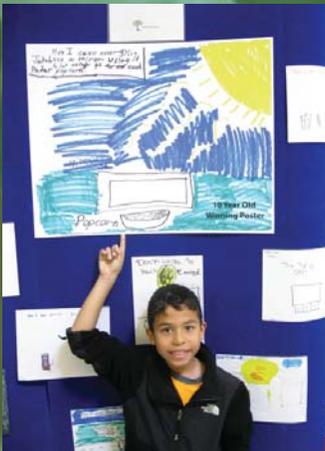




# AFTER ACTION REPORT

## OCTOBER 2012 ENERGY ACTION MONTH



# I AM AIR FORCE ENERGY

During the month of October, ACC installations joined forces with United States citizens to celebrate National Energy Action Month and to encourage a culture of “make energy a consideration in all we do.”

*“We must also harness our greatest natural resource -- the creativity, drive, and entrepreneurial spirit of the American people. Across our country, scientists and engineers are laying the groundwork for the next big energy breakthrough... If we continue to invest in American potential, I am confident that new plants and factories will dot our landscape and new energy will power our future.”*

President Barack Obama's October 2012 Energy Action Month Declaration

## INFORMATIONAL BOOTHS

Booths staffed at locations throughout each ACC base were an effective and popular way for ACC to engage the entire community, both uniformed and civilian. Many effective energy awareness programs made key stakeholders aware of their role in meeting energy performance goals and initiatives.

Those who staffed the booths were charged with informing booth visitors about the base's energy reduction goals, as well as projects underway and planned to achieve those goals. The staffers were also happy to share ideas about simple actions which can reduce personal energy usage and contribute to meeting overall goals. Additionally, the booth staffs handed out informational materials, including pamphlets and promotional items, such as frisbees and pens.



BRIGADIER  
GENERAL HOWE  
AT LANGLEY  
AFB



AIRMAN  
E-BEAST  
AT SEYMOUR  
JOHNSON AFB



CIVILIANS  
AND ENERGY  
MANAGERS AT  
DYESS AFB

# SIGNAGE



MARQUEE  
SIGN AT  
LANGLEY AFB



EDUCATIONAL  
POSTERS AT  
SHAW AFB



AIRMEN SIGNING  
THE "I AM AIR  
FORCE ENERGY  
POSTER" AT  
OFFUTT AFB



ONE PERCENT  
CAMPAIGN AT  
TYNDALL AFB

Many people are unaware of or forget how their everyday actions and activities affect energy use and impact the environment. Increasing overall awareness through signage in high traffic areas can be an effective way to gain greater support for energy initiatives. During October, ACC installations used a variety of signage at varying locations. Nearly every ACC installation posted energy awareness tips on the main entrance marquee signs, so that all Airmen and visitors could read them.

Many energy teams displayed posters and signs around frequently visited base buildings. Mountain Home AFB displayed energy awareness posters at the Officers Club, Strikers Restaurant, Base Operations Building, Wing Headquarter's Facility, and Purple Sage Club House.

At every corner of the Shaw AFB BX, shoppers encountered educational display boards detailing Shaw's past, present, and future commitment to become an energy efficient campus. The poster displays provided information on recently implemented energy saving measures, such as new interior LED lighting in the Civil Engineer Squadron, geothermal energy for heating and cooling dormitories, as well as the installation of waterless urinals and daylighting controls in the McElveen Library, a US Green Building Council LEED Silver certified building.

Tyndall AFB promoted energy conservation through a locally developed "1% change" campaign, which was displayed on signs, cups, koozies, and other items around base. The campaign identified actions to reduce energy consumption. The slogan was *we need to reduce energy by 3% per year. 2% will come from our investment in efficient technologies and 1% will come from your actions.*

# EVENTS

During the month of October, ACC installations hosted a range of events, inspiring a culture of “make energy a consideration in all we do,” and celebrating National Energy Action Month. The target participants for these events ranged from school children to Airmen, their families, and civilians who work on installations.

## CHALLENGES

Ellsworth AFB brought energy awareness to the forefront at a ‘Fun (to be done) Mud Run.’ The event challenged participants physically and mentally, requiring them to run and think through obstacles, tactics, and mind-games.

## SCHOOL CONTESTS

Energy Managers from Davis-Monthan AFB spent an afternoon with school children, helping them build solar-powered race cars, then facilitating races. Solar-powered car races are a fun way to show off the power of photovoltaics to the community young and old.

The children at Shaw’s Youth Center entered a poster coloring contest titled, “How I Save Energy.” All of the poster submissions were on display during Energy Event Day at the BX. The two winning submissions were also highlighted in an issue of the *Shaw News*.

