

Attachment A

Meeting Summary

Regional Building Decarbonization Oversight Committee

Friday, February 14, 2025

Virtual Meeting Only – Hosted on Zoom

Members (or Voting Alternates) Present:

Steve Barr	City of Littleton
Doug Rex	Denver Regional Council of Governments
Richard Kondo	City of Northglenn
Stephen Shepherd	Building Owners and Managers Association
Dr. Shere Walker-Ravenell	Black Parents United Foundation
Andrew Holder	Xcel Energy
Randy Drennan	Rocky Mountain Mechanical Contractors Association
Brian Wong	City of Lafayette
Stephen Douglas	Commerce City

Additional Alternates Present:

Nicole Speer (Alternate)	City of Boulder
Emily Baer (Alternate)	Town of Erie

Public: Samantha Lichtin

DRCOG staff: Cam Kennedy, Robert Spotts, Chris Selk, Clay McCombe, Mac Prather, Greg Miao

Call to Order

Chair Steve Barr called the meeting to order at 10:00 a.m.

Public Comment

There was no public comment.

Introductions

Committee members introduced themselves and provided background on their experience and interest in building decarbonization. Participants included representatives from local governments, community organizations and industry leaders, all committed to advancing energy efficiency and electrification in the Denver region.

Discussion Items

Program History and Mission

Robert Spotts provided an overview of the program's history and mission, explaining DRCOG's role in regional planning and sustainability. He outlined the \$199.7 million EPA Climate Pollution Reduction Grant awarded to create the initiative, emphasizing the program's primary focus areas: communications and community engagement; workforce and industry development; incentives, advising, disadvantaged communities, innovation; and building policy. He acknowledged current challenges, including a temporary funding delay, but expressed confidence that the program would proceed as planned.

Communications and Community Engagement Programs

Chris Selk presented on the communications and community engagement programs. She emphasized the importance of public awareness and the need to counter misinformation about heat pumps and electrification. DRCOG has selected Suple Advertising & Design as its communications consultant to develop branding and marketing strategies; that \$15 million contract includes funding for a website developer and targeted ad buys. A \$4 million community engagement contract is in progress, ensuring that community-based organizations receive direct funding to assist in outreach efforts.

Director Barr emphasized the need to leverage the extraordinary reach that committee members have, and their responsibility to be ambassadors for the program.

Committee members agreed that consistent, clear messaging would be crucial in addressing skepticism about electrification efforts.

Workforce and Industry Development Programs

Clay McCombe introduced the workforce and industry development programs, outlining two major challenges: a skills gap in heat pump installations and a labor shortage in the HVAC industry. Currently, only 10 percent of HVAC contractors in the region are trained in heat pump technology, while one-third of the existing workforce is set to retire within the next decade. To address these challenges, the program will establish a Contractor Navigation Hub, a \$4.5 million initiative designed to provide training, permitting assistance and business-scaling support. Additionally, three Green Workforce Hubs will be created to provide job training, placement assistance, and wraparound services such as childcare and transportation. Finally, workforce programs will support underrepresented groups, including justice-impacted individuals, Spanish-speaking job seekers and youth, expanding access to careers in building decarbonization.

Director Kondo asked about the adoption rate required for heat pumps to reach full market acceptance, referencing the "S-curve" theory of technology adoption. Clay

McCombe responded that a 23.6 percent annual increase in adoption is needed to meet statewide climate goals, with full decarbonization targeted by 2050.

Director Douglas inquired whether the program would help drive down the cost of heat pumps, as affordability remains a major barrier to widespread adoption. Mac Prather noted that his team would address this issue in the upcoming incentives presentation.

Director Walker-Ravenell asked whether the trainings in the program would include vocational skills, including the basic skills of being “employable.” Clay McCombe responded that the program will teach soft skills as well as mentorship opportunities.

Incentives, Energy Advising, and Low-Income & Disadvantaged Communities Programs

Mac Prather presented on the incentives, energy advising, and low-income and disadvantaged communities programs. He outlined the \$60 million program to provide rebates and home energy advising and the \$47 million program for full-service building decarbonization for income-qualified individuals. The initiative is expected to issue 40,000 rebates to lower the cost of electrification and make improvements to 1,600 low-income homes. Collaboration with Xcel Energy and United Power is underway to align incentives and streamline access for consumers.

Building Policy Collaborative

Due to time constraints, this agenda item was moved to the March agenda, but Greg Miao took a moment to introduce himself.

Next Meeting – March 14, 2025

Adjournment

There were no additional comments, and the meeting adjourned at 12:00 p.m.