

GOVERNMENT OF THE DISTRICT OF COLUMBIA
District Department of the Environment



May 8, 2013

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's Second Quarterly Report

Dear Chairman Mendelson:

Pursuant to Section 201 of the Clean and Affordable Energy Act of 2008, D.C. Law 17-250, the District Department of the Environment ("DDOE") is pleased to submit the second Quarterly Report for Fiscal Year 2013 on behalf of the District of Columbia Sustainable Energy Utility ("DC SEU"). The report details the activities undertaken and the accomplishments of the energy efficiency and renewable energy programs administered during January 1, 2013 – March 31, 2013. The report was prepared by the DC SEU. DDOE, the designated contract administrator, has reviewed the attached report.

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

Sincerely,

Keith A. Anderson, Director
District Department of the Environment

Attachments

cc: Councilmember Mary Cheh, Chairperson, Committee on the Environment, Public Works, and Transportation
DC Councilmembers
Nyasha Smith, Secretary of the Council





DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

Second Quarter Report for Fiscal Year 2013

January 1 – March 31, 2013

April 30, 2013

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MESSAGE FROM THE MANAGING DIRECTOR

Now more than ever, District residents are learning about the DC SEU and the wide array of initiatives that help them save energy and money.

Earned media, publicity gained through promotions, and traffic to the DC SEU website have reached all-time highs in the second quarter of Fiscal Year 2013. Since January, the DC SEU has been featured on television, public radio, online blogs, and in local newspapers. The website and social media pages are also very popular; an all-time record was hit in March, with more than 3,700 visits to the DC SEU website.



Customers coming to the DC SEU can take advantage of the expanded portfolio of initiatives. Efficient products promotions are in place for a full range of energy-efficient appliances—clothes washers, refrigerators, solid-state lighting (LEDs), and compact fluorescent light bulbs (CFLs). In March, newly allocated funding brought Business Energy Rebates back, giving more District businesses a chance to reduce utility costs with rebates for energy-efficient equipment. With more opportunities for customers to connect with the DC SEU and save, the piece of the economic development pie that efficiency and renewable energy provide to the District is getting bigger—by driving business to local contractors and creating green jobs for more District residents.



With Councilmember Mary Cheh and Volt at the University of the District of Columbia Green Living Expo

Although everyone in the District is just starting to enjoy the spring weather, the DC SEU is already gearing up for summer. Once again, we are planning to participate in community events. With interactive displays, our well-informed staff will engage with the public and put a face on sustainable energy for the District.

From equipment rebates for small businesses to outreach tables at community festivals, the DC SEU is raising the profile of energy efficiency in the District and connecting more residents and business owners with DC SEU initiatives than ever before. Look for us in the news and in your neighborhood. We hope to see you soon!

Ted Trabue

Managing Director

QUARTERLY FEATURE

Benchmarking Help Center Wins Hearts and Minds

This spring, the District ranked Number 2 nationwide in reporting compliance for energy and water use disclosure on large buildings, with 60% of required buildings reporting by the April 1 deadline—a close second to New York City’s 64% reporting rate from August 2011. Nationally, more cities have begun to adopt benchmarking and public disclosure policies—notably Philadelphia and Minneapolis. Boston is currently drafting a benchmarking policy. These cities are taking notice and learning from the District’s best practices. One of these best practices is the presence of the DC SEU Benchmarking Help Center, which was started in FY 2012.

The DC SEU Benchmarking Help Center fielded requests for technical assistance from operators of buildings, assisting 70% of the buildings that met the data submission deadline.

Under statute, benchmarking data are submitted to the District Department of the Environment (DDOE). Across 8 months, the Benchmarking Help Center organized 11 hands-on trainings for audiences ranging from condominium boards to universities, to embassies, and to commercial and multifamily building owners and managers. In partnership with the University of the District of Columbia, the Benchmarking Help Center had access to computer training centers, where DC SEU technical trainers provided step-by-step walkthroughs of EPA’s Portfolio Manager tracking tool. These trainers also provided assistance to owners and operators in understanding the regulations, and connected them to DC SEU services for ways to improve building performance.

In addition to hands-on trainings, the Help Center answered questions via email and phone, fielding more than 360 email requests and approximately 500 phone calls from September 1, 2012 through March 31, 2013. Evaluations of the Help Center’s performance indicate that customers were satisfied with the support they received. One property manager commented that the Benchmarking Help Center was the “most useful” resource for understanding and completing the benchmarking and reporting process.



Benchmarking training at the University of the District of Columbia

“Through the Help Center, people could connect with someone ready to talk through their issues and provide immediate answers,” said John Andreoni, a Benchmarking Help Center spokesperson. “We helped many customers understand the goals of energy and water use disclosure and won hearts and minds.” As the remaining reports are filed with DDOE, the demand for technical assistance and training from the Benchmarking Help Center is expected to continue.

Next year, an additional 650 smaller buildings (between 50,000 and 100,000 square feet), will join the pool of private buildings over 100,000 square feet that have reported their energy and water use data. The Help Center will be ready for them.



DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

This report of the District of Columbia Sustainable Energy Utility covers the period from January 1, 2013, through March 31, 2013. This progress report contains information about the DC SEU's activity to date in FY 2013 in the four core service areas: Residential, Low-Income Multifamily (LIMF), Renewables, and Commercial and Institutional (C&I).

The use of the term *DC SEU* throughout this report indicates an integrated collaboration among the members of the Sustainable Energy Partnership, under the leadership of the DC SEU Contractor, the Vermont Energy Investment Corporation: Groundswell, Institute for Market Transformation, L.S. Caldwell & Associates, PEER Consultants, PES Group, Skyline Innovations, and Taurus Development Group.

1. At a Glance: Progress against Benchmarks

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

Category	Item	Description	Metric Unit	Benchmark Minimum	Period Results	Year-to-Date
Performance Benchmarks	1a	Reduce per-capita consumption - Electricity	MWh	103,700	3,382	21,054
	1b	Reduce per-capita consumption - Natural gas	Mcf	272,000	1,627	-3,825
	2	Increase renewable energy generating capacity	Cost / kWh			
	3	Reduce growth in peak demand	kW	2,000	444	3,159
	4	Improve energy efficiency in low-income housing	% of annual budget	\$ 4,620,000	\$ 528,847	\$ 1,955,511
	5	Reduce growth in energy demand of largest users				
Minimum Requirements	6	Increase number of green collar jobs ¹	Green job hours directly worked by DC residents, earning at least a Living Wage	128,128	7,266	48,916
	7	Expenditure of annual SETF dollars allocated to DC SEU services	Fiscal year dollars	\$ 15,400,000	\$ 1,332,899	\$ 8,459,671
	8	Expenditures with Certified Business Enterprises	50% of expenditures on Implementation Contractors	\$ 2,400,000	\$ 162,345	\$ 2,810,273
	9a	Annual expenditures related to electric energy efficiency	Program expenditures that reduce electrical energy consumption, allocated to sustainable energy activity	\$ 9,240,000	\$ 1,225,425	\$ 7,875,007
9b	Annual expenditures related to natural gas energy efficiency	Program expenditures that reduce natural gas consumption, allocated to sustainable energy activity	\$ 2,310,000	\$ 107,474	\$ 559,250	

¹ Period results are estimates subject to final verification of green job hours.

¹ The DC SEU 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 DC SEU 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).

Savings also include interactive effects across energy types. For example, an energy-efficient light bulb generates less heat than a standard, incandescent light bulb. Installing this energy-saving measure lowers the need for air conditioning in lighted spaces (that is, it lowers the summer cooling load), but it increases the winter heating load. Using the example of a customer who heats a space in the winter with natural gas and cools the space in summer with air conditioning: After installing energy-saving bulbs, that customer will experience an increase in gas use, but will also save electricity from the reductions in the lighting and cooling loads.

2. Core Area Performance

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

	Residential	Low-Income Multifamily	Commercial and Institutional	Renewable Energy	Total
DC SEU Expenditures					
Expenditures for this period	\$ 113,415	\$ 524,618	\$ 692,040	\$ 2,826	\$ 1,332,899
Expenditures for this quarter	\$ 444,862	\$ 637,460	\$ 1,912,255	\$ 74,940	\$ 3,069,517
Year-to-date expenditures	\$ 768,952	\$ 1,523,072	\$ 5,561,586	\$ 606,061	\$ 8,459,671
Annual budget estimates	\$ 2,871,000	\$ 3,143,000	\$ 6,629,000	\$ 1,156,000	\$ 15,400,000
Percent of the annual budget spent	27%	48%	84%	52%	55%
Annual Savings, MWh					
Electricity savings (MWh) for this period	840	699	1,843	0	3,382
Electricity savings (MWh) for quarter	2,949	699	4,472	39	8,159
Year-to-date savings (MWh)	5,832	2,189	12,925	108	21,054
Percent of annual MWh savings goal met	23%	41%	25%	12%	25%
Summer Peak Demand Savings¹, kW					
Summer peak demand reduction (kW) for this period	125	51	268	0	444
Summer peak demand reduction (kW) for quarter	439	51	589	7	1,086
Year-to-date summer peak demand reduction (kW)	863	313	1,963	20	3,159
Percent of summer peak demand reduction goal met	140%	239%	159%	95%	158%
Annual Savings, Mcf					
Natural gas savings (Mcf) for this period	-969	488	2,108	0	1,627
Natural gas savings (Mcf) for quarter	-3471	488	2,623	0	-360
Year-to-date savings (Mcf)	-6791	1,664	825	477	-3825
Percent of annual Mcf savings goal met	-20%	8%	1%	1%	-2%
Lifetime Economic Benefit²					
Lifetime Economic Benefit for this period	\$ 378,559	\$ 1,226,590	\$ 2,755,063	0	\$ 4,360,212
Lifetime Economic Benefit for quarter	\$ 1,319,649	\$ 1,226,590	\$ 6,199,718	\$ 153,913	\$ 8,899,870
Year-to-date Lifetime Economic Benefit	\$ 2,674,080	\$ 3,434,823	\$ 16,491,792	\$ 798,901	\$ 23,399,596
Participants Served					
Participants served, for this period	2,393	220	24	0	2,637
Participants served, for quarter	8,349	220	57	12	8,638
Year-to-date participants served	16,315	2,529	103	135	19,082

¹ Summer peak demand savings represent the avoided electrical demand at the time of summer peak.

