

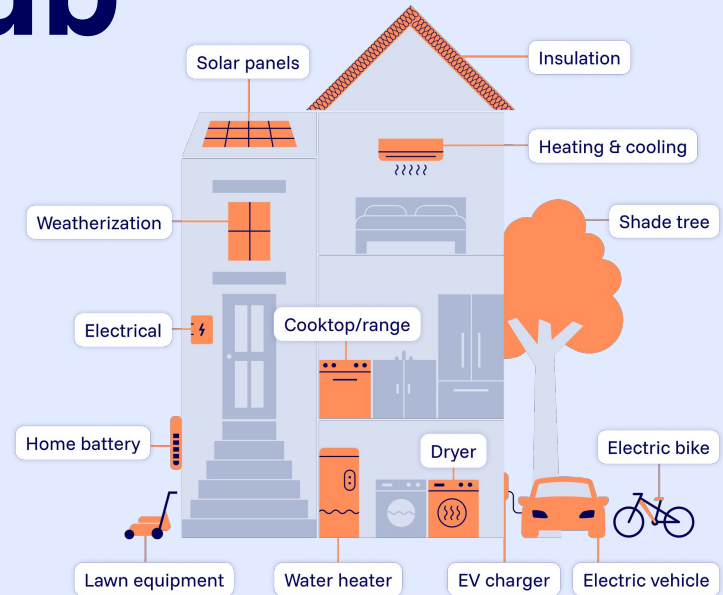
Regional Homeowners' Hub

Why the DC region needs it, what should be in it, and how much it would cost

1

MWCOG Built Environment and Energy
Advisory Committee Meeting on April 16, 2026

ELECTRIFYDC



Who is Electrify DC (DBA Electrify DMV)?

- Our mission is to make it **easier, faster and more affordable to decarbonize all DC region homes**, bridging the intersection between customers and service providers.
- We have multidisciplinary experience in areas critical to residential decarbonization, including contractor services, public engagement, digital product development and consumer-facing communications.
- We fiscally sponsor the electrification coaches of **GO ELECTRIC DMV**



The Challenge

3

2.4M households need tailored, easy access to resources year-round.



Homeowners and renters can't find their way to home decarbonizing

- **No single entry point:** Rebates, programs and contractors scattered across dozens of websites.
- **Policies restrict access to most useful tools:** Government sites are not equipped to list products, contractors or allow for deeper dives into technologies
- **Shrinking budgets:** the creation, maintenance and promotion of jurisdiction-specific tools is getting harder
- **Renters:** few tailored resources exist for those who are hardest hit by rising energy costs (post-Healthy Homes Fair survey points to resources for renters being in high demand)

The Solution

6

A Regional Homeowners' Hub

A one-stop shop to accelerate residential decarbonization across the DMV that puts homeowners AND renters at the center of the experience.

Centralized, third-party-owned and operated resource with a distinct, consumer-facing entry point but deeply integrated with each jurisdiction's programs, incentives, resources, and priorities. **Our core design principles include:**

- User experience first
- Localized, jurisdiction-specific content
- Accessible
- Trust: vetted contractors, verified information, and jurisdiction-endorsed

We share the same:

- workforce
- climate
- housing stock
- decarbonization pathways

... let's not duplicate efforts!

Why regional?

A regional approach creates 3 key advantages no jurisdiction alone can achieve:

1. **Economies of scale:** By pooling shrinking budgets for education and engagement, jurisdictions' dollars stretch further. Shared participation in the Hub reduces overall cost and delivers a better experience for homeowners and renters.
2. **Demonstratable impact:** The Hub can provide partner jurisdictions with data—actual outcomes of electrification in terms of how this helps achieve their respective goals of GHG emission reduction. Thus jurisdictions can have evidence based target achievements that they can demonstrate to their constituents.
3. **Accelerating action:** By providing homeowners, renters and, to a certain extent, contractors with consistent terminology, resources and explainers across the region, the Hub reduces confusion and leads to faster action.

