



OFFICE OF THE
SECRETARY
2016 APR 20 PM 12:02

MURIEL BOWSER
MAYOR

APR 20 2016
The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
1350 Pennsylvania Avenue N.W., Suite 504
Washington, D.C. 20004

Dear Chairman Mendelson:

Pursuant to Sections 210(e) and 211(e) of the Clean and Affordable Energy Act of 2008 (CAEA), D.C. Law 17-250, effective October 22, 2008, and Section 8 of the Renewable Energy Portfolio Standard Act of 2004 ("REPS"), D.C. Law 15-340, effective April 12, 2005, I am pleased to submit the Department of Energy and Environment's (the Department) Fiscal Year 2016 First Quarter Report for the October 1, 2015 – December 31, 2015 quarter. This report presents the revenue collection, budget, and expenditures of the Sustainable Energy Trust Fund ("SETF"), Energy Assistance Trust Fund ("EATF"), and Renewable Energy Development Fund ("REDF"), and describes the performance of EATF programs and expenditures during the quarter ending December 31, 2015. The Department did not administer any SETF or REDF programs during this quarter.

Additionally, pursuant to Sections 202(k) of the CAEA, the Department encloses the Fiscal Year 2015 Third Quarter Report on behalf of the District of Columbia Sustainable Energy Utility (DCSEU). This report details the activities and the accomplishments of the energy efficiency and renewable energy programs administered during October 1, 2015 – December 31, 2015. This report was prepared by the DCSEU. The Department, as the contract administrator, transmits the report.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Muriel Bowser", written over a horizontal line.

Muriel Bowser

Enclosures



DC
SUSTAINABLE ENERGY
UTILITY

First Quarter Report for Fiscal Year 2016

October 1 – December 31, 2015

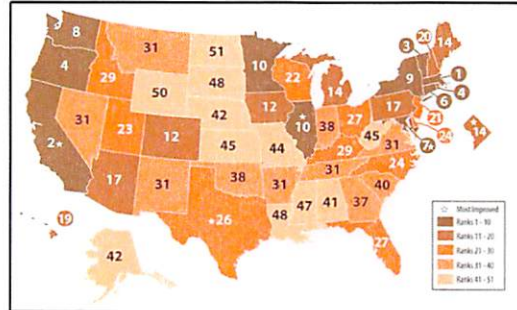
January 31, 2016

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MESSAGE FROM THE MANAGING DIRECTOR

We are starting FY 2016 on a high note, as September marked the end of the DCSEU's most successful fiscal year to date. We surpassed each performance benchmark, achieving all of our contractual goals. These results were a team effort that relied upon interagency collaboration—primarily between the Department of Energy and Environment (DOEE), the Department of Housing and Community Development (DHCD), the Department of Consumer and Regulatory Affairs (DCRA)—and the commitment of all District stakeholders to make sustainability a top priority.



FY 2016 has been a productive year thus far. The DCSEU is working closely with senior managers at DOEE to help support and establish a solar program that not only includes our income-qualified residential solar customers, but also provides small- and medium-sized businesses incentives to invest in solar. We expect to launch these solar initiatives in the early part of the second quarter, and we look forward to expanding our renewables offerings to this new market segment.

We are happy to report that the DCSEU will soon receive payments from savings bid into PJM Interconnection in FY 2015, a result of many of the DCSEU lighting projects completed in previous years. These funds will net additional money outside of the Sustainable Energy Trust Fund to reinvest in the District. This year, we intend to be more aggressive in our bids, leveraging deeper savings from our commercial and institutional projects.

Our rebate program is going strong, and as a result of ongoing customer feedback and self-evaluation, we have improved our rebate offerings. These changes will enable us to broaden participation across the District and increase our yields. For example, we have increased the amount of LED bulb types for both interior and exterior lighting. We also started working with a new partner, a national big box retailer that recently opened its doors in the District. We will continue to work together with our retail partners, both big and small, to meet the needs of the market.

