

DESEU Marketing Activity Report – 09/26/18

Program Support

Home Performance –The dedicated Home Performance site has been updated to reflect the new rebate levels and program requirements. We've also added the FAQ to the site (http://www.deseuhp.org/faqs?hs_preview=hnlXKNeU-5885968694). We are currently working on updating the Home Energy Loan brochure and creating a custom brochure for the Town of Lewes

Energy Database – Currently working with the energyOrbit support team on several support issues: adjusting the site to allow multiple funders to support the Town of Lewes cost sharing plan, updating the system for the 18/19 fiscal year, and investigating an issue that was discovered in our test environment with a recent update. Also working with Sue Sebastian on documentation and reporting.

ZeMod – We staffed the model at the State Fair again along with help from Franklin Energy. This year we promoted our Home Performance program to people who like the ideas but “already have a home”. Our Faith Efficiencies program provided an Earth Care display to add an educational element to the tour of the home. We had a coloring activity for kids that was very popular.



Community Outreach

Warner Elementary School Green Ribbon Celebration (May 21st) – Pathways to Green Schools participant Warner Elementary School held a celebration for being named a 2018 US Dept. of Education Green Ribbon School as well as earning the National Wildlife Federation's Green Flag award. Secretary Garvin made remarks at the event.

Las Americas Aspira Academy Home Energy Workshop (May 30th) – Aspira was the first Pathways to Green Schools participant to host a Home Energy Workshop for their parent association. Angie Bivens of Franklin Energy conducted an interactive session for about 15 parents. The session was also recorded to share with other parents who couldn't attend.

Laurel Library Block Party (June 9th) – Franklin Energy had a table at this community event to share energy efficiency tips and information about the Home Performance program.

WHA Solar Project Ribbon Cutting (June 18th) – Tony DePrima and Senator McDowell attended the dedication of the new Southbridge Solar Park in Wilmington. We provided a low interest loan for this 1.15 MW project.

Franklin Energy Office Ribbon Cutting (June 18th) – The Mayor of Newport joined the Franklin Energy and Energize Delaware staffs to celebrate the opening of Franklin's first office in Delaware.

Pathways to Green Schools Educator Networking Event (June 19th) – Angie Bivens of Franklin Energy staffed a table at this event held to introduce Pathways educators to organizations that can help them in their pursuit of Green Ribbon and Green Flag. We shared information about our Home Energy Workshops and our Home Performance program.

Cheer Center Energy Workshops (June 22nd & 23rd) – Franklin Energy held the first two of what we hope will be a series of outreach events at Cheer Centers across the state. The Workshops were held in Greenwood and Longneck.

Delaware Electric Coop Annual Meeting (August 7th) – Franklin Energy and Milford Housing staffed a table promoting Home Performance and ZeMod at this annual event that draws 6,000 attendees.

DSCC Annual Tabletop Networking Event (September 20th) – Kate and Angie Bivens manned a table at this annual event that draws close to 800 business professionals. We shared mostly information on the Home Performance program and the community workshops that we offer through Franklin Energy. We have a recent IAC client, Ronald McDonald House come up and thank us, and also had someone come up to specifically ask us about PACE!



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2017 Annual Report

The Annual Report is completed. It can be viewed and downloaded at www.energizedelaware.org/2017-annual-report. It has also been sent to all the State legislators, DESEU stakeholders and contractors, and the people and organizations featured in the testimonials.

Marketing and Brand Awareness Campaign

Two focus groups were held in late May and early June to collect opinions on logo, tagline and advertising concepts. The first group is stakeholders/contractors who are very familiar with the DESEU, its mission and programs. The second group was recruited by AB+C and consisted of “homeowners who have considered investing in energy-saving modifications for their home and/or small businesses.” They represented all 3 counties.

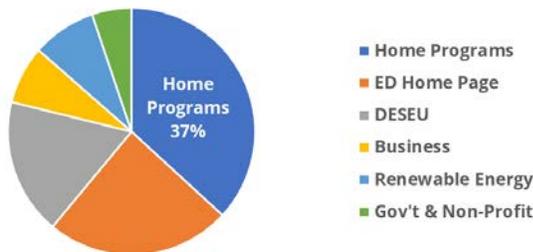
AB+C presented the summary findings to the DESEU team in early July and will be presenting them to the board at the retreat. There was a clear favorite for both the logo and advertising concepts. The AB+C team has also presented their recommendations for the website as well as advertising placements.

