



OFFICE OF THE  
SECRETARY

2015 JUN -1 PM 4: 07

MURIEL BOWSER  
MAYOR

JUN -1 2015

The Honorable Phil Mendelson  
Chairman  
Council of the District of Columbia  
1350 Pennsylvania Avenue NW, Suite 504  
Washington, DC 20004

**RE: DC Sustainable Energy Utility Report (Clean and Affordable Energy Act of 2008, D.C. Law 17-250)**

Dear Chairman Mendelson:

Pursuant to section 210 of the Clean and Affordable Energy Act of 2008 ("CAEA"), D.C. Law 17-250, the District Department of the Environment ("DDOE") is pleased to submit the enclosed reports on behalf of the District of Columbia Sustainable Energy Utility ("DCSEU"). These reports detail the activities undertaken and the accomplishments of the energy efficiency and renewable energy programs administered each reporting period. The report was prepared by the DCSEU. DDOE, the designated contract administrator, is transmitting the attached report.

- DCSEU Quarterly Report – Q1 2015
- DCSEU Quarterly Report – Q2 2015

Please feel free to contact Dr. Taresa Lawrence at 202-671-3313 if you have any questions regarding these reports.

Sincerely,

A handwritten signature in black ink, appearing to read "Muriel Bowser".  
Muriel Bowser



DC  
SUSTAINABLE ENERGY  
UTILITY

## **First Quarter Report for Fiscal Year 2015**

October 1 – December 31, 2014

January 30, 2015

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## MESSAGE FROM THE MANAGING DIRECTOR

**A**s we start our fourth full year of operation, the DCSEU is working diligently to reach a new, high standard of effectiveness that engages and keeps customers coming back for more. In FY 2014, our first year of funding at the District's envisioned level of full service to customers, we were able to more clearly define the role of the DCSEU in transforming the District into a model city for sustainability. We have initiatives and plans in place for FY 2015 that will not only help the City continue that model, but also help take it to the next level of sustainability.

In FY 2014, the DCSEU's work created \$100 million in lifetime economic benefits for District residents and businesses. Together with our customers, we saved 60,000 MWh of electricity—enough to power 7,000 DC homes for one year. We also saved 134,000 Mcf of natural gas. We ensured that all District residents had access to energy efficiency and renewable energy technology by investing more than \$4 million in the District's low-income communities. Overall, our work prevented 110 million pounds of harmful CO<sub>2</sub> emissions from entering the atmosphere.

Over the past year, we've applied the District ratepayers' investment in the DCSEU to reach more customers, offer more rebates, and create more job opportunities for District residents and local businesses. Even with ratepayer support for a full range of services to customers, the DCSEU challenges itself every day to be optimally cost-effective in the delivery of those services. In December, we hired a new Financing Strategies Director to broaden our ability to attract new and different sources of funding. With new, additional funding sources and strategies, the DCSEU will help the Council realize its vision for a more sustainable, more livable District of Columbia.

In FY 2014, the DCSEU met or exceeded the minimum requirements for more of its performance benchmarks than in any previous fiscal year. In FY 2015, we will target new opportunities so that we can surpass this record of achievement. For FY 2015, we are already off to a good start. One key indicator of that is the growing contractor base—most of them Certified Business Enterprises—which will help increase the District's green job workforce.

The New Year is full of promise for both the DCSEU and the District of Columbia. We welcome the appointment of Tommy Wells as the new Director of DDOE, and we look forward to working with him to improve the scope, content, and creative planning for all of our services to District residents and businesses in the months ahead.



*Ted Trabue*

Managing Director



## QUARTERLY FEATURE

### Stability for Those Who Need It Most

Winter can mean volatile weather for the Mid-Atlantic region. At this time last year, climate instability showed itself with several severe events, and caused energy consumers to experience fluctuations in the cost of energy. In a densely populated city like the District, even clean power providers can be vulnerable when extreme weather sends energy prices soaring. The cost of electricity and heating fuel is a major factor in the cost of living, and when energy prices go up, they adversely affect the District's most vulnerable residents.

