

DESEU Marketing Activity Report – 03/16/18

Program Support

Home Performance – Worked with Franklin and ICF on the transition for Marketing and energyOrbit. Franklin has re-launched the home performance portal, which now has a better flow of information for both homeowners and contractors. We've also been working with them on updating the brochures and other collateral materials.

They've presented their proposed Social Media strategy, which focuses on Facebook outreach. The plan is to launch this outreach in April 2018.

energyOrbit – We are wrapping up data quality checks on 2017 data as we work on our RGGI reporting. This has helped us identify improvements that need to be made to our energyOrbit set up, as well as ongoing quality control needs.

Community Outreach

MidAtlantic Women in Agriculture Conference (February 8th) – Brad North represented the Farm Program at this annual conference held at Dover Downs that had 150+ attendees.

Delaware Energy Assistance Fairs (January 8, 10, 17, 24) – Representatives from our Community Energy Centers had a table at these fairs that were held in Georgetown, Dover, Wilmington, and Newark. Coordinated by Catholic Charities, these fairs bring representatives from the State of Delaware's Service Centers, local non-profits, and the state's major utilities together to provide energy assistance to Delawareans in need.

Sierra Club RPS Panel Discussion (March 4th) – We had a table at this kickoff event for the Sierra Club's push to expand Delaware's RPS. While it was a small crowd, they were very informed and we had some good discussions.

City of New Castle Resilient Community Workshop (March 14th) – Part of DNREC's Resilient Communities Program, this workshop will present the City of New Castle's resiliency recommendations. We've been invited to have a table at the event to promote our programs to attendees.

Energy Efficiency Workshops – The Community Energy Centers held 8 workshops in January and February, and the Faith Efficiencies program held two workshops.

Looking forward – We've been invited to a number of Earth Day related events in April. We will have a table at the Delaware National Guard Eco Expo on Friday, April 20th. We will also be participating in JP Morgan Chase's Eco Week, April 23-27. Each day will be hosted at a different facility, and we will have a table to share information on our home programs.

Marketing and Brand Awareness Campaign

The Discovery Stage of the campaign is wrapping up. AB+C presented its findings from the Stakeholder Interviews and is currently developing suggested naming, logos, and branding concepts. We are working to schedule their presentation of these initial concepts for the week of March 19th. Once these are approved, the next step in the Campaign is the development of the Media Plan. The estimated launch of the campaign is May 1, 2018.

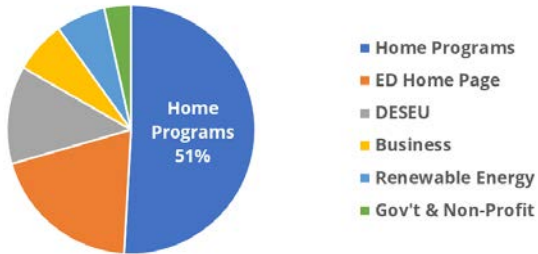
2017 Annual Report

For much of February we have been focused on pulling together the 2017 Annual Report. Most of the content has been updated/written. Outstanding are a few testimonials, proofreading, and final layout and design. We have a quote for doing the printing. We should have printed copies of the report by the end of March.

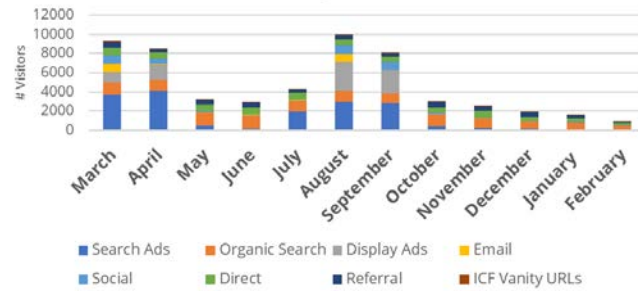
DESEU Marketing Activity Report – 03/16/18

Website

What program content is being viewed
(November - December 2017)



How visitors get to website



The drops in in traffic are due to Home Performance Search and Display Advertising being put on hold.

The Solar Thermal page was updated to reflect that FY18 funds have been committed and the program is closed to new applications until further notice.

Pages for the Green-for-Green and Upfront Solar SREC Purchase program were removed from the site.

The dedicated Home Performance site (deseuhp.org) has an upgraded contractor search page. Some changes have also been made to the Assisted Home Performance pages as well as the intake form based on feedback from the program team.