



Power Ahead Colorado Program Update

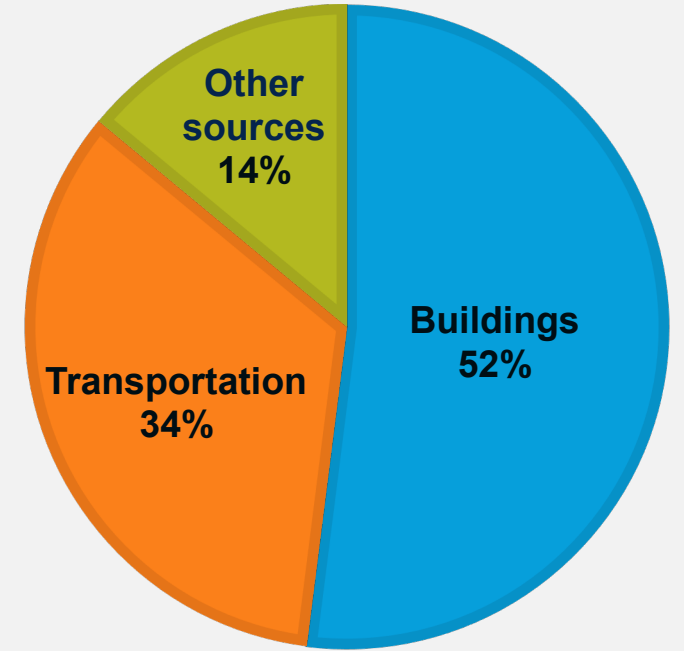
DRCOG Board– October 21, 2026



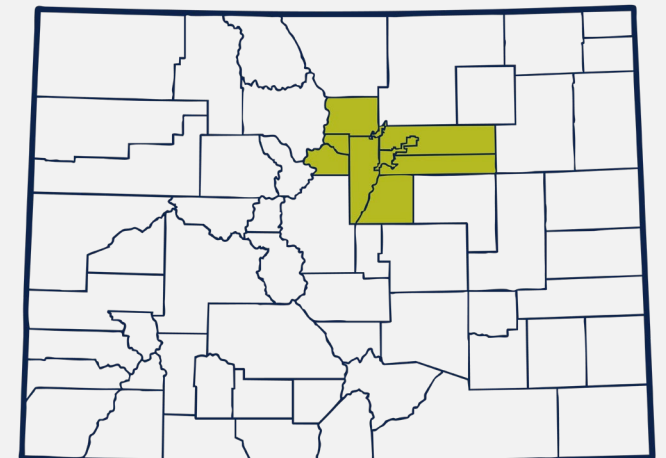
\$200 million EPA grant (2024-2029)

A bold, regional initiative to transform how our homes and businesses use energy.

Focus on building efficiency and electrification.



Denver Area Greenhouse Gas Inventory





**POWER
AHEAD**
COLORADO
CLEANER HEAT, COOLER AIR

Power Ahead Colorado provides people and businesses with a trusted path to healthier, safer comfort, through expert advising and incentives for right-sized heat pump solutions.



A passionate, mission-driven team



Robert Spotts
Manager, Power Ahead
Colorado



Sharon Day
Manager, Administration
& Finance

Building Policy

Workforce & Industry Development

Energy Advising, Rebates, & Low-income Programs

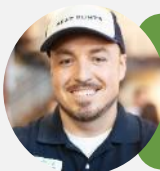
Communications & Community Engagement

Utility Relations

Administration and Finance



Greg Miao
Program
Manager



Clay McCombe
Program
Manager



Mac Prather
Program
Manager



Chris Selk
Program
Manager



Adair Andre
Utility and
Regulatory
Affairs



Katie Maxted
Program Manager



**Crystal
Egelkamp**
Senior Program
Specialist



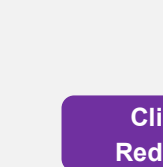
**Devon
Reifsneider**
Senior Program
Specialist



