

DESEU Marketing Activity Report – 05/18/18

Program Support

Home Performance – We’ve completed updating the basic marketing materials (website, brochures, table top event materials) and are now working on refining the website and developing new materials to support the program team. We’ve developed a printed piece for Auditors to leave behind with information about the rebates. We are beginning to work on a FAQ to help answer the questions most fielded by the Program Team. Active marketing and advertising of the program has been put on hold due until the new program design is put in place.

Pathways to Green Schools – The Pathways program held two building science and operator trainings on April 10th (NCC) and April 16th (Kent County). Kate represented the SEU at the NCC event and Sue at the Kent County event. We shared information about our overall organization and programs, specifically those that can be used as part of the Pathways program.

Community Outreach

National Guard Earth Day Expo (April 20th) – Franklin Energy manned our table at this first-time event at the National Guard in New Castle.

ENERGY STAR Award Ceremony (April 20th) – Tony represented the SEU at this annual celebration in Washington DC, where he accepted our Partner of the Year Award.

Delaware Homebuyer Fair (April 21st) – Both Home Performance and ZeMod were represented at the Delaware Homebuyer Fair. Franklin Energy manned the Home Performance table, spoke to over 100 visitors, and collected 50+ emails. We’ve followed up with an email blast to those attendees with more information about our Home programs.

JP Morgan Chase EcoWeek (April 23-27th) – Angie Bivens and Kate Bayard manned tables at 4 different locations throughout the week. We had great conversations about not only Home Performance, but simple things to do around the house to save energy. We estimate we spoke with about 50-75 employees at each location and collected a total of 30 email addresses. We’ve followed up with an email promoting the Home Performance and Residential Solar Loan program. We’ve received good feedback from the organizers at JPMC as well.

Junior Solar Sprint (April 26th) – We were a Gold Sponsor for the event. Lisa Gardner and Kate Bayard represented the SEU and volunteered for event check-in. We did our first Facebook Live video during the first race (view it here: <https://www.facebook.com/EnergizeDelaware/videos/10156418670472658/>.)

Green Building United 2018 Sustainability Symposium (May 4th) – Russ Huxtable (Milford Housing) and Pheobe Howe (Efficiency Vermont) presented a session entitled “Zero Energy Modular Homes as an Affordable Housing Solution” that discussed the ZeMod concept and how we are implementing it in Delaware.

Skyline Church Workshop (May 1st) – Angie Bivens of Franklin Energy debuted the new HPwES workshop presentation that she developed which is much more interactive and provides more basic energy conservation education. Feedback on the workshop was good, and Lisa Locke of the Faith Efficiencies program really likes the new format.



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Marketing and Brand Awareness Campaign

The Discovery Stage of the campaign has been completed. AB+C presented its suggested naming, logos, and branding concepts and refined them based on our feedback. The next step is presenting the concepts to two focus groups that are being held on May 17th. The first group is stakeholders/contractors we've selected – this is a similar list to the group used in the stakeholder interviews. The second group will be recruited by AB+C and “consist of home owners who have considered investing in energy-saving modifications for their home and/or small businesses.” They will represent all 3 counties.

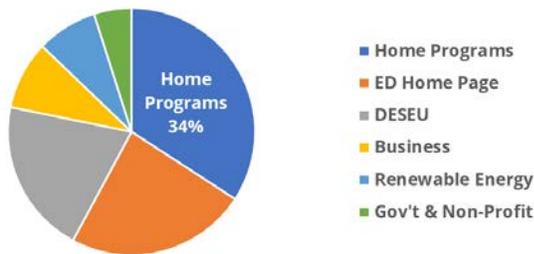
The AB+C team that is working on the website revisions is ready to begin development on a staging site and Kate is working with EvoGov to determine how this will work.

2017 Annual Report

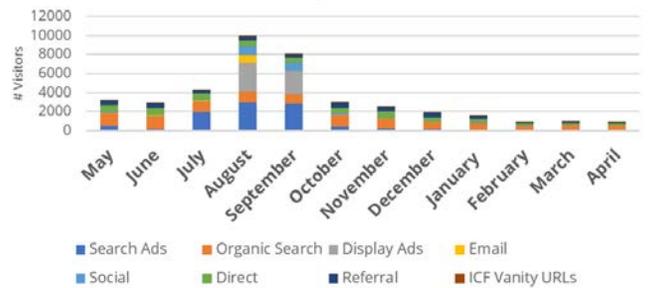
The Annual Report is completed. It can be viewed and downloaded at www.energizedelaware.org/2017-annual-report.

Website

What program content is being viewed
(March - April 2018)



How visitors get to website



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

A dedicated page for the 2017 Annual Report has been created on the website, and an Annual Report menu item has been created, with the individual years as sub menu items.

Media Coverage

“Free energy conservation workshop set March 14”, Cape Gazette, March 7, 2018 (<http://www.capegazette.com/article/free-energy-conservation-workshop-set-march-14/152330>)

ENERGY STAR Partner of the Year Coverage: “Delaware Sustainable Energy Utility to get EnergyStar award from EPA”, Delaware Business Now, April 3, 2018 (<https://delawarebusinessnow.com/2018/04/delaware-sustainable-energy-utility-to-get-energystar-award-from-epa/>), as well as other energy efficiency industry press release feeds

“Zero-energy homes arrive in Delaware”, Cape Gazette, April 12, 2018 (<http://www.capegazette.com/article/zero-energy-homes-arrive-delaware/152474>)

“Delaware students experience renewable energy technology firsthand in 2018 Junior Solar Sprint model car competition sponsored by DNREC”, Delaware.gov press release, April 27, 2018 (<https://news.delaware.gov/2018/04/27/delaware-students-experience-renewable-energy-technology-firsthand-2018-junior-solar-sprint-model-car-competition-sponsored-dnrec/>).