

# 20

# 20

## ANNUAL REPORT



DC  
SUSTAINABLE ENERGY  
UTILITY

Three wavy lines in blue, green, and yellow extend horizontally across the page, passing behind the text boxes.

**WITH OUR STRONG FOUNDATION,**

**DESPITE ADVERSITY,**

**WE ARE POSITIONED TO SUCCEED**

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The 2020 fiscal year (FY) data presented in this report are based on the DCSEU's estimates of energy savings and green job hours. These data are 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

**IN MANY WAYS,**

**THE DC SUSTAINABLE ENERGY UTILITY'S 2020 FISCAL YEAR**

**IS A TALE OF TWO YEARS IN ONE.**

We have been building the DCSEU for nearly a decade. We have built relationships, experience, expertise, and programs that have contributed to the achievement of the DCSEU's nationally recognized goals. Building up the DCSEU has also helped us address the special challenges those goals present. We've done all this by asking a persistent question: "How can we help?"

How can we help District residents and businesses uncover energy savings that free up cash and capital? How can we help unemployed and underemployed DC residents get the training and experience they need to pursue careers in the green economy? How can we help District contractors use our programs to strengthen their businesses?

In many ways, the DCSEU's FY 2020 experience is a tale of two years in one. We entered this year in a strong position to be able to achieve or exceed all of our cumulative benchmarks by the end of FY 2021, the last year of the DCSEU's current five-year contract. Between FY 2017 and FY 2019, the DCSEU helped customers:

- **Save 375,000 megawatt-hours (MWh) of electricity (65 percent toward our 5-year goal)**
- **Save 6.8 million therms of natural gas (67 percent toward our 5-year goal)**
- **Install 11,000 kilowatts (kW) of solar capacity (not including capacity from DOEE's Solar for All program), exceeding our 5-year benchmark**
- **Cut electricity bills in half for more than 1,800 low- to moderate-income residents through our work on Solar for All**

During that same period, we had also secured funding from Washington Gas to help the affordable housing community reduce their natural gas use. In addition to helping lower their energy bills, that work contributed to the DCSEU's 5-year leveraging Performance Benchmark of \$5 million. We had no idea how crucial all of this would be until late March 2020.



When the District began implementing restrictions to curb the spread of the coronavirus (COVID-19), the DCSEU staff immediately began to work remotely. With a good portion of our work normally occurring in person—doing building assessments and inspections, meeting with clients and contractors, and attending community events—we quickly had to pivot and find ways to continue safely serving our customers and keeping their projects moving. Within the first month, we began protecting our customers, staff, and contractors by using protocols for working safely, based on the guidelines from the District and the Centers for Disease Control and Prevention (CDC). We figured out how to continue working with customers and contractors, assessing projects and checking in regularly via video conference, e-mail, and phone. We worked with the District Department of Energy & Environment (DOEE) to design remote inspection protocols, thus ensuring customer projects could be completed, and incentives and rebates could be distributed in a timely way. We also designed safety protocols and acquired personal protective equipment (PPE) for our staff, so that they could conduct site visits when restrictions might be lifted later. Our ability to quickly pivot our operations, keep projects moving, and keep in close contact with our customers and contractors has paid off.

Many businesses have faced and are continuing to face uncertain futures and long recovery times. Residents have faced and are continuing to face rising unemployment. However, we—the staff at the DCSEU—have approached these conditions, our customers, our partners, and our contractors with that ever-important question: “How can we help?” We determined that we could make a positive impact in our most vulnerable communities, help businesses reduce their operating costs, and continue to create green job opportunities for DC residents.

None of us is out of the woods, yet. As we enter the fifth and final year of our current contract and celebrate the DCSEU’s tenth anniversary, we believe the DCSEU is well positioned to play a vital role in the District’s recovery and resilience, and to emerge from the pandemic stronger than ever, ready to meet the persistent challenge of climate change head on.



## **TED TRABUE**

Director, DCSEU



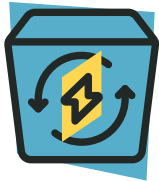
**WE BELIEVE THE DCSEU IS WELL-POSITIONED TO PLAY A VITAL ROLE IN THE DISTRICT’S RECOVERY AND RESILIENCE.**



# 2020 IN REVIEW

FY 2020 HIGHLIGHTS & PERFORMANCE BENCHMARKS

# 2020 IN REVIEW | FY20 HIGHLIGHTS



**3,270**

Home Energy Conservation Kits distributed to income-qualified DC residents



**\$12.5** MILLION

spent with DC Certified Business Enterprises (CBEs)



**584,000** METRIC TONS

of lifetime GHG emissions prevented



**88**

full-time equivalent jobs created for DC residents



**\$177** MILLION

in lifetime energy cost savings (\$710 million total between FY 2017-2020)



**1,800+**

families with electricity bills cut in half through Solar for All



**\$4.7** MILLION

invested in energy efficiency in low-income communities, delivering \$11.5 million in lifetime energy cost savings

# 2020 IN REVIEW | PERFORMANCE BENCHMARKS

## NATURAL GAS SAVINGS AND ELECTRICITY SAVINGS

The natural gas savings achieved from FY 2017-2020 resulted in a cumulative reduction of 8,983,134 therms in natural gas consumption. This exceeds the Performance Benchmark maximum cumulative target for natural gas savings in the fourth year. Total first-year electricity consumption from FY 2017-2020 was reduced by 482,154 MWh, which also exceeds the Performance Benchmark maximum cumulative target in the fourth year.

## RENEWABLE ENERGY GENERATING CAPACITY

From FY 2017-2020, the DCSEU completed 15,410 kW in installed solar capacity. The DCSEU has exceeded the maximum cumulative five-year Performance Benchmark of 5,000 kW.

## LOW-INCOME SPENDING

The DCSEU spent \$4,776,440 on energy efficiency projects in low-income communities. This exceeds the Performance Benchmark maximum annual target for low-income spending.

## LOW-INCOME SAVINGS

The DCSEU significantly reduced energy use in low-income communities, with a combined electricity and thermal savings of 37,696 MMBTUs. This exceeds the Performance Benchmark minimum annual target.

## GREEN JOBS

All DCSEU jobs and contractor positions, both internal and external, are offered at or above the District's Living Wage. In FY 2020, the DCSEU created 88 full-time equivalent (FTE) jobs, achieving the maximum annual target of 88 FTEs.

## LEVERAGING

The DCSEU brought in an additional \$2,019,762 in FY 2020, supporting its objective of meeting the 5-year cumulative leveraging Performance Benchmark of \$5 million. The FY 2020 total comprised \$426,343 in revenue from the DCSEU's participation in the PJM capacity market, \$4,000 in sponsorships, \$608 in donations, and \$1,588,811 in funding from Washington Gas for the DCSEU's Income-Qualified Efficiency Fund. In total, the DCSEU has leveraged \$3,008,482 across the four years of FY 2017-2020.





