



DC
SUSTAINABLE ENERGY
UTILITY

Second Quarter Report for Fiscal Year 2017

January 1 – March 31, 2017

April 28, 2017

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MESSAGE FROM THE MANAGING DIRECTOR

The DCSEU is now coming to a close on the first half of this fiscal year. This moment puts us at the threshold of a new era in thinking more boldly than before about how sustainable energy services can be delivered to District residents and businesses. Not only are we looking forward to a period in which our contract extends for five years, we also recognize that the new contract could give us an international reputation for doing sustainable energy right. Move over, [China](#), and let us show you how it's more than about clean energy and job creation! It's about strengthening community and economic health via well-regulated clean energy practice.

As of the end of March, the next DCSEU contract—this time, with a 5-year performance period—was placed on the April 4 agenda for approval by the DC Council. Approval is the final step before we can put to work our long-standing plans for the enterprising service delivery we proposed a year ago.

The next contract will involve some essential differences from the current system of 1-year contracts.

- The energy savings goals for both electricity and natural gas will increase beyond previous levels. This will be important to ensure that the DCSEU will be able to serve more buildings across the District over the entire 5-year period, compared to what might have happened if the District had continued to offer only 1-year contracts.
- The goals for renewable energy generation will increase fivefold, compared to previous targets.
- We will ramp up our search for external funds to augment the DCSEU budget. The leveraging goals call for \$1 million per year across the whole period; again, more services to customers.
- A new goal will demonstrate beneficial impacts to the low-income residential market; it shifts the emphasis from dollars spent to a combination of dollars spent and energy savings achieved.

Together, these goals and the work ahead of us mean we are a mature organization that is achieving significant administrative efficiencies from well-managed operations.

Another benefit of the longer-term contract will be our ability to plan well ahead to obtain deeper energy savings for projects that typically require a long time to start up. This means more—and more comprehensive—services to commercial customers.

We close out this quarter with great enthusiasm for meeting the challenges that lie ahead. It is an honor to undertake this work on behalf of District ratepayers, whom we see as members of communities to be strengthened through sustainable energy. The District's initial contract in 2011 stood out above all the rest of the nation's energy efficiency programs for its courage in linking sustainable energy delivery to job creation. A 5-year contract still keeps the District at the cutting edge of the nation's sustainable energy programs, with its high goals and the challenge to pursue a large amount of external funds. This is a turning point for all of us: the District, our customers, our communities, and the DCSEU staff. We can't wait.

Ted Trabue

Managing Director

QUARTERLY FEATURE

Not All Bulbs Are Created Equal

A homeowner replacing a 60-watt incandescent with an LED equivalent can save \$130 throughout the new bulb's lifetime—and \$150 from their annual energy bill if they replace all incandescent bulbs with LED bulbs.

It's a smart choice, but not all LED bulbs are created equal. Without ENERGY STAR-certification, LED bulbs available to purchase fail to meet certain quality requirements. Known in the industry as “ish” bulbs, these often-cheaper but lower-quality bulbs can flicker, shift in color, lose brightness over time, offer uneven light, or continue to use power when turned off. The

current ENERGY STAR requirement is for LED bulbs to last at least 13 years. They're also required to have guaranteed light quality and output, to cast light in all directions, and to be available in a wide variety of styles to fit any socket.



Starting in January, the DCSEU began working with retailers across the district to offer discounted ENERGY STAR LED bulbs for as low as 95¢—a cost that's compatible with the often cheaper “ish” bulbs. An awareness campaign launched in the second quarter on social media, in the DCSEU newsletter, and on in-store materials encourages customers to look for the blue ENERGY STAR label when choosing their bulbs to get the best bang for their buck.

The DCSEU is driving home the importance of these ENERGY STAR certified LED bulbs, working with local organizations and partnering retailers to engage with customers where they are. In the second quarter, the DCSEU partnered with Capital Area Food Bank to distribute approximately 5,000 DCSEU-provided LED bulbs to food bank clients. The bulbs are expected to result in 253,727 KWh of electricity savings—or \$224,000 in lifetime energy savings—for DC's most vulnerable residents. Moving into the spring and summer season, the DCSEU will also be hosting informational events at partnering retailers across the District.



