



DC  
SUSTAINABLE ENERGY  
UTILITY

## **Third Quarter Report for Fiscal Year 2014**

April 1 – June 30, 2014

**July 31, 2014**

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## MESSAGE FROM THE MANAGING DIRECTOR

In the past three quarters, the DCSEU has doubled its volume of work, and lowered average energy costs by 5% for all who have participated in its services. We have expanded the scope and the number of initiatives we offer to DC residents and businesses and we have become a familiar face at community events throughout the District. That said, our commitment to social equity—particularly as it pertains to local economic development—compels us to do more. As our organization grows, so must our commitment to workforce development. This year, the DCSEU created its first Workforce



Development Initiative with the sole purpose of training and employing even more District residents than we have in the past. The goals of this program should help us, the City, and its residents in ways that go far beyond the scope of energy efficiency.

The DCSEU's Workforce Development Initiative reduces unemployment and under-employment in the District of Columbia by improving the work skills of its residents. The initiative provides training for obtaining jobs, receiving promotions in jobs, and transitioning into new industries. The DCSEU started the Workforce Development Initiative in May to add meaningful structure and substance to green job creation in the City. Through our strong partnerships with So Others Might Eat (SOME), DC JobCorps, the JW Marriott, and other such community-leading organizations, residents in the Workforce Development Program will be able to put the knowledge and training they receive in DCSEU energy efficiency work to other uses, such as building maintenance, electrician assistance, property maintenance and management, and administrative work.

Our commitment to the cultivation of human talent in the District and in the green economy is of high importance to the DCSEU. The Workforce Development Program gives these workers hands-on training and opportunities for green jobs, while reinforcing our commitments to engage CBEs and to spend 30% of DCSEU funding in the low-income community. We are very enthusiastic about opening the door for a new career path to several District residents, and we look forward to witnessing their success in the green industry.

*Ted Trabue*

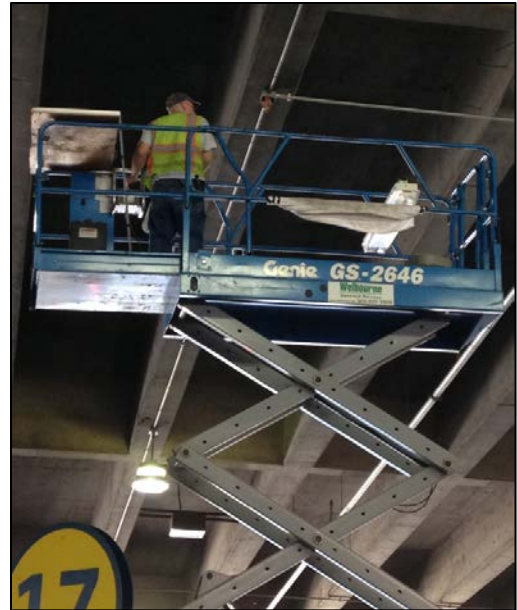
Managing Director

## QUARTERLY FEATURE

### All Aboard for Energy Savings

Since 1907, Union Station has been a major landmark and cultural institution in the nation’s capital—and it’s getting an efficiency facelift in its parking garage.

This large building and its evolving underground complex of tracks, shops, and the garage have a history. Union Station’s original construction cost more than \$25 million—more than 3 times the amount spent on Beaux-Arts American skyscrapers at that time. Over its 107-year history, Union Station has been more than just a gateway for travelers to the District. During World War I, troops were mobilized through Union Station. In the late 20<sup>th</sup> Century, Union Station became a popular host to cultural, social, and civic events—among them more than five Presidential Inaugural Balls. Today, as part of an effort to maintain and modernize the historic beauty and functionality of this mainstay, the DCSEU has worked with USPG, LLC to upgrade Union Station’s efficiency in its parking garage.



Since more than 90,000 visitors pass through Union Station’s doors daily—many of them arriving by car—the parking garage is vitally important to the station’s operations. Union Station’s multi-tiered parking garage contains more than 2,000 parking spaces for public use, as well as a Bus Deck. With the station open 24 hours a day, 7 days a week, facility managers told the DCSEU that the parking garage was both outdated and expensive to operate because of high energy use. Additionally, numerous complaints about dark areas raised safety concerns for the customers and operations managers alike. To rectify this, the DCSEU recommended higher-efficiency lighting upgrades. The DCSEU also provided financial assistance for the project.

