

Green Power Purchasing and Sustainability Planning in Washington, DC

Our Green City

Public and Private Sector National Leadership

200+ LEED certified buildings; 200+ ENERGY STAR®

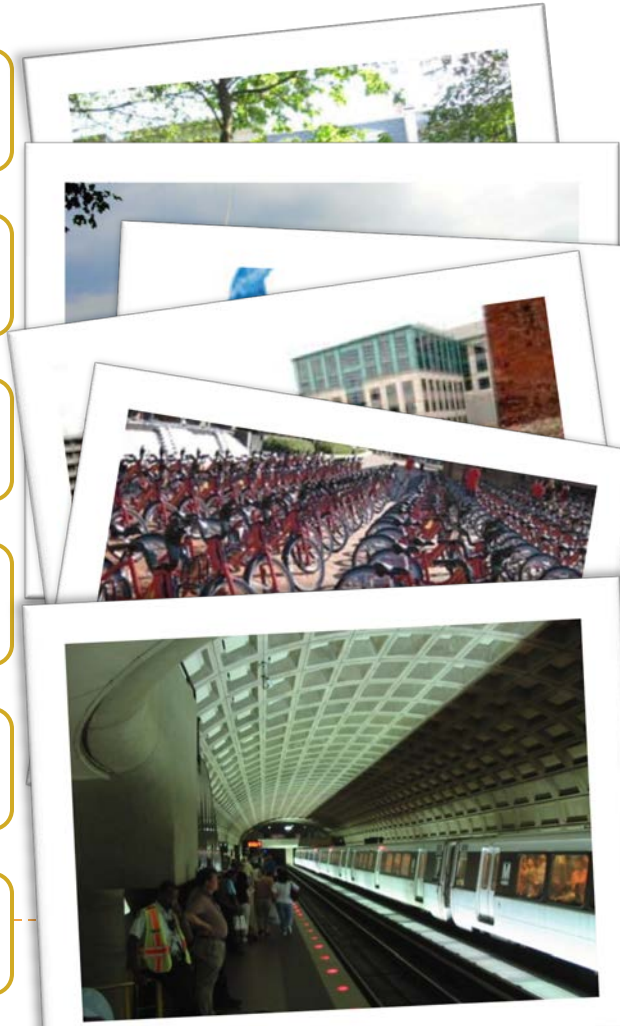
District Government buying 50% wind power

Bag tax reduced disposable bag use by 60%

Over 1.3 million square feet of green roofs

First large-scale bike-share in U.S. (1,100 bicycles)

50% of District trips by transit, walking, or bike



Where are we now?

DC is already a leader in many areas of sustainability

- 1st in purchasing *green power*
- 2nd in LEED *green building* pipeline
- 1st in *bike share* participation

We are being measured against and are competing with major cities that have embraced green and sustainable initiatives

Boston



New York City



Philadelphia



Green Power Purchasing

Promoting Citywide Green Power Purchasing by Leveraging current successes:*

- Total annual electricity use: **9,133,001,000 kWh**
- Total annual green power use: **772,324,379 kWh** (including qualifying on-site generation)
- Total annual green power use as % of total electricity consumption: **8.46%**
- Total annual green power use by product type:
 - Green power marketing: **432,910,990 kWh**
 - RECs: **339,413,389 kWh**

*As of January 12, 2012

Green Power Community Outreach

Getting the word out – Mayor’s Green Power Community Challenge

- Convened a stakeholder group – EPA, District government, Downtown DC Business Improvement District, Washington Gas Energy Services, Clean Currents
- Stakeholders met to develop outreach strategy, from initial branding to implementation of mailers, web materials, personal appeals



Green Power Community Outreach

Getting the word out – GPCC Kickoff Event




ENERGIZING COMMUNITIES
Renewable Energy | Clean Air | Green Jobs



The U.S. Environmental Protection Agency
salutes America's #1 Green Power Community –
Washington, DC
March 18, 2011



Mayor's Kickoff ceremony - March 2011

- Held at Phelps Architecture, Construction and Engineering High School, a LEED-certified renovation with onsite wind turbines, photovoltaics, solar water heating, and engineering & architecture educational tracks
- Debuted a 3-minute green power promotional video (Youtube) 

Web Presence

Original site at program launch

green: Green Power Purchasing

District of Columbia

MAYOR DC GUIDE RESIDENTS BUSINESS VISITORS GOVERNMENT FOR KIDS

Green DC Comprehensive resource on environmental issues.