For the owners and developers of affordable housing, every dollar counts. The cost of energy has a much larger impact for these owners and developers, compared to their counterparts in the market rate housing sector, because their energy bills vary greatly from month to month. New luxury apartments and condominiums spring up regularly across the city, but affordable housing must operate in a less agile environment. Development setbacks and razor-thin budget margins frequently result in major delays in the rehabilitation of many dilapidated, neglected, or abandoned buildings slated for affordable housing. For such owners and developers, the prospect of rehabilitating a building so that it will be energy efficient offers an element of security against future price instability in this market. This is a plus for current or prospective residents, as well. When the DCSEU provides technical and financial assistance that will ensure that properties on the drawing table will result in buildings that are as energy efficient as possible, developers and other stakeholders are more likely to agree to move forward with these rehabilitation projects.

"It can be challenging to produce housing that is both environmentally sustainable and affordable," said Bill Winston, Chief Performance Officer at Manna, Inc. "The DCSEU helps Manna combine environmental responsibility with our mission of providing affordable housing by lowering the higher up-front costs of energy-efficient products—products that help our first-time homeowners save energy and lower their energy bills."

In the first quarter of FY 2015, the DCSEU worked with Manna, Inc. to undertake the first phase of work on the Buxton Condominiums in historic Anacostia. The former rental apartment building was abandoned and in disrepair, posing a safety risk to the neighborhood. The DCSEU provided technical assistance and incentives for installations of ENERGY STAR® appliances and efficient lighting in each unit, energy-efficient heating and air conditioning equipment, and insulation and air sealing for the building envelope. The Buxton Condominiums will now save close to 32,000 kWh of electricity and 140 MMBTU of natural gas annually, with associated cost savings of more than \$7,800 per year.

Manna, Inc. is the first to partner with the DCSEU to make an affordable condominium building as efficient as possible. The Buxton Condominiums now serve as a model for homeownership, energy efficiency, and price stability in the District's low-income community.



This report of the District of Columbia Sustainable Energy Utility covers the period from October 1 through December 31, 2014. This progress report contains information about the DCSEU's activity to date in FY 2015 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	51,845	9,396	9,396	18%
	1b	Reduce per-capita consumption - Natural gas	Mcf	61,521	61,512	61,512	100%
	2	Increase renewable energy generating capacity	Cost / kWh	10% cost reduction over 2014			
	3	Reduce growth in peak demand	kW	2,000	1,117	1,117	56%
	4	Improve energy efficiency in low-income	% of annual budget	\$ 3,520,000	\$ 2,312,416	\$ 2,312,416	66%
	5	Reduce growth in energy demand of largest users	# of projects completed with a square footage of > 200,000	30	NA	5	17%
Minimum Requirements	6	Increase number of green collar jobs <sup>1</sup>	Green job FTE's directly worked by DC residents, earning at least a Living Wage	103,350	13,981	13,981	14%
	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,600,000	\$ 5,571,689	\$ 5,571,689	32%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 3,308,609	\$ 1,344,839	\$ 1,344,839	41%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 4,658,471	\$ 4,658,471	44%
	9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 913,218	\$ 913,218	35%