MWCOG-Funded Engagement

9

15 jurisdictions + MWCOG: already engaged and aligned

15

Jurisdictions
Participating

27

Government
Professionals

240+

Hours of
Working Group Input

5

Convenings
Jan – Apr 2026

Participating Jurisdictions

Arlington County · City of Alexandria · District of Columbia · City of Falls Church · Fairfax County · City of Fairfax · City of Frederick · City of Gaithersburg · City of Greenbelt · Howard County · Loudoun County · Montgomery County · Prince William County · City of Rockville · City of Takoma Park

Top 9 Modules — Ranked by Jurisdictions

1

Vetted Contractor List

Top priority across EVERY jurisdiction — unanimously

2

Incentives & Rebates by Zip Code

Regularly updated with links, deadlines, sunseting dates

3

Information by Project

Cost, savings, lifespan, difficulty — homeowners & renters

4

Products, Technologies & Services

Filterable by owner vs. renter applicability

5

Gas vs. Electricity Cost Comparison

Updatable as commodity prices & incentives change

6

Regional Events Calendar

Workshops, fairs, talks — searchable by zip code

7

Coaching: One-on-One

500 homeowners & renters coached per year at steady state

8

Neighbors' Stories

Stories from all 24 jurisdictions, 2 new per month

9

Coaching: Group Sessions

8 sessions/year, up to 35 participants each

Vetted Contractor List

Existing contractor finders in the DC-region are:

- Sparse and not homeowner-focused (see [BPI](#) which lists 21 companies with BPI certified professionals of which only 10 serve homeowners)
- Limited to one brand or trade (see [The Better HVAC Alliance](#) which only lists 6 contractors)
- Inclusive of contractors who want to replace fossil fuel appliances with fossil fuel appliances ([BG&E](#) and [Virginia Energy Connect contractor browser](#) coming soon do not require electrification pledges)

REWRIRING AMERICA

Menu Make a plan

Find a qualified contractor

Fill out the form to start your search. As always, follow our project guides when working with contractors.

YOUR HOME'S ZIP CODE: 20011

PROJECT TYPE: Energy audit

Search

We've found 3 contractor networks that operate in your area. Search these networks to find contractors.

DC Green Bank Participating Contractors

Access a directory of service and capital providers supplied by the DC Green Bank, ensuring reliable and sustainable financing options for energy projects.

BPI-Certified Contractors

BPI is the nation's premier standards development and credentialing non-profit for residential upgrade work.

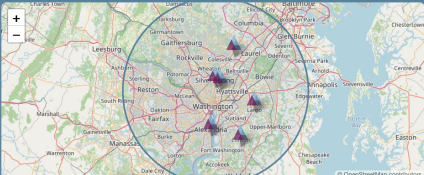
HomeBoost

HomeBoost empowers homeowners with an easy, affordable way to assess and improve their home's energy efficiency. With BoostBox—a DIY energy assessment kit—you can quickly identify common energy drains like poor insulation, drafty windows, and inefficient appliances. Paired with the HomeBoost app, you'll receive a detailed, personalized energy report with actionable steps to lower energy bills, improve comfort, and unlock available rebates to save even more.

THE BETTER HVAC ALLIANCE

Find A BetterHVAC Practitioner

Finding a good HVAC pro is hard. We are working to make it easier. Enter your location and the services you are looking for to discover nearby BetterHVAC professionals.



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Hub Budget and Funding

13

Shared investment - Better value for every jurisdiction

Item	Description	Development	Annual Maintenance
Project management	Including grant/contract management	\$50,000	\$50,000
Platform	Platform architecture, design, development and hosting	\$8,000	\$8,000
Modules	Design, development and content for all 9 modules, including vetted contractor list	\$230,000	\$358,000
Promotion	Communications, engagement, promotion and advertising strategy and implementation	\$40,000	\$140,000
Total		\$328,000	\$556,000

Estimates consider:
- work already done by Electrify DC towards final product
- recently developed AI tools

Modules' estimates are based on similar projects completed in DMV jurisdictions.

If all 9 modules are developed, design savings would bring the budget to under \$300k.

Shared investment - Better value for every jurisdiction (Cont')

Shared annual maintenance of modules is the biggest ticket item because it includes:

- up to 500 residents coached/year \$185K
- 24 electrification case studies/year \$48K
- data on 100s of contractors vetted, updated and managed/year \$40K
- tracking and updating of rebates, incentives, programs, electricity and gas rates, and events for all 24 jurisdictions \$35K
- additional/updated content on technologies, products and services (including consumer-facing DERs) \$10K

Promotional budget is proportional to GHG reduction.

If jurisdictions are ok with some level of sponsorship, self-sustaining revenue models for the maintenance costs could be explored.

Shared investment - Better value for every jurisdiction (Cont')

Given this budget and the number of jurisdictions involved, the only true workable funding mechanism for the Hub is through a regional body like the MWCOG.

