



DC  
SUSTAINABLE ENERGY  
UTILITY

## **Second Quarter Report for Fiscal Year 2016**

January 1 – March 31, 2016

April 29, 2016

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## MESSAGE FROM THE MANAGING DIRECTOR

Midway through our fifth full year of business, I cannot help but reflect on how far the District has come since the DC Sustainable Energy Utility opened its doors in 2011. Prior to the enactment of the Clean and Affordable Energy Act (CAEA), and the subsequent launch of the DCSEU, the



American Council for an Energy-Efficient Economy (ACEEE) had ranked the District 30th on its 2008 State Energy Efficiency Scorecard. Several years later, in 2015, ACEEE ranked the District 14<sup>th</sup> in the same Scorecard, and recognized the District of Columbia as the most-improved state in the country for its energy efficiency policies and practices and policies, and it also recognized the DCSEU as a “best practice.” We are pleased to be a catalyst of change and an example to others as we move towards a greener, more sustainable DC.

As the District rises to the challenge of creating and preserving affordable housing, the DCSEU is proud to have strong partnerships with so many of the District’s most dedicated affordable housing developers. Earlier this year, Mayor Muriel Bowser directed \$100 million into the Housing Production Trust Fund, \$90 million of which will be earmarked for roughly 800 affordable housing units. Over the years, the DCSEU has provided rebates and technical assistance to hundreds of multifamily housing projects that serve lower-income residents. Transitional Housing Corporation’s Weinberg Commons, NHT/Enterprise’s Monseñor Romero, Far Southwest-Southeast Community Development Corporation’s Trinity Plaza, and Dantes Partners’ Phyllis Wheatley YWCA are just a few recent affordable housing projects to which the DCSEU has committed funding.

Over the last year, roughly twelve thousand private sector jobs were created in the District, resulting in a one percent reduction in the District’s unemployment rate. Last year, the DCSEU exceeded its green job goals. Midway through this fiscal year, we are poised to meet our goals once again. On May 4, we will celebrate the success of our workforce development program as we send off our second graduating cohort, and celebrate their new careers.

The DCSEU is midway through its fifth year of full operations, and while there are still many opportunities to save energy and money for residents, we are proud to be a part of this ongoing success story in DC.

*Ted Trabue*

Managing Director

## QUARTERLY FEATURE

### Paving the Path toward Green Careers

Twice a year, the DCSEU connects District residents with 6-month paid externships working with local contractors and other organizations in the green economy. Externs gain marketable job skills, certifications and work experience, and receive job placement assistance to discover new careers in sustainability. Thanks to a dedicated set of employers, large and small—from Savage Technical Services, a local Certified Business Enterprises (CBE), to Howard University—and strong partnerships with organizations such as United Planning Organization (UPO) and the Department of Employment Services (DOES), the DCSEU Workforce Development Program (WFD) is able to pave green career pathways for District residents.



The success of the 2015 Fall/Winter Cohort is a testament to the power of this collaboration. Graduating in November 2015 with an 85% permanent placement rate, members of this cohort went on to become full-time solar installers, project managers, AutoCAD designers, draftsmen, and more. Kerri Chambers, a program graduate and alumna of Howard University, was accepted into Fiat Chrysler Automobiles' (FCA) 2-year engineering leadership development program, where she will earn her Master's degree at no cost to her.

In November 2015, the DCSEU welcomed the WFD program 2016 Spring/Summer cohort, a group of nine individuals with diverse backgrounds and talents. The group has spent the second quarter training to be job-ready, preparing to obtain employment and excel in their new career paths. They have received certifications that will prepare them for careers in energy efficiency, renewable energy, and related industries, along with training in resume writing, interview skills. Working as solar panel installers, HVAC technicians, project managers, electrical helpers, and more, all nine found permanent employment..

The 2016 Fall Cohort will graduate on May 4, and the ceremony will be held at the DCSEU office.



