

GOVERNMENT OF THE DISTRICT OF COLUMBIA
District Department of the Environment



August 9, 2012

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 Quarterly Report

Dear Chairman Mendelson:

Pursuant to Section 201 of the Clean and Affordable Energy Act of 2008, D.C. Law 17-250, I am pleased to submit the attached quarterly report on behalf of the District of Columbia Sustainable Energy Utility ("DC SEU"). The report details the progress made by DC SEU towards implementing energy efficiency and renewable energy programs during April 1, 2012 – June 30, 2012. As the designated contract administrator, DDOE has fully reviewed and approved 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,

A handwritten signature in black ink, appearing to read "Christophe A. G. Tulou".

Christophe A. G. Tulou, 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
Quarterly Report for Fiscal Year 2012

Third Quarter: April 1, 2012 – June 30, 2012

July 20, 2012

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EXECUTIVE SUMMARY

Thinking and Doing for the Long Term

The District of Columbia Sustainable Energy Utility (DC SEU) during this Third Quarter of FY 2012 has focused on program development, workforce development, and action supporting a strong Fourth Quarter conclusion to this first full year of its operation. The DC SEU's sphere of influence has also widened with its active engagement in regionally and nationally prominent District events supporting awareness of environmental concerns and climate change, and in its active outreach and relationship-building in support of project development in the Commercial and Institutional, Low-Income Multifamily, Residential, and Renewable Energy services.

Specifically, the DC SEU put into place a substantial foundation for a successful Fourth Quarter and achievement of FY 2012 goals by:

- Solidifying a long-range program infrastructure for Commercial and Institutional, Low-Income Multifamily, Residential Services, and Renewable Energy core areas
- Hiring 12 more regular full-time DC SEU staff and interns, and another 6 interns among Teaming Partners
- Boosting to 57 the number of positions held by District residents, up from 34 in the Second Quarter
- Training and developing staff in energy efficiency service delivery and implementation
- Developing the Certified Business Enterprise (CBE) Implementation Contractor supply chain
- Creating and managing strategies for delivery of cost-effective services that balance the DC SEU contract Performance Benchmarks for spending (including the allocation to CBEs), energy savings, and green job creation

The DC SEU Performance Benchmarks and Certified Business Enterprise Contract Requirement are presented in **Appendix A**, at the end of this document.

Plan B for the Short Term

In the early part of the Third Quarter, the DC SEU closely assessed its progress to date against the contract Performance Benchmarks and shifted its strategy from only delivering services via market-based initiatives by adding the delivery of direct installation services to business and residential utility customers throughout the District. The initiatives that will incorporate Plan B services are the CLEER T12 Lighting Retrofit activity for low-income households; Low-Income Multifamily Direct Installation of lighting and other energy retrofit measures; and CLEER T12 Lighting Retrofit for Commercial and Institutional customers.

This latter approach is termed *Plan B*, and will be a short-term effort. Installers (CBE Implementation Contractors) working under this initiative will be paid for all installation work that they perform. This

approach supports the District’s supply of qualified Implementation Contractors, and will prepare this broad base of professionals for additional work in FY 2013.

Looking Ahead to FY 2013

Annual Plan FY 2013. The other cornerstone of the Third Quarter’s activity was the development of a dynamic Annual Plan for FY 2013, which will be completed in August. The Annual Plan is built on a foundation of a larger workforce that has now been trained more fully in energy efficiency and renewable energy service delivery. The Annual Plan will reflect input from stakeholder meetings, will contain a wide variety of new and continuing initiatives, and will indicate a greater emphasis on workforce development, community engagement, and renewable energy development.

Transition to FY 2013. With the direct installation effort of Plan B as a key characteristic of program implementation in the Fourth Quarter of FY 2012, a corollary effort was begun at the end of the Third Quarter to design an effective transition into FY 2013 implementation. This transition work is not otherwise described in this report, because it is not directly related to core programming activity and achievements in the Third Quarter.

Achievements at a Glance

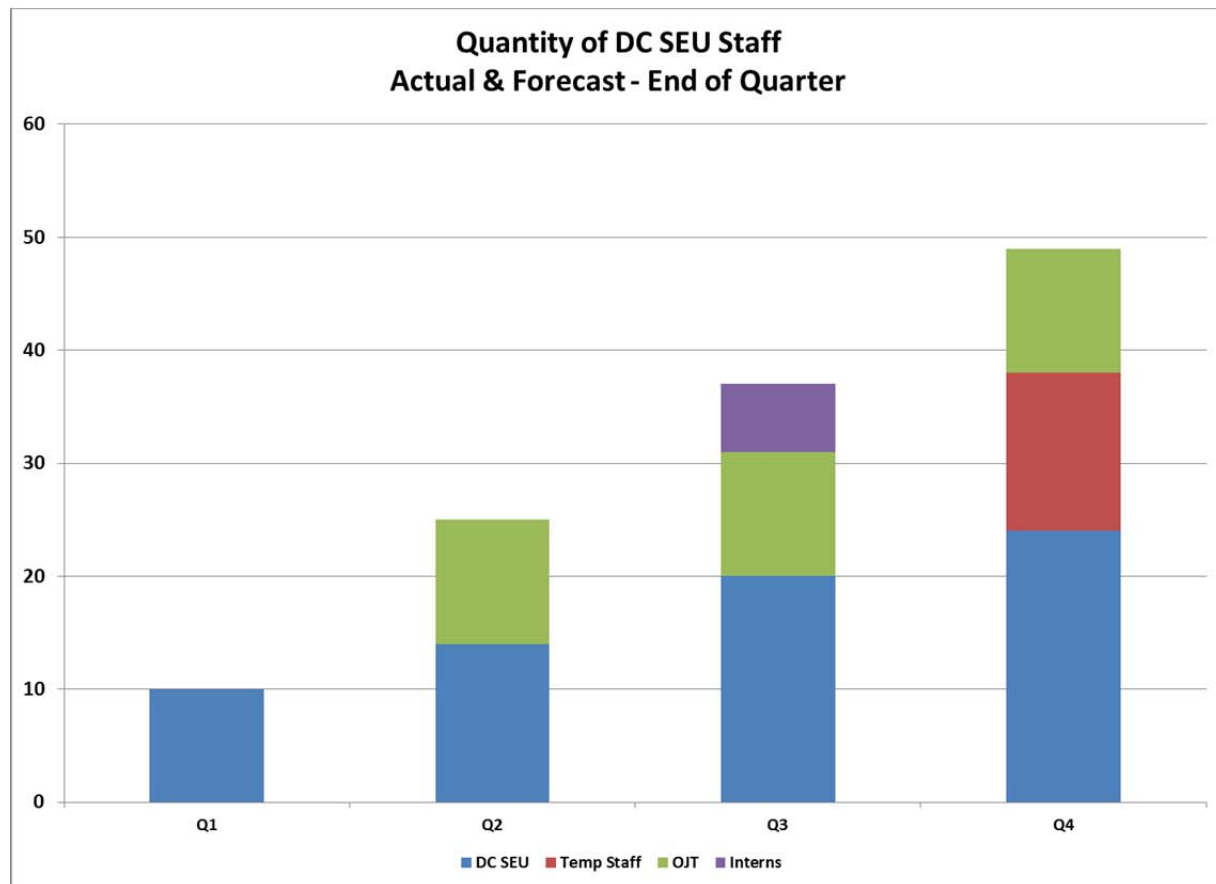


Figure ES-1. Labor trends, October 2011 through September 30, 2012 (projected for Q4, based on data available in May 2012)

Table ES-1. Number of DC SEU pipeline projects and projects in progress, by core area and initiative, to date

Program Core Area	Initiative	Pipeline Projects ¹	Projects in Progress ²	Grand Total
Commercial & Institutional	Business Energy Rebates - Equipment replacement	15	2	17
	Custom Commercial	137	42	179
	Commercial New Construction	0	1	1
	CLEER T12 lighting retrofit for businesses	40	4	44
Low-Income Multifamily	Comprehensive opportunities (LIMF-COMP)	24	18	42
	CLEER T12 lighting retrofit	1	1	2
	Low-Income Multifamily Direct Install (LIMF-DI)	61	1	62
Residential	DC Home Performance with ENERGY STAR®	0	13	13
	Efficient Products for Food Banks*	8	0	8
	Efficient Products for Retailers*	35	0	35
Renewable Energy	Renewable Energy for low-income single-family properties	40	0	40
GRAND TOTAL		361	82	443

* Values represent the number of retail locations

¹ Early stage of project development

² Customer agreement under development or obtained

Table ES-2. Estimated electricity savings, by program core area and initiative, to date

Program Core Area	Initiative	Pipeline Projects	Projects in Progress	Grand Total
Commercial & Institutional	Business Energy Rebates - Equipment replacement	67		67
	Custom Commercial	12,619	9,272	21,891
	Commercial New Construction	0	6	6

Program Core Area	Initiative	Pipeline Projects	Projects in Progress	Grand Total
	CLEER T12 lighting retrofit for businesses	2,915	517	3,432
Low-Income Multifamily	Comprehensive opportunities (LIMF-COMP)	1,477	477	1,954
	CLEER T12 lighting retrofit	42	0	42
	Low Income Multifamily Direct Install (LIMF-DI)	1,640	0	1,640
Residential	DC Home Performance with ENERGY STAR	0	20	20
	Efficient Products for Food Banks	3,750	0	3,750
	Efficient Products for Retailers	5,124	0	5,124
Renewable Energy	Renewable Energy for low-income single-family properties	96	0	96
GRAND TOTAL		27,730	10,292	38,022

Table ES-3. Estimated natural gas savings, by core area and initiative, to date

Program Core Area	Initiative	Pipeline Projects (Units to Be Served)	Projects in Progress	Grand Total
Commercial and Institutional	Custom Commercial		4,859	4,859
Low-Income Multifamily	Comprehensive opportunities (LIMF-COMP)		3,639	3,639
	Low-Income Multifamily Direct Install (LIMF-DI)	4,461		4,461
Residential	Home Performance with ENERGY STAR	260		260
GRAND TOTAL		4,721	8,498	13,219

MESSAGE FROM THE MANAGING DIRECTOR

HIGH-VALUE, FAIRLY PAID JOBS—every community does better when those are in place. For the community-minded enterprise, it's the concept of *high value* that counts. For policy-makers in a struggling economy, *fairly paid* counts. For the unemployed or under-employed, the *jobs* themselves are what counts.

So how does the DC SEU look at “high-value, fairly paid jobs”? We try to take a holistic view from the standpoint of the community. Given the sustainable energy field in which we operate, we recognize that significant unemployment is to a community what leaving on all the lights in unoccupied spaces is to the electric grid. It is a waste. But with the right mix of policy, oversight, investment, good ideas—and talented human beings, both types of waste can be corrected.

Long before the DC SEU began in March 2011, the District articulated its concern for meaningful job creation through a sustainable energy utility, and built that concern into the DC SEU contract. The DC SEU has taken its job creation goals as seriously as it has taken its energy savings goals. In this Third Quarter of FY 2012, we are pleased to say that our carefully charted trajectory of increasing the number of high-value jobs, fairly paid, is—quite literally—paying off. As this report indicates, we are filling those jobs with people who will someday be part of the history of how the District became the nation's capital of sustainable energy. Not surprisingly, these employees reflect the flair of the District. Consider these indicators:



- Our newest Energy Consultant is a very experienced, well-qualified professional. Although he is native to Eastern Europe, he has been living in the District for years, and he's working for us.
- Our more seasoned staff work with our younger professional staff, training and mentoring our young men and women who are at the DC SEU to learn a new career in this promising industry. They live in the District, and they're working for us.
- The DC SEU has 12 summer interns, ranging age from 19 to 32. With widely varying personal backgrounds, they all have strong academic credentials. They live in the District, and they're working for us.
- Of our 11 Data Collection Associates, whose work supports our Residential efforts, 9 have college degrees. All of them were unemployed when we selected them for the program. Within that program, there are several advancement opportunities. They live in the District, and they're working for us.

These men and women have joined the rest of the DC SEU on-site staff in laying a strong foundation for bringing energy efficiency into homes and businesses. And yes, they too live in the District. Further, they

range in age from the 20s to the 60s. They have been getting trained by the best in the business, so that the DC SEU can be the best in *its* business. It is not easy work, and it has taken some time. But these people are central to a new kind of organization that will change the way the District uses its energy. No one else is doing this work as comprehensively as we are in the District. And we're doing it with high-value jobs, fairly paid.

Throughout this report, we refer to a "Plan B," an accelerated direct installation effort of some of the DC SEU's services that will put energy-efficient light bulbs and other efficiency measures in District homes and businesses—a kind of extended "grand opening" for all of the new DC SEU programs that have been getting designed and built in past several months. Direct installation gives contractors work, and spurs hiring.

The high value and fair pay are in place. The energy savings to come will help prove that efficiency works.

Ted Trabue

Managing Director

INTRODUCTION

The Vermont Energy Investment Corporation's (VEIC) Quarterly Report for the Third Quarter of FY 2012, on the work of the District of Columbia Sustainable Energy Utility (DC SEU), covers the period from April 1, 2012, through June 30, 2012.¹

A. Report Approach

This report provides details on the accomplishments of the DC SEU, now that the market-based approach for long-term energy efficiency and renewable energy programming has begun to be implemented in FY 2012, the first full fiscal year of operation. During the three months from April 1 through June 30, 2012, the DC SEU launched long-term programs for solid impact across all Wards of the District, and continued existing programming that was launched in the Second Quarter of FY 2012. This report summarizes: (1) the processes and activity in the Low-Income Multifamily, Commercial and Institutional, and Residential Services markets, and in the Renewable Energy sector; and (2) ongoing market analysis, public affairs activity, consumer education and marketing efforts, community outreach activity, and workforce development.

Finally, this report discusses progress toward achieving contract goals in the context of the Second and Third Quarters' recruitment, hiring, and training effort of new staff. The Third Quarter's innovative programming approaches for serving the DC market are also discussed. Occasional reference throughout this report is made to "Plan B," a year-end direct installation effort designed to accelerate savings and contractor activity in some market areas.

B. Report Structure

This Quarterly Report for the Third Quarter of FY 2012 contains:

1. A summary of overall progress in the programming approach to meet the energy goals reflected in Performance Benchmarks 1, 2, 3, 4, and 5;
2. A summary of program activity in each of the three DC SEU markets: Low-Income Multifamily, Commercial and Institutional, and Residential; and in the Renewable Energy sector;
3. A summary of activity, accomplishments, and next steps (as applicable) from the various functions supporting the programming approach;
4. District-resident employment in full-time equivalent (FTE) positions by VEIC and its Teaming Partners, collaborators, and Implementation Contractors, attributable to the DC SEU programs, in support of **Performance Benchmark 6**;

¹ The District Department of the Environment (DDOE) has contracted with Vermont Energy Investment Corporation, the lead in the specially established Sustainable Energy Partnership, to provide programs and initiatives as the District of Columbia Sustainable Energy Utility (DC SEU). The DC SEU conducts programs in the District to reduce per-capita energy consumption, increase renewable energy generating capacity, reduce the growth of peak electricity demand, improve the energy efficiency of low-income housing, reduce the growth of energy demand of the largest energy users, and increase the number of green collar jobs in the District. All DC SEU programs are designed to stimulate the local economy via contract spending with District businesses.

5. The number of District Department of Employment Services (DOES) referrals made and from among those, the number hired;
6. A section reporting progress on meeting the special contract requirement regarding use of Certified Business Enterprises (CBEs);
7. Actual expenditures for administrative, information technology, natural gas, and electricity-related program expenditures, and service delivery costs, compared to the approved budget; and
8. Examples of consumer education and marketing material distributed during the period.

C. Programming and Implementation for Contract Year 2

During the Third Quarter of FY 2012, the DC SEU expanded two approaches that were begun in the First Quarter, and added Plan B, the accelerate direct installation effort targeted for the Fourth Quarter of FY 2012. These approaches have been designed to attain the DC SEU's goals for energy savings, job creation, and invigoration of the renewable energy market—while also boosting the visibility of the DC SEU in all Wards throughout the District.

- **Dual development of the market-based programming approach and Plan B, a modified Quick-Start effort.** With the Second Quarter's planning and development of targeted, market-based service delivery to high-impact sectors, the Third Quarter reflected a substantial recruiting, training, and deployment effort in support of that well-tested and proven approach.² With both of these proven strategies in place for: (1) achieving cost-effective energy efficiency and renewable energy installations in all Wards, and (2) creating high-value, fairly paid jobs for District residents, the DC SEU has taken another significant step toward embedding both energy improvements and customer benefits in the marketplace.

The Plan B approach, designed for Fourth Quarter, year-end acceleration of energy savings and widespread visibility and influence of the DC SEU with District residents and businesses, will bring back some features of the model established for the Quick-Start programs used in FY 2011. Plan B, a reinvigoration of the model, began in the Third Quarter and will continue in the Fourth Quarter. Other market activity will continue as planned, so that no interruptions in service delivery will be created by Plan B, even though some of the program activity will be augmented by Plan B.

² Since 1998, the energy efficiency and renewable energy literature has been expanding the evidence that long-term cost-effectiveness and efficacy of regulated efficiency programs are substantial when they use an approach based on market sectors, similar to what is being developed at the DC SEU. This approach is used in national programs such as the U.S. Environmental Protection Agency's ENERGY STAR, and in state and local programs. For more information on individual market-based programs, see the American Council for an Energy-Efficient Economy proceedings from its annual "Energy Efficiency as a Resource" national conferences (<http://www.aceee.org/conferences/2011/eeer>). For a general overview of the concept, see Chiodo, J., and Blair Hamilton (2004). Taking a holistic approach to markets: How Efficiency Vermont's transition from programs to markets is changing the way energy efficiency services are developed and delivered. Washington, D.C.: American Council for an Energy-Efficient Economy: <http://www.aceee.org/proceedings-paper/ss04/panel06/paper03>.

