000 (est.)

\* Includes personnel costs.

Federal Agency: Department of Health, Education, and Welfare  
Program Office: Office of Executive Deputy Commissioner for  
Educational Programs  
Program Name: Energy and Education Action Center  
Program Contact: Dr. Wilton Anderson, Director  
Energy and Education Action Center  
(202) 472-7777

**Description:**

Convenes conferences, meetings and seminars with education planners, administrators, support personnel, to help implement energy conservation practices in school facilities. Convenes seminars workshops and meetings with curriculum developers, teachers, and personnel involved with development of supplementary materials for energy and education.

Coordinates joint programs and activities in energy and education with other Government departments and agencies at the local, state and Federal levels.

Establish a clearinghouse and a National Information Hot Line to provide information on energy conservation and related technology practices, equipment, systems, financing, curricula, teaching requirements and vocational and professional employment opportunities.

**Objectives:**

The adoption of conservation measures at schools and educational facilities in order to conserve energy.

To promote the development of energy conservation materials of multidisciplinary materials to be infused within the educational programs at all levels of education--K through 12, higher education, and adult continuing education.

**Administrative Organization:**

Under the Office of the Executive Deputy Commissioner for Educational Programs.

Delivery Mechanisms:

Technical assistance, program formulation, seminars, workshops, meetings, teacher in-service training, administrators in-service training, intergovernmental personnel workshops and in coordination with energy and education related activities.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 78	\$500,000	\$350,000 (est.)

Federal Agency: Department of Health, Education, and Welfare  
Program Office: Health Resources Administration  
Program Name: The Energy Action Staff (Health)  
Program Contact: Burt Kline  
Director, EAS  
(301) 436-7263

Description:

The Health Resources Administration (HRA) of HEW's Public Health Service has primary responsibility for developing and administering Federal programs in health care planning and the construction and modernization of health care facilities. The energy action staff within HRA alerts the medical sector to energy problems and explains methods of implementing energy conservation measures in hospitals and other medical facilities through seminars and workshops. Requests are received daily for publications and films about energy-related issues affecting health institutions. Also, HRA publications on energy topics are made available to the Health Institutions Center. In 1975, EAS conducted a series of four conferences entitled "Energy Strategies in Health Care Institutions." As a result of the conferences, the Crawford W. Long Memorial Hospital in Atlanta, Georgia, began an intensive energy management program. An energy conservation control data file was designed to organize and process all energy data pertinent to effective energy management. EAS also conducted seven conferences on "Energy Management in Health Institutions" between January and May 1977. Conference presentations were keyed to the HRA handbooks, Total Energy Management in Hospitals and Total Energy Management in Nursing Homes. EAS is presently developing a data base on total energy use in medical facilities to identify where energy savings can be achieved. In a cooperative interagency agreement with DOE, EAS is sponsoring demonstration projects in the utilization of solar energy by health facilities.

Objectives:

To generate awareness of the dimensions and impact of energy problems, and to show participants in workshops how to accomplish energy conservation in health facilities.

**Administrative Organization:**

Coordinated by the Energy Action Staff (EAS) of the Health Resources Administration.

**Delivery Mechanisms:**

Direct requests for information are received daily and answered with one or more of our many publications or films. More specific audiences are addressed through the use of conferences, seminars, workshops, and demonstrations.

**Budget:\***

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$200,000 (est.)	\$200,000 (est.)
FY 78	\$200,000 (est.)	\$250,000 (est.)

\* Budget amounts represent estimated outlays and include personnel costs.

Federal Agency: Department of Health, Education, and Welfare

Program Office: Office of Facilities Engineering,  
Office of the Secretary

Program Name: Energy Conservation in Facilities

Program Contact: Dr. Max H. Novinsky, P.E.  
Special Project Manager--Energy  
(202) 245-1900

Description:

Develops and recommends specific energy-saving actions for facility-related grant and loan programs and for HEW owned facilities.

Objectives:

Cost containment in Federal and non-Federal health and educational facilities through energy conservation.

