

Power Ahead Colorado Oversight Committee

Meeting date: May 8, 2026

Agenda Item #: 4

Update on the marketing campaign launch

Agenda item type: Discussion

Summary

Staff and the Karsh Hagan team will provide a status update on Power Ahead Colorado's marketing campaign.

Background

As part of Power Ahead Colorado's communications plan, \$14 million has been set aside to market the program to the DRCOG region. Research undertaken by the Karsh Hagan team has demonstrated that educating home and business owners about the benefits of heat pumps is vital to market transformation. That need for education underpins the entire creative campaign, which consists of paid advertising, earned media and social media.

The Karsh Hagan team will discuss the media campaign, which launched January 26, and the results of a comprehensive homeowner survey, which sheds light on the perception of heat pumps in the DRCOG region.

Attachment

Staff presentation

For more information

If you need additional information, please contact Chris Selk, Program Manager, cselk@drcog.org.