- **Building the infrastructure for DC SEU staff success.** The DC SEU dramatically expanded the census of new hires of permanent DC SEU office and field staff in the Third Quarter. Whereas 2 professional staff jobs were created in the Second Quarter, the Third Quarter’s recruiting effort resulted in the hiring of 12 full-time positions, significant training and mentoring, and the maturing of the professional staff.

The use of the term *DC SEU* throughout this report indicates an integrated collaboration among the Teaming Partners of the Sustainable Energy Partnership, under VEIC’s leadership: Groundswell, Institute for Market Transformation, L.S. Caldwell & Associates, PEER Consultants, PES Group, Skyline Innovations, and Taurus Development Group. One former Teaming Partner, George L. Nichols, transitioned during the Third Quarter to employee status and is now Public Affairs Manager for the DC SEU,

1 The DC SEU Four Core Markets: Activity, Accomplishments, and Next Steps

1.1 Commercial and Institutional

Commercial and Institutional initiatives relate directly to **Performance Benchmarks 1 (per-capita consumption), 3 (growth in peak demand), 5 (energy demand of largest energy users), and 6 (green collar job creation).**

In its effort to continue to expand the outreach of Commercial and Institutional (C&I) activity, and to build project pipelines, C&I staff met with corporate real estate managers and brokers throughout the Third Quarter, and continued outreach to the District’s major universities, because of the potential for significant energy savings at these facilities.

Hospitals also constitute a strong market for energy efficiency services, and thus the C&I reached out to the DC Hospital Association and hospital CEOs.

Of particular note were two events in which the DC SEU significantly extended its influence:

- On June 13, the University of the District of Columbia—nominated by DC SEU C&I staff—received a Business Leader in Energy Efficiency Award from the Northeast Energy Efficiency Partnerships (NEEP) for achieving excellence in energy efficiency campus planning and commitment to sustainability. This was the first such NEEP award presented to the District, the southernmost territory of NEEP’s membership. For more information, see <http://neep.org/neep-summit/>.
- As a part of an ongoing effort to build a relationship with the Restaurant Association of Metropolitan Washington (RAMW) and the restaurant community, a DC SEU Account Manager attended the annual RAMMY Restaurant Award event on June 24, 2012.

Plan B preparations were completed and will be deployed for the CLEER T12 lighting program in the Fourth Quarter.

1.1.1 Custom Programming

This section contains not only traditional progress reporting on activity of this dynamic and high-value market, but also anecdotes that illustrate the types of challenges that affect implementation in the field—and the DC SEU’s staff responses to those challenges. Custom programming typically involves whole-building approaches for both electricity and natural gas measures.

Custom Activity

Colleges & Universities. Following the congratulatory letter sent by the DC SEU on April 24 to the nine District higher education institutions that signed the Mayor’s College and University Sustainability Pledge (CUSP) sent April 24, the DC SEU began to develop project activity and participated in longer-term planning for campus efficiency improvements with 6 of the District’s major institutions of higher education. The scope of work for colleges and universities ranges from participation in C&I’s CLEER T12 replacement program and Business Energy Rebate Program (see **Section 1.1.2, Prescriptive Initiatives**), to custom improvements to mechanical equipment for heating and cooling, as well as technical assistance for campus new construction and developments. Many of these institutions have hospital and law school affiliations. The account management approach looks for opportunities for electricity, gas, and hot water savings, across the campus portfolio that includes hospitals, other real estate, and satellite campus buildings in DC.

A DC SEU Account Manager assigned to three universities has begun working with one campus that had an earlier relationship with an energy services company (ESCO), which they believed had solved the majority of their energy efficiency challenges. However, following a meeting with the DC SEU, they realized there were many opportunities for additional improvements that could result in even greater savings. Because ESCOs typically initiate projects that guarantee a certain financial rate of return, they frequently reject specific efficiency measures that do not meet their threshold. The DC SEU has targeted significant additional measures that it helped the university identify, and has scheduled their installation to help the universities realize more savings.

The DC SEU also conducted walk-throughs at two parking garages at one university—both of which had dark areas and inefficient lighting. University personnel indicated they had conducted tests of other types of lighting, but with unsatisfactory results. The DC SEU worked with a vendor and developed a solution with high-performance, reflectorized and sealed T8s (fluorescent lamps). The solution is designed to increase lighting levels (and safety), save energy, and reduce operating expenses. The university tested 50 of those lights, and is expected to install another 500 or more in the Fourth Quarter.

Another university needed assistance in prioritizing several efficiency projects it had already planned to install. The DC SEU compiled a list of measures, placing the low-cost / no-cost items first, followed by energy management systems, chillers, variable frequency drives, and retro-commissioning.

Faith-Based Initiative. The Faith-Based Initiative continued its growth from the Second Quarter, with more than 75 such organizations now identified and introduced to DC SEU program offerings through Teaming Partner Groundswell.

Government Buildings. The DC SEU has worked since the Second Quarter with the District Department of General Services (DGS) and the U.S. General Services Administration (GSA), the two major players in the Government Buildings sub-market. This sub-market provides different types of challenges in the C&I market. The federal energy efficiency standards applied to buildings mean that efficient equipment is likely already in place, which makes it difficult for the DC SEU to provide incentives for replacement equipment. However, the DC SEU has developed the baseline needed for evaluating GSA-owned and GSA-leased properties, so that appropriate levels of incentives can be determined for equipment upgrades, as needed.

DGS's school buildings portfolio has slated approximately 12 for modernization. Fully aware of the budget constraints for this effort, the DC SEU performed a full review of one school, and delivered approximately 20 recommendations for energy efficiency improvements. Administrative setbacks at DGS put the recommendations on hold, but in response, the DC SEU identified projects at five of its locations as candidates for the Business Rebate Program (see **Section 1.1.2, Prescriptive Programs**).

Hospitals. In May, the DC SEU Commercial Custom Manager made a presentation to the DC Hospital Association, which generated several leads with 3 of DC's largest hospitals. Hospitals consume more energy per square foot than any other commercial building type; electricity use compromises 90% of that energy. Using meetings and feedback from some of DC's largest hospital energy and sustainability representatives, the C&I account management team is meeting regularly to develop its strategy for comprehensive ongoing savings to this market. Feedback from the hospital market indicates that more technical and financial support is needed, specifically for building energy management systems, retro-commissioning, and combined heat and power generation systems.

Managed Office Space. The targets of this segment of the Custom Commercial market are major property owners and management companies; they decide the scope of energy efficiency installations in their facilities.

DC SEU account managers ensure that projects incorporate technical assistance, as needed, to reduce customer costs and to advance the reputation of the DC SEU as a

trusted resource of information about energy efficiency. Among the project installations in the Third Quarter was a parking garage, where DC SEU staff alerted the customer to a vendor oversight in equipment selection that would have caused a substantial decrease in equipment life; the staff also offered the customer an incentive for appropriate sensors. Because of the equipment change in controls to variable frequency drives, that particular project is expected to save the customer approximately \$8,000 per month; those savings will now be used to fund upgrades to the facility's chiller and condenser water pumps, providing even more savings for the customer. The DC SEU has 5 additional projects with that customer in 3 of its downtown offices, making improvements in stairway, garage, and office lighting; an HVAC upgrade; and an energy management system (EMS) upgrade.

Another customer with only one installed project (a large LED lighting installation in a downtown office building) is now actively interested in more projects. DC SEU staff have built relationships with that company's Director of Engineering and Sustainability Manager, and have made presentations to the organization's Property Managers and Facility Engineers.

Relationship-building is continuing with other commercial real estate and property management firms, including Energy Consultant walk-throughs to identify lighting and control opportunities.

An outreach effort that began in the First Quarter has led to lighting retrofit projects for an organization seeking LEED accreditation for many of its facilities. The incentive agreements for two of those projects are still in review by their legal team; the project timeline had been delayed, but now appears to be on track for implementation in the Fourth Quarter.

The scope of work for C&I projects is frequently subject to delays and changes as owners re-consider their options for equipment replacement, renovations, and other budget-driven decision-making. For example, a large lighting replacement project at a key nonprofit organization has changed at least twice since the DC SEU began working with the customer in February. On the positive side, however, it is significant that property management firms have sustainability professionals on their staffs. These professionals can typically facilitate the distribution of DC SEU information internally. These collaborative relationships frequently result in first steps toward project review and eventual enrollment and completion.

C&I outside the Initiative and Account Classifications

Embassies: The Community Engagement Intern has focused his attention on outreach to embassies and museums. He provided information about the DC SEU at two Department of State-sponsored Green Embassy events, eliciting interest from 4 embassies. It is noteworthy that in January 2012, 50 embassies signed the Mayor's

Diplomatic Missions and International institutions Environmental Performance, Climate, and Sustainability Pledge. On the strength of this outreach effort, C&I's Account Management staff will continue its efforts to introduce the DC SEU to this signatories group. **Museums:** A museum contacted the DC SEU in June, to initiate a lighting retrofit conversion to solid-state (LED) lighting in its craft shop. It is expected that when this project is complete, it will provide approximately 380 MWh in energy savings. **Business Improvement Districts (BIDs):** Two new BIDs are now talking with the DC SEU about ways to provide program services to their membership. A meeting with the Golden Triangle BID on June 20 resulted in an invitation to speak at their next quarterly Property Manager gatherings, and to provide occasional newsletter material showcasing new programs. The DC SEU account management team also expects to conduct a tour and meet with Capitol Riverfront BID in the Navy Yard in the Fourth Quarter.

Custom Accomplishments

Colleges and Universities. Currently there are approximately 10 to 15 projects, as described in the **Activity** section, under technical review or undergoing installation of energy efficiency measures.

Faith-Based Initiative. Of the more than 75 organizations contacted during the Third Quarter, 23 have described projects for which they have requested DC SEU technical assistance and access to available financial incentives. Of those 23, 5 projects are now in progress, ranging from lighting and boiler replacements to review of a geothermal heating system.

Government Buildings. GSA signed an incentive agreement for a project with an expected completion date in August. DC SEU staff also has completed the first steps in being classified in the GSA's capital expenditure process, so that incentive agreements may be processed in a more streamlined fashion.

Hospitals. Through its work with each of the District's 3 largest hospitals, the DC SEU identified quick-turnaround projects (currently under way), which are limited primarily to lighting and small HVAC improvements or replacements.

Managed Office Space. One large property management firm completed two garage lighting projects that included sensors and a major installation of variable frequency drives (VFDs).

Several Energy Consultant walk-throughs of smaller firms have been completed, resulting in more than 20 identified opportunities. Three projects are now in the pipeline (1 VFD, chiller, and lighting opportunity; and 2 more multiple-measure projects at other facilities).

C&I outside the Initiative and Account Classifications. **Embassies:** A property management firm with embassy accounts invited the DC SEU to make a presentation to

8 of their Facility Engineers; this presentation resulted in an opportunity to replace more than 3,000 T12 fluorescent lamps in an embassy, carbon monoxide sensor analyses at 2 of its parking garages, and an energy management systems opportunity.

Custom Next Steps

Much of the Custom activity will continue as planned in the Fourth Quarter, with projects currently in the pipeline proceeding toward completion.

1.1.2 Prescriptive initiatives

Prescriptive efficiency measures are those that are subject to pre-established rebates, based on the cost and savings characteristics of each measure. Efficient lighting (compact fluorescent bulbs and LEDs) and certain types of gas and electric equipment lend themselves to prescriptive programming. Prescriptive approaches enable rapid and widespread efficiency installations, but typically do not involve whole-building retrofits.

Prescriptive Activity

CLEER T12 Lighting Replacement Initiative. Under the CLEER T12 initiative, the DC SEU offers rebates when customers use DC SEU-screened contractors to replace inefficient T12 lamps with higher-efficiency T8 lamps. This initiative was launched in both the C&I and the Low-Income Multifamily (LIMF) markets.

Beginning in the Third Quarter, 7 Implementation Contractors were recruited, screened, and awarded contracts for this work (see also **Prescriptive Accomplishments**). Contractors also conduct direct installation of other lighting efficiency and hot water conservation measures in apartments of low-income multifamily buildings (see **Section 1.2, Low-Income Multifamily, LIMF Activity**).

Business Energy Rebate Initiative. Launched in the Third Quarter, this prescriptive effort provides DC businesses and institutions with financial rebates for installing energy-efficient equipment. DC SEU staff made 2 presentations on rebate program information requested by 12 companies; and met with representatives from the DGS; and with other local government representatives and civic leaders.

Prescriptive Accomplishments

CLEER T12 Lighting Retrofit Initiative. By the end of the Third Quarter, 41 projects were in progress, and 5 were completed, resulting in changes to 127 ballasts. As an indicator of the substantially increasing scope of the subsequent projects, the ballast count for retrofit is calculated at 8,754.

Following a screening process for Implementation Contractors, the CLEER T12 replacement effort identified 10 such contractors as responsive to the RFQ process in

the Third Quarter; an additional 9 Implementation Contractors are expected to be working on the CLEER T12 task by the end of July.

Business Energy Rebate Initiative. In the first few weeks of this initiative's existence, more than 45 rebate forms were downloaded from the DC SEU website. Of those, 7 were approved. In addition, an "open house" for this initiative for contractors, vendors, and commercial customers was held on June 20. Outreach to ANC Commissioners in Wards 1, 2, 3, 6, and 7 took place, as did meetings with representatives from the Greater Washington Hispanic Chamber of Commerce and the Georgia Avenue Community Development Task Force.

One commercial building has submitted rebate requests for 8 variable frequency drives; this project is expected to be complete in the Fourth Quarter.

The DC SEU enrolled 5 DGS school projects, which are expected to conclude by September 2012 in time for the next school year. DGS has indicated it wants the DC SEU involved earlier in the process for the next round of school upgrades, in FY 2013.

1.2 Low-Income Multifamily

The Low-Income Multifamily core area relates directly to **Performance Benchmarks 1 (per-capita consumption), 3 (growth in peak demand), 4 (low-income housing), and 6 (green job creation)**. It also supports **Performance Benchmark 2 (renewable energy generating capacity)**, which is described more fully in **Section 1.4, Renewable Energy**, with Small-Scale Solar Initiative targeting LIMF properties.

The DC SEU Low-Income Multifamily (LIMF) market moved forward with two major initiatives: Property Manager Direct Installation (PMDI) and Comprehensive Services (LIMF-COMP).

1.2.1 PMDI / LIMF-DI Initiative

During the Third Quarter, PMDI designed its Plan B effort to shift its emphasis away from encouraging Property Managers to directly install energy efficiency measures, and toward using Implementation Contractors for the direct installation work in low-income multifamily buildings. This Plan B strategy, now called LIMF-DI, is specifically designed to accelerate both energy savings and job creation efforts in the Fourth Quarter of FY 2012, and to assure progress toward meeting the Certified Business Enterprise contract requirement.

PMDI / LIMF-DI Activity

This initiative was launched in the Third Quarter, in conjunction with a lighting retrofit initiative developed for C&I applications, CLEER T12 (see **Section 1.1.2, Prescriptive Initiatives**). T8 lamps are high-performance, efficient lamps that replace less-efficient T12 lamps, the standard that had been used for many years in commercial lighting

applications nationwide. The PMDI initiative was closely monitored for several weeks in the context of the number of projects completed and in the pipeline, and spending projections. Although the PMDI initiative holds significant promise for long-term success, its newness in the marketplace and its reliance on the willingness of Property Managers to install measures kept it from being readily accepted. Using the strategic directions developed for Plan B implementation, the LIMF staff developed a shift away from the longer-range programming of PMDI to an approach that would still involve direct installations of efficiency measures in low-income multifamily buildings. These installations will be carried out by Implementation Contractors (ICs) instead of Property Managers.

The LIMF staff issued Requests for Qualification (RFQ) for additional Implementation Contractors to fulfill this LIMF-DI strategy. The staff also sourced installation leads for both likely projects and T12 fixtures in LIMF properties, developing tools to track Plan B progress and pipeline. They also helped develop IC and DC SEU staff training materials, and specified initiative features for the redevelopment of KITT+ (see **Section 2.1, Information Technology and Management Information Systems**) and the *Technical Reference Manual (TRM)*; see **Section 2.2, Advanced Technical Analysis Support**).

PMDI / LIMF-DI Accomplishments

After the online web form was launched for this initiative, the pipeline grew to 5,500 units. These units were successfully converted to LIMF-DI projects for completion during the Fourth Quarter. In addition, 21 CBE firms responded to the RFQ, from which approximately 9 CBE contractors were selected.

All preparation was completed for implementation, on July 10, of LIMF-DI projects that are expected to result in the completion of installations in approximately 5,000 units. Leads for 7,100 units had been submitted via a targeted e-mail blast, although not all of those possible projects had been enrolled as of the close of the Third Quarter. Also completed was the alignment of budgets and projections for the final months of FY 2012 with Plan B.

LIMF-DI Next Steps

This initiative will launch its service offerings to enrolled affordable housing providers by July 30. It will also continue outreach for LIMF T12 installation opportunities.

The DC SEU plans to hire 6 to 10 temporary staff to assist with this initiative's Plan B work, and thus complete installations in at least 5,000 units by September 15.

