From the Program Manager: The Seven Steps Make “Cents”

By Fred Byrd
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Developing and implementing a successful energy management program is no light task for any school district regardless of size, budget and other resources. Even with the desire and commitment to realizing cost savings through improved energy performance, the task itself can at times be overwhelming. The KEEPS Training System is based on the ENERGY STAR Guidelines for Energy Management - a proven, seven-step strategy that empowers organizations to take ownership of their energy management programs, focus on how to reach attainable goals and build on that success once those goals are met.

To date, a lot of Kentucky school districts have embraced this process and utilized KEEPS and ENERGY STAR resources to build the foundation of a successful energy management program that yields positive outcomes year after year. However, I am also aware that there are still questions—even from districts that are steadily progressing through the seven-step process - about the logic that drives the process.

An Ongoing Process
First, it's important to keep in mind that the seven-step process is not finite. It serves as the guidelines for a school district's energy management program to be sustainable. In doing so, it helps districts implement short-term and long-term goals and, most importantly, reassess the program and work toward new objectives based on prior successes.

The seven steps affect a culture change, where everybody, from school board members to students, look for ways to generate revenue for the district through responsible use of energy resources. For the process to work, it must be a major component of a school district's business plan and standard of operations. If there is a goal in mind beyond that of cost savings through energy conservation, it is that districts strive to make energy conservation intuitive among administrators, faculty, staff and students.

Worth the Effort
Kentucky Education Commissioner Terry Holliday recently stated that Kentucky school districts will have to “do more with less” in the face of stagnant state funding for education. (Read more on the cn2 “Pure Politics” website.)

Fortunately, with the resources provided by KEEPS and its partner organizations,
Kentucky school districts can do more with less. In 2010, 97 Kentucky school districts collectively reduced energy costs by more than $3 million despite the fact that building square footage and student population increased. These aren't savings realized from just larger, well-funded school districts. The seven-step energy management process is for school districts of all sizes with large and small budgets.

For example, Anchorage Independent Schools, a small school district of a little more than 375 students in eastern Jefferson County, has benefited from the seven-step process. At KPPC's January 28 open house, Anchorage Independent Schools Superintendent Don Cravens shared his thoughts about the worth of the seven-step process and how his district's work with KEEPS is well worth the effort.

Watch the video on KPPC's YouTube channel.

The process serves as a guide for school districts to use when the fundamentals of energy management seem too overwhelming. It helps focus and prioritize energy management initiatives. If followed, it guarantees energy and cost savings year after year. That's why the KEEPS Training System is based on the seven steps; and that's why we anticipate even more success stories in 2011.

Learn more about the ENERGY STAR Guidelines for Energy Management.

Questions? Comments? Contact KEEPS.

New KEEPS Energy Management Toolkits Are Now Available

To facilitate Kentucky school districts through the seven-step energy management process, KEEPS recently released new KEEPS Energy Management Toolkits. The new toolkits include presentations and supporting documents for Step 3 of the energy management process - Set Performance Goals and Step 7 - Recognize Achievements. They are available to download in the KEEPS Training System and KEEPS Toolkit Library tabs on the KEEPS website.

Set Performance Goals
In the context of energy management, setting a performance goal helps all involved in the district's energy management program understand how much less energy the district wants to consume and where the district currently stands with respect to achieving that goal. Measuring progress toward the goal demonstrates the success of the school district's energy management program and efforts of the district's energy management team. It also lays the foundation as the district begins work on Step 4 of the energy management process - Create an Action Plan.

Recognize Achievements
Recognizing and rewarding positive behaviors sustains momentum and support for the district's energy management program and instills a sense of pride and ownership in the program among district administrators, faculty, staff and students. Recognition and awards also demonstrate the appreciation of the time, effort and energy everyone puts into helping the district reach its energy performance goal and validates the program to district stakeholders.

KEEPS Stewardship Award
In addition to creating its own opportunities for recognizing achievements, school districts are encouraged to identify and pursue opportunities for external recognition. The KEEPS Stewardship Award is one of three awards available through the KEEPS...
Awards Program and recognizes school districts that complete Step 1 of the energy management process - Make the Commitment.

View the Step 7 KEEPS Energy Management Toolkits.

Coming Soon: Toolkits for Step 2 - Assess Performance & Opportunities
KEEPS engineers and energy managers work closely with school district energy managers and energy teams to assess the energy performance of school buildings in each district. Efforts are currently underway to make the assessment tools that KEEPS uses to generate energy efficiency assessment reports available online as part of the KEEPS Training System. Watch future issues of KEEPS Moving Forward, the KEEPS website, the KEEPS Facebook page and special training announcements for information about when these materials become available.

Kentucky Green Schools Caucus Tours Elkhorn Crossing

On February 15, representatives from KEEPS participated in an open house and presentation about the benefits of energy efficient design in school buildings at the new Elkhorn Crossing School in Scott County.

