



U.S. Department of Energy

**Energy Efficiency and Renewable Energy**

*Bringing you a prosperous future where energy is  
clean, abundant, reliable, and affordable*

# **Office of Technology Advancement & Outreach**

## **State Energy Advisory Board Meeting**

**Wednesday March 15, 2007**

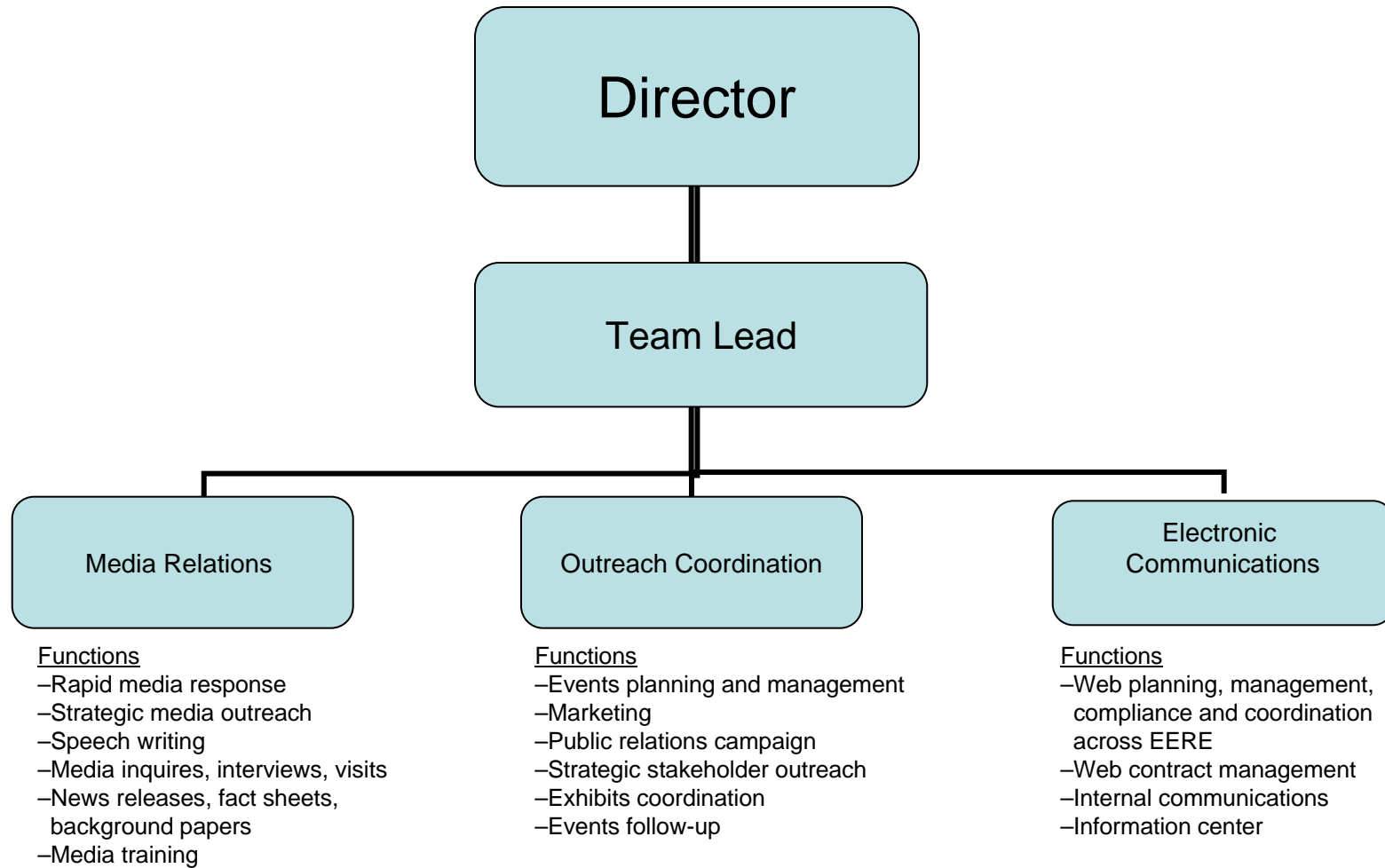
**Roger D. Meyer  
Team Lead**



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## **Office of Technology and Advancement & Outreach**