<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 period	\$ 902,181	\$ 198,774	\$ 674,098	\$ 585,045	\$ 2,360,098
Expenditures for this quarter	\$ 2,425,218	\$ 936,078	\$ 926,988	\$ 1,283,404	\$ 5,571,689
Year-to-date expenditures	\$ 902,181	\$ 198,774	\$ 674,098	\$ 585,045	\$ 2,360,098
Annual budget estimates	\$ 8,212,536	\$ 3,152,746	\$ 2,505,152	\$ 4,403,666	\$ 18,274,099
Percent of the annual budget spent	11%	6%	27%	13%	13%
<b>Annual Savings, MWh</b>					
Electricity savings (MWh) for this period	1,785	684	332	2,452	5,253
Electricity savings (MWh) for this quarter	4,171	1,354	330	3,541	9,396
Year-to-date savings (MWh)	4,171	1,354	330	3,541	9,396
Percent of annual MWh savings goal met	12%	34%	222%	15%	15%
<b>Summer Peak Demand Savings<sup>1</sup>, kW</b>					
Summer peak demand reduction (kW) for this period	180	52	41	380	653
Summer peak demand reduction (kW) for quarter	414	114	41	548	1,117
Year-to-date summer peak demand reduction (kW)	414	114	41	548	1,117
Percent of summer peak demand reduction goal met	35%	86%	842%	80%	56%
<b>Annual Savings, Mcf</b>					
Natural gas savings (Mcf) for this period	40,218	-60	103	60	40,321
Natural gas savings (Mcf) for quarter	59,412	485	1,431	184	61,512
Year-to-date savings (Mcf)	59,412	485	1,431	184	61,512
Percent of annual Mcf savings goal met	31%	2%	10%	0%	38%
<b>Lifetime Economic Benefit<sup>2</sup></b>					
Lifetime Economic Benefit for this period	\$ 7,722,177	\$ 2,018,925	\$ 936,651	\$ 1,489,771	\$ 12,167,524
Lifetime Economic Benefit for quarter	\$ 12,516,973	\$ 2,903,996	\$ 1,442,646	\$ 2,240,631	\$ 19,104,246
Year-to-date Lifetime Economic Benefit	\$ 12,516,973	\$ 2,903,996	\$ 1,442,646	\$ 2,240,631	\$ 19,104,246
<b>Participants Served</b>					
Participants served for this period	21	161	4	7,531	7,717
Participants served for this quarter	58	195	4	10,986	11,243
Year-to-date participants served	58	195	4	10,986	11,243

<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	Year-to-Date Results	
		Number of participants with installed measures	Annual customer cost savings
Commercial and Institutional	Business Energy Rebates	25	\$ 139,980
	Commercial and Institutional Custom	16	\$ 885,609
	T12 Market Transformation	14	\$ 183,197
	T12 Replacement	0	0
Low-Income Multifamily	Low-Income Comprehensive	161	\$ 173,015
	Implementation Contractor Direct Installation	195	\$ 83,051
	T12 Replacement	0	0
Renewable Energy	Solar Hot Water	0	\$ 16,250
	Solar Photovoltaic Systems	4	\$ 33,832
Residential	Retail Efficient Products	10,949	\$ 361,967
	Efficient Products Food Bank	0	0
	Home Performance with ENERGY STAR	31	\$ 2,110
	Low-Income Services	6	\$ 835

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	17,142	42,323
	T12 Market Transformation	1,650	0
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	1,349	4,143
	Implementation Contractor Direct Installation <sup>2</sup>	1,224	82
	T12 Replacement		
Renewable Energy	Solar Hot Water	0	657
	Solar Photovoltaic Systems	130	1,050
Residential	Retail Efficient Products <sup>3</sup>		
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR	0	0
	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 2015 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								181	2			183
Cooking and Laundry								294	62			356
Health and Safety												0
Hot Water Efficiency							1 470	2		4	1	1,477
Hot Water Fuel Switch								133				133
Hot Water Replacement		11			1							12
Industrial Process Efficiency												0
Light Bulb/Lamp	1 277	1 029	161		7		6 309	23	64 785			73,591
Lighting Efficiency/Controls	69	32					24	153				278
Lighting Hardwired Fixture	1 902	2 823	5,570				680	1 728	430			13,133
Motor Controls		1										1
Motors												0
Office Equipment												0
Other			39			14	671					724
Other Fuel Switch											3	3
Refrigeration	2							161	16			179
Renewables												0
Space Heat Efficiency		7			1	56		133				197
Space Heat Replacement		4				1		8				13
Thermal Shell					10	26		12				48
Ventilation								163				163
<b>Total</b>	<b>3,250</b>	<b>3,907</b>	<b>5,770</b>	<b>0</b>	<b>19</b>	<b>97</b>	<b>9,154</b>	<b>2,991</b>	<b>65,295</b>	<b>4</b>	<b>4</b>	<b>90,491</b>



