



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

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

January 1 – March 31, 2015

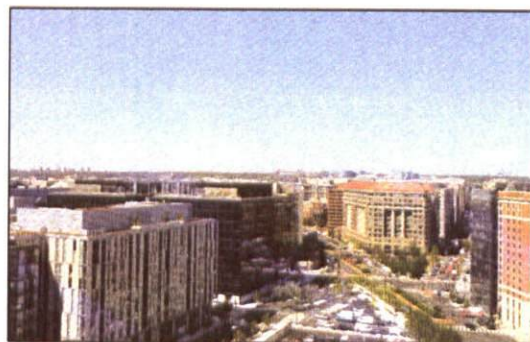
April 30, 2015

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## MESSAGE FROM THE MANAGING DIRECTOR

With baseball season upon us and summer just around the corner, the District has much to look forward to in the months ahead. Those of us in the energy efficiency world are happy that District residents, business owners, and building managers can breathe sighs of relief as the onset of warm weather offers a respite from extreme cold and high heating costs. The District is also entering the height of benchmarking season, when commercial properties over 50,000 square feet report on the property's energy use. This is a time to celebrate the great strides the District has made toward becoming the healthiest, greenest, and most livable city in the nation.



Analyzing annual fuel usage and building square footage, benchmarking scores each building—from 1 (least efficient) to 100 (most efficient). Benchmarking gives building owners, property managers, and stakeholders a better understanding of the relative efficiency of their buildings and challenges them to strive for a better standard of efficiency. Since buildings account for 75% of the District's greenhouse gas emissions, energy benchmarking is a critical step in providing insight that helps improve the District's energy usage.

The Wilson Building, which houses the offices of the Council and the Mayor's chambers, is one of many buildings in the District that have been made more sustainable as a result of energy benchmarking goals and continuous energy improvement efforts. When the building first received a benchmarking score in 2013, the results were unsatisfactory. Nyasha Smith, Secretary to the Council, reached out to the Department of General Services (DGS) building engineers, the Wilson Building facilities manager, and the DCSEU for help in identifying changes that would make the building more efficient and increase its score.

The DCSEU worked closely with Ms. Smith to identify opportunities for energy improvement. It first recommended lighting retrofits and controls in the council chambers, upgrades that would eliminate excess heat and reduce energy consumption. Because the building also had multiple hot and cold zones, the DCSEU advised the re-balancing of the building's heating, ventilation and air conditioning system. The council chamber now features LED lights, instead of the hotter, less efficient incandescent bulbs, cutting the building's air conditioning load. Council members' offices were also retrofitted with LED lights and occupancy sensors that automatically shut these lights off when offices are vacant. The DCSEU also suggested smart power strips for all office staff, and upgraded lighting in the Mayor's office to high-efficiency LEDs.

The DCSEU's partnership with the DC government and work with government officials and with DDOE's benchmarking center, have yielded substantial energy savings. In 2015, the Wilson Building received a benchmarking score of 76—more than 20 points above its original score. One of many similar projects under way across the District, the progress of the Wilson Building in just two years illustrates the value of benchmarking. Once a cellar dweller, the Wilson Building is now high in the rankings for District buildings. After all, if the District is in the business of raising its rankings on many different measures, let's be like the Nationals, and play ball!

*Ted Trabae*

Managing Director



## QUARTERLY FEATURE

### Efficient Ventilation When You Need It, Energy Savings When You Don't



Hotels throughout the District welcome tourists and professionals year-round in the nation's capital. The hotels that serve these visitors are some of the largest consumers of energy in the city, so they present abundant opportunities for energy savings. Starting with lighting, the Renaissance Washington, DC Downtown Hotel started took its first serious steps toward making the building energy efficient. After completing a successful lighting retrofit, incorporating demand control ventilation into the

large ballroom, and installing variable frequency drive (VFD) cooling towers, condensing water pumps, and booster pumps—all with the assistance of the DCSEU—the hotel's project management company began to look for savings opportunities in the building's kitchen.

Operating for long hours and providing guests with three meals per day, the hotel kitchen was energy intensive and often hot and uncomfortable for kitchen staff. Hotel staff learned of demand-controlled kitchen hood ventilation and soon incorporated this technology into the kitchen's HVAC system. Typical kitchen hood fans vent heat and smoke from cooking, and typically run 24 hours per day—often unnecessarily venting air conditioned or heated air, even when the stove is not in use. The special hood ventilator technology detects temperature and smoke levels, sensing when the ventilation fan is necessary and runs only at these times. The innovative technology not only saves energy and money, it allows kitchen staff to enjoy a quieter environment. Having worked with the DCSEU on previous energy-efficiency projects, hotel staff reached out to inquire about rebates available for the innovative technology.