Before working with the DCSEU, Union Station Parking Garage was lit by 175-Watt metal halide fixtures with a rated wattage of 205W. The DCSEU offered incentives for the replacement of 1,200 of these fixtures with T8 3-lamp linear high fluorescent-ballast fixtures at 98W. The installation of this higher efficiency lighting will provide Union Station Parking Garage with a total annual energy savings of 1,173,291 kWh, the equivalent of 809 metric tons of carbon dioxide.

Union Station’s satisfaction with the lighting upgrade extends beyond financial savings. Although saving money was important, the safety of customers, Union Station’s commitment to its FY 2014 “Going Green” initiative, and the preservation of one of the District’s most historical and prominent landmarks mattered more. Lajuana Jones, Senior Project Manager of USPG, LLC, noted that “this upgrade has really made our parking facility a much safer place...and clients cannot believe the difference it makes, even in the daytime. [Even] our private security along with MPD stated that it makes their job much easier and they, too, are very appreciative.”



This report of the District of Columbia Sustainable Energy Utility covers the period from April 1 through June 30, 2014. This progress report contains information about the DCSEU's activity to date in FY 2014 in the four core service areas: Residential, Low-Income Multifamily (LIMF), Renewables, and Commercial and Institutional (C&I).

The use of the term *DCSEU* throughout this report indicates an integrated collaboration among the members of the Sustainable Energy Partnership, under the leadership of the DCSEU Contractor, the Vermont Energy Investment Corporation: Groundswell, Institute for Market Transformation, L.S. Caldwell & Associates, PEER Consultants, PES Group, Skyline Innovations, and Taurus Development Group.

## 1. At a Glance: Progress against Benchmarks

Table 1. Performance to date, measured against benchmarks and contract requirements<sup>1</sup>

Category	Item	Description	Metric Unit	Benchmark Minimum	Period Results	Year to Date	Benchmark Progress
Performance Benchmarks	1a	Reduce per-capita consumption - Electricity	MWh	60,994	13,988	32,725	54%
	1b	Reduce per-capita consumption - Natural gas	Mcf	160,840	-4,904	-11,107	-7%
	2	Increase renewable energy generating capacity	Cost / kWh				
	3	Reduce growth in peak demand	kW	2,000	1,949	4,810	241%
	4	Improve energy efficiency in low-income housing	% of annual budget	\$ 5,280,000	\$ 712,783	\$ 2,421,639	46%
	5	Reduce growth in energy demand of largest users					
Minimum Requirements	6	Increase number of green collar jobs <sup>1</sup>	Green job hours directly worked by DC residents, earning at least a Living Wage	146,432	16,843	49,546	34%
	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,600,000	\$ 3,200,509	\$ 8,263,059	47%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 2,950,000	\$ 490,707	\$ 1,349,991	46%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 2,749,710	\$ 6,763,608	64%
9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 450,799	\$ 1,499,451	57%	

<sup>1</sup> Period results are estimates subject to final verification of green job hours.

<sup>1</sup>The DCSEU provides services under a performance-based contract that contains a broad array of performance benchmarks and other contract requirements. These benchmarks are derived from goals established in the District's Clean and Affordable Energy Act of 2008. The DCSEU contract contains additional minimum contract requirements, beyond the contract performance goals.

Energy savings values in **Table 1** represent the first year's savings at the customer meter, with generally accepted utility adjustment values for: (1) free-ridership (action by customers who make efficiency improvements without program assistance); (2) spillover effects (action by customers who are influenced by the existence of the program to make efficiency improvements, but who are not program participants); and (3) energy losses (losses from electricity generation and distribution ["line losses"] and losses from natural gas generation and distribution).

Savings also include interactive effects across energy types. For example, an energy-efficient light bulb generates less heat than a standard, incandescent light bulb. Installing this energy-saving measure lowers the need for air conditioning in lighted spaces (that is, it lowers the summer cooling load), but it increases the winter heating load. Using the example of a customer who heats a space in the winter with natural gas and cools the space in summer with air conditioning: After installing energy-saving bulbs, that customer will experience an increase in natural gas use, but will also save electricity from the reductions in the lighting and cooling loads.

