

## DESEU Marketing Activity Report – 09/21/2017

### Program Support

---

**Community Energy Centers** – Press events were held in each of the locations over the summer. We are currently working on promotional items and displays that the centers can use in their community outreach.

**ZeMod** – The second model debuted at the State Fair & we received a number of good leads for the program. A WDDE reporter interviewed Kate Bayard (DESEU), Valerie Miller (Milford), Roger Collison (Beracah), and Alison Donovan (VEIC) for a story about the ZeMod program. The piece is still in development. We are currently working on a marketing calendar that will show the potential community events, conferences, and awards applications for 2017/2018.

**Residential Solar Loan Program** – We launched the marketing for the new Residential Solar Loan Program with a Solar Contractor Training in late May. We've developed a tri-fold brochure and added the program to our website.

**Congratulations/Acknowledgment Letters** – We've begun sending letters to beneficiaries of our non-profit, local government, and business programs congratulating them on their completed projects and thanking them for their participation. Copies of these letters are also being sent to their State Senators and Representatives to build awareness.

### Community Outreach

---

**Community Energy Center Ribbon Cutting Events (June 22<sup>nd</sup>, July 17<sup>th</sup>, July 18<sup>th</sup>, Sept 20<sup>th</sup>)** – Press events were held at each Center to promote our Summer Home Energy Workshops.

**Baltimore Air Coil Presentations (June 14<sup>th</sup>)** – Kerry Hollenbeck and Kate Bayard presented information on our home programs to the employees of Baltimore Air Coil in Milford as part of their sustainability training.

**Restoring Central Dover Housing Working Group (June 21<sup>st</sup>)** – Kate Bayard presented information on the DESEU programs that could be used by Restoring Central Dover in their housing efforts.

**ZeMod at the Delaware State Fair (July 20<sup>th</sup> - July 29<sup>th</sup>)** - We debuted the 2<sup>nd</sup> model at the Delaware State Fair. It was a great opportunity to promote not only ZeMod but educate visitors on energy efficiency at home and promote Home Performance.

**DEC Annual Membership Meeting (August 15<sup>th</sup>)** – We had a table at this event and promoted our Farm Program as well as ZeMod and Home Performance.

**Lights On, Dover Strong (throughout August)** – We not only provided financial support for this project, but Tony DePrima and Lisa Gardner also volunteered to install the energy efficient porch lights. We also had a table at their August block party to promote Assisted Home Performance and the Community Energy Centers. We'd like to thank board member Trey Paradee for attending the Block Party; it was a good night.

**KCI Technology Tailgate (September 7<sup>th</sup>)** – We had a table at this annual event for KCI clients. We promoted our programs that benefit local governments

**Library Energy Efficiency Presentation (September 14<sup>th</sup>)** – Together with Becker Morgan Group and Lucent Energy Systems, we presented at the Delaware Division of Libraries' Library Construction and Sustainable Energy Workshop. The presentation



## DESEU Marketing Activity Report – 09/21/2017

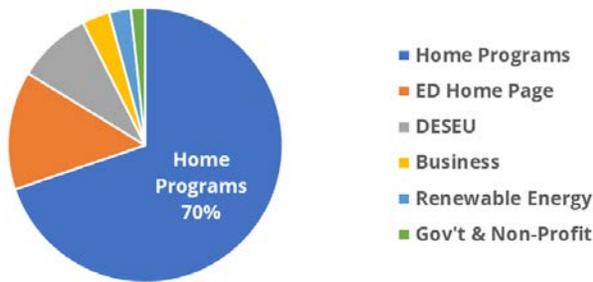
discussed the design, construction and financing of the energy efficiency and renewable energy features at the Lewes Library.

### Marketing and Brand Awareness Campaign

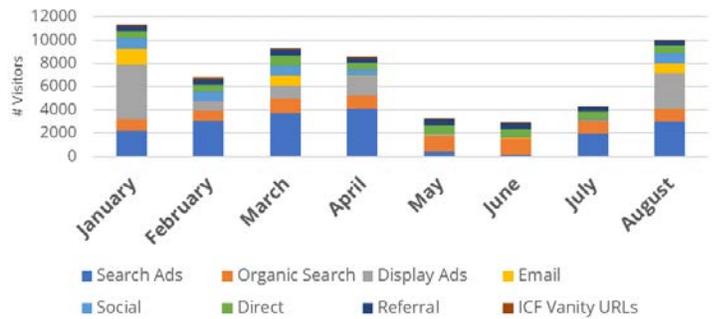
We received ten (10) responses to the RFQ, three (3) from Delaware firms, and seven (7) from out of state. We brought 4 firms back for in person interviews, and asked 2 finalists to present to the Board at the Retreat in July. Based on the results of those presentations and feedback from the board, we've selected Wilmington based firm, AB+C (<http://abccreative.com/>) to move forward in the process.

