



Community Engagement Program Summer Update

Oversight Committee- September 11, 2026



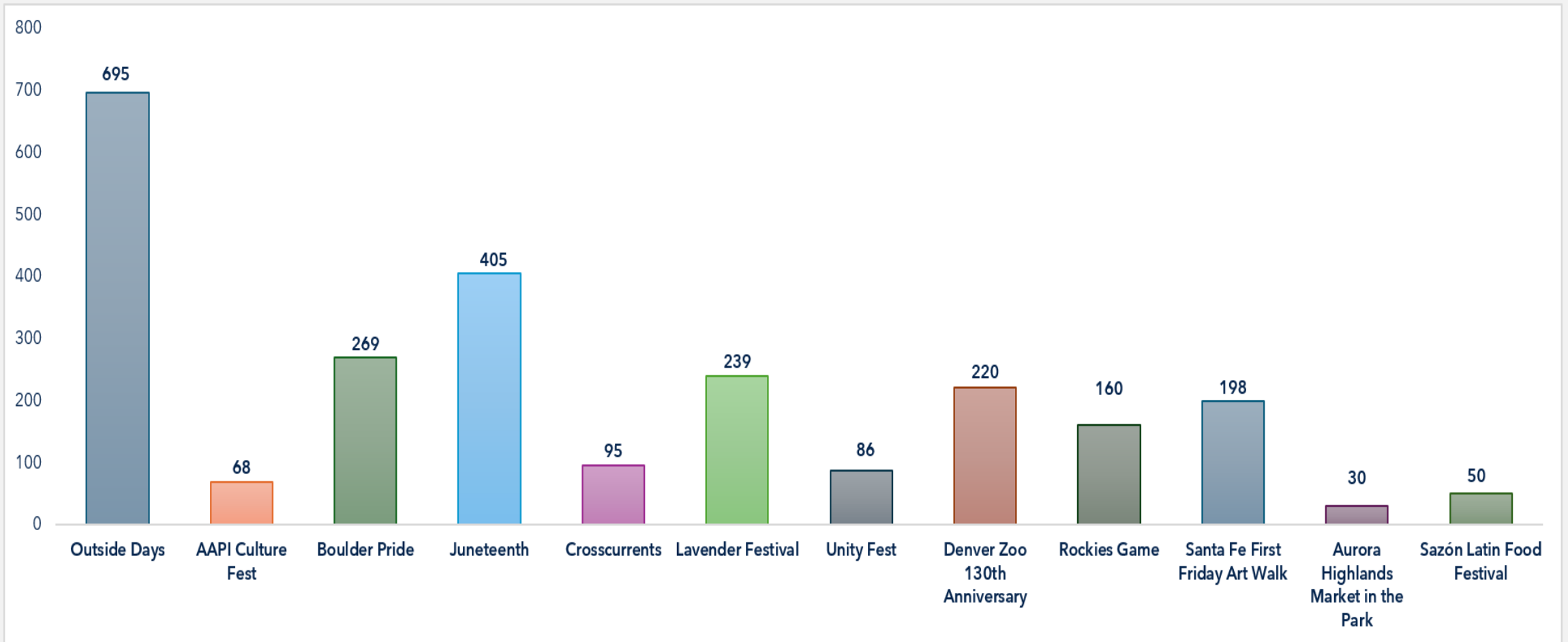
Overview of events as of Aug 17

- May 22 – AAPI Culture Fest
- May 29 – 31 Outside Days
- June 13 – Boulder Pride
- June 19 – Juneteenth
- July 11– Crosscurrents*
- July 18, 19 – Lavender Festival*
- July 26 – Unity Fest
- August 1, 2 – Denver Zoo 130th Anniversary*
- August 5 – Rockies Game
- August 7 – Santa Fe First Friday Art Walk
- August 8 - Aurora Highlands Market in the Park
- August 9 – Sazón Latin Food Festival

More than
2,500 Interactions!

**Cooling Station Events!*

Interactions by Event



Trends

- **Age demographics** varied by event
 - Lavender Fest had the highest percentage of adults
 - Unity Fest had the highest percentage of youth/young adults
- **Energy Advisor interest** was highest at Lavender Fest (day two), at **~55%**
- **Workforce interest** was highest at the AAPI Culture Fest, at **17%**
- **Approximately 50-60%** of people engaged were renters. Events with higher traffic drew in larger crowds of renters, except for Lavender Fest, which was largely homeowners.

Note, numbers are not precise as we are not able to count every individual interaction. These numbers are included to give a general idea of overall impressions.

Observations

General Observations

- People genuinely interested in learning more about heat pumps
- Large proportion of homeowners wanted energy advisor information
- Younger people generally approached table more; children helped bring in and engage families
- Limited interest in workforce program
- Few HVAC contractors



Observations

Event Characteristics

- Higher engagement numbers at larger events, but larger overall reach at smaller events.
- Events to date in Adams, Boulder, Broomfield, Denver, and Jefferson Counties.
- People were generally most engaged in cooler weather, earlier in the day, and at festival events with vendor booth focus.
 - Extreme heat allowed for more conversations about the cooling aspect of heat pumps.



Observations

Engagement Tools

- **Swag** draws in children and families. Popular swag items are sunscreen/ lip balms and pens. Cooling packs and sunglasses most popular Heat Pump Week swag items.
- **Cooling station** was popular on hot days. Cucumber mascot was particularly popular with children.
- **Prize wheel** helped engage children and families.
- Solar **mini heat pumps** were a fan favorite.



What We Heard

Most Frequently Asked Questions

- What is a heat pump?
- What does a heat pump look like?
- How does a heat pump work?
- Can heat pumps be installed in HOA communities?
- Can renters have heat pumps installed?
- Will heat pumps work in mobile homes?
- How much does a heat pump cost?
- Will a heat pump save me money?
- How much are rebates? Can rebates be combined with other rebates?
- Is this program available in other states?



Upcoming events as of Aug 17

- August 21 – Stanley Marketplace
- August 29, 30 – Dragon Boat
- August 29 – Aurora Pride
- September 3 – Taste of Aurora
- September 7 – Louisville Fall Festival (tentative)
- September 12 – Brighton Art in the Park
- September 19 – Broomfield Days
- September 19 – Colorado Green Building Guild, Green Home Tour Expo
- October 4 – Electrify Longmont
- October 9, 10, 11 – Pumpkin Festival (tentative)

Note, always open to suggestions for future events!

Colorado Heat Pump Week

August 1-8







17 events

Events for contractors,
events for job seekers,
events for everyone!



5 workforce events

Information and
networking for folks
interested in the green
trades.



10 media stories

Interviews and event
coverage in English and
Spanish media.





37,000 Rockies fans

The first pitch, guerrilla marketing, and a booth on the concourse at Coors Field.



3 contractor breakfasts

Free burritos, and info about rebates and the Colorado Contractor Hub.



30 house party attendees

Intimate conversations about energy efficiency.





What worked

Planning

A collaborative team ensured a lot was accomplished in a short amount of time.

A dynamic mix of events

Targeting multiple markets and areas of transformation helped reach a broad cross-section of the community.

Visibility

A press, social media, and community engagement plan meant high visibility for Colorado Heat Pump Week!



Weather

August is just too hot for a large mix of outdoor events. Moving it earlier in the year in 2027.

More lead time

At least 6-8 months of planning to engage other transformation sectors such as manufacturing, policy, etc.

Signature event

Our signature event (Rockies game) helped build momentum and create visibility. An event to plan the week around was a success.

New mural at 21st and Market