This report of the District of Columbia Sustainable Energy Utility covers the period from January 1 through March 31, 2017. This progress report contains information about the DCSEU's activity to date in FY 2017 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, Institute for Market Transformation, New Columbia Solar, and PEER Consultants.

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	Benchmark Maximum	Period Results	Quarterly Results	Year to Date	Minimum Benchmark Progress	Maximum Benchmark Progress
Performance Benchmarks	1a	Reduce per-capita consumption - Electricity	MWh	51,845	103,690	3,233	10,409	15,050	29%	15%
	1b	Reduce per-capita consumption - Natural gas	Mcf	61,521	273,428	2,535	4,219	19,279	31%	7%
	2	Increase renewable energy generating capacity	Cost / kWh	10% cost reduction over 2016	20% of cost reduction over 2016					
	3	Improve energy efficiency in low-income housing	% of annual budget	\$ 3,520,000	\$ 5,280,000	\$ 249,461	\$ 487,561	843,965	24%	16%
	4	Increase number of green collar jobs ^a	Green job FTE's directly worked by DC residents, earning at least a Living Wage	103,350	171,600	8,094	22,779	44,163	43%	26%
Minimum Requirements	5	Reduce growth in peak demand	kW	2,000	20,000	240	1,314	1,782	89%	9%
	6	Reduce growth in energy demand of largest users	# of projects completed with a square footage of > 200,000	30	50	5	9	14	47%	28%
	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,720,000	\$ 20,000,000	\$ 1,143,269	\$ 2,736,121	4,863,839	27%	24%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 2,217,753	\$ 2,217,753	\$ 41,208	\$ 225,832	420,197	19%	19%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 14,960,000	\$ 832,869	\$ 2,102,470	3,517,957	33%	24%
	9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 4,400,000	\$ 283,745	\$ 633,651	1,345,882	51%	31%

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	\$ 718,508	\$ 209,039	\$ 1,986	\$ 213,736	\$ 1,143,269
Expenditures for this quarter	\$ 1,887,545	\$ 349,169	\$ 7,951	\$ 491,456	\$ 2,736,121
Year-to-date expenditures	\$ 3,433,275	\$ 443,533	\$ 19,093	\$ 967,938	\$ 4,863,839
Annual budget estimates	\$ 9,570,195	\$ 2,531,471	\$ 1,715,946	\$ 3,902,388	\$ 17,720,000
Percent of the annual budget spent	8%	8%	0%	5%	27%
Annual Savings, MWh					
Electricity savings (MWh) for this period	2,068	620	0	545	3,233
Electricity savings (MWh) for this quarter	8,667	1,093	0	648	10,409
Year-to-date savings (MWh)	12,927	1,368	0	756	15,050
Percent of annual MWh savings goal met	32%	34%	0%	3%	25%
Summer Peak Demand Savings^a, kW					
Summer peak demand reduction (kW) for this period	160	38	0	41	240
Summer peak demand reduction (kW) for quarter	1,167	96	0	50	1,314
Year-to-date summer peak demand reduction (kW)	1,609	117	0	56	1,782
Percent of summer peak demand reduction goal met	137%	88%	0%	8%	89%
Annual Savings, Mcf					
Natural gas savings (Mcf) for this period	1,692	395	0	448	2,535
Natural gas savings (Mcf) for quarter	2,927	624	0	668	4,219
Year-to-date savings (Mcf)	17,697	752	0	848	19,297
Percent of annual Mcf savings goal met	9%	3%	0%	-1%	12%
Lifetime Economic Benefit^b					
Lifetime Economic Benefit for this period	\$2,463,348	\$1,099,481	\$ -	\$402,620	\$ 3,965,448
Lifetime Economic Benefit for quarter	9,911,515	1,753,855	\$ -	549,434	\$ 12,214,804
Year-to-date Lifetime Economic Benefit	\$16,731,379	\$1,889,659	\$ -	\$730,795	\$ 19,351,833
Participants Served					
Participants served for this period	33	948	0	1040	2,021
Participants served for this quarter	70	1,057	0	1244	2,371
Year-to-date participants served	85	2,005	0	1407	3,497

^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.

