



VINCENT C. GRAY
MAYOR

MAY 23 2014

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

RE: 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 Fiscal Year 2014 Second Quarter Report on behalf of the District of Columbia Sustainable Energy Utility ("DC SEU"). This report details the activities undertaken and the accomplishments of the energy efficiency and renewable energy programs administered during January 1, 2014 – March 31, 2014. The report was prepared by the DC SEU. DDOE, the designated contract administrator, is transmitting the attached report.

Please feel free to contact me or Dr. Taresa Lawrence at 202-671-3313 if you have any questions regarding this report.

Sincerely,


Vincent C. Gray



DC
SUSTAINABLE ENERGY
UTILITY

Second Quarter Report for Fiscal Year 2014

January 1 – March 31, 2014

April 30, 2014

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MESSAGE FROM THE MANAGING DIRECTOR

It is after a long and particularly difficult winter that we find ourselves reflecting on the issue of our climate. In March, the Intergovernmental Panel on Climate Change released a new scientific assessment with one important and sobering assertion: Climate change is here, now. “Adaptation and mitigation choices in the near-term will affect the risks of climate change throughout the 21st century,” the report says, a reminder that we can do more to reduce our energy use and the resulting carbon emissions. Here in our own city, we’ve seen



extreme temperatures, both this winter and in recent summers, which have pushed the energy grid to its limits. This shows us that climate change is no longer a looming specter—it is our reality. This is why it has never been more important to make affordable, sustainable energy services available to all members of our community.

The effects of extreme temperatures on our city's energy load cannot be denied. In the face of the rapidly increasing population of our city and the coldest winter the District has experienced in more than two decades, our increased energy load has caused us to see more peak demand days—the days in which demand for electricity and natural gas are at their highest in the year. Energy efficiency is the most cost-effective way for the District to reduce the number of peak demand days—and we’re succeeding. In the past two years, the DCSEU has exceeded its peak demand goals. In FY 2012, we exceeded our goal by over 1,500 kW. In FY 2013, we nearly tripled this metric by surpassing our goal by nearly 4,500 kW. This kind of success is key to mitigating climate change. It is also an imperative for a brighter future of energy delivery in our region.

We expect to again exceed our peak demand goal of 2,000 kW this year. To do this, we’ve spent the first half of our year building project pipelines for our commercial and institutional sector area, starting new projects across our core areas, and improving our existing initiatives. The second half of the year will see more projects closing, more energy savings, and more green jobs with our increased workforce development efforts.

In the Third Quarter, we will increase project activity and continue to reduce the city’s energy use, thereby cutting greenhouse gas emissions and improving energy security. Climate change is the defining issue of our time, and the ripple effects will be felt environmentally, economically, and socially for years to come. It is only right that we do our part today to lighten the load for tomorrow’s generations.

Ted Trabue

Managing Director

QUARTERLY FEATURE

Sprinting to School Savings

As part of the inaugural DC Green Schools Challenge, the DCSEU took Anacostia High School and Langley Elementary School under its wing during an energizing, three-week “Sprint to Savings” challenge. This contest involves a partnership between the US Green Building Council and the DC Department of General Services (DGS). The objective of the challenge is to reduce energy use in the District’s public schools, which spend approximately \$30 million annually on electricity alone. Beginning February 10, more than 30 DC Public Schools joined in the “Sprint to Savings,” competing against each other in a race to reduce electricity waste.

At Anacostia High School, DCSEU mentors worked with special education teacher Nikia Freeman to create an energy efficiency curriculum composed of an all-school assembly and a panel discussion on green jobs in the District. Enthusiastic students volunteered to form a “Green Team” and received a crash course in energy efficiency from DCSEU staff. Students learned how to use a heat camera to see air leaks in buildings, how to install faucet aerators, and how to calculate their own carbon footprints. Students also conducted walkthroughs of campus buildings to identify ways that they could minimize energy use at school, devised a poster campaign to encourage their peers and teachers to avoid energy waste, and proposed their own ideas for energy-saving projects to reduce the city’s energy use.



