# Accelerating Residential Decarbonization in the DMV ELECTRIFY DMV



## **Electrify DMV: who we are**

Our Mission is to make it easier, faster and more affordable to decarbonize all homes, bridging the intersection between customers and service providers. Residential decarb is all we do.

We are a local nonprofit incorporated in DC, MD and soon VA.

#### **Our Multidisciplinary Expertise**

- Electrical engineering
- 40 years of mechanical contractor expertise
- Digital product development
- Data science, IT systems
- Public engagement
- Consumer marketing
- Decarbonization policy
- Community health



#### **Our Successes**

- 2025 District Sustainability Award
- Multiple DOEE and an MEA grant
- Delivered Hosting Capacity Study



## **Electrify DMV: our core programs**



- Residential Electrification Implementation Working Group (REIWG)
- Real Estate Agents Leading Electrification (REALE)



#### Building decarb just got harder, let's work

## **smarter!** we all face:

- o Knowledgeable, skilled professionals are hard to find
- Homeowners do not know what to do/where to start
- Training is not coordinated and onramps into the careers needed are not well marketed
- Additional challenge: lack of federal investments and changing policy environment

#### **Our Solutions**

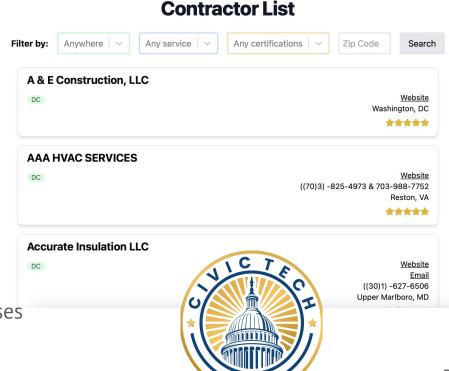
validated through coordination and discussions with many of you over time:

- 1. Regional Contractor List
- 2. Regional Homeowners' Information Hub
- 3. Regional Coordination of Training and Onramps
  - → Electrify DMV started working on these solutions leveraging grants and partnering with other local nonprofits.



### 1. Regional Contractor List

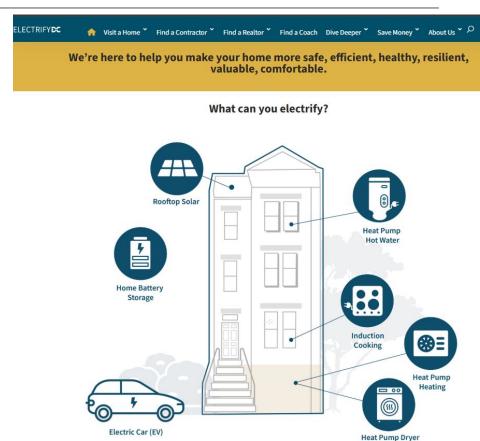
- Electrify DMV with nonprofit <u>Civic Tech DC</u>
- Since November 2024
- Discussions with BDC
- Applied for Mosaic grant
- 24 volunteers working over 200 hours
- Currently including over 300 businesses:
  - Heat pump installers
  - Water heater installers
  - Energy auditors
  - Electricians
  - Weatherization installers
  - Appliance installers
- Sourced from 12 key manufacturers' databases
- Linked to google reviews
- Live initial prototype, working UI





#### 2. Homeowners' Information Hub

- Allows DMV homeowners to:
  - Visit a Home (Demonstration Sites)
  - Find a Contractor (Contractor List)
  - Find a Realtor (REALE members)
  - Find a Coach (group coaching in person and virtual, one-on-one)
  - Dive Deeper (factsheets, webinars)
  - Save Money (RA savings calculator, jurisdictions' programs and rebates)
- Leverages <u>DOEE Electrification</u>
  <u>Coaching</u> grant
- Working with web designer to:
  - o Ensure appeal to target audiences
  - Make it super sticky
- Applied for ACEEE <u>BEAR Hub</u> founding cohort





## 3. Regional Coordination of Training

- For example, since 2022, Electrify DMV developed a program to train realtors from the DC region (Real Estate Agents Leading Electrification (REALE))
- Partnership with realtors from major brokerages (Compass, Long & Foster, WFP)
- With the support of GCAAR
- Potential impact:
  - Over 50,000 home transacted each year
  - ~ 20,000 home transaction professionals
  - 150-200 homeowners in the spheres of influence of each realtor
- One-hour webinar developed in partnership with Earth Advantage





### Let's make these solutions our shared reality!

#### Join the <u>Residential Electrification</u> <u>Implementation Working Group (REIWG)</u>

- Convened since April 2024
- 15 plenary meeting and working sessions
- Bringing together:
  - o DMV jurisdictions decision-makers
  - Manufacturers
  - Service providers
  - Industry/professional associations
- 67 participants who work to:
  - o better collaborate across jurisdictions and sectors
  - o pool resources and avoid duplication
  - leverage best practices
  - align programs and incentives, and reduce fragmentation.

# Let's work together on a pathway/procurement mechanism to:

- achieve regional economies of scale
- get these priority solutions in your hands.

- → Schedule a one-on-one discussion
- → Sign up for a 15-30-minute webinar to see a demo of the Homeowners' Hub and the Contractor List on June 30th
- → OR do both!



## Thank you!



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