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	48	\$247,870
	Commercial and Institutional Custom	36	\$1,260,948
	T12 Market Transformation		
	T12 Replacement		
Low-Income Multifamily	Low-Income Comprehensive	0	\$94,260
	Implementation Contractor Direct Installation	191	69699.76
	T12 Replacement		
Renewable Energy	Solar Hot Water		
	Solar Photovoltaic Systems		
Residential	Retail Efficient Products	1,401	\$125,040
	Efficient Products Food Bank	550	28,987
	Home Performance with ENERGY STAR	19	\$3,967
	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	1,501.53	0
	Commercial and Institutional Custom	22,725.02	79,188
	T12 Market Transformation	73	0
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	1,684.53	7,577
	Implementation Contractor Direct Installation ^b		
	T12 Replacement		
Renewable Energy	Solar Hot Water	0	186
	Solar Photovoltaic Systems	2,089.24	0
Residential	Retail Efficient Products ^c	10,177	860
	Efficient Products Food Bank	1	20
	Home Performance with ENERGY STAR	4.30	21
	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.

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 For a list of FY 2017 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		24						260	43			327
Cooking and Laundry								372	270			642
Design Assistance		2										2
Hot Water Efficiency						25		580				605
Hot Water Replacement		3						3	12			18
Light Bulb/Lamp	8,612	37,482		4957		20	102	84	4,556			55,813
Lighting Efficiency/Controls	131	435						1				567
Lighting Hardwired Fixture	2,383	590					40	168	1,887			5,068
Motor Controls		19										19
Motors		1										1
Office Equipment, Electronics												0
Other						18			42			60
Other Fuel Switch		1						1				2
Refrigeration	1	55					2	190	77			325
Space Heat Efficiency		2				39	322		250			613
Space Heat Replacement		12						1	30			43
Thermal Shell						66		2				68
Ventilation								197				197
Water Conservation												0
Total	11,127	38,626	0	4,957	0	168	466	1,859	7,167	0	0	64,370

4. Sector Highlights in the Core Areas

Residential Services

- **Home Performance with ENERGY STAR.** The DCSEU completed 14 Home Performance with ENERGY STAR projects in the second quarter. District homeowners who complete a DCSEU Home Performance project were eligible to be reimbursed by the DCSEU up to 50% of the cost of air sealing up to \$150, and for 50% of cost of insulation up to \$300. The program will be discontinued, effective close of business on March 31. DCSEU incentives toward energy audits, air sealing, and insulation will be honored for completed projects, with energy savings data submitted to the DCSEU through March 31.
- **Income Qualified Weatherization.** The DCSEU Income Qualified Weatherization program provides energy efficiency and weatherization services to income qualified District residents, with the goal of lowering the energy burden for these households. The program provides these services at no cost to residents. The DCSEU completed 3 Income Qualified Weatherization projects in the second quarter. The program will be discontinued, effective close of business on March 31.
- **FY 2017 retail lighting promotions.** In the second quarter, the DCSEU lowered its LED price floor, further buying down the cost of ENERGY STAR LED bulbs to \$.95 for omnidirectional bulbs and \$2.95 for directional bulbs at participating DC retailers.
- **Spring and summer retail events.** The DCSEU will be at participating retailers each weekend beginning in April and going through June, speaking to customers about the benefits of ENERGY STAR products and educating customers about how to choose efficient lighting products. Staff will be in the following stores during the month of April: Annie's Ace – Brookland, Annie's Ace – Petworth, Costco, Home Depot, Walmart – H Street NE, and Walmart – Georgia Avenue.
- **Partnership with Capital Area Food Bank.** The DCSEU partnered with Capital Area Food Bank in the second quarter to distribute DCSEU-provided LED bulbs to food bank clients. The 4,957 bulbs that were distributed by Capital Area Food Bank are expected to result in 253,727 KWh of electricity savings.
- **Progress in the residential market.** DCSEU residential initiatives serve the District residents, from single-family homeowners to renters purchasing efficient light bulbs. To date in FY 2017, the DCSEU has achieved electricity savings of 756 MWh in the residential market—3% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 848 Mcf in this market—1% of its annual natural gas savings

goal. At this time last year, the DCSEU had hit 57% of its annual MWh savings goal and -2% of its annual natural gas savings goal in this market. The DCSEU is on track to meet both goals in FY 2017. There have been 1,407 participants served in the residential market to date.

