



U.S. Department of Energy
Energy Efficiency and Renewable Energy

weatherization and intergovernmental program

Rebuild 101 – National and Regional Resources



Boston Regional
Rebuild America Team Meeting
November 5, 2003

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Marketing & Communications Role and Services



- Strategic planning and problem-solving; PR advice and counsel
- Stewardship of brand identity
- Program positioning, themes and messages
- Research and information-gathering
- Editorial accountability and external communications
- Content development and packaging (materials, exhibits, web site, etc)
- Program promotion
- Media outreach and publicity
- Awards and recognitions
- Partnership/partner assistance
- Fulfillment of fast-response requests
- Management, reporting and measurement
- Coordination and interface with team members, allied programs, etc



Strategic M&C Objectives

- 1. Help spur partnerships to greater action and results-oriented involvement**
- 2. Provide communications advice and tools to help retain and expand the base of Strategic and Business Partners**
- 3. Support efforts to attract high-quality new partnerships, buildings projects, and suitable community-based initiatives**
- 4. Help secure program support and continued funding by conveying program value to decision-makers**
- 5. Earn recognition as “gateway of choice” for community energy solutions**
- 6. Generate significant visibility for the program through media outreach**



Partners and Partnerships Support

- Flash Reports
 - 24 biweekly editions in FY03
 - Highlight seminars, workshops and events
- Solution Center Resources
 - 5 promotional fact sheets
 - Products and Services fact sheet
 - Web site news features and links
 - Promote “decisional” information
- Web Site News and Updates
 - 214 news items posted in FY03
 - Partnership activity and results
 - Allied programs and partners
 - Resources, tools and data
 - Events and conferences
 - Positioning and metrics updates





Attracting Partnerships and Projects

- Partner Update Feature Stories
 - Sharing ideas, approaches and solutions
- Success Stories
 - 15 Produced in FY03
- Energy Technology Seminars
 - 14 Postcards (attendance)
 - Media advisories
 - Summary report

The collage displays various pieces of content from the Rebuild America website. At the top left is a 'Success Story' titled 'The Energy Fund' with a sub-headline 'Waves of Performance: Overcome Racism by Needs and Type of Fund'. Below it is a 'Partner Update' section with the headline 'A New Web Site for Rebuild America' and 'Ohio Housing Authority Meets Energy, Senior Citizens' Goals'. To the right is a 'Products & Services' section titled 'Rebuild America's Products & Services: Helping Communities Succeed'. The bottom left of the collage shows a 'Partner Update' page with a list of items including 'Sharing Electricity Visions', 'New York DC', 'GovtWise 301', 'New Mexico Energy Efficient Homes Web Portal', 'Supporting the Cleanup in Salt Lake City', and '10 Public: The National Association of Counties'.



Attracting Partnerships and Projects (cont)

- EnergySmart Schools Pledge
- Energy Awareness Month
 - Web page for Strategic Partners
- Market Sector Fact Sheets

The collage displays various website pages from Rebuild America. Key sections include:

- Success Story:** "The Energy Fund" - A success story about the success of the Energy Fund in providing energy efficiency retrofits to schools in the District of Columbia.
- Partner Update:** "A New Web Site for Rebuild America" and "Ohio Housing Authority Meets Energy, Senior Citizens' Goals".
- Products & Services:** "Rebuild America's Products & Services: Helping Communities Succeed".
- Market Sector Fact Sheets:** "The Energy Fund" and "The Energy Fund" (repeated).



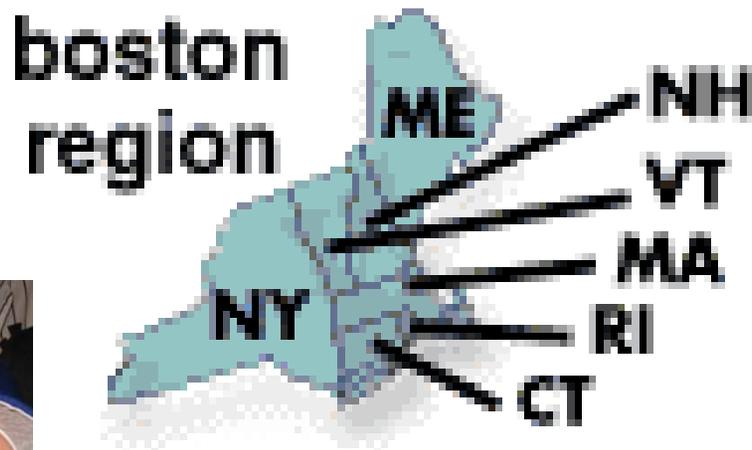
Strategic and Tactical Considerations

- Sharpen the focus
- Amplify the reach
- Anticipate how the program will be “graded”

- Tell the story behind the results
 - Best-practices
 - E-Government
 - Public benefits
 - Technical excellence
 - Independent external support
 - Awards and recognitions



Your M&C Rep for the Boston Region



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Additional National Resources

- Technical Resources via the Solution Center
- Project Assistance
- Business and Strategic Partners



The Solution Center

- Over 200 resources and counting
- Useful for many types of projects
- Varying levels of technical content
- Online tools and more





Project Assistance

- Provided for aspects of projects and planning
- Online request process
- Designed to solve unique challenges
- Not designed to displace local/state resources
- Delivered via DOE National Labs and other experts

The screenshot shows a web browser window displaying the 'Rebuild America ASSISTANCE REQUEST' page. The page has a navigation menu with links: Request Status, Request, Evaluation, Delivery, Confirmation, Report, RR Home, and Log Out. The main content area includes a 'Welcome' message, a list of users who can submit requests, a 'Quick Links' box with buttons for 'Submit a PAC Request', 'Check Status of Request', 'View a Report', and 'Submit a BP Technology Seminar Request', and a statistics box showing '# of Completed Requests: 29' and '# of Active Requests: 171'. There is also a 'PLEASE NOTE' section at the bottom regarding session inactivity.

Welcome

Rebuild America has developed the Project Assistance Center for managing technical assistance efforts given to its community partnerships. The tracking system allows:

- The Project Team to submit assistance requests
- Customer Service Representatives to review status of their submitted requests
- Technical Providers to document assistance provided
- Products and Service team to review feedback on completed requests
- Everyone to download customized reports of assistance requests.

To familiarize yourself with the Project Assistance Center download the following PowerPoint Files

- [Customer Service Representative Interactive PowerPoint](#)
- [Project Assistance Provider Interaction PowerPoint](#)

The Project Assistance Center component uses new browser technology and is best viewed using Internet Explorer Version 5.5 or higher. Other browsers, particularly Netscape, will experience problems viewing and submitting assistance requests.

If you experience any problems while using this system please send an e-mail to PAC@eulink.org.

PLEASE NOTE: For security reasons, this system will disconnect you after more than **60 minutes of inactivity** (this is to ensure that an authorized user is present when a computer has access to Rebuild Networks). After 60 minutes, you will be prompted to log back in if you attempt to use the system. **Please be aware of this as you use Rebuild Network and plan accordingly.**

Quick Links

- [Submit a PAC Request](#)
- [Check Status of Request](#)
- [View a Report](#)
- [Submit a BP Technology Seminar Request](#)

of Completed Requests: 29
of Active Requests: 171



Business Partners



GE Lighting



An Acuity Brands Company



TRANE

An American Standard Company



ChevronTexaco



Chevron Energy Solutions



Strategic Partners

- 24 organizations representing key market stakeholders or program allies
- Valuable resource for creating peer connections
- Help identify key persons within a targeted organization



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And more to come tomorrow....