



OFFICE OF THE
SECRETARY

2015 OCT 13 PM 5:11

MURIEL BOWSER
MAYOR

OCT 13 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 Department of Energy and Environment ("DOEE") is pleased to submit the enclosed Fiscal Year 2015 Third Quarter Report on behalf of the District of Columbia Sustainable Energy Utility ("DCSEU"). This report details the activities undertaken and the accomplishments of the energy efficiency and renewable energy programs administered during April 1, 2015 – June 30, 2015. This report was prepared by the DCSEU. DOEE, the designated contract administrator, is transmitting the attached report.

Please feel free to contact 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". The signature is stylized with a large, flowing "M" and "B".

Muriel Bowser



DC
SUSTAINABLE ENERGY
UTILITY

Third Quarter Report for Fiscal Year 2015

April 1 – June 30, 2015

July 31, 2015

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MESSAGE FROM THE MANAGING DIRECTOR

In June, the Obama Administration announced its plans to make solar energy more accessible to all Americans, building upon its 2013 Climate Action Plan. Two of the new initiatives include tripling the Administration's previously-established renewable energy installation goal from 100 to 300 MW on federally subsidized housing, and increasing the renewable energy workforce by 75,000—each by 2020. These goals represent yet another timely example of how leadership is addressing climate change and energy inequity. Just one month prior to the Obama Administration's announcement, Pope Francis published his encyclical on the environment and climate change, encouraging humans across the globe to play an active role in the future of our planet and broaching the subjects of environmental stewardship and social equity. We are proud that the Obama Administration has demonstrated leadership in this area, and are pleased to say that we are well along the way to helping the nation reach its goals of expanding access to solar energy and significantly reducing greenhouse emissions.

Renewable energy is not only a national priority, but a key component for energy matters in our region. In May, the Maryland Public Services Commission granted Exelon-PHI a conditional approval for its proposed merger. Exelon has committed to take part in the development of 20 MW of solar generation in Maryland, to be split between Montgomery County, Prince George's County, and some of the Delmarva Maryland service territories by 2018.

In 2012 the DCSEU launched its first solar photovoltaic (PV) program, a pilot which offered these installations at no cost for households that qualified as low-income, focused in Wards 7 and 8. That year, we installed solar PV systems on 54 single family homes at no upfront cost to the homeowners, resulting in 184 Mwh of electric savings for those customers. To date in FY 2015, the DCSEU has installed solar PV systems that offset approximately 282 Mwh of energy in the District of Columbia. That is enough electricity to power more than 32 homes in the District for one year. Since we opened our doors, we have installed more than 30% percent of the District's renewable energy generating capacity.

Solar energy isn't just about Mwh savings; it provides residents and businesses the opportunity to participate in the District's growing green economy. Since April 2014, the DCSEU's workforce development program, which provides on-the-job training and tangible work experience in the renewable energy sector, has placed forty-four District resident externs in companies across the city. Over fifty percent of our 2015 workforce externs work with solar companies.

The DCSEU is actively working towards the goal of making renewable energy available to all District residents as we move towards the end of our fourth full year of operation. We are proud to represent the District as a national model for sustainability. Earlier this year the DCSEU and the District Department of the Environment (DDOE) launched the Solar Advantage Plus Program. Mayor Muriel Bowser coined it, "130 by 9/30" because it strives to install solar PV systems on 130 low-income homes in just 250 days from the program's launch. We look forward to helping Mayor Bowser and the District meet this goal, and we are well on our way to achieving it thanks to the work of the DCSEU team and the participating solar contractors.

Ted Trabue
Managing Director

QUARTERLY FEATURE

Building the Green Economy

In the District, the fast-growing green economy is expanding opportunities for local businesses. DCSEU partner Alternatives Renewable Solutions, LLC (ARS) is a firm that has worked with local residents and businesses for more than 6 years, installing renewable energy systems on their homes, completing energy-efficient lighting upgrades for businesses, and providing other services. As a long-time DCSEU partner, ARS is committed to putting DC residents to work building a more sustainable city and spreading awareness of the benefits of energy efficiency and renewable energy. ARS has completed seven DCSEU solar photovoltaic (PV) projects so far, saving residents more than \$60,000 over the life of the systems.