Low-Income Multifamily

- **Low-income multifamily projects completed.** The DCSEU completed four low-income multifamily comprehensive, custom, and direct-install projects in the second quarter. The projects will result in estimated annual savings of 295 MWh (electricity) 594 Mcf (natural gas).
- **Phyllis Wheatley YWCA.** In January, the DCSEU completed a low-income custom project at the Phyllis Wheatley YWCA. The improvements will result in savings of 231 MWh (electricity) and 219 Mcf (natural gas) per year.
- **Progress in the low-income multifamily market.** DCSEU low-income multifamily initiatives typically serve the District's affordable multifamily housing community. To date in FY 2017, the DCSEU has achieved electricity savings of 1,368 MWh in the low-income multifamily—34% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 752 Mcf in this market—3% of its annual natural gas savings goal. At this time last year, the DCSEU had hit 12% of its annual MWh savings goal and 2% of its annual natural gas savings goal in this market. The DCSEU is on track to meet both goals in FY 2017. There have been 2,005 participants served in the low-income multifamily market to date.

Renewable Energy

- **Progress in the renewable energy market.** DCSEU renewable energy initiatives typically serve the District's income-qualified residents. To date in FY 2017, the DCSEU has achieved electricity savings of 0 MWh in the renewable energy market—0% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 0 Mcf in this market—0% of its annual natural gas savings goal. At this time last year, the DCSEU had hit 146% of its annual MWh savings goal and 8% of its annual natural gas savings goal in this market. The DCSEU is on track to meet both goals in FY 2017. There have been 0 participants served in the renewable energy market to date.

Commercial and Institutional

- **Custom projects completed.** In the second quarter, the DCSEU completed 22 Commercial and Institutional custom projects, with estimated annual savings of 7,483 MWh (electricity) and 2,869 Mcf (natural gas). The DCSEU offers direct installation of energy efficiency measures at primarily small and medium-size commercial businesses through the Commercial Direct Services initiative.
- **Washington Convention Center.** The DCSEU met with stakeholders at the Washington Convention Center on January 11 to arrange for a CBE contractor to implement a comprehensive lighting audit. On January 30, the audit was completed for a multi-phase lighting installation of up to 60,000 lights and potential retrofit of two boilers. The project is part of a long-term, ongoing partnership with the Washington Convention Center, one of the largest energy users in the District.
- **Central Heating Plant.** In January, the DCSEU responded to a request for information issued by the General Services Administration (GSA), a long-time partner and DCSEU customer, to provide no-cost energy management assistance at the Heating Operation and Transmission Division (HOTD) Central Plant. Assistance provided by the DCSEU will include but is not limited to engineering support, strategic planning, relationship development, and access to financing organizations. The response will position the DCSEU as a neutral, third party resource to the GSA team as they determine the HOTD Central Plant's future.
- **Third Annual Energy and Sustainable Solutions Conference.** The DCSEU attended and made a presentation to the attendees of the Third Annual Energy and Sustainable Solutions Conference at the George Washington University on February 24. Hosted by Leaders in Energy, the event focused on energy use reduction and sustainability at college and university campuses. High level university engineers, vendors, representatives from university offices of sustainability, and students were in attendance. The DCSEU presentation used examples of collaborations with DC university partners to demonstrate the value of energy efficiency.
- **Shrink Your Energy Bills, Grow Your Business webinar.** On February 7, the DCSEU hosted a webinar for businesses to answer questions and provide information on how to participate in the DCSEU's Business Energy Rebates and Custom programs. Approximately 60 people registered for and attended the webinar.