1.2.2 LIMF-COMP Initiative

LIMF-COMP Activity

The initial stages of this deep retrofit initiative were under way throughout the Third Quarter, even though it has been designed primarily for substantial enrollment in FY 2013 and beyond. Throughout the Third Quarter, LIMF staff analyzed pipeline projects for FY 2012, negotiated incentives for FY 2012 projects, selected projects for enrollment in FY 2013, and began the engineering analyses of those FY 2013 pipeline projects.

They also made a presentation to Wiencek + Associates, an architecture firm involved in LIMF-COMP pipeline projects, about how to work with the DC SEU.

With regard to relationship-building, LIMF staff continued its outreach to LIMF stakeholders, attending the Department of Housing and Community Development's Fourth Annual DC Housing Expo 2012 on June 2, and DDOE Benchmarking strategy meetings.

LIMF-COMP Accomplishments

LIMF staff enrolled 9 new projects for FY 2013, and have begun training the new Energy Consultant (see **Section 7, Recruitment**) in working on LIMF properties.

LIMF-COMP Next Steps

LIMF-COMP. The LIMF plans to launch in July the project enrollment effort for FY 2013. Staff will also continue the training for the new Energy Consultant. Two or more incentive agreements are in place for work that is planned for completion and payment by September 15.

1.3 Residential Services

Residential Services activity relates directly to **Performance Benchmarks 1 (per-capita consumption), 3 (reduce peak demand), 4 (low-income, for DC Home Performance and Retail Efficient Products-Food Bank), and 6 (job creation).**

1.3.1 Comprehensive Programs: DC Home Performance with ENERGY STAR

DC Home Performance Program Activity

The primary initiative of the Single-Family Comprehensive Programs, DC Home Performance with ENERGY STAR (DCHP), enables comprehensive energy improvements of existing single-family homes in the District. Because homes represent a significant opportunity to reduce energy consumption and peak demand, all activity in this market segment support the achievement of **Performance Benchmarks 1 (per-capita consumption) and 3 (growth in peak demand).** The improvements typically involve

sealing air leaks and adding insulation, improving heating and cooling systems, sealing ductwork, and upgrading lighting and appliances.

During the Third Quarter, the DC SEU undertook and completed all documentation necessary to offer energy improvement loans available through the Federal Home Loan Bank (FHLB) for income-qualified residents of single-family houses (see **Section 2.6, Financing / Leveraging Activity; Section 3.3, Consumer Education and Marketing, and DCHP Accomplishments**). The FHLB initiative will provide forgivable 5-year loans for income-eligible District residents who complete certain energy efficiency retrofit measures through the DC Home Performance with ENERGY STAR initiative. Participants are eligible for up to \$12,000 in forgivable loans that must be paid back only if the homeowner moves and sells the home within five years of project completion.

Residential Services staff approved three Participating Contractors in the DC Home Performance with ENERGY STAR initiative, following a rigorous vetting of responses to a Request for Qualifications (RFQ). A marketing plan has been completed, and interim materials were printed prior to full program brochure distribution, which is planned for July. A press release announced the program launch, and the Program Manager spoke about the program during a panel presentation at the DC Solar Flare event on June 16 (see also **Section 1.4, Renewable Energy** for more information about that event).

In the context of green job creation, there are two DC SEU interns working full-time on outreach for Home Performance, and a job opening was posted for a DC Home Performance with ENERGY STAR Program Associate.

DCHP Accomplishments

Management. The DC SEU designated Groundswell as the Manager of the Home Performance initiative. A full-time Program Manager has been in place since June 1, 2012

Low-income FHLB initiative. Residential staff executed 2 MOUs: (1) with Industrial Bank for the Federal Home Loan Bank (FHLB) income-eligible forgivable loan program; and (2) with Commonwealth One Credit Union for financing for non-income-eligible DC Home Performance with ENERGY STAR participants. The DC SEU also finalized documentation of the FHLB participation steps and process, and developed training for Participating Contractors to discuss this opportunity with their customers. To publicize the FHLB opportunity for low-income homeowners, Teaming Partners PES Group and Groundswell hosted or spoke at 18 community meetings to discuss this financing opportunity.

Participating Contractors. The selected Participating Contractors have completed training on relevant database and reporting software, program structure, FHLB,

compliance, and the terms of the Participation Agreement. All three Participating Contractors agreed to and signed the Participation Agreement.

Program progress. The DCHP program officially began with the launch of the website, which also contains information about the three Participating Contractors (http://www.dcseu.com/for_your_home/home_performance/general_info/overview.aspx). To date, four projects have been submitted by contractors for scope-of-work review, and two low-income residents have selected contractors for their home performance projects.

DCHP Next Steps:

- DC SEU to provide marketing assistance for contractors to increase DCHP leads
- Finalize and distribute full-program print materials
- Process and approve DCHP market-rate (that is, non-low-income) and FHLB projects
- Collaborate with Industrial Bank and other local DC organizations to reach out to residents with information about DCHP programs

1.3.2 Retail Efficient Products

Retail Efficient Products Activity

Requests for Proposal—Retail CFL program. The Residential Services staff released three Requests for Proposal (RFPs) in May: (1) to lighting manufacturers for CFL promotions to locally owned (independent) retailers located in the District; (2) to lighting manufacturers for CFL promotions through chain retailers located in the District; and (3) for an incentive fulfillment contractor.

The RFP response rate was low, and the number of manufacturers and contractors submitting responsive proposals was correspondingly small. Further, among the responsive proposals from the manufacturers, the number of proposed CFLs was a small fraction of the 200,000 CFLs needed for the program. Thus, the DC SEU sought feedback on the RFP from every potential bidder. Most of the chain retail stores in the District sell CFL brands of only certain lighting manufacturers. DC SEU staff therefore determined that contracting directly with manufacturers was the most cost-effective way to encourage their participation. In addition, the staff offered to provide assistance as the bidders developed their proposals, to help them follow the incentive limits per CFL listed in the RFP.

Retail Account Managers. In June, several candidates were interviewed for temporary positions as Retail Account Managers to perform outreach to retail store managers in DC. These temporary hires will encourage independent stores in DC to work with the DC

SEU on the lighting promotions. They will also provide support to all the participating stores through the end of FY 2012.

Other. In May the DC SEU began to develop geographic information systems (GIS) maps that will be used to locate retail stores for possible partnership in the promotion of CFL products. This effort helps streamline the DC SEU's strategic approaches to these stores, cost-effectively.

Retail Efficient Products Accomplishments

Requests for Proposal—Retail CFL program lighting manufacturers. Contracting directly with lighting manufacturers has allowed the DC SEU to include major chain retailers in the promotions (therefore maximizing the potential for high-volume sales), and that durable, high-quality CFLs will be promoted and sold in the District. Six lighting manufacturers have indicated an interest in supplying bulbs for chain retailers in the District. Finalized MOUs were sent during this reporting period to three lighting suppliers for their signatures.

One lighting manufacturer indicated an interest in supplying bulbs for the independent retailers in the District. This lighting manufacturer makes CFLs with low mercury content and packages them in environmentally friendly materials. The terms of this MOU have been finalized.

Requests for Proposal—Retail CFL program incentive fulfillment contractor. The RFP submissions for the Incentive Fulfillment Contractor RFP were reviewed and evaluated in June. One company was selected as the Incentive Fulfillment Contractor and it is reviewing the DC SEU contract.

Retail Account Managers. Four people were hired for temporary positions as Retail Account Managers. They will join the DC SEU in early July and will work throughout the Fourth Quarter on field outreach and support to partnering retail stores in DC. The DC SEU plans to have at least 75 participating retail partners and these Retail Account Managers will visit the partnering stores to provide CFL product knowledge training to store staff and assist store managers with submitting CFL sales reports to the Incentive Fulfillment Contractor.

Other. The development of the GIS maps is nearly complete and DC SEU staff use the maps to identify areas away from major commuting routes, in densely populated District neighborhoods that have limited commercial office space, and are close to public transportation. DC SEU staff use the map to locate independent retailers that participate in the promotion, and to ensure full distribution of this retail initiative across the city.

Retail Efficient Products Next steps

Retail CFL program. The Retail CFL program is expected to launch in mid-July, pending the receipt of new proposals from three lighting manufacturers, and pending the finalization of the MOUs with the chain stores in DC.

Retail Account Managers. In July the Retail Account Managers will begin work outreach to independent stores to identify those that are interested in partnering on this initiative.

1.3.3 Food Bank CFL Program

Food Bank CFL Activity

RFP activity. In May an RFP was released to Certified Business Enterprise (CBE) lighting suppliers to supply CFLs to local area food banks.

Distribution. The Capital Area Food Bank is in the process of setting up a new distribution facility, and although agreements are in place for distribution of CFLs, the facility will not be ready for this new program until August. In an effort to stay on track for meeting the goal of distributing 75,000 CFLs to low-income residents in July, the DC SEU has developed alternative distribution channels beyond food banks, and will work with other organizations that provide services to low-income District residents.

The DC SEU is in discussions with the Greater Washington Urban League (GWUL) about being a program partner to distribute 37,500 bulbs to low-income residents receiving assistance through its programs.

Food Bank CFL Accomplishments

RFP activity. One CBE lighting supplier was selected to supply CFLs to the Food Bank Program. The DC SEU began negotiations with the lighting supplier on its proposal.

Distribution. The DC SEU submitted a proposed project plan to the GWUL, and approved a proposed staffing plan from the GWUL. For the three months remaining in FY 2012, the GWUL will hire five new employees and extend the work hours of two existing part-time employees.

The DC SEU has identified three organizations that are interested in partnering to provide CFLs to low-income DC residents receiving employment and food assistance through their programs.

Food Bank CFL Next Steps

- In early July, the DC SEU expects to sign a subcontract with the GWUL; the DC SEU will provide training to GWUL staff on CFL product knowledge so that GWUL staff are able to answer inquiries from residents as bulbs are distributed. Bulb distribution is expected to start in mid-July.

- Outreach will continue to identify potential other organizations serving low-income residents for partnerships with the DC SEU.

1.4 Renewable Energy

The primary activity of the DC SEU's Renewable Energy programming is the Small-Scale Solar Initiative. This implementation effort is directly tied to **Performance Benchmarks 2 (renewable energy generating capacity), 4 (low-income), and 6 (job creation)**; and less directly tied to **Performance Benchmarks 1 (per-capita consumption), and 3 (peak demand)**.

1.4.1 Small-Scale Solar Initiative

Small-Scale Solar Initiative Activity

During the Third Quarter, the DC SEU selected three contractors to provide solar systems for low-income households in Wards 7 and 8. The Renewables staff had issued an RFP seeking creative solutions that would also leverage existing tax credits, income from Solar Renewable Energy Credits, and other funding.

The bidders' meeting (May 10) attracted approximately 20 contractors, representatives from DC Sun, and other interested parties, and generated a significant list of questions and answers.

Three proposals were received and evaluated by a four-member team with deep renewables and low-income experience. Two submissions offered to provide participating household systems with no upfront cost for the photovoltaic (PV) systems and no subsequent charges for the solar-generated electricity. A third submission contained a strong local training and community involvement component, and was invited to adjust their submission to match the "no-cost" offer to homeowners.

As of the end of June, all three firms have agreed in concept to this structure. Tentative descriptions of the scale of the awards and the number of projects were provided to the three teams to allow for work planning. The DC SEU prepared final scopes of work and contracts.

Members of the renewables team attended the DC Solar Flare Tech Show in Ward 7 on June 16, to announce the DC SEU Small-Scale Solar Initiative and to identify the contractors. The show was also an opportunity to build relationships with and gain additional market intelligence from local contractors, businesses, and homeowners.

Small-Scale Solar Initiative Accomplishments

- Issued the Small-Scale Solar Initiative RFP and selected 3 teams for award
- Announced initiative and winning teams at Solar Flare event in Ward 7
- Collected market data at DC Solar Flare

Small-Scale Solar Initiative Next Steps

- Finalize contracts for winning proposals
- Support contractors with income qualification and inspections of installations
- Prepare to approved project completion documentation and issue funds

2 Progress Report on Activity Supporting DC SEU Programming

2.1 Information Technology and Management Information Systems

IT / MIS Activity

As part of the regular program support for data collection and reporting systems (KITT+ and the Home Performance tool, HERO-HP), the Information Technology and Management Information Systems (IT / MIS) staff released several enhancements. The IT / MIS staff also worked on new software to enable accurate measure characterization.

It is important to note that each new program and initiative for energy efficiency service delivery contains substantial amounts of IT / MIS support. These efforts enable accurate data collection, recordkeeping, and reporting functions—particularly in the context of support to program managers who have tracking responsibility for projects in the pipeline and for performance information on program activities.

As part of its regular work, IT / MIS also provided HelpDesk support to office staff—enabling Day 1 access to systems and hardware for 12 interns hired in May, and all new employees hired throughout the Third Quarter.

IT / MIS Accomplishments

KITT+. Two major KITT+ versions were released in May and June. These improvements fixed several bugs, enhanced KITT's internal architecture, and advanced both the DC SEU tool for entering prescriptive measures and the project tracking system. These changes will result in improved support to DC SEU programs as they grow and diversify through the end of FY 2012 and into FY 2013.

HERO-HP. IT / MIS also released a new version of HERO (v3.3) on April 16, which corrected reported bugs, and contained a small number of enhancements designed to improve operational efficiency. In June, IT began working on a revision to HERO to support year-end Home Performance efforts.

Measure characterization software. In the Third Quarter, IT / MIS staff developed a new software application that enables technical staff to create, edit, access, and distribute energy

efficiency measure characterizations that support DC SEU implementation activities. This new application will replace the cumbersome Word documents currently used to store and share these characterizations, and is expected to reduce the time and cost of maintaining this information.

Facility support. IT / MIS staff have continued to support DC SEU management and staff with reports that support understanding of program pipeline activity, that support basic program activities, and enable accurate data collection and recordkeeping. In addition to these activities, IT / MIS staff have also been heavily involved in supporting new DC SEU staff and interns with training and basic system support.

IT / MIS Next Steps

Now that all major systems are in place to address ongoing and future known needs, IT / MIS does not have any new tasks to report as next steps, other than those embedded in the Activities and Accomplishments sections of this report.

2.2 Advanced Technical Analysis Support

Advanced Technical Analysis Support Activity

All activity for Advanced Technical Analysis Support in the Third Quarter pertained to the DC SEU's Evaluation, Measurement, and Verification (EM&V) work. EM&V assures that collected data are subjected to appropriate technical analysis in support of contract **Performance Benchmarks 1 (per-capita consumption), 3 (peak demand), and 5 (large energy users);** and indirectly in support of **Performance Benchmark 4 (low-income)**. Using proven infrastructures for rigorous and specialized monitoring appropriate for the range of initiatives and markets of the DC SEU, the EM&V group has protocols now in place that ensure that a cost-effective approach for all program implementation in the field. The EM&V group establishes values for all measure characterizations, and monitors protocols for Quality Assurance, risk mitigation, and custom project EM&V. All work of the EM&V group is subject to oversight by DDOE.

Advanced Technical Analysis Support Accomplishments

Development and implementation of Version 1 of the DC SEU Technical Reference Manual. The DC *Technical Reference Manual (DC TRM)* was finalized in the Third Quarter; it contains all measure characterizations and savings assumptions, as they pertain to the DC SEU prescriptive rebate programs. It further provides valuable baseline information for market opportunity (that is, custom), site-specific projects. The DC *TRM* now characterizes all program measures, using best-practice information and taking into account:

- Comparative research of best practices and appropriate use of assumptions from other jurisdictions, as needed
- Adjustments made to measure characterizations to reflect baselines specific to the District of Columbia market environment (climate, building codes, etc.)

- The context of the energy efficiency program designs through which measures are delivered

EM&V protocol development and implementation. As the custom C&I programs ramp up, it is critical that a defined set of EM&V protocols is in place to ensure both consistency and accuracy of savings claims. In addition, these protocols ensure operational efficiency when DC SEU staff undertake custom, site-specific projects. The EM&V services used for the District of Columbia have leveraged the tested protocols of both Efficiency Vermont and Efficiency \$mart, VEIC's other utility-scale efficiency programs, to minimize the costs of developing a DC-specific TRM from scratch. Further, the DC SEU has developed protocols to ensure consistency, a complementary activity to leveraging existing protocols and customizing them. This approach assures low-cost delivery, particularly in the context of the data collection and analysis tools: KITT+ (mentioned in **Section 2.1, Information Technology and Management Information Systems**), the Comprehensive Analysis Tool (CAT), the Prescriptive Rebate Tool, and the suite of existing energy analysis tools the DC SEU EM&V group has at its disposal.

Advanced Technical Analysis Next Steps

Technical analysis training. Comprehensive technical analysis training of relevant DC SEU staff will continue in July 2012 covering the following:

- Comprehensive Analysis Tool
- Lighting Power Density Tool
- Project Quality Assurance
- Custom project analysis
- Retro-commissioning
- Project classification and characterization

Technology-specific protocol development. Protocols for characterizing the following activity for final reporting will be completed:

- Retro-commissioning
- Lighting
- HVAC

2.3 Consumer Education and Marketing

Consumer Education and Marketing Activity

DC SEU Consumer Education and Marketing increased the DC SEU's exposure in the market to drive customer traffic to all DC SEU programs, building awareness of the DC SEU as a whole, and helping to fill the project pipeline for the final three months of FY 2012. Marketing has supported this effort through advertising, regular updates to the website, press releases,

participation in community events, and an education forum hosted by the DC SEU and the Office of the People’s Counsel.