# 2020 IN REVIEW | CUMULATIVE BENCHMARKS

BENCHMARK	FY 2020 ACTUALS OCTOBER 1, 2019 - SEPTEMBER 30, 2020	CUMULATIVE ACTUALS END OF YEAR 4 (OCTOBER 2016 - SEPTEMBER 2020)	MAXIMUM CUMULATIVE BENCHMARK METRIC, END OF YEAR 4	PROGRESS TO 4-YEAR MAXIMUM BENCHMARK	MAXIMUM CUMULATIVE BENCHMARK BY END OF YEAR 5	PROGRESS TO 5-YEAR MAXIMUM BENCHMARK
TOTAL ELECTRIC SAVINGS	106,183	482,154	403,539	119%	576,485	84%
TOTAL GAS SAVINGS	2,178,510	8,983,134	6,820,516	132%	10,230,774	88%
TOTAL RENEWABLE CAPACITY (KW)	4,200	15,410	4,000	385%	5,000	308%
FINANCIAL LEVERAGING	\$2,019,762	\$3,008,482	\$4,000,000	75%	\$5,000,000	60%



## 2020 IN REVIEW | ANNUAL BENCHMARKS & CONTRACTUAL REQUIREMENTS

Benchmark	Actuals	Maximum Benchmark	Progress
Total Low-Income Savings (MMBtu)	37,696	46,556	81%
Total Low-Income Spend	\$4,776,440	\$3,818,333*	125%
Total Green Jobs Created	88	88	100%
CBE Spending (includes Solar for All)	\$12,566,910	\$7,000,000**	180%
General and Administrative (G&A) Spending	\$3,625,360	\$3,818,333***	

\*Minimum spending requirement for the DCSEU

\*\*Minimum contractual requirement for CBE spending per the DCSEU's Subcontracting Plan filed with the Office of Contracting and Procurement

\*\*\*G&A spending is capped at 20%

## 2020 IN REVIEW | ECONOMIC BENEFITS

After more than nine years in operation, the FY 2020 results below demonstrate that the DCSEU consistently generates benefits that significantly outweigh the costs of the programs. Cumulatively, since 2011 the DCSEU has generated more than \$1.1 billion in lifetime energy cost savings.

	Residential Customers	C&I Customers	Total
Lifetime Economic Benefits	\$40,486,349	\$137,142,512	\$177,628,861
First-Year Annual Cost Reduction	\$3,663,041	\$11,769,556	\$15,432,597

**Lifetime economic benefits** are defined as the present value of the avoided cost of energy for the life of each measure installed. This includes savings derived from the DCSEU's work on Solar for All.

**First-year annual energy cost reduction** equals the estimated savings in energy costs, at average retail rates, for the first 12-month period in which the efficiency and / or renewable energy measures are in operation. This includes savings derived from the DCSEU's work on Solar for All.

## 2020 IN REVIEW | BUDGETED TO ACTUAL EXPENDITURES: DCSEU

Sector	Program/Initiatives	Incentive Budget	Non-Incentive Budget	Total Budget	Incentive Actual	Non-Incentive Actual	Total Actual
C&I	Business Energy Rebates	\$650,000	\$120,000	\$770,000	\$677,483	\$137,130	\$814,613
C&I	Commercial Midstream	\$500,000	\$55,000	\$555,000	\$565,987	\$53,468	\$619,455
C&I	Commercial Custom	\$2,080,000	\$1,700,000	\$3,780,000	\$2,652,550	\$1,808,081	\$4,460,631
C&I	Commercial Direct Installation	\$450,000	\$70,000	\$520,000	\$150,726	\$36,332	\$187,058
LIMF	Income Qualified Efficiency Fund	\$1,965,462	\$450,000	\$2,415,462	\$1,384,533	\$461,347	\$1,845,880
LIMF	Low-Income Multifamily (LIMF) Comprehensive	\$1,486,650	\$250,000	\$1,736,650	\$2,156,576	\$297,351	\$2,453,927
LIMF	LIMF Prescriptive	\$200,000	\$32,000	\$232,000	\$78,592	\$12,592	\$91,184
RES	Residential Efficient Products	\$625,500	\$160,000	\$785,500	\$712,866	\$263,116	\$975,982
RES	Residential Upstream	\$20,000	\$2,000	\$22,000	\$16,210	\$1,252	\$17,462
RES	Refresh The District	\$60,000	\$50,000	\$110,000	\$64,561	\$44,250	\$108,811
RES	Energy Kits And Food Bank (LI)	\$350,000	\$40,000	\$390,000	\$136,633	\$66,236	\$202,869
IN	Innovation: Curb Project (LI)	\$-	\$25,000	\$25,000	\$-	\$21,615	\$21,615
IN	Innovation: Other	\$20,000	\$20,000	\$40,000	\$15,384	\$9,016	\$24,400
WD	Workforce Development	\$-	\$970,000	\$970,000	\$-	\$977,304	\$977,304
RE	Commercial Solar	\$142,203	\$40,000	\$182,203	\$126,587	\$31,875	\$158,462
RE	SREC Solar	\$30,185	\$30,000	\$60,185	\$24,085	\$28,070	\$52,155
PS	Program Support	\$-	\$2,679,334	\$2,679,334	\$-	\$2,454,433	\$2,454,433
G&A	General and Administrative Support	\$-	\$3,818,333	\$3,818,333	\$-	\$3,625,359	\$3,625,359
<b>TOTAL</b>		<b>\$8,580,000</b>	<b>\$10,511,667</b>	<b>\$19,091,667</b>	<b>\$8,762,772</b>	<b>\$10,328,827</b>	<b>\$19,091,599</b>

2020 IN REVIEW | BUDGETED TO ACTUAL EXPENDITURES: **SOLAR FOR ALL**

**BUDGETED:** \$16,028,800

**ACTUAL SPENDING:** \$15,572,095

**SINGLE-FAMILY INSTALLATIONS:** 120

**CREF INSTALLATIONS:** 50

2020 IN REVIEW | BUDGETED TO ACTUAL EXPENDITURES: **LOW-INCOME DECARBONIZATION PROJECT**

**BUDGETED:** \$550,000

**ACTUAL SPENDING:** \$346,448

**PROJECTS COMPLETED:** 10

2020 IN REVIEW | BUDGETED TO ACTUAL EXPENDITURES: **SUSTAINABLE ENERGY  
INFRASTRUCTURE CAPACITY BUILDING AND PIPELINE (SEICBP) PROGRAM**

**BUDGETED:** \$440,000

**ACTUAL SPENDING:** \$363,245

**TRAINING SESSIONS COMPLETED:** 19



**\$1,170,359,713**

the amount of **LIFETIME ENERGY COST SAVINGS** the DCSEU has generated for District residents, businesses, and institutions since 2011



# ENERGY SAVINGS IMPACT

# ENERGY SAVINGS IMPACT | SERVING THE C&I MARKET

CRYSTAL MCDONALD, DIRECTOR OF ACCOUNT MANAGEMENT, AND LEIGH HARROLD, ACCOUNT MANAGER

This year the DCSEU continued to strengthen its built relationships with customers, partners, and organizations in the C&I market. The Account Management and Engineering teams completed the fifth University Roundtable—a forum for increasing DC universities’ understanding of sustainable energy practice—at the beginning of the year. We also worked with the Deputy Mayor for Planning and Economic Development’s (DMPED) Great Streets initiative to ensure restaurants and other small businesses are aware of DCSEU offers and services. These teams worked hard across vertical markets to further build existing relationships and create new ones. The COVID-19 pandemic drove us to use video conferencing to meet with customers, to perform walkthroughs of potential projects, and to inspect projects. These strategies helped the DCSEU continue to serve customers in three main ways:

**1. CUSTOM & PAY FOR PREFERENCE (P4P)** This year 196 customers participated in Custom and Pay for Performance (P4P) program projects resulting in over 2,000,000 therms of natural gas savings and over 50,000 MWhs of electricity savings. These projects represent \$7.3 million in first-year energy cost savings for C&I customers. The DCSEU had planned for P4P, a former pilot, to become well integrated into the business community in FY 2020. It is designed for buildings larger than 100,000 square feet that have completed or are undergoing complex, multi-measure, behavioral, and / or operational upgrades or other changes. COVID-19 put P4P on hold until large buildings can successfully adapt to the reduction in occupancy levels, modified building operations, and necessary increases in filtration and ventilation rates to control air quality. The DCSEU will continue to investigate new P4P methods and how other efficiency programs are treating their P4P programs. The DCSEU will also work with DOE’s third-party evaluator to determine an appropriate path to attracting the C&I community to P4P benefits.