#### 4. Sector Highlights in the Core Areas

##### Residential Services

- **Home Performance with ENERGY STAR.** The DCSEU completed 14 Home Performance with ENERGY STAR projects and 4 projects under the DCSEU's Income-Qualified Services Initiative in the first quarter. Interest in the Home Performance program throughout the first quarter was consistent and strong, with 105 inquiries for Home Performance services through the DCSEU's web inquiry system.
- **Growing contractor base.** The DCSEU increased the number of Home Performance with ENERGY STAR Participating Contractors to 9 in this first quarter, and expanded the number of heating and cooling Participating Contractors from 10 to 19.
- **Food Bank Efficient Products initiative.** The DCSEU continued to build relationships with partnering organizations across the city for the Food Bank Efficient Products initiative. From October through December, the DCSEU distributed more than 3,000 LEDs at 7 distribution events. More than 480 District households will now benefit from energy savings through efficient lighting.
- **ENERGY STAR Partners conference.** From October 27 through 29, DCSEU staff attended the ENERGY STAR Partners conference. Staff learned about upcoming ENERGY STAR specification changes, new ENERGY STAR product developments, and market trends. Staff also met with more than 20 lighting manufacturers to gain insight into the evolution of the lighting market. Manufacturers will begin to phase out the production of specialty CFLs starting in 2015. More than 500 program administrators, utility staff, lighting manufacturers, retail representatives, and staff from the U.S. Environmental Protection Agency (EPA) attended the national conference.
- **New efficient product rebates.** The first quarter's rebate programs offered a revised refrigerator rebates and new rebates on electric and natural gas-powered clothes dryers. District residents are now eligible to receive rebates of up to \$100 for an ENERGY STAR-qualified refrigerator and a rebate of up to \$400 for ENERGY STAR-qualified clothes dryers.





- **Heating and cooling rebates.** Customer inquiries increased as a result of the winter heating marketing campaign. To date, 50 heating and cooling rebates have been submitted for equipment installed in the first quarter—an increase of nearly 40% over the first quarter of FY 2014.
- **Retail lighting.** The DCSEU selected a new lighting manufacturer to supply bulbs for DCSEU independent retail lighting partners. Fifteen independent stores—including Brookville Market, Old School Hardware, Rodman's, and Yes! Organic Market—now have LEDs available for as low as \$3.99 per bulb.

#### Low-Income Multifamily

- **Low-Income Implementation Contractor Direct Installation (ICDI).** The DCSEU completed 8 ICDI projects in the first quarter, with efficiency measures installed in more than 1,167 units. An additional 19 projects are expected to close in January. There are 51 ICDI projects currently in the pipeline that will serve approximately 3,000 units.
- **ICDI contractors.** The DCSEU began brainstorming and planning for ICDI initiative improvements in the first quarter. An ICDI contractor orientation is scheduled to occur in January.
- **Low-Income Comprehensive.** In the first quarter, the DCSEU completed 2 Low-income Comprehensive projects.

#### Renewable Energy

- **Solar photovoltaic (PV).** The DCSEU completed solar PV installation projects at the Franklin Commons Apartments in the Brookland neighborhood. The projects will result in cost savings of approximately \$80,000.

#### Commercial and Institutional

- **Custom projects completed.** In the first quarter, the DCSEU completed 16 Commercial and Institutional custom projects.
- **Business Energy Rebates.** The DCSEU completed 19 commercial projects involving Business Energy Rebates (BER), with an estimated total rebate value of \$146,700. At the end of the first quarter, the DCSEU had 20 active (under way, but not yet completed) BER projects, with an estimated rebate value of over \$62,000. There is also a pipeline of 67 more project opportunities.
- **T12 Lighting Replacement initiative.** In the first quarter, the DCSEU completed 18 T12 Lighting Replacement projects, with an estimated rebate value of more than

\$668,000. The T12 Lighting Replacement initiative also has 50 active projects with an estimated rebate value of \$840,000.

- **Benchmarking data.** On December 4, the DCSEU attended and spoke at a workshop hosted by Resources for the Future, an American non-profit organization that conducts independent research into environmental, energy, and natural resource issues. DCSEU staff spoke alongside four public utility representatives on a panel, “Energy Benchmarking and Disclosure Programs: Moving from Design and Implementation to Evaluation.” It addressed the use of benchmarking data to support energy efficiency. Approximately 60 people attended the conference.