**Fernando
Briones**
Senior Program
Specialist



Andy Birkey
Senior Program
Specialist



Climate Pollution Reduction Planning



Kenia Flores
Compliance Lead



Cally Wilken
Compliance
Specialist



**Luke
Charbonneau**
Senior Program
Specialist



Emily Loker
Senior Program
Specialist



Maddy Nesbit
Senior Planner



Allie Cleary
Contracts
Specialist

How we're changing the way Colorado heats and cools

Supply

Building the workforce and the tools

Demand

Make clean heat the obvious choice

Accelerate

Align policies and partnerships for adoption





Human - centered Transformation

\$200M Regional Investment through 2029

Supply

4,800+
trade professionals we're
helping to train

Demand

40,000
rebates planned

1,600
low-income retrofits

100M media impressions
reaching our residents

Accelerate

100s
of partnerships with local
governments, state
agencies, and utilities to
clear paths



Partnerships

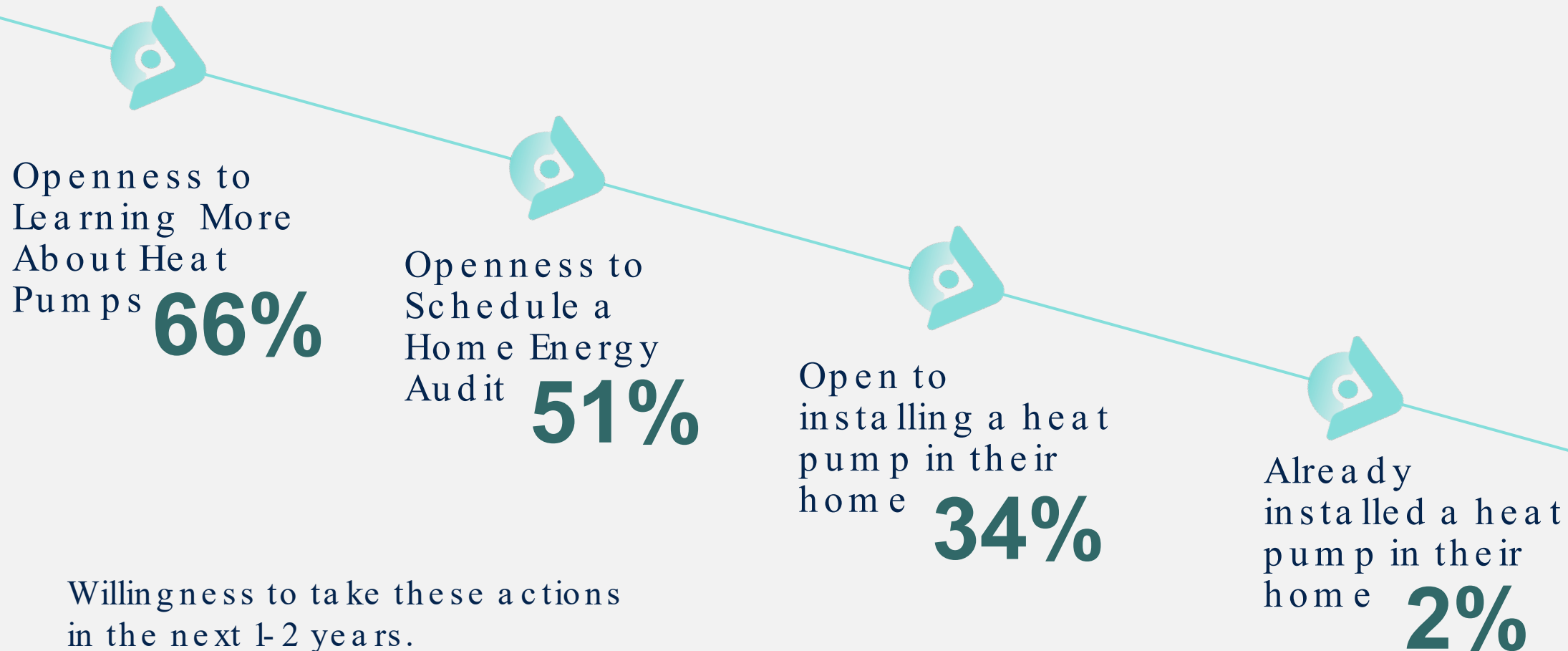
Building Decarbonization Network

- DRCOG
- Xcel Energy
- Colorado Energy Office
- Rewiring America
- Collective Clean Energy Fund