Consumer Education and Marketing Accomplishments

Website traffic. During the Third Quarter, traffic to the DC SEU website has increased significantly compared to the first and second quarters of FY 2012. Marketing launched new web pages for the Business Energy Rebates program, web pages for the DC Home Performance with ENERGY STAR program, a resource page for the C&I customers on Energy Benchmarking, and energy-saving tips for homeowners. **Figure 1** presents the website traffic trends across the current year and the Third Quarter.

Social media. The DC SEU’s Twitter following has increased to nearly 200, including important agencies, community organizations, and community and industry leaders. In addition, the Marketing group updated the DC SEU Facebook page to make it more attractive and to reflect better the DC SEU’s mission.³ The Marketing group will be using social media outlets to promote success stories from all DC SEU programs in the coming months.

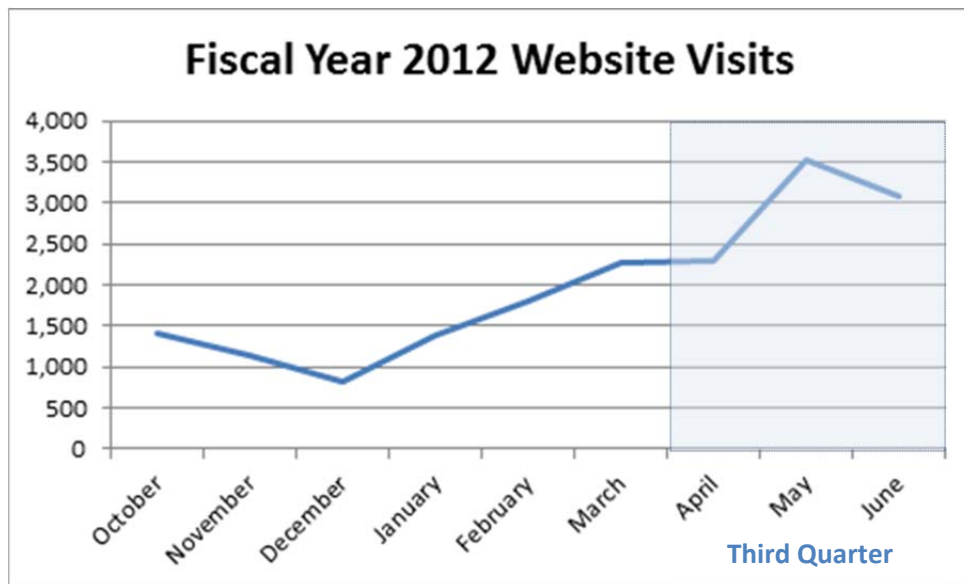


Figure 1. DC SEU website traffic, FY 2012

Events. The DC SEU has had a presence at several important events to help promote programs and services to District residents. Prominent among these events were:

- **May 24:** United Nations Environment Programme (UNEP) World Environment Day 2012
- **June 2:** DC Department of Housing and Community Development Housing Expo—exhibit table (see **Attachment 1, Consumer Education and Marketing**)

³ The DC SEU Twitter address is www.twitter.com/dcseu and the Facebook address is www.facebook.com/dcseu.

- **June 5:** World Environment Day Expo (sponsorship, streetlight banners, exhibit table)
- **June 16:** DC Solar Flare at H.D. Woodson High School (sponsorship, exhibit table; see **Section 1.4, Renewable Energy**)

In addition to the Marketing group managing the DC SEU's presence at these events, the DC SEU Marketing and Public Affairs teams collaborated with the Office of the People's Counsel for a joint educational forum on *Saving Energy and Money with the DC SEU* (see **Attachment 1**). This event, held on May 24, attracted an audience of approximately 150 District civic leaders, residents, and small-business owners and provided information about how the DC SEU's programs can help them save money and energy through energy efficiency and renewable energy. Speakers included Mayor Vincent Gray, People's Counsel Sandra Mattavous-Frye, DDOE officials Taresa Lawrence and Lancelot Loncke, and the DC SEU Managing Director, Ted Trabue. The event was covered by local TV news outlets.

Supporting FY 2012 market programs. Consumer Education and Marketing helped support the launch of several programs during the Third Quarter:

- **C&I Program: Business Energy Rebates Initiative**

In May, Marketing supported the launch of the Business Energy Rebates initiative in the C&I Program. In addition to the web updates and downloadable form to apply for rebates, the DC SEU has been distributing a printed Reference Guide that details all of the measures available for rebates under the program. The Marketing group also reached out to the Restaurant Association of Metropolitan Washington (RAMW) to help promote the initiative, receiving placement in their member e-newsletter that goes to all RAMW members. To date, the online form on the DC SEU website has seen more than 150 downloads. Marketing also e-blasted more than 350 DC contractors about an information session for the initiative. This e-blast had a nearly 25% open rate.

In addition to supporting the Business Energy Rebates program, the Marketing group worked with the C&I team to get placement in the *Doing Business in DC* guide of the Washington DC Economic Partnership, for 2012-2014.

See **Attachment 1, Consumer Education and Marketing**, for details of the rebate-eligible measures and for the placement in the *Doing Business in DC* guide.

- **LIMF Program: Property Manager Direct Installation Initiative**

Marketing supported the launch of LIMF Property Manager Direct Installation (PMDI) program, as well as the expansion of the C&I CLEER T12 Lighting Program into the LIMF market of affordable housing. As a result of outreach to community organizations such as the Coalition for Nonprofit Housing and Economic Development, a marketing e-blast, and a web-based intake form, the PMDI program received more than 25 intake requests, representing more than 5,000 affordable housing units (see **Section 1.2, Low-**

Income Multifamily Program). This market effort has provided a significant pipeline for the program and potential follow-up opportunities for future LIMF programs.

- **Residential Program: DC Home Performance with ENERGY STAR Program**

In June, the Marketing group supported the launch of the DC Home Performance with ENERGY STAR program. This effort included updates to the DC SEU website, an e-blast to previous FY 2011 Single-Family Quick Start program participants, social media outreach, and an ad placement and editorial in the *Washington Informer's* June 2012 Homeownership Supplement (see **Attachment 1, Consumer Education and Marketing**). The e-blast received a nearly 30% open rate and has helped drive significant traffic to the Federal Home Loan Bank financing program (see Section 1.3.1, DC Home Performance with ENERGY STAR).

Consumer Education and Marketing Next Steps

The Consumer Education and Marketing group is sharply focused on supporting the various DC SEU Plan B initiatives in the Fourth Quarter to ensure that sufficient collateral materials and support are in place to fill the several project pipelines.

The DC SEU also expects to work with the local CBE marketing firm, Vanguard Communications, to design and implement custom multi-platform campaigns in support of the Efficient Products (Residential Program), T12 Replacement (C&I and LIMF programs), and Business Energy Rebates programs (C&I Program). Individual scopes of work and budgets for each campaign will be developed and reviewed by the DC SEU, project by project.

2.4 Public Affairs

Public Affairs Activity

Although Public Affairs activity consistently involves outreach to civic leaders, government officials, and stakeholder groups that represent key organizations and companies (present and future possible DC SEU customers, particularly for the C&I and LIMF markets), this Third Quarter involved a widening of the Public Affairs portfolio. This new breadth takes Public Affairs to the next level, with the active engagement of the DC SEU in activities such as World Environment Day, and with more collaboration with DC Government on targeted activities that advance the goal of reducing energy use in the District.

Table 1 indicates the full range of Public Affairs activity within the Third Quarter of FY 2012.

Table 1. Public affairs and outreach activity, from April 1 through June 30, 2012

Date and Meeting	Key Officials	Outcome
<p>April 3 and 21, 2012 Office of the People’s Counsel DC SEU representatives: George Nichols Ben Burdick</p>	<p>Herb Jones <i>Manager, Consumer Services</i> Karen R. Sistrunk <i>Deputy People’s Counsel</i> Barbara L. Burton <i>Assistant People’s Counsel</i> Phillip Harmon <i>Public Policy Analyst</i></p>	<p>Continued to plan and develop program for joint DC SEU and OPC community / public affairs event, scheduled for May 24. Planning focused on detailed program agenda, marketing, and public affairs outreach.</p>
<p>April 5, 2012 UDC Urban Gardener Meeting DC SEU representatives: George Nichols Ben Burdick</p>	<p>Sandy Farber Bandier <i>Extension Agent II / Master Gardener Coordinator, University of the District of Columbia’s Cooperative Extension Service</i></p>	<p>Discussed DC SEU interest in sponsoring and / or developing community garden initiative as public affairs / marketing opportunity. Received valuable input on process, permits, and logistics.</p>
<p>April 9, 2012 SEU Advisory Board Structure and Function Subcommittee DC SEU representatives: George Nichols Loretta Caldwell</p>	<p>DCSEU Advisory Board Members</p>	<p>Identification of single-year budget and performance period issues that shape the effectiveness of DC SEU programs</p>
<p>April 11, 2012 Greater Washington Urban League 74th Annual Meeting and Reception DC SEU representatives: George Nichols Loretta Caldwell</p>	<p>Maudine Cooper <i>President & CEO</i> GWUL Board of Directors and other District of Columbia Agency Executives</p>	<p>Accepted award on behalf of the DC SEU</p>

Date and Meeting	Key Officials	Outcome
<p>April 13, 2012 Public Service Commission AMI Consumer Education Task Force</p> <p>DC SEU representative: George Nichols</p>	<p>Linda Jordan Director, Office of Consumer Services, PSC</p>	<p>Smart Grid issues discussed; outreach opportunities identified; policy development collaboration explored</p>
<p>April 20, 2012 Northeast Energy Efficiency Partnerships (NEEP) filming at UDC for Business Leaders for Energy Efficiency Awards</p> <p>DC SEU representatives: George Nichols Danielle Griffin</p>	<p>Howard Ways, AICP Director of Planning and Sustainability Office of the Provost / Vice President for Academic Affairs</p>	<p>Interviewed for NEEP video case study for their 2012 Summit; DC SEU nominated the University of the District of Columbia in recognition for its leadership in sustainability and energy efficiency. For more information, see http://neep.org/neep- summit/Business-Recognition.</p>
<p>April 24, 2012 Mayors Sustainability Initiative</p> <p>DC SEU representatives: Ted Trabue George Nichols Ben Burdick</p>	<p>Hon. Vincent Gray, Mayor District of Columbia Harriet Tregoning, Director Office of Planning Christophe Tulou, Director Department of the Environment Terry Bellamy, Director Department of Transportation</p>	<p>Discussion about Mayor' s vision for Sustainable DC, a 20-year initiative to make the District of Columbia the greenest, healthiest, and most livable city in the nation.</p>
<p>May 24, 2012 Saving Energy & Money Forum: DC SEU and Office of People's Counsel Forum</p> <p>DC SEU representatives: Ted Trabue George Nichols Loretta Caldwell Ben Burdick</p>	<p>Hon. Vincent Gray, Mayor District of Columbia Sandra Mattavous-Frye, People's Counsel and SEU Advisory Board Member Bernice McIntyre, Washington Gas and SEU Advisory Board Jermaine Brown, SEU Advisory Board Larry Martin, SEU Advisory Board</p>	<p>Organized and jointly sponsored forum designed to inform residents and small businesses about ways to save money and energy</p>

Date and Meeting	Key Officials	Outcome
<p>June 3-4, 2012 World Environment Day Fair and Expo with DDOE</p> <p>DC SEU representatives: Ted Trabue George Nichols Ben Burdick</p>	<p>Hon. Vincent Gray, Mayor <i>District of Columbia</i> Christophe Tulou, Director <i>Department of the Environment</i></p>	<p>Exhibit table, and outreach and public affairs efforts to District residents; participated in program with comments on DC SEU mission and program opportunities</p>
<p>June 5, 2012 World Environment Day Panel Discussion – Advancing the Transformation to a Green Economy through Green Buildings and Resource Efficient Cities</p> <p>DC SEU representatives: George Nichols Lilia Abron</p>	<p><i>District of Columbia</i> Christophe Tulou, Director <i>Department of the Environment</i></p>	<p>Participated in panel discussion and reception on strategies for resource-efficient cities citing Sustainable DC approach and DC SEU collaboration</p>
<p>June 6, 2012 SEU Advisory Board</p> <p>DC SEU representatives: Ted Trabue David Cawley George Nichols</p>	<p>SEU Advisory Board Members</p>	<p>Status report on FY 2012 program</p>
<p>June 16, 2012 DC Solar Flare</p> <p>DC SEU representatives: George Nichols Ben Burdick Hasim Dawkins Ayla Schlosser</p>	<p>Hon. Yvette Alexander, Ward 7 Jackie Ward, Office of Councilmember Marion Barry</p>	<p>Discussion of energy conservation and efficiency; announcement of DC Small-Scale Solar Initiative</p>

Public Affairs Accomplishments

- The DC SEU Public Affairs group successfully nominated the University of the District of Columbia for a 2012 Business Leaders for Energy Efficiency award of the Northeast Energy Efficiency Partnerships (NEEP), of which the DC SEU is a member. NEEP’s 2012 goal is to keep its region as the national leader in the acceleration of energy efficiency. This annual award is presented to one organization from each member state, and is

considered a high honor that advances energy efficiency in the business community, region-wide. The DC SEU Public Affairs and C&I staff participated in a video telling the story of UDC's efforts and the DC SEU's involvement in supporting that effort. This video was shown at the 2012 NEEP Summit June 13-14, in Stamford, Connecticut. The video and more information about the UDC effort can be found here: <http://neep.org/neep-summit/summit-history/business-recognition-archive-2012/udc>.

- In early June, the DC SEU played a key role in World Environment Day 2012, for which Washington, DC, was the American Host City. In addition to having an exhibit table at the Fair and Expo, DC SEU Public Affairs Manager George Nichols and Teaming Partner Lilia Abron (PEER Consulting) joined Mayor Vincent Gray in a panel discussion on strategies for developing and maintaining resource-efficient cities. This effort builds on earlier work with the Mayor's Office in advancing a public collaboration with the Mayor's Sustainability DC initiative. A key component of this collaboration began with a co-presentation on April 24 of the Sustainability DC initiative and the DC SEU.

Public Affairs Next Steps

Public Affairs will continue to seek out and take advantage of opportunities for expanding the influence of the DC SEU, placing an emphasis on the dual roles of building relationships with civic and government leaders and playing a role in advancing the public face of the DC SEU.

2.5 Market Research and Analysis

Market Research and Analysis Activity

Market research and analysis constitute a combined activity of the DC SEU, and is complemented by leveraging activity. The research and analysis effort primarily supports strategies in the C&I market sector, with corollary activity for LIMF and Single-Family Residential market sectors. The research and analysis are complemented by leveraging activity (see **Section 2.6, Financing / Leveraging**).

Mapping project successes. The Market Research and Analysis team is finalizing an online interactive map that shows DC SEU project successes, other green building indicators, and estimated energy use by all DC commercial buildings. The map will identify customers that participated in DC SEU C&I initiatives. Although other energy use maps have been completed for specific geographic areas, none has incorporated goals and successes of energy efficiency programs serving those areas. This interactive map will communicate the total energy consumption of commercial buildings in the District, the potential for energy reductions, and the successes to date of DC SEU programs. Once approved, the map will be available via the DC SEU website; its expected primary market will be DC businesses and residents. It is expected to be a useful tool for the C&I team to show DC SEU successes to prospective customers. .

Commercial account profiles. The Market Research and Analysis team expanded on the Large Commercial Account Profile database delivered in March, in support of the C&I effort to identify buildings and property managers of large commercial properties in the District. This information is of particular relevance for the C&I Key Account Managers. The Commercial Account Profiles summarize the size of firms by number of buildings and total square footage. In addition, the profiles show the proportion of each firm's building portfolio in the context of LEED and ENERGY STAR-qualified buildings. Lead lists for the Key Account Managers are now expected to grow, especially as staffing levels continue to rise.

Building use types. Following up on the Commercial Account Profiles, Market Research and Analysis completed a study of commercial building use types across the District. The Building Use Type profiles help clarify District-wide and Ward-level trends of how commercial buildings are used, which can help inform the C&I identification of viable leads and possible projects.

Building permits. Recent building permit data have now been collected to help generate leads for DC SEU programs. For the LIMF program, building permits for the past year were used to generate a list of current construction projects. In general, Multifamily new construction projects that began in the past year have expected completion dates beyond FY 2012, so these projects are more likely to be potential contacts for DC SEU programs in FY 2013 and beyond.

For the C&I program, building permits for both new construction and renovations were studied from May, to track projects that are just getting under way. These projects range from new construction and major renovations to minor renovations and tenant improvements. The C&I building permit study will continue in the coming months to determine how effectively the approach can generate leads.

Main Street mapping. Throughout May, the Market Research and Analysis team researched targeted areas of the DC Main Streets Program (a project of reSTORE DC) to show characteristics of commercial properties in each area, and to summarize potential opportunities for leveraging additional funding.⁴

Next Steps for Market Research and Analysis

DC Main Streets Program mapping. The research on the DC Main Streets Program neighborhoods is expected to show characteristics of commercial properties and to summarize opportunities for leveraging additional funding to the DC SEU's activity in the C&I market. Potential funding sources are DC Main Streets Program initiatives related to energy efficiency, and associated tax credit, loan, and incentive programs that have collaborated with past DC

⁴ reSTORE DC, a division of the [DC Department of Small and Local Business Development](#), supports the revitalization of DC's neighborhood commercial districts and small businesses by: (1) providing technical and funding assistance in targeted neighborhoods to retain DC businesses, design and improve storefronts and streetscapes, and promote DC's business neighborhood districts (reSTORE DC Special Projects and Services); and (2) building the capacity of neighborhood nonprofit organizations to assist businesses and coordinate sustainable community-driven revitalization efforts (DC Main Streets Program).