**2. INSTANT BUSINESS REBATES** By partnering with CBE and non-CBE lighting distributors, the DCSEU offered instant rebates on energy-efficient lighting, making it simple for District businesses to take advantage of rebates and achieve savings. These efforts led to \$1.97 million in first-year energy cost savings and \$565,000 in rebates offered at the point of sale.

**3. BUSINESS ENERGY REBATES** Through the prescriptive rebates program the DCSEU completed 163 projects comprising more than \$677,000 in rebates. These projects resulted in 12,000 MWhs in first-year electricity savings. The DCSEU created enhanced rebates for small businesses occupying space under 10,000 square feet.

In February the Account Management team worked with the DCSEU Marketing and Communications team to launch the “Show the Love” campaign for the small business community. Any local business with less than 10,000 square feet could sign up to receive a free energy consultation from the Engineering team and take advantage of the enhanced rebates. With stay-at-home orders in place, the small business community was affected immediately by COVID-19. In response, the team increased rebates by 50 percent and have extended this into FY 2021.

In FY 2020 the DCSEU has worked to increase pipeline across vertical markets, including universities, hospitals and health care facilities, K-12 schools, hotels and hospitality, and multifamily properties. The team has been able to partner with multiple hospitals and hotels, and even created a COVID-19 School Shutdown Procedures, a kit designed to assist schools with saving energy while they are closed during the pandemic.

## C&I HIGHLIGHTS



**81,000** MWH

in first-year electricity savings



**2** MILLION THERMS

in first-year natural gas savings, enough to heat about 2,000 DC homes for an entire year



**31,500** METRIC TONS

GHG emissions prevented in C&I market<sup>1</sup>

<sup>1</sup> <https://dcpsc.org/PSCDC/media/PDFFiles/NaturalGas/gas.pdf>; Average annual natural gas usage for DC residential customers is 1,000 therms



## DIGGING DEEPER THROUGH STRATEGIC ENERGY MANAGEMENT

Two important markets comprising some of the District's largest energy users are federal government facilities and colleges and universities. This year, the DCSEU piloted strategic energy management (SEM) training initiatives for both markets. The dual objective was to deepen customer relationships and make a lasting impact on how they can use behavior changes to lower energy consumption at their facilities.

ISO 50001, an international global energy systems standard created by the International Organization for Standardization, specifies requirements for establishing, implementing, maintaining, and improving an energy management system. The DCSEU partnered with the U.S. Department of Energy's (DOE's) Federal Energy Management Program (FEMP) to recruit seven federal agencies that manage buildings in the District for the 50001 Ready Cohort initiative. That initiative offers DOE training to help organizations in adopting advanced energy management practices. Under the initiative, federal sites received free training and technical support from DCSEU experts, as the sites adopted the advanced energy performance practices under the standard.

According to Jay Wrobel, Manager of FEMP's Facility & Fleet Optimization, "DOE is excited to partner with utilities in offering 50001 Ready to the utility's customers, federal and private. The partnership with DCSEU and VEIC is being replicated across the country and DOE looks forward to future partnerships that result in American facilities saving energy and adopting the global best practice in energy management."

Beginning in March, the DCSEU and FEMP gave ISO 50001 participants from the federal agencies access to weekly office hours sessions, training, and planning with representatives from the DCSEU. Over a five-month period, participants received access to weekly sessions, which involved office hours, trainings, and planning sessions with representatives from the DCSEU. The initiative was a sizable commitment for participants, especially during the pandemic.

**"The partnership with DCSEU and VEIC is being replicated across the country and DOE looks forward to future partnerships that result in American facilities saving energy and adopting the global best practice in energy management."**

– JAY WROBEL, MANAGER, FACILITY & FLEET OPTIMIZATION AT FEMP

Brock Manville, Energy Manager at the National Gallery of Art (one of the participating agencies), observed that "The program was very well constructed, and did an excellent job of presenting a fairly complex process requirement in a simple and clear way. The adaptation to the COVID-19 challenge was outstanding. We are already using what we've learned to build our sustainability program at the Gallery."

The DCSEU also began recruitment for the Colleges and Universities' SEM Cohort initiative in Fall 2019. The DCSEU intended to launch it in Spring 2020, but had to curtail it because of COVID-19. However, in addition to continuing the University Roundtable forum, we have helped this market understand ways to meet BEPS, via training and outreach events across the C&I market throughout FY 2020. The work will continue in FY 2021 and is likely to be of greater importance than before, because of the current dual framework for reducing building energy use and operating costs, while also striving to meet BEPS requirements.





## CASE STUDY | ENERGY SAVINGS IMPACT

### HELPING SCHOOLS CUT COSTS DURING COVID-19

Xernalia Marshall, Lead Special Education Teacher at KIPP Public Charter Schools' Shaw campus, was on her way to school in March when she heard KIPP DC would be shutting down by the weekend. "It was a huge shock to me because at the time we didn't know the extent of the situation," says Xernalia. "I came in the building, went to my classroom, and that's when I got the email from my principal that we would close the next day." Xernalia and her fellow teachers worked all day that Thursday and Friday to put together materials for students to begin distance learning,



With the transition to distance learning, school buildings and other learning facilities were now empty. The DCSEU wanted to help ensure students and teachers could return to comfortable, optimally lit and ventilated learning environments. By creating the [Summer Shutdown for Energy Savings: Energy Savings Guide for K-12 Schools](#), DCSEU Account Manager Cory Chimka and the DCSEU Engineering team set out to help schools "Turn Off, Turn Down, Tune Up & Tear Out" to save energy and money during the summer break and the subsequent extended shutdown.

School systems across the country report that energy costs are second only to personnel costs in their annual budgets. DOE reports that 30 percent of that energy is not used, and therefore wasted. COVID-19 presents significant opportunities District-wide for cutting energy costs now and creating healthful, more efficient schools for when students and staff return to these buildings.

Although schools in the District have yet to reopen, the Energy Saving Guide helps schools like KIPP DC save energy through easily implemented steps that also protect the building infrastructure.