“Access to renewable energy is important because a lot of these people are on a fixed income, and the ability to save even \$10 or \$20 every month can mean the difference between not having enough to eat and having money for 4 or 5 additional meals. Even the smallest of these systems could easily put hundreds of dollars back in their pockets every year, and it’s very meaningful,” said Curtis Pree, Managing Partner of ARS.

The solar panel installations benefit the community in more ways than one. ARS hires and trains local residents to install the panels, ensuring that the neighborhood itself can reap the benefits of the growth of the City’s green economy. In August, ARS will become a participating business in the DCSEU Workforce Development initiative. The firm will welcome five DCSEU externs, along with other candidates through the United Planning Organization (UPO) and the Department of Employment Services (DOES), to install solar PV systems for income-qualified District homeowners through the Solar Advantage Plus Program. These employees will not only earn at least the City’s living wage in their time working with ARS and the DCSEU, but will also learn valuable skills that will prepare them to continue in careers in the green industry.

ARS expects to install more than 20 of these systems in August. Each system is estimated to offset more than 3,000 kWh from the electric utilities supply each year. More importantly for the income-qualified residents receiving the solar PV panels, each system will reduce electric costs for these homeowners by an average of more than \$350 per year.



This report of the District of Columbia Sustainable Energy Utility covers the period from April 1 through June 30, 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, 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	Quarterly Results	Year to Date	Benchmark Progress
Performance Benchmarks	1a	Reduce per-capita consumption - Electricity	MWh	51,845	13,942	36,655	71%
	1b	Reduce per-capita consumption - Natural gas	Mcf	61,521	5,281	72,965	119%
	2	Increase renewable energy generating capacity	Cost / kWh	10% cost reduction over 2014			
	3	Reduce growth in peak demand	kW	2,000	1,806	4,279	214%
	4	Improve energy efficiency in low-income housing	% of annual budget	\$ 3,520,000	\$ 1,345,805	\$ 5,199,440	148%
	5	Reduce growth in energy demand of largest users	# of projects completed with a square footage of > 200,000	30	N/A	5	17%
	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	18,317	51,638	50%
Minimum Requirements	7	Expenditure of annual SETF dollars allocated to DCSEU services	Fiscal year dollars	\$ 17,600,000	\$ 4,553,674	\$ 15,623,638	89%
	8	Expenditures with Certified Business Enterprises	Minimum expenditure for Certified Business Enterprises	\$ 3,308,609	\$ 923,000	\$ 3,783,177	114%
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 10,560,000	\$ 2,877,631	\$ 11,715,875	111%
	9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,640,000	\$ 1,676,043	\$ 3,739,165	142%

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

¹The DCSEU provides services under a performance-based contract that contains a broad array of performance benchmarks and other contract requirements. These benchmarks are derived from goals established in the District's Clean and Affordable Energy Act of 2008. The DCSEU contract contains additional minimum contract requirements, beyond the contract performance goals.

Energy savings values in **Table 1** represent the first year's savings at the customer meter, with generally accepted utility adjustment values for: (1) free-ridership (action by customers who make efficiency improvements without program assistance); (2) spillover effects (action by customers who are influenced by the existence of the program to make efficiency improvements, but who are not program participants); and (3) energy losses (losses from electricity generation and distribution ["line losses"] and losses from natural gas generation and distribution).