² Lifetime Economic Benefit is the present value of the avoided cost of energy over the life of installed efficiency measures.

² The DC SEU develops 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. Second Quarter FY 2013 Highlights

As the DC SEU prepares to move into the third quarter of FY 2013, it is reviewing the newly released, verified savings results from FY 2012, so that it can improve its processes to meet year-end goals.

The third-party FY 2012 Evaluation, Measurement, and Verification (EM&V) report shows that FY 2012 provided a strong start from which DC SEU operations and initiatives can continue to grow. The report identifies four key strengths in the DC SEU's approach: (1) the portfolio of programs is cost-effective and DC SEU cost-effectiveness calculations are accurate; (2) the DC SEU's energy savings results are reported accurately; (3) tracking and estimation tools are transparent and solid; and (4) customers and contractors are highly satisfied with their participation in many programs. One Home Performance with ENERGY STAR® participant said, "I am a delighted customer; you have very impressive employees." Additionally, the EM&V report lauded the DC SEU staff for being very knowledgeable in their program areas.

FY 2012 was also a year of learning and the EM&V report reflects this observation as well. Many of the identified opportunities for improvement were well understood by the close of FY 2012 and are already being addressed in FY 2013. Primary among them were: "hot" and "cold" implementation cycles, lack of consumers' awareness of the brand, and the need to provide additional performance metrics in reports. The DC SEU is addressing the barriers to full effectiveness that were called out in the report, and will be assessing operations to make improvements throughout the remainder of FY 2013.

As the DC SEU heads into the second half of FY 2013, it will continue to target projects that provide significant gas savings, with gains expected from large commercial and institutional projects in the third quarter.

Because the DC SEU's performance benchmarks combine energy efficiency and renewable energy programs with green job and local economic development goals, the concept of a *sustainable energy utility* is gaining new meaning within the efficiency industry. Providing community benefits that reach well into the marketplace is expected to have increasing significance as a model for other efficiency programs.

4. Sector Highlights in the Core Areas

4.1 Residential Services

- **Home Performance with ENERGY STAR.** Participating Contractors completed three Home Performance with ENERGY STAR projects in March for a total of 13 projects completed in the second quarter of FY 2013. Of these projects, four were funded

through the Federal Home Loan Bank program for income-eligible homeowners, and nine were market rate projects.

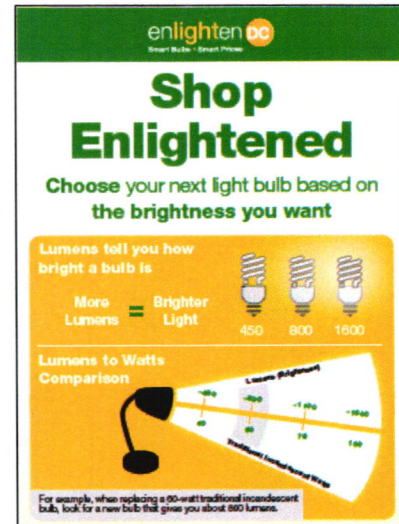
- **Federal Home Loan Bank approvals.** Thirteen households were approved in March for retrofit projects with loans administered by Industrial Bank, a local member bank of the Federal Home Loan Bank. These 13 projects represent \$156,000 in work for Implementation Contractors. Twenty projects were approved in the second quarter, representing \$240,000 in work. Work has begun on all 20 projects, which are scheduled to be completed in April and early May.
- **Challenges and opportunities.** *Expanding the Home Performance with ENERGY STAR program for both market rate participants and income-eligible Federal Home Loan Bank participants is a challenge as the DC SEU enters the third quarter. The primary challenges are finding additional qualified Implementation Contractors and locating a second Federal Home Loan bank branch that agrees to provide additional funding.*
- **On the horizon.** *In the third quarter, the DC SEU will train Implementation Contractors in strategies for marketing Home Performance with ENERGY STAR. To increase their sales, the DC SEU will provide Contractors with new marketing materials that can be co-branded with the DC SEU. The 20 active Federal Home Loan Bank projects are on target to be completed in the third quarter.*
- **ENERGY STAR awards.** The Efficient Products team accepted, on behalf of the DC SEU, EPA's ENERGY STAR Sustained Excellence award at the national awards ceremony on March 26. The DC SEU received the award for its participation in the Northeast Retail Products Initiative. The initiative, facilitated by the Northeast Energy Efficiency Partnerships (NEEP), is made up of utilities and energy efficiency program administrators in New England, New York, and Washington, DC. The DC SEU joined the initiative in FY 2012 with the Cool Bulbs, Hot Price campaign and was recognized for increasing energy efficiency in the region through the promotion of energy-efficient products.
- **Appliance rebates.** The DC SEU residential mail-in appliance rebate program was launched on February 8. District residents can receive \$50 off purchases of ENERGY STAR qualified refrigerators and clothes washers. Rebates are available only to District residents, tracked via utility account numbers. More than 40 rebate requests were submitted in February and March. The rebates are promoted in stores with



DC SEU accepts the EPA Sustained Excellence Award on March 26

signs and stickers, and store employees mention the rebates at the point of sale. The presence of the rebates themselves helps the stores attract and engage more customers.