green energy dc

Affordable Choices for a Brighter Future

Green Hot Topics

Take the District's Green Power Challenge

Join the Government of the District of Columbia, hundreds of Washington DC households, and over 70 Green Power Challenge Partners including:

- Ben's Chili Bowl
- British Embassy
- DowntownDC Business
- Improvement District
- Flow Yoga
- Gallaudet University
- Hyatt Regency Washington on Capitol Hill
- Landis Construction
- National Geographic Society
- U.S. Department of Veterans Affairs Union Station

Sign Up Today and make the quick and easy switch to green power. Compare offers from the following local green power provider:

buygreen power

Residential Customers

- Clean Currents
- Washington Gas Energy Services

Non-Residential Customers

- Clean Currents
- Constellation Energy
- Washington Gas Energy Services

Our Goal: Increase our green power purchases 33% by August 31, 2011 and retain our position as the #1 EPA Green Power Community. We will exceed 1 Billion kilowatt hours of clean energy purchases and ensure that over 10% of all electricity sold in the city comes from green power.

We All Benefit: Every resident, business and institution choosing green power helps to clean our air, supports renewable energy, and creates jobs in the new clean energy economy. Make the switch to green electric power by selecting a green power provider by August 31, 2011.

- Green power Partnership

* This document is presented in Portable Document Format (PDF). A PDF reader is required for viewing.
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Green DC map
 Natural Environment

green.dc agenda
 Green DC Agenda

Climate Change

Leading by Example

Sustainable Development

Waste and Hazards

green energy dc
 Green Energy DC

DCSEU

Web Presence

Current Site - <http://ddoe.dc.gov/greenpower>



The screenshot shows the website for the District Department of the Environment (DDOE). The header includes the District of Columbia logo and the slogan "One City, One Government, One Voice". The navigation menu includes "DDOE Home", "Services", "Environmental Protection", "Energy in the District", "Resources", "Regulations & Laws", "Initiatives", and "About".

The main content area features a "Buy Green Power" section with the sub-header "The Smart Choice". The text describes the benefits of Green Power, such as money-saving and health benefits. A video player is embedded with the title "Green Power in the District of Columbia".

On the left, there is a sidebar with "Energy in the District" and "Agency Information". The "Energy in the District" sidebar lists: Energy Benchmarking (Private Building Benchmarking, Green Energy DC, Sustainable Energy Utility, Municipal Aggregation Program (MAP)), Buy Green Power (Property Assessed Clean Energy (PACE)), and Agency Information (District Department of the Environment, Office Hours: Monday through Friday, 9 am to 5 pm, How to Reach Us: 1200 First Street NE, Washington, DC 20002).

On the right, there is an "Energy Assistance - Feature" section with the text "Get Help With Your Utility Bills" and an image of a hand holding money. Below it, it states "DDOE helps residents, businesses and visitors save money on their energy bills and reduces their impact on the environment as a result. [Learn more >>](#)".

At the bottom right, there is another "Buy Green Power" section with the "buygreen power" logo and the text: "The District and Federal Governments, as well as thousands of local households and hundreds of businesses are already using green power. [Join us!](#)"

Promotional Posters

Take the District Green Power Challenge

OUR GOAL: Increase our green power purchases **33% by August 31, 2011** and retain our position as the **#1 EPA Green Power Community**. We will exceed 1 Billion kilowatt hours of clean energy purchases and ensure that over 10% of all electricity sold in the city comes from green power.

YOUR ROLE: Make the switch to green electric power. Visit www.ddoe.dc.gov or www.epa.gov/greenpower to learn more and select a green power provider by August 31, 2011. It's quick and easy. Sign up today!

WE ALL BENEFIT: Every resident, business and institution choosing green power helps to clean our air, supports renewable energy, and creates jobs in the new clean energy economy.

Sign Up Today and Make the Switch to Green Power!

What is the Green Power Partnership?

The Green Power Partnership is a voluntary program that encourages organizations to buy green power to reduce the environmental impacts of electricity use. The Partnership currently has more than 1,300 Partner organizations who purchase more than 17 billion kilowatt-hours of green power each year. Partners include Fortune 500® companies, small and medium sized businesses, local, state, and federal governments, and colleges and universities.

For information, visit www.epa.gov/greenpower.