2. Core Area Performance

Table 2. Core area expenditures and energy savings, to date²

	Commercial and Institutional	Low-Income Multifamily	Renewable Energy	Residential	Total
DCSEU Expenditures					
Expenditures for this quarter	\$ 2,325,485	\$ 632,880	\$ 554,478	\$ 1,040,831	\$ 4,553,674
Year-to-date expenditures	\$ 8,049,723	\$ 2,366,371	\$ 1,579,792	\$ 3,627,752	\$ 15,623,638
Annual budget estimates	\$ 8,212,536	\$ 3,152,746	\$ 1,831,053	\$ 4,403,666	\$ 17,600,001
Percent of the annual budget spent	98%	75%	86%	82%	89%
Annual Savings, MWh					
Electricity savings (MWh) for this quarter	9,516	937	173	3,316	13,942
Year-to-date savings (MWh)	21,651	3,476	519	11,009	36,655
Percent of annual MWh savings goal met	60%	86%	350%	46%	60%
Summer Peak Demand Savings^a, kW					
Summer peak demand reduction (kW) for quarter	1224	146	24	412	1,806
Year-to-date summer peak demand reduction (kW)	2515	351	67	1346	4,279
Percent of summer peak demand reduction goal met	214%	265%	1377%	195%	214%
Annual Savings, Mcf					
Natural gas savings (Mcf) for quarter	3,033	558	455	1,235	5,281
Year-to-date savings (Mcf)	65,962	3,146	2,096	1,761	72,965
Percent of annual Mcf savings goal met	34%	11%	15%	-2%	45%
Lifetime Economic Benefits					
Lifetime Economic Benefit for quarter	\$ 16,589,075	\$ 2,222,641	\$ 651,868	\$ 3,244,975	\$ 22,708,559
Year-to-date Lifetime Economic Benefit	\$ 42,315,070	\$ 6,947,211	\$ 2,322,364	\$ 9,454,050	\$ 61,038,695
Participants Served					
Participants served for this quarter	90	27	30	10,553	10,670
Year-to-date participants served	227	1,089	518	33,898	35,732

^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.

² 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 sector³

Sector	Initiative	Year-to-Date Results	
		Number of participants with installed measures	Annual customer cost savings
Commercial and Institutional	Business Energy Rebates	130	\$ 797,192
	Commercial and Institutional Custom	65	\$ 2,216,164
	T12 Market Transformation	32	\$ 401,170
	T12 Replacement	0	0
Low-Income Multifamily	Low-Income Comprehensive	63	\$ 321,692
	Implementation Contractor Direct Installation	1,026	\$ 249,496
	T12 Replacement	0	0
Renewable Energy	Solar Hot Water	337	\$ 18,812
	Solar Photovoltaic Systems	181	\$ 57,967
Residential	Retail Efficient Products	32,967	\$ 1,105,959
	Efficient Products Food Bank	708	\$ 23,584
	Home Performance with ENERGY STAR	192	\$ 11,190
	Low-Income Services	31	\$ 6,288

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		
	Commercial and Institutional Custom	16,865	35,947
	T12 Market Transformation	325	0
	T12 Replacement Direct Install		
Low-Income Multifamily	Low-Income Comprehensive	477	1,305
	Implementation Contractor Direct Installation ^b	299	0
	T12 Replacement		
Renewable Energy	Solar Hot Water	190	2,390
	Solar Photovoltaic Systems	827	3,188
Residential	Retail Efficient Products ^c		
	Efficient Products Food Bank		
	Home Performance with ENERGY STAR	0	0
	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

^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 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	5	249				1		317	65			637
Cooking and Laundry	20	467						430	200			1,117
Health and Safety												0
Hot Water Efficiency	850				8	8	4,983	6		5	2	5,862
Hot Water Fuel Switch								133				133
Hot Water Replacement		16			6			3	22			47
Industrial Process Efficiency												0
Light Bulb/Lamp	19,739	5,767	832	6,374	12	35	18,382	201	187,433			238,775
Lighting Efficiency/Controls	219	993	6				255	270				1,743
Lighting Hardwired Fixture	10,342	13,527	10,985				1336	2,889	8,142			47,221
Motor Controls	2	74						6				82
Motors		72										72
Office Equipment												0
Other			89			72	2,165	12				2,338
Other Fuel Switch											36	36
Refrigeration	12	2						286	53			353
Renewables					2							2
Space Heat Efficiency		9			13	323		148	48			541
Space Heat Replacement		12			1	1		87	48			149
Thermal Shell					80	193		20				293
Ventilation		15						318				333
Total	31,189	21,203	11,912	6,374	122	633	27,121	5,126	196,011	5	38	299,734