Administrative Organization:

In the Office of Planning and Development, Office of Facilities Engineering, Assistant Secretary for Management and Budget.

Delivery Mechanisms:

Technical assistance; program formulation.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$80,000 (est.)	\$80,000 (est.)
FY 78	\$80,000 (est.)	\$80,000 (est.)

\* Budget amounts represent estimated outlays and include personnel costs.

Federal Agency: Department of Health, Education and Welfare  
Program Office: Administration on Aging  
Program Name: Grants for State and Community Programs on Aging  
(Title III; Older Americans Act, as Amended)  
Program Contact: Eric E. West  
(202) 472-3045

**Description:**

States and communities are provided with resources to develop and implement comprehensive and coordinated planning and service delivery systems for the elderly. This Aging Services Network has been provided with technical assistance and educational materials by the central office of the Administration on Aging. These materials are designed to build the capacity of the Aging Services Network to effectively use Older Americans Act resources and other Federal resources to meet the energy related needs of the elderly.

**Objectives:**

As one of several objectives, to assist older energy consumers conserve energy and reduce their energy expenses. Available resources and communicated to service providers and consumers. The information is distributed to the Aging Services Network in the form of instructions and technical assistance materials. AoA Regional Offices, State Agencies on Aging and local grantees have used these materials to train their respective staff members and to inform older Americans.

**Administrative Organization:**

AoA's energy resources coordination and technical assistance is managed by the Office of the Commissioner at AoA's central office. The 10 AoA Federal Regional Offices have an energy resources coordinator designated to assist in the distribution of information and the identification of problems. The 56 State Agencies on Aging perform this function at the state level.

**Delivery Mechanisms:**

The Older Americans Act programs are administered by the 56 State Agencies at the state level in consort with 545 Area Agencies on Aging and over 900 Nutrition Projects at the local level.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$115,000,000	\$150,000**
FY 78	\$115,000,000	\$100,000**

\* Budget amounts represent estimated outlays and include personnel costs.

\*\* This is an estimate based on funds used for contracts for technical assistance materials and an average amount of used per state. These figures are subject to change dependent on the degree of need of the elderly.

Federal Agency: Department of Housing and Urban Development  
Program Office: Office of Policy Development and Research  
Program Name: Product Dissemination and Transfer  
Program Contact: Heather Aveilhe  
Director  
(202) 755-5548

Description:

Disseminates information on energy-saving techniques to the general public and stimulates public awareness of all HUD research activities.

Objectives:

To increase the utilization of all HUD-sponsored research by industry, state and local government, and the public.

Administrative Organization:

Office of Policy Development and Research.

Delivery Mechanisms:

The Product Dissemination and Transfer Program uses private firms and the GPO to produce and distribute radio and television spots, public service announcements, and publications.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$500,000	\$10,000
FY 78	\$600,000	\$50,000

\* Includes personnel costs.

Federal Agency: Department of Housing and Urban Development

Program Office: Office of Policy Development and Research,  
Division of Energy, Building Technology  
and Standards

Program Name: Solar Heating and Cooling Program

Program Contact: David C. Moore  
Program Manager  
(202) 755-5574

Description:

Joint responsibility with DOE for a residential demonstration program investigating practical applications of solar heating and cooling.

Objectives:

To encourage the use of solar technology in the general housing market.

Administrative Organization:

Division of Energy, Building Technology and Standards, Office of Policy Development and Research.

Delivery Mechanisms:

HUD's Solar Heating and Cooling Program includes such activities as residential demonstrations in which solar equipment is installed in new and existing dwellings; development of performance criteria and certification procedures for solar heating and cooling equipment; market development efforts encouraging rapid and widespread acceptance by housing industries of solar technologies; and dissemination of demonstration and market development results, including the National Solar Heating and Cooling Information Center.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$22,000,000*	\$5,000,000 (est.)
FY 78	\$25-26,000,000*	\$5,000,000 (est.)

\* From DOE funds.