Our work has been recognized, nationally and beyond. In May, the American Council for an Energy-Efficient Economy (ACEEE) ranked the District as the third most energy-efficient and *the* most improved city in its 2015 City Energy Efficiency Scorecard, citing the DCSEU as a “best practice” for the second year in a row. In December, the District of Columbia won the C40 Cities Awards in Paris in recognition of its environmental stewardship guided by the Sustainable DC Plan, positioning the District as an international leader in energy efficiency and sustainability—and we want to keep this momentum going.

Ted Trabue

Managing Director

QUARTERLY FEATURE

Bridging the Gap to Net Zero



It is a major feat for any residential building to be certified as a Passive House. Considered the most stringent energy standard in the world for housing, the U.S. Department of Energy recognizes Passive House design as the most effective method for achieving net-zero building operations. When the Transitional Housing Corporation (THC), a nonprofit providing housing and comprehensive support services to homeless and at-risk families in DC,

acquired Weinberg Commons, it set out to turn the 1960's era affordable housing complex into the first Passive House-certified multifamily building in the country.

The team at THC reached out to the DCSEU to bring their dream for the Passive House multifamily project to life. Although the engineering team at the DCSEU had not yet worked on a Passive House design, they were able to help THC navigate through the method's many specifications as well as the lengthy, unconventional construction process. This collaboration resulted in solutions that both met those strict requirements and kept the project on budget for THC.

Passive House design minimizes energy use primarily through whole-building, continuous insulation; airtight building envelope; high-performance windows and doors; and temperature controls. Each building received triple-paned windows; thermal shell enhancements; efficient water fixtures; high-performance heat pumps; energy-efficient heating, ventilation, and air conditioning upgrades; energy-efficient appliances; and efficient lighting fixtures.

Phil Hecht, President and CEO of THC, quickly saw its value: "Providing sustainable, deeply affordable housing requires addressing the full housing cost over the long run. Energy efficiency represents the highest impact opportunity for cost management. Achieving this efficiency, Weinberg Commons will benefit its residents and the community for years to come."

The \$10.5 million Weinberg Commons project is effectively net zero, and is expected to save more than 316,000 kWh of electricity per year. The apartments will provide housing for 36 low- and moderate-income families in Ward 7, including homeless or formerly homeless families.



This report of the District of Columbia Sustainable Energy Utility covers the period from October 1 through December 31, 2015. This progress report contains information about the DCSEU's activity to date in FY 2016 in the four core service areas: Residential, Low-Income Multifamily (LIMF), Renewables, and Commercial and Institutional (C&I).

The use of the term *DCSEU* throughout this report indicates an integrated collaboration among the members of the Sustainable Energy Partnership, under the leadership of the DCSEU Contractor, the Vermont Energy Investment Corporation: Groundswell, Institute for Market Transformation, PEER Consultants, and Nextility.

1. At a Glance: Progress against Benchmarks

Table 1. Performance to date, measured against benchmarks and contract requirements¹

Category	Item	Description	Metric Unit	Benchmark Minimum	Period Results	Quarterly Results	Benchmark Progress
Performance Benchmarks	1a	Reduce per-capita consumption - Electricity	MWh	51,845	9,855	28,926	56%
	1b	Reduce per-capita consumption - Natural gas	Mcf	61,521	1,387	8,906	14%
	2	Increase renewable energy generating capacity	Cost / kWh	10% cost reduction over 2015			
	3	Reduce growth in peak demand	kW	2,000	1,185	3,897	195%
	4	Improve energy efficiency in low-income housing	% of annual budget	\$ 3,520,000	\$ 91,912	\$ 458,431	13%
	5	Reduce growth in energy demand of largest users	# of projects completed with a square footage of > 200,000	30	0	N/A	0%
Minimum Requirements	6	Increase number of green collar jobs ^a	Green job FTE's directly worked by DC residents, earning at least a Living Wage	103,350	22,655	30,217	29%
	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,600,000	\$ 1,760,984	\$ 4,138,864	24%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 3,308,609	\$ 3,046	\$ 134,668	4%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 1,595,222	\$ 3,290,499	31%
	9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 165,762	\$ 848,365	32%

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).