- **Great Streets partnership.** In February, the DCSEU strengthened its partnership with Great Streets. The DCSEU met with representatives of Great Streets and discussed how to help businesses involved in the Great Streets program initiative take advantage of DCSEU programs to help them save energy and money. The partnership is ongoing and meetings will be held periodically in the coming months.
- **Capital Area Food Bank.** In February, the DCSEU completed two projects at Capital Area Food Bank. The improvements in lighting and refrigeration upgrades will result in savings of 242 MWh (electricity).
- **Business Energy Rebates.** The DCSEU completed 47 commercial projects involving Business Energy Rebates (BER) in the second quarter, with an estimated total rebate value of \$96,686. By the end of the second quarter, the DCSEU had 47 active opportunities with an estimated incentive value of \$132,379. There are an additional 29 (under way, but not yet completed) BER projects in the pipeline, with an estimated rebate value of over \$84,122. The BER initiative serves the District's small and medium-sized businesses, providing rebates for energy-efficient lighting, heating, refrigeration, cooking, and other qualifying equipment.
- **Commercial Direct Services.** By the end of the second quarter there were 22 active Commercial Direct Services projects with an estimated rebate value of \$258,940. The DCSEU offers direct installation of energy efficiency measures at primarily small and medium-size commercial businesses through the Commercial Direct Services initiative.
- **DCRA Small Business Resource Center.** On February 23, the DCSEU attended the five year anniversary celebration of the DCRA Small Business Resource Center. DCRA presented the DCSEU with a certificate of appreciation at the event for the DCSEU's partnership and continued work with the organization and small businesses around the city.
- **Progress in the commercial and institutional market.** DCSEU commercial and institutional initiatives typically serve small to medium-sized businesses, universities, hotels, and other large commercial spaces. To date in FY 2017, the DCSEU has achieved electricity savings of 12,927 MWh in the commercial and institutional market—32% of its annual MWh savings goal. The DCSEU has also achieved natural gas savings of 17,697 Mcf in this market—9% of its annual natural gas savings goal. At this time last year, the DCSEU had hit 86% of its annual MWh savings goal and 7%

of its annual natural gas savings goal in this market. The DCSEU is on track to meet both goals in FY 2017. There have been 85 participants served in the commercial and institutional market to date.

- **Sustainable Energy Finance Forum.** The DCSEU hosted a Sustainable Energy Finance Forum alongside DC PACE on January 26 to discuss how to identify and fund energy improvements in District buildings. There were more than 40 attendees.

Green Jobs

- **Workforce Development Spring/Summer Cohort.** The DCSEU Workforce Development team met with partners and staffing agencies throughout January to discuss certifications and the roles of mentors for the upcoming Workforce Development Program Spring/Summer cohort. The team conducted final interviews for cohort participants on January 12. On January 30, an orientation for the new cohort was held at the DCSEU office. The DCSEU Workforce Development Spring cohort externs also attended trainings and participated in educational site visits throughout February. The externs received Building Operator Certifications, LEED certifications, and training in new, efficient technologies in preparation for careers in building operations.

5. Activity Supporting DCSEU Initiatives

Public Affairs & Public Relations

- **Annual Accountability Report Meeting.** On January 9, the DCSEU attended the Annual Accountability Report meeting of Mayor Bowser's Transition Committee. In addition to members of her transition committee, her mayoral cabinet and community stakeholders were in attendance. The Accountability Report provides updates on the priorities identified during the 2014-15 mayoral transition, noting the progress made on each goal. The report delivers on Mayor Bowser's commitment to transparency and accountability, highlighting the Administration's efforts to protect and enhance the District's core values and beliefs.
- **Economic Development Open House.** On January 12, the DCSEU participated in the District of Columbia first Economic Development Open House featuring the agencies of the Economic Development Cluster. The DCSEU was invited by the Deputy Mayor

for Economic Development to participate and table a display of DCSEU service offerings. This was an opportunity to meet and identify future opportunities for collaboration across city agencies.

