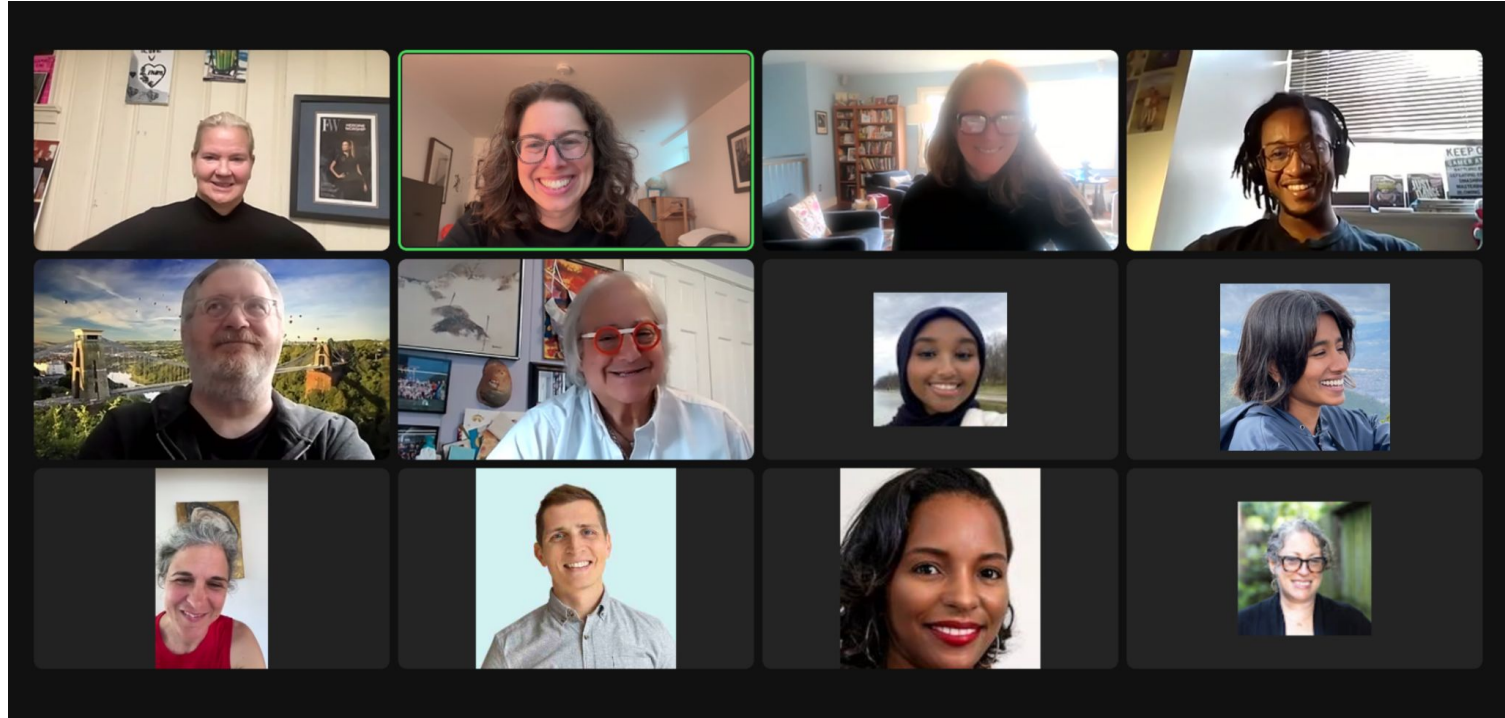


Presentation for MWCOG  
Climate Energy & Environment Policy  
Committee on 11/20/2024

**ELECTRIFY DC**

Working together to use our homes to fight climate change

# About Electrify DC



# About Electrify DC



**Mission:** Make it easier, faster, and more affordable to decarbonize all homes.

**Vision:** A region where businesses, homeowners, and renters work together to transform all of our homes into tools to combat climate change, increase the health and comfort of residents, and create well paying jobs of the future.

**Our Work:** Hyperlocal implementation through an ecosystem of interconnected programs.



# Why hyperlocal residential electrification?



Regardless of what happens at the federal level over the next four years:

- Residential buildings will still account for a quarter or more of total final GHG emissions (especially when including personal transportation)
- The DMV jurisdictions' ambitious decarbonization goals will become even more important
- The clean energy revolution is happening and is not stopping - innovation and market transformation are already in motion

**Even if the Inflation Reduction Act were to be repealed, our job would still be to figure out how to help each DMV resident decarbonize their home as quickly, cheaply and practically as possible.**

# Our Programs - Healthy Homes Fair



The [Healthy Homes Fair](#) is a free expo and interactive experience for homeowners, renters, home renovation professionals, and career seekers to learn about the products and services needed to improve our health, increase comfort, and reduce emissions from the homes in the DC region.

In our inaugural year of 2024, more than 70 exhibitors and more than 1,000 diverse attendees came together to learn about the advantages of decarbonization of their homes.

