

DESEU Marketing Activity Report – 01/18/19

Program Support

Home Performance – We have completed updating our printed materials and promotional items with the new branding. We launched an informational portal for our contractors so they can quickly find the program resources they need.

HEC2 - We've notified our Community Energy Center contacts that we are launching this new program. We've begun developing the printed and online materials that will be used for outreach as well as during the onboarding, counseling and checkup processes.

Energy Database – We've made a good amount of progress on setting up energyOrbit to support multiple funders. We will be testing this functionality with Franklin soon. Also working updating the system for the 18/19 fiscal year.

PACE – We've reviewed the proposed website content for the stand alone PACE website. They've created it in "test" mode and we have begun reviewing it.

Community Outreach

Our Lady of Grace Apartments Ground Breaking – Kate Bayard represented Energize Delaware at the ground breaking for this new affordable housing community in Newark. NCALL Executive Director Karen Speakman thanked Energize Delaware and New Ecology for contributing to the energy efficient design of the community.

Jefferson School Ground Breaking (November 30th) – Tony DePrima and Board member Andrea Kreiner attended this event to celebrate the Jefferson School starting on construction on several campus improvement projects. Tony spoke about the 141 kW solar resiliency project that is being funded by the Low Interest Loan Program.

Delaware Resilient and Sustainable Communities League Summit (December 5th) – We had a table at this annual event that hosts state and municipal representatives, local non-profits, and community members to discuss how to make Delaware's communities more resilient. Tony DePrima spoke about PACE on a panel about financing projects.



Marketing and Brand Awareness Campaign

AB+C has presented us with their proposed "stories" that will be used during the ad campaign. We've also been working with them on finalizing the media plan, which should launch in February/March.

We completed additional video testimonials in November and have provided our feedback on the completed videos. These videos will be used on the website as well as in social media and radio ads.

The website redesign is close to being wrapped up – they will be presenting the full website to us by the end of January.

Annual Report

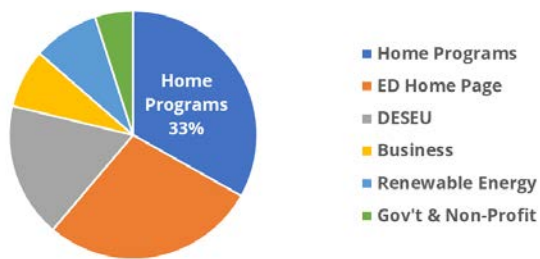
We've begun updating the content and soliciting testimonials for the 2018 annual report.

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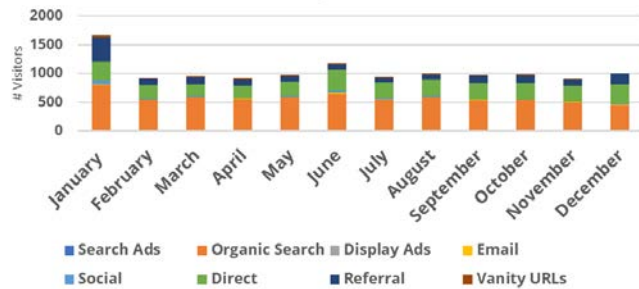
Website

What program content is being viewed

(November - December 2018)



How visitors get to website



The drop in in traffic after January 2018 is due to Home Performance Search and Display Advertising being put on hold in October, as well as a change in marketing strategy under Franklin Energy that focuses on marketing through our Participating Contractors.

Media Coverage

“Unitarian Universalists certified for greenhouse gas reduction”, The Cape Gazette, December 2, 2018
(<https://www.capegazette.com/article/unitarian-universalists-certified-greenhouse-gas-reduction/170161?platform=hootsuite>)

“4th grade students conduct energy audit at their school”, WDEL, December 6, 2018 (https://www.wdel.com/news/video-th-grade-students-conduct-energy-audit-at-their-school/article_1bbe62c0-f997-11e8-b8bf-cb73b5302fb2.html)

“Energize Delaware provides loan for Sussex school's solar array” Delaware Business Now, December 12, 2018
(<https://delawarebusinessnow.com/2018/12/energy-delaware-provides-loan-for-sussex-schools-solar-array/>)

“The Jefferson School breaks ground on new middle school”, The Cape Gazette, December 13, 2018
(<https://www.capegazette.com/article/jefferson-school-breaks-ground-new-middle-school/170945>)