This report of the District of Columbia Sustainable Energy Utility covers the period from January 1 through March 31, 2016. This progress report contains information about the DCSEU's activity to date in FY 2016 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: George L. Nichols & Associates, Groundswell, Institute for Market Transformation, PEER Consultants, and Nextility.

## 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	Quarterly Results	Year to Date	Benchmark Progress
Performance Benchmarks	1a	Reduce per-capita consumption - Electricity	MWh	51,845	8,838	16,359	44,887	87%
	1b	Reduce per-capita consumption - Natural gas	Mcf	61,521	6,731	7,576	16,482	27%
	2	Increase renewable energy generating capacity	Cost / kWh	10% cost reduction over 2015				
	3	Reduce growth in peak demand	kW	2,000	911	1,612	5,303	265%
	4	Improve energy efficiency in low-income housing	% of annual budget	\$ 3,520,000	\$ 171,205	\$ 581,863	\$ 1,331,441	38%
	5	Reduce growth in energy demand of largest users	# of projects completed with a square footage of > 200,000	30	0		0	0%
	6	Increase number of green collar jobs <sup>a</sup>	Green job FTE's directly worked by DC residents, earning at least a Living Wage	103,350	7,771	\$ 21,946	\$ 44,601	43%
Minimum Requirements	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,600,000	\$ 1,675,816	\$ 3,839,218	\$ 7,978,082	45%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 3,308,609	\$ 187,284	\$ 454,022	\$ 595,172	18%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 1,190,809	\$ 3,128,262	\$ 6,589,474	62%
	9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 485,007	\$ 710,956	\$ 1,388,608	53%

<sup>a</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).

## 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 period	\$ 947,800	\$ 68,502	\$ 100,878	\$ 558,635	\$ 1,675,816
Expenditures for this quarter	\$ 2,099,740	\$ 133,952	\$ 547,167	\$ 1,058,359	\$ 3,839,218
Year-to-date expenditures	\$ 4,878,836	\$ 387,604	\$ 669,812	\$ 2,041,831	\$ 7,978,082
Annual budget estimates	\$ 9,427,956	\$ 2,538,379	\$ 1,720,629	\$ 3,913,037	\$ 17,600,000
Percent of the annual budget spent	52%	15%	39%	52%	45%
<b>Annual Savings, MWh</b>					
Electricity savings (MWh) for this period	4,264	0	0	4,574	8,838
Electricity savings (MWh) for this quarter	9,719	64	218	6,358	16,359
Year-to-date savings (MWh)	30,649	484	217	13,538	44,887
Percent of annual MWh savings goal met	86%	12%	146%	57%	74%
<b>Summer Peak Demand Savings<sup>a</sup>, kW</b>					
Summer peak demand reduction (kW) for this period	384	0	0	527	911
Summer peak demand reduction (kW) for quarter	884	7	28	693	1,612
Year-to-date summer peak demand reduction (kW)	3,690	92	28	1,494	5,303
Percent of summer peak demand reduction goal met	314%	69%	576%	217%	265%
<b>Annual Savings, Mcf</b>					
Natural gas savings (Mcf) for this period	6,622	0	0	109	6,731
Natural gas savings (Mcf) for quarter	6,622	0	567	388	7,576
Year-to-date savings (Mcf)	13,619	498	1,165	1,201	16,482
Percent of annual Mcf savings goal met	7%	2%	8%	-2%	10%
<b>Lifetime Economic Benefit<sup>b</sup></b>					
Lifetime Economic Benefit for this period	\$ 5,088,510	0	0	\$ 3,821,599	\$ 8,910,109
Lifetime Economic Benefit for quarter	\$ 12,422,948	\$ 101,258	\$ 868,717	\$ 5,462,673	\$ 18,855,597
Year-to-date Lifetime Economic Benefit	\$ 45,018,888	\$ 1,260,172	\$ 1,116,285	\$ 11,023,690	\$ 58,419,035
<b>Participants Served</b>					
Participants served for this period	27	0	0	11,553	11,580
Participants served for this quarter	61	47	621	16,875	17,604
Year-to-date participants served	192	319	971	36,022	37,504