- **Know your bulb.** DC SEU staff and Data Collection Associates (see **Section 5, Activity Supporting DC SEU Programming; Workforce Development**) held 10 in-store lighting information events in January. Interaction with DC SEU representatives at these events indicates that customers are largely unaware of the benefits of energy-efficient lighting. Further, for customers accustomed to selecting light bulbs by wattage, understanding labeling that focuses on lumens can be difficult. In response, the DC SEU developed handouts, flyers, and aisle violators that were placed in stores in March to help customers understand the Watt-to-lumen comparison, and the energy-saving and cost-saving benefits of CFLs and LEDs.



- **Food Bank program.** The DC SEU completed the planning and Request for Proposals (RFP) process for the FY 2013 Food Bank CFL Distribution initiative in the second quarter. Seven lighting manufacturers responded to the RFP to ship 80,000 CFLs to Bread for the City's Northwest and Southeast locations for distribution to low-income District residents. The RFP's evaluation committee will select the winning bidder in early April. The initiative is on track to start in mid-April.
- **Challenges and opportunities.** Customer use of LED mail-in rebates has been slower than expected. To encourage customers to understand the benefits of buying the higher-cost LED technology—long-term energy and cost savings—the DC SEU is improving signs in participating retail outlets and teaching store employees about LED technology and the DC SEU rebate promotion.

4.2 Low-Income Multifamily

- **A complete pipeline.** With a full pipeline of projects in place for the remainder of FY 2013, the DC SEU is poised to meet annual energy savings and spending goals in the low-income multifamily sector.

- **Planning future enrollment.** The Low-Income Comprehensive program began planning for enrollment of projects for FY 2014 and FY 2015. DC SEU staff promote efficiency recommendations that developers can consider installing in their developments, prior to closing on their major funding. This strategy of early customer engagement will allow effective use of DC SEU incentives by developers and is expected to achieve higher levels of overall efficiency in these projects.
- **Emerging technologies training.** In coordination with the Institute for Market Transformation and the DC Department of Consumer and Regulatory Affairs (DCRA), the DC SEU is planning technology training sessions for architects and engineers, as well as DCRA inspectors. Attendees would learn about new and emerging technologies that can help buildings exceed the 2012 International Energy Conservation Code (IECC). The 2012 IECC is expected to be formally adopted by the District later this year.³
- **PACE.** The DC SEU met with the Property Assessed Clean Energy project team on March 27 to discuss screening criteria and incentives for 400 M Street SE. This is the District's first PACE project and involves 137 affordable housing units. The DC SEU has screened possible efficiency measures for cost-effectiveness and made recommendations to the developer for this project.
- **Challenges and opportunities.** *The DC SEU's customer-centric approach means that the customer engagement process must be as transparent as possible. To maximize DC SEU assistance and incentives for customers, even before they secure their project funding, the DC SEU is considering a customer checklist with maximum incentive dollars listed per efficiency measure or building system. Such a checklist would allow developers to see, early in the project planning process, the estimated value of installing efficient technologies. Project-specific actual savings and incentives would still be subject to further calculation. The checklist would make the process more transparent for developers and would help them budget for their projects more effectively.*

³ Introduced in 1998, the IECC addresses energy efficiency on several fronts including cost savings, reduced energy use, conservation of natural resources, and the impact of energy use on the environment. Important changes in this sixth edition (IECC 2012) include:

- A comprehensive set of changes includes measures to improve the thermal envelope, HVAC systems and electrical systems of residential buildings up to three stories in height.
- Commercial enhancements include required energy savings for windows, doors and skylights; thermal envelope efficiency; and increased efficiencies for installed HVAC equipment.

Source: IECC website; <http://shop.iccsafe.org/2012-international-energy-conservation-code-soft-cover.html>.

4.3 Renewable Energy

- **Solar conference.** At the Solar 2013 meeting in Baltimore, April 16-20, the DC SEU will present a paper on the District's leadership in renewable energy installations. The DC SEU has also designed a panel discussion on the same topic, and will lead it.
- **Small-Scale Solar.** Of the 87 solar photovoltaic systems installed on low-income single-family homes in Wards 7 and 8, 33 were completed in FY 2013. Project inspections, contractor close-outs, and invoices were completed for all remaining projects in the second quarter.
- **Solar thermal.** The solar thermal system installed at Capital Manor Cooperative went through final inspection and was invoiced in January. This installation marks the first of many other efficiency improvements that the DC SEU expects to provide to low-income cooperatives in the District through incentives and technical assistance.
- **Challenges and opportunities.** *The high cost of renewable energy installations is a persistent barrier for customers who want to undertake projects. However, the DC SEU is developing a comprehensive renewable energy strategy and continues to coordinate with industry partners and vendors to identify cost-effective projects that can be implemented in FY 2013.*

