

**DCSEU**

# **Annual Report 2025**

**Facing challenges head-on for  
the clean energy DC deserves**



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The 2025 fiscal year (FY) data presented in this report are based on the DCSEU's estimates of energy savings, greenhouse gas (GHG) savings, and green job hours. This data is subject to rigorous monitoring and verification by a third-party evaluation firm hired by the District Department of Energy & Environment.

# A message from the DCSEU

**Fiscal year 2025 marks nearly fifteen years of DCSEU service—and notable advancements achieved despite genuine challenges.**

**We take pride in our accomplishments and in our resilience, as bolstered by the support of the District Department of Energy & Environment (DOEE).**

**The DCSEU has been honored to collaborate with partners, contractors, and various District agencies, serving community businesses and residents while contributing to the District's transformation into a clean energy leader.**

## Meeting challenges with resilience and renewed dedication

In the face of another impactful year for the DCSEU, volatile budgets and fluctuating market conditions created challenges. We persevered.

Over the summer, federal policy changes, including those implemented through the One Big Beautiful Bill Act (OBBA), significantly impacted federal funding and programmatic changes while also influencing local funding resources originally allocated through the Inflation Reduction Act (IRA).

Local and federal budget instability became a recurring issue alongside the implementation of federal requirements to advance key programs.

What immediately followed were announcements that energy tax credits originally extended within the Inflation Reduction Act (IRA) would expire sooner, on December 31, 2025. The Environmental Protection Agency's \$7 billion Solar for All program, through the Greenhouse Gas Reduction Fund (GGRF), would no longer be implemented.

Economic impacts on our customers surfaced. These included District unemployment rates becoming some of the highest in the nation.<sup>1</sup> As the federal government looked to restructure and reduce labor, this had a significant impact on customers employed within the Washington, D.C. metropolitan area.

For a variety of reasons, utility costs for District customers have increased and are projected to continue rising.<sup>2</sup> Inflation has taken its toll on residents

and businesses. Many have lost their jobs. Continuing to make energy efficiency and renewable energy more affordable and accessible remains critical.

## Delivering lasting, meaningful impact across all eight wards

This year, the DCSEU exceeded both our four-year cumulative minimum greenhouse gas performance target and our five-year combined energy efficiency and renewable energy maximum performance target. We made substantial investments in energy efficiency and renewable energy in low- and moderate-income communities across all our programming. In fact, we were one of only six states to launch both the federal HEAR (Home Electrification and Appliance Rebates) and HER (Home Efficiency Rebates) programs while servicing 156 single-family homes through the Solar for All program.

The 2025 fiscal year also included our ongoing efforts in workforce development and training. Our team supported 31 DC residents who graduated from our Workforce Development program. We provided 59 courses at no cost to CBEs, CBE-eligible firms, and DC residents through our Train Green program.

Throughout, the DCSEU continued to set the tone for improved clarity for customers, contractors, and key stakeholders, aggressively moving forward with remaining FY 2025 projects while further leveraging FY 2026 projects.

In early spring, with support and input from DOEE, the DCSEU Marketing and Communications Team developed a comprehensive marketing and communications campaign to build awareness and drive participation in available residential electrification programs and services. This campaign reached customers across the District through mass transit, store sites, and digital and streaming services. Its messaging allowed us to drive consumer interest and further educate homeowners around the process and affordability of residential electrification.

We were also able to support innovation and integration of new strategies, such as refrigerant management and reclamation systems.

Before the end of the fiscal year, in partnership with Hudson Technologies, the DCSEU launched the nation's first Refrigerant Recovery and Reclamation (RR&R) Pilot program led by a utility incentive program. This focus emphasizes the need for non-energy greenhouse gas (GHG) reduction strategies. It aims to build momentum

across the HVAC/R market for a circular refrigerant economy that benefits both contractors and the health of our communities. As we encourage the transition to electrification and retire aging AC and refrigeration systems, it's critical that we prioritize proper handling during decommissioning—a key opportunity to prevent potent emissions and support broader sustainability goals that ensure our efficiency and electrification work has its intended impacts.

Again, policy changes presented significant challenges to District homeowners utilizing energy efficiency programs to lower costs for critical upgrades.

Increased demand and rising supply costs (like the rate increases at the start of the summer) already posed a challenge for District residents and businesses. Federal funding announcements and their implications further limited affordable access to renewable energy options. Now is not the time to pull back on programs like these, when vulnerable residents need them most.

## Standing strong with purpose and pride

Our momentum in the face of challenges and uncertainty is a testament to the many benefits we continue to bring to the local community and economy, and the overall positive impact we have in supporting clean energy.

In FY 2026, the DCSEU enters the final year of a five-year option period of its current contract. With all the economic uncertainty in the District, one thing remains true: the DCSEU is still here. The DCSEU still has funding and programs in place, and therefore, has not only the opportunity but also the responsibility to continue driving affordability, accessibility, and growth through clean energy. We are confident in our ability to meet our performance benchmarks and cumulative goals while continuing to provide vital services to the affordable multifamily housing community, the low- and moderate-income residential market, local contractors, and residents throughout the District.

**- Managing Director Ben Burdick and the DCSEU Team**



<sup>1</sup> Source: <https://apnews.com/article/unemployment-washington-dc-trump-jobs-e28785d5ef38b9e2ce470b9f906ec6fe>

<sup>2</sup> Source: <https://51st.news/dc-electricity-bill-high-pepco/>



### 548,700 MTCO<sub>2</sub>e

lifetime greenhouse gas emissions prevented—the equivalent of 61.7 million gallons of gasoline consumed.<sup>3</sup>



### \$154 million

lifetime cost savings from DC residents and businesses.



### 93 green jobs

created for District residents.



### \$8.1 million

invested with Certified Business Enterprises (CBEs).



### \$9 million

invested in low-income communities.



### 156 families

provided with access to the benefits of solar energy through Solar for All, which has the potential to cut electricity bills by 50%.



### 31 DC resident graduates

from the DCSEU Workforce Development Program.

<sup>3</sup> Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

TABLE 1

### Cumulative progress

Performance to-date measured against benchmarks and contract requirements.

**PLEASE NOTE:** The values below should be considered preliminary estimates. VEIC's Evaluation, Measurement, and Verification (EM&V) team performs monthly quality assurance on DCSEU custom engineering projects to ensure the accuracy of energy savings and GHG emissions reduction. This process has been in place since 2012 and can result in variances in the values presented in previous reports.