Federal Agency: Small Business Administration  
Program Office: Technology Assistance Division  
Program Name: Technology Assistance Program  
Program Contact: Donald Templeman  
(202) 653-6938

Description:

Contacts the businessperson who has requested technical assistance and helps define the problem, searches for applicable technical information available from other Federal agencies, and provides this information to the small businessperson. (Part of these cases are energy-related.) Pamphlets describing the program are forwarded to small businesses which return the Reader Service Card if they have requests.

Other elements of the program are R&D Procurement Assistance and special studies.

Objectives:

To help small businesses solve production-related technical problems and help them utilize new or alternate technologies.

Administrative Organization:

The Technology Assistance Division, Office of Procurement and Technical Assistance, is the Federal office in charge of this program.

Delivery Mechanisms:

Assistance is delivered via written reports or orally by eight field Technology Assistance Officers (TAO's).

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$1,100,000	**
FY 78	\$1,300,000	**

\* Includes personnel costs.

\*\* The Technology Assistance Program was established to transfer all types of available technology, as applicable, to small businesses. Only part of this program involves "Energy Conservation." Part of each TAO's time is spent on energy-related cases. There is no specific "Energy Conservation" project nor data on which to base a valid estimate of the amount spent on energy conservation.

Federal Agency: Small Business Administration  
 Program Office: Office of Management Information and Training  
 Program Name: Small Business Training Program  
 Program Contact: Florence May  
 Chief, Small Business Management, Training Division  
 (202) 653-6337

Description:

Seminars and one-on-one counseling by SCORE (Service Corps of Retired Executives). Available through SBA District Field Offices working with DOE.

Objectives:

To assist small business owners in cost reduction in energy use by providing training and counseling. Counseling can be general or tailored to a specific industry such as auto dealers, printing firms, laundry and dry cleaning, apartment management, gasoline service stations, and retailing.

Administrative Organization:

Management Assistance Division of the SBA District Field Office.

Delivery Mechanisms:

Management Assistance staffs in SBA District Field Offices and volunteer groups of SCORE and ACE.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$5,800,000	\$50,000 (est.)
FY 78	\$6,600,000	\$60,000 (est.)

\* Includes personnel costs.

Federal Agency: Department of Transportation  
Program Office: Office of Intergovernmental Affairs  
Program Name: Technology Sharing Program  
Program Contact: Al Linhares  
(202) 426-4208

Description:

Collects, collates, and disseminates data to address state and local needs for technical information relating to transportation. Information assistance is available on specific conservation activities, such as traffic flow studies and carpooling programs. Technology Sharing draws its information from all program resources within DOT: the Federal Highway Administration, the Federal Railroad Administration, the Urban Mass Transportation Administration, the Federal Aviation Administration, the National Highway Traffic Safety Administration, and the U.S. Coast Guard. Information is either provided directly or users are referred to the appropriate technical assistance channel in each operating administration.

Objectives:

To assure that RD&D programs are relevant to transportation needs throughout the country.

To assure that the results of RD&D programs are disseminated to and understood by implementing organizations (state and local governments, community groups, and businesses).

To assure coordination with and support of planning, grants, technical assistance, capacity building and other DOT Government programs.

Administrative Organization:

The Office of the Secretary, DOT.

Delivery Mechanisms:

An information referral service, summarized in DOT's Technology Sharing, is offered by the staff of the Office of the Secretary of DOT and by the staff of the Transportation Systems Center in

Cambridge, Massachusetts. Summary packages and state-of-the-art reports are developed on technologies highlighted by state and local users, and validated at workshops or conferences with users. Formal networking arrangements are maintained with several user groups, including the Urban Consortium for Technology Initiatives and the National Conference of State Legislatures.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$400,000	\$100,000 (est.)*
FY 78	\$386,000	\$100,000 (est.)

\* These figures do not include the technical assistance programs of the separate operating administrations of the Department.

