Defining Energy Park
Asset Revitalization

April 6, 2011
About LRG

- Private company with a public service mission

- Specializing in:
  - Strategic communication
  - Grassroots outreach and communication
  - Media outreach
  - Graphic design and website management
Project Background - Goals

- Increase awareness of former DoE sites as a premiere location for energy related investments
- Raise profile and support for energy related initiatives at former DoE sites
- Position former DoE sites energy initiatives for investment opportunities by both public and private sector
Project Background – Tasks:

Phase I

- Define and create a national brand identity for energy parks at former DoE facilities
- Develop an integrated set of communication tools that promote an overall brand identity and individual CRO initiatives
- Develop a long-term outreach strategy for advancing concept
Define Brand/Identity

Key Questions:

1) Who is the **audience** for outreach?

2) What do we want energy parks to be known for? What is the **vision**?

3) How do energy parks stand out? What are our **strengths**?

4) What do our key audiences think about Energy Parks and what do we want them to think? What are our **weaknesses**?
Project Background - Approach

- Clear and consistent language that communicates complex concepts in an accessible way
- High impact message and visuals that speaks to, and looks like, the prospective industries
- Integrated tools that can be customized – national profile, individual site profiles, and website
Goals

- Increase awareness of former DoE sites as a premiere location for energy related investments
- Raise profile and support for energy related initiatives at former DoE sites
- Position former DoE sites energy initiatives for investment opportunities by both public and private sector
Audience

Who are the key audiences for outreach?

- Investors
- Communities
- DoE
- Congress

Who are we missing? Priorities?
Vision

What do we want Energy Parks to be known for (Vision)?

- **Investors**: Premier places and assets to invest and expand energy-related businesses
- **Communities**: Dynamic economic centers that are creating jobs in energy production, distribution, storage, manufacturing, and research/development
- **DOE**: Model for achieving alternative energy goals; opportunity to leverage resources; potential reduction in footprint; different opportunities at each site; aligns the missions (defense and efficiency)
- **Congress**: Reusing/leveraging assets; creating jobs; creating efficiencies; leverage resources to support DOE goals; energy security; reducing dependency on foreign oil; new tech development

*What else should be included?*
How do energy parks stand out (strengths)?

- **Land**: Abundant DOE-owned post-industrial sites located in areas with adequate land and existing buffer zones
- **Infrastructure**: Infrastructure in place and ready for use, including: structures, roads, rail lines, electrical transmission lines, equipment
- **People**: Well trained workforce with technical skills and knowledge of energy industry and technology
- **Incentives**: Coordinated local, state, and federal policies and tax incentives that would make it easier to implement energy-related businesses quickly and cost-effectively

What else should be included?
Weaknesses - Investors

WHAT THEY COULD SAY

- Scary environmental problems - not a great place to invest money
- Unsafe place, disaster waiting to happen
- Problems getting access to sites
- Remote locations
- Hard to find workforce
- Complicated process to locate businesses
- Hard to finance because energy projects are on Federal land
- Dealing with the Federal government

WHAT THEY SHOULD SAY

- Comprehensive environmental management program with detail site characteristics; we know what is where
- Culture of safety
- Comprehensive plan and extensive infrastructure
- Easy access; limited encroachment and buffer zones allow for easy siting of facilities
- Highly trained and experienced workers in place
- Comprehensive services available to make the process easy; strong government support
- Support from local banks, DOE, and community
- DOE is bought in from the beginning
<table>
<thead>
<tr>
<th>WHAT THEY COULD SAY</th>
<th>WHAT THEY SHOULD SAY</th>
</tr>
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<tbody>
<tr>
<td>Expensive money drain</td>
<td><strong>Critical investment that will create jobs and enhance energy security</strong></td>
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<tr>
<td>Reuse hasn’t worked in the past; will not work now</td>
<td><strong>New comprehensive approach; clarity and buy-in from DOE</strong></td>
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<tr>
<td>Takes away from mission - cover for nuclear plants</td>
<td><strong>Adds to energy security through alternative forms of energy - fits defense and efficiency missions</strong></td>
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Weaknesses - DOE

WHAT THEY COULD SAY

Impact specific DOE office mission

Expensive

Too complicated; can’t be done

Timeline for land transfer won’t align to the community’s expectations

Disconnect between HQ and field offices sites

WHAT THEY SHOULD SAY

Adds to energy security and efficiency

Creates jobs and strengthens the community’s economy

Already being done at several sites

“Ground up” approach

Task Force will create a coordinated strategy and everyone will be operating by the same book
Weaknesses - Communities

**WHAT THEY COULD SAY**

- Just another initiative - too complex
- If we build it will they come?
- If will go nowhere with DOE
- How will we pay for this?

**WHAT THEY SHOULD SAY**

- “Ground up,” comprehensive approach with support in place from DOE and Congress
- Market driven approach
- DOE clarity and buy-in is in place
- New funding sources will support it
| **Opportunity:** | A situation or condition favorable for attainment of a goal: Investment, economic development, leverage resource |
| **Energy:** | A source of power; Production, distribution, storage, technology, efficient utilization, manufacturing, research/development |
| **Park:** | An area of land; a specific geographic space; industrial park, collocating of businesses, limited services |
| **Zone:** | An area that is distinguished for a particular reason; defined by access to resources/incentives, dynamic, common services |
| **Leverage:** | A small investment to gain a high return; maximizing resources |
| **Assets:** | A useful thing; something of value that can be put to work |
| **Revitalization:** | To give new life to; redevelopment of old assets; reuse |
| **Enterprise:** | An organization created for business ventures; a purposeful or industrious undertaking |
Putting it Together

Energy Opportunity Zone

Or

Energy Enterprise Zone
Energy Enterprise Zones

*Leveraging America’s Energy Assets*

Welcome to America’s Energy Opportunity Zones -- an opportunity to leverage our nation’s most significant energy assets to create investment opportunities in energy production, distribution, storage, technology, efficient utilization, manufacturing, and research/development.

Energy Opportunity Zones combine thousands of acres of developable land in diverse regions of the country with an existing infrastructure, a highly trained workforce, and a network of comprehensive programs of incentives and support programs designed to meet the needs of energy-related industries.
Next Steps

National Brochure

- Summary of overall opportunity
- Case for energy parks at DOE sites and context for initiative
- Identification of DOE energy park locations
- Short profiles of community projects/assets
- Case study/examples of specific projects