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 period	\$ 1,095,530	\$ 21,483	\$ 67,631	\$ 576,340	\$ 1,760,984
Expenditures for this quarter	\$ 2,875,389	\$ 345,316	\$ 105,897	\$ 812,262	\$ 4,138,864
Annual budget estimates	\$ 9,427,956	\$ 2,538,379	\$ 1,720,629	\$ 3,913,037	\$ 17,600,000
Percent of the annual budget spent	30%	14%	6%	21%	24%
Annual Savings, MWh					
Electricity savings (MWh) for this period	8,681	0	0	1,175	9,855
Electricity savings (MWh) for this quarter	22,519	420	0	5,989	28,926
Year-to-date savings (MWh)	22,519	420	0	5,989	28,926
Percent of annual MWh savings goal met	63%	10%	-1%	25%	47%
Summer Peak Demand Savingsa, kW					
Summer peak demand reduction (kW) for this period	1,051	0	(0)	135	1,185
Summer peak demand reduction (kW) for quarter	3,114	85	(0)	698	3,897
Year-to-date summer peak demand reduction (kW)	3,114	85	(0)	698	3,897
Percent of summer peak demand reduction goal met	265%	64%	-3%	101%	195%
Annual Savings, Mcf					
Natural gas savings (Mcf) for this period	622	0	598	167	1,387
Natural gas savings (Mcf) for quarter	6,997	498	598	813	8,906
Year-to-date savings (Mcf)	6,997	498	598	813	8,906
Percent of annual Mcf savings goal met	4%	2%	4%	-1%	6%
Lifetime Economic Benefitb					
Lifetime Economic Benefit for this period	\$ 11,978,539	\$ -	\$ 247,567	\$ 857,137	\$ 13,083,244
Lifetime Economic Benefit for quarter	\$ 36,004,811	\$ 1,158,914	\$ 247,567	\$ 4,610,208	\$ 42,021,500
Year-to-date Lifetime Economic Benefit	\$ 36,004,811	\$ 1,158,914	\$ 247,567	\$ 4,610,208	\$ 42,021,500
Participants Served					
Participants served for this period	69	0	0	3,201	3,270
Participants served for this quarter	155	0	0	15,726	15,881
Year-to-date participants served	155	0	0	15,726	15,881

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

b 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	Year-to-Date Results	
		Number of participants with installed measures	Annual customer cost savings
Commercial and Institutional	Business Energy Rebates	66	\$ 632,929
	Commercial and Institutional Custom	73	\$ 1,684,123
	T12 Market Transformation	5	\$ 142,756
	T12 Replacement		
Low-Income Multifamily	Low-Income Comprehensive		\$ 67,900
	Implementation Contractor Direct Installation		
	T12 Replacement		
Renewable Energy	Solar Hot Water		
	Solar Photovoltaic Systems		
Residential	Retail Efficient Products	15,420	\$ 580,761
	Efficient Products Food Bank		\$ 193
	Home Performance with ENERGY STAR	86	\$ 7,635
	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 ^a	1,917	
	Commercial and Institutional Custom	9,523	27,064
	T12 Market Transformation	112	
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	2,475	4,165
	Implementation Contractor Direct Installation ^b		
	T12 Replacement		
Renewable Energy	Solar Hot Water	18	865
	Solar Photovoltaic Systems	1,260	300
Residential	Retail Efficient Products ^c	10,202	1,203
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR		
	Low-Income Services		

^aElectricity and natural gas savings for Business Energy Rebates are provided for completed rebate projects.

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

^c 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.

³ For a list of FY 2016 initiatives, please see Table 6. DCSEU initiatives, by sector.