DCSEU staff provided an energy lesson to students at Langley Elementary School with art teacher Amanda Rogers to teach the Pre-K through 5th grade students how to reduce energy consumption at home and in the classroom. With the help of Ms. Rogers and the DCSEU, students designed their own energy savings poster campaign to encourage their peers and teachers to reduce their energy consumption. Joined by mascot Volt, DCSEU staff held a pep rally for Langley students to celebrate their successes and encourage them to keep striving for the best energy savings in the final week of the challenge.

“This challenge is yet another method to educate and encourage energy awareness and conservation, which leads to lifetimes of more green behavior,” said the DGS Director Brian J. Hanlon.

Langley Elementary placed first in the challenge with savings of 10,889 KWh, a reduction of nearly 30%. The school received \$5,000 for its achievement. Anacostia High School was also awarded \$10,000 as the top-performing high school and the only one to surpass the goal of a 10% electricity reduction. Twenty-four out of 28 participating schools reduced their electricity consumption, saving over 76,000 KWh of electricity—enough to power seven households for one year. The schools will be recognized for their achievement at the 2014 DC NoVA MD Green School Summit in April, which will bring together building professionals and K-12 school personnel to share best practices related to sustainable schools.



This report of the District of Columbia Sustainable Energy Utility covers the period from January 1 through March 31, 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 requirements¹

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	5,020	10,787	18%
	1b	Reduce per-capita consumption - Natural gas	Mcf	160,840	7,720	4,101	3%
	2	Increase renewable energy generating capacity	Cost / kWh				
	3	Reduce growth in peak demand	kW	2,000	849	1,660	83%
	4	Improve energy efficiency in low-income housing	% of annual budget	\$ 5,280,000	\$ 841,437	\$ 1,708,856	32%
	5	Reduce growth in energy demand of largest users					
Minimum Requirements	6	Increase number of green collar jobs ¹	Green job hours directly worked by DC residents, earning at least a Living Wage	146,432	16,709	32,704	22%
	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,600,000	\$ 3,061,385	\$ 5,062,550	29%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 2,950,000	\$ 567,699	\$ 859,284	29%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 2,482,037	\$ 4,013,898	38%
	9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 579,348	\$ 1,048,652	40%

¹ Period results are estimates subject to final verification of green job hours.

¹The 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 date²

	Commercial and Institutional	Low-Income Multifamily	Renewable Energy	Residential	Total
DCSEU Expenditures					
Expenditures for this quarter	\$ 1,058,965	\$ 594,304	\$ 205,205	\$ 1,202,911	\$ 3,061,385
Year-to-date expenditures	\$ 1,757,846	\$ 1,127,712	\$ 525,744	\$ 1,651,248	\$ 5,062,550
Annual budget estimates	\$ 8,780,000	\$ 3,520,000	\$ 1,600,000	\$ 3,700,000	\$ 17,600,000
Percent of the annual budget spent	20%	32%	33%	45%	29%
Annual Savings, MWh					
Electricity savings (MWh) for quarter	4,393	566	61	-	5,020
Year-to-date savings (MWh)	6,390	717	91	3,589	10,787
Percent of annual MWh savings goal met	18%	18%	61%	15%	18%
Summer Peak Demand Savings¹, kW					
Summer peak demand reduction (kW) for quarter	768	73	8	-	849
Year-to-date summer peak demand reduction (kW)	1,034	86	12	528	1,660
Percent of summer peak demand reduction goal met	88%	65%	247%	77%	83%
Annual Savings, Mcf					
Natural gas savings (Mcf) for quarter	7,135	517	-	68	7,720
Year-to-date savings (Mcf)	7,122	783	611	-4,415	4,101
Percent of annual Mcf savings goal met	4%	3%	4%	6%	3%
Lifetime Economic Benefit²					
Lifetime Economic Benefit for quarter	\$ 7,720,490	\$ 1,039,300	\$ 166,816	\$ 13,137	\$ 8,939,743
Year-to-date Lifetime Economic Benefit	\$ 10,460,927	\$ 1,303,650	\$ 332,650	\$ 1,769,293	\$ 13,866,520
Participants Served					
Participants served, for quarter	97	35	2	12	146
Year-to-date participants served	105	35	10	9,997	10,147

¹ Summer peak demand savings represent the avoided electrical demand at the time of summer peak.