Key Learnings

Customer Behavior

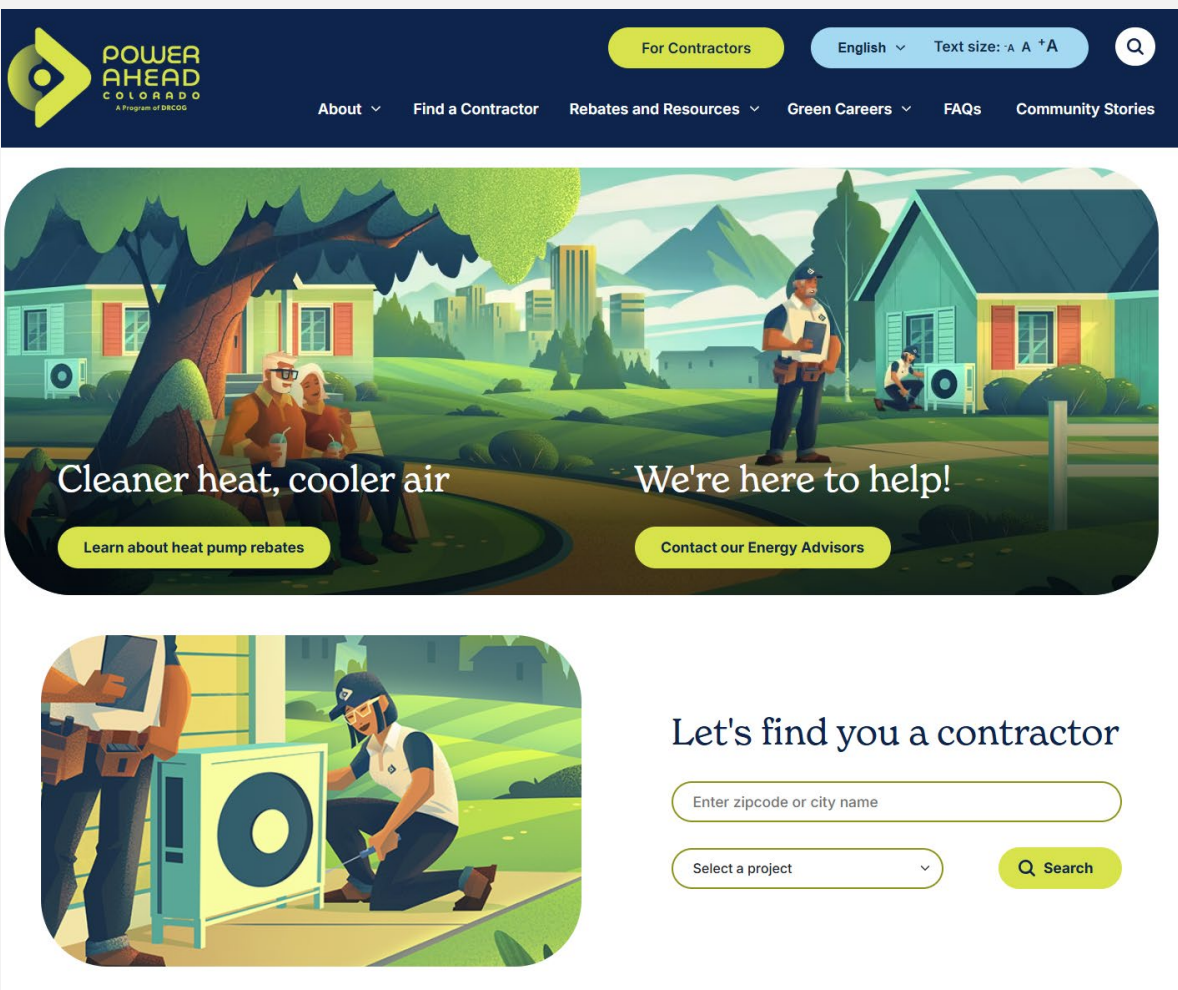


Awareness and education

Marketing and community engagement

Phase I- Focus on awareness, comfort, health and personal benefits.

