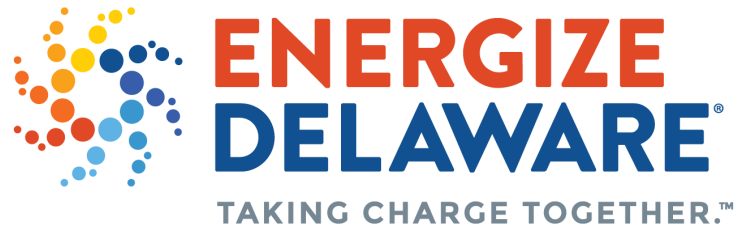


Spring 2024 Home Performance Trade Ally Workshop

Wednesday, April 17, 2024



Welcome



Today's Agenda

Topic	Duration	Start	End
Welcome	15	9:00	9:15
Program Year Recap	10	9:15	9:25
Choice Digital Payment Transition	25	9:30	9:55
Efficiency Navigator Enhancement	20	10:00	10:20
Trade Ally Feedback Session	30	10:20	10:50
Additional Program Updates	10	10:50	11:00
Co-branding with Energize Delaware	5	11:00	11:05
Award Presentation & Networking Lunch	50	11:10	12:00

Program Year Recap

YOY Comparison			Growth
	PY23	PY24	
Projects	1532	2213	44%
Assessments	2862	2864	NO CHANGE

Timeframe: July – March

	Conversion Rate
PY23	54%
PY24	77%
Growth	23%


Assisted HPwES			Growth
	PY23	PY24	
Projects	140	335	139%
Assessments	212	349	65%

Timeframe: July – March

AHP Eligibility Type	Participants
Military/First Responders	105
LMI Households	244
Grand Total	349

Program Year Recap

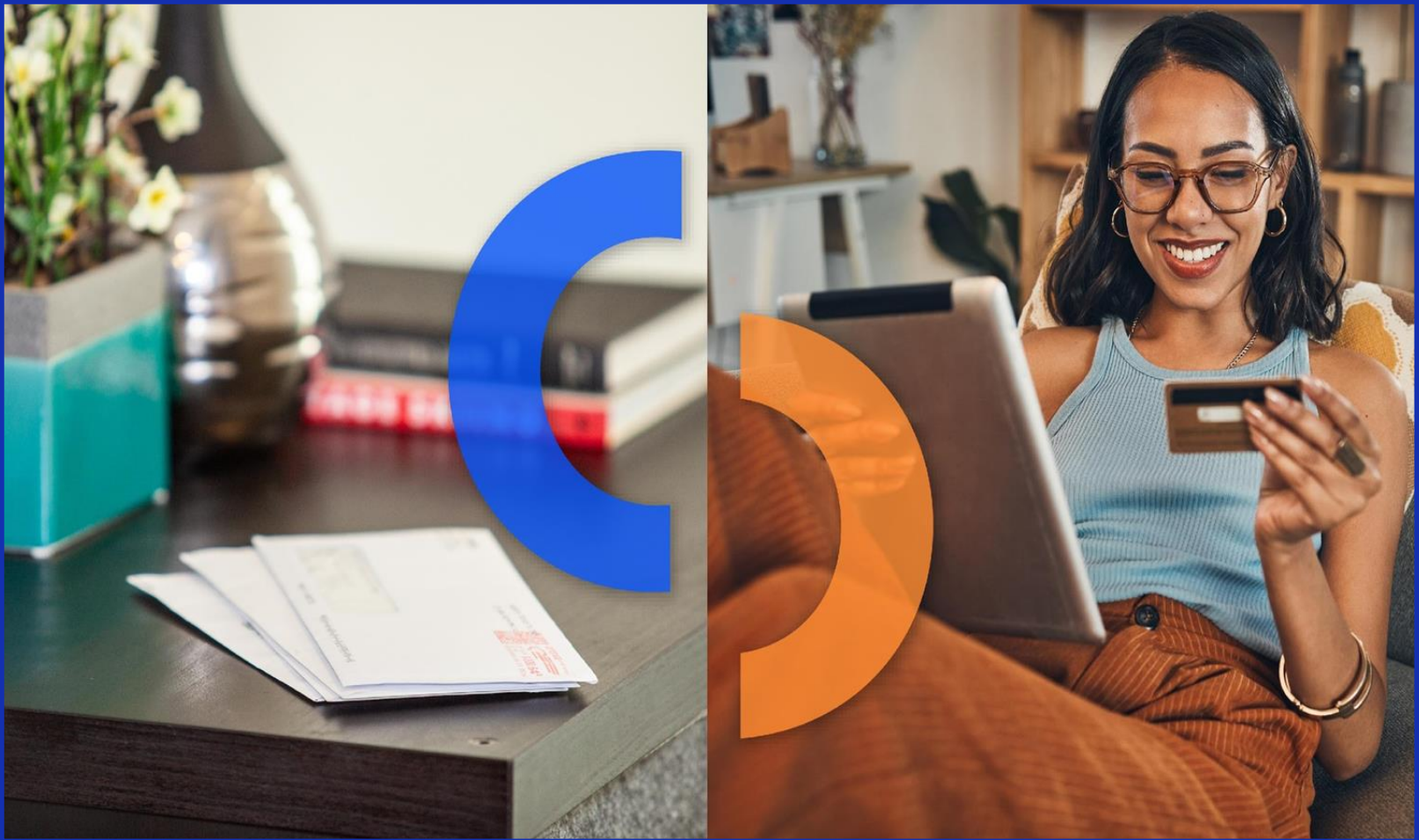
Measure	YOY Growth
Air Sealing	38%
Crawlspace Encapsulation	75%
Duct Sealing	190%
Heat Pump	59%
Heat Pump Water Heater	133%
Hybrid HP-Furnace	81%
Insulation	58%
Mini Split Heat Pump	13%
Smart Thermostat	65%



