



Program Guidance and Strategy

Regional Building Decarbonization Oversight Committee- March 14, 2025



Oversight Committee Roles and Upcoming Meetings

- Program update.
- Upcoming meetings.
- What would you find engaging in terms of presentation?



Communications and Community Engagement Program

Communications and Marketing \$15M contract



Working with our communications and website consultants, DRCOG will ensure a cohesive program strategy encompassing:

- A creative, memorable brand.
- A campaign that inspires people to action.
- Public relations, media strategy and targeted advertising buys.
- A user-friendly, attractive website.
- Customizable content toolkits for area stakeholders.

Community Engagement

\$4M contract

- **Innovative approach that awards ~\$50,000 subawards** to community-based organizations (CBOs) that participate in an advisory capacity or create connections to the community.
- Participation incentives for engagement events and stipends for Advisory Board participation.
- Transcreation and interpretation services.
- Language- and culturally diverse collateral design and advertisement placement.

Communications and Marketing Questions and Comments?

- Any feedback regarding our Communications or Community Engagement approach?
- Suggestions regarding CBOs in your respective communities that might be interested in our grant process?
- Ideas to pass on to our consultants or partners?
- What would you like to hear from us in future meetings?



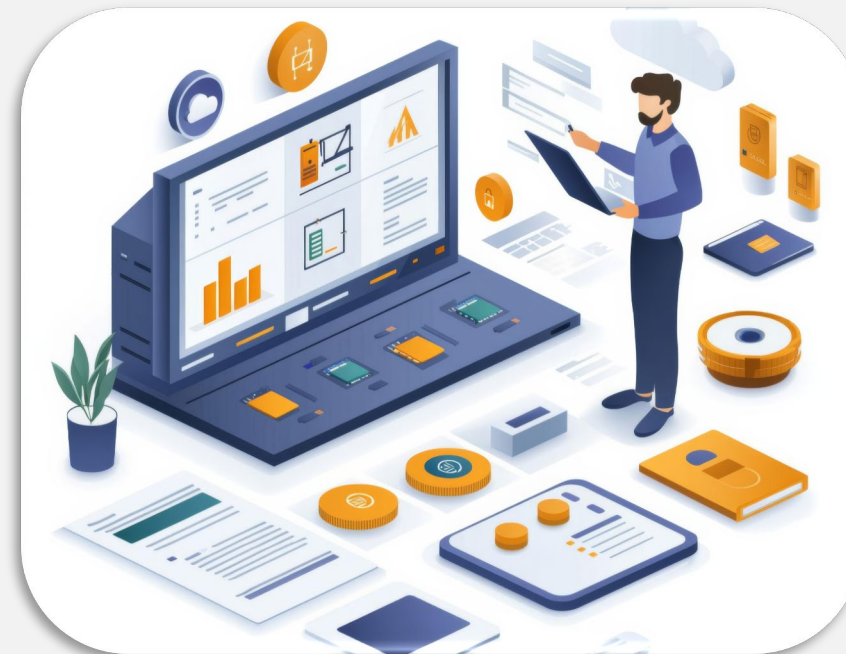


Workforce & Industry Development Programs

1,000

Contractor Navigation Hub (\$4.5M)

- Marketplace of Resources.
 - Small Business Scaling Program.
 - Contractor Navigation Agents.
 - Stipends for Heat Pump Training.
 - Master Training Calendar.



A one-stop-shop for your
business's heat pump projects

Launching May 2025

3,800

Green Workforce Hubs (\$5.2M)

- 3 locations across the region.
- Jobseekers sign up for 1 year of:
 - 1-on-1 career coaching.
 - On-the-job training.
 - Wraparound services.
 - Quality job placement.
 - *No cost!!!*



Filling the trades gap:
The future is bright (and electric)!

Launching June 2025

Growth Access Programs (GAPs) \$2.8M

- Pilot programs: 2 years.
- Heat pump essentials.
- Three unique programs.
 - Behind the walls (reentry).
 - Non-native English speakers.
 - Young adults.



Increasing representation
means increasing access

Workforce & Industry Development Questions

- Who are some big local names in the HVAC industry we can reach out to endorse and promote tools like the Contractor Navigation Hub?
- Where should DRCOG's three Green Workforce Hubs be geographically located to ensure equitable access across the region?
- Which entities in your network do you think are subject matter experts in training justice-impacted jobseekers? Non-native English speakers? Youth?



Incentives, Advising, Innovation

Incentives and energy advising: \$17m for advising and \$42.6 for incentives

- One contract for a program provider offering rebates, incentives, and energy advising for residential, commercial and multifamily projects.
- Focused on Cold Climate Heat Pumps, Heat Pump Water Heaters as well as other beneficial electrification and energy efficiency measures.

Low-Income Full-Service Program

\$48m Contract

- **No-cost home upgrades** for low-income homeowners and affordable housing.
- Whole-home retrofits focused on resilience, cooling, energy efficiency and bill savings.

Innovation Pilot Program

\$6m Contract

- **Innovative approach that awards small grants** to businesses and community-based organizations (CBOs) to pilot new technologies, business models, barrier-busting approaches or other innovations.
- Contract for program design and administration including the application processes, tracking, payments, and monitoring and evaluation.

Incentives, Advising, Innovation Questions and Comments?

- How might we start to think about consistent incentivization of these technologies across the region?
- How might we reach the households with the most to gain from added cooling, resilience, savings, etc.
- What kind of advising services and external resources would be most helpful to start gathering?
- What innovative project ideas are you excited about?
- What would you like to hear from us in future meetings?

Thank you!

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