- A user-friendly, attractive website.
- Focused ad-buys for major sporting events, streaming services, and social media.
- Community-based organizations subaward program.



It Heats. It Cools.
It's a Heat Pump!



FIND OUT MORE

Cozier Winters.
Chiller Summers.
Thanks, Heat Pump.



WHAT'S A HEAT PUMP?

Cleaner Heat.
Cooler Air.
That's a Heat Pump!



FIND OUT MORE

Why Chase the
Future When You
Can Install It?



GROW YOUR CAREER



Case studies

Building Stability, One Install at a Time

Home > Community Stories > Building Stability, One Install At a Time

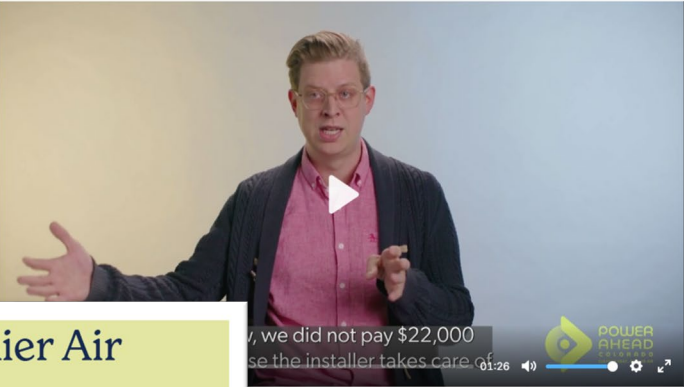


For Phil Souza, working with heat pumps isn't just about what they do for a home. It's work provides: stability for him and his growing family.

Phil didn't always work in HVAC. In 2024, he and his wife moved to Colorado from So where he had been working for an RV rental business. He enjoyed the work, but as th changed, so did the demand. Winters were slow, and having just started a family, Phil something more reliable.

Bringing New Comfort to an Older Home

Home > Community Stories > Bringing New Comfort To An Older Home



, we did not pay \$22,000
se the installer takes care of

consider a heat pump. For Denver homeowner Tim Williams, it me just wasn't as comfortable as it could be.

I home that still had its original windows and very little insulation, onditioning system was also 25+ years old and beginning to fail. cy a heat pump could provide, Tim knew it was time to make a

A Breath of Fresher, Safer, Healthier Air

Home > Case Study > A Breath of Fresher, Safer, Healthier Air

For Denver grandmother Laura Lopez, installing a heat pump turned out to be more than a home upgrade; it was a breath of fresher, safer, healthier air. In her bustling home of seven, three family members, including her husband and two young grandchildren, often struggled with respiratory issues. When Laura learned that gas appliances, including her own, could be harmful to people with breathing issues, she set out to improve the indoor air quality for her family.