The open house, which was hosted by the Kentucky Chapter of the U.S. Green Building Council (USGBC), featured a tour of the school and presentations by KEEPS, the Kentucky Department for Energy Development and Independence, Kentucky USGBC and members of the Kentucky General Assembly who serve on the Kentucky Green Schools Caucus.

Elkhorn Crossing School, which opened in 2010, is designed to meet ENERGY STAR building standards. Among the school's many high-performance design features are interior daylighting windows, high-performance roof insulation, high-efficiency light fixtures and insulated concrete form super insulating walls.

"Kentucky is leading the way with respect to developing programs and schools that set the standard for energy efficiency," said Kentucky State Representative and Green Schools Caucus Member Jim DeCesare (R-Warren). "Healthy, high-performance schools make healthy, high-performance students."

In January 2010, the Kentucky House of Representatives passed House Resolution 24 creating the Kentucky Green Schools Caucus. The resolution was sponsored by DeCesare and Rep. Mary Lou Marzian (D-Jefferson) and endorses the creation of a Green Schools Caucus "in support of efforts to build more energy-efficient, water-efficient and environmentally sustainable K-12 schools." A similar resolution, Senate Resolution 90, was sponsored by Kentucky State Senators Alice Forgy Kerr (R-Fayette) and Julie Denton (R-Jefferson) in March 2010.

The USGBC is a non-profit organization that educates and promotes the design, construction and operation of energy-efficient and environmentally responsible places to live, work and learn. In keeping with the organization's mission, open house attendees traveled from the capitol building in Frankfort to the school in Georgetown in a hybrid bus provided by TARC. Food for the event was provided by The Mayan Cafe, which sources their meat exclusively from local farms and uses as much sustainably-farmed local...
produce and cheeses as seasonably available.

More information about green school building initiatives in Kentucky and across the country is available on the 50 for 50 Green Schools Caucus Initiative website.

**KEEPS Partner Resources**

KEEPS works closely with several organizations to deliver its services to Kentucky school districts. Following are links to some of the new resources that KEEPS partner organizations provide to help Kentucky school districts realize cost savings through improved energy performance.

**The 2010 Kentucky Energy Profile**: This report was published by the Kentucky Department for Energy Development and Independence (DEDI) and provides a summary of energy production, delivery and consumption as well as trends in Kentucky energy industries.

**Kentucky School Energy Managers - the Beginning**: This video features information about the first year of the Kentucky School Energy Managers Project, which is administered by the Kentucky School Boards Association.

**Energy Project Grants Increase to $800**: Kentucky Green & Healthy Schools provides grants for up to $800 to schools that want to develop energy-saving improvement projects. Schools may apply for an unlimited number of grant projects.

More information about KEEPS partner organizations and resources is available in the Partners tab on the KEEPS website.

**KEEPS Kudos**

**Garth Elementary is Oldest School to Earn ENERGY STAR Label**

Garth Elementary School in Scott County recently proved that the most energy efficient buildings are not always the newest. On February 9, the school held a special assembly to celebrate the school's recent designation as an ENERGY STAR Labeled facility. Representatives from federal, state and local government as well as Garth Elementary alumni, faculty, staff and students attended the event.

Built in 1927, Garth Elementary School is the oldest school in Scott County and one of the oldest in Kentucky to receive the ENERGY STAR designation for energy performance and energy conservation initiatives. The school also has the highest ENERGY STAR rating (91) of all of the schools in Scott County.

Kentucky Energy and Environment Cabinet Secretary Len Peters presented an ENERGY STAR plaque to Garth Elementary Principal Rusty Andes. KSBA School Energy Managers Project Director Ron Willhite and Veronica Judy-Cecil, Director and Finance Officer from the Office of U.S. Rep. Ben Chandler, presented an American flag, which was flown over the United States Capitol on January 28 in honor of the school's achievement.

In their remarks to the assembly, Georgetown Mayor Everette Varney and Scott County Judge-Executive George Lusby said that the school's achievement has encouraged city and county government to become more energy efficient as well.

**There are now 87 ENERGY STAR Labeled K-12 facilities in Kentucky.**

**New K-12 ENERGY STAR® Partners**
Adair County, Monroe County, Owen County, Clinton County, Glasgow Independent and Caverna Independent school districts all recently became ENERGY STAR Partners as part of their respective energy management programs. Kentucky now has 86 K-12 ENERGY STAR Partners.

Learn more about the value of the ENERGY STAR program with **Toolkit 1D: Become an ENERGY STAR Partner** of the KEEPS Energy Management Toolkits.

### Williamsburg Independent Embraces Energy Efficiency

Williamsburg Independent Schools recently signed up to participate in the Kentucky School Energy Managers Project (SEMP), an American Recovery and Reinvestment Act-funded program that provides energy managers to school districts throughout Kentucky. According to District SEMP Energy Manager Courtney Lewis, preparations are underway for a utility bill analysis to evaluate energy cost and consumption. A KEEPS on-site energy assessment will also be scheduled in the near future. The district has also adopted an energy policy and formed an energy team, which will spearhead energy management program initiatives.