Item	Benchmark	Description	Metric Unit	Goal Type	FY 2022 (Year 1) Results	FY 2023 (Year 2) Results	FY 2024 (Year 3) Results	FY 2025 (Year 4) Results	FY 2022-FY 2025 Cumulative Results	Four-Year Cumulative Minimum Annual Target	Four-Year Cumulative Maximum Annual Target	Five-Year Cumulative Minimum Benchmark	Five-Year Cumulative Maximum Benchmark	Four-Year Cumulative Minimum Annual Target Progress	Five-Year Cumulative Minimum Benchmark Progress
1		Reduce energy consumption	Metric tons CO <sub>2</sub> e (modified gross) <sup>4</sup>	Cumulative	53,792	46,873	74,062	48,544	223,271	187,188	249,583	256,924	367,035	119%	86%
2a		Increase renewable generating capacity	kW capacity	Cumulative	661 kW	469.6 kW	1,447 kW	3,056kW	5,634 kW (87,866 MMBTU source energy equiv.)	3,500 kW	4,000 kW	4,500 kW	5,000 kW	160%	125%
2b	Cumulative Performance Benchmarks	Reduce energy consumption at >= 50% of renewable energy generating capacity across solar projects	Ratio of solar measure energy savings to non-solar measure energy savings (%)	Cumulative	-	-	-	-	>50% (87,866/2 = 43,933 MMBTU; DCSEU achieved 223,808 MMBTU in efficiency across same portfolio as of 9/30/25)	-	-	>= 50%	-	-	On track / exceeding
3		Deep energy retrofits	# of project that lead to at least 30%	Cumulative	-	-	-	-	16	-	-	42	60	38% <sup>5</sup>	26% <sup>6</sup>

<sup>4</sup> Please note: The DCSEU's greenhouse gas emissions reduction estimates in previous monthly and quarterly reports in FY 2022 were provided in "net" values. The DCSEU is evaluated on "modified gross" values and has updated its reporting to reflect this as of the April 2022 report.

<sup>5</sup> This percentage reflects the progress toward the five-year cumulative benchmark minimum for deep energy retrofits only.

<sup>6</sup> This percentage reflects the progress toward the five-year cumulative benchmark maximum for deep energy retrofits only.

TABLE 2

### Annual progress

Performance to-date measured against benchmarks and contract requirements.<sup>7</sup>

Item	Benchmark	Description	Metric Unit	FY 2025 Results	Annual Benchmark Minimum	Annual Benchmark Maximum	Annual Minimum Benchmark Progress	Annual Maximum Benchmark Progress
4	Annual Performance Benchmarks	Improve energy efficiency in low-income housing spend	20% (min) to 30% (max) of annual spending (varies annually)	\$5,833,292	\$4,160,000	\$6,240,000	140%	93%
5		Increase number of green collar jobs	Green job FTEs directly worked by DC residents, earning at least a living hourly wage	93	66	88	141%	106%
6		DCSEU general and administrative expenses	% of cost reimbursement ceiling (capped at 20%)	\$3,477,931.35	-	\$4,160,000	-	83%
7	Other Annual Contract Requirements	Expenditures with Small Business Enterprises/ Certified Business Enterprises	35% of annual DCSEU operating budget subcontracted to SBEs/CBEs	\$8,166,333.44	\$23,324,981.23	-	35% <sup>8</sup>	-

<sup>7</sup> The DCSEU provides services under a performance-based contract that contains a broad array of performance benchmarks and other contract requirements. These benchmarks are derived from goals established in the District's Clean and Affordable Energy Act of 2008. The DCSEU contract contains additional minimum contract requirements beyond the contract performance goals.

<sup>8</sup> Of the \$66,642,802.50 in total budget that was awarded to the DCSEU for programs and services to District residents and businesses, \$34,653,543.26 was spent. Of that amount, \$8,166,333.44 was spent with CBE firms, representing 24 percent of the DCSEU's total spending.

TABLE 3

### DCSEU initiatives by core sector

Core Area	Initiative Name	Description	Customer
Residential	Efficient Products	Mail-in and online rebates for qualifying energy-efficient appliances, HVAC equipment, smart thermostats, and electric lawn equipment; enhanced rebates through DC Electrification Rebates.	DC residents
	Affordable Home Electrification Program (formerly HVAC Replacement Program)	Replace fossil fuel heating, water heating systems, and appliances for income-qualified residents with efficient electric heat pumps, heat pump water heaters, induction stoves, and heat pump clothes dryers at no cost to residents. Combined with Solar for All program.	Income-qualified DC residents
Low-Income Multifamily	Low-Income Multifamily Comprehensive	Custom technical and financial assistance for energy efficiency improvements for multifamily properties.	Property owners/managers of multifamily buildings, shelters, and clinics serving income-qualified DC residents
	Income Qualified Efficiency Fund	Custom technical and financial assistance for energy efficiency improvements in multifamily and other qualifying properties working with DCSEU-qualified contractors.	Property owners/managers of multifamily buildings, shelters, and clinics serving income-qualified DC residents
	Affordable Housing Retrofit Accelerator	Custom technical and financial assistance to owners for energy efficiency improvement of qualifying multifamily buildings that do not meet the District's Building Energy Performance Standards (BEPS), working with the DC Green Bank and DCSEU-qualified auditors, contractors, and performance testers.	Property owners of multifamily buildings serving income-qualified DC residents that do not meet BEPS
	Low-Income Energy Kits	No-cost energy kits with two air purifiers, an advanced power strip, a Wi-Fi-enabled smart plug, and a low-flow showerhead.	Property owners/managers of multifamily buildings and food banks serving income-qualified DC residents
Renewable Energy	Commercial and Low-Income Solar	Incentives and financing to install solar PV systems offered as part of the C&I Custom program. (Only for existing projects; no new projects will receive incentives.)	Commercial business owners and owners of income-qualifying properties
Commercial and Institutional	Business Energy Rebates	Rebates for energy-efficient lighting, heating, refrigeration, cooking, leaf blowers, and other qualifying equipment; includes enhanced rebate amounts for businesses with facilities under 10,000 sq. ft.	Business owners
	Commercial Direct Services	Direct installation of energy efficiency measures at primarily small and medium commercial facilities.	Business owners
	Instant Business Rebates	Discounted energy-efficient lighting through participating distributors.	Business owners
	Commercial & Institutional Custom	Technical assistance, account management, and financial incentives for energy efficiency projects.	Large commercial and institutional customers
	Pay for Performance (part of Custom program)	Technical assistance, account management, and incentives for electricity (MWh) and natural gas (MMBtu) saved over a defined period. Measures energy savings using pre- and post-project metered data rather than calculation estimates. Allows incentives for behavioral, operational, and complex mixed-measure projects.	Large commercial and institutional energy users; qualified vendors