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

<sup>b</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

### 3. Initiative Activity

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

Sector	Initiative	Year-to-Date Results	
		Number of participants with installed measures	Annual customer cost savings
Commercial and Institutional	Business Energy Rebates	94	\$920,382
	Commercial and Institutional Custom	94	\$2,335,688
	T12 Market Transformation	4	\$117,724
	T12 Replacement		
Low-Income Multifamily	Low-Income Comprehensive	319	\$75,294
	Implementation Contractor Direct Installation		
	T12 Replacement		
Renewable Energy	Solar Hot Water		
	Solar Photovoltaic Systems		\$26,923
Residential	Retail Efficient Products	35,838	\$1,323,527
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR	181	\$11,823
	Low-Income Services	3	\$219

**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>a</sup>	5,248	
	Commercial and Institutional Custom	9,256	32,993
	T12 Market Transformation	296	
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	2,009	3,200
	Implementation Contractor Direct Installation <sup>b</sup>		
	T12 Replacement		
Renewable Energy	Solar Hot Water	0	642
	Solar Photovoltaic Systems	5,425	300
Residential	Retail Efficient Products <sup>c</sup>	7,949	745
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR	2	68
	Low-Income Services		

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

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

<sup>c</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.

required by a given customer or class of customers during a particular time period), and thousand cubic feet (Mcf) for natural gas consumption savings.

<sup>3</sup> For a list of FY 2016 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	Retail Efficient Products	Solar Hot Water	Solar Photovoltaic Systems	Total
Air Conditioning Efficiency		591						103	116			810
Cooking and Laundry								49	280			329
Design Assistance								6				6
Hot Water Efficiency		2						3			3	8
Hot Water Replacement		3						5	15			23
Light Bulb/Lamp	23,124	27,930	79					102	190,859			242,094
Lighting Efficiency/Controls	999	4,882	114									5,995
Lighting Hardwired Fixture	11,783	12,477	2,008					893	21,355			48,516
Motor Controls		77										77
Motors		1						12				13
Other		1	10			64			30			105
Other Fuel Switch											21	21
Refrigeration		2						247	110			359
Space Heat Efficiency		3			1	272		47	33			356
Space Heat Replacement		16				1		66	51			134
Thermal Shell		5			4	206		26				241
Ventilation		42						56				98
<b>Total</b>	<b>35,906</b>	<b>46,032</b>	<b>2,211</b>	<b>0</b>	<b>5</b>	<b>543</b>	<b>0</b>	<b>1,615</b>	<b>212,849</b>	<b>0</b>	<b>24</b>	<b>299,185</b>

## 4. Sector Highlights in the Core Areas

### Residential Services

- **Home Performance with ENERGY STAR.** The DCSEU completed 28 Home Performance with ENERGY STAR projects in the second quarter. There are an additional 103 projects in the pipeline. The DCSEU also trained two new contractors in the HERO system in January, increasing the DCSEU's capacity to complete and report Home Performance work. HERO is an online tool used to record information pertaining to Home Performance projects, allowing DCSEU participating contractors to track improvement recommendations and communicate project information to the DCSEU.
- **Updated FY 2016 lighting promotion.** In the second quarter, the DCSEU collaborated with lighting manufacturers to determine mid-year incentive changes for DCSEU retail efficient lighting promotions. Due to the changing lighting market, the DCSEU is reducing LED incentives from a maximum of \$10 per LED bulb to \$5 per LED bulb, effective April 1. Since many retail prices for efficient lighting are lowering this spring, the shelf price of DCSEU-discounted LEDs will remain similar for the customer despite the DCSEU's incentive update.
- **New LED lighting offerings.** In the second quarter, the DCSEU expanded its efficient lighting promotions to include more varieties of LED exterior security lights. The discounted lights are available at Costco and Lowe's.
- **Updated retail efficient equipment incentives.** In the second quarter, the DCSEU finalized plans to update retail efficient equipment incentives. In order to serve as many customers as possible throughout the year, the DCSEU is reducing rebates for air source heat pumps and central air conditioning equipment, effective April 1. These reductions in rebate amounts will allow the DCSEU to continue providing rebates to all customers who apply and are eligible to receive DCSEU rebates. The DCSEU also extended its efficient clothes dryer rebate through September 30.
- **Progress in the residential market.** DCSEU residential initiatives serve the District residents, from single-family homeowners to renters purchasing efficient light bulbs. To date in FY 2016, the DCSEU has achieved electricity savings of 13,538 MWh in the residential market—57% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 1201 Mcf in this market—2% of its annual natural gas savings goal. At this time last year, the DCSEU had hit 29% of its annual MWh savings goal and -1% of its annual natural gas savings goal in this market. The DCSEU is on

