

**Green Madison Weekly Report
Summary**

Report Date: 10/21/2011

Total in Progress (through report date)

Energy Advocate	# of Leads	# Walkthroughs	Lead to WT Conversion	# of HP Pre Assessments	WT to Pre Conversion	# Obtaining Bids	# Contractor Work	Pre to Const Conversion	# of HP Post Assessments	Pre to Post Conversion
Andy	68	29	43%	13	45%	4	3	-	0	-
Cory	175	139	79%	70	50%	16	10	14%	2	3%
Leith	186	134	72%	93	69%	33	17	18%	4	4%
Meloni	69	42	61%	9	21%	1	0	-	0	-
Inactive	35	7	20%	0	0%	0	0	-	0	-
Alicia	2	2	100%	2	100%	0	1	50%	1	50%
Totals:	535	353	66%	187	53%	54	31	17%	7	4%

New Activity

Start Date: 10/17/2011

End Date: 10/21/2011

New Leads

Energy Advocate	# of Leads	# Walkthroughs	# of HP Assessments	# of HP Post Assessments
Andy	2	4	2	0
Cory	2	0	0	0
Leith	4	3	3	1
Meloni	3	4	4	0
Totals:	11	11	9	1

*Please note that referrals are not removed in these conversion rate calculations

*Leads determined to be ineligible at intake are not included

Green Madison Weekly Report
Marketing Activities

Report Date: 10/21/2011

Lead Source

Source	# Leads
Sign Up Tool	202
Info Center	88
Referred by Aven Andrew Design Build	32
Farmer's Market	29
Unspecified	22
Others (specified only 1 time each)	22
MABA	18
Mail	18
Isthmus Green Day	17
Sunset Village Community Assoc	12
Consultant Referral	11
Cuna Mutual Employee Fair	10
Habitat Restore Event	7
MREA	6
Meeting	5
Home Buyer Expo	5
Pinney Library	3
Referred by Consultant	3
Referred by Leith	3
Referred by Scott Sailor	3
Greenbush Neighborhood Assoc	3
Word of Mouth	2
Capital City Hues Event	2
Kraft Foods Employee Earth Day	2
Small Business Expo	2
Whole Foods Display	2
Willy Street Fair	2
City of Madison	2
Midvale Heights Community Picnic	2
Total:	535

Event Name/Advertising Source

Specific Event or Marketing	# Leads
Unspecified	235
Others (specified only 1 time each)	43
Farmer's Market	25
Word of Mouth	19
Newspaper	19
Aven Andrews referral	16
Isthmus Green Day	14
MABA	12
Neighborhood Assoc	11
MGE	9
Low Flow Toilet Mailing	9
None	9
MGE email	8
Sunset Village Community Assoc	8
Consultant	7
Habitat Restore	5
City of Madison	5
Yard Sign	5
Summit Credit Union	5
Cuna Mutual Employee Fair	4
MREA	4
Email	4
Referred by Robert Runchey	4
Referred by Scott Sailor	4
Online	4
Direct Mail	3
TV	3
Home Show	3
Parkwood Village Meeting	3
MGE flyer	3
MGE mailer	3
Newspaper Insert	3
Billboard	2
Business Referral	2
Chamber of Commerce Small Business Expo	2
Channel 3000	2
City-Larry Studesville	2
Green Madison Website	2
NARI	2
Isthmus Advertisement	2
Employer	2
Focus On Energy	2
MGE Bill Insert	2
Regent Neigborhood meeting	2
Print ad	2
Total:	535

DOE Marketing and Outreach Strategy

DOE Vehicle	# Leads
Unspecified	209
Business Organization Outreach	124
Traditional advertising	58
Word of Mouth	57
Direct mail	28
Neighborhood meeting	18
Website	17
Other	16
Online advertising	5
Social media	2
Contests	1
Total:	535