## 2. Core Area Performance

Table 2. Core area expenditures and energy savings, to date<sup>2</sup>

	Commercial and Institutional	Low-Income Multifamily	Renewable Energy	Residential	Total
<b>DCSEU Expenditures</b>					
Expenditures for this quarter	\$ 2,239,137	\$ 1,067,845	\$ 403,667	\$ 1,491,024	\$ 5,201,674
Year-to-date expenditures	\$ 3,298,103	\$ 1,662,149	\$ 608,873	\$ 2,693,935	\$ 8,263,059
Annual budget estimates	\$ 8,780,000	\$ 3,520,000	\$ 1,600,000	\$ 3,700,000	\$ 17,600,000
Percent of the annual budget spent	38%	47%	38%	73%	47%
<b>Annual Savings, MWh</b>					
Electricity savings (MWh) for this period	3,166	186	-2	1,182	4,532
Electricity savings (MWh) for quarter	8,806	252	13	4,917	13,988
Year-to-date savings (MWh)	15,189	970	103	16,463	32,725
Percent of annual MWh savings goal met	42%	24%	69%	69%	54%
<b>Summer Peak Demand Savings<sup>1</sup>, kW</b>					
Summer peak demand reduction (kW) for this period	385	30	0	177	592
Summer peak demand reduction (kW) for quarter	1,162	38	2	747	1,949
Year-to-date summer peak demand reduction (kW)	2,195	124	14	2,477	4,810
Percent of summer peak demand reduction goal met	187%	94%	288%	360%	241%
<b>Annual Savings, Mcf</b>					
Natural gas savings (Mcf) for this period	722	445	184	-954	397
Natural gas savings (Mcf) for quarter	32	519	184	-5,639	-4,904
Year-to-date savings (Mcf)	7,154	1,302	795	-20,358	-11,107
Percent of annual Mcf savings goal met	4%	5%	6%	27%	-7%
<b>Lifetime Economic Benefit<sup>2</sup></b>					
Lifetime Economic Benefit for this period	\$ 6,663,368	\$ 1,195,208	\$ 30,348	\$ 810,373	\$ 8,699,297
Lifetime Economic Benefit for quarter	\$ 14,833,955	\$ 1,304,344	\$ 76,933	\$ 3,276,465	\$ 19,491,697
Year-to-date Lifetime Economic Benefit	\$ 25,288,209	\$ 2,607,994	\$ 536,645	\$ 9,809,635	\$ 38,242,483
<b>Participants Served</b>					
Participants served, for this period	37	35	0	3,871	3,943
Participants served, for quarter	105	35	4	16,084	16,228
Year-to-date participants served	207	35	143	51,494	51,879

<sup>1</sup> Summer peak demand savings represent the avoided electrical demand at the time of summer peak.

<sup>2</sup> Lifetime Economic Benefit is the present value of the avoided cost of energy over the life of installed efficiency measures.

<sup>2</sup>The DCSEU delivers market-based initiatives to serve District customer groups. Savings goals for core service areas are measured in megawatt-hours (MWh) for electricity consumption savings; kilowatts (kW) for reduced coincident demand (energy demand required by a given customer or class of customers during a particular time period), and thousand cubic feet (Mcf) for natural gas consumption savings.



### 3. Initiative Activity

**Table 3. Initiative activity by sector<sup>3</sup>**

Sector	Initiative	Period Results		Year-to-Date Results	
		Number of participants with installed measures	Annual customer cost savings	Number of participants with installed measures	Annual customer cost savings
Commercial and Institutional	Business Energy Rebates	17	\$ 109,027	109	\$ 235,586
	Commercial and Institutional Custom	9	\$ 259,895	49	\$ 1,522,236
	T12 Market Transformation	9	\$ 16,038	43	\$ 73,065
	T12 Replacement				
Low-Income Multifamily	Low-Income Comprehensive	35	\$ 97,030	35	\$ 160,344
	Implementation Contractor Direct Installation		\$ 5,020		\$ 99,327
	T12 Replacement				
Renewable Energy	Solar Hot Water		\$ 2,728	130	\$ 9,208
	Solar Photovoltaic Systems			13	\$ 10,600
Residential	Retail Efficient Products	3,855	\$ 128,008	51,457	\$ 1,713,145
	Efficient Products Food Bank				
	Home Performance with ENERGY STAR	16	\$ 948	37	\$ 6,120
	Low-Income Services				

**Table 4. Project pipeline, by sector and initiative**

Sector	Initiative	Estimated electricity savings (MWh)	Estimated gas savings (Mcf)
Commercial and Institutional	Business Energy Rebates <sup>1</sup>		
	Commercial and Institutional Custom	1,963	121,529
	T12 Market Transformation	1,320	
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	649	7,899
	Implementation Contractor Direct Installation <sup>2</sup>	309	
	T12 Replacement		
Renewable Energy	Solar Hot Water	68	1,981
	Solar Photovoltaic Systems	109	
Residential	Retail Efficient Products <sup>3</sup>		
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR		
	Low-Income Services		

<sup>1</sup>Electricity and natural gas savings for Business Energy Rebates are provided for completed rebate projects.

