DRC has designed, and is currently implementing, a Navy-wide Water and Energy Conservation and Awareness Program, in accordance with the EPA and applicable Navy instructions to help meet the energy use reduction goals as established by OPNAV 4100.1C of 8 July 1986 and the water use reduction goals as set forth by the Energy policy Act of 1992. The program includes an annual Navy oriented theme and conservation awareness materials that increase energy and water use awareness among Navy personnel. DRC’s goal is to:

1. Reduce industrial energy consumption by at least 20 percent by the year 2005 as compared to 1990 benchmark,
2. Implement all cost-effective water conservation projects,
3. Train Energy Managers for the Navy’s shore facilities, and
4. Identify and implement all water and energy conservation projects having a 10 years or less payback.

DRC is responsible for the design, production and distribution of water and energy conservation awareness information and materials to military and civilian personnel at 350 Naval Shore Activities and 141 Naval Housing Centers. The Water and Energy Awareness Program will assist Navy Energy Managers in establishing and promoting water and energy conservation awareness by changing the current behavior of Department of Navy (DON) personnel by raising their consciousness of energy and water use costs.

The awareness material created by DRC, through this program, will ensure that all naval personnel understand the following:

b. The importance to the Navy of reducing energy and water consumption.
c. How to reduce their personal energy and water usage through improved efficiency.
d. The financial and environmental benefits of being energy conscious.

As the prime consultant, DRC develops guidelines for improving current energy awareness programs and incorporates new and innovative programs into the DON Energy Awareness Program. DRC focuses on identifying behavior patterns of Department of the Navy sub-populations, collects data and conducts demographic studies of the Navy population to determine which sub-populations to target. Sub-populations include officers, enlisted personnel, civilian employees and dependents. DRC breaks the data down into functional areas, (e.g. administrative, industrial, and fleet support) to determine targets and document the results, identify target groups, and prioritize these groups by proportional energy use, and economic savings.

DRC professionals design and develop highly effective Navy Water and Energy Conservation Displays, strategically placed at Department of Defense Headquarters (The Pentagon). The displays are designed and manufactured annually to demonstrate the Navy’s Water and Energy Program’s fiscal year goals and achievements. DRC must be innovative and use modern technology display devices to demonstrate the Navy’s excellence in water and energy conservation. Other displays such as the U.S. Naval Academy's Annapolis Water and Energy Showcase Display represent the Naval Academy’s past, present and future energy awareness, education, conservation efforts, achievements and goals.

DRC’s Energy Awareness and Public Relations Specialists have developed a briefing package for distribution Navy wide, to all Commanding Officers. The briefing package includes all pertinent information concerning the Navy’s National Energy Policy. The primary focus of the briefing package is to ensure that all Commanding Officers have policy information, points of contact, program history, and recent success stories readily available. DRC provides the information in the form of reference material, easily located, identified, and comprehended in a busy work atmosphere. The focus of the briefing package is to create interest and encourage participation in the U.S. Navy’ Water and Energy conservation Program.

Frequent activity visits are necessary to determine the success of the material developed by DRC’s staff. The location and timing of these visits are based upon individual activity energy consumption. Those activities using more than average consumption, are visited first on the schedule. The schedule and agenda includes a list of activities recommended for visits. DRC’s outline includes the names of personnel to be contacted at each activity, the tactics to be used to disseminate the information and the specific goals for energy reduction at the activity visited.