4.4 Commercial and Institutional

- **Increased gas savings.** At the end of FY 2012, the pipeline of projects with gas savings was small. In the first half of FY 2013, the C&I team has made gas savings a priority, and has secured a pipeline of gas projects that are expected to bring significant savings to customers.
- **Expanding the team.** The DC SEU filled four key positions on the C&I team this quarter. A former temporary worker was hired as a Project Evaluation Associate. An Engineering Manager also joined the staff. And both open positions for Director of Business Energy Services and Director of Account Management were filled. All of these employees reside in the District.
- **Developing the C&I team.** In addition to bringing on new team members, the DC SEU began reorganizing the C&I team to manage the changing strategies that come with expanded activity. Account Managers, for example, will take on larger accounts. Further, more new staff will manage the flow of incoming projects. In March, the Business Energy Services team began a review of how each member's role affects others within the department. To promote continuous improvement of initiatives and processes, each team member will spend time with field staff

responsible for quality assurance, to gather customer feedback that will be reviewed and taken into consideration in the planning of incentives and strategy.

- **Understanding market changes.** With the expected adoption of the 2012 IECC building code later this year, calculated energy savings on buildings will differ from previous standards, and will primarily affect new construction and market opportunity projects. The DC SEU is coordinating with DDOE to gain a more precise understanding of when this code will go into effect.
- **Services beyond incentives.** Given the constrained budget for incentives, the C&I team continues to encourage customers to take advantage of the DC SEU's valuable non-incentive services. These are: providing neutral third-party reviews of savings claims presented to the customer by vendors, recommendations for energy-saving measures and plans, and technical and benchmarking assistance and training.
- **Team communication.** The C&I team adjusted its internal processes to improve reporting, and to increase DC SEU visibility through case studies and earned media opportunities.
- **Business Energy Rebates.** In preparation for the March start of the FY 2013 rebates, the DC SEU produced a marketing brochure and sent an email blast announcing them. The Marketing team also updated website content to reflect program changes. In February and March, website visitors requested 103 rebate forms.
- **T12 lighting replacement initiative.** The goal of the T12 lighting replacement initiative—designed to achieve market transformation—is to increase the pool of qualified contractors who understand the value proposition of energy efficiency and can communicate these benefits to customers. Part of this overall objective is to help these contractors increase consumer demand of energy efficiency services. In preparation for the start of the T12 market transformation initiative, the DC SEU conducted three focus group sessions with current Certified Business Enterprise (CBE) Implementation Contractors and other contractors who are not yet Participating Contractors, as well as with non-CBE electrical contractors. The meetings with five major CBE electrical suppliers involved updates on existing residential and commercial DC SEU initiatives, and information on forthcoming initiatives. The program will start in April.
- **C&I events.** In the second quarter, the C&I team attended 21 events ranging from national conferences to local technical training sessions. Account Managers and Project Managers made presentations to nine groups, spoke to potential customers and customer groups, and learned about new approaches to implementing energy efficiency programs.

- **Challenges and opportunities.** *The rigorous internal process that the DC SEU follows to ensure cost-effectiveness screening and accurate savings claims adds time to the customer engagement process. This can be challenging to customers with tight project timelines. Energy Consultants currently need time to calculate savings potential and to develop models to describe the energy savings. The C&I team sees this delaying process as an opportunity for improvement. In the coming quarter, the team will prioritize projects; initially provide good, general information to the customer; and consolidate steps in the process to improve response time.*
- **Upcoming events.** *The DC SEU will participate in the Children’s Hospital Earth Day event in April. The DC SEU will host a table with interactive energy efficiency games and the DC SEU mascot, Volt, will be on site to greet hospital patients and their parents. A “How to Benchmark” training session is planned for embassies in May. The DC SEU will use this training as an opportunity to talk about to embassies talk about initiatives that might be of interest and value to them as customers.*

5. Activity Supporting DC SEU Programming

Advanced Technical Analysis Support

- **EM&V.** The FY 2012 DC SEU Evaluation, Measurement, and Verification report was completed in March. The DC SEU achieved realization rates (the proportion of energy savings claimed by the DC SEU to energy savings verified by the third-party verification team) of 92% for electricity savings, 95% for peak demand reduction, and 99% for gas savings. These rates demonstrate the high degree of accuracy in the DC SEU’s savings calculation methods. The independent verification team determined that the DC SEU used strong energy analysis tools and tracking systems and appropriate custom and prescriptive processes. In the third quarter, the DC SEU will address the report’s recommendations for improvement for FY 2013.
- **DC SEU project screening.** By the end of FY 2011, the DC SEU had characterized 21 measures for the DC SEU *Technical Reference Manual*, the compendium of efficiency and renewable measure characterizations and values. By the end of the second quarter of FY 2013, the number of new, fully characterized measures has climbed to 45; 15 existing measures have been revised. Many of these characterizations occurred in the second quarter of FY 2013.
- **Energy analysis tools.** Three energy analysis tools were updated or developed this quarter. The Custom Analysis Tool (CAT) received its annual update this spring. In addition, the DC SEU screening tool now contains new values for avoided costs and conversions to 2013 monetary values. A new tool to measure demand control ventilation was completed this quarter.