<sup>2</sup> The Implementation Contractor Direct Installation, T12 Replacement, and Solar Photovoltaic Systems initiatives are not adding projects at this time.

<sup>3</sup> The Retail Efficient Products and Efficient Products Food Bank initiatives measure energy savings from the sale and distribution of efficient products and do not have a pipeline of projects. The Federal Home Loan Bank Home Bank Home Performance initiative is inactive until January 1, 2014.

<sup>3</sup> For a list of FY 2013 initiatives, please see **Table 6. DCSEU initiatives, by sector.**

**Table 5. Quantity of measures installed, year to date, by category and initiative**

Energy Efficiency Measures	Business Energy Rebates	C&I Custom	T12 Market Transformation	Efficient Products Food Bank	Federal Home Loan Bank Home Performance	Home Performance with ENERGY STAR	Implementation Contractor Direct Installation	Low-Income Comprehensive	Low-Income Multifamily T12 Replacement	Retail Efficient Products	Solar Hot Water	Solar Photovoltaic Systems	T12 Replacement	Total
Air conditioning efficiency	6	10						175						
Cooking and laundry	6							449		411				411
Hot water efficiency		54					2,919	183						
Hot water replacement		2						251		28				28
Light bulb /Lamp	4,217	4,146	69				8,361	43		304,852				304,852
Lighting efficiency / controls	91	2,093						21						
Lighting hardwired fixture	2,804	23,410	2,727				362	692		344				344
Motor controls		54												
Motors		23												
Office equipment		1												
Other		1	118			32	1,405	1						
Other fuel switch								4				13		13
Refrigeration	87							379		131				131
Renewables											2			2
Space heat efficiency						61		160						
Space heat fuel switch														
Space heat replacement		3						160		85				85
Thermal shell						66		36						
Ventilation		28						217						
<b>Total</b>	<b>7,211</b>	<b>29,825</b>	<b>2,914</b>			<b>159</b>	<b>13,047</b>	<b>2,771</b>		<b>305,851</b>	<b>2</b>	<b>13</b>		<b>361,793</b>

## 4. Sector Highlights in the Core Areas

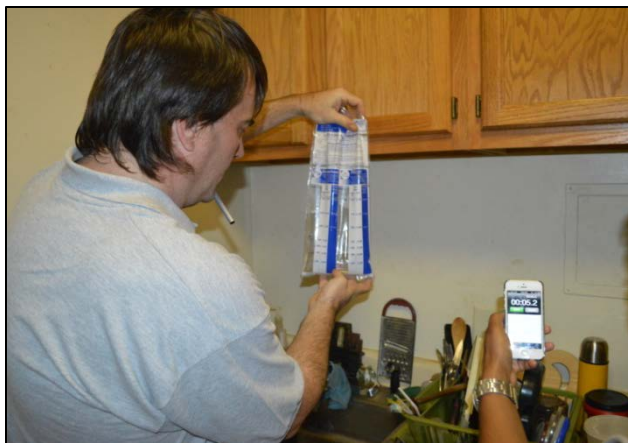
### Residential Services

- **Home Performance with ENERGY STAR®.** Since increasing incentive amounts for Home Performance with ENERGY STAR services, the DCSEU has seen more interest from prospective customers. The DCSEU completed 16 Home Performance with ENERGY STAR projects in the Third Quarter. To address this increase in program interest, the DCSEU launched a rolling request for qualifications (RFQ) for Home Performance contractors in the third quarter. Three Home Performance contractors have been added to the Participating Contractor list. The DCSEU's Workforce Development program also began placing trainees with DC Home Performance contractors in the third quarter. The DCSEU anticipates the completion of more than 20 Home Performance with ENERGY STAR projects in the fourth quarter.
- **Food Bank Efficient Products initiative.** In the third quarter, the DCSEU launched its Food Bank Efficient Products initiative at three food bank organizations. From April to June, the DCSEU distributed more than 2,500 CFLs and 150 LEDs at six distribution events in Ward 8. More than 300 District households will now benefit from energy savings through efficient lighting. The DCSEU will continue to identify additional partnering organizations throughout the city.
- **Staff growth.** The DCSEU Residential team hired a Retail Account Manager in the third quarter.
- **Consortium of Energy Efficiency (CEE) Summer Program Meeting.** In May, the DCSEU attended the CEE Summer Program Meeting. Approximately 150 utility representatives attended the event. Staff attended and participated in lighting, appliance, and HVAC sessions and learned about new technologies as well as the approaches other utilities are using to increase customer participation.
- **Cooling rebates.** In May, the DCSEU launched cooling rebates to coincide with the onset of the summer months. District residents are now eligible to receive \$150 to \$500 rebates for central air conditioning (AC) systems and \$25 rebates for ENERGY STAR®-qualified dehumidifiers.
- **New measure planning.** After the launch of the central AC rebates, HVAC contractors and customers inquired about rebates for mini-split AC systems and heat pump ACs. The strong interest in these systems will result in new EM&V measure characterizations to screen these measures by the end of FY 2014.