track to meet both goals in FY 2016. There have been 36,022 participants served in the residential market to date.

### Low-Income Multifamily

- **Low-income multifamily comprehensive.** The DCSEU completed one low-income multifamily comprehensive project in the second quarter. The project, completed at the Israel Manor Senior Residences, will result in estimated annual savings of 64 MWh (electricity). The DCSEU has completed four low-income multifamily comprehensive projects so far in FY 2016. In FY 2015, the DCSEU completed six low-income multifamily comprehensive projects.
- **CNHED Housing Committee meeting.** On January 12, the DCSEU participated in the Coalition for Non-Profit Housing and Economic Development (CNHED) Housing Committee meeting. Participants reviewed Community Solar Legislation and made suggestions for the CNHED board to present to the DC Council. More than 20 people attended the event. On February 25, the DCSEU also participated in the CNHED Monthly Member meeting. The DCSEU presented to CNHED members on the process of financing building upgrades with DC Property Assessed Clean Energy. (PACE). Approximately 80 people attended the meeting.
- **NEWHAB Guardians Retreat.** On January 26 and 27, the DCSEU hosted the Network for Water, Energy and Health in Affordable Buildings (NEWHAB) Guardians Retreat. NEWHAB is a group of individuals dedicated to driving increased affordability, health, and comfort through efficient energy and water use in multifamily housing. More than 15 people attended the event.
- **National Cooperative Bank Lunch & Learn.** On February 10, the DCSEU presented to the attendees of the National Cooperative Bank (NCB) Lunch & Learn on the value of energy efficiency improvements and the options for financing such improvements in multifamily buildings. NCB provides comprehensive banking services to housing cooperatives and other member-owned organizations throughout the country. It was created to address the financial needs of an underserved market niche – people who join together cooperatively to meet personal, social or business needs, especially in low-income communities. Approximately 25 people attended the event.
- **Progress in the low-income multifamily market.** DCSEU low-income multifamily initiatives typically serve the District's affordable multifamily housing community. To date in FY 2016, the DCSEU has achieved electricity savings of 484 MWh in the low-income multifamily—12% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 498 Mcf in this market—2% of its annual natural gas savings goal. At this time last year, the DCSEU had hit 63% of its annual MWh savings goal and 9% of its annual natural gas savings goal in this market. The DCSEU is on track

to meet both goals in FY 2016. There have been 319 participants served in the low-income multifamily market to date.

## Renewable Energy

- **Affordable Residential and Small Business Solar.** The DCSEU made an agreement with DOEE in late 2015 to launch Affordable Residential and Small Business Solar initiatives. In the second quarter, the DCSEU continued to work with DOEE to finalize marketing materials and prepare for the initiatives' launch. Solar panels will be offered at no cost to income-qualified residents city-wide, as well as business owners in Wards 7 and 8. The initiatives are expected to launch in early May.
- **Progress in the renewable energy market.** DCSEU renewable energy initiatives typically serve the District's income-qualified residents. To date in FY 2016, the DCSEU has achieved electricity savings of 217 MWh in the renewable energy market—146% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 1,165 Mcf in this market—8% of its annual natural gas savings goal. At this time last year, the DCSEU had hit 233% of its annual MWh savings goal and 12% of its annual natural gas savings goal in this market. The DCSEU is on track to meet both goals in FY 2016. There have been 971 participants served in the renewable energy market to date.

