



POWER
DOWN **DC**

POWER DOWN DC: A Multifamily Energy & Water Challenge

Andrea Foss

Director, Mid-Atlantic Sustainability Services
Steven Winter Associates



POWER
DOWN **DC**

AGENDA

- Sustainability in DC
- Why Behavior Change
- Program Design
- Methodology
- Challenges
- What's Next?



In just **ONE** generation - 20 years - the District of Columbia will be the **healthiest, greenest, & most livable** city in the United States.

Sustainable DC Framework

Addresses 4
Citywide Challenges...



Through 7 Solutions





DEPARTMENT
OF **ENERGY &**
ENVIRONMENT

TARGETS: By 2032...

- Cut citywide energy use 50%
- Cut citywide greenhouse gas emissions 50%
- Increase use of renewable power to 50%
- Cut citywide water use by 40%
- Retrofit 100% of existing commercial and multifamily buildings to achieve net-zero energy standards
- Meet net-zero energy use standards with all new construction projects

POWER DOWN DC

A Multifamily Energy & Water Challenge



In DC, residential buildings make up

20% of Energy Use

AND

23% of Water Use

POWER DOWN DC

A Multifamily Energy & Water Challenge





POWER
DOWN **DC**

GOALS:

- 5% energy use reduction
- 5% water use reduction
- Build community
- Educate residents on efficiency behaviors
- Work toward District sustainability targets

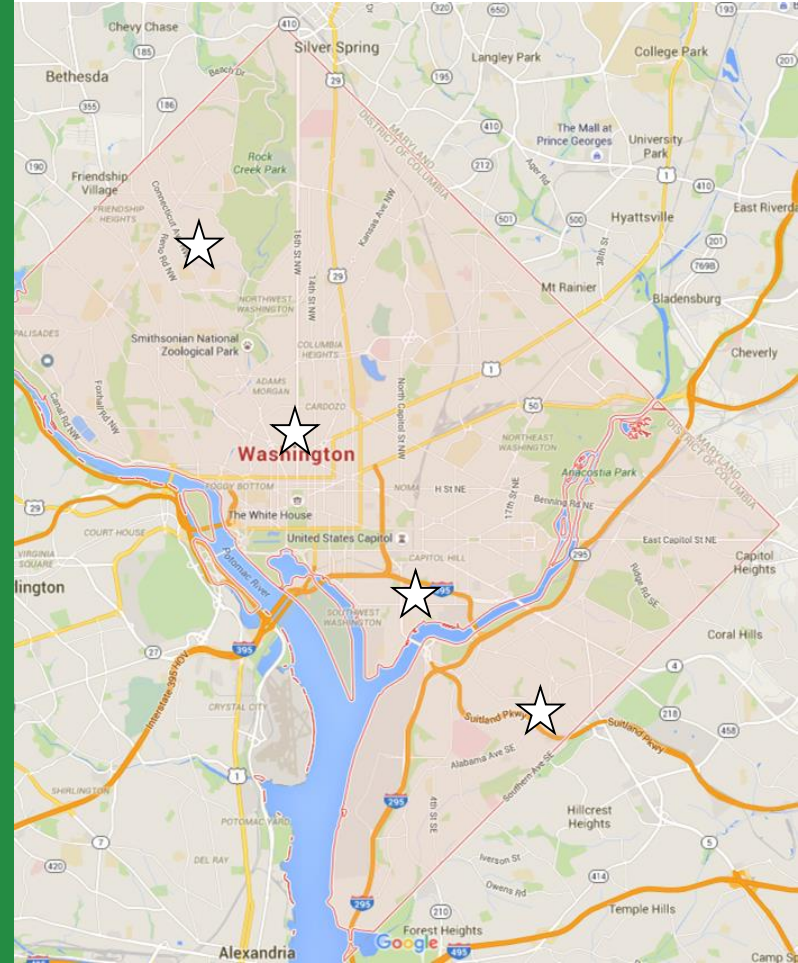
POWER DOWN DC

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PILOT PARTICIPANTS:


- The Albemarle, Avalon Bay
- Sixteen Hundred, Daro Management
- 400 M Street, Urban Atlantic/Edgewood
- Garfield Hills, POAH