- **A Few Cool Hardware Stores.** In June, five stores, part of the “A Few Cool Hardware Stores” cooperative of Ace Hardware stores in the DC area, rejoined the DCSEU CFL lighting promotion. Discounted pricing on CFLs is now available at 5th Street Hardware, Logan Hardware, and at other Ace Hardware stores in Tenleytown, Woodley Park, and Glover Park.

### Low-Income Multifamily

- **Low-Income Implementation Contractor Direct Installation (ICDI).** The DCSEU completed 21 ICDI projects in the third quarter, with efficiency measures installed in more than 1,167 units. Contractors are reaching out to existing customers to take advantage of the new ICDI measures.



- **Expanded ICDI measures.** The DCSEU improved ICDI initiative offerings in the third quarter by adding efficiency measures. Customers now receive the following ICDI services:
  - LED bulb replacement in property-owned fixtures
  - CFL replacement in resident-owned fixtures
  - Upgraded water-saving shower head replacement
  - Low-flow faucet aerator replacement
  - Pipe wrap
  - Hot water heater tank wrap (electric only)
  - Window AC units – Energy Star \*certain restrictions apply
  - Exterior lighting:
    - Wall packs
    - Parking lot lighting
  - Lighting controls

- **Deeper retrofits.** In the third quarter, the DCSEU began to provide deeper retrofits in addition to enhanced and improved direct installation measures. The DCSEU now offers:
  - Gas Projects
    - Boiler upgrade (replacement)
    - Gas-fired / water / gas heater upgrade / replacement
    - Steam traps upgrade / replacement
  - Electric Projects
    - Heat pumps upgrade / replacement
    - HVAC upgrade / replacement
    - Variable frequency drive (VFD) / motor upgrade / replacement
- **New ICDI contractors.** The DCSEU launched a request for qualifications (RFQ) in the third quarter and selected 7 new contractors to support the ICDI initiative. Contractor orientation is scheduled for July 1, 2014.
- **Low-Income Comprehensive.** In the third quarter, the DCSEU completed two Low-income Comprehensive projects. In June, the Housing Association of Nonprofit Developers recognized the DCSEU as 2014 Best Housing Partner for its Low-income Comprehensive services. (See **Public Relations**.)



Jogchum Poedt of the DCSEU with Michael Kelly, Director of DCHCD.

## Renewable Energy

- **Solar photovoltaic (PV).** Solar PV installation projects were completed at 4 single-family homes and 1 multifamily building in the third quarter. The DCSEU has also reached out to previous customers of the Solar PV initiative to create a pipeline of households receiving additional audit and weatherization measures. Thirty single family homes are now in the pipeline to receive BPI audits and weatherization.

## Commercial and Institutional

- **Custom projects completed.** In the third quarter, the DCSEU completed 31 Commercial and Institutional custom projects.