- **Meeting with Councilmember Grosso.** On January 30, the DCSEU met with Councilmember Grosso to provide a briefing on the DCSEU's FY 2016 activities and results and to discuss developments for FY 2017. Councilmember Grosso offered to help spread the word about DCSEU program offerings by leveraging communication opportunities via newsletters and articles to his District stakeholders.
- **Environmental Stakeholders Quarterly meeting.** On February 2, the DCSEU attended the Environmental Stakeholders Quarterly meeting hosted by DOEE. The group consists of environmental stakeholders from around the District and the Metropolitan Washington region. Tommy Wells, Director of DOEE, chaired the meeting. Both public and private sector representatives were in attendance.
- **City Administrator Resiliency Forum.** On February 9, the DCSEU participated in the City Administrator Resiliency Forum. The workshop brought together a diverse set of stakeholders to develop strategies to address the infrastructure, public safety, and economic challenges in the District. Local and federal government officials, representatives from public and private sector businesses, and civic community members were in attendance.
- **Committee on Housing and Neighborhood Revitalization.** On February 21, the DCSEU met with staff from Councilmember Anita Bonds' Committee on Housing and Neighborhood Revitalization to explore how greening legislation might enhance existing efforts to maintain affordable housing, support green job development, enhance economic development, lower energy costs, and reduce the burden on low-income District residents and building owners.
- **Meeting with Vice Chair Bicky Corman.** On February 28, the DCSEU met with Advisory Board Vice Chair Bicky Corman to provide a briefing on the DCSEU's FY 2016 results and discuss DCSEU direction for FY 2017. Vice Chair Corman expressed the desire to hold a more detailed briefing retreat for all Board members and DOEE DCSEU Management staff.

- **Committee on Transportation and Environment.** On March 16, the DCSEU participated in the meeting of the Council of the District of Columbia's Committee on Transportation and Environment. The committee is chaired by Councilmember Mary M.; Cheh. DCSEU Managing Director Ted Trabue provided testimony on behalf of the District of Columbia Sustainable Energy Utility. Other testimony participants included Casey Trees, District of Columbia Environmental Network, and Access Green.
- **National Utility Contractors Association Forum.** On March 30, the DCSEU attended the 2017 National Utility Contractors Association (NUCA) Forum at Gallaudet University. NUCA is the leading trade association working solely for the utility construction and excavation industry. The Washington DC Chapter was founded in 2012, to bring together the firms that are located in the District of Columbia. DCSEU Managing Director Ted Trabue moderated a panel discussion on the challenges and future of the utility industry.
- **International School of the Americas.** On February 6, a group of approximately 15 students from The International School of the Americas, a high school in San Antonio, Texas, visited the DCSEU to learn about how the DCSEU is implementing sustainability programming in DC. They will use the best practices learned at the DCSEU to make recommendations on the SA2020 Vision, a plan to bring residents and community leaders in San Antonio together to discuss the sustainable future of the city.

Community Outreach

- **Community Events.** The DCSEU attended seven events in the second quarter. On January 13, the DCSEU attended the George Washington University's Clean Energy Job Fair hosted by the George Washington University School of Media and Public Affairs. The DCSEU also sat on a panel at the fair to discuss financing for energy efficiency. On January 16, the DCSEU participated in Dr. Martin Luther King, Jr. Day of Service. Staff volunteered at events including environmental walks, neighborhood cleanups, park cleanups, and river cleanups across the city with organizations such as Anacostia Riverkeeper, DC UrbanGreens, and Rock Creek Conservancy. The DCSEU also participated in the Community Health & Wellness Informational Job Fair at the Samuel Simmons NCBA Senior Housing Facility on January 25. Approximately 50 seniors attended the event. The DCSEU also attended a series of events with the DC Office on Aging including a Community Health and Wellness Fair on February 10 and

a series of awareness events alongside the American Kidney Fund on February 13 and 22, and a Valentine's Day lunch on February 14.

