



U.S. AIR FORCE

**RAF Mildenhall
FY13 Energy Action Month
Campaign Plan**



26 SEP 2012



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Foreword

Energy awareness is key to promoting an Air Force culture of responsible and wise energy usage. This *RAF Mildenhall FY13 Energy Awareness Campaign Plan* provides our initiatives to promote awareness and educate personnel on energy issues. Our campaign contains three key elements: a near term plan for the Energy Awareness Month in October 2012; a medium term plan for the remaining fiscal year; and establishment of a Strategic Communication plan for future efforts.

In the near term, RAF Mildenhall will focus on activities surrounding Energy Action Month – designated as October 2012 by the US Department of Energy for all federal agencies. Our plan incorporates cross functional initiatives from both the 100 ARW and its co-located tenants across the installation. This plan will be augmented by USAFE public affairs office who may publicize and promote our energy conservation measures to a theater wide audience.

Throughout FY13, our efforts will parallel our short term plan and focus on increasing energy awareness and continuing to promote a cultural change. Our efforts to that end will include training and educational events, as well as more developed communication activities.

The strategic communications portion of the *RAF Mildenhall FY13 Energy Awareness Campaign Plan* will be published on a common access Sharepoint website. This web-enabled tool will provide ready access for all energy program participants and serve as a central forum for awareness events.

KYLE D. VOIGT, Colonel, USAF
Vice Commander

1. Campaign Objectives

This energy awareness campaign plan supplements and builds upon the published AF Infrastructure Energy Strategic Plan. It provides the framework RAF Mildenhall will use to ensure all leaders, airmen, civilians, host nation employees, and family members understand the importance of energy conservation while improving the mission. This plan will require commanders at every level across the unit to incorporate and endorse energy awareness and energy savings.

The plan outlines an energy awareness campaign which supports the Air Force initiatives to increase energy awareness across all functions within our Air Force by changing the culture. The plan will describe the initiatives and responsibilities of this campaign. It is imperative that energy savings are attained in order to sustain mission viability.

RAF Mildenhall Goals of the “Awareness Campaign”

1. Educate aviation personnel on significance of fuel savings
2. Educate vehicle users on fuel saving measures
3. Enlighten populace on how their conservation contributions count

RAF Mildenhall Objectives

1. Reduce fuel use in aviation operations and meet overall AF fuel reduction goals
2. Reduce vehicle fuel use
3. Build upon energy reductions in facility energy use

2. Implementation Team

2.1 Energy Management Steering Group (EMSG)

The RAF Mildenhall Energy Management Steering Group forms part of the Energy Environmental Safety and Occupational Health (EESOH) council and is a leadership forum that meets quarterly to review RAF Mildenhall performance and energy initiatives. The 100 ARW Vice Commander chairs the EESOH Council; membership consists of representatives from the following offices:

100 ARW/CV	100 MSG/CC	100 OG/CC	100 MXG/CC
100 CES/CC	100 SFS/CC	100 ARW/PA	352 SOG/CC
727 AMS/CC	95 RS/CC	488 IS/CC	100 LRS/CC
100 FSS/CC	AFFES	RAF CC	100 ARW/SE
100 CS/CC			

2.2 RAF Mildenhall Campaign Team

The RAF Mildenhall campaign team is a working level group formed to shape and execute the RAF Mildenhall energy awareness strategies.

<u>Organization</u>	<u>Office</u>	<u>Responsibility</u>
100 CES Infrastructure	CEAO	Base Energy Manager (BEM) oversees the RAF Mildenhall energy program and the implementation of the energy awareness campaign.
Public Affairs [Media]	PAO	Voice of RAF Mildenhall in reaching the base community through communication products at the headquarters and base levels. Arming Commanders with the right messages is key.
100 OG Operations	A3TV	The A staff proponents who provide input on energy savings measures concerning use of aviation fuels and operational initiatives.
100 LRS Vehicles	LGL	The A staff proponents who provide educational efforts on energy savings concerning use of vehicles and fuel supply in support of the mission.