## Commercial and Institutional

- **Custom projects completed.** In the second quarter, the DCSEU completed 27 Commercial and Institutional custom, with estimated annual savings of 6,777 MWh (electricity) and 6,492 Mcf (natural gas).
- **Woodner Apartments.** In January, the DCSEU completed a major project at the Woodner Apartments. The Woodner is the largest single-structure apartment building in DC, with 1,089 units and 252,702 square feet. The DCSEU provided incentives for a new, efficient 500 ton chiller, an air-handling unit (AHU) variable speed exhaust fan, two variable frequency drives (VFDs) on condenser water pumps, and two VFDs on dual temperature pumps. These controls will help optimize savings for the new equipment. The project will save more than 693 MWh annually.
- **Department of General Services.** In February, the DCSEU completed two major Commercial and Institutional custom projects with the Department of General Services (DGS). DGS is prioritizing the improvement of lighting and equipment quality in its buildings, while improving efficiency. The two projects completed in February are part of a wider plan to make improvements on a series of DGS buildings.

The first project, a lighting upgrade completed at the Unified Communications Center and Public Safety Communications Center, will save more than 178 MWh of electricity annually and reduce energy costs for DGS by more than \$276,000 over the lifetime of the lighting installed. The 127,000 square foot building serves as the national capital region's hub for emergency response. The Public Safety Communications Center is the central 911 emergency call center for DC Fire and Emergency Medical Services Department and Metropolitan Police Department. The second project was completed at John Tyler Elementary School in Southeast DC. The DCSEU provided incentives to replace an outdated chiller with a new model that will both save energy and improve the quality of cooling within the school. The project will save DGS approximately \$150,000 over the lifetime of the equipment. To familiarize DGS staff with the new, efficient technologies, DGS and DCSEU agreed to use the incentive money from the projects to fund the training of DGS building engineers through the Pennsylvania College of Technology.

- **Fort McNair.** In the second quarter, the DCSEU completed a variable frequency drive (VFD) and boiler retrofit project at Fort McNair. The DCSEU was able to accommodate the customer's request to send incentive money to three separate contractors, allowing these contractors to complete more energy-related work at the site. The projects will save more than 2,000 Mcf and 85 MWh annually. The VFD and boiler retrofits are the first DCSEU efficiency projects to take place at Fort McNair, and there are many more opportunities for continued collaboration with the customer at the many buildings across the base. The DCSEU is working with the Department of Defense to help them achieve their energy saving goals.
- **Business Energy Rebates.** The DCSEU completed 56 commercial projects involving Business Energy Rebates (BER) in the second quarter, with an estimated total rebate value of \$527,448. The BER initiative serves the District's small and medium-sized businesses, providing rebates for energy-efficient lighting, heating, refrigeration, cooking, and other qualifying equipment. By the end of March, the DCSEU had 68 active (under way, but not yet completed) BER projects, with an estimated rebate value of over \$484,316. There is also a pipeline of 73 project opportunities.
- **Commercial Direct Services.** The Commercial Direct Services initiative serves primarily small and medium-size commercial businesses with direct installation of energy efficiency measures. In the second quarter, the DCSEU completed two Commercial Direct Services projects, with an estimated incentive value of \$1,533. There were an additional seven projects in the pipeline with an estimated cumulative value of \$76,060.
- **Progress in the commercial and institutional market.** DCSEU commercial and institutional initiatives typically serve small to medium-sized businesses, universities,

hotels, and other large commercial spaces. To date in FY 2016, the DCSEU has achieved electricity savings of 30,649 MWh in the commercial and institutional market—86% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 13,619 Mcf in this market—7% of its annual natural gas savings goal. At this time last year, the DCSEU had hit 34% of its annual MWh savings goal and 32% of its annual natural gas savings goal in this market. The DCSEU is on track to meet both goals in FY 2016. There have been 192 participants served in the commercial and institutional market to date.

