FY 2013 Preliminary Results and FY 2014 Updates

Advisory Board Meeting
March 18, 2014
FY 2013 Preliminary Results

- Higher energy savings
  - 100% higher electricity savings
  - 900% higher natural gas savings

- More projects completed
  - 140 C&I projects
  - > 300,000 measures installed
FY 2013 Preliminary Results

- 30% decrease in Admin costs in FY13
- 400 District residents from every Ward worked in support of DCSEU projects
- $4.6 million spent with CBES
DCSEU Recognition

- 40+ earned media mentions in FY14
  - Washington Post, the Express, Hill Rag, WTOP

- Highest website traffic since DCSEU launch
  - 100% improvement over FY 2013

- Doubled social media engagement in 1 year

- Successful DC Green Schools Challenge mentorship
  - 30% savings at Langley!
  - Anacostia High School wins $10,000!
NEW Brand Campaign

- Launched March 1
  - Advertising in newspapers and online
  - New program marketing materials
  - Outdoor advertising in available PSA space
    - Bus shelters
    - Exterior bus advertising
Opportunities for Board Engagement

- Identifying opportunities to leverage outside funding
  - Foundations
  - PJM
- Developing a formula to estimate green jobs and workforce development strategy
Join Us!

POWER LUNCH

WITH

DC SUSTAINABLE ENERGY UTILITY

FOOD TRUCKS | PRIZES

GOLD DRINKS | MUSIC

April 25, 11am-3pm
COME HUNGRY, LEAVE ENERGY SMART

Take M to the Half Street Fairgrounds
at the Navy Yard Metro Station.
www.DCSEU.com/PowerLunch

- In partnership with WMATA, DDOE, DDOT, Capital Riverfront, & Zipcar
- www.dcseu.com/powerlunch
Thank you for your continued support

- 3 year anniversary March 24th

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