3. Energy Awareness Month (October 2012) Activities

The near term energy awareness plan focuses on activities to be accomplished during Energy Awareness Month, October 2012. Before and throughout Energy Action Month, Team Mildenhall will cultivate energy cultural change through the awareness, training and education activities in Aviation, Facilities, and Ground Vehicles and Equipment. Mildenhall's effort will not be limited to the initiatives herein and will be enhanced by initiatives at individual Group, Squadron and Flight levels across the installation including its tenants. Base Energy Manager (BEM) will provide guidance to organizations on planning and implementing Energy Awareness Month activities and initiatives.

ENERGY AWARENESS MONTH INITIATIVES FROM TEAM MILDENHALL 2013	FACILITY ENERGY INITIATIVES (Page 1)		
	Proponent	Explanation / Action Description	Audience
	100 ARW/CC	1 st Week of October 2012 - Wing Commanders Call – Brief Energy Action Month (EAM) Slide	Team Mildenhall
	100 CES/CEAO	1 Sep 2012 Purchase Campaign Freebies (Mouse Mats, Screen Cleaners, Fridge Magnets etc)	
	100 CES/CEAO	1 Oct 2012 - Post 10’x3’ Energy Campaign banners. Mount at Main Gate and West Row Gate	
	100 CES/CEAO	1 Oct 2012 – Deploy advertising posters. These will target high assembly facilities (movie theater, BXtra/Shoppettee, bowling alley).	
	100 CES/CEAO	12 Oct 2012 – Deploy energy awareness booth at Fire Awareness Week Open House	
	100 CES/CEAO	18 Oct 2012 – EDF One-day Energy Road Show	
	100 CES/CEAO	Advertise energy awareness via Commanders Access Channel	
	100 CES/CEAO	Screen Saver splash screen with Energy Awareness Info (Matches the Mouse Mats & Fridge Magnets)	
	100 CES/CC	Brief Energy Awareness at Wing Standup (100 CES/CC)	
	100 CES/CEAO	Establish Information Booths at Energy Roadshow (18 Oct), BxTra (Date TBD), Bob Hope Center (Date TBD) and at the Energy Symposium (17 Oct)	
100 CES/CEAO	Provide Energy Awareness Playbooks to CDC		
100 CES/CEAO	Submit Energy Awareness Article to PA - Highlight Campaign and webpage information		
100 CES/CEAO	Brief energy topics (Wing Commander’s Call); stress importance of energy conservation /provide compliance data during briefing.		

ENERGY AWARENESS MONTH INITIATIVES FROM TEAM MILDENHALL 2013	FACILITY ENERGY INITIATIVES (Page 2)		
	Proponent	Explanation / Action Description	Audience
	100 CES /DIO / Vinci Facilities / Carillion	17 Oct 12 - Energy / Water Symposium to be held in Middleton Hall. Provide 6 vendors to demonstrate energy/water efficient products and services	Ops Managers, Project Managers, Asset Managers, Facility Managers, Programming and finance leads, Energy Managers, Members of the EESOH Council (EMSG)e
	352 SOMXS/ MXMOOE	All staff to watch energy awareness video "Cultivating Energy Awareness" from Mildenhall energy website: http://www.mildenhall.af.mil/library/energymanagement.asp	352 SOMXS
	352 SOMXS/ FACILITY MANAGERS	Walk through the safety facilities/ bathrooms to ensure unused power sockets are not active and lights are being turned off when rooms aren't in use.	352 SOMXS
	352 SOMXS/ MXMOOE	Squadron-wide email for education on Energy Awareness	352 SOMXS
	100 CPTS	Brief Energy Awareness at commanders call	19 Military 10 Civilians
	100 CPTS	Add "switch off all electrical appliances" to end of day checklist	30 Occupants of Bldg 441
	100 CPTS	All staff to watch energy awareness video "Cultivating Energy Awareness" from Mildenhall energy website: http://www.mildenhall.af.mil/library/energymanagement.asp	19 Military 10 Civilians
	100 CPTS	Implement local policy: Last one in the shop to go around and verify that all computer monitors, printers and lights are turned off at end of duty day	100 CPTS
100 FSS/FSD	Implement local policy: Last one in the shop to go around and verify that all computer monitors, printers and lights are turned off at end of duty day	100 FSS Force Development Flight	
100 FSS/FSCT	Minimized footprint in Bldg 442 decreasing electricity/utility usage	3 Civilian Employees	
100 FSS/FSCC	The Club keeps lights & TVs off in rooms until they are needed	40 Civilian Employees	