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

²The 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 sector³

Sector	Initiative	Quarterly 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	58	\$ 71,451	58	\$ 71,451
	Commercial and Institutional Custom	16	\$ 450,055	22	\$ 697,453
	T12 Market Transformation	23	\$ 33,773	25	\$ 35,931
	T12 Replacement				
Low-Income Multifamily	Low-Income Comprehensive	35	\$ 50,954	35	\$ 63,314
	Implementation Contractor Direct Installation	-	\$ 56,192	-	\$ 78,300
	T12 Replacement				
Renewable Energy	Solar Hot Water	-	\$ -	130	\$ 8,488
	Solar Photovoltaic Systems	2	\$ 6,097	9	\$ 9,091
Residential	Retail Efficient Products	1	\$ 27	9,985	\$ 389,542
	Efficient Products Food Bank				
	Home Performance with ENERGY STAR	11	\$ 961	12	\$ 3,091
	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 ¹		
	Commercial and Institutional Custom	13,105	28,718
	T12 Market Transformation	374	-
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	563	
	Implementation Contractor Direct Installation ²	-	8,161
	T12 Replacement		
Renewable Energy	Solar Hot Water	68	1,981
	Solar Photovoltaic Systems	-	-
Residential	Retail Efficient Products ³		
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR	-	-
	Low-Income Services		

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

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

³ 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.

³ 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		1						128						-
Cooking and laundry	2							281		55				55
Hot water efficiency							2,103	2						-
Hot water replacement								123		1				1
Light bulb /Lamp	1,192	1,207	50				7,138			59,289				59,289
Lighting efficiency / controls		1,081						4						-
Lighting hardwired fixture	749	7,154	1,560					457						-
Motor controls		28												-
Motors		7												-
Office equipment						16	282							-
Other		1	72				1,073	1						-
Other fuel switch												9		9
Refrigeration	44							208		48				48
Renewables											1			1
Space heat efficiency						16		123						-
Space heat fuel switch														-
Space heat replacement		3						123						-
Thermal shell						18		26						-
Ventilation		23						135						-
Total	1,987	9,505	1,682	-	-	50	10,596	1,611	-	59,393	1	9	-	84,834

4. Sector Highlights in the Core Areas

Residential Services

- **Home Performance with ENERGY STAR®.** The Home Performance with ENERGY STAR initiative has added several new team members and is using existing pipelines of homeowners who received Free Home Energy Audits from the DDOE over the last several years. The DCSEU reached out to these homeowners to check to see if they would like to move forward with any of the recommendations made through the audit process. Since launching new offerings, the DCSEU has seen increased interest from prospective customers. To address this increase in program interest, the DCSEU began to increase contractor capacity in the second quarter. The DCSEU is also planning to launch a rolling request for qualifications (RFQ) for Home Performance contractors in the third quarter.
- **Contractor engagement.** The DCSEU held a webinar series for gas heating and plumbing contractors in the second quarter to inform them of the residential gas rebate program and how their customers could participate. The DCSEU also met with heating and plumbing distributors to understand better their relationships with contractors. The DCSEU began weekly contractor calls to gather up-to-date information on open projects.
- **Food Bank Program.** The DCSEU met with two food pantries in the second quarter to discuss potential partnerships for the Food Bank CFL Program. The DCSEU signed a Memorandum of Understanding (MOU) with Our Lady of Perpetual Help's Food Pantry. The initiative will begin in April, with a target of distributing 3,000 CFLs to 500 households. The DCSEU also attended the Ward 8 Food Bank Collaborative quarterly meeting to explore further possibilities for food bank partnerships there.
- **Customer service.** In the second quarter, the DCSEU began a new customer service process for which it has received positive customer feedback. This success has resulted in increased program interest from residents. In response to this increased interest, the Residential team has brought on temporary workers to add support for customer service outreach. The new process incorporates both web tools that streamline program information to better enable customer support to answer questions accurately and an energy coaching that provide customers with third-party information about their home energy audits. The process improves tracking of customer service calls and reminds customer service support to follow up with customers, facilitating the next steps of the process.