### **PRIMARY ACTIVITIES**

- 1) EERE Information Center**
- 2) Web Site**
- 3) Outreach Campaigns**
- 4) Press**
- 5) Events**



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## Energy Efficiency and Renewable Energy

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	FY 2005	FY 2006	% Incr.
Average # Visitors/Month	400,000	540,000	+35%

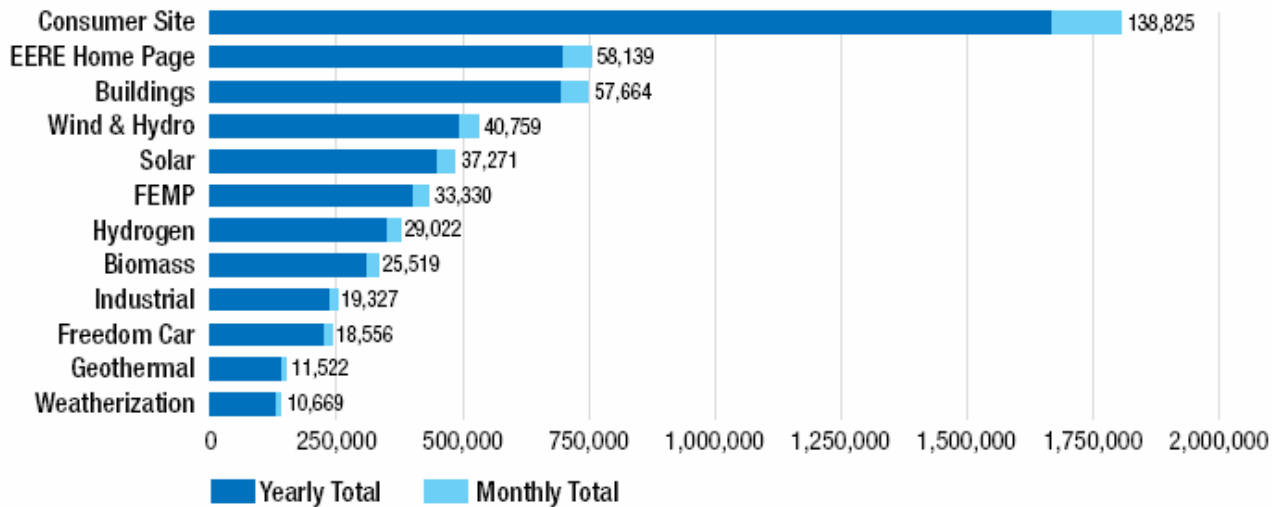
	FY 2005	FY 2006	% Incr.
EERE Network News Subscribers	9,035	11,652	+29%