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

Energy Efficiency Measures	Business Energy Rebates	C&I Custom	T12 Market Transformation	Efficient Products Food Bank	Federal Home Loan Bank Home Performance	Home Performance with ENERGY STAR	Implementation Contractor Direct Installation	Low-Income Comprehensive	Retail Efficient Products	Solar Hot Water	Solar Photovoltaic Systems	Total
Air Conditioning Efficiency		585						51	87			723
Cooking and Laundry								2	136			138
Design Assistance								6				6
Hot Water Efficiency								2			2	4
Hot Water Replacement		1						5	12			18
Light Bulb/Lamp	15,819	13,314	1,188					102	84,782			115,205
Lighting Efficiency/Controls	592	4,602	114									5,308
Lighting Hardwired Fixture	8,468	9,867	2,211					693	7,365			28,604
Motor Controls		66										66
Motors		1						12				13
Other		1	14			39			8			62
Refrigeration		2						199	62			263
Space Heat Efficiency		1				142			28			171
Space Heat Replacement		11				1		66	37			115
Thermal Shell		1			2	129		26				158
Ventilation		16						55				71
Total	24,879	28,468	3,527	0	2	311	0	1,219	92,517	0	2	150,925

4. Sector Highlights in the Core Areas

Residential Services

- **Home Performance with ENERGY STAR.** The DCSEU completed 34 Home Performance with ENERGY STAR projects in the first quarter. There are an additional 91 projects in the pipeline.
- **Growing contractor base.** In the first quarter, the DCSEU re-enrolled 12 HVAC contractors in its participating contractor program. The DCSEU has also enrolled two new participating contractors since October 1.
- **Welcoming new retail partners.** In the first quarter, the DCSEU enrolled three new retail partners in its efficient lighting promotion: Fort Totten Wal-Mart, Lowe's, Annie's Ace Brookland. The DCSEU now has 47 lighting retail partners and five appliance retail partners in the District.
- **FY 2016 lighting promotion.** On October 1, the DCSEU's FY 2016 lighting promotions began with refreshed products and pricing on CFLs and LEDs at partnering retailers across the District. CFLs are available for as low as \$0.99 and LEDs as low as \$3.97, with more LED bulb shapes available at DCSEU-discounted prices than FY 2015.
- **ENERGY STAR® Products Partner Meeting.** DCSEU staff attended the ENERGY STAR Products Partner Meeting from October 12-14 to learn about upcoming ENERGY STAR specification and pricing changes, new ENERGY STAR product developments, and market trends. The DCSEU met with partnering lighting manufacturers to discuss upcoming product and pricing changes for 2016, and identified opportunities to make improvements to DCSEU promotions with partnering retailers. More than 150 people from across the country attended the conference—primarily program administrators, utility staff, lighting and appliance manufacturers, and retail representatives.



Low-Income Multifamily

- **NEEP Business Leaders Awards Celebration.** On November 12, the DCSEU attended the Northeast Energy Efficiency Partnerships (NEEP) Northeast Industrial Efficiency

Summit. The DCSEU nominated National Housing Trust / Enterprise Preservation Corporation (NHT/Enterprise) as a 2015 Business Leader for its work on the *NHT Renewable* initiative and the rehabilitation of the Monsenor Romero Apartments. More than 90 people attended the ceremony.

- **Multifamily Buildings 2015: Building Bridges to Net Zero.** The DCSEU made two presentations at the Multifamily Buildings 2015: Building Bridges to Net Zero conference presented by the Association for Energy Affordability. The conference, held in New York City on October 28-30, is the sixth in this series of conferences devoted to multifamily energy efficiency. The DCSEU made a presentation, "Public Benefit Programs for Community Solar", on the topic of community solar. The presentation focused on the potential for the DCSEU and similar organizations and initiatives to help foster the participation of affordable multifamily buildings in community solar projects. The DCSEU also made a presentation, "Bridging the Gap to Net Zero: Incorporating Social Equity", on the topic of passive house multifamily buildings. Approximately 2,000 people attended the conference.
- **"Who needs affordable housing?"** On October 13, the DCSEU attended the "Who needs affordable housing?" event hosted by Elevation DC. The DCSEU participated in a panel discussion exploring the state of the housing market in the District and the region, dispelling myths about housing, discussing how well-designed affordable housing contributes to an entire neighborhood, and defining what "affordable" means. More than 50 people were in attendance.
- **Celebrating advancements in affordable housing.** In the first quarter, the DCSEU attended three ceremonies celebrating advancement in sustainable affordable housing for the District. On November 6, the DCSEU attended the Phyllis Wheatley YWCA wall breaking. Mayor Muriel Bowser and DOEE Director Tommy Wells were featured speakers at the event. On November 6, the DCSEU also attended Weinberg Commons Ribbon Cutting and the Archer Parker Groundbreaking.



