

Who We Are

The mission of The DC Project is to advance economic and environmental justice by creating clean energy careers for people who need them most. Founded in January, 2009 by former leaders of the Obama for America campaign, The DC Project applies cutting-edge organizing tools and tactics to mobilize community interest in weatherization, creating economic savings, environmental benefits, and new green jobs. The DC Project is a national nonprofit organization that implements WeatherizeDC, a model program that drives equitable job creation in Washington, DC's efficiency industry, and delivers training and technical assistance to leading emerging city and state retrofit initiatives prioritizing high-road job creation in the energy efficiency sector.

The DC Project's community-based demand creation methodology is increasingly recognized as one of the nation's most promising models for igniting the jobs market around infrastructural efficiency—a number of national environmental, labor, and service groups have expressed interest in adopting this model and it has influenced the design of the U.S. Department of Energy's 2009 national "Retrofit Ramp-up" program. The DC Project receives support from the Annie E. Casey Foundation, Living Cities, the Rockefeller Foundation, and The Kendeda Fund, among other partners.

The DC Project as a Think + Action Tank for the New Green Economy

Within the larger sustainability and energy efficiency community, The DC Project is an innovator, developing cutting-edge strategies to achieve the vision of an equitable green economy. As an anchor program, WeatherizeDC offers a unique space in which these models and strategies can be incubated, tested and refined. The DC Project is a "think + action tank", implementing and refining equitable green sector market development methods in real time to create tangible benefits for the Washington, DC community, with the goal of replicating these solutions on a national scale.

Why Weatherization?

Not only is weatherization one of the fastest and most cost-effective strategies available for mitigating climate change, but the home performance industry represents one of America's few economic sectors primed for expansion. While inefficient homes contribute to over 20 percent of the nation's carbon pollution and upgrades can quickly save residents money in the form of lower energy bills, less than 5 percent of these 130 million homes have undergone weatherization.¹ This presents significant potential for industry growth, resulting in new construction jobs that can't be outsourced and have a low barrier to entry. In a time of economic and environmental crisis, a vibrant home weatherization market poses a singular opportunity to achieve cost savings, environmental benefits and inclusive job creation in a new green economy.

The WeatherizeDC Approach

WeatherizeDC is mobilizing one of America's greatest assets—community leadership—to unlock the promise of the home weatherization industry. Harnessing the power of campus activists, faith-based networks, and neighborhood groups, WeatherizeDC recruits community leaders who can educate and mobilize their networks in support of home weatherization. It uses data-driven and empowerment-based engagement methods to create, track and bundle consumer interest. Further, the program's role in creating demand for weatherization projects uniquely enables it to coordinate with workforce partners to ensure that the new jobs created translate into career-track, sustainable-wage work for members of DC's most disadvantaged communities.

With general inquiries or to learn more about The DC Project's training and technical assistance program, please write info@thedcproject.org or call 202.556.4327.

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Bracken Hendricks, Benjamin Goldstein, Reid Detchon, and Kurt Shickman. "Rebuilding America." Center for American Progress, 2009.