- **Technical measure characterizations.** The EM&V group completed technical measure characterizations to determine energy savings for the following measures:
 - Commercial and Institutional
 - Commercial refrigeration end use
 - Commercial reach-in refrigerators and freezers
 - Commercial coin-operated efficient clothes washers
 - Lighting end use – solid state lighting systems
 - HVAC and domestic hot water end use
 - Commercial boilers and furnaces
 - Residential
 - ENERGY STAR integrated screw-based LED lamps
 - Energy-efficient clothes washer
 - Energy-efficient refrigerators

Finance and Leveraging

- **Commercial lending.** The DC SEU has developed a partnership with Pollin Energy and Retrofits (PEAR), to provide unsecured commercial lending for projects over \$50,000, with interest rates ranging from 6% to 9%. The agreement is currently under review with the C&I team and will become available to customers in the third quarter.
- **Federal Home Loan Bank participation.** An outreach strategy and internal staffing plan are in place to recruit an additional member bank of the Federal Home Loan Bank system to support FY 2013 Home Performance with ENERGY STAR projects with low-income single-family homeowners. Industrial Bank will continue to partner with the DC SEU in FY 2013. A second bank partner would allow the DC SEU to undertake comprehensive energy efficiency retrofits for 80 income-qualified homeowners; the value of these projects is approximately \$1 million.
- **Green mortgages.** The DC SEU completed preliminary negotiations in the second quarter of FY 2013 to create a green commercial mortgage product with a partner bank. The product would allow commercial building owners to include the costs of energy efficiency measures in refinancing their existing mortgages, or as part of first mortgage loans.

Public Affairs

- **Utility coordination.** In coordination with Pepco, Washington Gas, the Public Service Commission of the District of Columbia, and the Office of the People's Counsel, the DC SEU is exploring opportunities to share information about DC SEU energy-saving opportunities with customers at public events attended by these important stakeholders. The DC SEU is planning to attend 25 community events through the end of FY 2013.
- **Earth Day event.** Working with Earth Day co-sponsors DDOE and the Public Service Commission, the DC SEU will host an event on April 17 in the East Hall of Union Station. This DC SEU signature event will feature speakers from the District Government and a vendor fair for residents and businesses. Attendees will learn about energy efficiency and renewable energy opportunities. The list of speakers and the agenda have been developed. The event will be listed in Earth Day Network email blasts about upcoming April Earth Day events in the District.
- **Government affairs.** On February 22, Managing Director Ted Trabue provided testimony before the Committee on Economic Development, which is chaired by Councilmember Muriel Bowser, Ward 4. The testimony described how the DC SEU, in partnership with the District of Columbia Department of Housing and Community Development (DCHD), helped District homeowners in Wards 7 and 8 with solar installations. In March, the DC SEU hosted a meeting with the Ward 8 Constituent Services Director to coordinate outreach and events to reach Ward 8 customers.

Public Relations

- **Online coverage.** From January through March, the DC SEU was featured in articles on the *DC Examiner* Green Blog and on a neighborhood blog, Borderstan. The *Examiner* quoted a DC SEU representative in its February 19 piece, "Top five things tenants should know about new D.C. benchmarking rule." It also interviewed Ted Trabue for a March 18 feature article, "D.C.'s sustainable energy utility brings new meaning to utility service." Borderstan covered the DC SEU in pieces on January 29 and March 11: "Getting Greener: New Regulations for Large DC Buildings," and "EPA Recognizes DC SEU and Northeast Energy Efficiency Initiative."
- **DC SEU on WAMU.** Local public radio station WAMU featured the DC SEU and Groundswell on Metro Connection. The segment, "D.C. Plans to Out-Green Other Cities," first aired on March 29. It contains a clip from an interview with Managing Director Ted Trabue.
- **Local television.** Consumer reporter Liz Crenshaw filmed a segment encouraging customers to take advantage of energy-efficient CFLs at prices discounted through

the DC SEU promotion. NBC 4 aired her “Energy-Saving Products Discount” piece on March 8. The NBC 4 web page for this feature contains a link to the online DC SEU retailer map. On March 13, the NBC 4 blog featured a post from reporter Tom Sherwood that provided readers with more information about the deep discounts on CFLs available through the DC SEU promotion.