Renewable Energy

- **Affordable Residential and Small Business Solar.** In the first quarter, the DCSEU worked with DOEE to prepare for the launch of affordable residential and small business solar initiatives, expected in early February. The DCSEU is working with DOEE to finalize program details and develop pipeline for both initiatives.

Commercial and Institutional

- **Custom projects completed.** In the first quarter, the DCSEU completed 79 Commercial and Institutional custom and three Low-Income Multifamily projects, with estimated annual savings of 16,451 MWh (electricity) and 6,591 Mcf (natural gas).
- **FY 2016 business energy rebate updates.** The overall incentive cap for DCSEU business energy rebates has been reduced from \$80,000 per business site location to \$60,000 per business site location for FY 2016. The DCSEU is also evaluating new heating, ventilation, and cooling measures to better match the interests of the District's small commercial market.
- **Business Energy Rebates.** The DCSEU completed 63 commercial projects involving Business Energy Rebates (BER) in the first quarter, with an estimated total rebate value of \$584,391. By the end of December, the DCSEU had 43 active (under way, but not yet completed) BER projects, with an estimated rebate value of over \$202,519. There is also a pipeline of 63 project opportunities with an estimated incentive of \$501,821.
- **Commercial Direct Services.** In the first quarter, the DCSEU completed five Commercial Direct Services projects, with total incentives of \$122,843. There were an additional two projects in the pipeline with a cumulative value of \$10,571.

Green Jobs

- **Workforce Development Extern Graduation Ceremony.** On November 4, the DCSEU celebrated the graduation of its Workforce Development initiative FY 2015 Spring/Summer Cohort externs. Twelve externs graduated from the program. More than 50 people attended the event. Approximately 85% of graduates achieved full-time employment upon graduating.



- **FY 2016 Fall Extern Cohort.** On November 13, the DCSEU hosted a "Mini Career Fair" for the Workforce Development initiative's FY 2016 Fall Extern Cohort. Six

contractors attended the fair, and 14 externs found placement. On November 19, the DCSEU hosted a kickoff orientation for contractors and new externs. After the event, externs left to report to their work sites for the first time.

5. Activity Supporting DCSEU Initiatives

Advanced Technical Analysis Support

- **Strategic Technology Services.** The Strategic Technology Services team released updated versions of the KITT internal web application. KITT 3.43.0, 3.44.0, 3.45.0, and 3.46.0, 3.47.0, and 3.47.1 were released with basic bug fixes and improvements to surveys. The team also released HERO 3.26.0 and 3.26.1 with bug fixes and improvements for phased project functions, including the ability to copy project information for similar building units.

Public Affairs

- **Clean Tech Leadership Forum.** On October 5, the DCSEU, Metropolitan Washington Council of Governments, and partners Maryland Clean Energy Center, Northern Virginia Regional Commission, and U.S. Environmental Protection Agency hosted the



Clean Tech Leadership Forum to help sow the seeds for advanced collaboration to address community needs in the region. VEIC Executive Director, Scott Johnstone, was the featured speaker with remarks focusing on where policy and technology connect. The event also featured DOE Director Tommy Wells as the luncheon speaker who shared his vision of advancing market

transformation in the city. Ted Trabue, DCSEU Managing Director, led a discussion on energy efficiency and social equity. The partners will continue to work together to identify opportunities to build capability, collaborate, and accelerate clean energy solutions.

- **MWCOG Annual Meeting.** On December 9, the DCSEU attended the Metropolitan Washington Council of Governments (MWCOG) Annual Meeting. Over the past year, MWCOG and the DCSEU have collaborated to exchange best practices and information in energy efficiency and renewable energy, including energy financing. Mayor Muriel Bowser serves as the President of MWCOG.