# 2025 in review

Budget vs. actuals

# 2025 in review

Budget vs. actuals (continued)

DCSEU FY 2024 BUDGET					ACTUALS		
Sector	Program/Initiatives	Incentive Budget	Non-Incentive Budget	Total Budget	Incentive Spend	Non-Incentive Spend	Total Actual
C&I	Business Energy Rebates (BER)	\$300,000	\$50,000	\$350,000	\$266,046	\$30,215	\$296,261
C&I	Commercial Midstream	\$500,000	\$55,000	\$555,000	\$541,807	\$46,033	\$587,840
C&I	Commercial Custom	\$3,761,000	\$1,463,880	\$5,224,880	\$4,364,133	\$1,663,042	\$6,027,175
C&I	Commercial Direct-Install	\$150,000	\$30,000	\$180,000	\$82,479	21,864	\$104,343
LIMF	Income Qualified Efficiency Fund	\$3,450,000	\$300,000	\$3,750,000	\$3,115,974	\$358,105	\$3,474,079
LIMF	Low-Income Multifamily Comprehensive	\$800,000	\$191,162	\$991,162	\$901,846	\$267,538	\$1,169,384
RES	Residential Efficient Products	\$500,000	\$150,000	\$438,000	\$445,249	\$216,493	\$661,742
RES	Residential Midstream	\$1,000	\$1,050	\$2,050	\$50	\$560	\$610
RES	Energy Kits (LI)	\$500,000	\$13,000	\$513,000	\$377,098	\$37,641	\$414,739
INNOV	Innovation Market Rate (NZE)	\$50,000	\$4,500	\$54,500	\$20,000	\$7,174	\$27,174
INNOV	Innovation Refrigeration Management (GHG Only)	\$150,000	\$10,000	\$160,000	\$1,350	\$50	\$1,400
WD	Workforce Development	-	\$950,000	\$950,000	-	\$969,523	\$969,523
RE	Low-Income Solar	\$400,000	\$60,000	\$460,000	\$334,050	\$77,079	\$411,129
RE	Market Rate Custom Solar	\$450,000	\$95,000	\$545,000	\$381,432	\$115,819	\$497,251
PS	Program Support	-	\$2,466,408	\$2,466,408	-	\$2,438,412	\$2,438,412
G&A	General and Administrative Support	-	\$4,160,000	\$4,160,000	-	\$3,477,931	\$3,477,931
<b>TOTAL</b>		<b>\$10,800,000</b>	<b>\$10,000,000</b>	<b>\$20,800,000</b>	<b>\$10,831,514</b>	<b>\$9,727,479</b>	<b>\$20,558,993</b>

## Solar for All

FY 2025 Budget – Local SETF: .....\$6,000,000  
 FY 2025 Budget – Federal GGRF: .....\$14,000,000<sup>9</sup>  
 Actuals:.....\$3,536,638

**156** single-family solar PV systems installed  
**7** solar CREFs that reached program milestones  
**1.35** MW in total solar capacity through Solar for All

## Affordable Home Electrification Program

FY 2025 Budget – Local SETF: .....\$4,489,996  
 FY 2025 Budget – Federal IRA:.....\$6,510,000  
 Actuals:.....\$2,445,512

**50** income-qualified families served  
**28** efficient electric heat pumps installed (outdoor units)  
**22** efficient electric heat pump water heaters installed  
**26** efficient induction stoves installed  
**10** induction-safe cookware distributed  
**11** heavy-ups performed to increase electric capacity

## Affordable Housing Retrofit Accelerator

FY 2025 Budget – Local SETF:.....\$3,150,288  
 FY 2025 Budget – Federal IRA:.....\$6,068,269  
 Actuals:.....\$3,186,296

## Train Green SEICBP

FY 2025 Budget – Local SETF:.....\$800,000  
 FY 2025 Budget – Federal TREC:.....\$424,245  
 Actuals.....\$799,311

Courses Provided.....59  
**220** course registrants were DC residents  
**154** registrants were affiliated with a CBE or CBE-eligible DC business

<sup>9</sup> Greenhouse Gas Reduction Fund Solar for All grant funding was paused for the District as of August 2025.

# Expanding access and opportunity.

**The DCSEU remains committed to supporting its residential programs. We kicked off FY 2025 building awareness around the Affordable Home Electrification Program (AHEP) and Affordable Housing Retrofit Accelerator (AHRA) programs while balancing legacy programs that support the District's LMI community and leverage the lingering interests from the previous fiscal year.**

With the launch of the new DCSEU brand and website in late FY 2024, we saw the first full year that District residents were able to apply online and income-qualify for AHEP all in one step. This, along with an expansion of mail-in and in-person application support services, brought in over 230 applications. FY 2025 also marked AHEP's expansion to include multifamily buildings up to 20 units alongside the existing offering of between 1 and 4 units. This expansion came along with a new program webpage and application series for property owners as well as solutions to help them income-qualify their tenants with digital ease. Despite the integration of new and complex Federal Inflation Reduction Act (IRA) requirements, funding availability issues, refrigerant phase-outs, and technology changes in FY 2025, we were able to close 26 projects and service 50 households.

Offering technical and financial assistance to owners and managers of qualifying affordable multifamily buildings that do not meet the District's Building Energy Performance Standards (BEPS), the AHRA program supported energy audit, load study, and implementation projects totaling over \$1.3 million in incentives paid out. These projects benefited 1,233 tenant households. To support gauging tenant feedback, a tenant engagement survey was launched within 4 AHRA properties gathering key demographics, utility, and building improvement information directly from residents. Each property will be surveyed before its retrofits begin and again once its retrofits are completed. Surveys are accessible in the 7 most widely spoken languages in the District.

**1,821**

income-qualified participants served with free energy kits through nonprofits, food banks, and qualified affordable multifamily buildings.

**\$12.43 million**

in lifetime cost savings in income-qualified multifamily housing, clinics, and shelters.