Learn more about the value of adopting a board-approved, district-wide energy policy with **Toolkit 1A: Develop an Energy Policy** of the KEEPS Energy Management Toolkits.

Learn more about school district energy teams with **Toolkit 1B: Establish an Energy Team** of the KEEPS Energy Management Toolkits.

Learn more about the Kentucky School Energy Managers Project on the [Kentucky School Boards Association website](#).

### Send us your KEEPS Kudos

Has your school or school district realized success through best energy management practices? Great! Use the [KEEPS KUDOS form](#) to share the good news, and your KEEPS Kudos may appear in an upcoming issue of KEEPS Moving Forward, on the [KEEPS Facebook page](#) or on the [KEEPS website](#).

### KEEPS, Ky. School Districts Featured in Courier-Journal

Extreme weather, unrest in the Middle East and the Oscars aren't the only news items making headlines. School district energy initiatives also garner space on the front page, as was the case in the February 28th edition of the Louisville Courier-Journal. The article, "Zapping Costs: Kentucky Schools Save With Energy Program," focused on how KEEPS has evolved over the past year and the rapidly growing number of Kentucky school districts that are ENERGY STAR Partners. The article also featured successful energy programs from Oldham, Bullitt, Jefferson and Bell County school districts.

[Read the article](#).

Spreading the good news about your school district's energy-saving initiatives and success stories is a key component of Step 1 of the energy management process - Make the Commitment. Learn more about how to raise awareness for your district's energy management program with KEEPS Energy Management [Toolkit 1C: Develop a Communications Plan in the KEEPS Training System](#).

Watch next month's KEEPS Moving Forward for ideas and insights about the benefits of an effective communications plan.

### School District Energy Initiatives in the News

[Going Green in South Central Kentucky](#)

[WBKO.com](#)
**Events and Training Opportunities**

**2011 Kentucky Statewide Energy Workshop**
March 13-15
Louisville
Hosted by the University of Louisville’s Conn Center for Renewable Energy Research and Environmental Stewardship, this workshop is an ideal opportunity to meet and interact with researchers, energy professionals, state policymakers and regional organizations addressing renewable energy and energy efficiency. The workshop promotes collaborations between universities and industries by highlighting energy storage, biomass, biofuels, advanced energy materials, efficiency and conservation and solar. See the workshop website for details and to register. For information, contact Rodica McCoy at (502) 852-6348.

**ENERGY STAR Portfolio Manager for Large Building Profiles**
March 15
3:00 to 4:00 p.m. ET
Webinar
Topics discussed include best practices for bulk data management for new and existing accounts using real-life examples of organizations that have successfully benchmarked large portfolios of buildings. Learn more and register via KPPC's Calendar of Events.

**Computer Power Management with ENERGY STAR**
March 15
1:00 to 2:00 p.m. ET
Webinar
Learn about an innovative software tool that enables users to monitor power management from a central location. Learn more and register via KPPC's Calendar of Events.

**Financing Energy Efficient Upgrades with ENERGY STAR**
March 17
1:00 p.m. to 2:00 p.m. ET
Webinar
Learn about financing projects in the public and private sectors, the basics of performance contracting and how the ENERGY STAR tools and resources can help you plan for short-term and long-term capital-intensive energy improvement initiatives. Learn more and register via KPPC's Calendar of Events.

**Kentucky High Performance School Buildings Workshop**
March 22-23
Bowling Green
This workshop that will showcase how high-performance facilities improve student health and productivity, attract quality teachers, reduce energy consumption and operating costs and protect the environment. Event details are available online, or e-mail pproctor@need.org.

**ENERGY STAR and Green Building and Rating Systems**
March 23
2:00 p.m. to 3:00 p.m. ET
Webinar
Learn how to use ENERGY STAR tools and resources to help meet requirements for green building rating systems, such as the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED), the Green Globes system and others. Learn
more and register via KPPC's Calendar of Events.

Kentucky Green & Healthy Schools Annual Summit
May 18
Frankfort
This annual event showcases projects that schools have completed through the KGHS program. Awards will be given for projects in several categories. Project submissions must be received by KGHS by April 8 to be considered. Contact the program coordinator for more information.

Kentucky NEED Energy Conference and Tour for Educators
June 13-17
Central Kentucky
The conference will provide teachers with up-to-date information on all aspects of energy including the science of energy, sources of energy, transportation, consumption, electricity, efficiency and environmental and economic impacts. Participants will travel via tour bus to energy sites in Central Kentucky to meet energy professionals and receive materials necessary to implement innovative, hands-on energy units for the classroom, multi-disciplinary teams and other programs. Information and registration are available on the Kentucky NEED website.