PROGRAM DESIGN

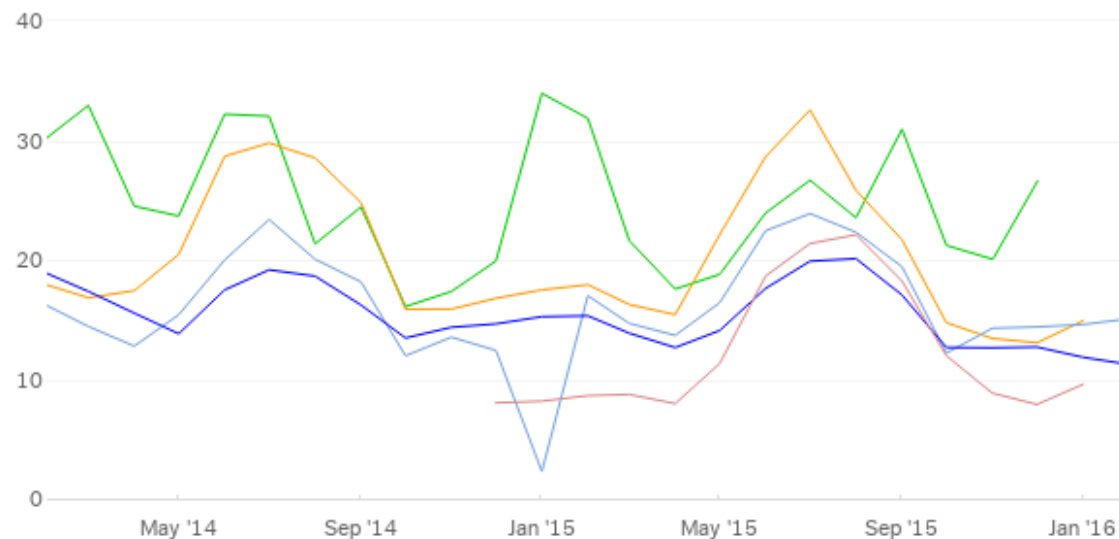
BASELINE ELECTRIC USE

Electricity use in kWh per apartment

Name	Full-Year Sum	<input checked="" type="checkbox"/>
400 M St Southeast	<div style="width: 100%;"><div style="width: 90%;"></div></div> 9k	<input checked="" type="checkbox"/>
Avalon The Albemarl...	<div style="width: 100%;"><div style="width: 72.8%;"></div></div> 7.28k	<input checked="" type="checkbox"/>
2317 Hartford St So...	<div style="width: 100%;"><div style="width: 62%;"></div></div> 6.2k	<input checked="" type="checkbox"/>
 Mixed Humid Ben...	<div style="width: 100%;"><div style="width: 53.8%;"></div></div> 5.38k	<input checked="" type="checkbox"/>
1600 16th St Northw...	<div style="width: 100%;"><div style="width: 47.3%;"></div></div> 4.73k	<input checked="" type="checkbox"/>