### Green Jobs

- **Workforce Development Program in-house training.** On February 3, 10, and 17, the DCSEU hosted in-house training sessions on resume writing and interview best



practices as part of the Career Development Program's weekly extern training sessions. DCSEU Human Resources Manager Mical Owens was a guest presenter at these trainings.


- **FY 2016 Fall Extern Cohort.** In the second quarter, the DCSEU provided career readiness training the Workforce Development initiative's FY 2016 Fall Extern Cohort, including workshops on resume writing and interview best practices. The cohort will graduate on May 4. The next cohort will begin in June.

## 5. Activity Supporting DCSEU Initiatives

### Advanced Technical Analysis Support

- **Strategic Technology Services.** The Strategic Technology Services team released updated versions of the KITT internal web application and the HERO system in the second quarter. KITT is VEIC's core application for overall project and customer relationship management. It is used for tracking, processing, and reporting of portfolio, projects, customer, incentives, and energy savings, allowing the DCSEU to accurately track progress against goals, customer interactions, and project opportunities. In January, KITT 3.47.2 and 3.48.0 were released with general fixes and improvements to Prescriptive Tool Admin functions and Efficient Products Upload functions. An updated version of HERO, HERO 3.26.2, was also released with updates. In February, KITT 3.48.1 was released with general fixes and new features. An updated version of HERO, HERO 3.26.3, was also released with bug fixes.

## Public Affairs

- **Climate, Energy and Environment Policy Committee.** On January 27, the DCSEU attended the first meeting of the Metropolitan Washington Council of Government's (MwCOG's) Climate, Energy and Environment Policy Committee (CEEPC) as a stakeholder representative. CEEPC's mission is to serve as the MwCOG Board's primary policy advisor on climate change, energy green building, alternative fuels, solid waste, and recycling. It is charged with implementing recommendations made in the National Capital Region Climate Change Report and oversees projects to achieve regional greenhouse gas emissions reduction goals. DCSEU Managing Director Ted Trabue was appointed by the Vice President of the Fairfax County Board of Supervisors, Penelope A. Gross, to represent the business community sector. The DCSEU's George Nichols was appointed as his alternate.
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- **Outreach to DC Councilmembers.** The DCSEU participated in a series of meetings with Councilmembers and senior staff in the second quarter. Each year when the DCSEU annual report is released, the DCSEU focuses on identifying new community engagement opportunities city-wide through existing organizational structures and networks. The DCSEU conducted these meetings to brief each Councilmembers or key senior staff on DCSEU successes, to identify Ward-specific priorities, and to discuss other key issues in each Ward.
  - **Low-Income Solar Policy Drive.** On March 15, the DCSEU attended the GRID Alternatives Low-Income Solar Policy Drive. The event focused on policy allowing lower-income communities to gain greater access to renewables. A policy guide was released as a new online tool for policymakers and community leaders working to expand access to solar technology and solar jobs. The guide, which provides a roadmap of successful low-income solar policies and programs nationwide, is available at [www.lowincomesolar.org](http://www.lowincomesolar.org).

## Public Relations

- **Earned media.** The DCSEU received 133 earned media mentions in the second quarter. On January 4, the DCSEU was mentioned in a Capital Community News article, "DC Is a World Leader in Green Cities!" On January 9, NewsroomAmerica also mentioned the DCSEU in an article, "White House Announces Guests in First Lady's Box – State of the Union Address". DCSEU contractor Mark Davis, who was invited to sit in the First Lady's Box at the State of the Union Address, mentioned his past work

with the DCSEU installing renewable energy systems for lower-income District residents. Many other news outlets ran the story on January 12, including the Daily Democrat, E&E Publishing, Yahoo!News, and the Huffington Post. There were 121 total articles featuring this story. On February 4, the DCSEU was mentioned in a press release by EnerNOC, Inc., “EnerNOC Announces Call for Nominations for 2016 Energy Innovator Award”. EnerNOC, Inc. (Nasdaq:ENOC), a leading provider of energy intelligence software (EIS), announced in February that it is accepting nominations for its EnergySMART Energy Innovator award. Winners will be announced at the global EnergySMART 2016 conference in Washington, DC, April 4 - 6. DCSEU Director of Account Management John Supp will be a featured speaker at the conference. There were 11 total articles featuring this story.

