

**Statement of Work
For
Energy Awareness Program Services
N4740800D8135**

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 executive 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 in this contract will be in support of all DON and DOD energy programs.

2.0 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 94.
The importance to 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.

3.0 GENERAL REQUIREMENTS

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

Develop annual DON and DOD-oriented energy and water conservation themes that increase energy and water use awareness among DON and DOD personnel.

Design, develop and distribute awareness materials, for Energy Awareness Week and Earth Day. These materials will be items that can be used in the workplace to remind personnel to save energy.

Design and develop energy awareness logos for imprinting on awareness materials.

Acquire data and design, develop, and fabricate static displays for site specific programs.

Design, develop, and fabricate traveling displays.

Design, develop, and provide training, briefings, and materials on energy and water conservation programs and program execution.

Provide services in support of energy and water conservation presentation, seminars, and conferences.

Provide services in support of the Naval School, Civil Engineer Corps Officers (CECOS) presentations training and conferences.

Provide services in support of the Navy's energy award program. Develop award packages, ceremonial scripts, slide shows, overheads, photographs, and arrange for location and catering.

Develop a plan to award a showcase activity an "Energy Conservation Award."

Provide services in supporting the Department of the Navy Shore Energy Office (DONSEO) meetings.

Develop and distribute newsletters, news releases, articles, photographs, surveys, and scripted videos for publication or use in DON, DOD, technical, and national media.

Prepare and update energy reports and plans.

Provide services in support of programming and writing articles for Internet home page.

Update, maintain, and distribute mailing lists of DON and DOD energy contacts.

GOVERNMENT FURNISHED

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.

5.0 DELIVERABLES

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

5.2 Deliverables will be defined in the individual delivery orders issued hereunder.

6.0 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.

7.0 PERIOD OF PERFORMANCE

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