# ENERGY SAVINGS IMPACT | MORE TIME AT HOME, MORE WAYS TO SAVE

ASHLEY COUNSELLOR, PROGRAM MANAGER

When Ashley Counsellor began working for the DCSEU last year as a Program Manager, her job was to reach out to residents with the Don't Get Caught in the Dark marketing campaign. That campaign encouraged residents to switch to LED lighting, and look for ways to establish new customer relationships. This year, her work has helped serve 30,000 customers in the residential market through the DCSEU Efficient Products program, achieving 16,000 MWh in electricity savings and nearly 45,000 therms in natural gas savings. She and her program group continued to offer discounted LEDs at District retailers, and offered rebates on efficient appliances and heating, ventilation, and air conditioning (HVAC) equipment.

With the arrival and spread of COVID-19, Ashley knew LED lighting sales could drop significantly because fewer people were shopping at retail stores. So she and the DCSEU team brainstormed new ways to accommodate customers, who were spending more time at home, using more energy, and facing higher utility bills. They offered free Home Energy Conservation Kits to any resident in the District, not just those who were income qualified. Each kit contained 6 LED lamps, a smart power strip, and a faucet aerator. They also launched the Online Rebates Center for customers and contractors, enabling multiple rebate applications in one step. She also increased rebates on appliances and HVAC equipment to encourage residents to choose efficiency when they need to replace those items. The DCSEU will continue to support increased rebates for efficient appliances and HVAC equipment in early FY 2021.

## RESIDENTIAL HIGHLIGHTS



**30,000**

participants served by residential rebates



**\$8.6 MILLION**

in lifetime energy cost savings for District residents



## WORKING TOGETHER TO HELP RESIDENTS MANAGE THEIR UTILITY BILLS

#Here2HelpDC began as a response to COVID-19, and has been a partnership among the DCSEU, DOEE, the DC Public Service Commission, and the Office of the People's Counsel. This public awareness campaign has informed residents about consumer protections, consumer assistance, and energy and money-saving initiatives that will help minimize energy use impacts of the COVID-19 pandemic.

These District organizations have continued to share tips and tools to help consumers conserve energy and water resources, reduce billing costs, and use relief and payment programs. The campaign gives residents a trusted clearinghouse of information for where to turn for help.

"Working together, we can teach consumers self-help measures that will save them from even more hardships when things get back to normal," said People's Counsel Sandra Mattavous-Frye. "I am pleased to have OPC participate in #Here2HelpDC."



**"We want District residents and businesses to know that we are with them every step of the way during the COVID-19 recovery. By partnering with District agencies, consumers can easily find help and resources to maintain their essential services."**

- WILLIE L. PHILLIPS, CHAIRMAN OF PUBLIC SERVICE COMMISSION OF THE DISTRICT OF COLUMBIA

Willie L. Phillips, Chair of the Public Service Commission of the District of Columbia noted too that "We want District residents and businesses to know that we are with them every step of the way during the COVID-19 recovery. By partnering with District agencies, consumers can easily find help and resources to maintain their essential services."

"Residents in the District have faced an unprecedented level of uncertainty and hardship. It is the priority of DOEE to help ensure that they will not experience more difficulties as we all emerge from this emergency," said Tommy Wells, Director of DOEE. "#Here2HelpDC will aid in the effort to inform and educate the public of their options going forward."

The #Here2HelpDC campaign will continue in FY 2021, with a new website operated by the Commission, and with regular meetings with the utilities to determine how to continue to reach out effectively to consumers in need of information and support.



**VULNERABLE COMMUNITIES IMPACT**

# VULNERABLE COMMUNITIES | ENSURING SAVINGS TO SERVE THOSE IN NEED

PHILANIA OWUSU, MANAGER, LOW-INCOME PROGRAMS

The pandemic has meant a greater need for services to the District's most vulnerable communities. Prior to March, the DCSEU had distributed thousands of Energy Conservation Kits to Low-Income Home Energy Assistance Program (LIHEAP) recipients; had hosted program information sessions for property owners, managers, and contractors; and had even worked with Unity Health Care on a winter coat drive for residents in need.

Philana Owusu, Manager of the DCSEU's Low-Income Programs, knew there would be an even higher demand for assistance in managing low-income communities' personal energy costs, when COVID-19 began spreading throughout the District.

When she joined the DCSEU in November 2019, her group was already seeking out projects for the Income Qualified Efficiency (IQEF) program, which awards funding for projects competitively proposed by owners and managers of affordable housing and qualified clinics and shelters, and by DCSEU-approved contractors (most of which are CBEs). As the impacts of COVID-19 became clearer, the market slowed down, which meant delays in supplying equipment for contractors. Those impacts also mean there was a greater need for more funding to complete projects. The DCSEU met the challenge and exceeded the minimum benchmark metric for low-income energy savings. Through our Account Managers, Program Managers, and Engineering Team, we responded quickly to the market and provided incentives and technical assistance to multifamily affordable property owners and managers in three ways.

**1. DIRECT SERVICES** For customers needing both technical assistance and project management support, the DCSEU brought qualified CBE contractors to projects and paid for a percentage of the project costs through the IQEF program. The DCSEU completed 27 IQEF and direct contracting projects in FY 2020. In addition, we secured \$4.2 million in leveraged funding from Washington Gas to support IQEF natural gas projects. Eight Washington Gas-funded projects were completed in FY 2020, and the funding will allow us to help many more properties reduce their natural gas costs when the majority of projects are completed in FY 2021.

**2. CUSTOM SERVICES** The DCSEU deployed Account Managers and Engineers to building walkthroughs, project reviews, and proposal evaluations. It also offered financial incentives for completed projects that achieved energy savings targets. The DCSEU completed 40 Custom Low-Income Comprehensive projects in FY 2020.

**3. SELF-SERVICE** The DCSEU provided 15 prescriptive, building-wide lighting rebates to owners and managers of affordable housing and their contractors. The Self-Service Initiative discloses rebate amounts up front, enables purchasing and equipment installation, and delivers participants' rebates after project inspection. With COVID-19, the DCSEU increased many of these rebates, especially for products like outdoor lighting, to help contractors and customers complete their projects and reduce their energy costs.

## VULNERABLE COMMUNITIES HIGHLIGHTS



**3,270**

Home Energy Conservation Kits distributed to income-qualified residents



**600**

DCSEU Safety Kits distributed through food banks



**\$11.5** MILLION

Lifetime energy cost savings for low-income communities



**82**

energy-saving projects completed in affordable multifamily housing, clinics, shelters

From FY 2017-2019, the DCSEU worked with partners to distribute more than 23,000 LEDs and 3,800 Home Energy Conservation Kits to low-income residents. Helping these residents manage their energy costs has become increasingly important because a growing number of customers are falling behind on their utility bills. COVID-19 prevented the DCSEU from in-person signups for LIHEAP recipients to receive DCSEU Home Energy Conservation Kits. However, the DCSEU pivoted by creating a web form for LIHEAP recipients to request a kit, and then worked with DOEE to send out letters in English and Spanish to LIHEAP

recipients to drive them to the website to request a kit. In total, we distributed 3,270 kits in FY 2020 that will help customers save \$125,000 on their annual energy costs. With more residents needing food assistance, we continued to partner with 10 food banks to distribute more than 15,000 free LED light bulbs to their customers. We also partnered with Dynamic Concepts, Inc. (DCI), which donated \$4,000 to help the DCSEU provide 600 safety kits containing hand sanitizer, sanitizing wipes, and LED nightlights to food bank customers.