## 5. Activity Supporting DCSEU Initiatives

### Advanced Technical Analysis Support

- **Submission of new TRM measures.** The Advanced Technical Analysis team finalized technical documentation and TRM developments for the following energy efficiency measures:
  - Residential market sector
    - Thermostatically initiated shower restriction valves
    - Ventilation fans (bathroom)
    - Air source heat pumps
    - Ductless mini-split heat pumps
    - Ductless air conditioner systems
    - LED lighting systems
  - All market sectors
    - Standard compact fluorescent light bulbs
    - Specialty compact fluorescent light bulbs

### Public Affairs

- **DC Chamber of Commerce Annual Meeting.** On December 11, DC Chamber of Commerce acknowledged the DCSEU as a sponsor for the Chamber’s 2014 Annual Meeting and Chairman’s Inaugural Breakfast at the Walter E. Washington Convention Center. More than 600 attendees participated in this event, which is an opportunity to celebrate the Chamber’s accomplishments from the closing

year. Guest speaker was Mayor-Elect Muriel Bowser. A delegation from the DCSEU joined in networking throughout the morning event.

- **Welcoming Chinese delegations.** In the first quarter, the DCSEU welcomed two Chinese delegations. On November 5, the DCSEU hosted a 36-member delegation led by Tan Qingrui, head of the Guangxi-Zhuang autonomous region's Environmental Protection department. On December 5, the DCSEU welcomed a delegation from the America and China International Foundation (ACIF) and the America and China International Exchange Center (ACIEC). Managing Director Ted Trabue made a presentation to the group, comprising 16 mayors and local officials. The delegation expressed interest in how the DCSEU is organized, its mission, and program offerings. The Chinese representatives' regions have cities ranging in population from 2 to 10 million.



### Public Relations

- **Earned media.** The DCSEU received 11 earned-media mentions in the first quarter for its FY 2014 results press release, for its involvement in the DC Green Schools (see **Community Outreach**), and for its partnership with Transitional Housing Corporation on the District's first Passive House apartment project. Multiple outlets also featured a press release issued by 1000bulbs.com, promoting the DCSEU's "Buy a Bulb and Give Back" campaign (see **Marketing**).

### Community Outreach

- **Community events.** The DCSEU participated in 10 events in the first quarter period. It gave presentations at the Ward 8 Senior Community Resources and Diabetes Symposium on October 22, at the City Homes First Maintenance Workshop on October 25, at the Ward 7 Senior Community Resources and Diabetes Symposium on November 12, and at the Capitol Hill Village Seminar on December 5. The DCSEU

staffed tables at community events such as Columbia Heights Day on October 11, the Department of Transportation Energy Fair on October 29, and Weatherization Day on October 30. The DCSEU also participated in the Active Wellness Program hosted by Iona Senior Services at St. Albans School on November 5, and at an event hosted by the District of Columbia Office on Aging at Paul Lawrence Dunbar Apartments on November 10.

- **Retail events.** The DCSEU hosted a retail event at Costco on October 3.
- **DC Green Schools.** On December 1, the DCSEU participated in the kickoff event at Langley Elementary School for the DC Green School “Sprint to Savings” competition, led by the Department of General Services. This event challenges various schools to identify and subsequently implement ways to save energy. The winning school(s) will have additional financial support provided by the DCSEU to implement ongoing energy-saving measures.

#### Marketing

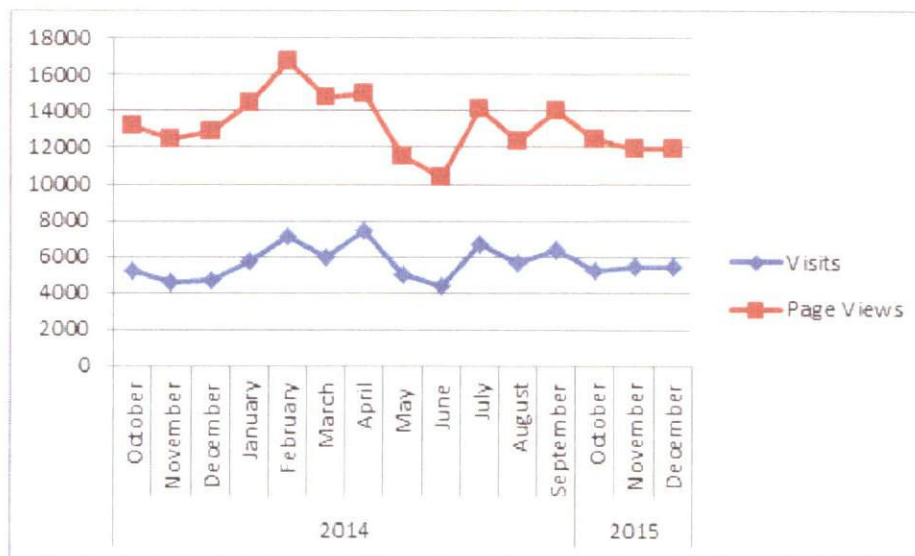


Figure 1. DCSEU website visits and page views, by month, FY 2014 and 2015 to date