Federal Agency: Environmental Protection Agency (EPA)

Program Office: Office of Solid Waste: Resource Recovery Division;  
Office of Research and Development: Office of Air,  
Land, and Water Use and Energy, Minerals, and  
Industry

Program Name: Resource Recovery and Wastes as Fuel

Program Contact: Alden Christianson, Steve Lingle  
(513) 684-4207 (202) 755-9140

Description:

Under the Resource Conservation and Recovery Act of 1976, EPA evaluates, develops, demonstrates, and aids in the commercialization of technologies for resource recovery and the use of wastes as fuel. These technologies can serve as alternatives to the disposal of solid wastes in landfills.

Administrative Organization:

The Resource Recovery and Wastes as Fuel Programs are administered by three offices within EPA: the Resource Recovery Division in the Office of Solid Waste; the Office of Air, Land, and Water Use in the Office of Research and Development; and the Office of Energy, Minerals and Industry in the Office of Research and Development.

Delivery Mechanisms:

Research and development contracts and grants, and technical reports are provided by the Office of Research and Development to the technical community, technical assistance, manuals, and pamphlets are provided to state and local governments, community groups, and businesses by the Office of Solid Wastes and regional solid waste offices.

Budget:\*

	Total	Amount Spent on Energy Conservation or Renewable Fuels Outreach
FY 77	\$4,900,000	\$500,000 (est.)
FY 78	\$7,600,000	\$750,000 (est.)

\* Includes personnel costs.

Federal Agency: Department of Agriculture

Program Office: Extension Service

Program Name: Cooperative Extension Service--50 States,  
Virgin Islands, Guam, Puerto Rico and  
District of Columbia

Program Contact: Dr. Charles Beer  
(202) 447-4387

Description:

The Cooperative Extension Service is a nationwide informal educational organization of 16,000 employees jointly supported by Federal, State and local funds. It operates programs in 3150 counties throughout the Nation. Its objective is to help both rural and urban people acquire new knowledge and skills whereby energy saving practices can be effective to reduce our present rate of use and waste. Current programs in energy conservation have been designed to reach farm families, nonfarm rural residents, communities, urban residents, farm, commodity and related organizations dealing with agribusiness services.

Energy conservation programs are strongly emphasized along with our major program efforts in agriculture, marketing, conservation, home economics, community development and 4-H youth development. Every State Cooperative Extension Service is providing programs emphasizing those practices which conserve energy in homes, on farms and related businesses.

Currently, Cooperative Extension Services have been engaged to carry out Energy Extension Service programs funded by DOE in 7 of the 10 pilot states.

Objectives:

To educate and assist rural and urban residents to identify and solve problems directly affecting their welfare.

Administrative Organization:

The Cooperative Extension Service is operated in each state, Puerto Rico, Virgin Islands, Guam and the District of Columbia under the Smith-Lever Act of 1914. The first point of contact

is at the local county office of the Cooperative Extension Service usually located at the county seat of government. County staff are professionally trained and provide technical assistance, program guidance, demonstrations to interpret results of research from land-grant universities, USDA and other reliable public and private resources. Programs are jointly sponsored by Federal, State and local governments.

Delivery Mechanisms:

The Cooperative Extension Service is an outreach function of the USDA and the State land-grant colleges. The local county staff with the aid of local lay advisory committees determine local program needs. County agents as they are usually called are supported by a specialist staff technically trained in a variety of disciplines such as agriculture, engineering, forestry, home economics, education, health, social sciences, etc. Land-grant universities have appointed special task forces from several disciplines to deal with both research and extension capabilities in energy conservation programs.

Budget:\*

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$240,000,000**	\$5,400,000 (est.)
FY 78	\$255,000,000 (est.)	\$5,700,000 (est.)

\* Includes personnel costs.

\*\* The funds reported here are Federal funds. These are matched by states on a formula basis. If one includes state and local funds, approximately \$13 million was spent for energy-related activities in FY 77.