### Website

**What program content is being viewed**  
(May - August 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. Search and Display Advertising was put on hold during May and June which resulted in a drop in traffic. As the fall marketing campaign started up in July, the amount of traffic is returning to levels seen previously in the year.

We've added several new pages to the website (Residential Solar Loan Program, Commercial Energy Auditor List), updated several others (Refer-a-Friend, Upfront SREC, SREC Auction, Performance Contracting, 2017 Bond Issue). We've also started to add the Annual Report testimonials to the program pages.

### Email Marketing

Emails sent from May through August promoted our ENERGY STAR Award, the Wilmington PAL loan, and launching our Energy Orbit Database.

	<b>Opens</b>	<b>Clicks</b>	<b>Drops</b>
Nov/Dec 2016	17.9%	0.56%	0.17%
Jan/Feb 2017	21.5%	0.55%	0.78%
Mar/Apr 2017	21.86%	0.85%	1.03%
May/June 2017	19.23%	0.96%	0.88%
July/Aug 2017	24.68%	0.43%	1.34%

### Delaware Energy Conference Planning

## DESEU Marketing Activity Report – 09/21/2017

The Delaware Energy Conference has launched its own website separate from the Delaware ESC Chapter site. The new site, [www.DelawareEnergyConference.org](http://www.DelawareEnergyConference.org), was set up by the National ESC chapter to help promote the event and process registrations and sponsorships. The DESEU is providing marketing support for the website and promotion of the event.

### Media Coverage

---

Energy Star Award: “Energize Delaware wind national Energy Star award”, Delaware Business Now, 5/16/17, (<http://delawarebusinessnow.com/2017/05/energize-delaware-wins-energy-star-award/>); “Energize Delaware wins EPA award”, The News Journal, 5/16/17, (<http://www.delawareonline.com/story/money/business/delawareinc/2017/05/16/energize-delaware-wins-epa-award/325979001/>);

DANA Conference & Standards for Excellence Recognition: “Delaware Alliance for Nonprofit Advancement holds annual conference”, Dover Post, 05/22/17, (<http://www.doverpost.com/news/20170522/delaware-alliance-for-nonprofit-advancement-holds-annual-conference>); “DANA conference brings together nonprofits, business and government”, Cape Gazette, 05/30/17, (<http://www.capegazette.com/article/dana-conference-brings-together-nonprofits-business-and-government/133928>)

PACE Legislation: “SB113 – Establishing a Clean Energy Program”, Blue Delaware (Blog), 06/16/17, (<https://bluedelaware.com/2017/06/16/sb113-establishing-a-clean-energy-financing-program/>)

Lights On, Dover Strong: “Neighborhood lighting project hopes to build a sense of community, deter crime”, Dover Post, 6/22/17, (<http://www.doverpost.com/news/20170622/neighborhood-lighting-project-hopes-to-build-sense-of-community-deter-crime>); “Restoring Central Dover puts downtown in the spotlight”, Delaware State News, 6/27/17, (<http://delawarestatenews.net/news/restoring-central-dover-puts-downtown-spotlight/>); “Campaign launched to light up Dover's high-crime areas”, The News Journal, 07/13/17, (<http://www.delawareonline.com/story/news/2017/07/13/campaign-light-up-dover-crime/459779001/>)

Community Energy Center Summer Cooling Workshops: Delaware State Chamber of Commerce, 6/27/17, (<http://web.dscc.com/news/newsarticledisplay.aspx?ArticleID=2264>); Hockessin Community News, 6/28/17, (<http://www.hockessincommunitynews.com/news/20170629/energize-delaware-community-energy-centers-announce-statewide-home-cooling-workshops>), Dover Post, 6/29/17, (<http://www.doverpost.com/news/20170629/energize-delaware-community-energy-centers-announce-statewide-home-cooling-workshops>), Middletown Transcript, 6/29/17, (<http://www.middletowntranscript.com/news/20170629/energize-delaware-community-energy-centers-announce-statewide-home-cooling-workshops>), Sussex Countian, 7/14/17, (<http://www.sussexcountian.com/news/20170714/community-energy-center-ribbon-cutting-set-for-july-17#>); Cape Gazette, 8/23/17, (<http://www.capegazette.com/article/community-energy-center-opens-georgetown/138429>)

“DSU to host energy conservation workshop Aug. 3”, Dover Post, 7/31/17, (<http://www.doverpost.com/news/20170731/dsu-to-host-energy-conservation-workshop-aug-3>)

“Forwood garden promotes real-world science instruction”, State of Delaware, 6/28/17, (<http://news.delaware.gov/2017/06/28/forwood-garden-promotes-real-world-science-instruction/>)

“New sustainable Energy Utility vendor to upgrade data tracking, reporting”, Delaware Business Now, 9/3/17, (<http://delawarebusinessnow.com/2017/09/new-sustainable-energy-utility-vendor-will-upgrade-data-tracking-reporting/>)