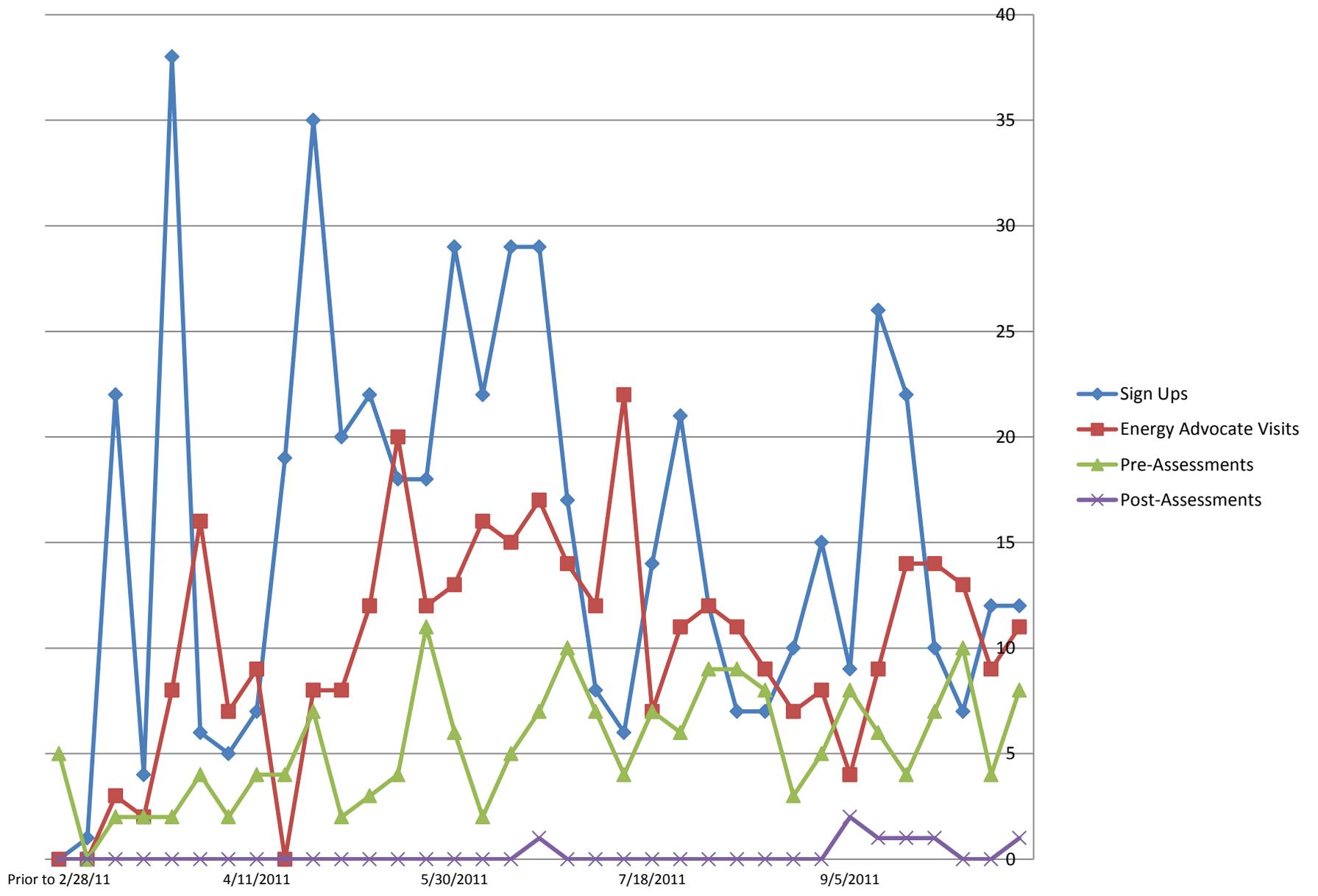
Definitions:

Lead Source - Identifies how the lead came to WECC, i.e. did it come in through the website, mail, call center or event signup sheet. Entered by the Call Center when processing leads

