Overview
Delaware concentrated on two specific goals: compiling an energy use database for specific state buildings and creating an outreach campaign to educate employees about the importance of energy efficiency. In January 2008, Governor Ruth Ann Minner announced an initiative to lower energy use in state facilities by 10 percent during the following year. The focus on creating a state building energy use database and fostering a behavior change among state employees through education and outreach was seen as a critical first step in realizing this goal. Since the change of administrations in January 2009, Governor Jack Markell has made energy efficiency and environmental stewardship a priority through the issuance of a “Leading by Example” executive order in February 2010, which sets an even broader set of clean energy targets for state operations.

Officials in the Delaware Office of Management and Budget (OMB) and the Department of Natural Resources and Environmental Control (DNREC) hired an energy consultant to collect and analyze energy consumption data from 12 priority state government buildings. The team developed a three-part program and a message-specific Web site to educate state employees on the importance of conservation and energy efficiency. Through these efforts, the state has made progress in tracking energy consumption trends in its state buildings and in fostering behavior change among state employees.

Clean Energy States Grant Goals
The two key goals of Delaware’s project were to create an energy use database for its state buildings and an outreach campaign to educate and inform employees on how they can make a difference in energy conservation in their workplace. The former would provide a benchmark against which the state would measure progress in achieving its goal of a 10 percent reduction in energy use. The energy savings benchmark and the introduction of an energy education outreach campaign were viewed as critical elements in moving towards established energy savings goals and in building momentum for a larger “lead by example” policy for the state government.

Accomplishments and Challenges
Delaware was able to accomplish both its data and education goals. Three years of energy use information for the 12 priority state buildings was assimilated into a single database, including electricity, fuel oil, and natural gas usage. Benchmarks were created for each building, providing a monthly baseline for each energy use and enabling the state to track and monitor energy use in the future. In addition, the most energy intensive buildings were identified, and the Division of Facilities Management created a priority list of high impact and cost-effective energy efficiency improvements for each building.

The state launched the www.green.delaware.gov Web site as part of its education campaign with links to energy efficiency, environmental protection, technology, and recycling information. Over 220 smart surge protector devices and accompanying education placards explaining how the product worked were placed in the 12 identified buildings. Finally, the state purchased 75 automatic light sensors for installation in common areas in the 12 buildings.

The most significant challenge for Delaware was the transitioning of administrations, which brought about new leadership throughout the state government, including the OMB and DNREC. The state’s budget shortfall and a realignment of services across state agencies also created unforeseen challenges in effectively implementing the program. Delaware was able to meet its Clean Energy States Grant goals despite the limited timeframe and believes its goals and timetables for reducing state energy use are still reachable.

Next Steps
Delaware will continue making progress towards its energy reduction goal by building on the energy database and the education outreach campaign. Governor Markell issued a Leading by Example executive order in February 2010, which outlines various steps to achieve energy efficiency within state government operations. All state executive branch agencies have a target of a 10 percent overall reduction in energy consumption by 2011, 20 percent by 2013, and 30 percent by 2015, compared to 2008 consumption. Outcomes of the education outreach campaign will be quantifiable in coming months, and the state will continue actions based on the results.

Participation in the Clean Energy States Grant program has allowed Delaware to recognize that the availability of building energy use data and awareness among employees about energy efficiency and conservation measures can further accelerate the state’s efforts to achieve its clean energy goals. As a result of the groundwork laid during the project, Delaware expects to see positive changes in behavior and quantifiable changes in energy use with the help of the new available data and installed technology.