Main Streets Program areas. This study is expected to result in maps that show commercial property types within DC Main Streets Program areas.

2.6 Financing / Leveraging Activity

Financing and leveraging activity identifies opportunities for expanding the financial options available to customers in, and for expanding the scope of, all markets served by the DC SEU.

Financing and Leveraging Activity

C&I and LIMF—Community Reinvestment Act initiative for small businesses and affordable housing. The Community Reinvestment Act (CRA, enacted by Congress in 1977) requires depository institutions to reinvest in the communities in which they operate, providing for the credit needs of local residents and businesses. The DC SEU explored specific CRA requirements and any opportunities that might be available to help local depository institutions meet their CRA obligations. Of particular interest to the DC SEU are programs that invest in and / or lend to small businesses or affordable housing.

Low-income cooperatives. The DC SEU reached out to low-income multifamily cooperatives to find buildings that are under renovation or will be within the next few months, to identify opportunities for whole-building retrofits. Initial outreach indicated significant interest with one developer in particular, Kriegsfeld Corporation. After a meeting with the company in May, the DC SEU determined that the timing requirements and income eligibility work necessary to move the work forward was not feasible for FY 2012. However, key underlying issues that could continue to hamper work with the multifamily cooperatives choosing to undertake energy efficiency work are now fully known and understood. This knowledge is expected to inform the LIMF as it moves forward.

Low-income multifamily housing. In the middle of the reporting period, the DC SEU identified for targeted outreach condominium and cooperative buildings that are located in low-income neighborhoods of the District. In June, that identification expanded to include District tenant associations that also meet DC SEU's low-income household limits. In addition, the DC SEU is studying residential developments that are under construction or are ready to begin construction. These construction projects will be targeted by the DC SEU for future relevant programs, both for FY 2012 and FY 2013 initiatives.

Residential market rate single-family services. The DC SEU executed a Memorandum of Understanding (MOU) between Commonwealth One Credit Union, defining roles and responsibilities, and establishing the structure to provide financing for participants in the single-family Home Performance with ENERGY STAR Program (DCHP). Commonwealth One is ready to

make loans to interested and qualified homeowners. As of June 30, no applications had been submitted.

CommonWealth One fielded many requests for information at its exhibit booth at the May 24 “Saving Energy and Money Forum” co-sponsored by the Office of the People’s Counsel and the DC SEU. Additionally, DCHP program and CommonWealth One are proceeding with joint marketing materials (see **Section 2.3, Consumer Education and Marketing**, and **Section 1.3, Residential Services**).

Residential low-income single-family services. A special program for qualified low-income customers for DCHP began during this reporting period, offering forgivable loans supported by the Federal Home Loan Bank of Atlanta (FHLB) and administered locally by FHLB member institution Industrial Bank. Industrial Bank has developed financing options for participants in the low-income DCHP program, and DC SEU staff and Teaming Partners have determined program details and work flows with the bank. All partners were briefed on the loan application process and the process by which qualifying homeowners can access funds.

Teaming Partners have been working closely with DC SEU staff to hold community meetings, bring low-income homeowners into the FHLB program, and to guide those customers through the initial income certification process. To date, there are four homeowners who have been deemed income eligible and have moved on to select their contractors. There has been very strong interest in this program from many groups around the District. DC SEU Customer Support has reported receiving approximately six calls per day regarding the program.

Foundations. The DC SEU has developed a short list of local and national foundations to determine if there are opportunities for leveraging funds into the DC SEU, or if those organizations have projects that would benefit from the DC SEU’s technical assistance.

During the month of June, the DC SEU researched relevant foundations that are active in the District. The five foundations that appear to be appropriate for outreach are either very active in granting funds to District nonprofit organizations, or they have already granted large amounts of funds for building / capital projects.

Next Steps for Financing / Leveraging

Foundations. Explore with the Washington Regional Association of Grantmakers possible introductions at various foundations.

2.7 Market Transformation

Market transformation is integral to the long-term effectiveness of DC SEU programming, and helps support the achievement of **Performance Benchmarks 1 (per-capita energy consumption), 3 (reducing peak demand), 4 (low-income housing), and 5 (energy demand of**

the largest energy users).⁵ It is associated with all three market sectors, and to the renewable energy sector.

Market Transformation Activity

The Market Transformation group expanded its work with new and existing DC SEU program managers throughout this reporting period, in an effort to integrate market transformation efforts more effectively with existing initiatives. In the context of C&I programs, the group participated in meetings of the District Construction Codes Coordinating Board, Green Tag, and other code development and implementation bodies. In preparation for possible programming addressing green leasing and building energy codes, the group also conducted extensive market outreach and information-sharing to the public and private sectors.

The group conducted workshops and presentations on energy benchmarking of buildings (particularly targeted to low-income multifamily housing, energy service providers, and large building owners subject to the DC Energy Benchmarking law).

Internal to the DC SEU, the Market Transformation group collaborated with DC SEU management on FY 2013 planning. Externally, the group championed secure access to utility data for the DC SEU.

Market Transformation Accomplishments

Energy Benchmarking. The Market Transformation group made presentations to several organizations about the DC Energy Benchmarking effort. These organizations included the DC Hospital Association, the American Institute of Architects, the American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE), and the Metropolitan Washington Council of Governments (MWCOG). In addition, an intern was hired by the Market Transformation Teaming Partner to assist in the Energy Benchmarking program.

Next Steps for Market Transformation

- Continue outreach and education for Energy Benchmarking with presentations and establishment of Help Line, once benchmarking regulations have been published.

3 Performance Benchmark 6: Green Job Creation

This section specifically addresses the **Performance Benchmark 6 (green collar jobs)** in Year 2 of DC SEU operation.

⁵ Market Transformation initiatives comprise long-term strategies to incorporate energy efficiency into standard practice in the building industry. The primary task of market transformation is to find ways to overcome market barriers to participation in energy efficiency efforts. These barriers include lack of sufficient information to make an informed decision about investing in energy efficiency, disincentives for tenants and landlords / building owners to invest in energy efficiency, and lack of understanding of the benefits of energy efficiency and the processes involved in making buildings more efficient. Organizations that advance Market Transformation efforts develop solutions tailored to treat the market as a whole.

3.1 Performance to Date—Positions Occupied, by Job Title and Ward

Table 2. Positions occupied by District residents in the Third Quarter, by job title and Ward

Job Title	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Total
Account Manager		1							1
Account Specialist						1			1
Administrative Assistant							1		1
Communications Liaison - Community Outreach	1								1
Compliance Assistant							2		2
Compliance Executive					1				1
Compliance Project Manager						1			1
Customer Support Specialist						1			1
Data Collection Associates	2		1	2		3			8
Data Collection Manager								1	1
Data Collection Program Coordinator						1			1
Data Collection Supervisor					1			1	2
Director of Operations				1					1
Energy Consultant		1							1
Field Support Staff	1				1				2
Intern - Administration							1		1
Intern - C&I		1	1			1			3
Intern – Market Transformation	1								1
Intern - Marketing				1					1
Intern - Residential			1			1			2

Job Title	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Total
IT Analyst / Helpdesk					1				1
Managing Director				1					1
Market Analysis Researcher				2					2
Market Transformation Advisor			1						1
Market Transformation Associate				2					2
Marketing Manager						1			1
Marketing Program Manager	1								1
Operations Manager - Community Outreach	1								1
Program Manager						1			1
Program Manager - Residential				1					1
Program Manager - C&I				1					1
Program Manager - Community Outreach									0
Program Manager - Efficient Products			1						1
Project Assistant								2	2
Project Coordinator					1				1
Project Manager - Residential					1				1
Project Specialist	1	1							2
Public Affairs Program Manager						1			1
Workforce Development Assistant							1		1
Workforce Development Marketing Manager				1					1
Workforce Development Manager	1								1

Job Title	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Total
Cumulative total positions, by Ward	9	4	5	12	6	12	5	4	57

3.2 Performance to Date—Workforce Development

The DC SEU’s Workforce Development group addressed four significant areas of activity during the Third Quarter: (1) supporting the DC SEU staff’s recruitment of Preferred Contractors with follow-up training; (2) supporting the identification of CBEs for DC SEU programming before, during, and after the CBEs have been recruited; (3) advancing the development of collaborative relationships with the Department of Employment Services’ On-the-Job Training program (OJT); and (4) preparing a workforce of Data Collection Associates to obtain permission from District residents to release their electric and gas utility energy use data to the DC SEU.

3.2.1 General Workforce Development

Workforce Development Activity

Preferred and Participating Contractors. In collaboration with Mayor Vincent Gray’s One City · One Hire Program, more Preferred Contractors have been recruited and added to the DC SEU marketplace for business and residential customer projects. Particularly with the CLEER T12 program, more CBEs have been signed as activity in that program expands from C&I to LIMF. The Workforce Development group also has continued its outreach by reviewing companies’ and contractors’ hiring needs and connecting them with the Department of Employment Services’ (DOES) On-the-Job Training Program (OJT).

Compliance training. The Workforce Development group continues to conduct Compliance Training Sessions as needed, informing firms about contracting and employment requirements from the District Department of Small and Local Business Development and DOES, and specific requirements of DDOE. Recent Training Sessions targeted the Food Bank CFL Program’s selected Contractors and DC Home Performance with ENERGY STAR Participating Contractors.

Compliance tracking. In preparation for end-of-year reports, and to chart progress in meeting **Performance Benchmark 6** (job creation) and the **CBE Contracting Requirement**, the DC SEU’s Compliance Officer, Teaming Partner L. S. Caldwell,

developed a forensic audit in June. This audit comprises a composite, detailed picture of job and contracting data for the fiscal year to date. The validation process for the full year of activity will be ongoing between the Third Quarter and the end of FY 2012.

Online monthly reporting continues for DC SEU Teaming Partners, Preferred Contractors, Subcontractors, and vendors. Report data are collected electronically on a secure website by the Compliance Officer; the Compliance Officer also conducts and provides webinars as a learning resource for reporting data; these sessions are held monthly for new contractors or those needing a refresher. At the close of the Third Quarter and at the beginning of the Fourth Quarter of FY 2012, a dramatic increase in compliance activities has begun to take place—technical guidance, CBE contractor identification (Phase Cleanings), compliance training, subcontractor information sessions, RFP reviews and scoring, and Workforce Development Compliance Policy and Discussion. The increased scope of DC SEU program roll-outs accounts for this increase in activity.

Relationships with training providers. The Workforce Development group continues to aggressively engage local training providers that can identify District residents to work for our Preferred Contractors. This planned workforce development has led the DC SEU to host an annual event that matches nearly 100 unemployed residents who are known to training providers with DC SEU contractors seeking to hire qualified District residents. Working with the DOES, the Workforce Development group has committed to provide up to \$8,000 per unemployed individual (up to 70 District residents) to support training from CBE contractors, via the District’s OJT Program. This commitment secured up to \$560,000 in OJT for District CBE contractors hiring and training District residents.

3.2.2 Special Project in Workforce Development: Data Collection from Utility Customers

Special Project Activity

The Workforce Development group concluded the Third Quarter with full preparation of the Data Collection Associates (DCAs) for field work in support of canvassing customers for utility data. Training experiences for the DCAs were in sales, canvassing tips (including role playing), conflict resolution, and team building; they also included field trips to view the Department of Transportation’s green rooftop, Casey Trees, and the Koshland Science Museum.

Within the first two months of the Third Quarter, the DCAs received extensive training targeted toward personal and professional development, presentation skills, map reading, and basic office administrative skills (including training in Microsoft Word,

Excel, and PowerPoint). The DC SEU assisted in providing weekly training sessions on topics surrounding lighting and energy efficiency.

On May 24, 2012, the DCAs participated in DC SEU's "Saving Money and Energy with the DC SEU" forum, where they met Mayor Vincent Gray and were given the unofficial title of *the Light Brigade*. The Mayor was photographed alongside the DCAs and staff from L.S. Caldwell; this photo is posted on the DC SEU website.

In addition, the DCAs have assisted in staffing DC SEU booths at the DC Housing Expo held at the Washington DC Convention Center, and the DC Solar Flare Tech Show at H.D. Woodson High School. As a result of this visibility, the DCA program and activity have resulted in significant awareness throughout the District. Further, the DCAs themselves have received favorable reviews for their activities and work.

Workforce Development Special Project Accomplishments

Data collection from utility customers. Canvassing of customers for access to utility information began in Ward 4 on June 4, 2012, with a visit to Brightwood Park. The specific objective of the ongoing project is to survey homeowners and obtain written permission from them to release their electric and gas utility data to the DC SEU. A total of 4,571 homes were canvassed within Ward 4, between Brightwood Park to Petworth, and into the Fort Totten and Manor Park neighborhoods. The DCAs spoke to 1,006 residents, and distributed 959 CFLs.

Workforce Development Next Steps

Canvassing in Ward 4 was completed at the close of the Third Quarter; in the Fourth Quarter, DCAs will begin in Ward 1 in the Columbia Heights neighborhood.

Figure 2 provides the respective penetrations of different neighborhoods that make up the total number of residential homes where the DCAs were able to engage residents directly.

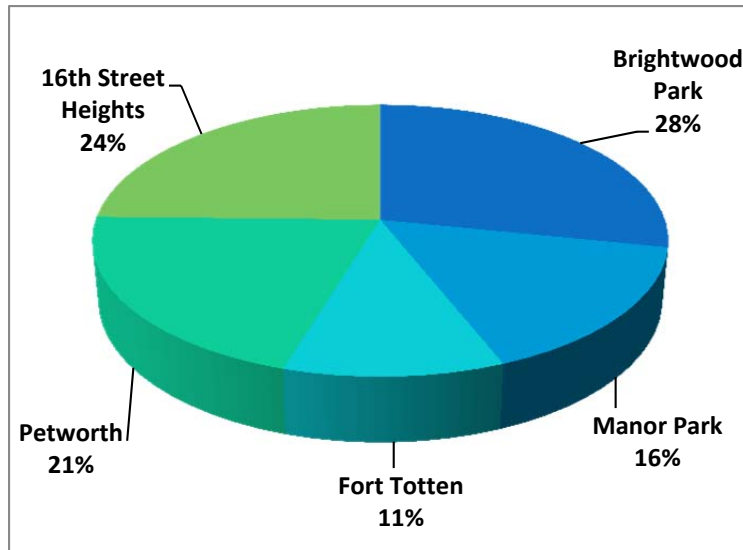


Figure 2. Data collection activity in the Third Quarter in Ward 4, by neighborhood

3.3 Performance to Date—Total FTE Hires of District Residents

Table 3 presents total FTE hours worked in the Third Quarter, for both District residents and workers from outside the District.

Table 3. Total FTE hours for the Third Quarter

All DC SEU jobs are paid at or above the District Living Wage of \$12.50.

Job Title	Ward (if District Resident)	District Resident FTE Green Jobs, in Hours	Non-District Resident FTE Green Jobs, in Hours	Total FTE Green Jobs, in Hours
Executive				
Managing Director	4	482.00		482.00
Executive Director-VEIC	N/A		26.00	26.00
Subtotal Executive		482.00	26.00	508.00
Operations				
Director of Operations	4	358.00		358.00
Consulting Advisor-Operations	N/A		20.00	20.00
Consulting Advisor-Operations	N/A		484.00	484.00
Consulting Advisor-Technical Editor	N/A	0.00	212.00	212.00
Subtotal General Operations		358.00	716.00	1,074.00

Job Title	Ward (if District Resident)	District Resident FTE Green Jobs, in Hours	Non- District Resident FTE Green Jobs, in Hours	Total FTE Green Jobs, in Hours
Core Programs-LIMF, C&I, Single-Family, Renewable Energy (Managers, support, field work)				
Account Specialist-C&I	6	402.50		402.50
Account Manager-C&I	2	380.00		380.00
Energy Consultant - C&I	2	425.00		425.00
Program Manager - Residential	4	468.50		468.50
Program Manager - C&I	4	543.00		543.00
Project Assistant - C&I	8	361.00		361.00
Project Assistant	8	463.50		463.50
Project Manager-Residential	5	445.50		445.50
Project Coordinator - C&I	5	571.50		571.50
Project Manager-LIMF	N/A		510.00	510.00
Project Specialist-Residential	1	66.00		66.00
Project Specialist	2	514.50		514.50
Program Manager - Efficient Products	3	497.25		497.25
Consulting Advisor-C&I	N/A		24.25	24.25
Consulting Advisor-C&I	N/A		1.25	1.25
Consulting Advisor-C&I	N/A		6.50	6.50
Consulting Advisor-C&I	N/A		67.50	67.50
Consulting Advisor-C&I	N/A		145.25	145.25
Consulting Advisor-C&I	N/A		33.75	33.75
Consulting Advisor-C&I	N/A		2.00	2.00
Consulting Advisor-C&I	N/A		10.75	10.75
Consulting Advisor-C&I	N/A		19.50	19.50
Consulting Advisor-C&I	N/A		0.50	0.50
Consulting Advisor-C&I	N/A		15.50	15.50
Consulting Advisor-C&I and Residential	N/A		364.25	364.25
Consulting Advisor-C&I Planning	N/A		31.50	31.50
Consulting Advisor-Lighting Manager	N/A		69.00	69.00
Consulting Advisor-LIMF	N/A		12.75	12.75
Consulting Advisor-LIMF	N/A		35.75	35.75
Consulting Advisor-LIMF	N/A		17.50	17.50
Consulting Advisor-LIMF	N/A		17.00	17.00
Consulting Advisor-Multiple areas	N/A		162.75	162.75
Consulting Advisor-Program Planning	N/A		28.00	28.00
Consulting Advisor-Program Planning (Renewables)	N/A		27.50	27.50