The demand-controlled kitchen hood ventilation upgrade will save more than 51,800 Kwh annually, and the hotel is saving more than \$6,000 per year. The project is a model for hotels and kitchens everywhere, demonstrating the benefits of using cost effective and innovative solutions to mitigate unnecessary energy waste.



This report of the District of Columbia Sustainable Energy Utility covers the period from January 1 through March 31, 2015. 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: George L. Nichols & Associates, Groundswell, Institute for Market Transformation, Nextility, PEER Consultants, PES 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	Quarterly Results	Year to Date	Benchmark Progress
Performance Benchmarks	1a	Reduce per-capita consumption - Electricity	MWh	51,845	6,228	12,542	21,823	42%
	1b	Reduce per-capita consumption - Natural gas	Mcf	61,521	782	6,238	67,678	110%
	2	Increase renewable energy generating capacity	Cost / kWh	10% cost reduction over 2014				
	3	Reduce growth in peak demand	kW	2,000	680	1,412	2,352	118%
	4	Improve energy efficiency in low-income housing	% of annual budget	\$ 3,520,000	\$ 360,004	\$ 1,541,219	\$ 3,853,635	109%
	5	Reduce growth in energy demand of largest users	# of projects completed with a square footage of > 200,000	30	N/A	N/A	5	17%
Minimum Requirements	6	Increase number of green collar jobs <sup>2</sup>	Green job FTE's directly worked by DC residents, earning at least a Living Wage	103,350	6,202	17,941	33,321	32%
	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,600,000	\$ 2,191,675	\$ 5,498,275	\$ 11,069,964	63%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 3,308,609	\$ 625,211	\$ 1,515,337	\$ 2,860,176	86%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 1,602,176	\$ 4,179,773	\$ 8,838,244	84%
	9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 589,499	\$ 1,149,904	\$ 2,063,122	78%

<sup>2</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	\$ 1,519,436	\$ 226,659	\$ 51,762	\$ 393,818	\$ 2,191,675
Expenditures for this quarter	\$ 3,299,020	\$ 797,413	\$ 98,326	\$ 1,303,517	\$ 5,498,275
Year-to-date expenditures	\$ 5,724,238	\$ 1,733,491	\$ 1,025,314	\$ 2,586,921	\$ 11,069,964
Annual budget estimates	\$ 8,212,536	\$ 3,152,746	\$ 1,882,816	\$ 4,403,666	\$ 17,651,764
Percent of the annual budget spent	70%	55%	54%	59%	63%
<b>Annual Savings, MWh</b>					
Electricity savings (MWh) for this period	4,045	448	16	1,719	6,228
Electricity savings (MWh) for this quarter	7,995	1,245	16	3,286	12,542
Year-to-date savings (MWh)	12,111	2,538	346	6,828	21,823
Percent of annual MWh savings goal met	34%	63%	233%	29%	36%
<b>Summer Peak Demand Savings<sup>a</sup>, kW</b>					
Summer peak demand reduction (kW) for this period	444	31	2	203	680
Summer peak demand reduction (kW) for quarter	918	100	2	392	1,412
Year-to-date summer peak demand reduction (kW)	1296	204	43	809	2,352
Percent of summer peak demand reduction goal met	110%	154%	883%	117%	118%
<b>Annual Savings, Mcf</b>					
Natural gas savings (Mcf) for this period	0	657	0	125	782
Natural gas savings (Mcf) for quarter	3,596	2,103	210	329	6,238
Year-to-date savings (Mcf)	62,929	2,588	1,641	520	67,678
Percent of annual Mcf savings goal met	32%	9%	12%	-1%	42%
<b>Lifetime Economic Benefit<sup>b</sup></b>					
Lifetime Economic Benefit for this period	\$ 6,078,740	\$ 716,234	\$ 45,622	\$ 1,444,776	\$ 8,285,372
Lifetime Economic Benefit for quarter	\$ 13,216,534	\$ 1,859,940	\$ 82,808	\$ 2,490,628	\$ 17,649,910
Year-to-date Lifetime Economic Benefit	\$ 25,641,081	\$ 4,724,570	\$ 1,670,496	\$ 4,966,235	\$ 37,002,382
<b>Participants Served</b>					
Participants served for this period	30	145	4	22,156	22,335
Participants served for this quarter	83	318	63	24,544	25,008
Year-to-date participants served	137	873	509	24,579	26,098