**2,782 metric tons**

of lifetime greenhouse gas emissions (MTCO<sub>2</sub>e) prevented through all low-income projects, which is equal to 313,042 gallons of gasoline consumed.<sup>10</sup>

Within the last decade, the DCSEU has offered income-qualified District residents complimentary home energy conservation kits through collaborations with DC Public Schools (DCPS), local food banks, community-based organizations (CBOs), the Low-Income Home Energy Assistance Program (LIHEAP), and various other District initiatives. Over the past year, the DCSEU has provided kits to 1,821 income-qualified residents, which will assist in generating cost savings and creating healthy homes for residents facing the highest energy burdens in the District. This year also brought a new partnership for distributing the kits. The DCSEU partnered with the DC Housing Authority (DCHA), jump-starting a series of home energy conservation kit distribution opportunities across the District's public housing stock.

Through the Income Qualified Efficiency Fund (IQEF), the DCSEU supported lighting and electrical HVAC projects within affordable housing and qualified shelters and clinics. We provided technical assistance, direct contractor services, and just over \$3.1 million in incentives for 22 projects at qualified properties. These results are on par with incentives provided in FY 2024, with an additional \$500,000 in carryover projects going into FY 2026. We also provided just over \$900,000 in custom incentives for 27 projects to affordable multifamily communities through our Low-Income Comprehensive Program.

Looking ahead to fiscal year 2026, the DCSEU will continue to refine these efforts as resident needs and budget priorities evolve. We remain committed to this critical work—deepening our partnerships with our customers and CBOs, and delivering high-impact services to low- and moderate-income households across the District.

<sup>10</sup> Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>



# Healthy Homes, Energy Efficiency, and the District’s Public Housing

In a concerted effort to enhance both energy efficiency and indoor air quality for affordable-housing residents, the DC Sustainable Energy Utility (DCSEU) partnered with the District of Columbia Housing Authority (DCHA) in FY 2025 to distribute 569 free home energy conservation kits to DCHA public housing residents across eight communities.

## What’s in each kit?

Each kit contains two high-efficiency air purifiers, an advanced power strip, and a Wi-Fi-enabled smart plug. These tools help residents reduce energy use, including through remotely controlling plug-in devices, and improving indoor air quality by filtering smoke, dust, and pollen from residents’ homes. The air purifiers were appropriately sized for main living spaces or bedrooms, reflecting a focus on comfort, energy efficient operations, and creating healthier homes.

Each resident who received a kit also received user-friendly guidance, including easy-to-follow instructions and DCSEU-provided inserts, available in English and Spanish, offering practical examples for using their new equipment. This initiative emphasizes resident engagement combined with hardware systems improvements: a cost-effective strategy enabling many households to participate in energy conservation without major building upgrades or disruptions.

## Starting with Greenleaf Senior

The partnership with DCHA began with a kit distribution event in August 2025 supported by DCSEU, DCHA, and building staff at Greenleaf Senior, a 215-unit public housing property located between the Navy Yard and Waterfront neighborhoods of the District.

“Through DCSEU’s generosity, this partnership is empowering our Greenleaf Senior residents with the tools needed to create healthier, more comfortable homes, and in turn, foster a healthier community for the entire District,” said DCHA Executive Director Keith Pettigrew. “Thank you to the DCSEU for supporting DCHA families.”

During the event, staff from the DCSEU, DCHA and the property assisted residents in completing kit request forms, packed items into easy-to-carry bags, and delivered kits directly to residents’ doors when needed. More than 100 kits were distributed during the event, with another 44 kits distributed throughout the remainder of the fiscal year.

At Greenleaf Senior, the direct distribution of kits represents a targeted deployment of lower-cost but high-impact measures: The advanced power strip mitigates “phantom” energy loads from idle equipment; the smart plug

allows remote shut-off and scheduling; and the air purifiers improve air quality—which is especially relevant for senior residents who may face heightened risks from poor indoor air. Together, these measures are projected to deliver 91,608 kWh of electric savings to the property, equivalent to the CO<sub>2</sub> emissions from 6,925 gallons of gasoline consumed.<sup>11</sup> The combination addresses both energy and health outcomes.

## Energy kit impact

The DCSEU’s free home energy conservation kit initiative for income-qualified residents has been active for over a decade. Following the introduction of energy-efficient air purifiers in FY 2024, the DCSEU has distributed kits to more than 6,800 residents in FY 2024 and FY 2025 combined via nonprofits, food banks, and affordable multifamily housing.

By providing the tools and education needed to make small but meaningful changes, the DCSEU continues to empower residents to save energy, improve their comfort, and create healthier homes. The collaboration with DCHA and at Greenleaf Senior demonstrates how community partnerships can expand access to energy efficiency and environmental health benefits across the District’s public housing communities.

<sup>11</sup> Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

# Bringing home affordable clean energy solutions.

**2,052**

participants served.

**\$1.87 million**

in rebates for residential  
customers.

**\$1.24 million**

in lifetime cost savings for  
customers.

**480  
metric tons**

of annual greenhouse gas  
emissions (MTCO<sub>2</sub>e) prevented,  
which is equal to 54,011 gallons  
of gasoline consumed.<sup>12</sup>

***The DCSEU has consistently emphasized sustainability and energy efficiency as effective strategies to advance climate resilience by offering residential rebates on energy-efficient products***

In FY 2025, the DCSEU served 2,052 District residents by providing \$1.87 million in rebates on everything from electric lawn mowers and smart thermostats to ENERGY STAR® heat pumps, heat pump water heaters, and refrigerators. Collectively, these energy-efficient measures prevented 480 metric tons of annual greenhouse gas emissions—the equivalent of over 54,000 gallons of gasoline consumed<sup>12</sup>. Residents not only gained new, efficient appliances and equipment at a lower price, they also lowered utility bills and increased their home comfort—all while contributing to a healthier D.C. In total, these home upgrades will provide over \$1.24 million in lifetime savings for program participants. We continue to evolve the rebates program to make it easier for residents to find incentives that fit their needs.

Decarbonization also took center stage this year. We expanded our Efficient Products program to include electrification rebates that provide higher levels of support for District residents making the switch to energy-efficient electric equipment. Residents switching from gas- or oil-fired equipment to efficient alternatives like electric heat pumps, heat pump water heaters, heat pump clothes dryers, and induction stoves got the green light to save up to \$15,000 off the costs of electrification—including up to \$3,200 off electric panel and circuit breaker upgrades. These new rebates were supported by a robust marketing campaign to build awareness, as well as new tools and resource guides to help residents submit newly required documentation and understand opportunities to decarbonize at home.