Public Relations

- **Earned media.** The DCSEU received 16 earned media mentions in the first quarter. On October 17, DCSEU Managing Director Ted Trabue appeared on the Jennifer Hammond Show on Sirius XM to discuss residential energy efficiency. On October 21, the DCSEU was mentioned in the ACEEE State Energy Efficiency Scorecard press release as a contributing factor in the District's rise of seven spots in the rankings. The DCSEU was also mentioned in articles featured in Trade and Industry Development, Contractor Magazine, and Yahoo Finance on October 21, in Vermont Business Magazine, EnergyEfficiencyMarkets.com, and Buildings.com on October 23, and in a Just Means blog post on October 28. On November 4, the DCSEU teamed up with appliance repair experts to provide Capital Community News readers with tips to help prolong the life of their appliances and maximize energy efficiency in an article, "Home Appliances: When to Tune Them Up – And When to Buy New". The DCSEU was mentioned in a Markets-Boston.com article on November 4 titled "Future Cities Summit Ties Sustainability, Social Equity, Clean Energy and Scale". This article was also featured in The Numbers—Marketplace from American Public Media and The Press Enterprise—Stock Market on November 4, and in Social Earth on November 10. On November 4 and November 12, the DCSEU was also mentioned in a Mondaq article, "Mid-Atlantic: Distributed Energy Opportunities".
- **Phlash Phelps Show.** In the first quarter, the DCSEU completed an interior lighting project at the 238,684 square foot building housing Sirius XM offices in Northeast DC. Because Sirius XM is a happy customer of the DCSEU, the DCSEU was invited to speak on the Phlash Phelps Show on Sirius XM radio on December 22.

Community Outreach

- **Community events.** The DCSEU staffed seven community events in the first quarter. On October 15, at the DC Retired Educators Business Meeting and 3rd Annual Community Health and Wellness Fair sponsored by the DC Office on Aging, DCSEU staff provided energy efficiency information to approximately 200 attendees. The DCSEU also staffed the DC Chapter of the National Federation of the Blind Health Fair on October 16 to provide more than 100 visually impaired attendees with information about DCSEU services. At the event, the DCSEU provided its first informational materials in braille; this was the DCSEU's first time working with this segment of the DC community. The DCSEU also gave 50 backpacks containing information to the DC Council of the Blind for



distribution at its Annual Convention on October 24. The DCSEU also staffed the Carver Terrace Community Health, Wellness, Informational & Job Fair, sponsored by Serve DC and the Office of the Mayor, on October 24. The DCSEU distributed backpacks containing information about the DCSEU to 60 attendees. The DCSEU also staffed DOEE's Weatherization Day event on October 30 (see Weatherization Day below). On November 5, at Ward 4 Councilmember Brandon Todd's Senior Day, DCSEU staff provided energy efficiency information to approximately 300 attendees. The DCSEU attended the event to support Brandon Todd's efforts with the Ward 4 senior community by providing resources and information to help seniors save energy and money. Ward 4 Councilmember Brandon Todd attended the event. On December 10, the DCSEU sponsored and attended the the Mayor's Annual Senior Holiday Celebration, sponsored by the Mayor's Office and the DC Office on Aging. The DCSEU participated in the event to support Mayor Bowser's efforts with the senior community by providing resources and guidance to help these residents save energy and money. Mayor Bowser as well as Ward 4 Councilmember Brandon Todd and Ward 8 Councilmember LaRuby attended the event. Approximately 4,000 seniors attended the event.

- **Weatherization Day.** On October 30, DCSEU staff participated in DOEE's Weatherization Day event. The event consisted of meetings with subcontractors and collaboration with DOEE and industry peers. DOEE Director Tommy Wells addressed the public, as well as Dana Jones Executive Director of UPO, Ted Trabue Managing Director of the DCSEU, and DOEE Contract Administrator Dr. Taresa Lawrence. The DCSEU distributed information about DCSEU services and 60 yellow grocery bags to DC residents.



