



Dear Utility Partners,

Thank you to everyone who participated in yesterday's DHP and HPWH website webinar. For those who couldn't make it, please [find the slides here](#) and feel free to [view the recording here](#).

We are on track for the refreshed websites to launch on August 19. The next three weeks will be spent incorporating feedback from you on the overall site, if/how you want to be represented on the website and if you would like consumers redirected back to your site (see below). We are happy to follow-up with anyone individually to walk through integration opportunities in preparation for launch. Keep us posted on how we can help work with you and your teams.

Please provide your feedback and information on the following to us by COB August 7:

- Your updated logo
 - If we don't receive one your utility name will be displayed in plain text
- Completed survey to provide feedback on the sites and the below items
 - Survey: https://www.surveymonkey.com/r/DHP_and_HPWH_Websites
 - If/ where you want consumers redirected back to your sites. See the survey for options.
 - Where/what messaging you want customized (we need the actual messaging and information). See the survey for options.
 - If you would like us to follow up directly with you and your web teams
 - Whether you are OK with the zip code allocations ([download the allocation break out](#)). *If there are multiple utilities in one zip code consumers will be prompted to select their utility.*

If you have overall feedback on the site that you want to email to me directly you can do so. Please try to use the survey above to consolidate as much feedback as possible.

We will upload specific utility information and content for the launch, but afterwards each of you will have your own unique CMS page to update information going forward. We will set up a separate training for this CMS in the near future.

Staged Links for Your Review

HPWHs: <http://staging.hpwh.rockitscienceagency.com>

DHPs: <http://staging.dhp.rockitscienceagency.com>

Redirection Customization Options

There are many ways you can redirect consumers back to your website and many places where you can provide customized messaging/utility program offering information. When consumers visit the site they will be prompted via the black bar at the top to select their utility (as well as several other prompts throughout the site). When they select their utility you can have them immediately redirected to your site or you can allow them to stay to access educational information and be redirected once they click on 'Find an Installer', 'Find a Retailer' or 'Participating Utilities'. **To review how this redirect functionality will work, insert zip code 70806 and select OPT-OUT UTILITY CO.**

Sincerely,



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