4. Sector Highlights in the Core Areas

Residential Services

- **Home Performance with ENERGY STAR®.** The DCSEU completed 21 Home Performance with ENERGY STAR projects and 12 projects under the DCSEU's Income-Qualified Services Initiative in the third quarter. There are 48 Home Performance with ENERGY STAR projects in the pipeline, in addition to 8 Income-Qualified Services projects.
- **Home Energy Information Accelerator.** The DCSEU is now a partner in the U.S. Department of Energy (DOE) Better Buildings Challenge Home Energy Information Accelerator. Better Buildings Accelerators demonstrate specific innovative policies and approaches to accelerate investment in energy efficiency in residential, commercial, and industrial buildings. The Home Energy Information Accelerator brings together leaders in real estate and energy efficiency to expand the availability and use of reliable home energy information at relevant points in residential real estate transactions. Accelerator partners demonstrate replicable and sustainable approaches that make energy-related information—such as a home's efficiency certification or its estimated energy use—easily available through multiple listing services and other reports. As an Accelerator partner, the DCSEU can now connect with national players in home performance and increase the value associated with weatherization for residential buildings in the low-income and market rate markets.
- **ACI National Home Performance Conference and Expo.** The DCSEU attended the Affordable Comfort, Inc. (ACI) National Home Performance Conference and Expo to stay current with emerging trends in the energy efficiency industry. At this conference, the DCSEU learned best practices for enforcing more uniform data standards and for providing contractors with more powerful analysis tools.
- **NEUAC Conference.** DCSEU staff made a presentation on retail efficient lighting and the food bank efficient products program for a session at the National Energy Utility Affordability Coalition (NEUAC) Conference in Baltimore on June 20. The session was titled "Innovative Low-Income Utility Programs."
- **Residential lighting.** The DCSEU renewed nearly all Memorandums of Understanding (MOUs) with partner lighting manufacturers and retailers in April. For the remainder of FY 2015, the DCSEU is providing an increase of up to \$3 in incentives per bulb on ENERGY STAR specialty LEDs and LED-fitted fixtures, to make these bulbs more affordable for customers. With these new incentive adjustments,

Ace Hardware is now selling LEDs at discounted pricing at their stores at: Woodley Park, Logan Circle, Tenleytown, 5th Street, and Glover Park.

- **Updated water heater qualifications.** On April 16, new federal water heater specifications took effect. To prepare for this update, the DCSEU correspondingly adjusted the qualifying efficiency levels for residential water heater rebates on April 1.⁴
- **Emergency Heating Grant Program.** The DCSEU completed 13 emergency equipment repair and replacement projects in the third quarter. Two customer requests could not be completed due to limited funding. Local grant funding for emergency heating has been completely allocated.

Low-Income Multifamily

- **Low-Income Multifamily Comprehensive.** In the third quarter, the DCSEU completed 1 Low-income Comprehensive projects.
- **Low-Income Multifamily Custom.** The DCSEU completed 18 Low-Income Multifamily Custom projects in the third quarter.

Renewable Energy

- **Solar Advantage Plus.** As of the end of the third quarter, the DCSEU completed the installation of 45 Solar Advantage Plus Program (SAPP) projects. Work orders have been issued for 82 SAPP projects, and an additional 93 applications have been approved.
- **Solar Contractor Orientation.** On April 29, the DCSEU hosted a successful orientation for Solar Advantage Plus Program contractors. Representatives from the DCRA made a presentation to the group about the permitting process for renewables installations. Pepco representatives discussed the power company's interconnection process. All eight of the current Solar Advantage Plus contractors were in attendance.