While we expanded our focus on homeowners through newly added electrification rebates, we made a pointed effort to connect with District renters, too, as utility costs and expenses are rising for all residents. During the spring of 2025, the DCSEU added three new renter-friendly rebates for ENERGY STAR-qualified window air conditioning units, air purifiers, and televisions to continue to help residents reduce their energy use, better access benefits of air conditioning and improved indoor air quality, and combat potential rising costs due to tariffs.

The team also worked to raise awareness of our residential incentive programs through community outreach. During the DC Public Service Commission's (DCPSC) "Winter Ready DC" and "Summer Ready DC" campaigns throughout fiscal year 2025, the DCSEU set up tables and gave residents information about easy ways to make energy-saving upgrades to their houses and save money down the road with support from the DCSEU. Free home weatherization supplies and energy tips were available at public libraries throughout the District. The DCSEU was able to establish connections with many community members who were already considering ways to reduce their utility bills. The DCSEU was better able to comprehend the needs and concerns of the residents thanks to these in-person sessions. Additionally, the team increased awareness and reaffirmed the DCSEU's commitment to supporting the District while creating opportunities for access to energy efficiency and affordability.

<sup>12</sup> Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>



## Building Comfort and Cutting Costs: How One Ward 6 Couple Transformed Their 100-Year-Old Home

When Carey and Dave Sienicki—an architect and mechanical engineer—moved to their new DC home on Capitol Hill in Ward 6, they were eager for a lifestyle that offered greater walkability, better bike accessibility, and a shorter commute. The move even allowed them to downsize from two cars to one. But with any move comes surprises. Shortly after settling in, they found themselves bundling up indoors to stay warm, and facing unexpectedly high gas and electricity bills. One of those surprises was the failure of a 5-year-old gas-fired water heater just months after they moved in. Because of their urgent need for heat, lack of familiarity with local programs, and other complications,

they missed the chance to switch to an efficient heat pump water heater—a decision they both regret.

“We wanted to make sure we set this house up for what we want to live in for the next 10 years,” Dave said. “It made imminent sense to upgrade in year-one rather than waiting for year-eight, just before moving out.”

After a rocky start, the couple knew it was time to take energy efficiency seriously and prepare their ‘new’ 100-plus-year-old home for long-term comfort and lower energy costs. They began with a self-installed Nest smart thermostat to eliminate the

guesswork from managing energy use while maintaining a comfortable temperature. A \$50 DCSEU rebate helped them save 20 percent off the purchase price.

While gathering quotes to make additional upgrades to their home’s energy systems, Dave and Carey attended Electrify DC’s Healthy Homes Fair. It was there that they learned about DCSEU programs and rebates. They stopped by the Mitsubishi booth, where they were introduced to an alternative to the inefficient electric baseboard heating in their basement: Mitsubishi ceiling-cassette mini-split heat pumps. The air handlers sit flush

with the ceiling and resemble simple vents—an appealing alternative to the wall-mounted or ducted units they had originally assumed were their only options.

“The mini splits on the wall were going to take up a lot of space,” Carey said. “The Healthy Homes Fair was something that we really got a lot of great information from and the DCSEU was also there and gave a lot of good information, too.”

Before the fair, none of the contractors they contacted had mentioned ceiling cassettes, and some gave conflicting guidance. But after meeting representatives from local contractor John G. Webster at the fair, and having them assess the home, the couple learned that ceiling cassettes were not only feasible but the most energy-efficient option. Although they chose not to electrify their dual-fuel rooftop HVAC system due to costly ductwork upgrades, they proceeded with the ceiling-cassette mini-split installation. With a \$1,500 DCSEU rebate, they saved nearly 8 percent on project costs, with additional tax credits from the Inflation Reduction Act expected before they expire in December 2025.

“Yes, we got the ceiling cassettes,” said Carey. “They really blend in very well with the ceiling. We don’t have big, ugly mechanical units taking up valuable wall space, humming all the time. These are much quieter and more efficient.”

Another major improvement was replacing their troublesome 24-inch gas range—nicknamed “the flamethrower”—which struggled with

temperature control (making the oven shoot up to temperatures as high as 600° F or dropping the cooktop below the required temperature) and had burners that clicked endlessly because replacement parts were discontinued. They installed an ENERGY STAR induction range, received an \$800 DCSEU fuel-switch rebate, and saved 19 percent on a project that included installation, capping the gas line, and modifying cabinetry. They have been thrilled with the results.

“The induction range is about three times faster; we can actually watch it boil,” Dave said. “There’s a saying that a watched pot never boils, but in this case, you can watch it boil immediately. The induction range stovetop is amazing technology and the fact that the DCSEU offers rebates even if you’re upgrading from electric is great. It’s clearly where the future is going.”

Carey added, “If you take your pot off, it will automatically shut off. For families with children or for older adults who might forget to turn the stove off, this automatically just shuts off, which is a lot safer than accidentally leaving a gas burner on.”

Throughout the process, the Sienickis relied on information from their home inspection, DCSEU resources, Electrify DC, ENERGY STAR, and helpful YouTube tutorials. They also urge homeowners to DIY weatherize any visible gaps, switch to a smart or programmable thermostat, plan ahead instead of waiting for systems to fail, and address moisture issues

early. In some areas of their home, humidity levels reached over 60 percent. They resolved this with an ENERGY STAR dehumidifier that covers 2,000 sq. ft. of space—supported by a \$35 DCSEU rebate.

When asked what advice they would give to residents considering electrification or energy upgrades, Carey didn’t hesitate. “Do it now and enjoy it. It never gets cheaper later. If you wait until you move, you’re just doing it for the next person.”

Dave agreed. “I’m an engineer by trade. For me, it’s about dollars and cents. It just seems empirically obvious to me that we’re going to get to a break-even point for our investments in a very short period. That’s not only through our utility costs, but we also get a superior quality product. I’m always motivated by these dollars and cents arguments, and what the DCSEU was offering clearly facilitated the savings that I relish as an engineer. You all have a great product and that’s why we agreed to share our story. We think more people should take advantage of these programs.”

# Bringing the power of the sun within reach.

## 1.35 megawatts

of renewable energy  
generating capacity installed,  
enough to cut electricity bills  
by 50% for 156 households.

## 156

solar PV systems installed  
on income-qualified single-  
family homes.

## 70

roof repairs provided to  
allow customers to receive  
single-family solar PV.