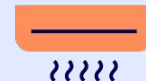
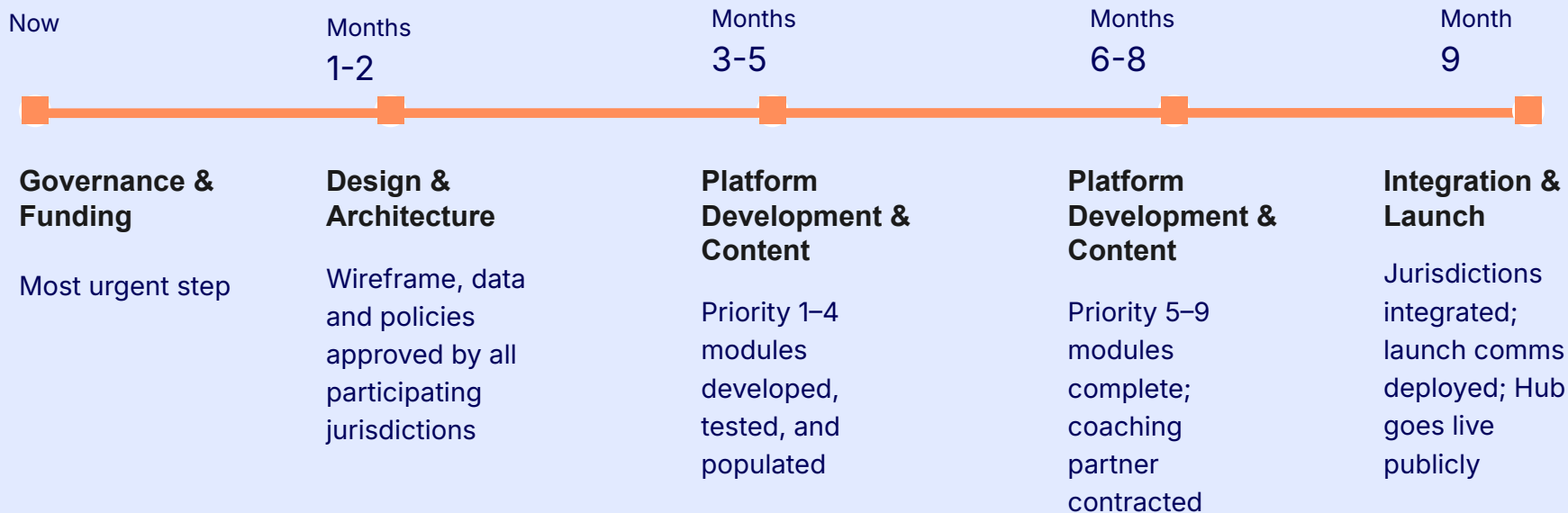
If funding were proportional to population, a jurisdiction with 0.5M people would spend \$45K/year to provide resources to its homeowners and renters on how to reduce emissions from their homes. Assuming 150K households of 2800 sqf, that could lead to a reduction of at least half of GHG emissions, or over 0.5M metric tons of CO₂/year.*

* [data](#) on number of households and median square footage courtesy of MWCOG. Assumptions on GHG emissions by square foot and on GHG reduction as a result of decarbonization, energy efficiency and solarization measures are by Electrify DC.

Hub Timeline and Next Steps

17

Hub can be developed in 9 months, once governance and funding are confirmed



Next Steps

For the Hub to become a reality in the very near future, jurisdictions need to:

- Agree on a **governance framework** (ideally through MWCOG)
- Agree on a **practical funding mechanism** (ideally also through MWCOG)
- Agree on any **localized adjustments** based on some jurisdictions already having implemented portions of the Hub

Questions?

20

Appendix A: Electrify DC has already started working

Embryonic version of the Hub exists and is providing useful user data. It contains initial or DC-specific versions of:

- Vetted contractor list
- Incentives and rebates by zip code
- Information by project
- List of products and technologies
- Events calendar
- One-on-one coaching
- Neighbors' stories

The screenshot displays the ElectrifyDC website interface. At the top, there is a navigation bar with 'Learn', 'About', 'Donate', and 'Get started' links. The main content area is divided into several sections:

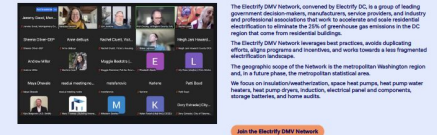
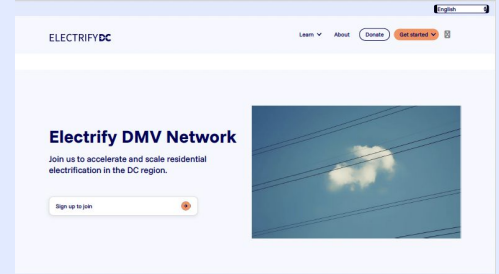
- Let's make your home healthier, safer, and more affordable to power.** This section features a diagram of a house with various energy-saving and electrification technologies labeled, such as Solar panels, Insulation, Heating & cooling, Shade tree, Weatherstripping, Exhaust, Cooktop/Range, Dryer, Electric bike, Home battery, Water heater, EV charger, and Electric vehicle. Below the diagram is a sign-up button: 'Sign up to receive personalized guidance or speak with a home upgrade coach.'
- Join us at the Healthy Homes Fair!** This section promotes an event on March 21, 2026, from 1-5 PM. It includes a 'Get your free ticket!' button and a 'Become a sponsor or exhibitor today!' button.
- Neighbor's Stories** This section features a story titled 'From Gas Bills to Getting Paid: One Family's Electrification Journey' with a photo of a house and a sign.
- Get started** This section contains four cards: 'Find incentives and free programs', 'Find a contractor', 'Attend an event', and 'Get help', each with a brief description and a numbered icon.
- Benefits of going electric** This section lists advantages like lower energy bills, safer homes, and reduced carbon emissions, accompanied by a photo of a family in a kitchen.

Appendix B: Electrify DMV Network

Working relationship with jurisdictions and their regular participation in this group facilitates input and partnership.

Cross-sector nature and spotlight sessions are a natural conduit for content for the Hub. Examples include:

- [Heavyupless electrification](#)
- [Over the window heat pumps](#)
- [Plug-in solar](#)
- [Air to Water technology](#)
- [DERs](#)



Appendix C: Electrify DC's Vetted Contractor List

Currently features:

- Over 60 contractors from the DC region
- Searchable by project type
- Certified by manufacturer, certifying body or agency
- Vetted on Google and Consumer Checkbook
- Includes website, email and phone (call on click)
- Disclaimer approved by jurisdictions

The screenshot shows the ElectrifyDC website's contractor finder interface. At the top, there are navigation links for 'Learn', 'About', 'Donate', and 'Get started'. The main heading is 'Find a contractor that fits your needs', with a subtext 'Connect with qualified contractors across the DC region.' Below this is a search bar with a 'Showing Energy Audit' dropdown, a 'Clear' button, and a 'Search' button. A message indicates 'Showing 6 of 6 contractors'. The results are displayed in a grid of six contractor cards. Each card includes the contractor's name, location, service categories (Energy Audit, Electrical, Heating & Cooling, Water Heater), a phone number, and buttons for 'Website', 'Email', and 'Details'.

Contractor Name	Location	Services	Phone Number	Website	Email	Details
Tran Energy Services	Alexandria, VA	Energy Audit, Electrical, Heating & Cooling	(571) 289-7412	Website	Email	Details
Home Energy Medics LLC	Arlington, VA	Energy Audit, Heating & Cooling, Water Heater	(703) 447-6379	Website	Email	Details
A. B. Chelini Dba United Service Specialists	College Park, MD	Energy Audit, Heating & Cooling, Water Heater	(301) 241-9200	Website	Email	Details
Elysian Energy	Laurie, MD	Energy Audit, Heating & Cooling, Water Heater	(240) 381-0396	Website	Email	Details
Edge Energy	Bethesda, MD	Energy Audit, Heating & Cooling, Water Heater	(888) 686-2343	Website	Email	Details
Cropp Metcalfe Services	Leesville, VA	Energy Audit, Electrical, Heating & Cooling, Water Heater	(703) 698-8866	Website	Email	Details

Additional text at the bottom of the interface includes: 'Why use this Contractor Finder?', 'Did contractors take an electrification pledge?', and 'What's coming next?'.

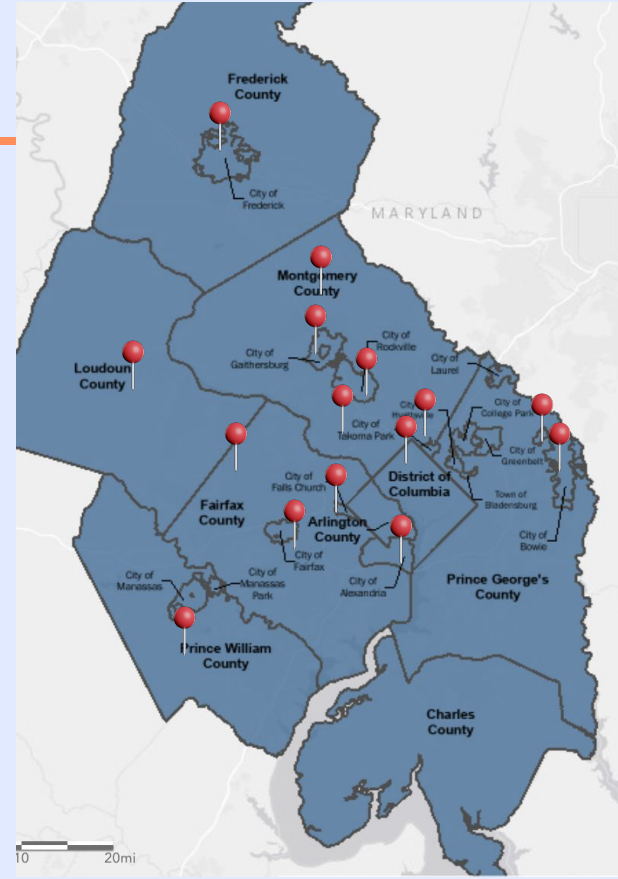
Appendix D: Hub's Vetted Contractor List