Marketing

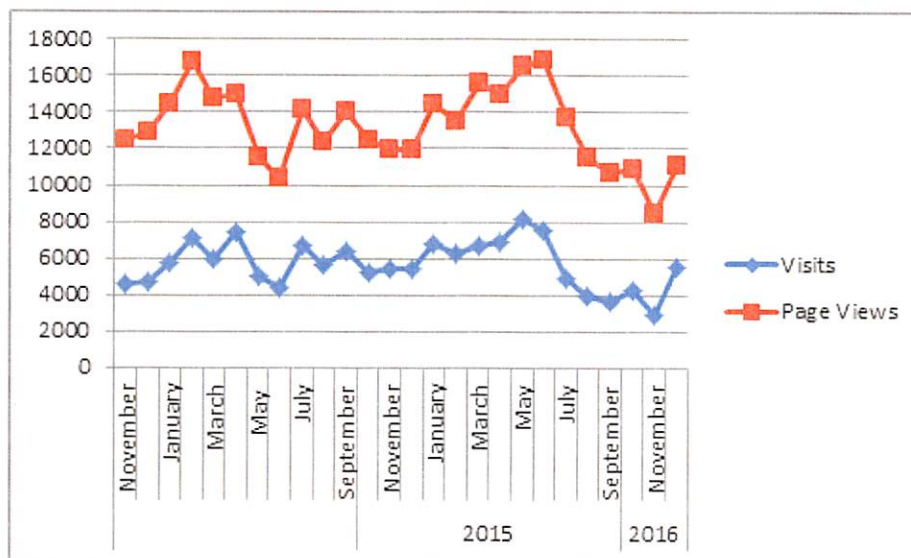


Figure 1. DCSEU website visits and page views, by month, FY 2014, 2015, and 2016 to date

- First-quarter website visits **12,740**
- Facebook **418 Likes**
- Twitter **1,222 Followers**
- **Residential heating campaign.** The DCSEU continued its ongoing residential heating campaign in November with advertisements in Capital Community News publications. Campaign advertisements on Pandora internet radio launched in December.
- **Website improvements.** The Marketing team made improvements to the DCSEU website in the first quarter. The website refresh included minor changes to enhance user friendliness, ensuring website visitors are no more than three clicks away from desired content at all times.
- **Materials for the visually impaired.** In October, the DCSEU collaborated Columbia Lighthouse for the Blind to produce its first materials accessible to the District's visually impaired community. The DCSEU produced special copies of its residential rebate flyer in both large-print and braille. The materials were available at the DC Chapter of the National Federation of the Blind Health Fair and the DC Council of the Blind Annual Convention (see **Community Events**).



Table 6. DCSEU initiatives, by sector

Core Area	Initiative Name	Description	Customer	Status
Residential	Efficient Products	Deep discounts on CFLs and LEDs with partnering retailers in DC; mail-in rebates for qualifying energy-efficient appliances	DC residents	On track
	Home Performance with ENERGY STAR	Rebates for energy efficiency improvements: air and duct sealing, insulation, and heating system improvements	DC single-family homeowners	In redesign
	Income-Qualified Services	Home energy improvements such as air and duct sealing, insulation, and heating system improvements	Pre-enrolled DC single-family homeowners meeting income requirements	On hold
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 Services	Direct installation of CFLs, low-flow faucet aerators and showerheads, hot water tank wrap, and pipe wrap in low-income multifamily properties	Property owners of multifamily buildings serving DC residents meeting income requirements	In redesign
Renewable Energy	Affordable Solar Photovoltaic (PV)	No-cost installation of solar PV systems	DC single-family homeowners meeting income requirements	In redesign
	Small to Medium-size Commercial Solar	Incentives and financing to install solar PV systems	Small to medium-size business owners	In design
	Solar Thermal	Incentives to install solar thermal arrays to provide hot water and reduce natural gas consumption	Income-qualified cooperative housing and property owners of multifamily buildings serving DC residents meeting income requirements	On track
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	In redesign
	Commercial and Institutional Custom	Technical assistance, account management, and financial incentives for energy efficiency projects	Large commercial and institutional customers	On track