Commercial and Institutional

- **Custom projects completed.** In the third quarter, the DCSEU completed 29 Commercial and Institutional custom projects. These projects have resulted in

⁴ For more information on the new standards, see the "Standards for Residential Water Heaters" on the U.S. Department of Energy webpage for Residential Water Heaters:
http://www1.eere.energy.gov/buildings/appliance_standards/product.aspx/productid/27.

approximately 6.973 Mwh of electric savings and 2974 MMBTU of natural gas savings.

- **Community-Based Organizations Grant Management Conference.** A DCSEU Account Manager acted as Content Area Expert for Sustainability at the Office of the State Super Intendant of Education's (OSSE) annual Community-Based Organizations Grants Management Conference on June 16. The Conference was an opportunity for organizations to share, network, and leverage collective resources to support programs serving students and families in the District.
- **Business Energy Rebates.** The DCSEU completed 46 commercial projects involving Business Energy Rebates (BER), with an estimated total rebate value of \$446,452. By the end of the third quarter, the DCSEU had 31 active (under way, but not yet completed) BER projects, with an estimated rebate value of over \$123,301. There is also a pipeline of 64 project opportunities.
- **Commercial Direct Services.** In the Third Quarter, the DCSEU completed 5 Commercial Direct Services projects, with an estimated rebate value of more than \$368,190. The initiative also has 3 active projects with an estimated rebate value of \$37,295.
- **Sustainable Energy Finance Forum.** On May 20, the DCSEU hosted its first Sustainable Energy Finance Forum. This session addressed energy efficiency financing barriers and solutions in the District of Columbia. More than 80 people attended the event. The Forum series will continue with more events in the coming months. Each will be designed to bring stakeholder groups and individuals together to discuss issues and best practices in sustainable energy financing.
- **Green Leases: A Powerhouse for Your Sustainability Toolkit.** On May 13, the DCSEU attended and moderated the "Green Leases: A Powerhouse for Your Sustainability Toolkit" workshop. The workshop was part of the ongoing Smarter DC Business Challenge, a competition that challenges local organizations and their employees to reduce environmental impact while saving money and driving positive business results.⁵ The workshop, attended by approximately 50 business professionals,



⁵ Smarter DC is a collaborative effort by We Are Washington DC, District Department of the Environment, Green Space, Eco-Coach, and Green PSF. <http://greenpsf.com/go/community/index/washdc>.

addressed the critical components of a green lease, and explored best practices for using such leases to improve workplace sustainability.

Workforce Development

- **Workforce Development initiative.** The DCSEU welcomed and placed 17 externs with partnering companies through the Workforce Development initiative in the third quarter. During their externships, externs receive comprehensive experience though working with these partnering companies and participating in continuing education classes that develop their technical and career readiness skills. Externs are currently working with WDC Solar, Greenscape Environmental Services, Howard University, Kenergy Solar, Grid Alternatives, Energy Efficient Experts, and JW Marriott. Orientation was held on May 26 and training began on June 1. The ultimate goal of the program is for externs to leverage the skills obtained through this initiative to secure permanent positions in the green workforce, realizing rewarding careers that change the trajectory of their professional success.



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 – **Updated**
 - Water heaters – **Updated**
 - Commercial market sector
 - Heat pump water heaters — **Updated**
 - All market sectors

- ENERGY STAR clothes washers – **Updated**
- ENERGY STAR clothes dryers – **New**
- Refrigerators – **Updated**
- Compact fluorescent lighting – **Updated**
- Specialty CFLs – **Updated**
- LED screw-base bulbs – **Updated**
- LED lighting systems – **New**
- Ductless air conditioner - **New**