<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 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	74	\$ 529,973
	Commercial and Institutional Custom	36	\$ 1,246,008
	T12 Market Transformation	27	\$ 379,779
	T12 Replacement	0	0
Low-Income Multifamily	Low-Income Comprehensive	63	\$ 259,360
	Implementation Contractor Direct Installation	810	\$ 198,510
	T12 Replacement	0	0
Renewable Energy	Solar Hot Water	337	\$ 18,812
	Solar Photovoltaic Systems	168	\$ 35,444
Residential	Retail Efficient Products	22,268	\$ 698,695
	Efficient Products Food Bank	708	\$ 23,352
	Home Performance with ENERGY STAR	121	\$ 56,625
	Low-Income Services	18	\$ 3,683

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>		
	Commercial and Institutional Custom	20,610	26,720
	T12 Market Transformation	898	0
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	1,771	1,820
	Implementation Contractor Direct Installation <sup>b</sup>	703	0
	T12 Replacement		
Renewable Energy	Solar Hot Water	0	194
	Solar Photovoltaic Systems	565	1,050
Residential	Retail Efficient Products <sup>c</sup>		
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR	0	0
	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.

<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		4				1		302	7			314
Cooking and Laundry		2						412	104			518
Health and Safety												0
Hot Water Efficiency	850				8	8	4,651	6		5	1	5,529
Hot Water Fuel Switch								133				133
Hot Water Replacement		11			2			1				14
Industrial Process Efficiency												0
Light Bulb/Lamp	10,568	2,301	540	6,374	12	35	16,849	201	128,689			165,569
Lighting Efficiency/Controls	197	690					80	270				1,237
Lighting Hardwired Fixture	7,318	9,665	10,546				869	2,708	4,116			35,222
Motor Controls	2	17										19
Motors		4										4
Office Equipment												0
Other			75			44	2,017					2,136
Other Fuel Switch											7	7
Refrigeration	2	2						274	26			304
Renewables												0
Space Heat Efficiency		9			8	198		136				351
Space Heat Replacement		9				1		74				84
Thermal Shell					40	101		20				161
Ventilation		15						318				333
<b>Total</b>	<b>18,937</b>	<b>12,729</b>	<b>11,161</b>	<b>6,374</b>	<b>70</b>	<b>388</b>	<b>24,466</b>	<b>4,855</b>	<b>132,942</b>	<b>5</b>	<b>8</b>	<b>211,935</b>




## 4. Sector Highlights in the Core Areas

### Residential Services

- **Home Performance with ENERGY STAR®.** The DCSEU completed 24 Home Performance with ENERGY STAR projects and 12 projects under the DCSEU's Income-Qualified Services Initiative in the second quarter. Interest in the Home Performance with ENERGY STAR initiative expanded significantly in the second quarter, with more than twice the number of projects completed in the second quarter than in the first quarter. The increase in demand for these services was likely due in part to cold temperatures. Project intake coordinators and customer service representatives have been trained to respond to inquiries and are working to follow up on new opportunities and leads in a timely fashion.
- **Improvements to HERO tool.** A new, proactive quality assurance system has sped project closure in the Home Performance initiative. In the second quarter, the DCSEU made improvements to the HERO tool, now allowing contractors to communicate pipeline information and save project documentation within the tool. The upgrades to the tool enable faster and more accurate transfer of project information.
- **Emergency Heating Grant Program.** The DCSEU completed 37 emergency equipment repair and replacement projects in the second quarter. Local grant funding for emergency heating has been completely allocated.
- **New efficient product rebates.** The DCSEU launched new refrigerator and clothes dryer rebates in January. Customers are now eligible to receive up to \$100 in rebates for the purchase of qualifying refrigerators, and \$400 in rebates for the purchase of qualifying clothes dryers. The DCSEU also modified new clothes washer rebates in March to align with federal and ENERGY STAR specification changes.

### CLOTHES DRYERS

Don't stop at just choosing an energy-efficient washer—pair it with an efficient dryer and save even more.