- **Apartment and Office Building Association of Metropolitan Washington (AOBA).** In the third quarter, the DCSEU participated in a panel discussion hosted by AOBA and the Downtown DC Business Improvement District. The discussion addressed current sustainability issues facing the DC area's commercial and multifamily properties. The event was attended by more than 40 AOBA members. AOBA forwarded information about DCSEU services to the other AOBA members, after the meeting.
- **Business Energy Rebates.** The DCSEU has 29 active Business Energy Rebate (BER) projects at the end of the third quarter. Together, these rebates have an estimated value of \$157,000. There is also a pipeline of 81 more project opportunities. The DCSEU also launched a new BER rebate form in the third quarter.
- **Successful RFQ.** The DCSEU released contractor RFQs for residential, low-income comprehensive, and commercial and institutional initiatives in the third quarter. Two new Certified Business Enterprise (CBE) companies have signed contracts with the DCSEU.
- **FY 2015 RFQ.** In the third quarter, the DCSEU began the FY 2015 RFQ process. An information meeting for interested contractors is scheduled for July 30.
- **T12 Lighting Replacement initiative.** In the third quarter, the DCSEU completed 34 T12 Lighting Replacement projects, with an estimated rebate value of \$198,000. The T12 Lighting Replacement initiative also has 71 active projects with an estimated rebate value of \$545,000.
- **Benchmarking Help Center.** The Benchmarking Help Center received 61 direct calls and participated in 42 e-mail conversations to provide Portfolio Manager benchmarking assistance in the third quarter.

## 5. Activity Supporting DCSEU Programming

### Advanced Technical Analysis Support

- **Submission of new TRM measures.** The Advanced Technical Analysis team submitted the following proposed measures to Tetra Tech for review and approval:
  - Commercial and Institutional market sector
    - Commercial heat pump water heater – New
    - Commercial boiler reset controls - New
  - Residential market sector

- Residential heat pump water heater – New
- Residential boiler reset controls – New
- Gas water heater - Update

## Public Affairs

- **Outreach to advisory neighborhood commissions (ANCs).** In June, George Nichols and Ted Diggs met with ANC representatives from Ward 8 to discuss DCSEU initiatives and opportunities for community engagement. The meeting resulted in several requests for presentations and further discussion.



- **POWER LUNCH.** In honor of Earth Day 2014, the DCSEU hosted POWER LUNCH on April 25 at the Half Street Fairgrounds. The event, an introduction of the DCSEU to the Capitol Riverfront community, featured food trucks, music, games, free giveaways, and interactive displays. DDOE, Washington Metropolitan Transit Authority (WMATA), Zipcar, Capital Bikeshare, news station WTOP-FM, the installer WDC Solar, and Sylvania offered guests information and other resources that can save them energy and money. POWER LUNCH was also sponsored by the Washington Nationals, VIDA fitness, Bluejacket Brewery, JW Marriott, Arena Stage, Bikram Yoga

Capitol Hill, Solar Solution, Buzz Bakery, Ralph O. McMillan & Associates, Trusted Solutions Group, and CBS Radio. CBS Radio made 15 on-air promotions prior to the event, and staff members were on site to broadcast live from the event. Tommy McFly of 94.7 Fresh FM's "The Tommy Show" (CBS Radio) emceed the event, encouraging attendees to enter the event's 20 raffles. The prizes ranged from tickets to a Washington Nationals baseball game to a residential solar photovoltaic system for an income-qualified family. The DCSEU and Sylvania also gave away 900 energy-efficient CFLs and 600 LEDs to the first 500 guests. More than 1,000 District residents and Capitol Riverfront tenants attended the event.

- **Energy Efficiency Global Forum.** On May 20, Managing Director Ted Trabue represented the DCSEU as a panelist at the 2014 Energy Efficiency Global Forum. The event was hosted by the Alliance to Save Energy. The panel discussion involved representatives from ComEd, Seattle City Light, the Department of Energy, and the Edison Foundation and addressed the following questions: *"What does the 21<sup>st</sup> century utility look like? Where does energy efficiency fit in? How is the DCSEU an innovative model type for a sustainable energy future? How does the DCSEU meet*



*the needs of its community?”* The event highlighted the DCSEU to an international and national audience.

- **Encouraging Energy Conversations in Schools.** On May 28, Ted Trabue presented “Encouraging Energy Conversations in Schools: DC Sustainable Energy Utility and the 2014 DC Green Schools Challenge” to the Northeast Energy Efficiency Partnerships (NEEP) monthly webinar. This presentation highlighted the DCSEU’s experience and success in mentoring two District schools in a citywide challenge in January and February to lower school energy consumption.

## Public Relations

- **HAND Achievement Award.** The DCSEU won the 2014 Housing Achievement Award for Best Housing Partner in early April. On June 16, the DCSEU received the Best Housing Partner award for exemplary assistance and partnership on many housing development projects. A local nonprofit, So Others Might Eat (SOME), and other organizations nominated the DCSEU.
- **Earned media.** The DCSEU received 28 earned media mentions in the third quarter for its POWER LUNCH event, its work with NEEP 2014 Business Leader JW Marriott, and involvement in Earth Day celebrations, among others.