Job Title	Ward (if District Resident)	District Resident FTE Green Jobs, in Hours	Non- District Resident FTE Green Jobs, in Hours	Total FTE Green Jobs, in Hours
Consulting Advisor-Program Planning	N/A		24.00	24.00
Consulting Advisor-Program Planning	N/A		3.50	3.50
Consulting Advisor-Program Planning	N/A		117.25	117.25
Consulting Advisor-Program Planning	N/A		5.00	5.00
Consulting Advisor-Program Planning	N/A		10.00	10.00
Consulting Advisor-Renewables	N/A		52.00	52.00
Consulting Advisor-Renewables	N/A		95.25	95.25
Consulting Advisor-Residential Project Manager	N/A		352.50	352.50
Consulting Advisor-Residential	N/A		3.00	3.00
Consulting Advisor-Residential	N/A		26.50	26.50
Consulting Advisor-Residential	N/A		2.50	2.50
Consulting Advisor-Residential	N/A		6.00	6.00
Consulting Advisor-Residential	N/A		3.00	3.00
Consulting Advisor-Residential Efficient Products	N/A		84.50	84.50
Consulting Advisor-Residential Efficient Products	N/A		88.50	88.50
Consulting Advisor-Residential Efficient Products	N/A		6.50	6.50
Consulting Advisor-Technical Services	N/A		159.00	159.00
Consulting Advisor-Technical Services	N/A		7.25	7.25
Consulting Advisor-Technical Services	N/A		17.50	17.50
Consulting Advisor-Technical Services	N/A		1.00	1.00
Consulting Advisor-Technical Services	N/A		82.25	82.25
Consulting Advisor-Technical Services	N/A		64.75	64.75
Consulting Advisor-Technical Services	N/A		26.75	26.75
Consulting Advisor-Technical Services	N/A		5.50	5.50
Consulting Advisor-Technical Analyst	N/A		56.75	56.75
Consulting Advisor-Technical Manager	N/A		33.00	33.00
Consulting Advisor-Technical Manager	N/A		98.75	98.75
Consulting Advisor-Technical Services	N/A		52.25	52.25
Consulting Advisor-Technical Services	N/A		36.50	36.50
Intern - C&I	3	186.00		186.00
Intern- C&I	6	195.00		195.00
Intern-C&I	2	152.00		152.00
Intern - Marketing	4	140.50		140.50
Intern - Residential	6	240.00		240.00
Intern - Residential	3	236.50		236.50
Subtotal Core Programs		6,288.25	3,124.00	9,412.25

Job Title	Ward (if District Resident)	District Resident FTE Green Jobs, in Hours	Non- District Resident FTE Green Jobs, in Hours	Total FTE Green Jobs, in Hours
Workforce Development				
Workforce Development Manager	1	30.81		30.81
Workforce Development - Marketing Outreach	4	24.15		24.15
Administrative Assistant	7	13.00		13.00
Consulting Advisor-Workforce Development	N/A		25.00	25.00
Subtotal Workforce Development		67.96	25.00	92.96
Support Services				
Administration (including HR, Accounting, IT)				
Administrative Assistant	7	477.00		477.00
Administration - Intern	7	25.00		25.00
Customer Support Staff	6	375.50		375.50
IT Analyst / Helpdesk	5	349.75		349.75
IT Manager	N/A		74.00	74.00
Consulting Advisor-Customer Support	N/A		3.75	3.75
Consulting Advisor-Customer Support	N/A		34.00	34.00
Consulting Advisor-Customer Support	N/A		17.00	17.00
Consulting Advisor-Data Reporting Specialist	N/A		5.00	5.00
Consulting Advisor-HR Generalist	N/A		382.25	382.25
Consulting Advisor-IT Applications	N/A		3.00	3.00
Consulting Advisor-IT Applications	N/A		2.00	2.00
Consulting Advisor-IT Applications	N/A		17.00	17.00
Consulting Advisor-IT Applications	N/A		15.50	15.50
Consulting Advisor-IT Project Manager	N/A		80.50	80.50
Consulting Advisor-IT Data Analyst	N/A		4.50	4.50
Subtotal Administration		1,227.25	638.50	1,865.75
Consumer Education and Marketing				
Marketing Manager	6	34.00		34.00
Marketing Manager	N/A		176.25	176.25
Marketing Program Manager	1	458.50		458.50
Intern - Marketing	N/A		3.00	3.00
Consulting Advisor-Marketing	N/A		0.50	0.50
Consulting Advisor-Marketing	N/A		68.00	68.00
Consulting Advisor-Marketing	N/A		1.50	1.50
Consulting Advisor-Marketing	N/A		8.75	8.75
Consulting Advisor-Marketing	N/A		1.25	1.25
Consulting Advisor-Marketing	N/A		75.00	75.00

Job Title	Ward (if District Resident)	District Resident FTE Green Jobs, in Hours	Non- District Resident FTE Green Jobs, in Hours	Total FTE Green Jobs, in Hours
Consulting Advisor-Marketing Intern	N/A		4.00	4.00
Consulting Advisor-Marketing Intern	N/A		21.00	21.00
Consulting Advisor-Marketing Director	N/A		68.50	68.50
Subtotal Consumer Education		492.50	427.75	920.25
Compliance				
Compliance Executive	5	225.00		225.00
Compliance Assistant	7	269.75		269.75
Compliance Project Manager	6	414.00		414.00
Subtotal Compliance		908.75	-	908.75
Planning, Policy, & Public Affairs				
Public Affairs				
Public Affairs Manager	6	245.00		245.00
Consulting Advisor-Public Affairs	N/A		32.00	32.00
Consulting Advisor-Public Affairs	N/A		43.50	43.50
Subtotal Public Affairs		245.00	75.50	320.50
Community Outreach				
Communications Liaison	1	5.00		5.00
Data Collection Program Coordinator	6	239.25		239.25
Data Collection Associate	1	943.75		943.75
Data Collection Associate	3	469.75		469.75
Data Collection Associate	4	952.25		952.25
Data Collection Associate	6	1,497.75		1,497.75
Data Collection Supervisor	8	471.75		471.75
Data Collection Supervisor	5	462.75		462.75
Data Collection Manager	8	473.25		473.25
Field Support Staff	1	108.00		108.00
Field Support Staff	5	115.00		115.00
Operations Manager	1	41.75		41.75
Program Manager	6	63.05		63.05
Subtotal Community Outreach		5,843.30		5,843.30
Market Transformation				
Market Transformation Advisor	3	44.90		44.90
Market Transformation Advisor	N/A		7.50	7.50
Market Transformation Associate	4	396.50		396.50
Intern - Market Transformation	1	147.00		147.00
Subtotal Market Transformation		588.40	7.50	595.90

Job Title	Ward (if District Resident)	District Resident FTE Green Jobs, in Hours	Non-District Resident FTE Green Jobs, in Hours	Total FTE Green Jobs, in Hours
Market Analysis and Finance				
Market Analysis Researcher	4	18.00		18.00
Market Analysis Researcher	N/A		448.50	448.50
Project Manager	N/A		196.00	196.00
Subtotal Market Analysis & Finance		18.00	644.50	662.50
Total FTE Green Hours			16,519.41	22,204.16
Total FTE Green Jobs			7.94	10.68

It is noteworthy that the proportion of District residents' work hours increased significantly against the number of non-District residents' work hours, as shown in **Figure 3**.

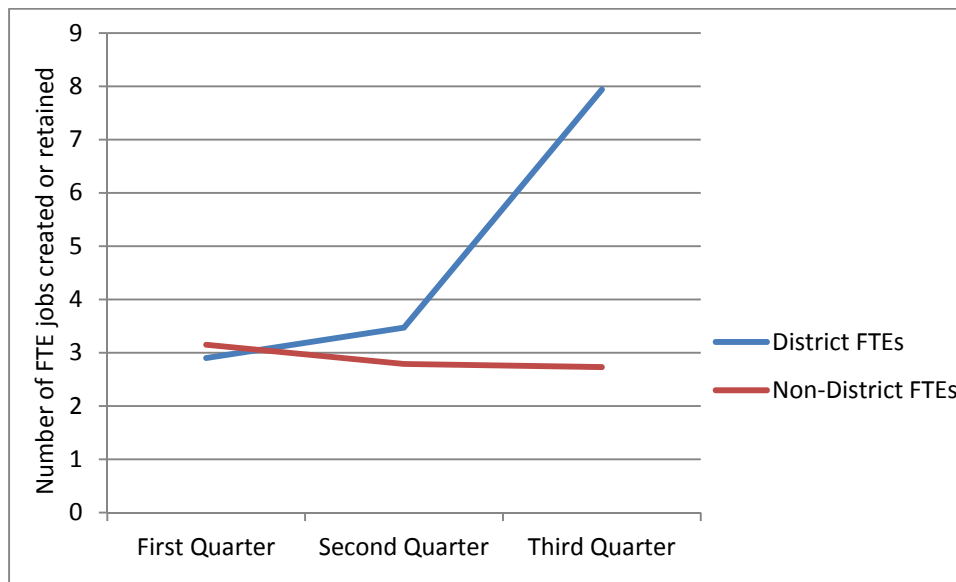


Figure 3. Trend of FTE jobs, based on a 2,080-hour year, worked by District residents, relative to non-District residents, for each of three quarters of FY 2012

4 Certified Business Enterprise Contract Requirement

4.1 Performance to date

Table 4. Total dollar amount of DC SEU contracts and proportion of CBEs

Number of Contractors, Second Quarter	CBE Status	\$ Paid to CBE Contractors	\$ Paid to Non-CBE Contractors	Total
7	No		\$ 66,855.60	\$ 214,798.69
4	Yes	\$ 147,943.09		
Percent of total for the Third Quarter		31.12%	68.88%	100%
Total \$ paid, year to date		\$ 240,000.73	\$ 361,824.87	\$ 601,825.60
Percent of total, year to date		39.88%	60.12%	100%

5 Recruitment and Hiring

During the Third Quarter, up to 15 staff positions were open at different times; 12 positions have been filled, bringing to 22 the number of staff positions hired during FY 2012. Positions are often open through recruitment periods that routinely extend more than one month. Therefore, the number of open positions is carried forward from month to month. For the narrative reporting contained within this Quarterly Report, open positions are enumerated in ranges, rather than as fixed numbers. All open positions are listed with DOES.

The data presented in **Table 5** reflect contract compliance reporting to the DOES. The DC SEU does not receive Ward information from DOES referrals or from other sources, so Ward-specific data are presented only for those hired.

Table 5. Number of DOES referrals hired

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Total	%
Total hires for the Quarter	1	1	2	2	0	4	1	1	12	
Total DOES referrals for the Quarter									1	
Total referrals from other sources, for the Quarter									558	
Hires of DOES referrals, for the Quarter	0	0	0	0	0	0	1	0	1	8.3%
Total hires, year to date	3	2	2	5	2	5	1	2	22	100%
Hires of DOES referrals, year to date	0	0	0	0	0	0	1	0	1	4.5%

6 List of Attachments

- Attachment 1 – Consumer Education and Marketing Materials
- Attachment 2 – Budget Information
- Attachment 3 – Statement of Compliance

7 District of Columbia Sustainable Energy Utility Budget and Actual Expenditures

Financial activity throughout the Third Quarter is presented as **Attachment 2, Budget Information.**

APPENDIX A

DC SEU PERFORMANCE BENCHMARKS AND SPECIAL CONTRACT REQUIREMENT

PERFORMANCE BENCHMARK 1

Reduce per-capita consumption

The Contractor shall develop and implement renewable energy and energy efficiency programs for electricity and natural gas users that directly lead to an annual reduction equivalent to 1% of the weather-normalized total electricity consumption in the District for 2009 and an annual reduction equivalent to 1% of the weather-normalized natural gas consumption in the District for 2009. These are separate benchmarks for electricity and natural gas, and Contractor is required to meet both benchmarks to be eligible for the performance incentive.

—DC SEU Contract, p. 53

PERFORMANCE BENCHMARK 2

Increase renewable energy generating capacity

...Independent of a replacement program for the Renewable Energy Incentive Program, the Contractor shall design and implement a cost-effective renewable energy program(s) for installations of renewable energy within the borders of the District.

—DC SEU Contract, p. 55

PERFORMANCE BENCHMARK 3

Reduce growth of peak demand

The SEU is not required to undertake any programs aimed exclusively at reducing the growth of peak demand. However, the SEU is required to estimate...the impact on peak demand of its energy efficiency programs.

—DC SEU Contract, p. 55

PERFORMANCE BENCHMARK 4

Improve energy efficiency in low-income housing

On an annual basis, a minimum of 30% of the SETF funds expended by the SEU shall be dedicated to improving the energy efficiency of low-income housing in all eight wards of the District. Programmatic, administrative, evaluation, and other expenses of the SEU for all of its programs shall be included in the denominator (the SEU's total expenditures) but not the numerator (the amount spent on low-income programs)...

—DC SEU Contract, p. 56

PERFORMANCE BENCHMARK 5

Reduce the growth of energy demand of the largest energy users

At this time, there is insufficient information to set a benchmark related to the growth of energy demand of the largest energy users.⁶ In order to define this benchmark and specify the calculation of this benchmark, the Contractor shall launch a detailed data collection and analysis, the elements of which would be agreed to and approved by DDOE...

With regard to this benchmark, the elements of this study should include, but not be limited to:

1.3.5.1.1 Economic growth estimates and other relevant economic analyses for the District.

1.3.5.1.2 Energy consumption forecasts for the District.

1.3.5.1.3 Identification of the largest users by name, location, square footage, current energy use, projected energy use, energy use history and past growth rate, how buildings are metered including number of buildings, building energy managers, and contact information.

1.3.5.1.4 Summary of energy management history including energy service companies (“ESCO”) or performance contracting used.

1.3.5.1.5 The potential pool of energy savings.

1.3.5.1.6 Identification of barriers to energy reduction efforts.

1.3.5.1.7 A separate report for Federal and District buildings, including all of the above elements and an assessment of possible partnership between the Federal government and District of Columbia.

—DC SEU Contract, pp. 56-57

⁶ *Largest user* is provisionally defined as any District electric or natural gas customer that used more than 2,000 MBtu in combined natural gas and electric energy in 2011. Usage will be verified with signed customer authorization forms requesting that Pepco and Washington Gas release usage history to the DC SEU.

PERFORMANCE BENCHMARK 6

Increase the number of green collar jobs

The SEU shall ensure that at least ...66 green jobs (are created) in Year 2...the following criteria will be used in the calculations of what constitutes a green job for the purposes of this benchmark. Every job created from SEU expenditures is a green job whether the job is on the payroll of the SEU or contracted out. Job-years (expressed as Full-Time Equivalents or FTEs) will be the standard of measurement. Only direct jobs are to be used in the green jobs calculation. Indirect (primarily suppliers to SEU contractors or subcontractors) and induced job (derived from a multiplier effect) are not counted. A green job is further defined as being held by a District resident who is paid a living wage. No distinction is required for new versus retained jobs...

—DC SEU Contract, p. 57

SPECIAL CONTRACT REQUIREMENT

Certified Business Enterprise Contract Requirement

By the end of [Year 2] of the SEU contract and for subsequent years, a minimum of 50% of the dollar volume of Implementation Contracts must be attributable to contracts with Certified Business Enterprises (“CBEs”).

—DC SEU Contract, p. 52



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Money-Saving Cleaning Tips to Save Energy at Home

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.

Dry clothes faster

Clear lint from your clothes-dryer exhaust hose. Have a flexible hose? Replace it with smooth metal ducting to improve air flow, dry clothes faster, and reduce drying energy use.

Don't make your fridge work so hard

Clean dust from under your refrigerator, the front vent at the base, and any exposed coils at the back. Another tip: Make sure products aren't blocking the fan vents inside the fridge and freezer.

Clear the air

Dust bathroom ceiling fan covers and fan blades. Clean dust and grease from the kitchen stove hood and exhaust fan.

Plug your home electronics into an advanced power strip

While you're dusting your TV, computer, gaming equipment, and other home electronics, take a look at how they're plugged in. You can stop overpaying to power these big energy users (many draw electricity even when off) by plugging them into an advanced power strip, which automatically cuts electricity to any idle equipment you choose.

Use your bath fan

Do you have mildew on bathroom ceilings? This is a sign of insufficient ventilation. If you have a bath fan, use it. If you need a fan, look for an ENERGY STAR® qualified model. These fans are very quiet and use little electricity. Be sure to vent bath fans to the outdoors, or you'll risk moving your mildew problem to another part of the house or attic.

Keep bulbs and fixtures clean

Dirt will absorb the light and reduce the efficiency. Another tip: Replace incandescent light bulbs with Compact fluorescent light bulbs (CFLs) and use up to 75% less energy for lighting.

Step outside

Take a look at any accessible exterior vents, such as for the clothes dryer, central-heating system, water heater, kitchen-fan exhaust, or bath-fan exhaust. Clear them of any blockage or buildup of dust, webs, leaves, and lint.

Courtesy of The District of Columbia Sustainable Energy Utility (DC SEU) – www.dseu.com

DCSEU

DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY



by **Ted Trabue, Managing Director, DC SEU**

The average energy bill for a single family home in the U.S. is approximately \$2,200 per year. If you were to add up all the hidden air leaks in the average home, they can equal a hole the size of a window that's open 365 days a year. The potential for lowering energy costs in your home is huge and the District of Columbia Sustainable Energy Utility (DC SEU) is committed to helping you find ways to do just that.