- **ACEEE Market Transformation Symposium.** From March 31 through April 2, the DCSEU attended the annual Market Transformation Symposium of the American Council for an Energy-Efficient Economy. The event connects energy efficiency and utility program practitioners, and offers an opportunity to discuss strategies and program design, to network, and to discuss upcoming ENERGY STAR specifications. The event was attended by 200-300 efficiency program implementers, utilities, and manufacturers. The DCSEU learned about current trends, offerings, and strategic directions of similar programs around the country. Some of the programs reflect growing trends in residential behavioral programs, Zero Net Energy construction, and the integration of big data in efficiency service delivery.
- **New measure planning.** The DCSEU began planning for new residential gas and electric rebate offerings in the second quarter. These will be launched by early May.
- **Appliance rebates.** In the second quarter, the DCSEU continued to offer standard-tier rebates of \$50 and premium-tier rebates of \$75 for ENERGY STAR-qualified clothes washers and refrigerators. A complete list of qualifying appliances is available on the DCSEU website at www.dcseu.com/for-my-home.

Clothes washers

- The DCSEU offers a \$50 rebate for the purchase of new ENERGY STAR-qualified clothes washers that meet CEE's most rigorous (Tier 3) specifications.
- The DCSEU offers a \$75 premium rebate for clothes washers that meet CEE Tier 3 specifications or ENERGY STAR Most Efficient 2013 or Top Ten USA specifications.

Refrigerators

- The DCSEU offers a \$50 rebate for ENERGY STAR-qualified refrigerators that meet CEE mid-range (Tier 2) specifications.
 - The DCSEU offers a \$75 rebate for refrigerators that meet CEE Tier 3 specifications or ENERGY STAR Most Efficient specifications.
- **Natural gas rebates.** In the second quarter, the DCSEU issued new rebate forms for natural gas customers. Rebates can now be paid to either the property owner or contractor. If the rebate is paid to the contractor, the submitted invoice must show an instant discount on equipment (corresponding to the appropriate rebate amount), applied to the customer's purchase cost.
 - Rebate amounts for all gas equipment, except boilers, were reduced to \$100 - \$500, starting January 1. Previously rebates ranged from \$150 to

\$850. The lower amounts will allow the DCSEU to offer rebates to a greater number of customers and to sustain the promotion through FY 2014.

- Market studies show that most new furnaces available to District ratepayers are very efficient. Therefore, only furnaces that are ENERGY STAR-qualified and have annual fuel utilization efficiency (AFUE, a thermal efficiency measure of combustion equipment) at or above 94% are eligible for a rebate.

Low-Income Multifamily

- **Low-Income Implementation Contractor Direct Installation (ICDI).** Sixteen ICDI projects were completed in the second quarter, with efficiency measures installed in more than 1,015 units in seven of the city's eight Wards. In the second quarter, the DCSEU continued to build a pipeline of ICDI projects with an emphasis on finding installation opportunities in Wards 7 and 8. Staff identified 20 properties for potential ICDI projects in FY 2014. The DCSEU built key relationships with WC Smith and NOVA Development Corporation to target additional customers who have not yet been served in Wards 7 and 8.
- **Low-Income Comprehensive.** In the second quarter, the DCSEU made minor adjustments to the Low-Income Comprehensive Checklist of common energy systems installed in new construction, substantial renovation, and redevelopment projects. Starting in the second quarter, all new Low-Income Comprehensive projects use the updated Checklist.
- **Improved modeling.** In March, DCSEU energy consultants completed their first project using E-Quest, a complete building energy use simulation modeling tool. The project was a low-income multifamily building renovation. E-Quest is a widely recognized and reliable building energy simulation program.