Federal Agency: Community Services Administration  
Program Office: Office of Community Action  
Program Name: Emergency Energy Conservation Services  
Program Contact: Richard M. Saul  
Energy Coordinator  
(202) 254-5460  
  
Mary Ann Mackenzie  
(202) 254-5047

Description:

Low-income individuals and families (including the elderly and the near-poor) participate in programs that promote energy conservation and seek to lessen the impact of high energy cost. Major components of the programs include weatherization; crisis intervention assistance in the forms of grants and payment guarantees, mediation with utility companies or fuel suppliers and financial counseling; consumer information, education, and legal assistance; projects designed to address the energy-related increased cost of transportation to the poor making maximum use of existing transportation resources; and development and application of alternate energy sources technologies, such as solar and wind power or methane digesters, and projects in small farm technology to assist low-income farmers. A major project funded by CSA is the National Center for Appropriate Technology, located in Butte, Montana, and dedicated to the development and support of locally centered technologies appropriate to the needs and resources of low-income people and communities.

Objectives:

To promote energy conservation and lessen the impact of high energy costs on low-income individuals and families; to develop community-based programs to deal with energy-related problems; to mobilize resources within the state and community to help the poor deal with the energy crisis through innovative community structures and technologies appropriate to their needs and resources; and to conduct advocacy programs to assist the poor in public, administrative, and legal proceedings involving energy costs, energy policy, and rate regulations.

#### Administrative Organization:

CSA's energy programs are coordinated by CSA's Office of Community Action which is assisted by an energy planning committee composed of representatives from operating programs and regional and state offices. Operating programs are funded through 10 Federal regional offices, each of which has an Energy Coordinator responsible for training and technical assistance functions, program guidance, reporting and quality control. Research, demonstration and evaluation activities are funded through Headquarters.

#### Delivery Mechanisms:

This program is carried out by local community action agencies (CAA) and state offices of economic opportunity. There are 900 local programs, covering approximately 90 percent of the Nation's counties. In 19 states funding is through state economic opportunity offices; in the balance, funds go directly to local agencies. Each funded energy program has a project advisory committee composed of low-income persons and representatives from local governments, resource agencies, local public utility companies, and local fuel dealers. The 110,000 CAA staff members are trained in a variety of outreach program activities.

#### Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$310,000,000*	\$20,000,000 (est.)***
FY 78	\$ 65,000,000**	\$ 6,500,000 (est.)***

\* \$200 million of this amount consisted of a supplemental appropriation for a Special Crisis Intervention Program to assist low income and elderly households with payment of last winter's high energy costs.

\*\* An additional supplemental appropriation of \$200 million for Crisis Intervention has been recommended by the Administration and approved by the Senate. A final House vote is expected early in 1978.

\*\*\* Includes education and information activities but not the purchase or installation of weatherization materials.

Federal Agency: National Aeronautics and Space Administration

Program Office: Technology Utilization Office

Program Name: Technology Transfer Program

Program Contact: Lou Mogavero  
(202) 755-3103

Description:

A nationwide program designed to promote effective utilization of the vast amounts of new technology and other technical information generated by aerospace research and development programs. Information generated covers a wide variety of applications in the areas of energy, medicine, environmental quality, safety, food, transportation, recreation, and productivity. A national network of Industrial Applications Centers is available to assist in the identification, retrieval, and delivery of pertinent technology from computerized data bases, many containing energy related information. One major effort in energy conservation technology dissemination is a demonstration home utilizing aerospace and commercial building technology to produce an energy-efficient building. The "tech-house" will show how home fuel consumption and water usage can be cut significantly. This program also publishes a quarterly document, Tech Briefs, which is offered free to any U.S. citizen and contains information on innovations, concepts, publications, and computer programs, many of which may have application in the general field of energy conservation.

Objectives:

To accelerate the introduction of aerospace technology aimed at the resolution of problems in both the public and private sectors.

Administrative Organization:

The Technology Transfer Program operates out of the Technology Utilization Office of NASA's headquarters in Washington, D.C.

Delivery Mechanisms:

The Technology Transfer Program utilizes a network of 10 NASA field centers and 7 industrial applications centers to provide information retrieval services and technical assistance to industry. This

network is being expanded each year; the network has access to more than 8 million documents worldwide--and the library is growing at a rate of 50,000 documents each month.