Ellsworth AFB planned an essay writing contest for all grade school children. Participants were challenged to write a one-page essay, answering one of the following questions: “Why is energy conservation important?”; “What are the ‘best’ renewable energy sources?”; “Which new technologies in energy use are the most exciting to you?”; or “What can you do to conserve energy every day?”.



FUN (TO BE DONE) MUD RUN AT ELLSWORTH AFB



BUILDING SOLAR RACE CARS AT DAVIS-MONTHAN AFB



BUILDING ENERGY AWARENESS GLIDERS AT OFFUTT AFB



POSTER COLORING CONTEST AT SHAW AFB

# EVENTS

AIRMAN  
E-BEAST  
AT SEYMOUR  
JOHNSON AFB



RAFFLE AT  
DYESS AFB



GIVE AWAYS  
AT CRECH  
NELLIS AFB



T-SHIRTS AT  
MOODY AFB



## MASCOT SIGHTINGS

Numerous bases established an Energy Action Month mascot to generate persona for awareness and morale. These mascots made appearances at schools, informational booths, and other events. Davis-Monthan AFB named their mascot Sgt. Kilowatt and created a logo for him, which was stamped on all of their informational booth give aways. Seymour Johnson AFB created Airman e-BEAST, who popped up at the informational booth the day of school tours.

## COMMUNITY ENGAGEMENT

Many informational booths held drawings for big ticket prizes just for stopping by and learning about how you can reduce energy usage.

Dyess AFB's energy managers hosted a raffle in conjunction with their information booth. The raffle drew more visitors to the booth, giving energy managers more time to discuss the importance of energy saving, as well as ideas of no-cost and low cost actions which can be implemented around the home.

At Mountain Home AFB, the informational booth distributed over 500 CFLs and Watt-Stopper power strips, as well as various energy saving booklets, pamphlets, and "Use Energy Wisely" SPF 50 aloe vera lip balm/sunblock.

Moody AFB's informational booth handed out t-shirts, which continued to spread the energy awareness message around the installation and surrounding community.

# TRAINING

A technical understanding of an installation's energy usage and how to control it is a key piece in a successfully energy awareness campaign. Many bases hosted training sessions for their technical staff and facility managers. A few others opened the trainings and tours to civilians.

Mountain Home AFB held an Energy Incentives workshop to review all energy efficiency incentive programs, incentive levels, and application procedures. The focus of the meeting was to ensure that base personnel are aware of incentives and how to properly apply for them on all high efficiency equipment purchased and installed throughout the year. This workshop will be repeated quarterly to ensure all contractors and subcontractors are educated on their responsibility to provide purchase documentation so the base may apply for incentive payments.

Some installations, like Davis-Montan AFB, utilized online videos from the Air Force. These highlighted the work of Air Force Facility Managers and provided insights, tips, and tutorials on reducing demand, increasing supply, and fostering an energy aware culture.



ENERGY  
MANAGER  
TRAINING AT  
OFFUTT AFB



TOURS AT  
DAVIS-  
MONTAN  
AFB



ENERGY TRACKER AT DAVIS-MONTHAN AFB



YOUTUBE VIDEO PRODUCED BY MOUNTAIN HOME AFB



Through bases' newspapers, electronic newsletters, websites, and YouTube videos, installations spread the word about Energy Action Month.

Davis-Monthan AFB's energy team authored an article for the base newspaper and created a newsletter, "Green in the Desert," which is packed with energy efficiency tips for work and home. Also, the base is utilizing a public website to track the production of the rooftop and ground mount arrays, which have produced 7 million kilowatt hours or over 60% of the total electric energy for housing.

Mountain Home AFB produced an energy awareness video, which was posted to YouTube and featured Commander Colonel Scott Short. The installation also placed an article titled "I am Air Force Energy" in their installation newspaper, "The Gunfighter News." A snippet from the article:

*This year's theme, 'I am Air Force Energy,' puts the Airman at the center of the campaign. The goal is to inspire the Total Force to make a commitment to a continual change in organizational and personal energy use, and help Airmen realize that they are the key to Air Force energy efforts...*

## SUMMARY

LEARN MORE



I AM AIR FORCE ENERGY

Air Combat Command leaders did an outstanding job bringing energy awareness to all Airmen and their families during the 2012 October Energy Action Month. We contacted 34,800 people through on-base activities; had 47,300 webpage hits; distributed 25,900 factsheets/brochures/posters/videos; reached 11,300 ears at commander's calls; and focused 40,400 eyes on gate marquee energy conservation messages! This After Action Report is a testament to those efforts, and is useful to cross-feed successful base activities to others to continue implementing throughout the year. Each Airman must now turn the theme "I Am Air Force Energy" into ACTION!