Green Power Partners in the District

<ul style="list-style-type: none"> 1955 Restaurant (Bovche LLC) American Chemical Society American Council On Renewable Energy American Geophysical Union American Pharmacists Association American University Austin Grill Austrian Embassy Bell Architects Bennett Group Beveridge & Diamond, P.C. Biomass Thermal Energy Council British Embassy Busboys and Poets (14 & V Inc.) CokeLove Copernell Curly Sue's Hotel (Trentano LP) CLU Management Group LLC Commissary District of Columbia Government DownTownDC Business Improvement District Dutch Mill Catering Earth Policy Institute Estimote Restaurant Energetics Incorporated Energy Saver Lights Fairmont Hotel, Washington, DC First Environment, Inc. Flow Yoga Franklin Center Gallaudet University General Board of Church and Society of the United Methodist Church Georgetown University Hill & Kehne, LLC Hyatt Regency Washington on Capitol Hill 	<ul style="list-style-type: none"> Hydrogen Education Foundation Inter-American Development Bank Lands Construction Corporation Logan Hardware LowEnergyLampBulb.com Marek School National Association for Home Care & Hospice National Geographic Society National Press Club Fafon Boggs LP President Valet, Inc. Renewable Energy Markets Association Rosemount Center Savoy Suites Hotel (Proprio LP) Saxby's Coffee Shepherd School Sidwell Friends School Solar Electric Power Association Strega Technology Transition Corporation The Big Bad Wolf The Bike Rack The Brass Knob Architectural Antiques, Inc. The Catholic University of America The Phoenix of Washington, DC The World Bank Group U.S. Air Force U.S. Department of Agriculture, HQ Complex U.S. Department of Energy U.S. Department of Veterans Affairs U.S. Environmental Protection Agency U.S. Green Building Council U.S. Internal Revenue Service Union Station View 14 Apartments Volmet Solutions, Inc. Washington, DC Community
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Successful Carbon Reduction in the District

DC's purchases of 745 million kilowatt hours of green power prevented the release of more than 1.1 billion pounds of carbon dioxide emissions. **This is equivalent to:**

- Growing 14 million free seedlings for 10 years
- Removing 65,000 homes from the electricity grid for a year.
- Taking 102,000 cars off the road for a year
- Harnessing the power produced by 248 large wind turbines for a year

= 1,000,000 trees
 = 10,000 houses
 = 10,000 cars
 = 25 turbines

Direct Appeals

Mayoral Letter

GOVERNMENT OF THE DISTRICT OF COLUMBIA



August 1, 2011

Dear Friends:

Have you taken the **Mayor's Green Power Challenge**? If not, now is the time to switch to green, renewable power. Green power is clean energy that comes from renewable resources such as solar, wind, geothermal, biogas, biomass, and low impact hydropower. By using green power, we clean our air, protect our health, grow our economy, and reduce our reliance on dirty fossil fuels.

When I signed the District of Columbia on as a U.S. Environmental Protection Agency Green Power Community this past March, I knew that businesses and residents citywide, as well as our District Government were committed to creating a cleaner, healthier city. When the U.S. EPA ran the numbers, this belief was overwhelmingly confirmed. The District was there, and officially remains, America's #1 Green Power Community. This means the District buys more kilowatts of renewable energy than any other participating jurisdiction. But we are just getting started.

I am pleased to say your District Government has made the switch—purchasing 50% green power (almost 250 million kilowatt hours each year). We have multiple suppliers offering competitive rates for purchases of up to 100% green power. Signing up is easy. You can use the resources at green.dc.gov/greenpower as a guide, or contact a supplier directly to make the switch today.

Being the #1 EPA Green Power Community has benefits beyond just the bragging rights. This is just one way we show our commitment as a city to being a national and international leader in sustainable development and innovation. I believe demonstrating this commitment will drive investment into our economy. Increasingly, businesses and their highly-skilled workers are looking to move to regions that are leaders on the green frontier. And of course, the social benefits of green power are abundant, helping us drive towards that "triple bottom line" of environmental sustainability, economic growth, and equity for all.

If you are not already purchasing green power, please consider taking the Mayor's Green Power Challenge. To ensure a full accounting of your commitment and to receive the recognition you deserve, register your business or institution as an EPA Green Power Partner at epa.gov/greenpower. The District already has almost 100 Green Power Partners—everyone from Ben's Chili Bowl to the British Embassy to Gallaudet University to the U.S. Department of Veteran's Affairs. You can further support the Challenge by promoting green power to your employees who can "go green" at home. Please visit green.dc.gov/greenpower for more information and resources.