Budget:

	<u>Total</u>	<u>Amount Spent on Energy Conservation or Renewable Fuels Outreach</u>
FY 77	\$8,100,000*	\$200,000
FY 78	\$8,000,000-9,000,000	\$200,000

\* This figure includes \$200,000 which is being spent on the Tech-House above.

## Appendix B:

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### Energy Extension Service Coordination with Other Related Federal Programs

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NEESA provides that the CPP address the responsibilities of other Federal agencies in contributing to the operation of DOE's Energy Extension Service program (EXT), and the coordination mechanisms established.

EXT description. EXT is a program which encourages the adoption of energy conservation measures and the use of renewable energy sources. The program works through the states, who design and implement activities for assisting small energy consumers to adopt energy-efficient practices and technologies. At present, the EXT is an 18-month pilot program involving grants of about \$1.1 million each to 10 states. These states, selected competitively in August 1977, include Alabama, Connecticut, Michigan, New Mexico, Pennsylvania, Tennessee, Texas, Washington, Wisconsin and Wyoming. Grants of \$30,000 are being made to the remaining states and territories to observe the progress of the pilot states and to prepare for participation in a nationwide program.

EXT is a cross-cutting effort that touches a number of "outreach" areas: public education, consumer affairs, federal-state relations, and community efforts to conserve energy. Specifically, the objectives of EXT are to:

- Encourage individuals and small establishments to reduce energy consumption and convert to renewable energy sources.
- Provide feedback to DOE and other decisionmakers at the Federal and State level regarding institutional and technological barriers to the adoption of energy-saving measures.
- Help reduce the impact of fuel shortages and price increases on small consumers by developing a creditable technical assistance and information program that facilitates the adoption of energy-saving measures.

EXT is being initiated on a pilot basis in order to learn lessons useful to the design of a nationwide program. As such, rigorous evaluation is a major component of the pilot program. The evaluation concentrates on:

- Testing the effectiveness of providing local, personalized assistance and information to small energy consumers as a means of encouraging the adoption of energy conservation measures and renewable fuel technologies.
- Determining the most promising methods of designing and operating state energy extension services.
- Testing approaches to collecting and using information on technical and institutional barriers to consumers' adoption of energy measures.
- Determining the best ways to provide Federal support to the state energy extension service programs.

Coordination. DOE/EXT is responsible for coordinating pilot program activities with the national offices of other Federal agencies and nongovernmental organizations. To this end, it has established and twice convened an Interagency Working Group (IAG). Membership consists of EXT and representatives of 11 other Federal departments and agencies.

The IAG functions as an information sharing mechanism between EXT and related programs of departments and agencies. A major subject of discussion includes the relationship between the policies, implementation strategies, services and target audiences of EXT and other energy outreach programs. Information received from the IAG has been used by DOE/EXT in developing guidance for the pilot states regarding non-duplication of effort and creation of complementary EXT services.

Encouraging the sharing of technical expertise and materials is also a primary aim of the IAG. EXT believes that a substantial array of expertise and materials already exists across Federal agencies which can be more profitably shared than duplicated. Accordingly, when responding to the pilot states' requests for assistance, EXT's practice is to contact relevant IAG members to determine what resources already exist. IAG representatives often turn to other members of their organizations to find answers, or refer EXT to them. Such resources include films, publications, short-courses, and answers to technical questions. EXT reciprocates with the other programs. This "network" provides for increasingly broad distribution of existing information, and both EXT and the other IAG members are finding it of mutual benefit. The IAG members also have been instrumental in the preparation of this document, acting as the main contact point for their respective departments or agencies.