This spring, the DC SEU launched the DC Home Performance with ENERGY STAR® program designed to help District homeowners identify the areas in your home where you can make energy-saving home improvements. Improving the energy efficiency of your home through DC Home Performance can help make your home more comfortable—and save you up to 30% on your energy bills. With a \$500 incentive available for homeowners who complete qualifying work under the program, the DC Home Performance program is an opportunity you don't want to miss.

A typical DC Home Performance with ENERGY STAR home improvement project begins with a comprehensive energy audit of your home conducted by a certified Home Performance with ENERGY STAR contractor. Using a number of diagnostic tests, your contractor will provide you with a home energy audit report. This comprehensive report provides you with recommended energy-saving home improvements specific to your home, along with the associated energy savings you'll see from making those improvements. You will then work with your contractor to decide which improvements make the best sense for your home and budget, and your contractor will

perform the work.

Sometimes, the costs of making your home more energy efficient can put those improvements out of reach of some homeowners. To help homeowners overcome the cost barriers, the DC SEU is working with local banks to provide financing that can make the investment possible and affordable. The DC SEU has partnered with Industrial Bank to offer a special program through the Federal Home Loan Bank of Atlanta, the Energy Efficiency and Weatherization Program. This loan program provides forgivable loan funds of up to \$12,000 for home rehabilitation to eligible homeowners. The DC SEU has also partnered with Commonwealth One Federal Credit Union's Energy Saver Loan program to offer DC residents loans with reasonable interest rates for energy projects under the DC Home Performance program. These financing options can go a long way in helping you make energy-saving improvements to your home without breaking your bank.

DC Home Performance with ENERGY STAR is a great way to save energy, save money, and go green in your home. For more information on the DC SEU and our programs and services, visit www.dcseu.com or call toll-free at 855-MY-DCSEU (855-693-2738).

The DC SEU was established by the Clean and Affordable Energy Act (CAEA) of 2008 and is a project of the Sustainable Energy Partnership, led by the Vermont Energy Investment Corporation and eight local partners: George L. Nichols and Associates; Groundswell; the Institute for Market Transformation; L.S. Caldwell and Associates; PEER Consultants; PES Group; Skyline Innovations; and Taurus Development Group. For more information, visit www.DCSEU.com.

Saving Money & Energy @ Home



WANT TO START SAVING MONEY AND ENERGY IN YOUR HOME TODAY?



Take advantage of incentives and financing options from the **DC Home Performance with ENERGY STAR®** program by completing energy-efficient improvements through a DC Home Performance participating contractor.

To get started, call 888-MY-DCSEU or visit www.dcseu.com.

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Government of the District of Columbia
Vincent C. Gray, Mayor





**CAN'T BEAR TO
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ENERGY BILLS?**

WE CAN HELP.

The DC SEU helps District businesses large and small save energy and money through financial incentives, rebates, and technical assistance for energy efficiency.

To find out how your business can start saving today, contact us toll-free at **855-MY-DCSEU**.

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FOR IMMEDIATE RELEASE

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Mayor Gray Addresses Forum on Energy Efficiency and Renewable Energy

Event Highlights Ways to Save Energy and Money with the District of Columbia Sustainable Energy Utility

May 25, 2012 (Washington, D.C.) – Mayor Vincent C. Gray helped raise awareness of a program that is creating green jobs in the District while helping residents and businesses lower their energy bills by reducing their energy usage. The Mayor, along with representatives from the District Department of the Environment and the Office of the People's Counsel, highlighted the work of the District of Columbia Sustainable Energy Utility (DC SEU), and encouraged District residents and businesses to take advantage of its energy efficiency and renewable energy programs.

Among the programs discussed at yesterday's event were:

- the Home Performance with ENERGY STAR[®] program, slated to launch soon, which will help District residents improve the energy efficiency of their homes;
- programs that are improving the energy efficiency of low-income multifamily buildings throughout the District; and
- the Business Energy Rebates program, which is designed to help businesses and institutions upgrade to new energy-efficient technologies and equipment in order to reduce their electric and gas bills

"It is my vision that in just one generation we can transform the District into the healthiest, greenest, and most livable city in the United States," said Mayor Gray. "The DC SEU is one of many organizations helping translate that vision into reality by putting District residents to work on projects that enable us to use our energy in smarter, more sustainable ways every single day."

"We are committed to ensuring that all District residents have the opportunity and information they need to better manage their utility costs," said Sandra Mattavous-Frye, People's Counsel for the District of Columbia. "To that end, we are pleased to highlight the work that the DC SEU is doing to ensure that energy efficiency is accessible and affordable to all District residents and businesses."

Added Ted Trabue, Managing Director of the DC SEU, "In our first year of operation, the DC SEU has launched programs that are having a real impact in the District by helping to create jobs and reduce energy costs. As we move into our second year, we look forward to expanding this work by engaging with residents and businesses at a deeper level, and helping further the conversation about how we can all help to create a cleaner, brighter energy future for this city."

About the DC SEU

Created by the City Council as part of the Clean and Affordable Energy Act of 2008 (CAEA), the DC SEU is managed by the Sustainable Energy Partnership under contract to the District Department of the Environment (DDOE).

For more information on the DC SEU, visit www.dcseu.com, or contact George Nichols at 202-479-2222 ext. 4820 or gnichols@dcseu.com.

About the Office of the People's Counsel

The Office of the People's Counsel is an independent agency of the District of Columbia government. By law, it is the advocate for consumers of natural gas, electric and telephone services in the District.

For more information on the Office of the People's Counsel, visit www.opc-dc.gov, or contact Phillip Harmon at 202-727-3071 or ccceo@opc-dc.gov.

###

DCSEU

DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

The District of Columbia Sustainable Energy Utility (DC SEU) is designed to help District households, businesses, and institutions save energy and money through energy efficiency and renewable energy programs. Led by the Sustainable Energy Partnership, the DC SEU is committed to community engagement, economic development, job creation, and environmental preservation.

The DC SEU is a project of the Sustainable Energy Partnership under contract to the District Department of the Environment (DDOE).

For more information, visit www.dcseu.com or contact the DC SEU at info@dcseu.com or toll-free at 855-MY-DCSEU (855-693-2738).



The Office of the People's Counsel is an independent agency of the District of Columbia government. By law, it is the advocate for consumers of natural gas, electric and telephone services in the District. District of Columbia law designates the Office as a party to all utility-related proceedings before the Public Service Commission. The Office also represents the interests of District ratepayers before federal regulatory agencies. The

Office is authorized to investigate the operation and valuation of utility companies independently of any pending proceeding.

The Office's mandate is to advocate the provision of quality utility service and equitable treatment at rates that are just, reasonable, and nondiscriminatory to assist individual consumers in disputes with utility companies about billing or services; and to provide technical assistance and consumer education to the Consumer Utility Board ("CUB") and other community groups.

For more information, visit www.opc-dc.gov or contact the Office of the People's Counsel at 202-727-3071.



Government of the District of Columbia
Vincent C. Gray, Mayor



Saving Energy & Money with the DC SEU

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Walter E. Washington Convention Center
May 24, 2012
11:00 a.m.-2:00 p.m.

Welcome

On behalf of the District of Columbia Sustainable Energy Utility (DC SEU) and the Office of the People’s Counsel, we welcome you to this education forum designed to inform District residents and small businesses about ways they can save money and energy with the DC SEU’s programs and other complementary programs. As the DC SEU moves into its second year of existence, we look to build upon its successes and help make energy efficiency and renewable energy accessible to all District residents and businesses. Working together, we can build a cleaner, brighter, and more sustainable energy future for this city.

Thanks to Our Exhibitors

Clean Currents

CommonWealth One Federal Credit Union

DC Solar United Neighborhoods (DC SUN)

District Department of the Environment

District Department of Housing and Community Development

Eco-Green Living

Industrial Bank

Pepco Energy Services

Volt Energy

Washington Gas Energy Services

WDC Solar

Program

Welcome

11:00 a.m.

Ted Trabue
Managing Director, DC SEU

Sandra Mattavous-Frye
People’s Counsel

Introductory Remarks

11:05 a.m.–11:20 a.m.

Honorable Vincent C. Gray
Mayor, District of Columbia

A Brief History of the DC SEU

11:20 a.m.–11:35 a.m.

Dr. Taresa Lawrence
Associate Director, District
Department of the Environment

DC SEU Programs for Residents and Small Businesses

11:35 a.m.–12:15 p.m.

Ted Trabue

Programs from the Office of the People’s Counsel

12:15 p.m.–12:25 p.m.

Pamela Nelson
Consumer Outreach, Energy
Efficiency and Sustainability
Office of the People’s Counsel

Networking Lunch

12:25 p.m.–1:25 p.m.

*After receiving a boxed lunch, we encourage
you to network and visit with our exhibitors*

Programs from the District Department of the Environment

1:30 p.m.–1:50 p.m.

Lancelot Loncke
Associate Director, District
Department of the Environment

Closing Remarks

Ted Trabue
Sandra Mattavous-Frye



DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

BUSINESS ENERGY REBATES

2012 Reference Guide

885-MY-DCSEU • WWW.DCSEU.COM

BUSINESS ENERGY REBATES

2012 REFERENCE GUIDE

The DC SEU provides rebates as an incentive for businesses to install new, energy-efficient equipment.

- Commercial Lighting
- Heating & Cooling
- Motors
- Food Service & Vending
- LED Lighting
- Compressed Air
- Refrigeration
- Other

To receive your rebate(s), follow these simple steps:

Step 1: Check project and equipment eligibility

- Projects must be a new facility improvement that results in a permanent reduction in electrical usage (kWh).
- All installed equipment must meet or exceed the specifications outlined in the [Efficient Products Technical Specifications](#) documents (available at www.DCSEU.com) and be installed in facilities located in the District of Columbia. Customer must have valid Pepco and/or Washington Gas utility account(s).

Step 2: Install equipment or perform project work

- Install the eligible measures on your project and collect all documentation for application submittal. Documentation includes, but is not limited to, **final project proposal; PAID detailed, dated invoices for the purchase and installation of the measures; dated receipts and/or canceled checks; contractor contact information; and product technical specification information.**

Step 3: Submit Application (available at www.DCSEU.com)

- Submit the rebate application within 60 days of the project's completion with project documentation. **Please see project documentation checklist on the application for a listing of required documents.**
- The DC SEU team will review your application. For some projects, an inspection will be required. If an inspection is required, you will be contacted for scheduling.
- Incomplete applications will not be processed until all necessary documentation is submitted.
- Completed applications along with rebate worksheets can be submitted by email, fax or mail.

Submit your application to:

- **E-mail:** info@dcseu.com
- **Fax:** 202-450-1552
- **Mail:** DC SEU
80 M Street SE, Suite 310
Washington, DC 20003

Step 4: Receive rebate payment

- The **DC SEU** will send rebate checks within 30 days of receipt of all required final documentation and project verification, as necessary.

Need-to-Know Info:

- **REBATE APPLICATION:** Visit www.DCSEU.com to download the rebate application form.
- **CUSTOM REBATES** may be available for projects that do not qualify for the Business Energy Rebates program. Please contact the DC SEU for more information on the Custom Program.
- Please see Terms and Conditions on the back of this reference guide.
- For more information on the Business Energy Rebates program and about how these products can save you money and energy, call **885-MY-DCSEU** (885-693-2738) or visit www.DCSEU.com.

Commercial Lighting

LINEAR FLUORESCENT LIGHTING

Retrofit Metal Halide (MH) to HPT8 or T5HO High-Bay or Low-Bay Fluorescent Fixture	
Description	Rebate/Lamp
150w MH to 2-lamp T5HO	\$7
150w MH to 3-lamp HPT8	\$7
250w MH to 3-lamp T5HO	\$8
250w MH to 4-lamp HPT8	\$8
400w MH to 4-lamp T5HO	\$10
400w MH to 6-lamp T5HO or HPT8	\$10
HPT8 Lighting	
Description	Rebate/Lamp
New HPT8 Troffer/Wrap, Industrial/Strip, or Indirect Fixture	\$15
New HPT8 High-Bay w/ High BF Ballast	\$15
T5 Lighting	
Description	Rebate/Lamp
New T5 Troffer/Wrap Fixture	\$6
New T5 Industrial/Strip, Indirect Fixture	\$5
New T5 High-Bay Fixture	\$10

COMPACT FLUORESCENT LIGHTING

Hard-Wired Compact Fluorescent (CFL) Fixtures	
Description	Rebate/Fixture
New Compact Fluorescent Fixture 20 watts or less	\$25
New Compact Fluorescent Fixture > 20 watt	\$50

METAL HALIDE LIGHTING

Ceramic Metal Halide Track & Recessed Fixtures	
Description	Rebate/Fixture
Under 100 Watts	\$20
100-150 Watts	\$25

SPECIALTY LIGHTING PRODUCTS

Bulb Type	Rebate/Bulb
Screw-Base Induction Bulb	\$10
Integrated Ballast Metal Halide PAR Bulb	\$20

LIGHTING CONTROL EQUIPMENT

Occupancy Sensors	
Type	Rebate/Sensor
Wall-Mounted: Minimum 175 watts Controlled	\$30
Fixture-Mounted: Minimum 75 watts Controlled	\$20
Remote-Mounted: Minimum 175 watts Controlled	\$40
Daylight Sensors	
Type	Rebate/Sensor
Fixture-Mounted: Minimum 45 watts Controlled	\$30
Remote-Mounted: Minimum 75 watts Controlled	\$60

LED (LIGHT EMITTING DIODE) LIGHTING

LED Screw- & Pin-Based Bulbs	
Type	Rebate/Bulb
Omnidirectional (PAR, MR, etc.)	\$20
Standard and Decorative (A-style, Globe, etc.)	\$20
LED Recessed & Surface-/Pendant-Mounted Downlight Fixtures	
Rebate/Fixture	\$50
LED Outdoor Pole-/Arm-Mounted Parking & Roadway Fixtures	
Rebate/Fixture	\$250
LED Outdoor Pole-/Arm-Mounted Decorative Parking & Roadway Fixtures	
Rebate/Fixture	\$250
LED Outdoor Wall-Mounted Area Fixtures (Wall Packs)	
Rebate/Fixture	\$135
LED Parking Garage & Canopy Fixtures	
Rebate/Fixture	\$200
LED Bollard Fixtures	
Rebate/Fixture	\$100
LED Wall-Wash Light Fixtures	
Rebate/Fixture	\$100
LED Track Lighting Fixtures	
Rebate/Fixture	\$100
LED Portable Desk/Task Light Fixtures	
Rebate/Fixture	\$15
LED Undercabinet Shelf-Mounted Task Light Fixtures	
Rebate/Foot	\$15
LED Refrigerated Case Light Fixtures	
Rebate/Door	\$50
LED Pedestrian Signals	
Rebate/Signal	\$30
LED Traffic Signals	
Rebate/Signal	\$30

CLEER: T12 Replacement Program Rebates

If you have outdated, inefficient T12 lighting, you could be eligible for rebates for making the switch to High-Performance T8 lighting.

For more information, visit www.dcseu.com/CLEER.

Heating & Cooling

UNITARY & SPLIT SYSTEM AIR CONDITIONING

Btu/Hour	Rebate/Ton
< 65,000 Split	\$35
< 65,000 Packaged	\$35
> 65,000 Split and Packaged	\$40

CONTROLS AND PUMPS

Type	Rebate
Integrated Dual Enthalpy Economizer Controls	\$200/Unit
Water Source Heat Pumps	\$80/Ton

CHILLERS (ELECTRIC OPERATED)

Type	Rebate/Ton
Air Cooled Chillers	\$25
Water Cooled Chillers (Reciprocating)	\$25
Water Cooled Chillers (Centrifugal)	\$25
Water Cooled Chillers (Rotary Screw, Scroll)	\$25

HEATERS (NATURAL GAS ONLY)

Type	Rebate/Unit
Infrared Heaters (1,000 kBtu/hr)	\$750
Indirect Water Heater	\$1,940
Tankless Water Heater (EF 0.95)	\$800

BOILERS AND FURNACES (NATURAL GAS ONLY)

Type	Size	Rebate/Unit
Condensing Boiler	≤ 200 kBtu/hr	\$1,000
Condensing Boiler	≤ 1,000 kBtu/hr	\$5,000
Condensing Furnace	< 200 kBtu/hr	\$600
Steam Traps	N/A	\$25
Outside Air Reset Boiler Controls	N/A	\$250

OTHER

Type	Rebate/Unit
SEHA Tier 1 Room Air Conditioners For qualifying products visit http://www.ceel.org/resid/seha/rm-ac/rm-ac-main.php3	\$25

C&I Custom Program

The DC SEU offers comprehensive energy services to owners of large buildings who are replacing old equipment, renovating an existing building, or beginning a new construction project. These services include financial incentives, technical and design assistance, and coordinating services to assist consumers, design professionals, vendors, and contractors in overcoming the barriers to installing energy efficient equipment.

Visit **www.DCSEU.com** for details today.

