

Building electrification goals and barriers in the DC market

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introduction



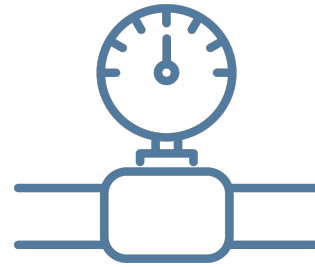
key sustainability targets

- reduce energy and water consumption
- decarbonize the company

root problems



**large investment cost
for heavy ups**



**residential submetering
is prohibited in DC**



**community willingness
to change**

key obstacles



DC
SUSTAINABLE ENERGY
UTILITY

lack of local incentives



**DC to allow residential
submetering**



**lack of industry and
consumer education**

benefits and consequences

local incentive benefits

- more deep energy retrofits
- higher average Energy Star rating per building
- aligns with BEPS goals
- contributes to DCSEU's clean energy objectives

residential submetering benefits

- consumption can be tracked by owners and tenants
- ability to monitor consumption in real-time reporting

industry and consumer education benefits

- higher community adoption rates
- better indoor air quality

consequences

- slower adoption rates
- higher carbon consumption

final statement

The need for local incentives and education for deep energy retrofits, and for DC to allow residential submetering.