To include:

- Contractor submission form (by customer or contractor)
- Search by ZIP code to narrow down by contractors licensed in user's state and distance
- Electrification pledge design, pledge and icon to incentivize use of those contractors
- User reviews incentive system
- Certifications, Google rating, and languages spoken
- License verification (contact established with DC, VA and MD)
- Midstream handholding

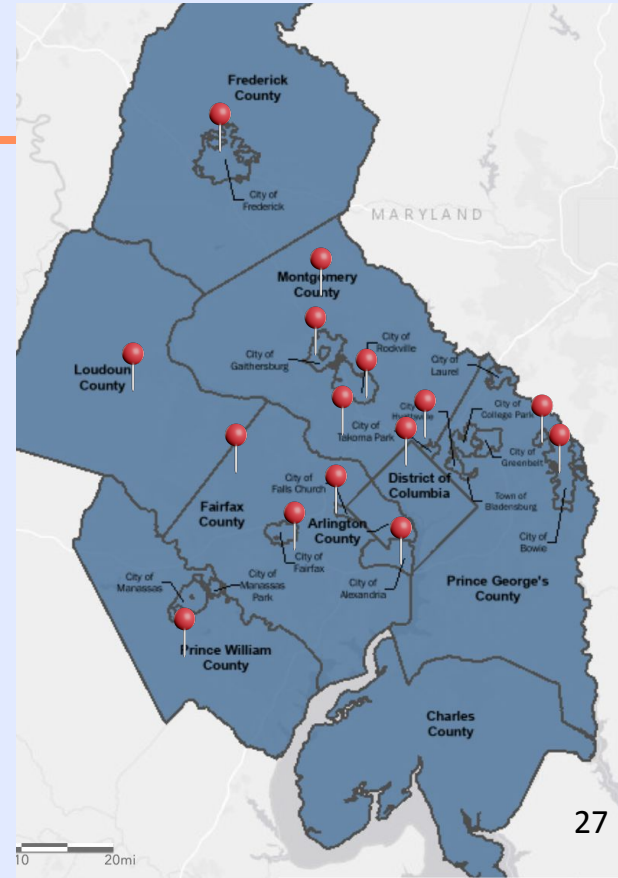
Appendix E: Participating Jurisdictions (Cont')

- **Fairfax County**
 - Maggie Beestra, Community Specialist
 - Maya Dhavale, Senior Community Specialist and Program Manager for Fairfax Energy Compass
- **City of Fairfax**
 - Stefanie Kupta, Sustainability Coordinator
- **City of Frederick:**
 - Jenny Willoughby, Sustainability Manager
- **City of Gaithersburg**
 - Hokuma Karimova, Sustainability Administrator
- **City of Greenbelt**
 - Luisa Robles, Sustainability Coordinator
- **Howard County**
 - Ella Schmit, Energy Project Coordinator
 - Leah Miller, Climate and Energy Manager
 - Susan Johnson, Energy Outreach Coordinator



Appendix E: Participating Jurisdictions (Cont')

- **Loudoun County**
 - Steven Swarr, Energy and Environmental Division Manager
- **Montgomery County:**
 - Jeremy Good, Residential Energy Performance Manager
 - Lindsey Robinett Shaw, Section Chief, Buildings & Transportation Programs
 - Larissa Johnson, Residential Energy Program Manager
- **Prince William County**
 - Kevin Milsted, Energy Coordinator at Prince William County
- **City of Rockville**
 - Amanda Campbell, Sustainability Coordinator
- **City of Takoma Park**
 - Dorothy Estrada, Sustainability Manager
- **Metropolitan Washington Council of Governments**
 - Jeff King, Director, Climate, Energy, and Air Programs
 - Leah Boggs, Senior Environmental Planner
 - Maddie Stoddard, Research Assistant Extern



Reach out to us!

Email

vanessa@electrifydc.org

ELECTRIFYDC

28