I hope you'll join this effort to make the District a healthier, greener, and more prosperous city.

Best wishes,

Vincent C. Gray
Mayor, District of Columbia

DDOE Director Letter

GOVERNMENT OF THE DISTRICT OF COLUMBIA
District Department of the Environment



Office of the Director

July 7, 2011

Embassy of Anycountry
1234 Massachusetts Way, NW
Washington, DC 12345

Dear _____,

I am writing to ask for your help to maintain the District of Columbia's position as the U.S. Environmental Protection Agency's #1 Green Power Community, and to take the **Mayor's Green Power Challenge** to purchase (or increase your purchase of) green power. Our first challenge goal is to ensure that, by the end of August 2011, power users in the District are collectively using more than 10 percent green power from renewable sources (more than 1 billion kilowatt hours each year).

Due to its competitive cost and the environmental benefits of shifting away from fossil fuels, we have seen a rapid growth in green power purchasing in the District. We are lucky to have multiple green power suppliers—giving us options and fostering competition that other regions lack.

Being the #1 Green Power Community has benefits beyond cleaner air and bragging rights. Increasingly, businesses and highly-skilled workers are looking to move to regions that are leaders on the green frontier. Our collective effort to buy green power demonstrates our commitment to drive for a "triple bottom line" of environmental sustainability, economic growth, and equity for all.

If you do not already purchase green power for your business or institution, consider your options and take the Mayor's Green Power Challenge. You can also promote green power to your employees—any residential or commercial customer in the District can participate. Already, institutions from Ben's Chili Bowl to the British Embassy to Gallaudet University and your District Government have made the switch. You, too, can help us make the District a healthier, greener, and more prosperous place to live.

Thank you for your consideration and best wishes,

Christophe A.G. Tabou
Director, District Department of the Environment

 *green forward*

DISTRICT DEPARTMENT OF THE ENVIRONMENT

1200 First St. NE, 5th Floor, Washington, DC 20002 | tel: 202.535.2600 | web: ddoe.dc.gov



Direct, personalized appeals from government leadership to key decision-makers have helped build momentum around campaign and connect it to Sustainable DC Planning.



*Help make the District a greener,
healthier, more equitable and
livable city for all.*

*Let's shape a vision of
our sustainable future.*

Mayor Gray's Vision

- Make our city **“the most sustainable city in the U.S.”**
 - Define an overarching framework and vision
 - Dedicate staff
 - Engage the public
 - Tie actions directly to agency budgets
 - Establish indicators for success
- **Sustainability** is now a **2012 Strategic Priority** along with:
Quality Education; Fiscal Stability; Job Creation; Public Safety;
and Self-Determination

What's the Connection – Green Power Purchasing & Sustainable DC Planning

Green power purchasing cuts across three major Sustainability Plan working groups: Built Environment, Climate, and Energy

- Vision development through input from consumers, industry, government and other local and regional stakeholders
- Developing baselines, goals, action strategies and guidance for successful deployment of local generation and energy purchasing
- Supporting development of onsite projects on private property
- Continuing to leverage outreach opportunities among the District's Green Power Partners, with District government serving as a driver

District Government

The District Government as a leader in Sustainability

- One of the largest consumers of energy in the District
- 30 million square feet of space in the portfolio
- Building types include, office, schools, libraries, police and fire stations and parks and rec's
- Over 200 buildings rated by EPA Portfolio Manager

The District Government is in a transformational mode to support energy efficiency and sustainable generation



District Government

- ▶ In FY2011 the District Government consumed 482 million kWh
- ▶ With a 50% renewable component, the District Government contributed 241 million renewable kwh to the 772 million kwh mix
- ▶ Procurement was conducted by using a public reverse energy auction
- ▶ Different renewable options were bid, best value was contracted for



District Government

▶ Next Steps

- ▶ Developing a Strategic Planning process
- ▶ Focusing on energy conservation –
- ▶ Promoting, where feasible, economic and sustainable generation
- ▶ Tackling water and waste water opportunities
- ▶ Developing a robust recycling program
 - ▶ And most importantly
- ▶ A sustainable funding mechanism

Thank You!

Email [*sustainable.future@dc.gov*](mailto:sustainable.future@dc.gov);
call (202) 442-7600; or visit
[*www.sustainable.dc.gov*](http://www.sustainable.dc.gov)

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