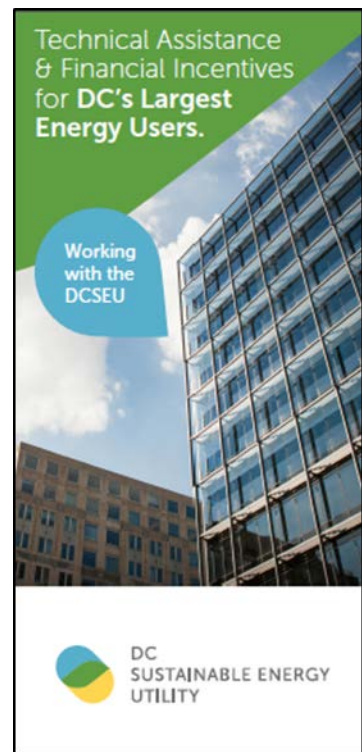
Renewable Energy

- **Solar PV.** Two solar PV installation projects were completed at multifamily buildings in the second quarter. In anticipation of increased project activity in the spring and summer months, the DCSEU streamlined the work order process to standardize and improve both contractor and project management for the Solar PV initiative.
- **Association of Energy Services Professionals.** In support of the DCSEU Solar PV initiative, the Public Affairs group is drafting a conference paper discussing the FY 2012 and FY 2013 solar installations for income-qualified homeowners in Wards 5,

7, and 8. If the paper is selected, it will be presented at the Association of Energy Services Professionals Spring Conference in May (see **Public Affairs**).

Commercial and Institutional

- **Business Energy Rebates.** The DCSEU completed 47 Business Energy Rebate (BER) projects for the second quarter with an estimated value of \$88,000. There are 55 active projects under way and an additional pipeline of 58 project opportunities.
- **Team expansion.** A Project Evaluation Assistant, Project Assistant, and Project Coordinator joined the Business Energy Services team in the second quarter.
- **Increased outreach to natural gas trade allies.** The DCSEU created a strategy for increased Gas Trade Ally engagement in the third and fourth quarters of FY 2014. A Gas Trade Ally workshop will be held in April to promote DCSEU gas rebates to vendors and contractors and to encourage them to refer customers to the DCSEU.
- **Contractors.** Planning began in March to release requests for qualifications (RFQs) for Residential, Commercial and Institutional, and ICDI contractors. The RFQs will be posted to the DCSEU website in April.
- **T12 Lighting Replacement initiative.** The T12 Lighting Replacement initiative has 81 active projects with an estimated value of \$557,000. A small number of T12 initiative contractors have experienced challenges in successfully marketing the program and gaining enrollments. The DCSEU has created new marketing materials and is meeting one-on-one with new contractors in April to help improve contractor performance.
- **Updated marketing.** In the second quarter, the Business Energy Services team worked with the marketing group to create updated brochures for both the T12 Lighting Replacement and Business Energy Rebates initiatives (see **Marketing**).
- **Benchmarking Help Center.** The Benchmarking Help Center assisted more than 300 building owners and managers in entering their building energy and water use data into the EPA Portfolio Manager tool. The Benchmarking Help Center held in-person training sessions at the University of the District of Columbia and George Washington University in February and March. Twenty-one people attended the



three Portfolio Manager training sessions, resulting in an additional 20 direct calls and 198 voicemails to the Benchmarking Help Center.

5. Activity Supporting DCSEU Programming

Advanced Technical Analysis Support

- **Savings verification.** The Technical Analysis team completed the second annual savings verification impact assessment, which included review of the net-to-gross, impact, and cost-effectiveness evaluations. Final results are under review with DDOE.
- **IECC adoption.** In the second quarter, the Technical Analysis team began planning for new International Energy Conservation Code (IECC) adoption with the DCSEU's third-party evaluator, Tetra Tech. IECC establishes energy efficiency standards in buildings.
- **Submission of new TRM measures.** The Advanced Technical Analysis team submitted the following proposed measures to Tetra Tech for review and approval:
 - Pin-based directional LEDs
 - Interior fluorescent fixtures
 - Exterior fluorescent fixtures
 - Solid-state (LED) recessed down lights
 - Solid-state (LED) fixtures
- **Technical review.** Advanced technical review was conducted for two variable frequency drive projects and three lighting projects in January.