They are moving forward with collecting the testimonials that will be used in the advertising campaigns. They have also presented the wireframes (draft) of the new website navigation and are making changes based on our feedback.

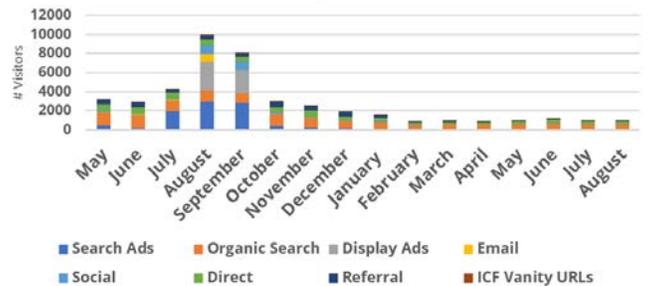


Website

What program content is being viewed
(May - August 2018)



How visitors get to website



The drop in in traffic in October was due to Home Performance Search and Display Advertising being put on hold.

Media Coverage

Tony's Doctorate: UD Confers Record Number of Doctorates, UDaily, May 25, 2018, (<http://www.udel.edu/udaily/2018/may/doctoral-hooding-innovation-engagement/>); also printed in The News Journal and Delaware State News

WHA Solar Dedication: “Wilmington Housing Authority unveils solar array in Southbridge”, Delaware Public Media/Wdde, June 18, 2018 (<http://delawarepublic.org/post/wilmington-housing-authority-unveils-solar-array-southbridge/>); “Former Housing Site Becomes the WHA’s Southbridge Solar Park”, Delaware.gov, June 18, 2018, (<https://news.delaware.gov/2018/06/18/former-housing-site-becomes-whas-southbridge-solar-park/>); New solar park in Wilmington to produce 40 million kilowatt hours, benefit WHA residents, The News Journal, June 18, 2018, (<https://www.delawareonline.com/story/news/2018/06/18/new-solar-park-wilmington-produce-40-million-kilowatt-hours/711592002/>).

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Franklin Ribbon Cutting: “Franklin Energy opening Newport location”, Delaware Business Times, June 12, 2018 (<http://www.delawarebusinesstimes.com/franklin-energy-opening-newport-location/>); “Franklin Energy and Energize Delaware celebrate the opening of Franklin’s Delaware office”, Hoy en Delaware, June 25, 2018 (<http://hoyendelaware.com/franklin-energy-energize-delaware-celebrate-opening-franklins-delaware-office/>); “Franklin Energy cuts ribbon on office in Newport” Delaware Business Now, June 27, 2018 (<https://delawarebusinessnow.com/2018/06/franklin-energy-cuts-ribbon-on-office-in-newport/>); “Energize Delaware celebrates the opening of Franklin Energy’s Delaware office”, The Delaware Way, June 29, 2018 (<http://delawareway.blogspot.com/2018/06/energize-delaware-franklin-energys-move.html>)

“Savings add up for Delmarva and Delaware Electric peak power plans”, Delaware Business Now, August 22, 2018 (<https://delawarebusinessnow.com/2018/08/savings-add-up-for-delmarva-and-delaware-electric-peak-power-plans/>) The article is about various savings program offered by the electric utilities. The SEU is mentioned at the end as another provider of incentives.

PACE Bill Signing: Gov. Carney signs bill creating new energy efficiency program, Delaware Business Times, September 5, 2018 (<http://www.delawarebusinesstimes.com/gov-carney-signs-bill-authorizing-new-energy-efficiency-program/>); “Carney signs clean energy financing bill into law” September 7, 2018, (<https://www.capegazette.com/article/carney-signs-clean-energy-financing-bill-law/164905>), “Legislation clears way for business clean energy financing through property tax assessment”, Delaware Business Now, (<https://delawarebusinessnow.com/2018/09/carney-signs-bill-that-allows-clean-energy-financing-on-commercial-properties-through-property-tax-assessment/>) The story was also picked up by national solar publications, Renewable Energy World, Solar Builder, Solar Power World, and Solar Industry Magazine.

