

# Accelerating Residential Decarbonization in the DMV

## ELECTRIFY DMV

Presentation for MWCOC Built Environment and Energy Advisory Committee Meeting on 06/12/2024

# 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

Consumer-facing:



**HEALTHY HOMES FAIR**

**HEALTHY HOMES FAIR 10 DE MAYO**  
Universidad Católica in Washington, D.C.

**Demonstration Sites**

**DER =** Renewable Energy Generation + Batteries + Grid **ELECTRIFYDC**

**COME TO OUR APPLIANCE "PETTING ZOO"**  
Saturday, May 10, 2025 | 1-5pm | Catholic University

Industry-facing:

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

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

- Challenges we all face:
  - 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 [Civic Tech DC](#)
- 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

### Contractor List

Filter by: Anywhere | ▾ Any service | ▾ Any certifications | ▾ Zip Code Search

**A & E Construction, LLC**

DC

[Website](#)  
Washington, DC

★★★★★

**AAA HVAC SERVICES**

DC

[Website](#)  
((703) -825-4973 & 703-988-7752  
Reston, VA

★★★★★

**Accurate Insulation LLC**

DC

[Website](#)  
[Email](#)  
((301) -627-6506  
Upper Marlboro, MD

★★★★★



## 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 [DOEE Electrification Coaching](#) grant
- Working with web designer to:
  - Ensure appeal to target audiences
  - Make it super sticky
- Applied for ACEEE [BEAR Hub](#) 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 [Residential Electrification Implementation Working Group \(REIWG\)](#)

- Convened since April 2024
- 15 plenary meeting and working sessions
- Bringing together:
  - DMV jurisdictions decision-makers
  - Manufacturers
  - Service providers
  - Industry/professional associations
- 67 participants who work to:
  - better collaborate across jurisdictions and sectors
  - 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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