Public Affairs

- **Councilmember visits.** Councilmembers Grosso, Bowser, and Evans participated in lunchtime lectures at the DCSEU office in January and February. Councilmembers and staff discussed the DCSEU's role in helping District residents and businesses reduce energy costs and environmental impact.
- **Sustainable DC.** On February 21, the DCSEU met with representatives from the DDOE Sustainable DC team to discuss opportunities to align promotion through joint community outreach events and educational meetings. The DCSEU and Sustainable DC communication and outreach teams are now working together to coordinate staffing tables for the upcoming festival season.
- **DC Green Schools.** The DCSEU promoted the DC Green School Challenge through the end of the second quarter by sending updates about the competition and its

results to the Council of the District of Columbia's Constituent Service Directors. The DCSEU collaborated with two schools to complete the first phase of the challenge and conduct education outreach. This information was distributed throughout the City through the Office of Constituent Services Directors.

- **Alliance to Save Energy (ASE).** The DCSEU continued to meet with ASE to explore joint public affairs efforts. The DCSEU has been invited to participate in the Energy Efficiency Global Forum 2014 in May, which will highlight the DCSEU to national and international audiences.
- **POWER LUNCH partnerships.** The Public Affairs, Public Relations, and Marketing groups jointly established partnerships for the April 25 POWER LUNCH event to be held at Half Street Fairgrounds. Event partners are Washington Metropolitan Area Transit Authority (WMATA), Washington Nationals, District Department of Transportation (DDOT), District Department of the Environment (DDOE), Zipcar, Capital Bikeshare, CBS radio, and WTOP.

Public Relations

- **Social media.** The DCSEU increased its social media audience by more than 100 new Twitter followers and 50 Facebook "likes" in the second quarter. January marked the largest monthly increase to date. In celebration of Valentine's Day, the DCSEU produced an in-house video with the short title, "Eat Your Heart Out, Incandescents," The video, which was posted on the DCSEU's YouTube page on February 12, features a time lapse of two chocolate hearts, one under a 65-Watt incandescent bulb, and the other under a 15-Watt LED. The chocolate heart placed under the incandescent bulb melted completely within 30 minutes, while the other remained intact under the LED. This video illustrated the energy efficiency of LED lighting, while also promoting the DCSEU Efficient Products initiative. The video was well received with more than 550 views.
- **City Paper Best of DC.** In collaboration with the Communication and Public Affairs teams, the DCSEU sponsored the *Washington City Paper's* Best of DC Voting Party on January 28. The event resulted in substantial exposure for the DCSEU and many votes for the DCSEU as the District's Best Green Business 2014. The DCSEU encouraged customers and partners to vote through the end of the competition on February 27. In early April, the DCSEU won first runner-up for Best Green Business. This is the DCSEU's first entry into the Best of DC competition.
- **NEEP Business Leaders.** In March, the Northeast Energy Efficiency Partnerships (NEEP) selected the DCSEU-nominated JW Marriott for its 2014 Business Leaders Recognition Program. The DCSEU has completed projects at more than 10 Marriott hotels in Washington, DC. The award recognizes the JW Marriott's commitment to

sustainability, partnership with the DCSEU, and leadership in energy efficiency. The DCSEU will film a video with NEEP and the JW Marriott on April 14 and will attend the NEEP Business Leaders Summit in June.

- **HAND.** The DCSEU was featured as an affordable housing partner in the Housing Association of Nonprofit Developers (HAND) March newsletter. The feature recognized the DCSEU for its support in helping building owners and tenants reduce energy costs. The DCSEU also applied for the 2014 regional HAND Housing Achievement Award as Best Housing Partner in March. The DCSEU won the 2014 Housing Achievement Award for Best Housing Partner in early April.
- **Earned media.** The DCSEU received 14 earned media mentions in the second quarter for its involvement in the DC Green Schools Challenge, the upcoming POWER LUNCH, and the success of the Benchmarking Help Center among other notable achievements. In the second quarter, the DCSEU granted an interview to a reporter for potential articles on the Elevation DC blog and in a local newspaper.