ENERGY INFORMATION	
ENERGY STAR	ENERGY STAR CERTIFIED
ENERGY STAR	ENERGY STAR CERTIFIED
ENERGY STAR	ENERGY STAR CERTIFIED
ENERGY STAR	ENERGY STAR CERTIFIED
ENERGY STAR	ENERGY STAR CERTIFIED
ENERGY STAR	ENERGY STAR CERTIFIED

[SEE REBATES](#)



- **Retail lighting.** In the second quarter, the DCSEU added Target as a participating retail lighting partner. Beginning in January, Target is now offering both ENERGY STAR certified CFLs and LEDs at DCSEU discounted prices.

#### Low-Income Multifamily

- **Low-Income Implementation Contractor Direct Installation (ICDI).** The DCSEU completed 29 ICDI projects in the second quarter. An additional 43 projects are expected to close through early May.
- **Low-Income Comprehensive.** In the second quarter, the DCSEU completed 3 Low-income Comprehensive projects.

#### Renewable Energy

- **Solar photovoltaic (PV).** The DCSEU completed 2 solar PV installation projects in the second quarter.
- **Solar Advantage Plus.** The DCSEU and DDOE launched the Solar Advantage Plus program in January to provide single-family, income-qualified homes with solar energy. In February, DDOE enrolled three new contractors to support program activities. There are 18 Solar Advantage Plus projects in the pipeline, with work orders pending.

#### Commercial and Institutional

- **Custom projects completed.** In the second quarter, the DCSEU completed 23 Commercial and Institutional custom projects.
- **Commercial and Institutional staff growth.** The DCSEU welcomed a new Account Manager, Trade Ally Manager, and Project Associate in the second quarter. A former Project Intake Coordinator also transitioned to an account management role, and a former Retail Account Manager now serves as Trade Ally Manager. Training for these staff positions was under way throughout the quarter.



- **Winning NEEP Award nomination.** In the second quarter, the DCSEU nominated the National Housing Trust / Enterprise Preservation Corporation (NHT / Enterprise) for the Northeast Energy Efficiency Partnerships (NEEP) Business Leaders for Energy Efficiency Recognition Program. NHT / Enterprise was chosen as State Champion Business Leader for the District of Columbia in

recognition of its NHT Renewables initiative—the successful installation of solar technology on the organization’s DC building portfolio—and its successful reconstruction of the Monsenor Romero Apartments.

- **Business Energy Rebates.** The DCSEU completed 42 commercial projects involving Business Energy Rebates (BER), with an estimated total rebate value of \$250,232. At the end of the second quarter, the DCSEU had 28 active (under way, but not yet completed) BER projects, with an estimated rebate value of over \$208,666. There is also a pipeline of more than 100 project opportunities.
- **Commercial Direct Services.** In the second quarter, the DCSEU completed 20 Commercial Direct Services projects, with an estimated rebate value of more than \$829,362.18. The initiative also has 14 active projects with an estimated rebate value of \$152,868.
- **Green Tie Affair.** On February 26, the DCSEU sponsored the Green Tie Affair, a professional networking event hosted by the U.S. Green Building Council (USGBC). The industry event served as a kickoff for what promises to be a landmark year for sustainable building in the District, as the city prepares to host 30,000 guests for the Greenbuild International Conference and Expo in November. More than 500 professionals attended the Green Tie Affair.
- **Setting the Stage for Sustainability.** DCSEU staff attended the Global Environmental Politics / Natural Resources and Sustainable Development (GEP / NRSB) Alumni Conference at American University on February 12. The theme of the conference was “Setting the Stage for Sustainability.” Staff spoke on a panel, “The Present and Future of Environmentalism.” The event was attended by approximately 50 GEP / NRSB program alumni, current American University students, program staff, faculty, and supporters.
- **DC Benchmarking meeting.** On February 19, DCSEU staff made a presentation to 30 multifamily property owners and managers at a DC Benchmarking meeting hosted by National Cooperative Bank and the Falcon Group. The presentation discussed DC Benchmarking regulations, DCSEU rebates, and ways to encourage residents to save energy.
- **Building Energy Summit.** The DCSEU attended and made a presentation at the 2015 Building Energy Summit on March 25. The Summit brought together leaders from both the public and private sectors to discuss energy-efficient technologies and solutions, and funding and incentives—and to debate energy policy and alternative sources of energy. The DCSEU made a presentation with DDOE and Maryland Energy Administration (MEA) about the legal requirements of benchmarking and

using benchmarking data to leverage energy-saving opportunities. Approximately 50 attendees attended the presentation.