### Page Counts- EERE Websites and pages

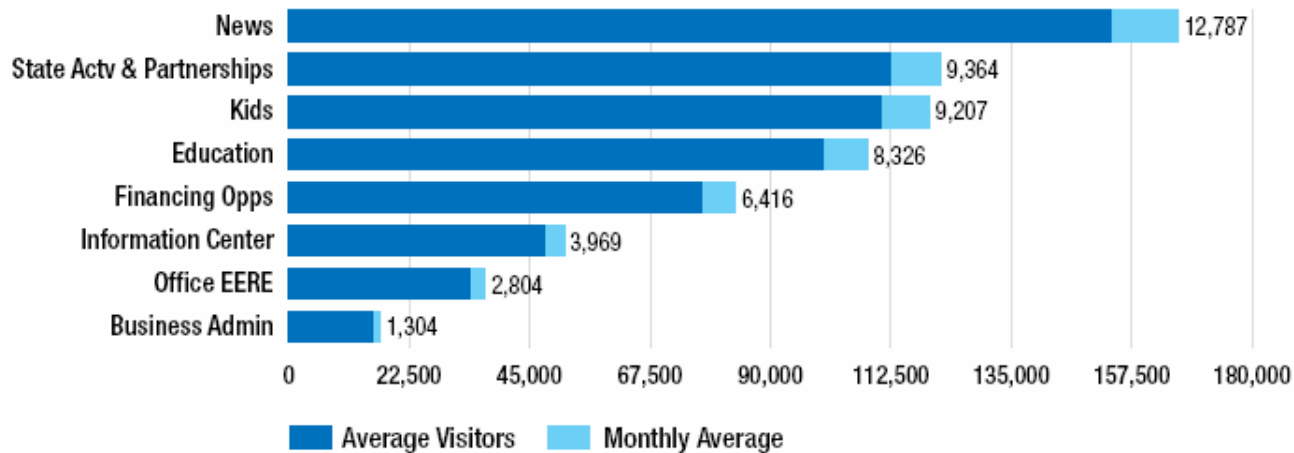
Total=	37,306 individual web pages
PDFs=	9,629
Word docs=	750
Excel docs=	130
PowerPoint docs=	149



### Visitors in FY06



### Corporate Visitors in FY06





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## **PROFESSIONAL SUPPORT**

### **COMMUNICATIONS REQUEST FOR PROPOSALS**

- 1) Marketing and Media Support**
  - a) Message development.**
  - b) Evaluation of tools and penetration through focus groups and surveys.**
  
- 2) Creative Services**
  - a) Graphic design for materials, exhibits, presentations, and templates.**
  - b) Copyrighting and creative conception.**
  - c) Develop audio/visual materials.**



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### **3) Internet Technology/Web Site Design and Development**

- a) Develop, host & maintain the EERE web site.**
- b) Web content design and evaluation.**
- c) Development and introduction of emerging web technologies.**

### **4) State and Stakeholder Partnership Development**

- a) Research and monitor existing and potential stakeholder relationships.**
- b) Develop activities and content for stakeholder events.**
- c) Aid recruitment of stakeholders**



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# Solar America Initiative

Accelerating commercialization of solar energy technologies by achieving PV market competitiveness by 2015 and achieving CSP market competitiveness by 2020 through R&D activities.

## **Budget**

\$148 million announced last week by Secretary Bodman, Assistant Secretary Karsner for 13 Pathway Technology Partnerships.

## **Approach**

Partnerships to accelerate market-ready PV focusing on eliminating manufacturing and production barriers.

## **Benefits**

By 2015, PV: \*

- \* Provide 5-10 GW of new electric capacity (equivalent to the amount of electricity for 2 million homes) to the grid
- \* Avoid 10 million metric tons per year of CO<sub>2</sub> emissions and employ 30,000 new workers in the PV industry.





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## 20 in 10

**Budget:** DOE has announced \$385 million, as part of a 1.2 billion industry cost share, to invest in six integrated biorefineries over the next four years. The biorefineries are expected to produce at least 130 million gallons per year (mgy) of cellulosic ethanol.

**Approach:** Partners with U.S. industry to foster research and development on advanced biomass technologies to commercialize domestically produced biofuels, biopower, and bioproducts.

**Benefits:** Support the President's "20 in 10" program goal of producing 35 billions gallons of biofuels a year by 2017, thereby reducing our dependence on fossil fuels by 20 percent within 10 years.



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# Reliable, Affordable, and Environmentally Sound Energy for America's Future

*"America must have an energy policy that plans  
for the future, but meets the needs of today.  
I believe we can develop our natural resources  
and protect our environment."*

— President George W. Bush