- **Public television exposure.** Managing Director Ted Trabue is scheduled to appear on the public access television show, *Ingrid's World*, on April 15. *Ingrid's World* is an inspirational television program that connects viewers with services in their communities. In an interview format, the DC SEU will tell viewers about opportunities to save energy and money through DC SEU initiatives. Planning is also underway to develop an opportunity to film with DC Cable.
- **Local newspapers.** The *Northwest Current* newspapers published an article, “Let there be light...bulbs!” in the March 13 edition. Similar to the NBC 4 blog post, this article encourages readers to take advantage of the “cheap but good light bulbs” available at retail locations around the City.
- **Pipeline article.** The DC Building Industry Association (DCBIA) is a nonprofit trade association representing the real estate development industry in the District. The DCBIA *Pipeline* newsletter carried an article about the DC SEU Benchmarking Help Center in its February edition.
- **Press releases.** In the second quarter, the DC SEU issued press releases on FY 2012 highlights, the DC SEU Benchmarking Help Center, and the DC SEU’s role in the NEEP ENERGY STAR Sustained Excellence award. These press releases were instrumental in developing relationships with media outlets and placing earned media stories. Press releases are available in the “News” section of the DC SEU website, accessible from the welcome page.

Community Outreach

- **Getting the word out.** Civic and business associations play a vital role in community outreach. To reach these audiences, the DC SEU made presentations to 20 associations in the second quarter, reaching as estimated 150 attendees from organizations such as the Pleasant Plains Civic Association, Georgia Ave. Business Alliance, Capital View Civic Association, Georgia Avenue Community Development Task Force, and the DC Chapter of the Sierra Club.
- **School workshops.** Fourth and fifth grade students at Burrville Elementary in Ward 7 participated in a DC SEU workshop held on Martin Luther King, Jr., Day. The students learned about energy use, types of energy, energy generation and

associated environmental impacts, energy transmission, energy efficiency, and ways to reduce energy footprints.

Consumer Education and Marketing

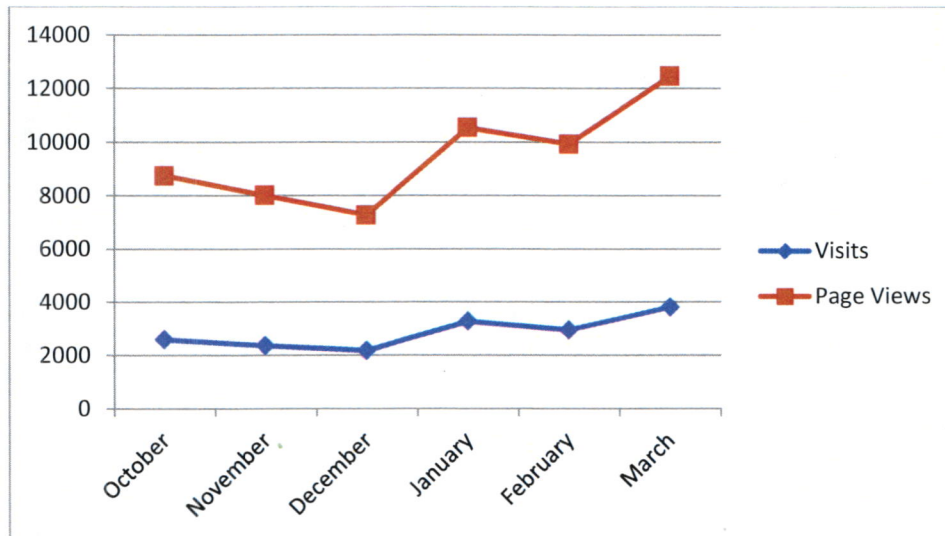


Figure 1. DC SEU website visits and page views, FY 2013

- Website visits **3,791**
- Facebook **148 Likes**
- Twitter **400 Followers**

- **Online marketing.**

The DC SEU website traffic continues to grow, its strongest month in FY 2013 was March, with 600 of a total 3,791 visits coming from mobile

sources. This represents a significant increase in mobile traffic. This information about how customers are accessing information on the DC SEU will influence the design and execution of the redevelopment of the site. A strong earned media presence in the second quarter resulted in increased web and social media traffic. The website was also updated with spring tips to save energy at home.

MONEY-SAVING SPRING CLEANING

Whether you love or hate spring cleaning, here's some good news: Cleaning could save you money. Make the following tips part of your spring cleaning list and you'll cut your energy costs by getting better performance from your appliances, exhaust fans, and lights.

Spring tips to save energy at home

- **Brand development.** DC SEU Marketing continued brand development work this quarter to solidify a brand platform, develop and prepare brand taglines, and select creative design representation. In March, the Marketing Group met its objective of

finding and securing a DC-based graphic designer to work on the DC SEU's new brand identity. The project is ongoing, with a goal of finalizing the logo and brand guidelines with the designer by early June.

