

Attachment A
Meeting Summary
Regional Building Decarbonization Technical Committee
Tuesday, July 1, 2025
Virtual Meeting Only – Hosted on Zoom

Members (or Voting Alternates) Present:

Martin Postma (Alternate)	Adams County
Amanda Perkins	Adams County
Maurice Healy	Arapahoe County
Melissa Englund (Alternate)	Arapahoe County
Jonathan Koehn	City of Boulder
Susie Strife (Chair)	Boulder County
Shannon Jahn	City and County of Denver
Elizabeth Babcock (Vice Chair)	City and County of Denver
Art Griffith (Alternate)	Douglas County
Bridger Tomlin	Jefferson County
Jeff Wong	Jefferson County
Gabrielle Rink	Center for Energy and Environment
Eric Wilson	National Renewable Energy Labs
Brooke Pike	Energy Outreach Colorado
Lukas Hagan	Affordable Housing LIDAC
Adam Sanderson	Longmont Power and Communications
Steven Jackson	African American Trade Association
Shawn LeMons	Midwest HVAC/EEBC
Sergio Cordova	Denver Pipefitters Local 208
Doug Rex	DRCOG
Eryka Thorley	Southwest Weld County

Public: Philippa Cross, Josie Plaut, Jen Schill

DRCOG staff: Chris Selk, Cam Kennedy, Devon Reifsneider, Clay McCombe, Fernando Briones, Andy Birkey, Mac Prather, Maddy Nesbit, Robert Spotts, Emily Loker, Crystal Egelkamp

Call to Order

Chair Susie Strife called the meeting to order at 10:00 a.m.

Public Comment

There was no public comment.

June 3, 2025 Regional Building Decarbonization Technical Committee Meeting Summary

The summary was accepted.

Discussion Item

Decarbonize DRCOG Market Research Overview

Chris Selk, Program Manager, Building Decarbonization, introduced Philippa Cross, Marshall Sustainability, who discussed that Karsh Hagan recently completed a comprehensive review of over 100 studies and 50 public campaigns to inform the development of a regional building decarbonization initiative. This research highlights the importance of messaging that centers on personal benefits, such as cost savings, comfort, and health, while also recognizing the barriers posed by upfront costs, system complexity, and lack of awareness.

The findings underscore the need for audience-specific strategies, particularly for low-income households, building owners, and contractors. Trusted messengers, peer stories, and visible community actions emerged as key drivers of engagement. The research will directly inform branding, outreach, and workforce development efforts, and will be complemented by primary research in the coming months to validate these insights locally.

Jeff Wong inquired about the messaging around cooling and heating in income-qualified households, and the approach has been effective so far. Philippa replied that cooling is a benefit that needs to be highlighted regarding heat pumps so that people can be excited about this integrated system. Regarding communication, Karsh Hagan has been working to develop both the campaign name and brand taglines, and a lot of the research in this presentation is being done to help make that decision.

Jonathan Koehn stated the importance of pointing out that saying a home is all-electric shouldn't be viewed as a novelty or an outlier, but a modern, forward-thinking standard. We need to get to the point where electrification is assumed, not qualified. Philippa stated her agreement and referenced a recent campaign called EVs: The New Normal, and the messaging reframed the conversation as electrification is logical, not a luxury, the default, and not the exception.

Steve Jackson asked if there is data regarding messaging for lower-income communities. Philippa replied that the research has identified homes that are energy burdened and homes that are electric resistant. People in those homes are already paying high utility bills and would be the ones most likely to benefit from having an efficient heat pump system.

Steve Jackson inquired about the timing associated with these campaigns. Will the campaigns differ depending on the season? Philippa stated that campaign planning is still a work in progress, and first, we need to establish the program name, tagline, and

initial elements of the marketing effort, but it goes without saying that timing is everything in terms of the relevancy of the message.

Administrative Items

Member Comment/Other Matters

Clay McCombe stated that in June, the DRCOG Board approved the request for a DORA Sunrise Review application. In response, staff proceeded to submit an application to DORA on June 30. The application suggests DORA conduct a comprehensive review for the next six months on the HVAC industry and the current patchwork approach in the regulation standards across the state.

Next Meeting – September 2, 2025

Adjournment

There were no additional comments, and the meeting adjourned at 10:58 a.m.