Community Engagement



Mural near Coors Field



Colorado Heat Pump Week

August 1-8





Grow the HVAC workforce

Green Workforce Hubs



ADAMS COUNTY
WORKFORCE AND BUSINESS CENTER

JEFFERSON
COUNTY COLORADO
Business & Workforce Center

Workforce
Boulder County



DENVER
WORKFORCE
DEVELOPMENT

Arapahoe/Douglas
WORKS
Workforce Center

Direct trainings



BREAK
THROUGH™

Justice-impacted
workforce



MICA SA
RESOURCE CENTER
Advancing family prosperity

Multilingual
Workforce



Young adult
workforce

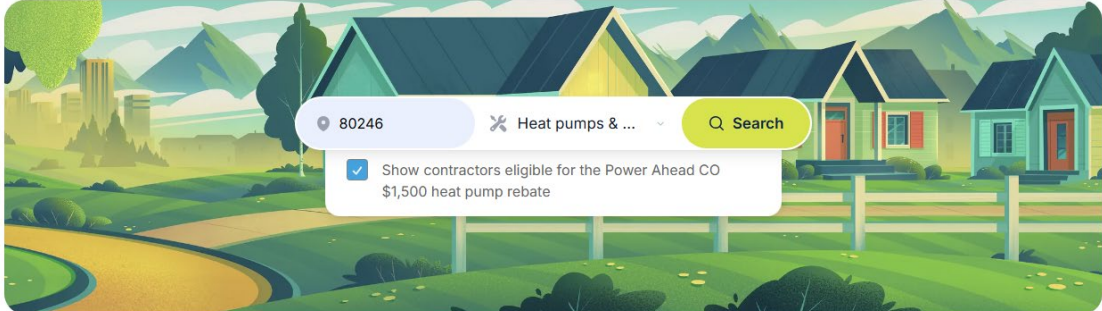
Support HVAC contractors

Colorado Contractor Hub

- Contractor agents— a resource for contractors.
- Vetted Find-A-Contractor List with program “badging”.
- Training and stipends.
- Small business scaling program.

Contractor Finder

Let's find you a pro



80246 Heat pumps & ... Search

☒ Show contractors eligible for the Power Ahead CO \$1,500 heat pump rebate



Steele Bros. Heating, Inc.

★★★★★ 4.7 (195 reviews)

Sedalia, CO (17mi)

Verified license

Services
Heat pumps & HVAC

Languages
English

Incentives and financing
Special offer, Financing available

Other details
Small Business

  Get in touch



Day & Night Mechanical Solutions, Inc.

★★★★★ 4.6 (262 reviews)

Denver, CO (4.7mi)

Verified license

Services
Heat pumps & HVAC, Water heater,...

Languages
English

Incentives and financing
Financing available

Other details
Small Business

  Get in touch



Just Heat Pumps

★★★★★ 5.0 (29 reviews)

Denver, CO (6.6mi)

Verified license

Services
Heat pumps & HVAC, Energy efficienc...

Languages
English

Incentives and financing
Financing available

Other details
Small Business

  Get in touch



Energy advising program

A free resource for all Coloradans to improve their energy efficiency and plan home improvements.

MULTIPLE METHODS OF ENGAGEMENT

- Help Desk.
- Virtual engineering support.
- On-site Energy Advising.
- Self-service resources: DIY guides, case studies, FAQs.

Try it yourself!

Contact our advisors at 844-303-9333 or info@advising.poweraheadcolorado.org

Heat pump incentives

- \$1,500 cold-climate heat pump rebate.
- Complements existing programs – stackable with utility and state incentives.
- Fast payments with transparency pipeline.
- Quality Install Verification.

My Rebates

Start a Rebate

Search

In Progress

Submitted

All

Processing (2)

Date Submitted/Program	Product(s) / Address	Rebate	Status	Rebate Id	Options
3/6 Contractor Installed Products	1 Heat Pump Cold Climate Commercial Dora Kneadsworth (Bakery Four) 4150 Tennyson St, Denver	\$1,500	Submitted	66256	...
3/9 Contractor Installed Products	1 Heat Pump Cold Climate Commercial Patty Whiskerton (Tokyo Premium Bakery) 1540 Pearl St, Denver	\$1,500	Submitted	66252	...

Check Sent (1)

Date Submitted/Program	Product(s) / Address	Rebate	Status	Rebate Id	Options
3/9 Contractor Installed Products	1 Heat Pump Cold Climate Commercial Parker Puffwell (Rheinlander Bakery) 5721 Olde Wadsworth Blvd, Arvada	\$1,500	Rebate Check Sent	66247	...

Comfort For All program

- 1,600 free home retrofits for qualified, low-income households.
- Integration into Weatherization Assistance Program.
- Energy coaches.
- Resilience and adaptation lens.



Innovation grant program

- \$6 million program.
- \$1.4 million distributed in first round to 7 projects.
- Business innovation.
- Barrier-busting for communities.