- **NEEP Business Leaders Awards.** The DCSEU nominated a federal customer for the Northeast Energy Efficiency Partnerships (NEEP) 2016 Business Leaders for Energy Efficiency Awards in February. NEEP is a non-profit whose mission is to serve the Northeast and Mid-Atlantic to accelerate energy efficiency in the building sector through public policy, program strategies and education. This recognition program highlights the accomplishments of organizations participating in energy efficiency programs across the northeast region. Past DCSEU nominees who received the Award are National Housing Trust (2015), JW Marriott (2014), American University (2013), and University of the District of Columbia (2012). The winners of the 2016 Business Leaders for Energy Efficiency Awards were notified in March, and are typically announced in June.

## Community Outreach

- **Community events.** The DCSEU staffed five community events in the second quarter. On February 10, the DCSEU collaborated with the District of Columbia Housing Authority (DCHA) to host two Sustainable Resident Engagement Competitions at the Sibley Senior Center and Greenleaf Multifamily Midrise Center. Sponsored by the DC Housing Authority, the DCSEU Outreach team collaborated with the DCHA in hosting the Sustainable Resident Engagement Competition. These events were the first in a series of workshops the DCSEU will host with DCHA, focusing on energy efficiency as part the Better Buildings Challenge and supporting DCHA’s efforts with the senior community. The DCSEU provided information on DCSEU services and guidance on making smart and responsible energy choices to approximately 40 attendees. On March 12, the DCSEU attended the Union Kitchen Spring 2016 Kitchen Tasting. The DCSEU tabled the event to provide Union Kitchen members with information to help them make energy efficient choices in their businesses, as many of the attendees are nearing the brick and mortar stage of their businesses. More than 300 people attended the event. The DCSEU also attended the Built It in DC General Contractor and Home Improvement Forum on March 14. At the event, sponsored by the

Department of Consumer and Regulatory Affairs (DCRA), the DCSEU encouraged members of the contracting community to research opportunities to work with the DCSEU and provided information to business owners hoping to improve energy efficiency at their businesses.

- **In-store retail events.** In the first quarter, the DCSEU began a series of in-store retail events to promote efficient lighting and appliances at local participating retailers. On February 12, the DCSEU hosted an in-store lighting demonstration at Home Depot to remind customers to consider complementing President's Day appliance sales with DCSEU rebates for qualifying equipment. More than 100 customers attended the event.
- **Martin Luther King, Jr. Day of Service.** The DCSEU staffed one community event in January. In celebration of the legacy of Martin Luther King, Jr., the DCSEU coordinated a Day of Service with the Boys and Girls Club of Greater Washington DC on January 18. DCSEU office staff participated in an afternoon of activities with the teens at the club, playing games that educated the teens about the life of Martin Luther King, Jr and importance of energy efficiency. The DCSEU also sponsored lunch for all participants and distributed 240 backpacks. DCSEU Managing Director Ted Trabue also spoke during the teen summit about the importance of pursuing your passions and how Martin Luther King Jr. is a role model for all. Approximately 250 teens and Boys and Girls Club staff attended the event.