Timeframe: July – March

Choice Digital Overview

(Judd Moritz, Chief Customer Officer)



Choice Digital Overview

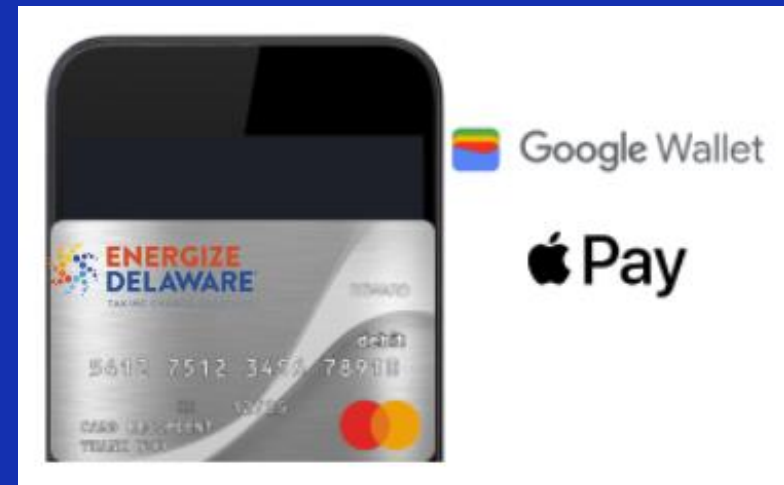
Energize Delaware



Who We Are

Designed for utilities, Choice Digital's flexible, secure payment software ensures that every customer a utility owes a dollar, gets a dollar, including LMI populations and the unbanked. And they get it in a way that's simpler for utilities, saves them money, maximizes transparency, and provides an excellent, brand-enhancing customer experience.

Choice Digital is a Service-Disabled Veteran Owned Small Business, qualifying as a Disadvantaged Business Entity.



Date	Description	Amount
10/20/2023	Payment from the Energize Delaware Home Performance with EnergyStar Program	\$100



Disbursement tools reimaged for today's utility customer

Ensuring Delivery of Every Dollar of Your Customer's Incentives

Transparent

Deliverable

Secure

CDCO's tools empower utilities to track every outbound payment, in every status, easily generate reports for a wide variety of stakeholders including financial, regulatory, and program managers.

CDCO's incentives are aligned with the utility's. We don't profit from customers not claiming and redeeming disbursements.

CDCO is SOC 1 Type 2, SOC 2 Type 2 certified, employs a cutting edge ISMS, and conducts regular scans and penetration tests.

Choice for Trade Allies

Sender Name: Payments from Energize Delaware Home Performance with EnergyStar
Subject: Register to be paid by the Energize Delaware Home Performance with EnergyStar Program

ENERGIZE DELAWARE
TAKING CHARGE TOGETHER.™

Hi {{BUSINESS NAME}},

Please click the button below to sign up to receive ACH payments on behalf of the Energize Delaware Home Performance with EnergyStar Program.