SUPPORTIVE POLICIES

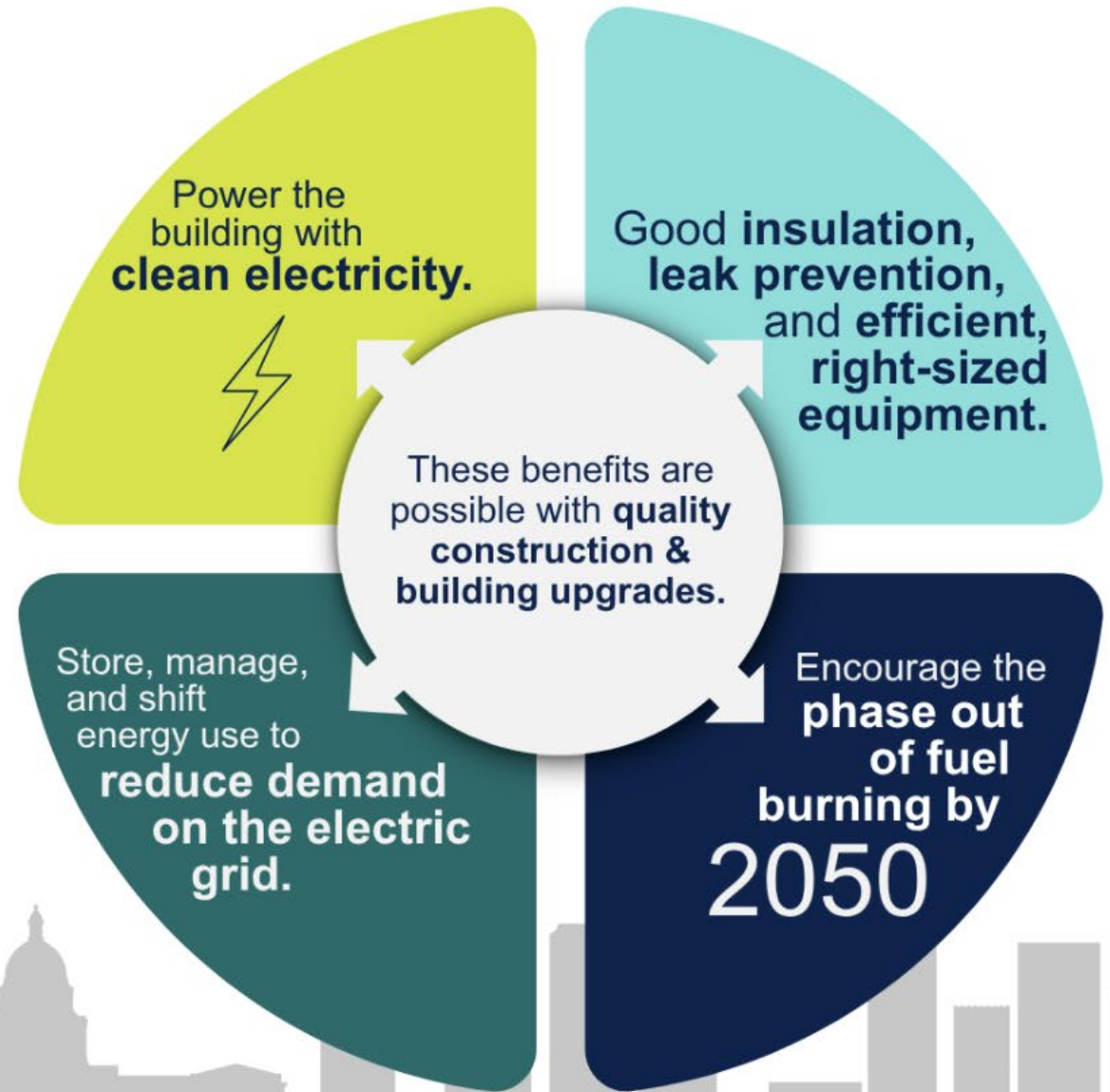
Building Policy Collaborative

- Equitably shift our region's building stock toward net-zero emissions through the adoption of consistent region-wide building policies.
- Model codes.
- \$35M in subawards funding 25+ new local code staff, permitting systems, training, and more.
- Utility relations.