## Community Outreach

- **Community events.** The DCSEU participated in 32 events in the third quarter. The DCSEU made presentations at the Albright Memorial Methodist Church on May 8, at the 16<sup>th</sup> Street Civic Association on May 13, Ledroit Park Civic Association on May 27, Lamond Riggs Civic Association on June 2, and Brookland Civic Association on June 17. The DCSEU staffed tables at community events such as Broccoli City on April 19, WMATA’s Earth Day event on April 22, Congress Heights Day on May 3, Celebrate Petworth on May 10, Bloomingdale Community Day on May 17, Glover Park Day on June 7, and Ward 4 Family Fun Day on June 22.
- **Retail events.** The DCSEU hosted retail events at Home Depot on May 17 and June 7 and attended Rodman’s Customer Appreciation Day on June 28 to share





information about DCSEU retail discounts and rebates and to answer customers' questions about efficient lighting.

- Capitol Hill Village.** In the third quarter, the DCSEU launched its partnership with Capitol Hill Village. The goal of this partnership is to provide Capitol Hill Village members with custom access to a suite of energy efficiency improvements. This access will help foster a lasting relationship between the two organizations and create energy savings opportunities for members who are interested in home improvements.



The DCSEU's first Capitol Hill Village participant.

### Marketing

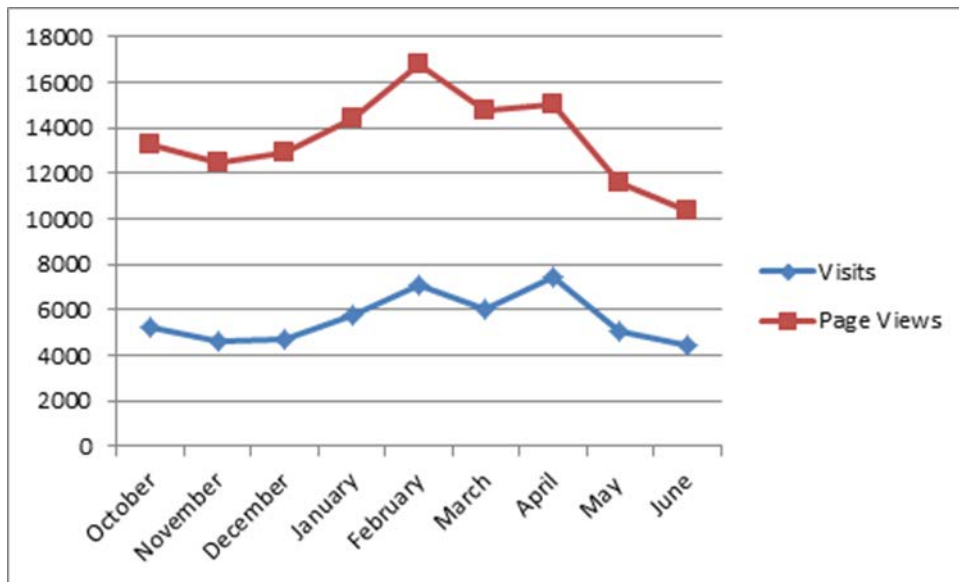


Figure 1. DCSEU website visits and page views, by month, FY 2014 to date

- Third-quarter website visits **16,842**
- Facebook **301 Likes**
- Twitter **781 Followers**

- Social media.** The DCSEU increased its social media audience by approximately 70 new Twitter followers and 40 Facebook "likes" in the third quarter.

- **Webby Award.** The DCSEU website was honored by the Webby Awards in April 2014 as an Official Honoree in the Green Website category. More than 12,000 entries were received from all 50 US states and over 60 countries. The Official Honoree distinction is awarded to the top 20 percent of all work that exhibits remarkable achievement, nominated for the Webby Awards.
- **Online rebate system.** The marketing team worked with the residential team in May to launch an online rebate system for residential refrigerators, clothes washers, gas boilers, furnaces, and water heaters. This launch was timed to coincide with the onset of active appliance sales during the summer months. The marketing team is also looking at the possibility of installing electronic tablets in District appliance stores, to assist residents in applying for in-store rebates when purchasing qualified products.

- **Brand advertising campaign.** The marketing team is continuing the DCSEU’s brand advertising campaign with more residential equipment-specific ads this summer for efficient air conditioning. The team continues to support community outreach with materials for



- **Brand advertising campaign.** The team continues to support community outreach with materials for events. The team is also planning a summer marketing campaign for the commercial market via direct mail, e-mail, and paid advertising.
- **Supporting initiatives.** The Marketing group created new in-store Efficient Products materials in the third quarter to match the DCSEU brand campaign. The team supported the release of central air conditioning, dehumidifier, and programmable thermostat rebates with collateral materials and website updates.