## 3

heavy-ups performed to  
increase electric capacity in  
single-family homes.

## 1

battery system installed on  
income-qualified single-family  
homes through a pilot initiative.

## 7

CREF (community solar)  
installations that reached  
program milestones.

*At the start of FY 2025, the DCSEU selected six local solar developers and contractors to support 150 solar installations on single-family homes for income-qualified residents in fiscal year 2025.*

*We ended the year bringing 156 photovoltaic (PV) solar systems online for District families, helping them save up to \$10,000 on their electricity bills over the next 20 years through Solar for All.*

This investment builds on the historic success of the DCSEU's work on the District's Solar for All (SFA) program. Since 2019, Solar for All has provided 824 low- and moderate-income single-family DC households with the benefits of rooftop solar at no cost. When combined with the community solar installations also included in DOEE's Solar for All program, the DCSEU has helped expand solar power access to more than 11,000 income-qualified families, delivering more than \$80 million in lifetime electricity bill savings.

To remove barriers to participation, the SFA program continued to cover the costs of roof repairs and electric panel upgrades ("heavy ups") while working with AHEP to provide qualified residents with the opportunity to decarbonize their homes (and possibly get a heavy up through that program instead). The SFA team also extended the Home Battery Pilot program into fiscal year 2025 to keep learning how to best pair solar and battery storage for greater energy savings.

As the team continued to prepare to deploy a portion of the \$62.5 million within the Greenhouse Gas Reduction Fund (GGRF), the Environmental Protection Agency (EPA) announced in August 2025 that it would terminate the \$7 billion in federal funds designated for the national Solar for All program. Despite these federal policy and funding changes to the national Solar for All program, the DCSEU made several program updates that made it easier for residents, including renters, to participate in the program. This includes making a fully online and mail-in application available to District residents. We continued to pivot, shifting our efforts toward utilizing available local funds to advance some proposed CREF projects, aiming to meet key program milestones within FY 2025 and prepare for the program's future.

# Energizing DC through clean, sustainable growth.

## **The DCSEU continued to adapt to the mixed market conditions influencing commercial and institutional (C&I) properties throughout fiscal year 2025.**

Businesses, institutions, and property owners faced an evolving market as interest rate fluctuations—which exceeded 5.00% by the end of the fiscal year—made it challenging to make the necessary capital improvements in their facilities. Building owners continued to prioritize compliance with the District’s Building Energy Performance Standards (BEPS), while the DCSEU remained dedicated to assisting them in reaching compliance while reaping the benefits of energy efficiency. The DCSEU anticipates a rise in demand for equipment, incentives, and technical support as we enter the last full calendar year before the close of BEPS Period 1.

The DCSEU’s support for commercial and institutional customers is sustained through continued incentive programs. Our rebate programs are designed to bring down the costs of lighting, HVAC systems, refrigeration equipment, lawn care, and motors. Still, they are also flexible enough so that customers can submit for custom incentives when our prescriptive rebates don’t fit their specific needs. This year, the DCSEU provided \$5.6 million in incentives to DC businesses. Combined, DCSEU efforts for commercial and institutional customers will prevent 43,180 metric tons of annual greenhouse gas emissions, while generating \$129 million in lifetime cost savings for businesses. In addition to these financial and environmental benefits, customers will also enjoy healthier air and more comfortable spaces.

To meet the District’s BEPS, the DCSEU anticipates an increase in demand for equipment incentives and technical assistance. In preparation, the DCSEU held three forums this year to educate, support, and promote peer exchange with commercial and institutional market sectors dealing with issues related to building regulation compliance, energy efficiency, and renewable energy.

These roundtable sessions, in partnership with the Building Innovation Hub and the DC Department of Energy and Environment, emphasized worship facilities as well as condos and cooperatives. In cooperation with the Building Innovation Hub, the team supported the development of two BEPS toolkits for these two sectors. Each toolkit was shared and discussed with attendees to help them navigate BEPS timelines, financing, and DCSEU support.

## **\$129 million**

in lifetime cost savings for District businesses.

## **\$5.6 million**

in incentives provided to District businesses, supporting \$43.8 million in clean energy projects.

## **43,180 metric tons**

of annual greenhouse gas emissions (MTCO<sub>2</sub>e) prevented; the equivalent of 47 million pounds of coal burned.<sup>13</sup>

<sup>13</sup>Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>



# Empowering a Cultural Landmark: The Howard Theatre’s Path to Sustainability

The Historic Howard Theatre, an iconic venue known as the “Theatre for the People,” recently completed a major energy efficiency and renewable energy upgrade that merges cultural preservation with clean energy innovation. With support from the DCSEU, DC Green Bank, and the DC Preservation League, the project demonstrates how local partnerships can advance sustainability while preserving the historic and cultural fabric of the District.

Originally opened in 1910, the Howard Theatre was the nation’s largest and first theater for black audiences. However, like many historic buildings, the theater faced challenges with outdated infrastructure and rising operational costs. To preserve this cultural treasure and improve its long-term sustainability, the theater embarked on a transformative energy project—installing a new chiller, solar, and battery storage systems designed to significantly reduce energy use,

lower emissions, and stabilize utility costs.

The DCSEU played a key role in the project’s success by providing technical expertise, engineering review, and financial incentives totaling \$46,555. The support includes \$19,000 for solar installation<sup>14</sup>, \$27,055 for HVAC upgrades, and critical engineering consultation to ensure that the modern systems integrated seamlessly with the building’s historic structure.

## Financing and collaboration

The project was made possible through a collaborative financing model that underscores the strength of the District’s clean energy ecosystem. The DC Green Bank provided \$775,000 in project financing, while the DC Preservation League contributed \$700,500 through the African American Civil Rights Grant from the National Park Service.

Local economic impact was also central to the project’s success. Uprise Electric Company, a District-based Certified Business Enterprise (CBE), led the solar installation, reinforcing the city’s commitment to local workforce development and the growth of green jobs.

## Project components and impact

The two main components of the project, the chiller system replacement and the solar + battery storage system, collectively deliver substantial savings and emissions reductions.

### Solar and battery storage system

The rooftop solar array consists of 264 panels with a total capacity of 106.82 kilowatts (kW), paired with a 120 kWh battery storage system. This setup allows the theater to generate and store its own clean electricity, improving resilience and reducing reliance on the grid. The system produces an estimated **126,625 kilowatt-hours (kWh)** annually, offsetting **166,420 pounds** of carbon dioxide equivalent (CO<sub>2</sub>e) emissions each year. These savings translate to approximately \$21,539 in annual cost savings and \$430,780 in lifetime savings over 20 years.

