



ENERGIZE
DELAWARE[®]
SUSTAINABLE ENERGY UTILITY

Five Year Strategic Plan 2022 - 2027

Adopted January 21, 2022

The five-year Strategic Plan provides a vision for the organization and gives the public an understanding of the DESEU's priorities. The Plan is composed of Mission, Vision and Values Statements along with seven Strategic Initiatives. A Strategic Plan is required to be published on the DESEU's website under its enabling legislation.

Three committees developed the Strategic Plan: The DESEU Oversight Board subcommittee who reviewed the mission, vision, and values statements; A Citizen Advisory Committee who aligned priorities and identified programing gaps; and a Technical Committee composed of program administrators advising on the mission and vision influencing the eventual Strategic Business Plan.

Mission

Inspiring sustainable energy solutions for a thriving environment and economy



Vision

Powering tomorrow with clean, efficient, and affordable energy

Organizational Values:

- Innovative
- Nimble
- Results Oriented
- Collaborative
- Transparent
- Accountable
- Mission Focused

Program Values:

- Community Oriented
- Effective
- Socially Equitable
- Environmentally Sustainable
- Economically Feasible
- Customer Friendly
- A Pleasure to Use

Strategic Initiatives are inclusive areas of focus that were developed after considering the DESEU's legislative purpose along with the priorities and gaps identified by the strategic plan committees. All the actions proposed in the Strategic Business Plan will be aligned with one or more of these initiatives. When taken together, the actions will bring the DESEU measurably closer to its vision.

1. Emissions Reduction

Energize Delaware will work to reduce and eliminate greenhouse gases by natural and technological means, carbon-free production, and renewable sources, to avoid or capture emissions.

2. Energy Equity

All Energize Delaware programs will place a high priority on assisting Delawareans who have the greatest energy burden and risk of environmental harm.

3. Direct Efficiency

Energize Delaware will continue its cornerstone activities, fostering end-use energy efficiency across all sectors and fuels and expanding into new and underserved markets.

4. Economic Activity

Energize Delaware will support the Delaware economy promoting green asset ownership, saving Delawarean's money on their energy costs, funding green job training, and opening green investment opportunities.

5. Natural Climate Solutions and Conservation

Energize Delaware will seek out and promote programs that use nature-based carbon sequestration and sustainable land use in support of a healthy environment.

6. Changing Behavior Through Awareness

Energize Delaware will employ effective social marketing to inform, educate, and change energy end-use behaviors that eliminate carbon and other emissions as quickly as possible.

7. Advancing Technology

Energize Delaware will champion proven and promising new technologies and innovative solutions, and support research, development, and deployment that enhances the use of renewable energy, energy efficiency, and conservation minimizing natural resource depletion.

The Business Plan will recommend changes to existing activities and propose new activities. Its purpose is to align with the Strategic Plan and what was learned from the three strategic planning committees. The Business Plan will include: goals for changes in established programs and suggest potential new programs; a section on measurement and evaluation, marketing, and public education goals; and will make recommendations related to the organization and governance goals. The objective is to have the Business Plan completed by the Summer of 2022. Each recommendation will come with time bound suggestions for implementation.

It will be important for the DESEU to establish measurable goals for success of the organization and for each of its activities. Activity measures will be recommended in the Business Plan. The following are some suggested measures for Strategic Initiatives.

Emission Reduction	<ul style="list-style-type: none"> Carbon Removed (tons) KW of non-carbon energy production
Direct Efficiency	<ul style="list-style-type: none"> kWh saved (first annual, lifetime) Therms saved (first annual, lifetime)
Economic Activity	<ul style="list-style-type: none"> Jobs Created \$ invested in green capital assets
Natural Climate Solutions	<ul style="list-style-type: none"> Natural Carbon Sequestration (tons) # of sustainable land use measures funded
Energy Equity	<ul style="list-style-type: none"> \$ invested in communities of low income \$ invested in minority owned small business
Changing Behavior through Awareness	<ul style="list-style-type: none"> Awareness Increase (survey data) # Attendees at educational events
Advancing Technology	<ul style="list-style-type: none"> \$ invested in research and development # of new technologies supported