## 5. Activity Supporting DCSEU Initiatives

### Advanced Technical Analysis Support

- **Submission of new TRM measures.** The Advanced Technical Analysis team finalized technical documentation and developments to the *Technical Reference Manual* (TRM) for the following energy efficiency measures:
  - Residential market sector
    - Ductless mini-split heat pump – **New**
    - Air source heat pumps – **New**
    - Heat pump water heaters – **Update**
    - Water heaters – **Update**
  - All market sectors
    - Clothes washers – **Update**
    - ENERGY STAR clothes dryers – **New**
    - Refrigerators – **Update**
    - Compact fluorescent lighting (CFLs) – **Update**
    - Specialty CFL – **Update**
    - LED screw-base bulbs – **Update**
    - LED lighting systems – **New**
    - Ductless air conditioner - **New**

### Public Affairs

- **Partnership with Council of Governments.** In the second quarter, the DCSEU worked with the Council of Governments (COG) as part of an awards team, working with energy and climate policy committees. The DCSEU's expertise is being recognized in the region, and this partnership allows the DCSEU to present its sustainable energy utility model to others who wish to create similar organizations and programs.

- **Testimony before the Council of the District of Columbia.** The DCSEU continued engagement and outreach to the Council of the District of Columbia in the second quarter. Managing Director Ted Trabue gave testimony at Council Member at Large Anita Bonds' meeting on February 16, highlighting the DCSEU's effort to prepare the District for the future by focusing on affordable housing and senior citizens—two critical areas of need in the city.

#### Public Relations

- **Earned media.** The DCSEU received 7 earned-media mentions in the second quarter. On January 19, the DCSEU was featured on the Cheeky Puppy's business blog. In the blog post, "The Company We Keep: DCSEU," store owner Courtney Stamm wrote about her experience in working with the DCSEU and recommended DCSEU services to other businesses. The DCSEU worked with the Cheeky Puppy to upgrade 22 lights to LED in FY 2014. On January 21, NEEP mentioned the DCSEU in a blog post, "Signs of Things to Come: Residential Lighting Programs Escalate Focus on LEDs." The post recognized that the number of bulbs moving through efficiency programs was at an all-time high in 2014, with the DCSEU promoting an average of 4 efficient bulbs for each household in the District—the highest number of LED bulbs per household of any efficiency program in the country. The DCSEU was also featured in a press release issued by DDOE to announce the launch of the Solar Advantage Plus Program on January 22. Additionally, the DCSEU was mentioned in a press release ("D.C. Releases Energy Data for Large Private Buildings"), as a teaming partner of the Institute for Market Transformation (IMT) for its role in helping to operate the Benchmarking Help Center. On February 4, the DCSEU was featured in the *Washington Post's* "D.C. news in brief." The section, "Solar panels available for low-income D.C. residents," presented information about participating in the recently launched Solar Advantage Plus Program. In March, the DCSEU was credited in part for the District's Number 1 ranking on the EPA's list of top cities with the most ENERGY STAR certified buildings in a greenbiz.com article, "D.C. overtakes L.A. for building energy efficiency crown."

#### Community Outreach

- **Community events.** The DCSEU participated in 8 events in the second quarter. In January, the DCSEU participated in the DDOE Green Schools Assembly Program. It also participated in two service projects on January 19 in honor of Martin Luther King, Jr. Day (see below). On February 4, the DCSEU sponsored and attended the second annual Sustainability Basketball Game at American University. More than 1,000 people attended the basketball game, where the DCSEU logo was displayed prominently on the scoreboard at times throughout the game. The DCSEU also attended the World Bank Healthy Homes Expo on February 4. DCSEU representatives discussed with World Bank staff ways to reduce that organization's





environmental footprint and to increase sustainability both at work and at home. The event was attended by more than 300 World Bank staff members. On February 25, the DCSEU attended the Community Health, Wellness, and Informational Fair hosted by the DC Office on Aging. The DCSEU spoke to more than 50 seniors about

available DCSEU services and resources, including the Home Performance with ENERGY STAR program and where to buy discounted efficient lighting and appliances. On March 4, the DCSEU participated in the Smarter DC Challenge presented by the Department of Consumer and Regulatory Affairs, an in-person and online series of activities, events, and resources for participating businesses and nonprofits. The challenge encourages organizations to expand their own sustainability programs and demonstrate their leadership in the community. More than 75 stakeholders and community partners attended the event. The DCSEU also spoke to approximately 15 residents about energy-efficient products and program offerings on March 4 at Park View Community Day.