Community Outreach

- **Day of service.** On Monday, January 20, the DCSEU celebrated the life and legacy of Rev. Dr. Martin Luther King, Jr., with a day of community service. DCSEU staff organized CFL donations to the Interfaith Youth for Climate Justice and The Courts at South Capitol, an affordable housing community. Staff also distributed CFLs, spoke to residents, and served a coffee and doughnut breakfast at the Green Leaf and Judiciary House senior housing communities. The DCSEU distributed more than 2,000 qualified CFLs.
- **ANC meetings.** As part of its work to connect with customers through local Advisory Neighborhood Commissioner (ANC) meetings, the DCSEU made presentations at the ANC 1C meeting on January 8, and at the ANC 2D meeting on January 14.
- **Efficiency workshops.** The DCSEU coordinated with representatives from Sibley, the Ward 6 Aging and Disability Resource Center, to provide efficiency workshops for senior homeowners at the Sibley Plaza Apartments and Asbury Dwellings Apartments.
- **Community events.** The DCSEU made presentations on residential services at the Carter Barron East Civic Association, the Meridian Hill Neighborhood Association, and Pleasant Plains Civic Association. The DCSEU also attended the Georgia Avenue Business Alliance meeting to present DCSEU Business Energy Solutions. An increased presence at community events is anticipated for the third quarter. The DCSEU expects to attend approximately 60 events this summer, ranging from street festivals to neighborhood association meetings.

- Delta Sigma Theta Youth Summit.** The DCSEU attended the Delta Sigma Theta “STEM is everywhere” Youth Summit in March. Although this event draws attention to the value of science, technology, engineering, and mathematics study that can lead to rewarding careers, the DCSEU attended it because the event attracted many local residents. The event provided an excellent opportunity for the DCSEU to promote its residential initiatives and to build collaborations with local community leaders who can help increase DCSEU exposure to residential customers.
- Fairlawn Citizens Association.** The DCSEU attended a meeting of the Fairlawn Citizens Association, chaired by Graylin Presbury, to inform attendees of the DCSEU’s residential services. The DCSEU made the presentation to approximately 20 attendees, all of whom signed up to learn more about DCSEU services.

Marketing

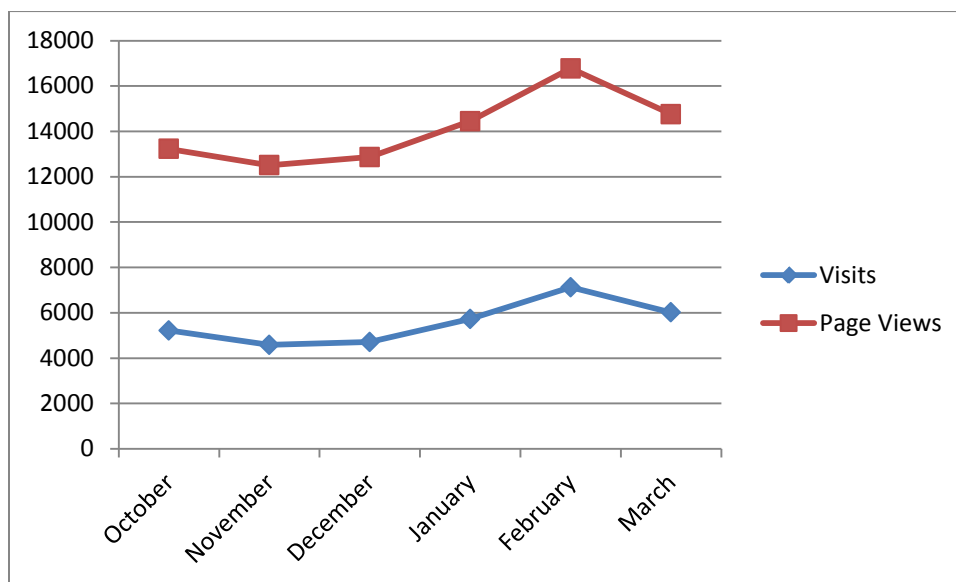


Figure 1. DCSEU website visits and page views, by month, FY 2013 and 2014 to date

- Second-quarter website visits **18,842**
- Facebook **264 Likes**
- Twitter **712 Followers**

- Website traffic.** In the second quarter, website traffic was solid, with the strongest month on record in February. The Marketing group has received positive feedback from customers and DCSEU staff about the re-designed DCSEU website and how much easier it is to navigate. Digital advertising continues to be a strong asset in driving traffic to the website. Over 15% of website visits in February and March can be directly tracked from the advertising placed on 4 local websites: Prince of Petworth blog (www.popville.com), Washington City Paper

(www.washingtoncitypaper.com), Hill Rag (www.hillrag.com), and the Washington Informer (www.washingtoninformer.com).