FACILITY ENERGY INITIATIVES (Page 3)		
Proponent	Explanation / Action Description	Audience
100 FSS/FSCB	The Bowling Center has aluminum & glass recycling with their normal trash cans	15 Civilian Employees
100 FSS/FSO	Implement local policy: Last one in the shop to go around and verify that all computer monitors, printers, and lights are turned off at end of duty day	FSS/FSO, FSOT, FSOX, FSOXU, FSOXI
100 FSS/FSRL	Ensure that lights are turned off when not needed during the day and at the end of the day. Turn off the computer monitors at night. Instead of using fans, we open up the windows. We have light sensors in the bathrooms.	15 civilian and 1 military
100 FSS/FSM	Implement local policy: Last one in the shop to go around and verify that all computer monitors, printers and lights are turned off at end of duty day.	100 FSS/FSM, 100 FSS/FSMM, 100 FSS/FSMP, 100 FSS/CPO, and NAF/HRO
100 FSS/FSF	Walk through the safety facilities to ensure unused power sockets are not active	98 personnel
100 FSS/FSF	Convert all 110V appliances to 230V and remove standalone transformers	Three facilities
100 FSS/FSF	Add "switch off all electrical appliances" to end of day checklist	98 personnel
100 FSS/FSFR	Ensure lights are being turned off when rooms aren't in use	20 occupants
100 FSS/FSVF 100 FSS/FSVS	Add "switch off all electrical appliances" to Night Shift closing checklists	Gateway DFAC, Northside Fitness Center, Hardstand Fitness Center
100 FSS/FSVF 100 FSS/FSVL	For 24 hour facilities, during shift changes, staff members will check all unused rooms to ensure all lights, power sockets, and electrical appliances are turned off	Gateway Inn, Hardstand Cafe
100 OGX	Brief Energy Awareness at commanders call	200 Military 5 Civilians Contractors

ENERGY AWARENESS MONTH INITIATIVES FROM TEAM MILDENHALL

2013

FACILITY ENERGY INITIATIVES (Page 4)		
Proponent	Explanation / Action Description	Audience
100 OGX	All staff to watch energy awareness video “Cultivating Energy Awareness” from Mildenhall energy website: http://www.mildenhall.af.mil/library/energymanagement.asp	50 Military 5 Civilian Contractors
100 OGX	Install energy awareness posters in 2 facilities	73 Military 5 Contractors
100 OGX	Implement local policy: Last one in the shop to go around and verify that all computer monitors, printers and lights are turned off at end of duty day	73 Military 5 Contractors
100 OGX	Walk through the safety facilities to ensure unused power sockets are not active and lights are being turned off when rooms aren't in use	73 Military 5 Contractors
100 ARW/PA	Create educational energy awareness mouse pads	Base populace
100 ARW/PA	Write informational story promoting energy awareness campaign events	Base populace
100 ARW/PA	Update existing RAF Mildenhall energy management web page with current information http://www.mildenhall.af.mil/library/energymanagement.asp	Base populace and spouses
100 ARW/PA	Use RAF Mildenhall Facebook page to showcase base energy management awareness efforts/provide energy saving tips. https://www.facebook.com/RAFMildenhall	Base populace/Local community. Numbers reached trackable via Facebook Stat tools.
100 ARW/PA	Unplug all chargers when not in use, turn lights off when not in room	Target Audience: Internal PA/16 personnel
100 CS/SCXP	Brief Energy Awareness at commanders call	100 CS All
100 CS/SCXP	Notice Boards populated with Energy Awareness Initiative posters	B586, 591 & 172 100 CS All Visitors to Facilities

