Take Five: Huntsville Energy Everywhere
Public Awareness Campaign Proposal for Funders

In Conjunction with

Operation Green Team, Huntsville City Schools, Huntsville Utilities, Energy Huntsville Initiative
April 2016 – May 2018

In an added push to win the $5M Georgetown University Energy Prize (GUEP) Competition (http://www.guep.org) the partners are developing a comprehensive set of formal, informal and public education programs. Take Five will promote energy efficiency in the home, workplace and schools. Working initially with communities at the neighborhood level and at public events like 2016 Earth Day at Hays Nature Preserve, Panoply (a local arts festival) and Family Fun-Fest, the partners will challenge the community to Take Five actions to reduce energy waste:

1) Change top 5 lights to LED - pick 5 most-used lights in your home
2) Unplug it! Make vampire appliances a thing of the past
3) Set the thermostat right - 78F summer/68F winter
4) Take a 5-minute (or less) shower
5) Keep it closed- close garage doors, seal windows

During 2016, Operation Green Team will hold an Energy Everywhere Science Fair for all Huntsville City Schools 4th graders. Concepts can be developed around energy basics, including: building blocks, management, transmission, conservation, production, distribution, renewables and the climate. Wind, water, clean energy and analysis are related topics that can also be explored. The intent is to leave room in the study areas for student ownership and authentic learning to take place during the competition period.

Like the 5th Grade Arbor Day Poster contest, Operation Green Team and its GUEP partners will supply materials and content support for teachers and their students. Each school's first through third place winners will compete in a system-wide fair for prizes and money. The grand prize winners will display their work at the annual Energy Summit hosted by Energy Huntsville and have lunch with the Mayor, Superintendent and HU's CEO. The energy education theatrical performance “the Energized Guyz” will be offered as a perk for participating at the end of the school year, subject to funding.

Costs and Contributions: Preliminary 2-year budget of $168,000 includes:

- Take Five reusable booth with a display for all partners to employ
- Take Five giveaways (5,000 each) including LED bulbs or nightlights; Take Five magnets, wristband or like item
- Take Five T-shirts to accompany kickoff event
- Take Five Customized Home Efficiency Kits as prizes, including a kill-a-watt energy monitor, a programmable thermostat, a shower timer with a brand magnet
- Take Five media promotions to include: cable, tv, radio, billboard and social media
- Energy Everywhere Science Fair supplies and materials for 26 schools (including display & signage)
- Staffing support, pilot teachers engaged over summer, program management and implementation in fall
- Prizes, gift cards, pizza parties for participants and medallions for 1-3rd place winners in each school
- Buses and a theatrical performance fieldtrip for all participating schools

Please help Huntsville win this competition. Contact Robin Cox with Operation Green Team, robin.cox@huntsvilleal.gov or call 256-656-2353 to pledge your support. Every $ and in-kind offer of support helps.

Operation Green Team is a 501c(3). Donations are tax-deductible.