

DESEU Marketing Activity Report – 11/16/2017

Program Support

Home Performance – Worked with Franklin and ICF on the transition for Marketing and energyOrbit. Updated website for new rebate levels. Revised all online and print materials to reflect changes in the Home Energy Loan Program.

Pathways to Green Schools – Attended the kickoff workshop and provided introductory remarks about the DESEU's role in the program. We also had a display table with Annual Reports, Low-Interest Loan, and Home Performance information.

Energy Orbit – User support for the Delaware Energy Savings Database was handed over to the DESEU, and our program implementers have begun entering and updating their data. We've developed system testing and upgrade procedures, and are working on data quality and audit procedures.

Brochure Development – Finalized design of Multifamily, Residential Solar Loan, and Home Energy Efficiency Loan program brochures. Began development of Community Energy Center rack card.

Promotional Giveaways – We exhausted our supply of promotional giveaway items, and ordered a new supply of items: scratch pads and lanyards. Both have been big hits, and several of our implementation partners have taken a supply to for their outreach purposes.

Delaware Energy Conference

On Wednesday, October 18th, the Delaware Chapter of the Energy Services Coalition (DE ESC) and DESEU hosted more than 110 attendees at the 4th Annual Delaware Energy Conference at the Chase Center in Wilmington.

The DESEU was the lead sponsor of the event, providing Energize Delaware lanyards to all attendees. Both Sue Sebastian and Kate Bayard were heavily involved in the planning and coordination of the event.

Senator McDowell provided opening remarks and the Lunchtime Keynote was provided by Secretary Shawn M. Garvin of the Delaware Department of Natural Resources and Environmental Control. Some of the key themes that emerged during the educational sessions were:

- Lessons learned from how others are implementing energy efficiency measures and technologies
- How climate change is influencing product innovation as well as public policy
- The need for private, public, and non-profit entities work together to advance energy efficiency and clean energy policies

Attendee Bob McGreevy of EffectivEnergy Solutions said "Thanks to the entire team for making the 2017 ESC Energy Conference a huge success. I learned much from the presentations and met many quality energy advocates and several leads."

Community Outreach

Delaware State Chamber of Commerce Table Top Networking Mixer (September 20th) – This annual business and career networking event at the Chase Center in Wilmington draws over 600 attendees. We had very good discussions with attendees about our organization and provided information about both residential and non-residential programs.



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University of Delaware Coast Day (October 1st) – Kate Bayard and Kerry Hollenbeck staffed a table that featured our residential programs. Interfaith Power and Light also had a table and share information about the DESEU’s programs.



DPL Energy Assistance Summit (October 4th) – Tony presented information about our residential programs that serve Delawareans in need.

Capital Cities Farmers’ Market (October 11th) – The theme for this Farmers’ Market was clean vehicles. We had the DESEU car on display as well as a table with information about our residential programs.



PACE Outreach (ongoing) – Tony has done a number of presentations to stakeholder groups to build support for the legislation. DVGBC is hosting at PACE Town Hall on November 15th.

University of Delaware Blue Hen Leadership Program Energy Conservation Project (ongoing) – We are supporting this student lead outreach program to educate UD Freshmen on ways to reduce their energy use and carbon footprint. Their fall activity was building awareness and distributing smart power strips. In the spring they will do energy workshops and a residence hall energy conservation competition.



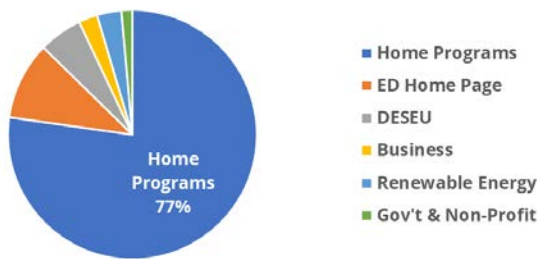
Event Sponsorships – We’ve sponsored and attended the fall fundraising galas for our valued partners, Milford Housing Development Corporation, Delaware Tech, and First State Community Action Agency.

Marketing and Brand Awareness Campaign

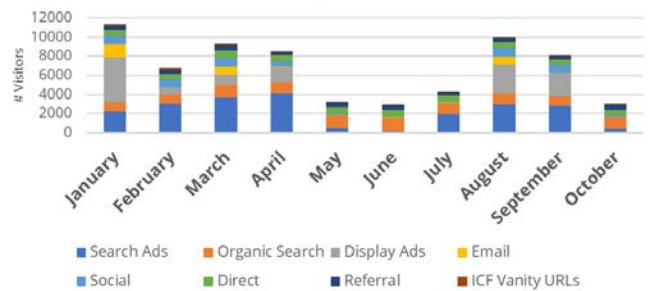
We finalized and signed the contract. Our kickoff meeting for the campaign is Tuesday, November 14th.

Website

What program content is being viewed
(September - October 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. Drops in May, June and October are due to Home Performance Search and Display Advertising being put on hold.

We’ve updated the Home Performance pages to reflect the changes made to the Home Energy Loan Program and Rebate levels. Green Grant, Solar and Geo Thermal programs were updated, giving each program its own page.

Email Marketing and Press Coverage

We have been working finalizing on press releases announcing recent changes and improvements for the Home Performance and Farm Programs. These both should be released to the press and our email list this week.