



# Incentives, advising and innovation program updates

Power Ahead Colorado Oversight Committee - February 13, 2026



# Incentives and advising update

# Incentives and energy advising (\$59.6 million)



- Support customers in choosing **cold climate heat pumps** and similar highly efficient all-electric technologies.
- A **benefit to HVAC contractors**, businesses and workforce.
- **Support customers** in making easy, informed decisions.

# Program Timelines





# Approach to incentives

Cold Climate Heat Pumps, Heat Pump Water Heaters, and Rooftop Units are initial priority.

- Incentives to end-customers (**downstream**) for targeted incentives and larger, custom projects.
- Bonus incentives to installing **contractors** to support consistent quality bids to customers and advanced commissioning.
- Incentives to distributors (**midstream**) to consistently support the region.

# Approach to energy advising

Based on customer needs, no-wrong-door approach

- **Tier 0:** Web-based educational content
- **Tier 1:** Concierge-level support to inform customers and answer broad questions
- **Tier 2:** Higher level of service for customers with more needs, may engage specific technical experts as needed
- **Tier 3:** Expert technical support, may include on-site support as needed



# Next steps

- One on one interviews and focus groups to inform design.  
Please reach out if interested!
- Reviewing detailed incentive designs
- Develop a policy for that will be reviewed and considered for recommended approval by the Technical Committee.



## Innovation Program Update

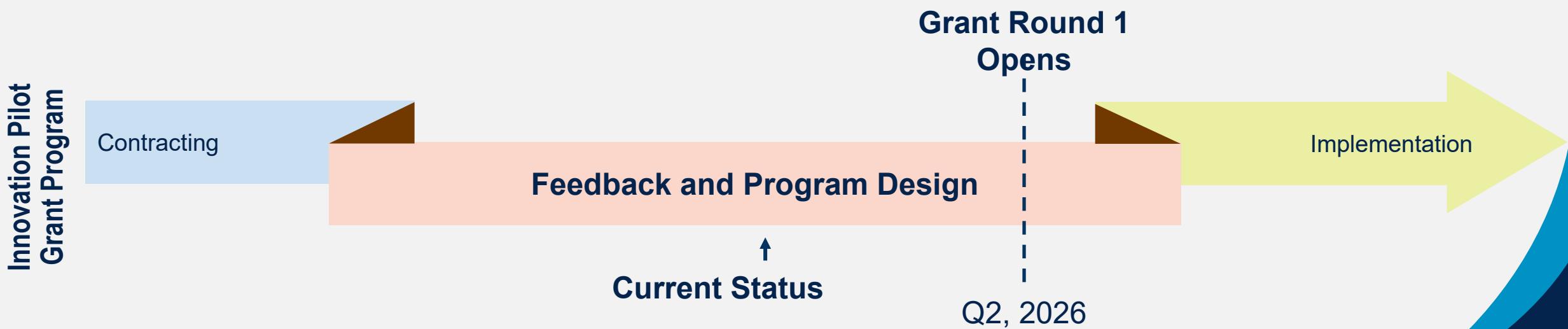
# DRCOG innovation pilot program (\$6 Million)

- Award an average of **\$200,000 per subaward** to entrepreneurial businesses, technologies, community-based organizations with high potential to accelerate electrification and energy efficiency adoption and bust barriers to service delivery.
  - Demonstrate scalable solutions to key market barriers via regional pilot projects.
  - Inform decarbonization decision-making with public data, analyses, and case studies.
- Target small businesses, novel approaches and community-driven innovations
- Technical Committee will participate in grant criteria development and award selection process.



# Focus tracks and timeline for Round 1 funding

1. Reducing market friction and soft-costs
2. Technical and grid optimization
3. Access and Health



# Thank you

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