Photo credit: Food for All DC



## CASE STUDY | MAKING AN IMPACT IN VULNERABLE COMMUNITIES

### HELPING OUR CUSTOMERS BETTER SERVE THEIR CUSTOMERS

WC Smith has been managing and developing properties in and around the District for more than 50 years. With a portfolio of more than 10,000 residential units, including many affordable units in the District, keeping energy costs low for the company and for the residents they serve is very important. Patrick McKenzie, Senior Vice President at WC Smith and a 33-year veteran at the company, noted the importance of sustainability in the decisions they make.

**"In every building we try to go as green as possible. It's good for the environment, good for our company, and, most importantly, good for our residents."**

**- PATRICK MCKENZIE, SENIOR VICE PRESIDENT AT WC SMITH**

The DCSEU has built a strong working relationship with WC Smith and McKenzie. Since 2012, the DCSEU has provided technical assistance and rebates on more than 100 energy efficiency projects at WC Smith properties, from small efficient lighting projects to gut renovations. This work has resulted in more than \$14 million in lifetime energy cost savings for WC Smith and its residents. In FY 2020, the DCSEU completed four projects with WC Smith, which will help the company and its residents save more than \$850,000 over the lifetime of the efficient lighting, boilers, and water heaters installed in these properties.

According to McKenzie, "Working with the DCSEU's staff is always great. I send out an email, I get an answer right away. I give them a call, even later in the evening, and they answer the phone. They have even connected me with a contractor that I had never worked with before who now has become one of the contractors that we use all the time. It has been a great experience working with the DCSEU and I hope to continue to work with them in the future."



## PROVIDING LIGHTING AND SAFETY KITS TO THOSE IN NEED

**"The lighting and safety kits that DCSEU provided to Food for All DC were very much appreciated. We were able to distribute these to many of our food-insecure clients. These provided access to items like hand sanitizer, wipes, and hand soap—all of which were scarce when the pandemic broke. The LED light bulbs provided were ideal for our homebound clients who can't easily afford or get out to purchase these. How hard is it to be struggling with food in a dark place? DCSEU helped us lighten the load and shine a light on our clients."**

– GRAEME KING, SITE COORDINATOR, FOOD FOR ALL DC



## ON THE PATH TO ZERO CARBON HOMES

From 2011-2019 the DCSEU projects have prevented more than 5.1 million metric tons of lifetime GHG emissions from entering the atmosphere, through energy efficiency and renewable energy programs and services. In Fall 2019, the DC chapter of the Sierra Club approached the DOEE and the DCSEU to discuss studying "decarbonizing" residential buildings in the District by eliminating oil or natural gas systems and appliances.

**"DCSEU has done excellent work to reduce energy use in DC. As we plan to meet DC's climate commitment of carbon neutrality by 2050, we must continue to reduce energy use through efficiency, but we must also transition away from dirty fuels and move toward a clean energy economy. The Sierra Club is excited DCSEU is taking a step in that direction."**

– MARK RODEFFER, EXECUTIVE COOMITTEE MEMBER, FORMER CHAIR OF SIERRA CLUB DC CHAPTER

In October 2019, the DCSEU brought together representatives from DOEE, the Sierra Club, and the contracting community to discuss the benefits and challenges in building a program to "decarbonize" single-family homes in the District. The resulting Low-Income Decarbonization Pilot program involves a partnership with DOEE to reduce carbon emissions from approximately 10 to 15 income-qualified single-family homes. The strategy incorporates solar PV systems through Solar for All, and replaces natural gas or oil systems with electric systems in each home.

The DCSEU worked with two CBE contractors to complete these upgrades in 10 homes. COVID-19 complicated the program by causing equipment delivery delays and problems with safe access to customer homes; however, the DCSEU has overcome those challenges and the pilot will provide valuable information on the costs, benefits, and issues when approaching residential electrification and GHG reduction. A full report on the program will be available in early 2021 on the DCSEU website.

# VULNERABLE COMMUNITIES | BRINGING SOLAR TO A WHOLE NEW GENERATION

SHELLEY COHEN, DIRECTOR, SOLAR PROGRAMS

The DCSEU's Director of Solar Programs, Shelley Cohen, has overseen the work that has produced an "immense and immediate" impact for District low- to moderate-income (LMI) families. She and her team's management of the District's Solar for All program has resulted in rooftop installations on single-family homes and large community solar installations (community renewable energy facilities, or CREFs). Under Solar for All, residents receive electricity bill credits from the power generated by the installed units. Upon project completion, thousands of residents have seen their energy bills essentially cut in half—now, and for years to come.

On March 30, Mayor Muriel Bowser ordered DC residents to "stay home [...] to flatten the curve and protect yourself, your family, and our entire community from COVID-19." The Mayor's Order specifically allowed activities deemed to be "essential business" to continue. Solar projects fell into the category of "essential infrastructure," which allowed the development and construction of solar projects to continue, albeit with some added safety precautions. Solar for All worked closely with the contractors to keep their projects moving, designing a new, remote-inspection protocol that uses photographs from installers throughout their project processes, allows video calling, and stipulates an elevated due diligence process for reviewing images. The new processes ensured worker and occupant safety, and because of reduced travel, lowered the DCSEU's own carbon impact.

The protocols also have increased the future efficiency of the program. Solar for All keeps local businesses and their employees working, even in a pandemic, and brings long-term savings to those who need it now.

According to the District of Columbia Public Service Commission, as of September 1, 2020, there were 6,881 solar PV systems active in the District of Columbia, including 113 CREFs, accounting for 105.2 MW of solar capacity. When all the DCSEU's FY 2020 Solar for All projects receive authorization to operate (ATO), we will have added another 50 CREFs representing 6.4 MW of solar capacity; these facilities will provide significant electricity bill credits to income-qualified residential CREF participants. Counting the 84 CREF Solar for All projects installed in FY 2019, more than 13 MW of solar PV capacity will have been installed in two years. The program also installed 120 solar PV systems on single-family homes in FY 2020; combined with 86 installed in FY 2019, that's 206 families who have Solar for All-funded clean energy sources directly installed on their roofs, and dramatically lower electricity bills to show for it. The DCSEU's work on Solar for All in FY 2019 and FY 2020 will cut electricity costs in half for approximately 4,000 LMI residents, and will offset as much as \$30 million in electricity costs for these families over the next 15 to 20 years. We look forward to helping an additional 2,000 residents through our work on Solar for All in FY 2021.

<sup>1</sup> <https://dcpsc.org/Utility-Information/Electric/RPS/Renewable-Energy-Portfolio-Standard-Program/Monthly-Update-of-Solar-Generator-Certification.aspx>

## SOLAR HIGHLIGHTS (SINGLE-FAMILY & CREF)



**6.4 MW**

of renewable energy generating capacity installed



**120**

Single-Family installations



**50**

Community Solar installations



**1,800+**

income-qualified homes with electricity bills cut in half







## CUTTING BILLS WITH SOLAR

Monina first learned about the DCSEU's Solar for All program through her neighbor Carolyn Matthews, a member of the District's Commission on Aging in Ward 1. "She (Matthews) told me that the program would cut my energy bills and I wouldn't have to pay for anything," says Monina.