- **POWER LUNCH promotion.** Beginning in March, the Marketing group secured public service advertisement (PSA) space on WMATA Metrobuses to promote POWER LUNCH across the District. The marketing team has also partnered with DDOT, Capitol Bikeshare, and WMATA to coordinate joint promotion for the event. This cross-promotion will allow the DCSEU to secure low-cost advertising in spaces not previously available and to promote brand awareness in DC agencies and organizations with which the DCSEU can have a mutually beneficial relationship.
- **Outdoor advertising.** The DCSEU secured outdoor advertising through available PSA space to reduce the cost burden of advertising in DC's top-tier media market. In the second quarter, the Marketing group met with representatives from CBS Outdoor, which offered insight on ways to save money when planning future outdoor media campaigns.
- **Brand advertising campaign.** The Marketing group launched a new brand advertising campaign on February 3 with paid media in print and digital publications. To date, placements are confirmed with the following: Prince of Petworth (www.popville.com), *Washington City Paper* (print and online), *Capitol Community Newspapers*, *The Current Newspapers*, *Washington Informer*, and Google Adwords. Additional paid media purchases will continue through the spring. The campaign will also feature:

- Outdoor PSA advertising in bus shelters and on WMATA buses, planned for available, no-cost PSA space
- An integrated social media plan around the brand campaign with the hashtag #RepresentDC
- April 25 POWER LUNCH event at the Half Street Fairgrounds with WMATA and other District agency and local organization participants

- **Supporting initiatives.** The Marketing group created new in-store Efficient Products marketing materials in the second quarter to match the DCSEU brand campaign. Over 50 new pieces of collateral material have been created to support point-of-purchase sales for lighting and appliances at more than 40



stores across the District. Updated brochures were also created for the T12 Lighting Replacement and Business Energy Rebates initiatives.

- **Hospitality outreach.** The Marketing group sought opportunities for outreach to restaurants and others in the District’s hospitality industry during the second quarter, to help boost natural gas savings. The DCSEU promoted efficient product rebates for businesses to members of the Restaurant Association of Metropolitan Washington using a blog post and e-newsletter in February. The post provided information on how District-based members can reduce energy costs by taking advantage of DCSEU Business Energy Rebates.

Workforce Development

- **University recruiting.** In the second quarter, the DCSEU continued university recruitment for its 2014 summer internship program. Staff attended 11 career and internship fairs at George Mason University, Georgetown University, George Washington University, University of the District of Columbia, American University, Catholic University of America, Delaware State University, Howard University, University of Virginia, and University of Maryland, reaching approximately 950 students and recent graduates. The DCSEU expects to hire five interns for the summer internship program, which will run from mid-May to mid-August.

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
Assistants (administrative, project, and program)	3				1	1		2	7
Associates (initiative, project, and program)				1	1	1			3
Specialists (energy, IT, and customer support)			2	2	1	1	1		7
Managers (account, initiative, and program)	4	1		1	2	3	1		12
Coordinators (project and administrative)	1	1	1	1				1	5
Advisors and Researchers									0
Directors (compliance, managing, operations)	1	1		2	1				5
Cumulative total positions, by Ward	8	3	3	7	6	6	2	3	39

Table 7. DCSEU initiatives, by sector

Sector	Initiative Name	Description	Customer	Status
Residential	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
	Federal Home Loan for Home Performance with ENERGY STAR	100% forgivable loans for household improvements made through the Home Performance with ENERGY STAR program	DC single-family homeowners meeting income requirements	On hold
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	Inactive
	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
	T12Lighting Replacement	Incentives for customers to re-lamp and re-ballast existing T12 fixtures with high-performance T8 lamps and ballasts	Business owners	On track

Sector	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