[Register now!](#)

This link will expire in 60 days.

If you're having trouble with the link above, copy and paste the URL into your web browser:
 {{UNIQUE URL}}

This email was sent by Choice Digital, Corporation, a third party disbursement processor, on behalf of the Energize Delaware Home Performance with EnergyStar Program. This is an important transactional email and should be saved for future reference.
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ACH Sign-up

Sender Name: Payments from Energize Delaware Home Performance with EnergyStar
Subject: Payment from Energize Delaware Home Performance with EnergyStar Program Initiated

ENERGIZE DELAWARE
TAKING CHARGE TOGETHER.™

Hi {{FIRST NAME}},

A payment for \$0.01 has been initiated and will be credited to your bank account on file within five business days.

Payment Overview:

- Total Amount: \$0.01
- Payment Status: Initiated
- Bank Information: AKB Bank, ****0640

Work Order Details

Description	Amount
JONES, BRANDON STORM 11 E ORANGE GROVE RD, 2613 (WO-6311776)	\$0.91

If you're having trouble with the link above, copy and paste the URL below into your web browser:
 {{UNIQUE URL}}

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Remittance Email with Details

Date	Description	Amount
10/20/2023	Payment from the Energize Delaware Home Performance with EnergyStar Program	\$100

Bank Statement Clarity

ENERGIZE DELAWARE
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Your rebate check for the projects below is attached.

Had enough paper checks? Sign up for electronic payments today! Call the program team at (Phone number) or email us at (Email Address).

Amount	Site Name
\$52	Site Name: JESSICA COLWELL 1367 MONOMOV ST
\$100	Site Name: CHATEAU ROYALE APTS 625 S DELICER AVE

Project Payment Details Included

Confidential and Proprietary Information that cannot be shared without express written permission from Choice Digital

Choice for Residential Customers

INITIAL EMAIL

Subject: Choose your rebate payment method today.



TAKING CHARGE TOGETHER™

Your \$75 rebate is ready.

Thank you for participating in the Energize Delaware Home Performance with EnergyStar program. (NAME). Your rebate has been processed.

Now, it's time to choose how you would like to receive your payment. Choose from the options below to redeem your rebate.

 Energize Delaware Virtual Prepaid Mastercard® Spend your money instantly. <ul style="list-style-type: none">Get it instantlyStore in your digital walletNo bank account needed Select	 Energize Delaware Check Spend your money the old-fashioned way. <ul style="list-style-type: none">Get it in about 2 weeksCash or deposit directly into your bank accountCheck cashing fees may apply Select
 The easier way to get paid. <ul style="list-style-type: none">Get it within a daySpend it online or at participating POS locations Select	 Fast, Safe, Social Payments. <ul style="list-style-type: none">Get it within a dayForward it at participating retailers or transfer to your bank Select

Want to learn more?
[Visit our site.](#)

If you don't select a payment method by [date], you will receive a check via USPS First Class Mail.

This email was sent by Choice Digital, Corporation, a third party disbursement processor, on behalf of Energize Delaware. Depending on your selection, disbursements may be processed and issued by additional third parties and may be subject to additional terms and conditions. This is an important transactional email and should be saved for future reference.

REMINDER EMAIL

Subject: Time is running out!



TAKING CHARGE TOGETHER™

Don't forget! Your \$75 rebate is ready.

Thank you for participating in the Energize Delaware Home Performance with EnergyStar program. (NAME). Your rebate has been processed.

Now, it's time to choose how you would like to receive your payment. Choose from the options below to redeem your rebate.

 Energize Delaware Virtual Prepaid Mastercard® Spend your money instantly. <ul style="list-style-type: none">Get it instantlyCash or deposit directly into your bank accountNo bank account needed Select	 Energize Delaware Check Spend your money the old-fashioned way. <ul style="list-style-type: none">Get it in about 2 weeksCash or deposit directly into your bank accountCheck cashing fees may apply Select
 The easier way to get paid. <ul style="list-style-type: none">Get it within a daySpend it online or at participating POS locations Select	 Fast, Safe, Social Payments. <ul style="list-style-type: none">Get it within a dayForward it at participating retailers or transfer to your bank Select

Want to learn more?
[Visit our site.](#)

If you don't select a payment method by [date], you will receive a check via USPS First Class Mail.

