

STATEMENT OF WORK ENERGY AWARENESS PROGRAM AND SERVICES

1.0 INTRODUCTION

The Naval Facilities Engineering Service Center (NFESC) provides specialized engineering, scientific, and technical products and services to the Navy, Marine Corps, department of Defense (DOD), and other Federal agencies. The Energy and Utilities Department within NFESC is responsible for the execution of the Naval Shore Establishment's Energy Program and other DOD Departments. In support of current directives to reduce energy use, NFESC has developed an energy awareness program for energy managers in the Department of the Navy (DON). The objective of this program is to change the behavior of DON and DOD personnel by raising their consciousness of energy and water use and costs by providing awareness information. Services provided I this contract will be in support of all DON and DOD energy programs.

2.0 PURPOSE

The purpose of the Energy Awareness Program is to publicize the goals, strategies, successes and lessons learned of the Navy Energy Program, produce an annual Secretary of Navy awards ceremony, increase Naval military and civilian employee's knowledge of energy efficiency and conservation, develop products that will change the behavior of Navy personnel resulting in decreased energy use, develop, and transfer technical and program management information to the DON community, and assist Naval activities in meeting energy reduction goals through awareness education.

3.0 SCOPE

The contractor shall provide services in support of establishing and promoting energy awareness within DON (Navy and Marine Corps) and DOD. These services will consist of developing and promoting annual themes for energy awareness; designing, producing, and distributing energy and water conservation awareness information and materials to military and civilian personnel at DON and DOD shore facilities and mobility units; supporting and facilitating energy and water conservation seminars, Department of the Navy Shore Energy Office (DONSEO) meetings and other meetings, and award ceremonies; providing training on energy and water conservation measures; and researching and developing data in support of the energy awareness program. The awareness materials developed through this program will ensure that all DOD personnel understand the following:

- Mandated Defense and navy goals to reduce energy and water use as defined by the Energy Policy Act (EPA) of 1992 and OPNAVINST 4100.5D of 12 April 1994
- The importance of DOD of reducing energy and water consumption
- How to reduce their personal energy and water usage through improved efficiency
- The financial and environmental benefits of being energy conscious

4.0 GENERAL REQUIREMENTS

Services required under this contract may include the following. All video, graphics/pictures, text, and printed material are to be provided on disk/CD ROM, compatible format (Windows).

1. Develop annual DON and DOD-oriented energy and water conservation themes that increase energy and water use awareness among DON and DOD personnel.
2. Develop new ideas, seeking information form DON and DOD activities.
3. Design, develop and distribute awareness materials. These materials will be items that can be used in the workplace to remind personnel to save energy.
4. Design and develop energy awareness logos for imprinting on awareness materials.
5. Acquire data and design, develop, and fabricate static displays for site specific programs.
6. Design, develop, and fabricate traveling displays.
7. Design, develop, and provide training, briefings, and materials on energy and water conservation programs and program execution.
8. Provide services in support of energy and water conservation presentation, seminars, and conferences.

9. Provide services in support of the Naval School, Civil Engineer Corps Officers (CECOS) presentation training and conferences.
10. Provide services in support of the navy's energy award program. Develop award packages, ceremonial scripts, slide shows, overheads, videotapes, photographs, conduct interviews, and arrange for location and catering.
11. Develop a plan to award a showcase activity and "Energy Conservation Award."
12. Provide services in supporting the Department of the Navy Shore Energy Office (DONSEO) meetings.
13. Develop and distribute newsletters, news releases, articles, photographs, surveys, and scripted videos for publication or use in DON, DOD, technical, and national media.
14. Prepare and update energy reports and plans.
15. Provide services in support of programming and writing articles for Internet home page.
16. Update, maintain, and distribute mailing lists of DON and DOD energy contacts.

5.0 SPECIFIC REQUIREMENTS

5.1 Development & Design of New Theme for each following year: the contractor will develop and refine current Fiscal Year Energy awareness Week campaign messages and themes, graphic themes and components, logo refinement and determine appropriate applications which will be applied to promotional materials. The contractor shall also provide samples of materials to make final selections from.

5.2 Newsletter: Newsletter will consist of, but not be limited to the following: Prepare and submit proposed articles, and a rough draft of the following month's newsletter; prepare media outreach, prepare media, and host meetings; prepare energy flashes; attend ten (1) meetings in the Washington, DC area.

5.3 Website will consist of, but not be limited to: Review Navy energy Website and provide recommendations for improvement such as designing look and feel of homepage navigation inclusive of all associated web-pages.

5.4 Department of Energy (DOE) write-ups: Write-ups will consist of, but not be limited to: Review up to Forty (40) Secretary of the Navy (SECNAV) submissions supplied by DON to determine DOW award category and type; prepare current year awards posting to website.

5.5 Energy Awards Ceremony: Ceremony will consist of, but is not limited to, the following: Prepare and mail invitations; prepare award ceremony programs; prepare script narrative, power point presentation, and stage décor; video taping ceremony and taking digital photographs, attend presentation; write press releases; update Navy Energy Website; and provide a catered buffet lunch.

5.6 Energy Week/Campaign: Energy week will consist of, but is not limited to: Contractor shall develop and distribute energy awareness materials to various DON shore activities; all materials shall have the DON energy logo and energy awareness theme printed on them.

5.7 Policy Board Meetings: Contractor shall work with the Assistant Secretary of the Navy's Office (ASN) and NAVFAC in support of the policy board meetings, handle meeting preparation logistics, attend meetings, and record and distribute meeting minutes.

5.8 Other Agency Utilization: Other Government agencies may use this contract energy awareness efforts described in Section 4.0 of this Statement of Work.

6.0 GOVERNMENT FURNISHED MATERIALS (GFM)

Materials to be provided by the government shall be specified in the individual delivery orders. Materials normally provided include the following:

- DOD regulations and directives.
- Summary of Legislation and Executive Orders regarding energy efficiency.
- DOD Energy Managers Handbook.

- Address database and addressed mailing labels for distribution of contractor furnished materials and other distributions as specified.
- Samples of previous energy awareness materials developed by the Navy.
- Examples of awareness program ideas previously used or considered.

7.0 DELIVERABLES

7.1 Data shall be delivered in accordance with the individual delivery orders issued hereunder.

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8.0 TRAVEL

Up to 75 trips per year to DON and DOD activities around the world may be required. In addition, up to another ten trips per year may be required to attend conferences, exhibits, and other functions not located on DON bases.

9.0 PERIOD OF PERFORMANCE

The period of performance shall be for one year with two one-year options.