**"The first month was a significant change. It was almost a third of my bill. The next time it was about half [of my bill.]"**

**- MONINA, SINGLE-FAMILY SOLAR FOR ALL RECIPIENT**

Through the Single-Family Solar for All program, Monina learned that she could have solar installed on her roof at no cost and with no financial obligation. Following the lead of other neighbors, Monina went through the process of qualifying for the program and was connected with GRID Alternatives Mid-Atlantic as her solar contractor. An extra incentive for Monina was having a former neighbor, who was employed by the company at the time, as an installer.

After completing the installation in Fall 2019, Monina says she saw the first change with her utility bills in the winter. "The first month was a significant change. It was almost a third of my bill. The next time it was about half." Already conservative with her energy use, Monina appreciates the difference in her utility bills since receiving solar through Solar for All.



## GENERATIONS OF SOLAR

Elliott Lyles, Director of Business Development for Solar Solution, is a multigenerational Washingtonian. Although he was raised in Maryland, both of his parents were born in the District and his grandparents were from a community called River Terrace.

This year through Solar for All, Elliott had a chance to install solar energy at River Terrace, a neighborhood comprising about 500 homes in Southeast DC. He found it rewarding to meet people who knew his grandparents. "I heard stories such as people seeing me mow the lawn when I was a kid around the neighborhood, so that was really cool," said Lyles.

Established in 2008, Solar Solution is a CBE and, according to its website, is the largest District-based solar PV developer and installer. In 2012, the company began working with the DCSEU on its first Small-Scale Solar initiative for low-income single-family DC residents, a precursor to the District's Solar for All program. Their work installing solar PV on low-income single-family homes with the DCSEU continued through FY 2016, providing solar to hundreds of DC residents. As a contractor for Solar for All in FY 2020, Solar Solution installed 57 solar PV systems on District LMI residents' homes in FY 2020. "It was really rewarding this year to do the work, and I hope that next we continue to build as long as we have this program," said Lyles.



Photo credit: Solar Solution



## COMMUNITY SOLAR RISING TO NEW HEIGHTS

In 2019 as part of the DCSEU's Solar for All CREF program, New Columbia Solar partnered with SaveSolar and property owner Standard Companies to equip Fort Chaplin Park Apartments with a community solar installation spanning 45 buildings and supplying 1.5 million kWh of energy annually. The project is one of the largest community solar projects in the District, and Standard Companies was able to install a new roof and provide solar savings to their residents, all with no up-front costs.

**"Last summer my electricity bill was about \$192 a month but since I started receiving those savings from solar in about July, the bills have been just \$40 or \$60. I can't imagine getting the same bill as last year but during this pandemic - you all came right on time."**

**-DERWIN, SOLAR FOR ALL COMMUNITY SOLAR RECIPIENT**

Derwin is one of the residents at Fort Chaplin Park Apartments. He lives on a fixed income and often had to choose between basic necessities and paying his high electricity bill. "I don't even have cable or internet. All the necessities that normal people have, I don't have any of that." Through Solar for All, Derwin is one of 450 low- and moderate-income residents who will receive electricity bill credits for 15 years.

Now a Solar for All Community Solar recipient, Derwin is one of many residents in DC whose electricity bill will be cut in half. "Last summer my electricity bill was about \$192 a month but since I started receiving those savings from solar in about July, the bills have been just \$40 or \$60. I can't imagine getting the same bill as last year, but during this pandemic - you all came right on time," said Derwin.



## MORE SOLAR, MORE SAVINGS

Urban Ingenuity was a FY 2020 Solar for All CREF grantee and is a District small business that develops and finances clean energy infrastructure to serve its social equity and community sustainability mission. Urban Ingenuity has formed a joint venture with the National Housing Trust (NHT), NHT-Ingenuity Power, and are now bringing solar energy to multifamily affordable housing—in DC and elsewhere. They also create community benefits for low-income residents. NHT-Ingenuity Power currently has 6+ MW of solar PV installed or in development with affordable housing owners and nonprofits in DC.

“Cutting energy bills through Solar for All makes a meaningful contribution to helping working families keep a roof over their head, and that adds to public health and welfare during these challenging times,” said Bracken Hendricks, CEO of Urban Ingenuity. “Through this partnership with NHT and the DCSEU, we are transforming Rhode Island Row’s parking deck into a 1 MW solar energy power plant to improve the lives of our neighbors right here in DC, supporting jobs and investment as we put zero carbon energy back into the DC grid.”

**“Urban Atlantic is committed to doing affordable housing and committed to being able to leverage the Solar for All funds to benefit our residents.”**

– JONATHAN LEE, MANAGING DIRECTOR OF ASSET MANAGEMENT AT URBAN ATLANTIC.

Urban Atlantic is a real estate developer with more than 10,000 residential units in the DC area. Located in Northeast DC, Rhode Island Row is an Urban Atlantic mixed-use residential and retail development completed in 2013. It has 274 residential units, of which 55 are affordable dwelling units. Having worked with the DCSEU on energy efficiency projects in the past, NHT-Ingenuity Power approached Urban Atlantic about siting a Solar for All CREF on Rhode Island Row.

The Rhode Island Row project combines roof-mounted solar PV with purpose-built parking canopies on which solar PV is mounted. The resulting system has a total capacity of more than 1 MW, enough to serve nearly 300 LMI residents through Solar for All. Urban Atlantic will receive annual lease payments for 20 years for siting the CREF.

“Urban Atlantic is committed to doing affordable housing and committed to being able to leverage the Solar for All funds to benefit our residents,” said Jonathan Lee, Managing Director of Asset Management at Urban Atlantic. “With this project, we’re helping the residents and we’re generating a significant amount of renewable energy to help the District meet its goals.”



## GREEN JOBS IMPACT



Yolanda Hayden, DCSEU Workforce Development program graduate

# GREEN JOBS IMPACT | CREATING PATHWAYS FOR SUCCESS

GLENISS V. BROWN WADE, WORKFORCE DEVELOPMENT PROGRAM MANAGER

Gleniss V. Brown Wade has been the Manager of the DCSEU's Workforce Development Program for approximately 5 years. She notes that "it has been a pleasure to see the growth in the amount of green job opportunities we have been able to provide for residents in the District." Despite the impacts of COVID-19, DCSEU work enabled 88 FTE jobs in the green economy this fiscal year. From hiring DC residents as new staff members on the DCSEU team and supporting District businesses, to continuing to expand the Workforce Development Program, the DCSEU has succeeded in providing green job opportunities for DC residents.

The DCSEU welcomed its first Sustainability Fellows, recruiting two graduate students in the District who completed research projects related to DCSEU programs, complex environmental and sustainability issues, and innovation within the industry. The DCSEU also hired summer interns to work with DCSEU staff on Engineering, Account Management, and Program Management teams.

The Workforce Development Program has continued to grow as well. The Winter Cohort had 19 externs at 10 host sites, making it the largest cohort since the program's inception. Host sites where externs received mentoring were Greenscape Energy, WDC Solar, Dynamic Concepts,

the District Department of Consumer and Regulatory Affairs (DCRA), DC Department of General Services (DGS), Washington Metropolitan Area Transit Authority (WMATA), RSC Electric, Metropolitan Washington Council of Governments (MWCOG), Catholic University, and Energy Shrink. Halfway through the cohort's externships and training, the DCSEU experienced the first impact of COVID-19, causing a shift to remote work and training. Although working remotely might have presented a challenge, it offered opportunities for more firsts from the DCSEU. One of these was the program's first virtual graduation ceremony. More important, after graduation, 15 of 19 externs found full-time employment, embarking on new, green careers.

