

## Homeowners' Hub Working Group Goals and Outputs

### The problem

Currently the residential decarbonization information aimed at homeowners of the DC region is patchy and strewn across different state/county/city websites and pages, split across incomes, with few links to knowledgeable contractors/vendors or available products. Shrinking budgets prevent the effective advertisement of the existing multiple platforms.

With the rise in energy prices and the increasingly extreme temperatures, it is paramount to provide not only robust rebates, programs, and incentives but also clearly accessible, user friendly, and adequately advertised information to homeowners about their options. The user experience of the ultimate decisionmaker—the homeowner—must be prioritized and streamlined.

### The solution

A “one-stop shop” that demystifies the decarbonization process for homeowners, simplifies the user experience, and provides localized, centralized, easily digestible information, data on cost, success stories, and individualised support. A shared, cost-effective, scalable tool that recognizes and leverages the regional nature of the workforce, the region as a single product distribution market, and the similarity in climate and decarbonization solutions across the region.

### Work done so far

Since April of 2024, in the context of the [Electrify DMV Network](#) (formerly known as the Residential Electrification Implementation Working Group), Electrify DC (DBA Electrify DMV in Maryland) has worked with a cross-sector taskforce of close to 100 stakeholders including 10 local jurisdictions to identify the most pressing and impactful initiatives needed to accelerate residential electrification. One of the three key initiatives identified is the [Homeowners' Hub](#) (the Hub). A sub working group formed to work on the Hub initiative and met five times, from September 2024 to September 2025. The group was composed of officials from Arlington County, Montgomery County, Fairfax County, City of Rockville, and City of Takoma Park.

In May 2025, Electrify DC was awarded a District Department of Energy and Environment (DOEE) grant to work on a version of the Hub for DC residents. In collaboration with the User Experience team at Rewiring America, advisors at ACEEE, Electrify Now, and with developers and User Interface experts at Civic Tech DC, Electrify DC delivered a first iteration of the [DC platform](#) in September 2025. The next stage of development is to explore partnerships and models to integrate a homeowner's case management system.

### Work ahead

To meet the needs of homeowners across multiple jurisdictions through a single “front door,” the jurisdictions' level of comfort with several legal, technical, and policy issues needs to be understood. For example:

- the Hub recommending several contractors/vendors or leading to one contractor (to avoid decision paralysis), and whether a contractor/vendor directory could even be included

- coaching being offered and in what form (one-on-one, group, virtual) and in partnership with which org
- directing their constituents to a third party implementer and whether that sufficiently limits the jurisdictions' liability
- legal and ethical considerations as to language and access (standards for reading levels and multilingual access as core)
- technical issues with jurisdictions' sites referring/linking to the Hub (and Hub linking back)

**Proposed schedule**

The Homeowners' Hub working group will meet the first and third Thursday of each month at 1:00pm, except for when in overlap with BEEAC meetings for a total of four to six times until April 2026.

**Desired outcomes**

Electrify DC and participating local jurisdictions will engage in collaborative planning to create the basis for the development and implementation of the Hub, including:

- Identify interested partner jurisdictions
- Identify legal, technical and policy impediments and solutions for these and additional jurisdictions to join
- Decide on key functionality and content
- Define budget range for development, maintenance and advertising
- Narrow down funding mechanism/potential sources of funding