This email was sent by Choice Digital, Corporation, a third party disbursement processor, on behalf of Energize Delaware. Depending on your selection, disbursements may be processed and issued by additional third parties and may be subject to additional terms and conditions. This is an important transactional email and should be saved for future reference.

FALLBACK PAYMENT

Fallback Confirmation Email

This email is triggered when the fallback period has passed and a customer has not made a method selection.

Subject: You're receiving an Energize Delaware check!



TAKING CHARGE TOGETHER™

We want to make sure you receive your rebate as quickly as possible, so we are mailing you a Energize Delaware check. It should arrive in about two weeks, and we'll send you an email when it's in the mail.

Your payment will be mailed to:
(Recipient Full Name)
(Recipient Address)

This email was sent by Choice Digital, Corporation, a third party disbursement processor, on behalf of Energize Delaware. Depending on your selection, disbursements may be processed and issued by additional third parties and may be subject to additional terms and conditions. This is an important transactional email and should be saved for future reference.

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4 Days (Time is configurable)

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Benefits to the Energize Delaware Program

- Modern Payment Choices for Trade Allies and Residential Customers
- Ability to Change Delivery Address for Physical Payments for Seasonal Homeowners
- 100% Deliverability of Funds
- Increase Speed of Fund Delivery
- Superior client support
- Self service tools making reissuance and reporting easier



Efficiency Navigator Enhancement

(Abbey Schueller, Franklin Energy)

Trade Ally Feedback Session



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Q&A with
Drew Slater
Executive Director,
DESEU

Program Updates and Reminders

Virtual Q&A Sessions with Franklin

- New virtual “Office Hours” with the Franklin program team
 - Held Bi-weekly from 2:30 – 3:30 EST (Next session Wednesday, April 24th)

[Click here to join the meeting](#)

Meeting ID: 285 609 021 791

Or call in (audio only)

(262) 358-9561

Phone Conference ID: 763 529 482#

Your HPwES Program Team

Franklin Energy			
Program Role	Name	Office Phone	Email
Program Manager	Danielle Heise	(302) 203-6924	Dheise@franklinenergy.com
Program Operations	Dan McBrien	(302) 291-1185	Dmcbrien@franklinenergy.com
Rebate Processing/Customer Service	Javier Paula	(302) 203-6245	Jpaula@franklinenergy.com
Field Inspections Lead	Benjamin Burnett	(302) 291-1181	Bburnett@franklinenergy.com
Field Inspections	Andrew Custin	(302) 291-1180	Acustin@franklinenergy.com
Operations Analyst	Jesse Nunez	(201) 366-8782	Jesse.nunez@franklinenergy.com
Customer Intakes/Assessment Processing	Mark Heck	(302) 203-6169	Mheck@franklinenergy.com
Program Outreach	Sedaré Johnson	(302) 244-5875	sjohnson@franklinenergy.com

Energize Delaware (DESEU)			
Program Role	Name	Office Phone	Email
Residential Program Manager	Traci Evans	(302) 883-3048	Traci.Evans@deseu.org

Program Updates & Reminders

- Franklin Energy enforcing all program guidelines in PY25
 - Elevated level of QA/QC oversight
 - All guidelines can be found in Contractor Ops Manual
 - Infractions will be documented
- Probationary Policy will remain in effect
 - Policy to be outlined in Contractor Ops Manual

Co-Branding with Energize Delaware

APPROVED LOGOS



RETIRED LOGOS



Marketing & Co-Branding

- **Step 1:** Review and sign [Logo Use Agreement](#) Form
- All co-branded materials require Energize Delaware approval
 - Send to DelawareHP@franklinenergy.com for review
- Energize Delaware will provide matching funds for the cost of placing co-branded advertisements
 - Up to 50% of the cost with a \$500 maximum (per program year)