## Marketing

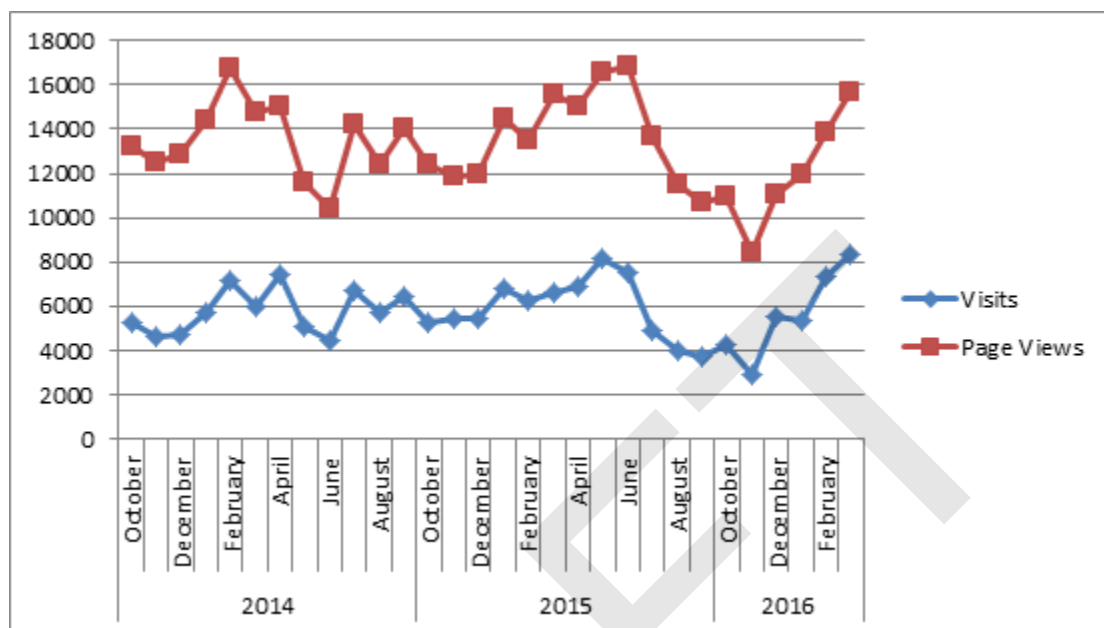


Figure 1. DCSEU website visits and page views, by month, FY 2014, 2015, and 2016 to date

- Second-quarter website visits **21,068**
- Facebook **434 Likes**
- Twitter **1,280 Followers**

- **DCSEU general brochure.** The DCSEU marketing team designed, produced, and printed a DCSEU general brochure in the second quarter. The brochure, which is available at events, will give District residents, business owners, and others an overview of the services and resources offered by the DCSEU to help them better take advantage of DCSEU initiatives. The brochure became available in March.
- **Career Development Program web page.** In the second quarter, the DCSEU created a web page on the DCSEU website for the Career Development Program. The page will feature success stories from recent externs, a list of employment partners, and information on how to participate in the program. The DCSEU launched the web page in March.
- **Increased web traffic.** In the second quarter, the DCSEU saw an increase in traffic to the DCSEU website, resulting in some of the strongest web traffic numbers to-date. This was largely a result of the residential heating campaign digital web advertisements on Pandora Internet Radio.

**Table 6. DCSEU initiatives, by sector NOT YET UPDATED**

Core Area	Initiative Name	Description	Customer	Status
<b>Residential</b>	Efficient Products	Deep discounts on CFLs and LEDs with partnering retailers in DC; mail-in rebates for qualifying energy-efficient appliances	DC residents	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	In redesign
	Income-Qualified 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 hold
<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 Services	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	In redesign
<b>Renewable Energy</b>	Affordable Solar Photovoltaic (PV)	No-cost installation of solar PV systems	DC single-family homeowners meeting income requirements	In redesign
	Small to Medium-size Commercial Solar	Incentives and financing to install solar PV systems	Small to medium-size business owners	In design
	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

Core Area	Initiative Name	Description	Customer	Status
	Commercial Direct Services	Direct installation of energy efficiency measures at primarily small and medium-size commercial businesses	Business owners	In redesign
	Commercial and Institutional Custom	Technical assistance, account management, and financial incentives for energy efficiency projects	Large commercial and institutional customers	On track