



DECEMBER 14, 2021 | 3rd MEETING

Distributor, Manufacturer, & Industry Stakeholder

Mobilizing the HVAC/HP Supply Chain Together by 2030



AGENDA

| **Welcome** | Patricia Rothwell, Executive Director, EEBC

| **Anti-Trust Review**

| **Introductions**

| **Basis for Strategies | See November 16th meeting for Overview Key Discussion Points**

Beneficial Electrification League of Colorado [BEL-CO]

—“A conversation about heat pumps” presentation to Distributors and Manufacturers

Heat Pump Market Acceleration Project | CEO Report | May 2021

Review 10 Top Barriers Identified in Colorado

HP Trajectory Forecast | By Distributors, Manufacturers & Stakeholders

| **PRIORITIES | TOPICS | OPEN FORUM**

#1 Hockey Stick Forecast | Identify Framework & Criteria for 2022-2030

#2 Energy Trends Consumer Flyer | Content Review

#3 Regulatory Policy Work in 2022 | EER Impact on Equipment Eligibility

#4 Design Acceleration Model for HP Supply Chain

Manufacturers Meeting with Distributor Target top 10 HP Dealers

| **Next Steps & Meeting Dates**

| **Close Meeting**

REFRESHER

Basis for Action Group Strategies

Overview Key Discussion Points from EEBC Kick-off Meeting October 14, 2021

RESOURCES

EEBC HVAC/Heat Pump Action Group | Webpage Link

<https://www.eebco.org/hvac-hp-action-group>

HP Action Group Kick-off Meeting | Video Recording Link

1 hr. meeting (with follow-on 15 min. open discussion)

[EEBC HVAC/HP Action Group Kick-off Meeting October 14, 2021- Video Link](#)

HP Action Group Kick-off Meeting | Presentation PPT Link

<https://www.eebco.org/hvac-hp-action-group/>



“Today’s Purpose?”

WORKING MEETINGS

Going Forward



EEBC Membership Benefits

1. Line of site to what's coming - minimize surprises
2. Minimize your risk to transition - increase ROI
3. Understand how to take advantage of what's coming in the market – proactive
4. **Resources, influence & collaboration to move the market – accelerate**
5. Make more money – bottom line



Action Groups

Mobilizing the HVAC/HP Supply Chain in Colorado

Create a “bigger piece of pie for our all in the energy efficiency industry”

Help our Dealers

- Sell more HP's/HVAC
- Influence the energy efficiency market more
- Take advantage of market trends to grow your bottom line more by 2030



1st Project | Hockey Stick Forecasting HP Trajectory for Colorado

Collaborate on statewide HP Trajectory *Forecast*

Based on current market realities, incorporate when stakeholders' market development efforts come online, the "by when" and impact on Forecast inflection points, etc.

Identify Framework for 2022-2030 Forecast

- Metrics
- Criteria
- Who Participates
- Define Meeting Set-up
 - Who, how often, deadline 1st draft
- Desired Outcome(s)