- **DDOE Schools Assembly Program.** The DCSEU participated in the DDOE Schools Assembly Program at J.O. Wilson Elementary School on January 16. The program is held once a month at a DC public school. The assembly presentation addressed different kinds of energy, the benefits of renewable energy, and the importance of sustainability and energy efficiency. Approximately 180 students attended the assembly. This was the DCSEU's first time participating in the DDOE Schools Assembly Program.
- **MLK Day of Service.** In honor of Martin Luther King, Jr. Day 2015, the DCSEU participated in two service projects on January 19. Staff attended the Clean Waterways MLK Day of Service Event hosted by Anacostia Riverkeeper and the Pope Branch Park Restoration Alliance at Pope Branch Park. DCSEU staff was among 400 volunteers at the event, along with representatives from DDOE, the Sierra Club, Anacostia Watershed Society, and the District Department of Parks and Recreation.

DCSEU staff also hosted an information session and light bulb giveaway event at the Victory Heights apartment complex (affordable senior housing in Columbia Heights) on Martin Luther King, Jr. Day. The event was attended by more than 75 seniors and Councilmember Brianne Nadeau.

## Marketing

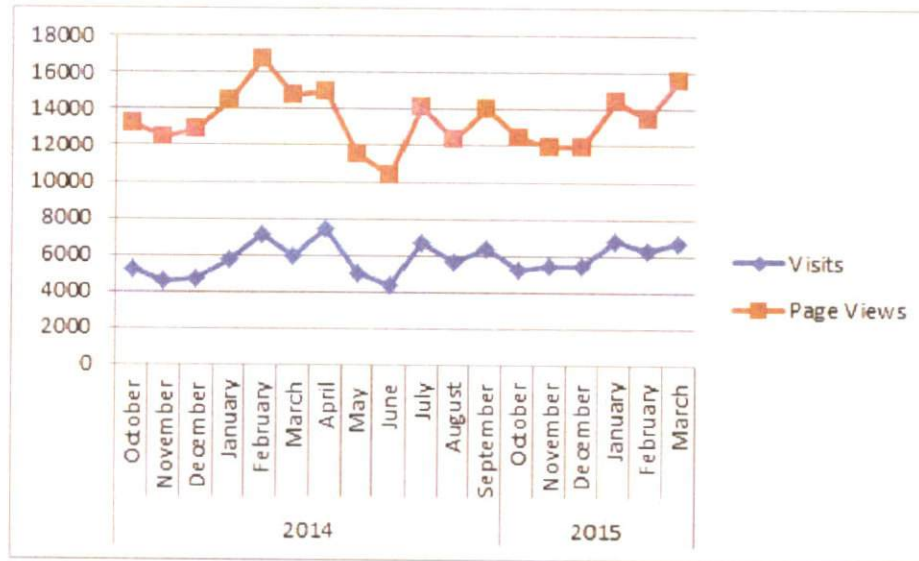


Figure 1. DCSEU website visits and page views, by month, FY 2014 and 2015 to date

- Second-quarter website visits **19,741**
- Facebook **369 Likes**
- Twitter **998 Followers**

- **Increase in website visits and page views.** The second quarter presented the strongest months of the fiscal year for website visits and page views, with March having the second highest number of page views since the site launched in 2011. This increase is largely a result of the concluding winter heating marketing campaign and the launch of the Commercial and Institutional campaign.
- **Increased social media engagement.** The DCSEU's social media outlets saw increased engagement in the second quarter. Twitter followers grew to nearly 1,000, and Facebook "likes" steadily increased throughout the quarter.
- **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 and other partners, the DCSEU will strategically deliver these boxes to potential restaurant customers throughout the year.

- **Commercial and Institutional campaign.** The DCSEU launched a Commercial and Institutional marketing campaign in the second quarter to draw large commercial customers to DCSEU business rebates. The marketing team placed advertisements with *Washington Post+ Digital* and with *Washington Business Journal* (digital and in print). The DCSEU also worked with Bisnow to spread awareness of the DCSEU's business rebates via email campaigns and event sponsorships, and with the American Institute of Architects in DC, via an e-mail campaign.



Table 6. DCSEU initiatives, by sector

Core Area	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
	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 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



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	On track
	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