- **enLIGHTen DC.** The DC SEU created and distributed refrigerator rebate forms in January, along with clothes washer rebate forms and in-store promotional materials. Rebates have been available in stores and online since early February. The DC SEU also placed point-of-purchase signs and brochures, and downloadable rebate forms in stores to promote refrigerator and clothes washer rebates. Additional in-store materials were created to support the retail CFL and mail-in LED rebate programs as well.
- **Supporting initiatives.** In support of the Business Energy Rebates initiative, the Marketing team completed web updates to ensure that the application process and information about eligible products is clear to customers. The team also distributed new collateral materials for vendors, contractors, and customers, starting in March. The team has completed a new brochure and a direct mail postcard that will reach 2,000 potential District Home Performance with ENERGY STAR customers. The post card will be sent out in the third quarter.
- **On the horizon.** *The DC SEU is currently developing two newsletters to reach out to the community:*
 - *Retail Partner Newsletter. A tips and strategy resource for DC SEU retail partners. This newsletter will be printed and the first issue will be released in April.*
 - *Monthly Newsletter. Provides news, energy savings tips, and program information for residential and business customers. This is an email newsletter with the first issue scheduled for release in May.*

Market Transformation

- **Benchmarking Help Center.** The Benchmarking Help Center saw a surge in incoming requests for assistance in the second quarter (see the *Quarterly Feature*). The Help Center received more than 200 calls and had more than 250 email conversations with individual customers. Six hands-on benchmarking training sessions were held at the University of the District of Columbia for 88 attendees.
- **Benchmarking public buildings.** The Benchmarking Help Center coordinated with the DC Department of General Services to benchmark and report water and energy use information for 240 District-owned facilities. On January 18, the Public Building Benchmarking report was released with benchmarking results for District-owned facilities for fiscal years 2009, 2010, 2011, and 2012.

- **Impacts of energy and water use disclosure.** The District is a national leader in requiring private building benchmarking and reporting. Nationally, more cities have begun to adopt benchmarking and public disclosure policies—notably Philadelphia and Minneapolis. Boston is currently drafting a benchmarking policy. The information reported by District building owners and managers by April 1 will dramatically increase transparency in the market, as energy and water use information will be available for the District’s largest privately owned buildings. The DC SEU plans to use this information to inform customer outreach and initiative planning.
- **Customer feedback.** Although customer feedback regarding the Benchmarking Help Center has been very positive, some customers had perceived that the Help Center was a government agency. Help Center staff corrected the confusion, emphasizing that the Help Center does not enforce the benchmarking regulation. This messaging was also reinforced by a disclaimer in every email sent from benchmarking@dcseu.com and in the information provided in the DC SEU and DDOE co-branded benchmarking flyer.
- **Challenges and opportunities.** *The Help Center experienced a drastic increase in requests for assistance in the final week of March. Current staff was unable to respond to all requests within the normal 24-hour response turnaround time. In the future, planning for dynamic capacity that can grow to fill a sudden influx of requests will be important to maintain the quality and consistency of Help Center responses.*

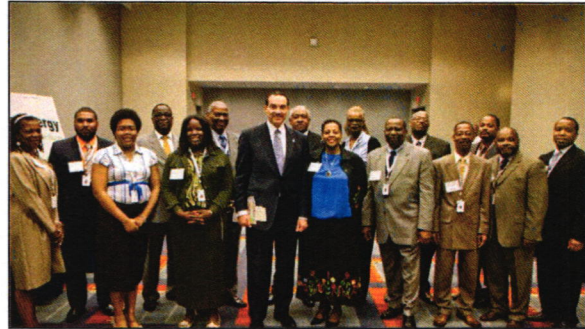
Compliance

- **Training.** Fourteen DC SEU employees received workforce compliance and online reporting training in February. Compliance and online reporting debriefs were held for DC SEU management and Teaming Partners on January 10 and March 19.
- **Contractor reporting.** The workforce compliance group created online profiles for contractors, to make reporting easier for FY 2013. Reporting information entered for FY 2012 was migrated into the new profiles during the second quarter.

Workforce Development

- **On-the-Job Training.** On March 29, Teaming Partner L.S. Caldwell & Associates held a graduation ceremony for the 12 Data Collection Associates for their successful completion of the Department of Employment Services On-the-Job Training

program. The event consisted of individual presentations from staff members on what they learned throughout the course of the training program, and distribution of Certificates of Completion. The DCAs participated in professional development training sessions and workshops throughout the program, to assist them in their efforts of securing permanent employment. Four DCAs have been placed in permanent, full-time jobs.



- Canvassing.** After a full year with the DC SEU, the DCAs canvassed 12,800 homes and distributed 2,500 CFLs to DC residents in Wards 1, 4, 5, 6 and 8.
- Internships.** The DC SEU is once again preparing for summer internships. To find the best talent, the DC SEU will work with District universities to recruit undergraduate and graduate students in engineering, communications, and policy. Outreach began in the second quarter and will continue in April to recruit students before final exams. The DC SEU will host 10 interns for a 13-week project period. DC SEU staff and partners completed internship position descriptions in March.

Table 3. Positions by Ward

Job Title	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Total
Assistants (administrative, project, and program)			1	1		1		1	4
Associates (initiative, project, and program)	4		1	3	2	3	1	2	16
Interns									
Specialists (energy, IT, and customer support)	2	1	2	1	1	1		1	9
Managers (account, initiative, and program)	7		1	1	3	3	1		16
Coordinators (project and administrative)				1	1			1	3
Advisors and Researchers	1								1
Directors (compliance, managing, operations)	2	1	1	2	1	2			9
Cumulative total positions, by Ward	16	2	6	9	8	10	2	5	58