Marketing & Co-Branding

302-273-0106 24/7 Support

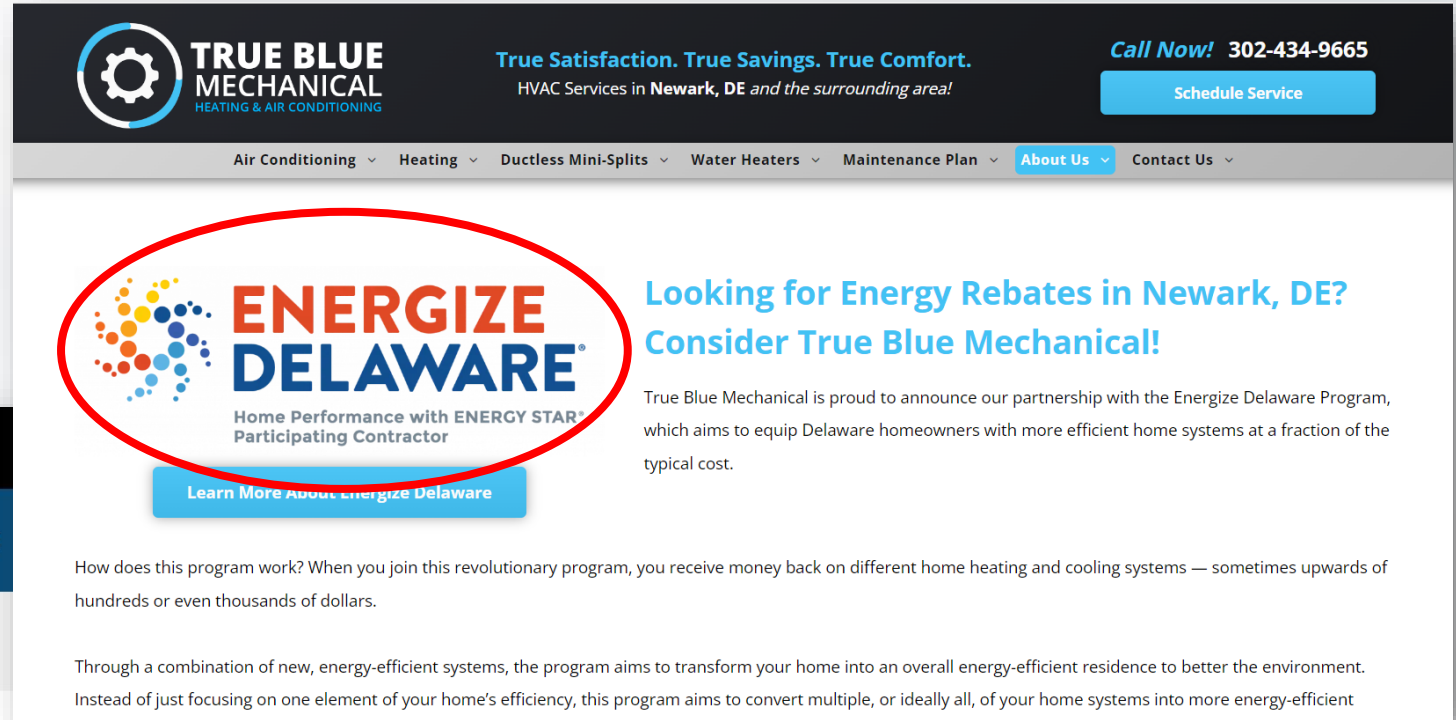
BURNS & McBRIDE Home Comfort

COOLING HEATING MAINTENANCE

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ENERGIZE DELAWARE

Home Performance with ENERGY STAR[®] Participating Contractor

[Learn More About Energize Delaware](#)

Looking for Energy Rebates in Newark, DE? Consider True Blue Mechanical!

True Blue Mechanical is proud to announce our partnership with the Energize Delaware Program, which aims to equip Delaware homeowners with more efficient home systems at a fraction of the typical cost.

How does this program work? When you join this revolutionary program, you receive money back on different home heating and cooling systems — sometimes upwards of hundreds or even thousands of dollars.

Through a combination of new, energy-efficient systems, the program aims to transform your home into an overall energy-efficient residence to better the environment. Instead of just focusing on one element of your home's efficiency, this program aims to convert multiple, or ideally all, of your home systems into more energy-efficient



Century Club Award Presentation

Century Club Awardees

- Burns & McBride Home Comfort
- Maichle's Heating and Air Conditioning
- Aire Serv Heating & Air Conditioning
- SchagrinGAS Company
- Home Performance Group
- Seaside Crawl Space



U.S. DEPARTMENT OF
ENERGY

Century Club Awardees

- Energy Efficient Earth
- Home Performance Consulting
- Comfort & Energy Solutions
- Energy Solutions
- Independence Power Solutions
- Equinox
- Energy Services Group



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Thank You For Attending!

If you would like more information or have additional feedback, please contact:

Your HPwES Program Team