Incomplete total due to missing data

Detailed data per month



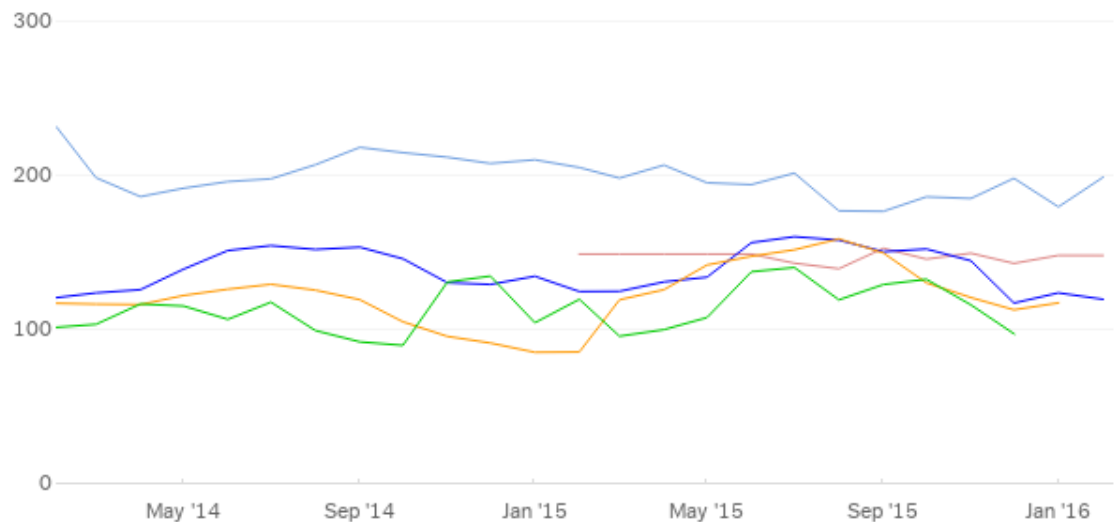
PROGRAM DESIGN

BASELINE WATER USE

Water consumption in Gallons per apartment

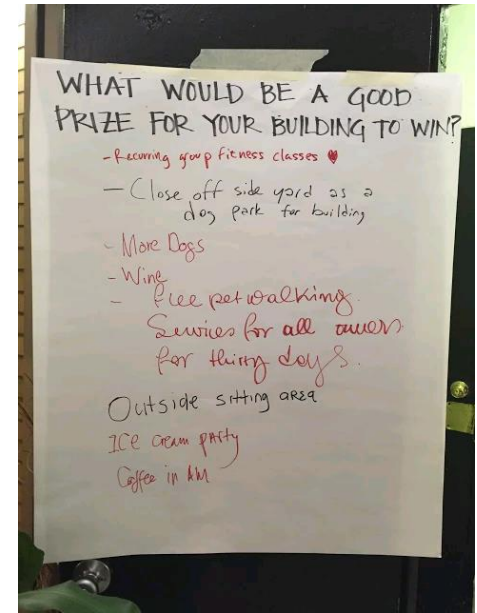
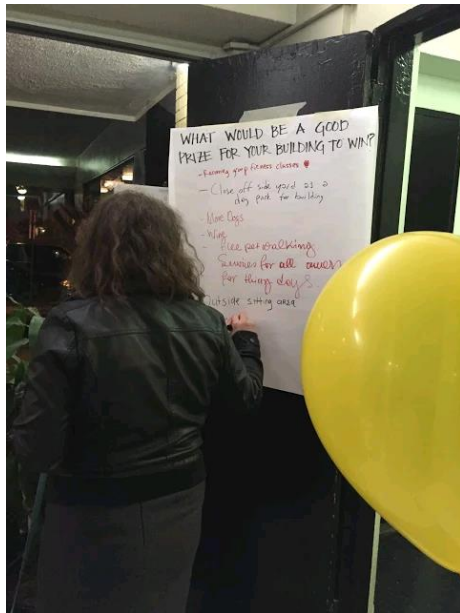
Name	Full-Year Sum	<input checked="" type="checkbox"/>
2317 Hartford St So...	69.8k	<input checked="" type="checkbox"/>
1600 16th St Northw...	53.6k	<input checked="" type="checkbox"/>
🏠 Mixed Humid Ben...	50.8k	<input checked="" type="checkbox"/>
Avalon The Albemarl...	47.3k	<input checked="" type="checkbox"/>
400 M St Southeast	42.3k	<input checked="" type="checkbox"/>

Detailed data per month



PROGRAM DESIGN

EVENTS



PROGRAM DESIGN

COMMITMENTS AND PROMPTS

TOP 10 WAYS TO SAVE

1. Use **cold water** for laundry
2. **Turn off** electronics when not in use and use energy saving features
3. **Turn off** lights when you leave the room
4. Make sure refrigerator door **fully closes**
5. **Replace** incandescent bulbs with CFL or LED
6. Use **blinds or shades**
7. Reduce shower time by **5 minutes**
8. Report **water leaks**
9. Run **full loads** of laundry
10. **Turn off** faucet when brushing teeth and washing hands

www.powerdowndc.com

I PLEDGE TO:

1. Conserve Energy

2. Not Waste Water

3. **POWER**  **DOWN DC**

Name:
Unit #:
Goal:

www.powerdowndc.com
facebook.com/powerdowndc
[@powerdowndc](https://twitter.com/powerdowndc) #powerdowndc

Name:
Email:
Building:

PLEASE RETURN YOUR PLEDGE TO THE FRONT DESK

POWER  **DOWN DC**
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GET INVOLVED

Earn points for your building across three categories



Join our educational events in your building and reduce your energy and water usage

Interested in learning more?
Contact us:

www.powerdowndc.com
info@powerdowndc.com
facebook.com/powerdowndc
[@powerdowndc](https://twitter.com/powerdowndc)



Your neighbors have taken the PLEDGE. Have You?

Take a pledge card from your building lobby today!

