

Attachment A
Meeting Summary
Regional Building Decarbonization Oversight Committee
Tuesday, July 11, 2025
Virtual Meeting Only – Hosted on Zoom

Members (or Voting Alternates) Present:

Steve Barr (Chair)	City of Littleton
Doug Rex	Denver Regional Council of Governments
Nicole Speer	City of Boulder
Emily Baer (Alternate)	Town of Erie
Stephen Shepherd	Building Owners and Managers Association
Christian Willis	Colorado Energy Office
Shere Walker-Ravenell	Black Parents United Foundation
Steve Douglas	Commerce City
Randy Drennen	Rocky Mountain Mechanical Contractors Association

Public: Josie Plaut, Jen Schill

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

Call to Order

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

Public Comment

There was no public comment.

June 13, 2025 Regional Building Decarbonization Oversight Committee Meeting Summary

The summary was accepted.

Discussion Item

Decarbonize DRCOG Market Research Overview

Chris Selk, Program Manager, Building Decarbonization, introduced Josie Plout and Jen Schill from the Institute for the Built Environment, a subconsultant of Karsh Hagan, who 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.

Stephen Shepherd inquired about the pool of building owners and managers who were interviewed for this research. Josie replied that service providers such as Energy Outreach Colorado and building owners with buildings under 50,000 square feet were consulted on this initiative.

Shere Walker-Ravenell asked how this program has been building trust with low-income communities. Chris Selk stated that the Community Engagement Plan is very focused, with over half of the \$4 million contract going directly to community-based organizations with deep ties to the low-income communities in the DRCOG region.

Steve Douglas inquired about how DRCOG intends to ensure that, when it comes to energy efficiency upgrades, the result won't force current renters out of their homes if they're unable to pay the new expense. Mac Prather replied that it is something every jurisdiction is going to have to navigate; DRCOG's program is starting with regulated affordable housing since more engagement is needed in those areas.

Emily Baer asked about the messaging going to be regarding cost savings, especially around the lower-income community. Josie Plaut responded that the cost analysis is not universal; this is not a solution for every person or every household, but everyone should do their own research to figure out what is the best approach for their situation. Mac Prather added that regarding the program focused on low-income communities, DRCOG will be modeling utility bills for the intervention, so we can accurately communicate that to everybody in that program.

Steve Douglas asked about the people who qualify for the incentives based on their lower-income status, but they don't live in a disproportionately impacted community. Mac Prather confirmed they will still benefit; the qualifications are just focused on income restrictions rather than where they live geographically.

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 of the HVAC industry and the current patchwork approach in the regulation standards across the state.

Next Meeting – September 12, 2025

Adjournment

There were no additional comments, and the meeting adjourned at 11:22 a.m.