



EERE Strategic Plan

Presented by Jason Walsh

Background

Purpose of the Strategic Plan

- (Re)Define EERE
- Provide information that is useful for EERE staff and contractors
- Demonstrate the logical basis for our vision and goals
- Connect to our stakeholders

Target Audience

They are more sophisticated about energy than the average person

- Members of Congress and their staff – need to understand the value of what we do for their constituents and for the nation
- New DOE leadership – need to know that we are focused and organized
- Potential and current partners – need to want to work with us because we bring more than money to the table
- Top talent – needs to be inspired to work for and with us

Strategic Plan Process Overview

STAGE 1 DESIGN

- Purpose
- Planning timeline
- Target audience
- Vision
- Mission
- Strategic Goals
- Structure

STAGE 2 DEVELOP

- Outreach
 - National Labs
 - Key stakeholders
- Strategies
- Success Indicators
- Narrative sections
- Compile full draft

STAGE 3 REVIEW

- Internal Review
 - EERE Staff and Leadership
 - DOE Internal Review
- External Review
 - DOE comment
 - OMB comment

STAGE 4 FINALIZE

- Incorporate comments
- Polish plan aesthetics
- Appendices
- ASEE final review
- Release
- Roll out

Strategic Framework

Vision

A strong and prosperous America powered by clean, affordable, and secure energy

Mission

To create and sustain American leadership in the transition to a global clean energy economy

Strategic Goals

Office-wide, broad, long-term outcomes

Strategies

Actions we will take to accomplish our goals

Success Indicators

Quantifiable targets that let us know we are on target towards goals; may be a combination or subset of performance measures.

Structure of the Plan

- **Message from the Assistant Secretary**
- **Executive Summary**
- **Introduction**
 - EERE Vision, Mission, and Strategic Goals
 - Work with partners
- **Energy Context**
 - An assessment of the current state of energy
 - Major trends and drivers that shape our vision of the future
 - The analytical basis for our vision and our assumptions
- **Our Approach**
 - How we look at our portfolio, make decisions, and bring technologies to market
- **Sector/Area Strategies, Indicators, and Associated Narrative**
- **Crosscutting Strategies, Indicators, and Associated Narrative**
- **Appendices**

Vision and Mission

Vision

A strong and prosperous America powered by clean, affordable, and secure energy

Mission

To create and sustain American leadership in the transition to a global clean energy economy

Context for Strategic Goals

Principles that bound our mission and permeate all of our Strategic Goals

- ***Prosperity*** – Enhance the ability of American businesses and workers to capitalize on the opportunities for job growth and business investment in growing world markets for clean energy products and services
- ***Affordability*** – Deliver improved energy services that enhance our quality of life and fundamentally cost less
- ***Environmental Responsibility*** – Minimize adverse environmental impacts from our energy system to avert the mounting impacts of climate change and protect the health of our children
- ***Security*** – Provide reliable domestic energy options that reduce our reliance on foreign oil and vulnerability to infrastructure failure and supply disruptions
- ***Choice*** – Present consumers with a broad range of integrated options to meet their energy needs

Strategic Goals

1. Improve the energy efficiency of our homes, buildings, and industries
2. Increase the portion of electric power generated from renewable energy sources
- 3. Expand the adoption of sustainable, domestically powered transportation alternatives**
4. Stimulate the growth of a thriving domestic clean energy manufacturing industry
5. Spearhead efforts to improve federal sustainability and lead by example
6. Enable the integration of clean energy into a reliable, resilient and more energy efficient electricity grid
7. Execute our work with government-leading speed, quality, and accountability