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Communications & Marketing Manager

March 2022

Community Outreach

Delaware Agricultural Museum - Working with the Executive Director of the museum on an upcoming exhibit, "Then One Day the Lights Came On." The exhibit explores how electricity changed rural Delaware, leading up to the present and future with solar energy. Energize Delaware approved a \$25,000 grant to help with the exhibit's future section. We will have brochures and a cross section of a ZeMod model in the exhibit. The museum poultry house will have a solar panel I got donated.



Aerial View of Array



Sussex Academy Update

Helping Sussex Academy (formerly the Jefferson School) with some Agrivoltaics. Gathering quotes from contractors to build a pollinator garden around the solar array on the property. This is an exciting opportunity to work with one of our Pathway Schools that is getting the students involved.

Academy Property



Ground Level

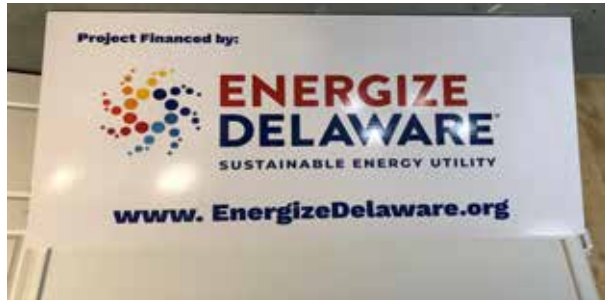


New Project - Solar Website

The process has begun to develop a new solar website for Delawareans that will be a valuable resource for those interested in solar energy. As more opportunities present themselves for residential and commercial solar the website will help people understand terminology, the installation process, and find contractors to do the work. It will also have a section for teachers including lesson plans to help them teach future generations about solar. A Request For Proposal (RFP) was published and circulated this week to website designers.

Delaware Chicken Association - Reached out to the DCA about doing an article on the positive impact solar energy is having on poultry farms in Delaware.

Delaware Lodging and Hotel Association - Reached out to the State of Delaware Pollution Prevention office on the currently defunct Delaware Green Lodging program about the possibilities of engaging hotels in Delaware in a conversation about solar and weatherization measures. Working on an opportunity to speak at a Delaware Lodging and Hotel Association meeting.



Financed By Energize Delaware - Had two 8' x 4' signs made for our project/construction sites to show that Energize Delaware is helping businesses in our state. The first placement will be HyPoint Dairy in Wilmington in May when they begin construction.

Annual Report - The report was done in-house this year, saving the DESEU money. I designed multiple covers the staff chose the one they liked. Tony wanted the interior consistent with previous years. A lot of teamwork is involved in creating the annual report — writing, layout & design, data collecting, editing, photography, gathering testimonials and information from program partners and overseeing printing.



Media Coverage

Delaware State News & Cape Gazette - Both newspapers published our press releases during this period.

- Delaware's Sustainable Energy Group charged by milestones.
- Energize Delaware grants 25K to Delaware Ag Museum.

Program Participation

Franklin - A part of regular informational marketing meetings with Franklin. I had a discussion with Franklin about their program website upgrades. Photographed Franklin auditor training and the Century Club awards given to contractors.

Marketplace - Input on Legislative email with discount coupon code for Legislators to share with their constituents. **SAVE25** is good until the end of March.

Lights On, Help Initiative - Reviewed door hanger and gave suggested design changes.



Social Media

Social Media - Designed numerous social media posts. Expanded social posts to include new technology and energy efficiency around the country. *The social media post below had people sending positive emails to the office.*

Delawareans, if you know a person who needs emergency heating call First State Community Action at 302-856-7761 or Catholic Charities

Catholic Charities
Kent - 302-674-1782
New Castle - 302-654-9295
Sussex - 302-856-6310



ENERGIZE DELAWARE
TAKING CHARGE TOGETHER.™

Social Post Examples

ENERGIZE DELAWARE Commercial Financing
Low-Interest Loans

ENERGIZE DELAWARE Residential Solar Loans
Low-Interest Loans

We have a program to help you go solar!

Agriculture can work with solar panels. Low growing crops can be planted between rows. It can also be planted as a beescape to provide pollination for honey bees. This draws bees for miles allowing them to pollinate crops along the way.

www.EnergizeDelaware.org
302-883-3048



ENERGIZE DELAWARE Home Performance with ENERGY STAR
Energy Checkups and Funding

Is Your House Wasting Money?

Schedule a Home Performance with ENERGY STAR® Home Assessment

877-524-1339

Find out where your home is leaking heat or allowing cold air in. It's time to keep the heat in and save money on your utility bills.

(Special programs for low-income)
www.EnergizeDelaware.org



Delaware C-PACE gives long term financing for installation of qualifying energy improvements on commercial properties to →

- Property owners
- Contractors
- Developers
- Capital providers
- Mortgage holders

Old and New Construction
Commercial, Industrial, Agricultural,
Non-profit and Multifamily Housing



Bi- Monthly E-News March E-News:

E-news went out this week. Results will be given in the next Marketing Report.

Social Media - Jan. - Feb.



10,887 Reach
1.1K fans
2,808 Paid Reach
68K Impressions
33 Shares
43 Comments
85 clicks
229 Engaged Users



104 Views
1.4K Impressions
51 Views from Impressions
53% from Facebook
23.1% from LinkedIn
Google Search 7.7%



454 Impressions
8 Retweets
35 Profile visits
408 Followers



1.3 Impressions
125 Followers
73 Visitors



393 Impressions
336 Followers

Marketing Brand Awareness

AB+C - Worked with ABC on the budget and monitored invoicing. The upcoming media campaign will feature the “good energy” theme chosen by our team. Watch for roadside billboards across Delaware from April through end of June. Our brand recognition is growing.

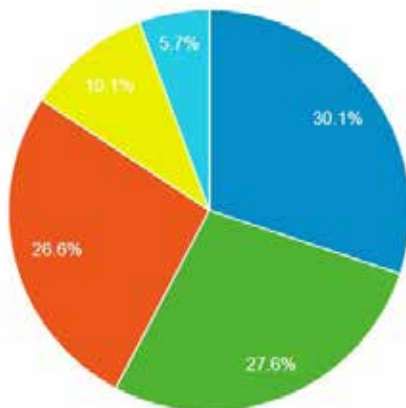
Billboards



Energize Delaware Website Jan. & Feb. 2022

How Do People Find Us?

■ Direct ■ Display ■ Organic Search ■ Referral ■ Other



9,881 New Visitors
312 Return Users
27,889 Page Views
69.28% Bounce Rate
15,945 Sessions
1:27 Average Time
54% Males 139
45% Females 117

Jan - Feb 2022 Top 20 Web Pages Visited

| | |
|-----------------------------|-------|
| Home- Performance w ES | 6,946 |
| Virtual Assessment | 3,189 |
| Home Page | 2,966 |
| Residential (Res) | 2,236 |
| Res HPwES homeowners | 2,225 |
| Res HPwES get started | 1,199 |
| Res HPwES find contractors | 872 |
| residential solar loans | 557 |
| Home DESEU | 503 |
| Res HPwES for contractors | 399 |
| HEC2 | 352 |
| About Us | 344 |
| Res Limited time | 319 |
| Home Contact | 302 |
| Res HPwES Ahpes | 285 |
| Rebates | 233 |
| Apply | 232 |
| Res solar renewable credits | 232 |
| Home partners | 231 |
| Nonresidential | 228 |