The IAG has also been valuable in facilitating contact and coordination between the EXT pilot states and the field organizations administering related energy outreach programs. Aided by the IAG members, EXT published in June 1977 a Technical Assistance Program Resources Guide for the states and other interested parties. The Guide summarizes, among other things, the information and services available to state outreach programs from Federal agencies and their field organizations. The document represents EXT's initial effort to facilitate information sharing. Since that time, EXT has also published a Guide to Demonstrations of Energy Conservation, Solar Energy and Other New Technologies so that the pilot states and others can take advantage of existing demonstrations for educational purposes. Organized by state, the document contains a description of the demonstration, the sponsoring organization, viewing availability, and a local contact.

IAG members have agreed to serve as the central contact point for information regarding two EXT program elements. For EXT evaluation, they are providing or directing EXT to detailed information regarding other energy outreach programs operating in the pilot states. This information is critical to understanding and estimating the effect of EXT on its target audiences. EXT, in turn, will share with the IAG the evaluation results and lessons learned as they are developed. IAG members also will serve as the first point of contact for receiving information collected by the pilot states from consumers regarding

institutional and technical barriers to the adoption of energy-saving measures. The purpose of this EXT program element is to transmit such information to other organizations that can act on it.

In addition to the IAG, EXT has also established a DOE Coordinating Group, composed of representatives of DOE energy outreach and related programs. Establishment of this group seems particularly appropriate due to the large number of energy outreach programs now housed within DOE. The functions and purposes of this group mirror those of the IAG. Many representatives or points-of-contact have been assisting EXT respond to pilot state requests even before establishment of the Coordinating Group.

In conclusion, coordination through mutually beneficial sharing relationships has and continues to enhance EXT effectiveness and efficiency. The coordination groups are functioning effectively, largely because they are based on specific programmatic purposes and they suit the EXT management style. Informal contacts resulting from the groups are vital to enhancing EXT coordination with other energy outreach and related programs.

## Appendix C:

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### Legislative Requirement for Preparation of the Comprehensive Program and Plan for Federal Energy Education, Extension and Information Programs

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Included below is section 508 of the National Energy Extension Service Act (P.L. 95-39) which provides for preparation of the Comprehensive Program and Plan for Federal Energy Education, Extension and Information Activities. It should be noted that references to the previous Energy Research and Development Administration now pertain to the Department of Energy.

#### COMPREHENSIVE PLAN AND PROGRAM

SEC. 508. (a) The Administrator is authorized and directed to prepare a comprehensive program and plan for Federal energy education, extension, and information activities authorized by this title [Energy Extension Service] and any other law. In the preparation of the program and plan, the Administrator shall utilize and consult with the head of each agency referred to in this title and any other Federal agency with an energy education, extension, or information program. Preparation of such program and plan shall not delay in any way the implementation otherwise of this title. Rather, the program and plan should reflect the activities mandated by this title and serve as a mechanism for Federal Government-wide coordination and management of those activities with the activities of other Federal agencies under other law.

(b) The comprehensive program and plan shall include, but not be limited to, the following elements:

- (1) specific delineation of responsibility of each participating Federal agency in the conduct of this title;
- (2) mechanisms established to coordinate the activities under this title ...;
- (3) a detailed summary of all related Federal programs under other law, including program descriptions, types of delivery mechanisms, budget, and objectives;
- (4) procedures for defining and measuring the effectiveness, in terms of increased energy efficiency, fuel savings, adoption of new energy technologies, and other appropriate criteria, of the activities under this title and related activities under other law;

(5) an assessment of other existing Federal assistance and incentives, other than public education, extension, and outreach programs, and their relation to such programs, in achieving the objectives of this title;

(6) procedures to minimize conflict with existing services in the private sector of the economy which are similar to those under this title and other law; and

(7) a comprehensive and integrated plan for the resulting Federal program, taking into account paragraphs (1) through (6).

(c) The Administrator shall transmit the comprehensive program and plan to the President and to each House of Congress within one hundred and eighty days after the date of enactment of this Act. Thereafter, the Administrator shall revise the program and plan on an annual basis and submit the revisions as part of the annual fiscal year budget submission and the report required by section 15 of the Federal Nonnuclear Energy Research and Development Act of 1974.