Know More:
www.powerdowndc.com
facebook.com/powerdowndc
[@powerdowndc](https://twitter.com/powerdowndc)

POWER  DOWN DC
A Multifamily Energy & Water Challenge
Sponsored in part by Department of Energy and Environment (DOEE) and implemented by Steven Winter Associates

NEXT EVENT 

POWER  **DOWN DC**
A Multifamily Energy & Water Challenge

PROGRAM DESIGN

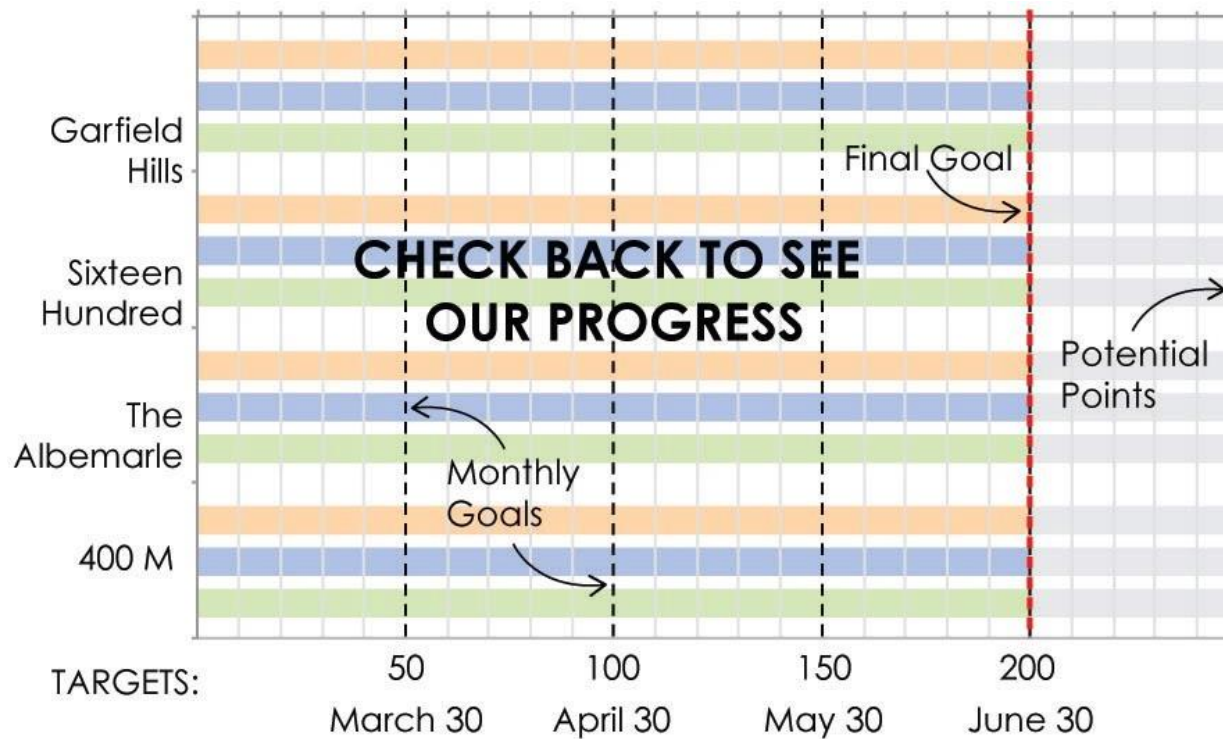
HOW TO WIN

- All buildings can win
- Highest overall reduction
- Final awards ceremony
- Raffles at all Events



METHODOLOGY

LEADERBOARD



METHODOLOGY

EARNING POINTS

- Energy
 - Tracked monthly to 5% goal
 - Earn 10 points/month for each %, totaling 200 points
- Water
 - Tracked monthly to 5% goal
 - Earn 10 points/month for each %, totaling 200 points

METHODOLOGY

EARNING POINTS

- Participation
 - Tracked monthly
 - Some earned by building leaders
 - Some earned by participating in education, group and individual activities to reduce use



Share your participation with us and other buildings on Facebook and Twitter with #PowerDownDC



CHALLENGES

- Building internal communication at property level
- One size doesn't fit all
- Getting people to show up
- Utility tracking



WHAT'S NEXT

- How to scale program to more buildings
- Refine and cut what isn't working
- Re-imagine competition
- Integrate with other District sustainability programs