Compressed Air Systems

VARIABLE FREQUENCY DRIVE (VFD) SCREW COMPRESSORS

Compressor HP	Rebate/Compressor
10 - 14 HP	\$1,200
15 - 19 HP	\$1,500
20 - 24 HP	\$2,000
25 - 29 HP	\$2,200
30 - 34 HP	\$2,500
35 - 39 HP	\$2,800
40 HP	\$3,100

AIR RECEIVER TANKS FOR LOAD/NO-LOAD SCREW COMPRESSORS

Compressor HP	Minimum Tank Size	Rebate/Tank
10 HP	240 gallons	\$350
15 HP	400 gallons	\$525
20 HP	500 gallons	\$700
25 - 30 HP	660 gallons	\$900
35 - 40 HP	1,060 gallons	\$1,200

CYCLING REFRIGERATED THERMAL MASS DRYERS

CFM Capacity	Rebate/Dryer
0 - 25	\$50
26 - 50	\$75
51 - 100	\$100
101 - 150	\$125
151 - 300	\$175

NO-LOSS DRAINS & AIR-ENTRAINING AIR NOZZLES

Equipment	Rebate/Unit
No-loss Drains	\$150
Air-Entraining Air Nozzles	\$20

Motors

VARIABLE FREQUENCY DRIVES (VFDs)

Type	Rebate/Unit
3 HP	\$500
5 HP	\$750
7.5 HP	\$1,000
10 HP	\$1,200
> 10 HP - 50 HP	\$1,700
> 50 HP - 100 HP	\$2,200
> 100 HP	\$2,700

Refrigeration

DOORS, FRAMES, COVERS & CURTAINS

Continuous Covers & Strip-Curtains	
Type	Rebate
Continuous Covers	\$6/foot
Strip Curtains	\$6/foot
Zero Energy Doors & Frames (Reach-In Type)	
Type	Rebate
Cooler Door(s)	\$75
Cooler Frame(s)	\$75

HEATERS, FANS & DEFROST CONTROLS

Evaporator Fan Motor Controls	
Type	Rebate/Controller
Cooler (minimum 4 fans or 500 watts per control)	\$500
Freezer (minimum 4 fans or 500 watts per control)	\$500
Door/Frame Heater Controls (Humidity-Based)	
Type	Rebate/Door
Cooler	\$35
Freezer	\$35
Intelligent Defrost Controls	
Type	Rebate/Controller
On walk-in freezer evaporator coils only (minimum of three evaporator fans per controller)	\$150

MOTORS, ECONOMIZERS, & COMPRESSORS

Type	Rebate
Outside Air Economizers For Coolers $\geq 1,000$ ft ²	\$2,500
High Efficiency ECM Evaporator Fan Motor	\$30-\$100
Scroll Compressor(s)	\$150

ENERGY STAR® REFRIGERATORS & FREEZERS

Type	Rebate/Unit
≥ 15 - < 50 cu. ft. (refrigerator or freezer)	\$200
≥ 50 - < 80 cu. ft. (refrigerator)	\$250
≥ 50 - < 80 cu. ft. (freezer)	\$350

ENERGY STAR ICE MACHINES

Type	Rebate/Unit
< 175 lbs/day	\$100
≥ 175 lbs/day	\$175

Food Service & Vending

ENERGY STAR FOOD SERVICE EQUIPMENT

Type	Rebate/Unit
Steam Cooker (gas)	\$750
Steam Cooker (electric)	\$400
Hot Food Holding Cabinet (electric)	\$350
Combination Oven (gas)	\$750
Combination Oven (electric)	\$1,500
Convection Oven (gas)	\$750
Convection Oven (electric)	\$350
Griddle (gas)	\$125
Griddle (electric)	\$350
Fryer (gas)	\$500
Fryer (electric)	\$150

VENDING MACHINE CONTROLLERS

Rebate/Machine	\$50
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Other

PLUG LOAD OCCUPANCY SENSORS

Rebate/Sensor	\$20
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WATER CONSERVATION

Type	Rebate
Faucet Aerators	100% of cost (up to \$1)
Low-Flow Showerheads	100% of cost (up to \$5)

ENERGY STAR LAUNDROMAT CLOTHES WASHERS

Type	Rebate/Unit
Coin-Operated (gas)	\$150

TERMS & CONDITIONS

The DC Sustainable Energy Utility (DC SEU) is a project of the Sustainable Energy Partnership under contract to the District Department of the Environment (DDOE). The DC SEU's Business Energy Rebate Program is designed to facilitate the implementation of cost-effective energy efficiency improvements for non-residential (commercial and industrial) customers. Funds are limited and subject to availability. Details of this program, including rebate levels, are subject to change without notice.

Program Effective Dates

DC SEU rebates are offered until September 30 of each program year, unless allotted funds are depleted prior to this date. The 2012 DC SEU program dates and application submittal requirements are as follows:

- Projects with a final completion date before April 1, 2012 are not eligible for rebates through this application process.
- All 2012 DC SEU program projects must be completed by September 15, 2012, and applications received no later than September 21, 2012. Projects not completed by September 21, 2012 will be considered for the 2013 program year and subject to the terms and conditions approved for that year.

Program and Project Eligibility

This DC SEU program offers rebates for common commercial and industrial energy efficiency measures with documented energy savings including lighting, HVAC, motors, compressed air, refrigeration, food service, and more. Program rebates are available to non-residential Pepco and/or Washington Gas customers with annual electric usage between 20,000 kWh and 500,000 kWh/year. Commercial and Institutional customers with annual electrical usage over 500,000 kWh may qualify for DC SEU's Custom program. Entities with multiple locations, or divisions of large corporate entities, please call the DC SEU at 855-MY-DCSEU (855-693-2738) to determine if you qualify for the Business Energy Rebates program or the DC SEU Custom program.

Project Requirements

Projects must involve a facility improvement that results in a permanent reduction in electrical energy usage (kWh).

- Projects that are NOT eligible for rebates include, but are not limited to the following:
 - Fuel switching (e.g. electric to gas or gas to electric);
 - Changes in operational and/or maintenance practices or simple control modifications not involving capital expenditure;
 - On-site electricity generation;
 - Projects focused primarily on power factor improvement;
 - Projects that involve peak-shifting (time of day savings) (and not kWh savings);
 - Renewables.
- Any measures installed at a facility must be sustainable and provide 100% of the energy benefits as stated in the application for a period of at least five (5) years or for the life of the product, whichever is less. If the customer ceases to be a delivery service customer of Pepco and/or Washington Gas, or removes the equipment or systems at any time during the five-year period or the life of the product, the customer may be required to return a prorated amount of rebate funds to DC SEU. Exceptions may apply for customers upgrading to more efficient products at their own expense.
- All equipment must be new; used or refurbished equipment is NOT eligible rebates.
- All installed equipment must meet state, federal, or local codes and requirements.
- Projects must be installed on the municipal utility electric account listed on the application.
- Equipment must be purchased, installed, and operating (or capable of operating in the case of seasonal uses) prior to submitting a rebate application.

Rebate Payments

The total rebate payment shall be the lesser of: 1) The calculated incentive as approved by DC SEU, or 2) 50% OF THE ELIGIBLE COST (the eligible project cost does not include consulting fees, equipment rental, forms processing, r

recycling, etc.). The rebate also cannot be more than 100% of the cost of a single energy-efficient material purchase price (as documented on the invoice). For example, if you are applying for a rebate for a screw base induction bulb that costs \$9 and the set rebate for that item is \$10, you will be eligible for a \$9 rebate for the screw bulb if it meets the technical criteria.

Equipment must be purchased and installed before payment is issued. Allow 30 days for delivery of payment. Submitting an application with incomplete or missing information will delay check processing and delivery. Providing false information or altered documents will lead to cancellation of this and future rebate applications, as well as the requirement to return any and all rebates issued.

Rebate Application

The rebate application must be submitted within 60 days of project completion. Project documentation, such as copies of dated PAID invoices for the purchase and installation of the measures and/or product specification sheets, is required. The location or business name on the invoice must be consistent with the application information. Applications should be submitted no later than September 21 for the 2012 program year. The project invoice should provide sufficient detail to separate the project cost from the cost of other services such as repairs and building code compliance. The DC SEU reserves the right to request additional supporting documentation as deemed necessary to confirm eligibility and verify savings.

Application Review Process

Incomplete applications may not be processed. Applicants are encouraged to call our Customer Support Specialists at 855-MY-DCSEU (855-693-2738) if they have any questions about documentation requirements.

Inspections

The DC SEU reserves the right to inspect all projects to verify compliance with the program rules and verify the accuracy of project documentation. This may include pre-installation and/or post-installation inspections, detailed lighting layout descriptions, metering, data collection, interviews, and utility bill data analyses. The customer must allow access to project documents and the facility where the measures were installed for a period of five years after receipt of rebate payment by the DC SEU.

Tax Liability

Rebates are taxable and, if more than \$600, will be reported to the IRS unless the customer is exempt. The DC SEU is not responsible for any taxes that may be imposed on your business as a result of your receipt of this incentive.

Utility Release

By signing the utility release form you are granting DC SEU permission to access your electric, natural gas consumption, water, and sewer information. Such data will be kept confidential and used for purposes of delivery and evaluation of efficiency services

Confidentiality

All customer, vendor, and/or contractor information supplied to the DC SEU will be kept confidential and will not be shared with any person or organization unless the person or organization is subcontracted by the DC SEU. Confidentiality terms would extend to the subcontractor.

Disclaimer

The DC SEU does not guarantee the energy savings and does not make any warranties associated with the measures eligible for rebates under this program. The DC SEU has no obligations regarding and does not endorse or guarantee any claims, promises, work, or equipment made, performed, or furnished by any contractors or equipment vendors that sell or install any energy efficiency measures. The DC SEU is not responsible for the proper disposal/recycling of any waste generated as a result of this project. The DC SEU is not liable for any damage caused by the operation or malfunction of the installed equipment. Please ensure that proper care is taken to dispose of any equipment that may contain hazardous materials.



DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

202-479-2222 • Toll-free: 855-MY-DCSEU • WWW.DCSEU.COM

The DC Sustainable Energy Utility is a project of the Sustainable Energy Partnership under contract to the District Department of the Environment (DDOE).



Government of the District of Columbia
Vincent C. Gray, Mayor



DCSEU

From April Report: Consumer Education and Marketing

Saving **Energy & Money** with the **DC SEU**

SAVE

THE DATE

Thursday, May 24, 2012

11:00 a.m. – 2:00 p.m.

Walter E. Washington Convention Center

Please RSVP by May 17, 2012

phone: **202-479-2222**

e-mail: info@dcseu.com

Interpreter services for this event are available upon request. To request these services, please contact the Office of the People's Counsel at 202-727-3071.

Learn about the District of Columbia Sustainable Energy Utility (DC SEU) and how it is helping DC residents and small businesses save energy and money through energy efficiency and renewable energy programs. This forum is sponsored by the DC SEU and the Office of the People's Counsel.

DCSEU

DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY



The DC Sustainable Energy Utility is a project of the Sustainable Energy Partnership under contract to the District Department of the Environment (DDOE).



Government of the District of Columbia
Vincent C. Gray, Mayor

WWW.DCSEU.COM



Earth Day Dance! Anne Cammack, 1st right, and her daughter, Liz Cammack, 2nd right, lead dancers in a line dance in tribute to Earth Day aboard the Odyssey Cruise Ship during a brunch-cruise Sunday, April 22. The North American Association for Environmental Education (NAAEE), the featured organization, gave important information about conservation and celebrating the beauty of our planet. Cruisers agreed there is no better way to celebrate than to dance! /Photo by Roy Lewis

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DCSEU
 DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

ATTENTION ENGINEERS/ENERGY CONSULTANTS

The DC SEU has issued an RFP seeking qualified certified business enterprises (CBEs) for engineering and energy efficiency consultation services to the DC SEU and its large commercial and institutional customers.

Information Session: **May 15, 2012, 11:00 a.m.-1:00 p.m.**
 80 M Street SE, Suite 310
 Washington, DC 20003

Responses Due: **May 25, 2012 at 5:00 p.m. ET**

For more information about the DC SEU and to obtain a copy of the RFP, call toll-free 855-MY-DCSEU (855-693-2738) or visit www.DCSEU.com.

LEGAL SERVICES - WE GET RESULTS FOR YOU!



- Personal Injury (Automobile Accidents/Slip and Fall)
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- Bankruptcy (Chapters 7 & 13-DC/MD)
- Probate Matters (Guardian, Conservator, Wills, Power of Attorney, Health Care Directives)
- Criminal Matters (DUI/DWI, Investigations, Fraud)
- Litigation

Andrellos Mitchell
 Attorney & Counselor at Law
 Law Office of Andrellos Mitchell
 717 D Street, NW
 Suite 300
 Washington, DC 20004
acmclient@aol.com

202-271-9400

Fiduciary Panel Attorney - Superior Court of the District of Columbia - Probate Division
 Former DC Fraud Bureau Examiner - Insurance Administration
 Former Law Clerk for the American Civil Liberties Union (ACLU) 

Attachment 2 - Budget Information

**Vermont Energy Investment Corporation
DC SEU Program Spending Estimates vs. Budget
June 2012
Estimates**

	DC SEU TOTAL				Renewables		Residential		C & I				Supporting Services	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget
Labor	\$163,558	\$196,379			\$0	\$6,859	\$60,402	\$48,010	\$46,651	\$62,135			\$56,505	\$79,375
Non Labor Direct Cost	\$595,003	\$612,773			\$5,500	\$21,378	\$148,753	\$186,271	\$185,250	\$253,030			\$255,500	\$152,094
Allocated Fringe/Indirect	\$164,126	\$189,799			\$855	\$6,266	\$41,571	\$44,869	\$47,200	\$52,072			\$74,500	\$86,592
Total Spending	\$922,687	\$998,951			\$6,355	\$34,503	\$250,726	\$279,150	\$279,101	\$367,237			\$386,505	\$318,061

Attachment 3 – Statement of Compliance

Statement of Compliance

For the Period April 1, 2012, through June 30, 2012

L. S. Caldwell and Associates, Inc. (LSC) Compliance Officer and DC SEU Teaming Partner, worked with other Teaming Partners and local government agencies to rigorously monitor and fulfill all District of Columbia contracting and employment compliance reporting requirements, including:

- DC Department of Small and Local Business Development (DSLBD) Quarterly reports to the Office of the DC Auditor on using Certified Business Enterprises (CBEs)
- DC Department of Employment Services (DOES) First Source Employment Agreements, Monthly Contract Compliance Reports and the Apprenticeship Program
- Green Job Tracking that includes Certified Payroll

AND ADDITIONAL COMPLIANCE REQUIREMENTS:

- Submission of copies of pay received (pay stubs) that reflect hours worked
- Submission of copies of all weekly certified payroll documents and LSC shall begin
- Performing and documenting periodic contractor site visits.

The DC SEU's Workforce Development group addressed four significant areas of activity during the Third Quarter: (1) supporting the DC SEU staff's recruitment of Preferred Contractors with follow-up training; (2) supporting the identification of CBEs for DC SEU programming before, during, and after the CBEs have been recruited; (3) advancing the development of collaborative relationships with the Department of Employment Services' On-the-Job Training program (OJT); and (4) preparing a workforce of Data Collection Associates to obtain permission from District residents to release their electric and gas utility energy use data to the DC SEU.

Compliance tracking. In preparation for end-of-year reports, and to chart progress in meeting **Performance Benchmark 6** (job creation) and the **CBE Contracting Requirement**, L. S. Caldwell and Associates developed a forensic audit in June. This audit comprises a composite, detailed picture of job

Attachment 3 – Statement of Compliance

and contracting data for the fiscal year to date. The validation process for the full year of activity will be ongoing between the Third Quarter and the end of FY 2012.

Online monthly reporting continues for DC SEU Teaming Partners, Preferred Contractors, Subcontractors, and vendors. Report data are collected electronically on a secure website by the Compliance Officer; the Compliance Officer also conducts and provides webinars as a learning resource for reporting data; these sessions are held monthly for new contractors or those needing a refresher. At the close of the Third Quarter and at the beginning of the Fourth Quarter of FY 2012, a dramatic increase in compliance activities has begun to take place—technical guidance, CBE contractor identification (Phase Cleanings), compliance training, subcontractor information sessions, RFP reviews and scoring, and Workforce Development Compliance Policy and Discussion. The increased scope of DC SEU program roll-outs accounts for this increase in activity.

Taurus Development Group, responsible for Workforce Development, registers Teaming Partners and Preferred Contractors with the Mayor's One City One Hire (OCOH) Initiative. They have successfully registered the majority of this target group, which now enables the DC SEU to document its support of the Mayor's employment initiative. Workforce Development continues outreach efforts to new DC SEU contractors to ascertain their employment needs, and to act as a liaison to employment resources including DOES' On-the-Job Training and other employment programs.

Preferred and Participating Contractors. In collaboration with Mayor Vincent Gray's One City · One Hire Program, more Preferred Contractors have been recruited and added to the DC SEU marketplace for business and residential customer projects. Particularly with the CLEER T12 program, more CBEs have been signed as activity in that program expands from C&I to LIMF. The Workforce Development group also has continued its outreach by reviewing companies' and contractors' hiring needs and connecting them with the Department of Employment Services' (DOES) On-the-Job Training Program (OJT).

Compliance training. The Workforce Development group continues to conduct Compliance Training Sessions as needed, informing firms about contracting and employment requirements from the District Department of Small and Local Business Development and DOES, and specific requirements of DDOE. Recent Training Sessions targeted the Food Bank CFL Program's selected Contractors and DC Home Performance with ENERGY STAR Participating Contractors.

Special Project Activity

The Workforce Development group concluded the Third Quarter with full preparation of the Data Collection Associates (DCAs) for field work in support of canvassing customers for utility data. Training experiences for the DCAs were in sales, canvassing tips (including role playing), conflict resolution, and team building; they also included field trips to view the Department of Transportation's green rooftop, Casey Trees, and the Koshland Science Museum.

As a DC SEU Contract requirement, the eighth monthly workforce compliance report for FY 2012 was submitted to DOES for the June 11, 2012, deadline.