

Communications Outreach

Brand Awareness Campaign - A total for the number of advertising placements for the 2019 season have been tabulated:

Radio spots – 353

Print ads – 12

Bus signs – 100 bus Interior cards

Billboard sites – 14

Social Media – Reached 57,069 people, 417,150 impressions

Empowerment Grant Program – A virtual announcement of the Program and all of the related details of the Large-Scale Grant efforts and public workshops is scheduled for Tuesday, January 21. This effort will launch the “official” start of the grant application process.



Media Coverage

Press Release announcing the hiring of Jim Purcell for the Empowerment Grant Manager position was distributed on December 13, 2019.

Since then features on the hiring have appeared in the DE State News, Cape Gazette and the DE Business Times. Jim and the Grant Program have also been mentioned online by the DE State Chamber and DANA.

A radio interview on the Program is scheduled for WWSX (Radio Rehoboth) on Jan. 23.

Social Media

As of Thursday, January 2, 2020

Facebook – Followers: **944**; Likes: **871**

Twitter – Followers: **334**; Following: **878**; Tweets: **1,053**

Instagram – Followers: **202**; Following: **326**; Posts: **50**

Energize Delaware wants to thank Congresswoman Lisa Blunt Rochester for her involvement as a prime co-sponsor of the National Climate Bank Act of 2019, intro'd by Rep. Debbie Dingell. The \$35B program will create a National Climate Bank to stimulate private investment in various projects to cut greenhouse gas emissions and step up the country's clean energy transition.

bit.ly/2QNRq7Q

#NationalClimateBank

#ClimateChangeIsReal

#netDE



A recent ruling by the [Delaware Public Service Commission](#) found that regulated electric utility companies are not permitted to base charges to #solar customers on a customer's draw of the electric distribution system but on their overall net usage. Solar has many benefits, one of which is net metering usage for customer's concerned with being placed on the Medium General Service rate classification. Demand charges are measured by the highest demand in a 15-minute period for each billing month. If solar customers were to remain on this rate classification, versus the much more beneficial Small General Service rate, the financial benefits would be greatly diminished and put the viability of solar power usage in question.

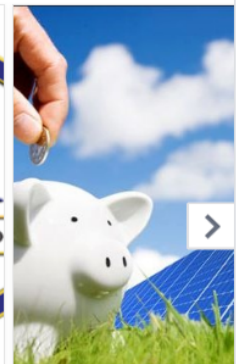
Energize Delaware would like to thank Drew Slater, and the [Division of the Public Advocate](#), for supporting his customer's case. The ruling ensures customer's usage is based on their net usage while still allowing for the #energyefficiency benefits of installing solar panels.

A business that uses less energy than their solar panels generate will not be placed in a rate classification category that results in demand charges, regardless of their kilowatt hours usage. A main clarification of the report is that the term "usage" is intended to mean "net usage" of energy, not the formerly accepted "gross usage". This distinction is the key in encouraging businesses to invest in the benefits of solar power.

You can learn more about the important role the Division of the Public Advocate plays by visiting <https://publicadvocate.delaware.gov/>



Division of the Public Advocate (DPA) - State of Delaware



Division of the Public Advocate Delaware

Recent Facebook posts highlighting important energy related issues impacting Delaware & the country.