

DESEU Marketing Activity Report – 5/19/2017

Program Support

Community Energy Centers – A flyer has been developed for the centers to distribute in the community. We are working on a series of press events in each county to launch the Summer Cooling Workshops in June.

ZeMod – The ZeMod program launch was completed with the Ribbon Cutting on April 7th and corresponding launch of the website (www.ZeModDelaware.com). We are working on plans to exhibit a 2nd model at the State Fair in July.

Multifamily – The Affordable Multifamily Housing Program launched on April 6th, with an information session for affordable housing developers. Current materials include a flyer, trifold brochure, application and website page.

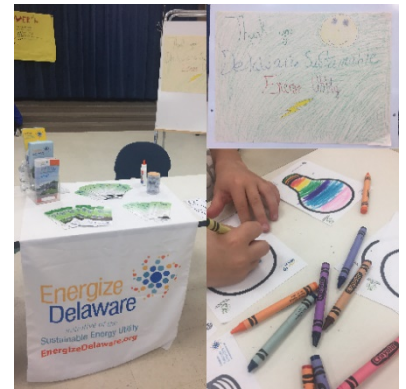
HPwES – Worked with ICF team to redesign and re-launch the testimonial and Refer-A-Friend website pages, as well as develop promotional materials for the ENERGY STAR Award.

Community Outreach

Environment America RGGI Report Press Conference (March 31st) – Continuing their efforts to promote RGGI in Delaware, Environment held a press conference at Legislative Hall for the release of their RGGI report. DESEU provided visuals for the background (with help from SolarDock and CMI Electric). Tony DePrima and Representative Paradee spoke at the event, and a statement from Senator McDowell was read.



Forwood Elementary School "Night at the Museum" (April 4th) – We were invited by Forwood's Green Team to have a table at their spring science and art fair. We had a table with a coloring activity and Energize Delaware information. Green Team members expressed their enthusiastic thanks for our supporting their efforts.



Municipal Clerk Training (April 21st) – Tony presented to the Municipal Clerks Certificate Training Program on April 21st, discussing how municipalities can overcome barriers to implementing energy efficiency and renewable energy projects.

ENERGY STAR Awards (April 26th) – The DESEU was awarded the U.S. Environmental Protection Agency and U.S. Department of Energy's 2017 ENERGY STAR Excellence Award for ENERGY STAR Promotion. Lisa Gardner and Sue Sebastian attended the Awards Ceremony in Washington, DC to receive the award.



Ashbourne Hills Community Association Presentation (April 27th) – Rob Cameron invited the DESEU to present to his community association. Kate Bayard and Kerry Hollenbeck presented. It was well received. Rep. Short was also at the meeting and expressed his support for the DESEU.

DNREC's Junior Solar Sprint (April 27th) – DESEU sponsored this annual event which was held on April 27th at the Delaware State Fairgrounds in Harrington.

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Marketing and Brand Awareness RFQ

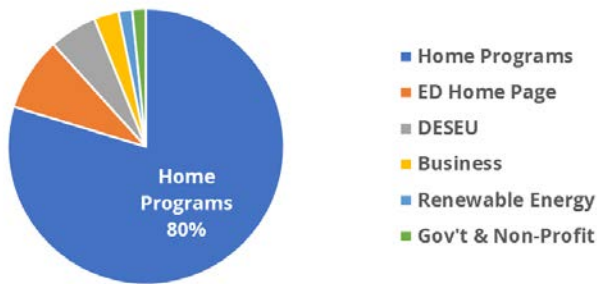
We received ten (10) responses to the RFQ, three (3) from Delaware firms, and seven (7) from out of state. We are in the process of reviewing them and narrowing the list to invite to present to us in person. The RFQ asked for a breakdown in pricing based on three budget levels to give us an understanding of what scope of marketing each firm feels can be accomplished within that budget amount.