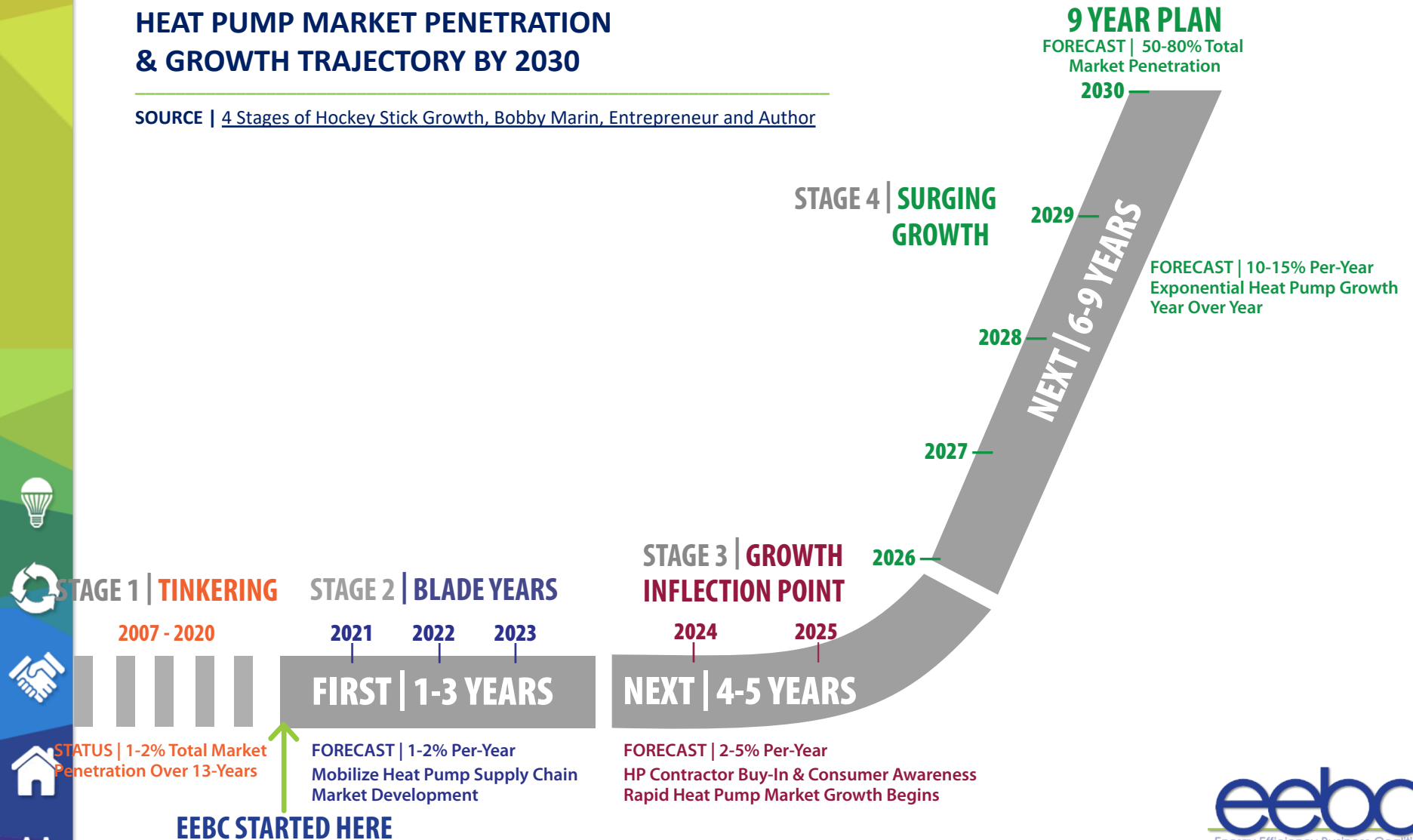
NEXT STEP

- Schedule Next Meetings

COLORADO'S SHARED HEAT PUMP FORECAST

HEAT PUMP MARKET PENETRATION & GROWTH TRAJECTORY BY 2030

SOURCE | [4 Stages of Hockey Stick Growth, Bobby Marin, Entrepreneur and Author](#)



2nd Project | **Energy Trends Consumer Flyer – Review Draft**

- Who: Dealer to Consumer
- Target: Salesperson to Homeowner
- Goal:
 - “Tip Sales Call to HP Discussion with 3rd Party Validation”
- Content Review Feedback from Nov. 16th Meeting

NEXT STEP

- Schedule 1st Draft Review Meeting

CONTENT REVIEW | Based On

“Changes are coming – *what’s driving it?*”

National Market Influencers

- The Energy Transition and “IOT (Internet of Things...Smart Technology) together, is the fastest adoption since smart phones and the internet”. Jeff Bezos, Founder of Amazon
- Nationally, 52% of utilities made commitments around 80% carbon-free and electric, clean-energy grids by 2030.
- Why? Renewables are now less expensive to produce and deliver energy for utilities than natural gas and coal.

Local & State Market Influencers

- The 6 utilities that provide 91% of Colorado’s electricity have committed to reduce GHG emissions by at least 80% by 2030. Xcel Energy will be 49% carbon free from renewables in 2022.
- *In 2021, CO Historic Clean Energy Legislation passed with more than 30 bills in its legislative session advancing clean buildings, climate action, environmental justice, renewable energy, energy efficiency, transportation electrification, and just transition.*
- In Colorado, 14 Cities are considering or created “Climate Action Change, Building Electrification, and/or Energy Efficiency Committees” to influence permitting & building codes in next 2 years. Code officials say over 25 are actively working on these goals.
- Myth Buster: Cold Climate Heat Pumps Work in Colorado! Cost and performance have come into parity in last 2 years, in technology and cost, with utility rebate support. Holy Cross success stories.

Bottom line

- Rapidly advancing electrification and carbon-free technologies *make good financial sense for homeowners and businesses - and are less driven by the concepts of climate change and environment.*

3rd Project | **Regulatory Policy in 2022**

Identify Initiatives

- EER Rating [Energy Efficiency Ratio] for HP's
 - Impacts Manufacture/Distributor Equipment Eligibility
 - Utility Rulemakers – Identify who to Influence
 - Focus 1st
 - Xcel Energy [PSCo]
 - Focus 2nd
 - Black Hills Energy
 - Tri-State
 - Platte River Power Authority
- Other Initiatives?

NEXT STEP

- Join Quarterly Membership Meeting [QMM]
“Buckle Up for 2022”

Opportunities to Influence & Advocate

- Line of sight to what's coming in 2022
- Understand how to take advantage of what's coming
- Informed for a competitive advantage in forecasting rules, regs, and market transition coming
- Influence utility HP programs and rebates decisions in 2022
 - Influence Xcel Energy's and 2022 Strategic Issues
 - Influence Xcel Energy's 2023-24 DSM [rebate] Program Plan
 - Influence other utilities statewide
- Influence energy efficiency bills in Legislation Session
- EEBC Action Groups

NEXT STEP

- Join Quarterly Membership Meeting [QMM] for Details
“Buckle Up for 2022”

4th Project | Design HP Acceleration Model for Your HP Supply Chain

- Manufacturers Meeting with Distributor
- Target 7-10 HP Dealers
- Ask dealers what they need to double their sales and increase their price points through HP focus

NEXT STEP

- Set-up Manufacturer with their Distributor(s)
Calls to Plan for “Dealer Market Development Strategies” and Plans

SUGGESTIONS FOR BREAKOUT MEETINGS

Thank You!

Energy Efficiency Business Coalition

CONTRACT | Patricia Rothwell, Executive Director 303.319.5623 – Patricia@eebco.org