“

DC Green Bank and the DCSEU provide more than funding; their teams provide support and guidance from our first conversation to the end of construction. These new systems will help The Howard Theatre stay open for a new generation and continue to serve as a cornerstone of the DC community.”

- Roy “Chip” Ellis

Owner of The Howard Theater

### New chiller system

The upgraded chiller system enhances cooling efficiency and comfort while delivering substantial energy reductions. It is projected to save **360,741 kWh** annually and reduce emissions by **474,113 pounds** of CO<sub>2</sub>e each year. The new system will save the theater \$60,929 annually and an estimated \$1.52 million over its 25-year lifetime.

Together, these upgrades generate total lifetime cost savings of \$1.95 million, annual energy savings of 487,366 kWh, and an annual emissions reduction of 640,533 pounds of CO<sub>2</sub>e. That’s the equivalent of the electricity use of 60 homes, 32,693 gallons of gasoline, or the carbon sequestered by 4,804 tree seedlings grown for 10 years.

### A model for sustainable preservation

The Howard Theatre project stands as a model for how energy efficiency, renewable energy, and cultural preservation can work hand in hand. By leveraging DCSEU incentives and expertise, the project not only reduced operational costs and emissions but also ensured that a landmark of national significance will continue to thrive for future generations.

As the District continues to advance toward its clean energy and climate goals, projects like the Howard Theatre serve as powerful examples of how public-private partnerships can preserve history while building a more sustainable future.

<sup>14</sup>This incentive amount will be paid in FY 2026 as soon as the Authorization to Operate (ATO) is received per standard procedure by the DCSEU.



# Sustainability and Zero Carbon Fuel the Bridge District's First Multifamily Development

Completed in the first half of 2025, the first phase of the Bridge District marks one of Washington, D.C.'s most ambitious steps toward a zero-carbon, all-electric future. Developed by Redbrick LMD, the three new residential towers, Stratos, Poplar House, and Alula, deliver a combined 757 high-end multifamily units across two parcels of a multi-phase development that will reshape the land just off the banks of the Anacostia River and near the Frederick

Douglass Memorial Bridge. Managed by Bozzuto Management Company, these buildings anchor a transformative new neighborhood located just steps from Nationals Park, The Yards, and a 1,000-acre waterfront national park.

More than a luxury apartment offering, this first phase of the Bridge District embodies Redbrick LMD's commitment to sustainable urban development. All

three buildings are fully electric and are pursuing both LEED Platinum certification and the International Living Future Institute's (ILFI) Zero Carbon certification. Their design targets an anticipated 30% reduction in operational energy use.

The buildings combine world-class amenities including a rooftop infinity pool, penthouse lounge, culinary hub and test kitchen, tasting rooms for craft beverages,

multiple fitness facilities, a yoga studio, and expansive outdoor terraces. They center a design philosophy anchored in nature, resident health and wellness, and seamless access to public transit. The result is an elevated living experience that aligns resident comfort with long-term climate goals.

From the earliest planning stages, the DCSEU worked closely with Redbrick LMD to support their electrification strategy and ensure the buildings achieved deep energy savings while advancing the District's decarbonization goals. The DCSEU provided dedicated account management and technical guidance, including engineering review and analysis of the complex HVAC, water-heating, and renewable-energy systems.

With support from DCSEU incentives, the developer installed a suite of high-efficiency, all-electric systems. This includes heat pump DOAS (Dedicated Outside Air Systems) units with heat recovery, air-to-water and water-source heat pumps, centralized heat pump water heating, and advanced lighting and controls. The project also incorporates an onsite 187 kW solar array with 435 panels. This system generates an estimated 223,376 kWh of clean electricity annually, saves nearly \$38,000 per year, and eliminates 293,577 pounds of CO<sub>2</sub>e emissions. Together, these measures will save 676,759 kWh of energy annually, cut operating costs by more than \$600,000 each year, and deliver \$6.38 million in savings over ten years. They will also avoid 4.7 million pounds of CO<sub>2</sub>e emissions each year, equivalent to powering 447 homes or removing the

emissions from 241,386 gallons of gasoline consumed.<sup>15</sup> By integrating these high-impact energy measures, the Bridge District's first towers demonstrate how DCSEU partnerships help advance all-electric, zero-carbon-ready multifamily development in the District.

The Bridge District's first phase arrives as the District prepares to implement the Clean Energy DC Building Code Amendment Act of 2022 (D.C. Law 24-177). The law requires new covered buildings to meet a Net-Zero-Energy (NZE) standard, including onsite renewable generation and elimination of on-site fossil fuel combustion for thermal energy, and compliance with DC's net zero energy code by December 31, 2026.

Redbrick LMD's decision to design and construct these towers to all-electric, zero-carbon-ready standards places them well ahead of upcoming regulatory requirements. Their pursuit of both LEED Platinum and ILFI Zero Carbon certification demonstrates true market leadership and provides a model for the type of innovation necessary for the District to meet its long-term climate commitments.

This leadership will continue in future phases of the Bridge District, where Redbrick plans to meet the same certification standards across additional parcels, including the development of D.C.'s first mass timber-constructed multifamily building, which will break ground in the first quarter of 2026.

“

Redbrick was pleased to be able to work with the DCSEU on this project. This was our second project with the DCSEU, and it's been a seamless effort. We are looking forward to continuing our relationship with the DCSEU on all of our future projects to help with our sustainability goals and objectives.”

- Paul Elias,  
Executive Vice President, Construction, Redbrick LMD

<sup>15</sup>Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

# Creating career paths that uplift District residents.

***Building a strong clean energy workforce remains a priority in the District, with skilled workers in high demand. To address this, the DCSEU's Workforce Development Program continues to offer District residents green externships with nearby contractors and other groups twice a year to help them find new employment in sustainability and energy efficiency.***

**93**

green jobs created for District residents.

**\$8.1 million**

spent with 19 CBEs (including through Solar for All).

**31**

graduates from the Workforce Development Program.

**238**

national credentials earned through Train Green courses.

This fiscal year, the DCSEU graduated 31 students and, with the help of host sites and mentors, worked to place them with DCSEU mentor organizations. Representing all eight wards, program participants graduate with hands-on professional development training, Leadership in Energy and Environmental Design Green Associate (LEED GA) preparation courses, and the opportunity to gain Building Operator Certification (BOC) as well as other related courses to gain national certification.