ENERGY AWARENESS MONTH INITIATIVES FROM TEAM MILDENHALL

2013

FACILITY ENERGY INITIATIVES (Page 5)		
Proponent	Explanation / Action Description	Audience
100 CS/CCF	Email reminder to “switch off all electrical appliances” at end of day checklist	100 CS All
100 CS /SCX/SCO	ITEC’S to review requests & justification for acquiring more than 2 monitors per desk top CPU’s.	100 CS All
100 CS/All	At end of life, replace any 110V appliances with 230V and remove standalone transformers	100 CS All
100 CS/SCXP	All staff to watch energy awareness video “Cultivating Energy Awareness” from Mildenhall energy website: http://www.mildenhall.af.mil/library/energymanagement.asp	Commanders Call
100 CS/CCF	Email: Implement good practice: Last one in the shop to go around and verify that all computer monitors, printers and lights are turned off at end of duty day	100 CS All
100 CS SCXP/SCO	Facility Managers walk through facilities to ensure unused power sockets are not active and lights are being turned off when rooms aren't in use	B586, 520,583,591
100 CS/SCXP	Squadron-wide email for education on Energy Awareness	100 CS All
100 CS/CCF	Email requesting that everyone turns down heating thermostats, and to reduce the length of time that electric fans are left on for.	100 CS All

ENERGY AWARENESS MONTH INITIATIVES FROM TEAM MILDENHALL

2013

VEHICLE ENERGY INITIATIVES (Page 1)		
Proponent	Explanation / Action Description	Audience
352 SOMXS/ALL	Advocate ridesharing program for airman	MAINTENANCE
352 SOMXS/MXM MC	VCO spot check vehicles. Incorrect tire pressure reduces effective fuel consumption.	MAINTENANCE
352 SOMXS/ALL	Have only expeditor truck signed out instead of every shop	MAINTENANCE
100 CPTS	Advocate ridesharing program when traveling to different facilities on base (e.g. BX, Commissary, Fitness Center, Post Office, etc)	19 Military 10 Civilians
100 CPTS	Encourage members to walk to facilities on base (e.g. BX, Commissary, Fitness Center, Post Office, etc)	19 Military 10 Civilians
100 FSS/FSCO	ODR is upgrading its fleet of vehicles to more fuel efficient per passenger vehicles (getting rid of Ford Excursion for VW Transporter)	4 Civilian Employees
100 FSS/FSCA	Auto Hobby provides the option to fill tires with Nitrogen which is more environmentally friendly	6 Civilian Employees
100 FSS/FSCA	Auto Hobby provides used oil recycling program for DIY and home users	6 Civilian Employees
100 CES	Advocate ridesharing program when traveling to different facilities on base (e.g. BX, Commissary, Fitness Center, Post Office, etc)	100 CES

ENERGY AWARENESS MONTH INITIATIVES FROM TEAM MILDENHALL

2013

4. Strategic Communication Plan

Public affairs will assist in deliver the FY13 Strategic Communication Theme “**I Am Air Force Energy**” and will be posted on a RAF Mildenhall website along with a copy of this campaign plan.

5. Measuring, Reporting and Rewarding Success

The Installation of metering accurate measurement of energy consumed is imperative to tracking energy usage. Funding of meter projects has been acquired for all buildings over 35,000 square feet and where cost effective. Installation work to will continue.

Acronyms

AF - Air Force
AFN – Armed Forces Network
GAPU – Ground Auxiliary Power Units
HAF- Headquarters Air Force
BCE – Base Civil Engineer
BEM – Base Energy Manager
BX – Base Exchange
COMM – Communications
COP – Community of Practice (Website)
DODDS – Department of Defense Dependent
EM – Energy Manager (USAFE)
EMSG – Energy Management Steering Group
FAQ – Frequently Asked Questions
FY – Fiscal Year
POC – Point of Contact(s)
RWP – Reoccurring Work Program
UCT – USAFE Campaign Team
USAFE – United States Air Force Europe