2016 Annual Report

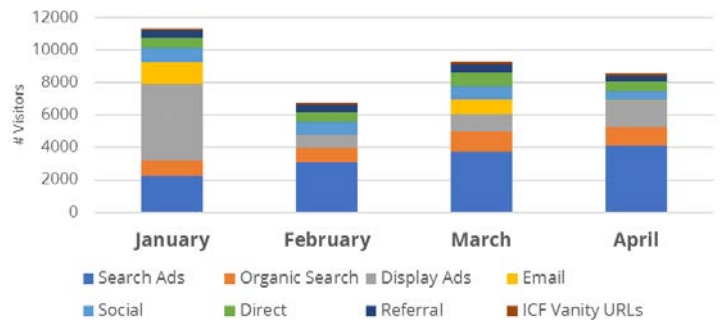
The 2016 Annual Report is available online at www.EnergizeDelaware.com/2016-Annual-Report. We will be mailing the reports out to a select list of stakeholders, elected officials, project implementers, and featured clients.

Website

What program content is being viewed
(March - April 2017)



How visitors get to website



Most of the traffic to our website continues to come from online advertising done for our Home Performance program. The winter HPwES Display Ad campaign ended in January causing a dip in traffic. We are seeing a nice growth in traffic from both organic and paid search.

We've added several new pages to the website (ZeMod, Multifamily, Annual Report), updated several others (HPwES testimonials and Refer-a-Friend), and launched a new look to our press release page template that includes Highlights and Related Media sections.

Email Marketing

Two emails were sent in March & April, Press Releases about our Standards for Excellence designation and the launch of the Multifamily program.

	Opens	Clicks	Drops
Nov/Dec 2016	17.9%	.56%	.17%
Jan/Feb 2017	21.5%	.55%	.78%
Mar/Apr 2017	21.86%	.85%	1.03%

The number of Clicks are up which indicates that more of our subscribers are engaging with our emails. Drops were high due to a larger than normal percentage of emails that couldn't be delivered.

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Media Coverage

RGGI Tour Coverage: “Government and Community Leaders Tour Clean Energy Projects in Wilmington”

Chesapeake Utilities’ \$100 bill credit for Community Energy Center clients: “Chesapeake Utilities Corp. announces increased grant levels”, Smyrna-Clayton Sun-Times, 3/7/17 (<http://www.scsuntimes.com/news/20170307/chesapeake-utilities-corp-announces-increased-grant-levels>); “Chesapeake Utilities increases customer assistance amounts”, The News Journal, 3/7/17, (<http://www.delawareonline.com/story/money/business/delawareinc/2017/03/07/chesapeake-utilities-increases-customer-assistance-amounts/98846342/# =>); “Chesapeake Utilities execs to speak at conference”, The News Journal, 3/13/17, (<http://www.delawareonline.com/story/money/business/delawareinc/2017/03/13/chesapeake-utilities-execs-speak-conference/99126410/>)

Standards for Excellence Recognition: “Delaware Achievers, March 19”, The News Journal, 3/19/17, (<http://www.delawareonline.com/story/money/business/2017/03/17/delaware-achievers-march-19/99307748/>)

“IRSD approves energy audit for all schools”, The Coastal Point, April 7, 2017, (http://www.coastalpoint.com/content/irsd-approves-energy-audit-all-schools_04_06_2017)

Environment America RGGI Report Release: “Carney urged to double-down on environmental spending”, Delaware State News, 3/31/17, (<http://delawarestatenews.net/news/carney-urged-double-environmental-spending/>); “Carper joins environmentalists in effort to curb climate change”, WMDT, 3/31/17, (<http://www.wmdt.com/news/delaware/carper-joins-environmentalists-in-effort-to-curb-climate-change/426787508>)

ZeMod Ribbon Cutting Coverage: “A New Affordable Housing Program Launched in Greenwood”, WRDE, 4/7/17, (<http://www.wrde.com/index.cfm?&ref=60200&ref2=6259>), “ZeMod Delaware creates highly energy efficient homes at affordable prices”, WMDT, 4/7/17, (<http://www.wmdt.com/news/delaware/zemod-delaware-creates-highly-energy-efficient-homes-at-affordable-prices/441077566>), “ZeMod cuts ribbon on affordable homes”, Cape Gazette, 4/17/17, (<http://www.capegazette.com/article/zemod-cuts-ribbon-affordable-homes/130780>)

“DESEU Launches Program to Save Energy in Affordable Multifamily Housing”, Delaware State Chamber of Commerce, 4/27/17, (<http://www.dsc.com/news/newsarticledisplay.aspx?ArticleID=2168>)