When it comes to hiring and training externs, host sites and mentors are crucial. For eleven years, the DCSEU has collaborated with neighborhood businesses and organizations—many of which are CBEs—to mentor and teach District residents on the job. The DCSEU offers each cohort weekly trainings through which participants can earn certificates and hear from subject matter experts while being paid a livable wage.

This year, externs heard from influential leaders during each graduation session, offering inspiration and an example of how native Washingtonians can evolve and impact the clean energy economy.

Speakers included Antoine Thompson, Executive Director of the Greater Washington Region Clean Cities Coalition (GWRCC), and Damion McDuffie, Advisory Neighborhood Commissioner (5A01) and Program Analyst at the DC Department of Human Services, Youth Homeless Services Division.

Through the Train Green Program, 238 national credentials were earned by participants. 59 courses were made available—the highest number of courses offered in program history. This is particularly remarkable given last year's programmatic changes and this year's implementation of Training for Residential Energy Contractors (TREC) Grant funding from the IRA.

It has been a challenging year for employment, with District unemployment rates ranking among the highest in the nation. Thanks to our Workforce Development and Train Green programs, the District's underemployed and unemployed have continued access to the benefits of the expanding green economy. We will continue to offer critical workforce development opportunities for District residents in FY 2026.

## Aldric: Entering the Green Workforce and Knowing Your Worth

When Aldric moved from New York to the District in 2024, he brought with him a degree in geography from Macalester College, a passion for environmental justice, and a vision to help create a more sustainable and equitable world. Even at a very young age, he held a concern for the world's natural resources, like water. After founding a local chapter of the Sunrise Movement at his high school, Aldric knew he wanted to continue pursuing work that connected sustainability, community, and impact.

Finding a career path wasn't easy. After submitting countless applications and facing repeated rejections, Aldric began to question his readiness for professional life. "I thought I was going to get a job instantly," he said. "I was very naive, and after so many rejections, I started to wonder if maybe I just wasn't ready."

That changed when he received an email from Pepco and the University of the District of Columbia (UDC) about an upcoming job fair. There, he met DCSEU Workforce Development Program Manager, Gleniss V. Brown-Wade, who introduced him to her program at the DCSEU—an opportunity to gain on-the-job experience in clean energy and sustainability while serving the community and making a living wage in the District.

Drawn to the DCSEU's mission and its emphasis on supporting vulnerable communities, Aldric applied and was accepted into the program's Summer 2025 cohort as an extern. He was

placed with Greening Urban, a local Certified Business Enterprise (CBE) civil engineering and sustainability firm, as a part-time Marketing and Business Development Associate, while also working full-time as a volunteer and Database Coordinator at Volunteer Alexandria.

During his externship, Aldric helped Greening Urban strengthen its internal systems and elevate its brand presence by developing a new style and branding guidelines.

"I'm proud of helping bring their work into the light," Aldric shared. "Greening Urban has always done great work, but now it's easier to see who they are and what they stand for."

Throughout the program, Aldric discovered that sustainability is about more than energy; it's about people. He learned how clean energy programs empower communities and why advocacy and awareness are essential to equity. "There's a lot of power in community," he said. "Programs like this help people access opportunities they might not even know exist."

But beyond professional skills, the externship gave Aldric something even more meaningful: self-assurance.

"This program helped me know my worth," he said. "It reminded me that I was more than ready, it was just the wrong place, wrong time before. My confidence is back where it should be."

Today, Aldric continues to work with Greening Urban as a Marketing and Business Development Specialist, a role he transitioned into after completing his externship. He credits the DCSEU Workforce Development Program with helping him rebuild confidence, gain direction, and reenter the workforce with purpose.

Even though Aldric remains passionate about sustainability, he also hopes to expand his impact beyond the traditional green space. Looking ahead, he plans to continue working at the intersection of placemaking within urban spaces and LGBTQIA+ advocacy, using sustainability as a framework for creativity, inclusion, and connection.

When offering advice to others considering the program, Aldric encourages them to keep an open mind. "Have a travel plan, but be willing to take left turns," he said with a smile. "Sometimes the best opportunities are the ones you didn't envision yourself in."

The DCSEU's Workforce Development Program continues to help District residents like Aldric gain hands-on experience, build professional confidence, and most importantly, know their worth.

# Sharing the promise of clean energy with all eight wards.

FY 2025 marks the first full fiscal year of leveraging the updated DCSEU brand and website, which launched in September 2024. Driving awareness of the DCSEU and its programs and services was key in FY 2025 to help District residents and businesses acclimate to, and ultimately embrace, the DCSEU's new look and feel. Below are the highlights of this year's marketing, communications, and outreach initiatives and results.

## Social media

### Followers:



### Impressions:



### Engagements:



## Media mentions

- In FY 2025, the DCSEU earned **501 media mentions**—an increase of more than **600% over the previous fiscal year**. Publications included The Washington Informer, ACHR News, Solar Power World, Hill Rag, Patch AM, MSN, WAMU, and WUSA.

## Community events

- In FY 2025, the DCSEU hosted and/or attended **88 community events**. This included **17 internal events** and **71 external events**.



**You got the power!**

**\$15K\* for home electrification? Snap!**



# Residential Electrification Campaign

April 21, 2025 – September 30, 2025

**10.7+ million**

impressions generated from advertising

**11,400+**

page views to the campaign landing page

**60,500+**

total page views to the five most-visited pages:

- DCSEU home page **15,581 views**
- Affordable Home Electrification Program (AHEP) page **13,695 views**
- Residential Energy Rebate Application Guide page **12,059 views**
- Residential Energy Rebate Index page **9,557 views**
- Residential HVAC Rebate page **9,535 views**

In the second half of fiscal year 2025, the DCSEU Marketing and Communications Team launched the Residential Electrification Campaign, a multi-program initiative to highlight the Affordable Home Electrification Program (AHEP) and Residential Electrification Rebates.

Running for over five months, the campaign unified messaging around clean energy, emissions reduction, and community equity while showcasing how electrification can improve comfort and affordability in the homes of the District residents we serve.

The campaign extended beyond paid advertising, leveraging owned media, digital content, and social media to drive awareness, engagement, and participation. With over 10.7 million impressions and more than 11,400 page views to a dedicated landing page, the campaign successfully amplified the brand and positioned the DCSEU as a leader in residential electrification across the District.



# Redefining power in the District.



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