Community Outreach

**Delmarva Corrugated Packaging** - Toured and photographed the energy efficiency measure they installed in the new facility. This is part of a pending D-PACE and loan program.

- Railway access in building
- Insulated Bay Doors
- Recycled waste chopped & bailed and shipped back to paper manufacturer
- Insulated crushproof walls in warehouse
- LED lighting installed throughout
- Energy-efficient HVAC unit. Numerous on the roof

**Skotta Poultry Farm** in Georgetown - The Skotta family have 10 poultry houses, 7 in Georgetown and 3 in Greenwood. Their 160 solar panels provide energy for two farms and their households.

- Skotta Farms is **POWERED BY THE SUN**
- Poultry house with solar panels
- Two rows of 80 solar panels running the length of his field
Sussex Academy (Formerly Jefferson School)

Solar field at the School. Plans are being made to get the students involved in an Agri-Solar project. They are planning on planting wildflowers between the rows of panels. I gave them information on a company that sells native and wildflower seeds. Project will start in the spring.

Few of our Solar Farms in Sussex County

Program Support

**Multifamily Housing** - Input on design and text for new construction and gut rehab. Designed graphic for Carrington Way Project for social media

**Faith Efficiency** - Designed a flyer for Climate Conversation

**Franklin** - A part of regular informational marketing meetings with Franklin

**HPwES** - Input on upcoming weatherization newsletters and social media ads graphic design

**HC2** - Discussion/input on additional Facebook page targeting lower income

**Marketplace** - Input on ads, social media campaign, legislative letter

**Lights On, Help Initiative** - Conversation with Charlie about graphics, their brochures and design.

**Farm Program** - Meeting with Karl about solar farms.
I increased our newsletter reach by gathering all past HPwES customers email addresses. This allowed us to reach out and touch them again. The response is good, generating new interest, and the ability to further assist past program participants.

**Press Releases**

- Children’s Beach House Loan
- DOE Jennifer Granholm 1 Million ES Audits
- $5 Million Residential Solar Loans
- 10,000 Home Performance ES Audits in DE
- Traci Evans Office Manager

**Social Media - 2021 Review**

- Facebook: 304,595 Reach, 1.1K Likes, 61% Women, 38.4% Men, 16.6K Paid Reach
- YouTube: 292 Views, 18.8 hours watched
- Twitter: 118,277 Impressions, 4,506 Profile Visits
- LinkedIn: 181 Page visits, 119 Followers
- Instagram: 20,610, 333 Followers
Marketing Brand Awareness

**AB+C** - Worked with ABC on their creative brief for upcoming campaigns. Reviewed Multifamily Housing flyers suggested changes. Communications with ABC. Monitored invoices.

**Social Media** - Designed numerous social media posts. Expanding social posts to include new technology and energy efficiency around earth.

**Designed** - Flyer for Senator Carper, social posts, Ad for Delaware State News upcoming Choose Central Delaware business booklet.

**Website** - Updates to website.

**Annual Report** - Updating and building from previous template, cover design.

**Signs** - Creating 4x8 foot signs that will be placed on location on job sites. Designed sign for our EV charger.