By strengthening our relationships with previous mentor organizations and building new relationships in FY 2020, we launched our Summer Cohort in July. These externs will graduate in November 2020. This year we also hosted our first Workforce Development Alumni Day; that event allowed externs to hear testimonials and advice from previous extern participants.

## GREEN JOBS HIGHLIGHTS



**15 OF 19**

externs found full-time employment



**106,381 HOURS**

worked by DC residents at DC's living wage



## A PARTNERSHIP THAT HELPS DC RESIDENTS AIM HIGHER

When Richard McKey, Job Developer in Friendship Place's AimHire Job Placement Program, first met Gleniss, DCSEU Workforce Development Manager, he thought her program would be a great fit. "Our goal at AimHire is to make sure that our participants are getting a stable income," Richard noted.

Although many job training programs provide training only, or might offer a small stipend, the DCSEU Workforce Development program's ability to provide 5-month externships to local DC residents impressed him. He understood the program could help them discover new careers in sustainability, all while being paid full-time Living Wages. "When I saw that the DCSEU was offering a Living Wage during this training, I immediately thought, 'Oh, this is something our participants can really succeed in.'"

**"DCSEU is the best Workforce Development program in the District and the competition is not even close. There's three reasons for that: commitment, compassion, and dignity. I'm so proud to have been a part of this program."**

**- RICHARD MCKEY, JOB DEVELOPER FOR AIMHIRE JOB PLACEMENT PROGRAM**

Earlier this year the DCSEU worked with AimHire to plan a March 30 hiring event that would put candidates in front of potential employers. However, the mid-March COVID-19 restrictions caused the DCSEU to pivot to a virtual event. "We were a little bit anxious about what the result would be," said Richard. "Having virtual events is tough and they did a really good job."

Through the partnership with AimHire, the DCSEU has been put in touch with candidates who have relevant experience, connecting them to potential employers while receiving training through the DCSEU.

"DCSEU is the best workforce development program in the District, and the competition is not even close," said Richard. "There's three reasons for that: commitment, compassion, and dignity. I'm so proud to have been a part of this program."



## OPENING DOORS TO NEW OPPORTUNITIES

Yolanda Hayden first heard about the DCSEU's Workforce Development Program through her coach at the AimHire division of Friendship Place. After attending a job fair and meeting Gleniss V. Brown Wade, the DCSEU's Workforce Development Program Manager, she was instantly "sold on the program" and thought it would be great opportunity. "We [Gleniss and I] talked about the organization, the program, and my situation. She was really the reason I thought it might be a good opportunity for me," said Yolanda.

**"Being 60 years young, you can tell that the job market is not really that open for people my age. But the DCSEU's program is open and willing to give anyone who wants it an opportunity to try. If you're willing to do the work they will open the door for you."**

**-YOLANDA HAYDEN, DCSEU WORKFORCE DEVELOPMENT PROGRAM GRADUATE**

Serving as the Project Manager for WDC Solar, a longtime DCSEU partner and mentor organization, Yolanda helps with planning and implementation of solar panel installation on residential and commercial properties. One day she hopes to run her own office through WDC Solar.

When COVID-19 caused the District to go into lockdown, Yolanda's cohort had to quickly transition from clocking in, in person and having weekly workshops at the DCSEU's office, to working from home and finishing their workshops through video calls. Despite the FY 2020 winter cohort experiencing the effects of COVID-19, Yolanda graduated from the WFD program and has continued to be employed by WDC Solar. "Being 60 years young, you can tell that the job market is not really that open for people my age. But the DCSEU's program is open and willing to give anyone who wants it an opportunity to try," said Yolanda. "If you're willing to do the work they will open the door for you."

## BUSINESS COMMUNITY IMPACT





# BUSINESS COMMUNITY IMPACT | KEEPING THE BUSINESS OF ENERGY EFFICIENCY & RENEWABLES MOVING DURING COVID-19

RICK FLEURY AND ANDREW KUNKEL, ACCOUNT MANAGEMENT

Since 2011, the DCSEU has been building relationships with the District's business community. The strong relationships supported the shift to remote work when the stay-at-home orders began in March. To ensure continued service to customers, the Account Management and Engineering teams performed remote walkthroughs via video conferencing to assess potential projects. To keep projects moving, they designed protocols for remote inspections to ensure rebates could be distributed, thus keeping staff, customers, and contractors safe. Rebates were increased across the board for the C&I and multifamily markets, to ensure owners and property managers could still access efficient technologies and the long-term savings from them. These strategies kept the market moving and allowed the DCSEU to ensure businesses were getting the help they needed.

Rick Fleury, Trade Ally Manager, and Andrew Kunkel, Account Manager, note that DCSEU work makes a positive impact in the business community in several ways. Through rebates and technical assistance, the DCSEU helps drive local businesses (large and small) to make investments that will lower their energy, operations, and maintenance costs. This money can then be invested back into the business and its employees. In FY 2020, the DCSEU invested \$4 million in energy efficiency rebates

and incentives in District businesses and institutions that, in turn, made more than \$52 million in energy efficiency upgrades. These investments will pay off for years to come, with more than \$121 million in lifetime energy costs savings in the C&I community alone. The team hopes that these savings will help businesses clear through the pandemic and emerge in a stronger position than they might have otherwise.

Fleury and Kunkel have also overseen the investment of time and resources in ensuring that local contractors, distributors, and vendors—especially CBEs—benefit from DCSEU work. Businesses are now more concerned about keeping the lights on than they are what type of lights they have; and they are less inclined to make energy efficiency upgrades. This reluctance has trickled down to contractors, distributors, and vendors. By raising the DCSEU rebate levels, Fleury and Kunkel have maintained momentum, which helped drive sales for distributors and vendors and work for contractors. They also ensured that the DCSEU's Solar for All contractors, many of which are CBEs, could keep projects moving (see Vulnerable Communities). Throughout FY 2020, the DCSEU invested more than \$12.5 million with 19 CBE contractors, distributors, vendors, and retailers.

## BUSINESS COMMUNITY HIGHLIGHTS



**\$121 MILLION**

in lifetime energy cost savings in the C&I market



**1,700**

C&I participants served



**\$12.5 MILLION**

spent with 19 CBEs



**\$4 MILLION**

in rebates and incentives to support \$52 million of energy improvements



## BUILDING CAPACITY FOR DISTRICT CONTRACTORS AND EMPLOYEES

FY 2020 was the first year of operation for the Sustainable Energy Infrastructure Capacity Building and Pipeline (SEICBP) program. DOEE extended a contract to the DCSEU parent company to design and operate the program this year. Created by legislation in the Clean Energy DC Omnibus Amendment Act of 2018, the SEICBP program was designed to provide training and certification to CBE and CBE-eligible firms to increase their capacity to engage in renewable energy and efficiency design, construction, inspection, and maintenance. This program was designed to offset the challenges affecting the local green workforce—whether a shortage of skilled workers, lack of understanding of green job pathways and business opportunities, misalignment between District building needs and qualified contractors, or lack of coordination within training and credentialing opportunities.