## Workforce Development

- **Summer interns.** Recruitment for the 2014 summer internship program concluded in April. The DCSEU welcomed seven summer interns in May to support administrative, community outreach, and engineering functions. The



interns are current students or recent graduates of American University, Colorado State University, Dartmouth College, Duke University, George Mason University, the University of the District of Columbia, and the University of Maryland, Baltimore County.

- **Workforce Development Initiative.** In the third quarter, the DCSEU launched its Workforce Development Initiative, which offers mentorship for entry-level workers. The DCSEU created this initiative to maximize the learning and field practice for new energy efficiency workers. The goal of the Workforce Development initiative is to reduce unemployment and under-employment by improving essential skills, and providing training for obtaining jobs, excelling in those jobs, and moving to associated jobs in related industries.

**Table 6. Green Jobs by Ward**

Job Title	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Total
<b>Assistants</b> (administrative, project, and program)	3		2	3	2		2	2	<b>14</b>
<b>Associates</b> (initiative, project, and program)	1	1		3	1	1	6	5	<b>18</b>
<b>Interns</b>		1	2	3	1		1		<b>8</b>
<b>Specialists</b> (energy, IT, customer support)	1		2	1	1	1		2	<b>8</b>
<b>Managers</b> (account, initiative, and program)	3	1			4	3	2		<b>13</b>
<b>Coordinators</b> (project and administrative)	1			2					<b>3</b>
<b>Advisors and Researchers</b>									<b>0</b>
<b>Directors</b> (compliance, managing, operations)	1			2		1			<b>4</b>
<b>Cumulative total positions, by Ward</b>	<b>10</b>	<b>3</b>	<b>6</b>	<b>14</b>	<b>9</b>	<b>6</b>	<b>11</b>	<b>9</b>	<b>68</b>

**Table 7. DCSEU initiatives, by sector**

<b>Core Area</b>	<b>Initiative Name</b>	<b>Description</b>	<b>Customer</b>	<b>Status</b>
<b>Residential</b>	Efficient Products	Deep discounts on CFLs with partnering retailers in DC; mail-in rebates for qualifying energy-efficient appliances	DC residents	On track
	Efficient Products at Food Banks	CFLs offered at no charge for patrons of food banks	DC residents meeting income requirements	On track
	Home Performance with ENERGY STAR	Rebates for energy efficiency improvements: air and duct sealing, insulation, and heating system improvements	DC single-family homeowners	On track
	Low-Income Services	Home energy improvements such as air and duct sealing, insulation, and heating system improvements	Pre-enrolled DC single-family homeowners meeting income requirements	On track
<b>Low-Income Multifamily</b>	Low-Income Multifamily Comprehensive	Custom technical and financial assistance for energy efficiency improvements for multifamily properties	Property owners of multifamily buildings serving DC residents meeting income requirements	On track
	Low-Income Implementation Contractor Direct Installation	Direct installation of CFLs, low-flow faucet aerators and showerheads, hot water tank wrap, and pipe wrap in low-income multifamily properties	Property owners of multifamily buildings serving DC residents meeting income requirements	On track
<b>Renewable Energy</b>	Solar Photovoltaic (PV)	Incentives and financing to install solar PV systems	DC single-family homeowners meeting income requirements	On track
	Solar Thermal	Incentives to install solar thermal arrays to provide hot water and reduce natural gas consumption	Income-qualified cooperative housing and property owners of multifamily buildings serving DC residents meeting income requirements	On track
<b>Commercial and Institutional</b>	Business Energy Rebates	Rebates for energy-efficient lighting, heating, refrigeration, cooking, and other qualifying equipment	Business owners	On track
	T12 Lighting Replacement	Incentives for customers to re-lamp and re-ballast existing T12 fixtures with high-performance T8 lamps and ballasts	Business owners	On track

Core Area	Initiative Name	Description	Customer	Status
	Benchmarking Help Center	Guidance on benchmarking energy and water use in the EPA Portfolio Manager tool to report to the District Department of the Environment	Building owners and property managers	On track
	Commercial and Institutional Custom	Technical assistance, account management, and financial incentives for energy efficiency projects	Large commercial and institutional customers	On track