Our vision is a region where buildings are:

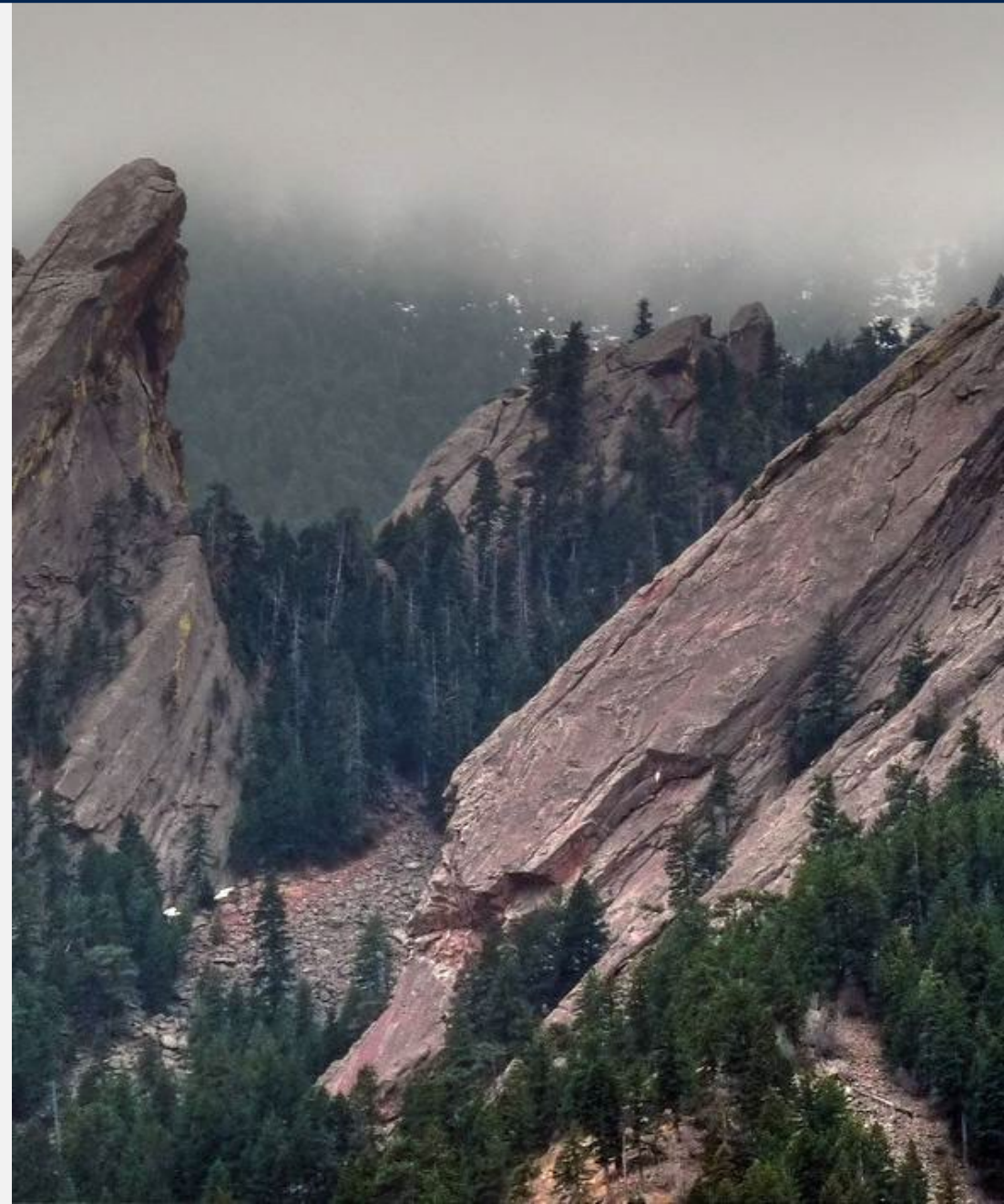
- Efficient
- Affordable
- Comfortable
- Resilient
- Free of energy-related pollution



Understanding impacts and outcomes

Research support (\$1M)

- Policy modeling - costs, benefits, and equity impacts.
- Building stock analysis and retrofit strategies.
- Electrification baseline, demand, and infrastructure requirements.
- Electric-preferred policy effectiveness & unintended consequences.





Implementation through October 2029