After designing and delivering a program plan in March 2020, the DCSEU launched the SEICBP program in June. Partnerships with the Department of Small & Local Business Development (DSLBD) and the Coalition for Nonprofit Housing and Economic Development (CNHED) enabled the program's promotion. It was immediately flooded with interest. Although it had originally been designed to serve approximately 60 registrations, the DCSEU ended up offering 19 classes at no cost to more than 350 registrants. The DCSEU offered at no cost industry-standard certifications such as Building Performance Institute (BPI) Building Analyst and BPI Audit, LEED Green Associate,



LEED AP Building Design and Construction (BD+C), and LEED AP Building Operations and Maintenance (O+M). The program also involved other certificates for course completions. Due to demand, the DCSEU expanded many of the courses to accommodate more registrants.

By the end of the program, employees representing 54 District-based companies had registered for classes; 46 were CBEs. According to responses from surveys sent by the DCSEU, 92 percent of class attendees (n=48) said they were "somewhat" or "very" satisfied with the SEICBP program.

The SEICBP program also offered a Third-Party Benchmarking Verification initiative. The DCSEU worked with DOEE and subcontractor Baumann Consulting to set up an online portal for DC property owners and managers to register for free assistance in verifying their building benchmarking data. Starting in FY 2020, District properties are required to obtain third-party verification every 3 years for benchmarking data submitted to DOEE. For this reporting year only, DOEE and the DCSEU offered no-cost verification to property owners and managers affected by the requirement. They paid particular attention to helping affordable multifamily properties verify their data.

A full report on this program will also be available on the DCSEU website in early 2021.



## SAVING ENERGY IS SOMETHING TO SAVOR

Harrison Suarez and Michael Haft became friends in the Marines, where they were drinking a lot of (not very good) coffee just to stay awake. They were also developing an interest in coffee, and an appreciation for the ritual of sitting down for a cup to catch up with friends. Both are from DC, and when they left the service and moved back to the area, they wanted to recreate that coffee experience. In 2014, they opened Compass Coffee, a coffee shop and roastery in the Shaw neighborhood. Compass quickly became popular, and Suarez and Haft realized they would eventually outgrow the space. In 2015, they began planning a new roastery in Ivy City.

Sustainability played a big part in their decision making. "The mission of the DCSEU, as I understand it, is to help facilitate businesses that want to make investments in sustainable design decisions," said Suarez. "Sustainability has always been a key part of our company, so when the DCSEU reached out to us in 2015 we were pretty excited about it."

**"That's one of the great benefits that the DCSEU provided this year, making suggestions on the machines and models that will actually achieve the same outcome, but reduce the energy consumption required."**

**- HARRISON SUAREZ, COMPASS COFFEE**

Despite delays in construction, Compass and the DCSEU stayed in touch. When the project was fully under way in FY 2020, Compass contacted the DCSEU for help with reviewing their plans and equipment options for the new roastery.

"Fortunately, the team at the DCSEU was still excited about assisting us, so we sent over our drawings and updated plans of what we were going to be installing, and got feedback from their engineers," Suarez said. "That's one of the great benefits that the DCSEU provided this year, making suggestions on the machines and models that will actually achieve the same outcome, but reduce the energy consumption required."

The DCSEU was able to provide them with rebates on efficient lighting, occupancy sensors, HVAC equipment, exhaust fans, refrigeration, and dishwashers.



 CASE STUDY | BUSINESS COMMUNITY IMPACT

## NAVIGATING TOUGH TIMES BY CUTTING ENERGY COSTS

Atlas Brew Works has two DC locations—in Ivy City and on Half Street near Nationals Park. Atlas has always taken sustainability seriously, trying to be environmentally conscious across all of their business practices. In 2015, the brewery installed a 68 kW solar PV system on the roof of its Ivy City location, highlighting on their cans that they are a “solar powered beer.” So when they began to build their new location on Half Street, they reached out to the DCSEU about rebates on efficient equipment.

“We actually heard about the DCSEU from a patron in our Ivy City tap room,” said Founder and CEO Justin Cox. “I’m not sure what their connection was to the DCSEU, but when we announced the new location, they told me I should reach out and see what help might be out there.”

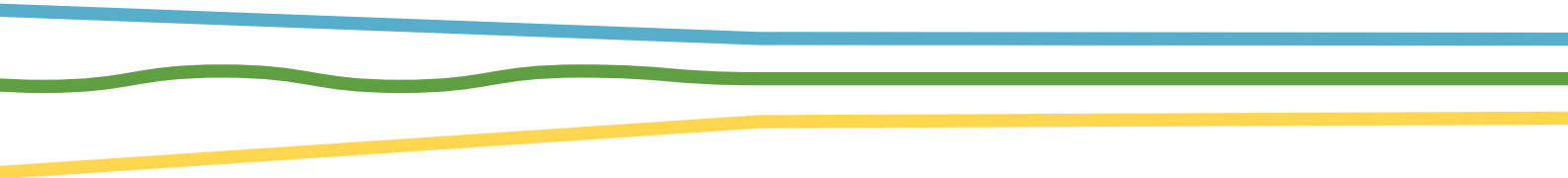


Atlas received help from the DCSEU’s Account Management and Engineering teams in selecting appropriate equipment, and took advantage of DCSEU small business rebates on efficient lighting, refrigeration equipment, demand-controlled ventilation, water source heat pumps, and dishwashers.

“Survival is the name of the game for every business during COVID, and small businesses are particularly hit hard without having the resources that larger companies and corporations do,” Justin said. “Inside and outside of COVID, choosing energy-efficient equipment helps keep operating costs as low as possible, so when you do get into a slump, it helps you stretch what cash you have on hand to get through tough times.”

# INVENTORY OF SERVICES BY MARKET

Core Area	Initiative Name	Description	Customer
<b>Residential</b>	Efficient Products	Deep discounts on LEDs with partnering retailers in DC; mail-in rebates for qualifying energy-efficient appliances and HVAC equipment; mail-in rebates for smart thermostats	DC residents
	Low-Income Multifamily Comprehensive	Custom technical and financial assistance for energy efficiency improvements for multifamily properties	Property owners of multifamily buildings, shelters, and clinics serving income-qualified DC residents
<b>Low-Income</b>	Income Qualified Efficiency Fund / Direct Contracting	Custom technical and financial assistance for energy efficiency improvements in multifamily and other qualifying properties working with DCSEU-qualified contractors	Property owners of multifamily buildings, shelters, and clinics serving income-qualified DC residents
	Low-Income Decarbonization Pilot	Pilot program to reduce the carbon emissions of low-income single-family homes through electrification	Income-qualified DC residents
<b>Renewable Energy</b>	Commercial Solar	Incentives and financing to install solar PV systems	Commercial business owners
	Solar for All	Installation of solar on income-qualified single-family homes, and installation of community solar systems for the benefit of income-qualified residents	Income-qualified residents (Single-Family); Property owners / managers (CREF)
<b>Commercial &amp; Institutional (C&amp;I)</b>	Business Energy Rebates	Rebates for energy-efficient lighting, heating, refrigeration, cooking, and other qualifying equipment. Includes enhanced rebates for small businesses.	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 & institutional customers
	Pay for Performance	Technical assistance, account management, and incentives for energy efficiency projects. 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 & institutional energy users; qualified vendors



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