Public Affairs

- **Award recognition.** In the third quarter, the integrated marketing, communications, and public affairs team devised strategies to better position the DCSEU and its partners as household names for energy efficiency and renewable energy in the District and beyond. One strategy focuses on awards and recognition for model approaches to energy efficiency. Among the targeted awards are: Northeast Energy Efficiency Partnerships (NEEP) Business Leader Awards, Housing Association of Nonprofit Developers (HAND) Awards ENERGY STAR National Building Competition, Alliance to Save Energy, Stars of Energy Efficiency, Metropolitan Washington Council of Governments (MWCOG) Climate and Energy Leadership Awards, and Environmental Protection Agency (EPA) Green Power Awards.
- **Collaboration with MWCOG.** DCSEU and VEIC representatives met with MWCOG representatives to discuss opportunities for collaboration in ongoing efforts to highlight the District of Columbia as a model for policy development and best practices throughout the region. These efforts have resulted in tentative agreements to sponsor a large energy efficiency summit in Fall 2015. In addition, the DCSEU is participating in several policy and technical committee forums with MWCOG.

Public Relations

- **Earned media.** The DCSEU received 10 earned-media mentions in the third quarter. On April 7, the DCSEU was featured in the *Fierce Energy* article, “NEEP wins eighth consecutive Sustained Excellence Award,” in recognition of its partnership with the Northeast Energy Efficiency Partnerships (NEEP) and the DCSEU’s role in the Northeast Retail Products Initiative. On April 16, the DCSEU was also featured on the JBK Renewable Energy blog in “EPA Honors New England’s 2015 Energy Star Partners of the Year.” As a NEEP partner, the DCSEU was recognized as one of the

nine recipients of the ENERGY STAR Partner of the Year-Sustained Excellence Award. Finally, the DCSEU was featured in an April 22 article by the Institute for Market Transformation, “Bringing Transparency to Real Estate Transactions.” The article contained recommendations for next steps to catalyze the market for high-performance homes in the District. On May 7, the DCSEU FY 2014 Annual Report was cited in a Northeast Energy Efficiency Partnerships (NEEP) blog post, “Utility Mergers: Where Does Energy Efficiency Fit In?” WTOP also mentioned the DCSEU for its role in sponsoring the DC Electric Vehicle Grand Prix in its article, “Electric Vehicle Grand Prix comes to RFK” on May 17. On May 20, the DCSEU was named a best practice by the American Council for an Energy-Efficient Economy (ACEEE) in its City Scorecard, which ranked Washington, DC, the third most energy-efficient city in the United States.⁶ Finally, the DCSEU’s and DDOE’s Solar Advantage Plus program was the highlight of an article in the Washington Post on May 27, “New program helps low-income D.C. homeowners convert to solar energy.” On June 1, the DCSEU and VEIC were named as new partners in the Home Accelerator Information program in partnership with the U.S. Department of Energy in an Achrnews.com article, “Better Buildings Program Expanding to Help Increase Efficiency in Homes”.

Community Outreach

- **Community events.** The DCSEU participated in 13 events in the third quarter. The DCSEU attended seven community events in April. On April 11, the DCSEU staffed a table and made a presentation at Resource Connection, a healthcare forum for local caregivers. Staff discussed resources and services available to approximately 100 caregivers and local residents. The DCSEU also attended the DC Emancipation Day event hosted by the Office of the Mayor on April 16. On April 18, the DCSEU sponsored, exhibited at, and moderated a panel at the Horizons 2015 event hosted by the Office of the People’s Counsel (see next item). In celebration of Earth Day 2015, the DCSEU attended, sponsored, and / or exhibited at three events (see **Earth Day events** below). On May 2, the DCSEU staffed a table at Congress Heights Day, hosted by Congress Heights Community Development. Approximately 1,000 people attended the event. The DCSEU also sponsored and



⁶ The City Energy Efficiency Scorecard is a biennial report that measures the progress of city policies and programs that save energy, benefit the environment, and promote economic growth. This is the second such report issued by ACEEE. <http://aceee.org/local-policy/city-scorecard>.