- First-quarter website visits **16,147**
- Facebook **347 Likes**
- Twitter **916 Followers**

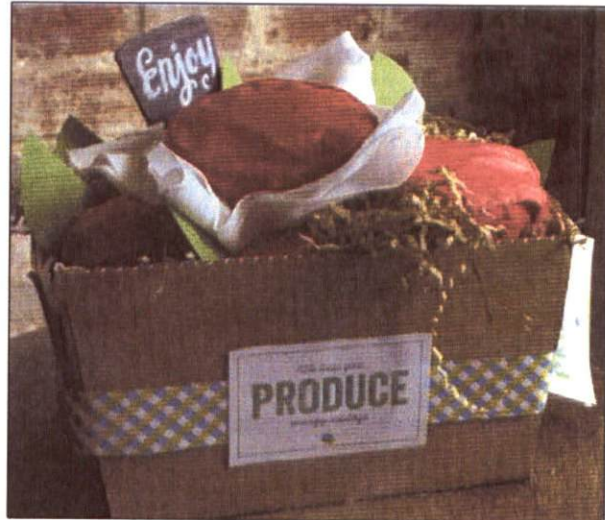
- **Winter heating campaign.** The DCSEU continued its winter heating campaign as an extension of the FY 2014 brand campaign efforts. The Marketing Team purchased media in local publications and on local news and blog web outlets, with web advertisements resulting in nearly 5,000 visits to the DCSEU website heating rebates page, from August through the end of the first quarter of FY 2015.



- **Buy a Bulb and Give Back.** The Marketing team worked with the Efficient Products team to create a matched giving campaign for LED light bulb purchases. For each LED sold through one of three online retailers between Giving Tuesday (December 2) and January 1, the DCSEU offered to donate one LED bulb to partner So Others Might Eat (SOME). The campaign resulted in 250 LED bulbs sold to District residents, which the DCSEU matched by donating 250 bulbs to low-income residents.

- **Restaurant marketing campaign.**

The DCSEU continues to build its partnership with the Restaurant Association of Metropolitan Washington (RAMW) in preparation for a restaurant marketing campaign later in FY 2015. The campaign features a promotional “produce” box to raise awareness about the DCSEU’s rebates and technical assistance to the restaurant



community. Each box contains a sampling of LED bulbs commonly used in restaurants, a low-flow pre-rinse spray valve, and low-flow faucet aerators. Working with RAMW, the DCSEU will deliver these boxes to potential restaurant customers strategically throughout the year.

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	14
<b>Associates</b> (initiative, project, and program)	1	1		3	1	1	6	5	18
<b>Interns</b>									0
<b>Specialists</b> (energy, IT, customer support)	1		2	1	1	1		2	8
<b>Managers</b> (account, initiative, and program)	3	1			4	3	2		13
<b>Coordinators</b> (project and administrative)	1			2					3
<b>Advisors and Researchers</b>									0
<b>Directors</b> (compliance, managing, operations)	1			2		1			4
<b>Cumulative total positions, by Ward</b>	10	3	6	14	9	6	11	9	60

Table 7. DCSEU initiatives, by sector

Core Area	Initiative Name	Description	Customer	Status
<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

Core Area	Initiative Name	Description	Customer	Status
	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
Low-Income Multifamily	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
Renewable Energy	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
Commercial and Institutional	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
	T12 Market Transformation	Technical assistance, financial incentives, and facilitation of installation working with a preferred contractor network	Building owners, property managers, and commercial tenants	On track
	Commercial and Institutional Custom	Technical assistance, account management, and financial incentives for energy efficiency projects	Large commercial and institutional customers	On track