Marketing

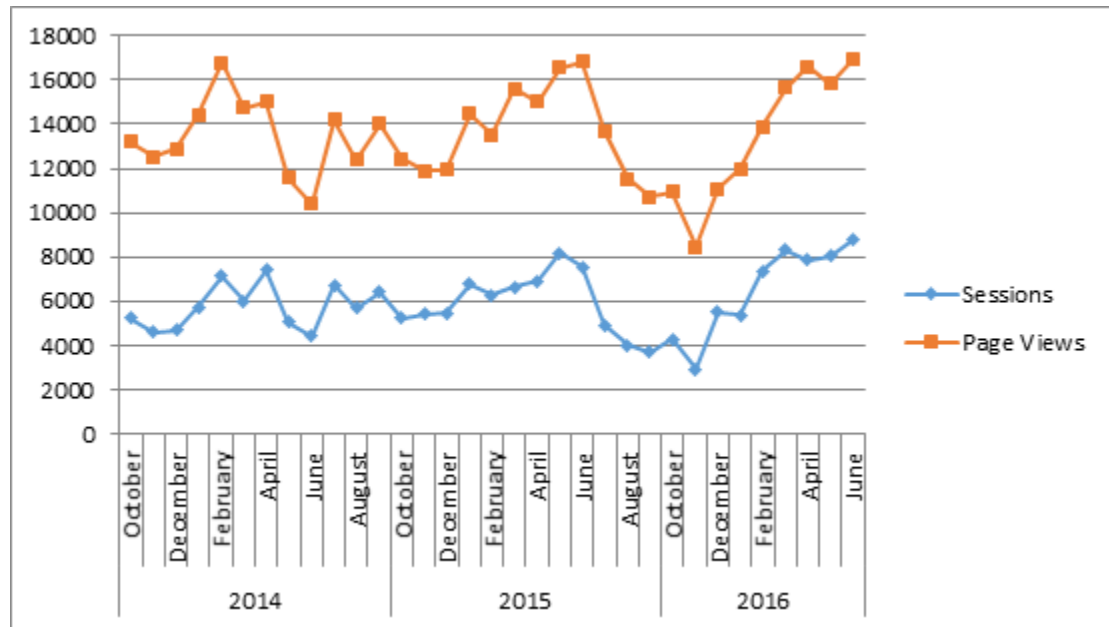


Figure 1. DCSEU website sessions and page views, by month, FY 2014, 2015, 2016, and 2017 to date

- Second-quarter website visits **21,822**
- Facebook **511 Likes**
- Twitter **1,504 Followers**
- **Efficient product promotion.** Efficient product promotion emphasizing the smart thermostat rebate offering and new, low prices on LED lighting continued in February with ad placements across print and digital outlets. The DCSEU is advertising with Washington City Paper, Current newspapers, Pandora, Google Adwords, Capital Community News Publications, and sponsored posts on the Prince of Petworth blog (www.popville.com). On January 17, the smart thermostat offering was promoted in Washington City Paper's January Promotions e-blast, reaching approximately 13,486 recipients. On February 14, the smart thermostat offering was promoted in Washington City Paper's District Line Daily e-blast, reaching approximately 17,000 recipients.

- **Nest discount code.** The DCSEU marketing team is working with the web team and Nest to build a custom tool on the DCSEU website that will allow customers to access a code valid for two instant smart thermostat rebates on www.nest.com. The tool is expected to launch in April
- **In-store promotion.** The DCSEU is working with Feit, a lighting manufacturer, to partner on an endcap promotional display at the DC Costco. The DCSEU is also partnering with Cree and Home Depot to feature a wingcap promotion at Home Depot for Cree bulbs. In retail marketing, an endcap is a display for a product placed at the end of an aisle, and a wingcap is a display placed in the aisle. These give a brand a competitive advantage and enhanced visibility. These promotions will operate during the month of April in celebration of Earth Day.
- **Increase in website traffic.** The DCSEU website saw an increase in traffic due to programs re-launching and external advertising and promotion in the second quarter. Visual and audio ads promoting DCSEU smart thermostat and heating rebates featured on Pandora internet radio are driving the largest amount of visitors to the site.

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	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

Core Area	Initiative Name	Description	Customer	Status
Low-Income Multifamily	Low-Income Multifamily Comprehensive	Custom technical and financial assistance for energy efficiency improvements for multifamily properties	Property owners of multifamily buildings, shelters, and clinics serving DC residents meeting income requirements	On track
Renewable Energy	Commercial Solar	Incentives and financing to install solar PV systems	Commercial business owners	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
	Commercial Direct Services	Direct installation of energy efficiency measures at primarily small and medium-size commercial businesses	Business owners	On track
	Commercial and Institutional Custom	Technical assistance, account management, and financial incentives for energy efficiency projects	Large commercial and institutional customers	On track