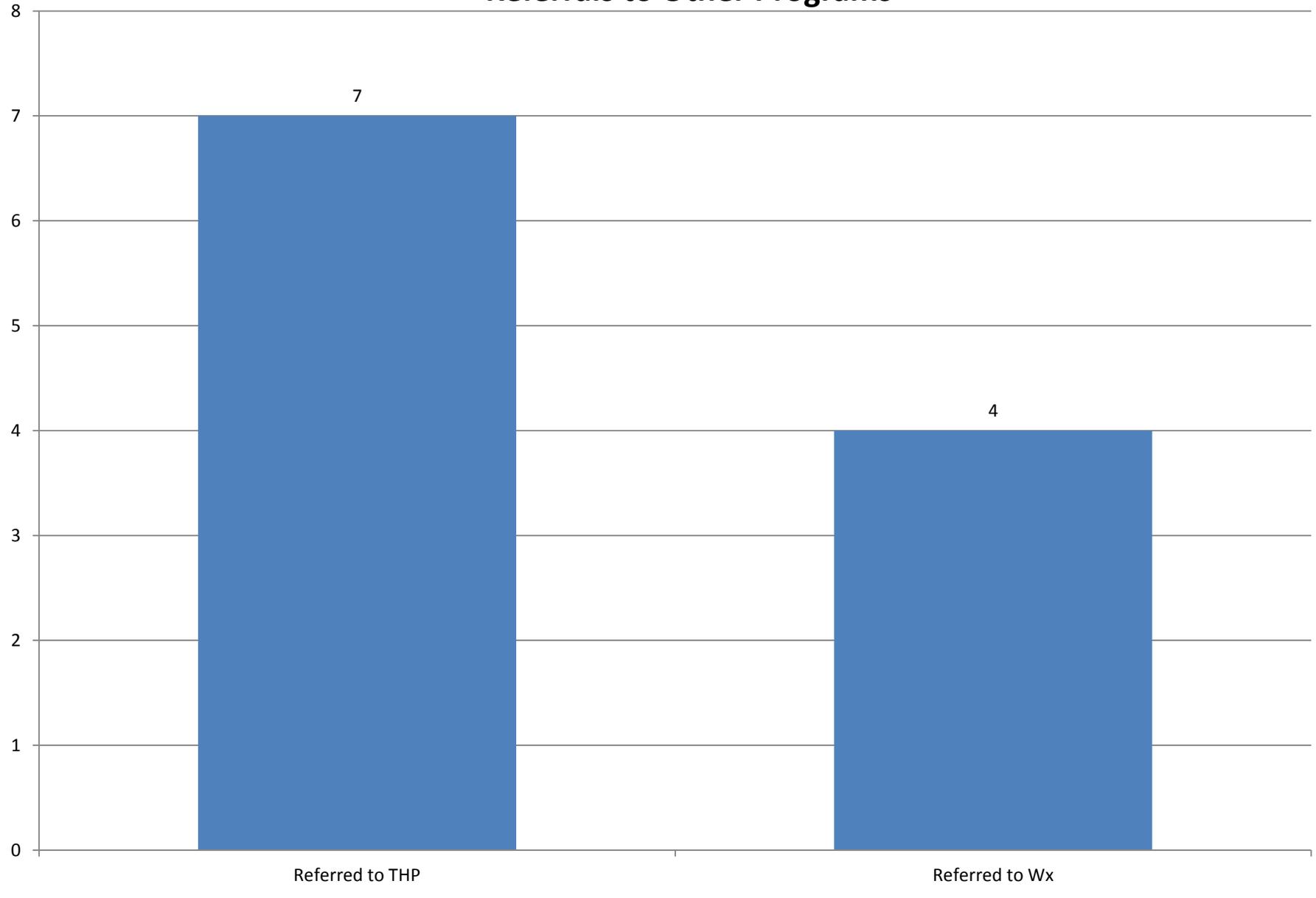
Event Name/Advertising Source - Specific source customer reports to the EA which is entered after the walkthrough

DOE Reporting Marketing and Outreach Strategy - This groups customer responses into the categories defined by the DOE for quarterly reporting. It is entered by the EA after walkthrough.

Green Madison Activity by Week



Referrals to Other Programs



Green Madison Weekly Report
Weekly Activity

Report Date: 10/21/2011

Week Starting	Sign Ups	Energy Advocate Visits	Pre-Assessments	Post-Assessments
Prior to 2/28/11	0	0	5	0
2/28/2011	1	0	0	0
3/7/2011	22	3	2	0
3/14/2011	4	2	2	0
3/21/2011	38	8	2	0
3/28/2011	6	16	4	0
4/4/2011	5	7	2	0
4/11/2011	7	9	4	0
4/18/2011	19	0	4	0
4/25/2011	35	8	7	0
5/2/2011	20	8	2	0
5/9/2011	22	12	3	0
5/16/2011	18	20	4	0
5/23/2011	18	12	11	0
5/30/2011	29	13	6	0
6/6/2011	22	16	2	0
6/13/2011	29	15	5	0
6/20/2011	29	17	7	1
6/27/2011	17	14	10	0
7/4/2011	8	12	7	0
7/11/2011	6	22	4	0
7/18/2011	14	7	7	0
7/25/2011	21	11	6	0
8/1/2011	12	12	9	0
8/8/2011	7	11	9	0
8/15/2011	7	9	8	0
8/22/2011	10	7	3	0
8/29/2011	15	8	5	0
9/5/2011	9	4	8	2
9/12/2011	26	9	6	1
9/19/2011	22	14	4	1
9/26/2011	10	14	7	1
10/3/2011	7	13	10	0
10/10/2011	12	9	4	0
10/17/2011	12	11	8	1
10/24/2011	0	0	0	0
10/31/2011	0	0	0	0
11/7/2011	0	0	0	0
11/14/2011	0	0	0	0
11/21/2011	0	0	0	0
11/28/2011	0	0	0	0
12/5/2011	0	0	0	0
12/12/2011	0	0	0	0
12/19/2011	0	0	0	0
12/26/2011	0	0	0	0
**Total:	539	353	187	7

Referrals	#
Referred to THP	7
Referred to Wx	4
Total Referrals	11

Conversion Rates	%
Sign up to EA Vist	67%
EA Visit to Pre-Assessment	53%
Pre-Assessment to Completion	4%

*Referrals have been excluded
from conversion rates

**This includes leads determined
to be ineligible at intake