staffed a table at the DC Electric Vehicle Grand Prix on May 16 (see **DC Electric Vehicle Grand Prix** below). The DCSEU also participated in a Senior Engagement Forum on May 27 hosted by the Mayor's Office of Community Relations and Services. More than 300 seniors attended the event, and the DCSEU distributed approximately 200 bags containing information about DCSEU rebates and other service offerings. On June 5, the DCSEU participated in the International Monetary Fund's World Environment Day, where the DCSEU provided more than 300 attendees with energy efficiency materials and resources for District homeowners. The DCSEU also attended and staffed a table at the HAND Housing Expo and Home Show on June 23. The DCSEU was also a sponsor of a HAND Housing Award Winner, National Housing Trust/Enterprise Preservation Corporation. Approximately 1200 people attended the event. The DCSEU also made a presentation to approximately 1500 attendees on DCSEU residential service offerings at the DC Housing Expo on June 27.

- **Horizons 2015: Uniting Energy, Technology, and Consumers.** On April 18, the DCSEU sponsored "Horizons 2015: Uniting Energy, Technology, & Consumers," presented by the DC Office of the People's Counsel. Horizons 2015 was a day of information-sharing for utility customers exploring technology and service options available to them. Speakers were the Rev. Lennox Yearwood, Jr., of the Hip Hop Caucus; Joelle Novey, Greater Washington Interfaith Power & Light; Quentin James, Vestige Strategies; Anya Schoolman, DC Solar United Neighborhoods; and District Government officials. The DCSEU Home Performance with ENERGY STAR Program Manager was the event's moderator. Approximately 100 people were in attendance.
- **Earth Day events.** The DCSEU participated in three events in celebration of Earth Day 2015. At the April 21 USDOT Earth Day event, approximately 500 people attended, and the following day, the DCSEU sponsored and exhibited at the Washington Nationals Earth Day celebration on April 22. Staff distributed more than 800 DCSEU reusable bags containing information about available DCSEU services and rebates. The event hosted approximately 18,000 attendees. Finally, the DCSEU exhibited at an Earth Day event hosted by Pepco on April 28. Approximately 100 people attended that event.
- **Broccoli City Festival.** On April 25, the DCSEU sponsored and exhibited at the Broccoli City Festival, a social venture with a mission to promote living a more



healthful and environmentally sustainable lifestyle. Broccoli City encourages community members to have fun, and empowers them to make informed decisions about their health and the environment. More than 2,500 people attended the festival, including Mayor Muriel Bowser and U.S. Environmental Protection Agency (EPA) Administrator Gina McCarthy.

- **DC Electric Vehicle Grand Prix.** On May 16, high school students from the District of Columbia, Maryland, and Virginia competed in the 2015 Washington DC Electric Vehicle Grand Prix (EV Grand Prix) at the Robert F. Kennedy Memorial Stadium, organized by Global EEE (Education, Energy, and Environment). DDOE hosted the competition in partnership with DOE and the DCSEU. The DCSEU sponsored three high schools: Woodrow Wilson; McKinley Technology; and Phelps Architecture, Construction, and Engineering (ACE). All three DCSEU-sponsored schools placed in the top 10, with Phelps ACE winning Second Place. Phelps ACE also won both the Technical Innovation Award and the award for best Team Video. McKinley Technology also won both the Sportsmanship Award and the award for best Graphic Design. A total of 23 single-passenger electric vehicles competed in the race. Approximately 500 people attended the event.