**Save the date and become an institutional partner:**  
**March 29th, 2025 at the DC Armory**



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# Our Programs - Demonstration Sites

Hyperlocal, active [demonstration sites](#), in a building typology typical for that neighborhood, in high-visibility locations, at different stages of decarbonization so neighbors and communities can learn, ask questions, and demystify the process.

We have one active demonstration site and 20 waitlisted. We need funding to expand this program to every neighborhood of the DC region.

**Partner with us on more sites in your jurisdiction or subscribe to our newsletter to be notified of the next open house!**

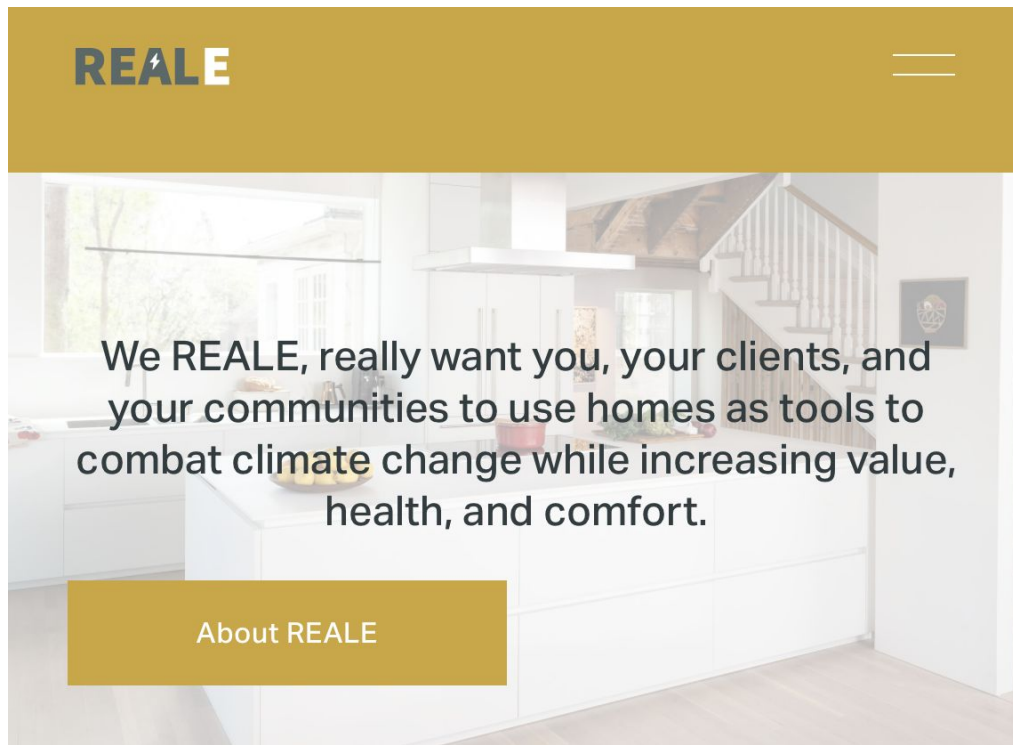


# Our Programs - REALE

ELECTRIFYDC

The [Real Estate Agents Leading Electrification \(REALE\)](#) program equips real estate professionals to advance home electrification in 50,000 home transacted each year in the DC region. Through the professionals that support the transaction of homes, REALE informs also homeowners and renters.

We are partnering with Earth Advantage on a one-hour webinar for REALE members that will be **released in the new year**.



REALE

We REALE, really want you, your clients, and your communities to use homes as tools to combat climate change while increasing value, health, and comfort.

About REALE

# Our Programs - REIWG



The [Residential Electrification Implementation Working Group \(REIWG\)](#), convened by Electrify DC, is a group of 58 leading government decision-makers, manufacturers, service providers, and industry/professional associations that work to accelerate and scale residential electrification in the DC region to eliminate the 25% of greenhouse gas emissions in the DC region that come from residential buildings.

The REIWG leverages best practices, avoids duplicating efforts, aligns programs and incentives, and works towards a less fragmented electrification landscape.

**Join our next Meeting: December 12th 1pm - Rebates programs and contractor engagement**





# The Need Looking Forward

- 1. Regional Contractor List (“Contractor List”)**  
A High-Visibility List of Vetted Contractors for Home Electrification
- 2. Regional Homeowners’ Information Hub (“Hub”)**  
Repository of inspiring decarbonization stories and practical local resources
- 3. Regional Coordination of Training and Onramps and Directory (“Training Directory”)**  
Align and share resources on contractor training and attracting new workforce
- 4. Implementation Working Group Support**  
Convening and creating opportunities for sharing best practices, networking across jurisdictions, and implementing action items

Get in touch to work with the REIWG on any of these initiatives!

# Work with us!

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ELECTRIFYDC

**We look forward to working together to use every home of the DC region to fight climate change.**

Get in touch!

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THANK YOU!