Marketing

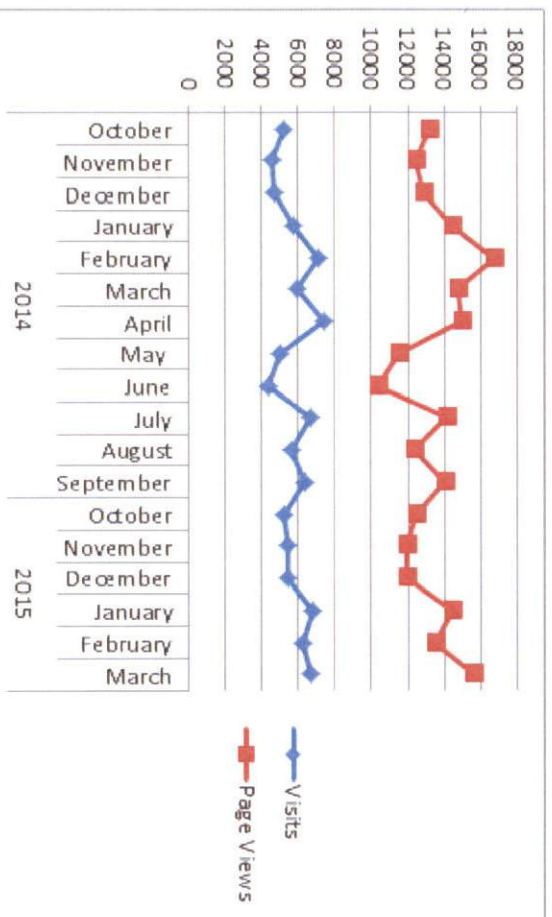


Figure 1. DCSEU website visits and page views, by month, FY 2014 and 2015 to date

- Third-quarter website visits **22,623**
- Facebook **391 Likes**
- Twitter **1,096 Followers**

- **Increase in website visits. To date, May was the strongest month of FY 2015 for the DCSEU website in terms of unique visits (see Figure 1). A unique visitor is a person who visits a website more than once within a specified amount of time. June followed as the strongest month ever for the DCSEU website in terms of page views. Two campaigns are driving most of this traffic to the website: a Washington Post Plus digital advertisement campaign aimed at the commercial and institutional market, and a Pandora Internet Radio digital advertisement campaign aimed at the residential market. The Washington Post Plus campaign alone drove 3,400 sessions on the DCSEU website in the third quarter.**
- **Pandora Internet Radio digital advertisement campaign.** The DCSEU continued in the third quarter a Pandora Internet Radio digital advertisement campaign aimed at the residential market. The website advertisement delivered over 186,000 impressions in May and June, while mobile advertisements delivered 513,000 impressions, more than 2,090 clicks, and listener interaction 54.4% higher than the Pandora average.
- **Restaurant marketing campaign.** The DCSEU will soon strategically distribute promotional “produce” boxes to raise awareness about the DCSEU’s rebates and technical assistance to the restaurant community. Each box contains samples of LED bulbs commonly used in restaurants, a low-flow pre-rinse spray valve, and low-flow

faucet aerators. The DCSEU will work with the Restaurant Association of Metropolitan Washington (RAMW) and other partners to deliver these boxes to potential restaurant customers throughout the year. The team will be working with partners such as Think Local First, Union Kitchen, and other local food service industry leaders.

- **Commercial and Institutional campaign.** The DCSEU continued its 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.
- **Efficient lighting floor decal.** During the last two weeks of April, the DCSEU placed a large floor decal at the Home Depot to advertise efficient lighting promotions. The decal, located in the lighting aisle, is directly in front of the store's main entrance and is in view of all customers entering the store from that side.
- **Flip Your Fridge campaign.** In April, the DCSEU participated in ENERGY STAR's "Flip Your Fridge" campaign, which encouraged customers to replace old refrigerators with more efficient models throughout April. Signs on refrigerators at Home Depot and social media were the primary outreach methods. DCSEU rebates for efficient refrigerators range from \$50 to \$100 and will be available until September 30. The DCSEU is listed as a utility partner on ENERGY STAR's webpage.⁷



⁷ http://www.energystar.gov/products/flip_your_fridge_utility_partners

Table 6. DCSEU initiatives, by sector

Sector	Initiative Name	Description	Customer	Status
Residential	Efficient Products	Deep discounts on CFLs with partnering retailers in DC; mail-in rebates for qualifying energy-efficient appliances	DC residents	On track
	Efficient Products at Food Banks	CFLs offered at no charge for patrons of food banks	DC residents meeting income requirements	On track
	Home Performance with ENERGY STAR	Rebates for energy efficiency improvements: air and duct sealing, insulation, and heating system improvements	DC single-family homeowners	On track
	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	In redesign
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

Sector	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