



**CONTRACTORS / DEALERS  
INTRO [1<sup>st</sup>] MEETING  
| December 16, 2021 | 3-4pm**

**Mobilizing the HVAC/HP Supply Chain  
Together by 2030**



# AGENDA

- | **Welcome** | Patricia Rothwell, Executive Director, EEBC
- | **Anti-Trust Review**
- | **Introductions**

## | **CONTRACTOR/DEALER PRIORITIES | TOPICS | INTRO [1<sup>st</sup>] MEETING**

### | **BACKGROUND OVERVIEW**

#### | **Basis for Strategies | See November 16<sup>th</sup> 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

Review 10 Top Barriers Identified in Colorado

| HP Trajectory Forecast | by Distributors, Manufacturers & Stakeholders

### | **BACKGROUND OVERVIEW**

#### | **DISTRIBUTORS, MANUFACTURERS, & INDUSTRY STAKEHOLDERS | 3<sup>rd</sup> MEETING 12/14/21**

| 4 Priorities Review

#### | **Next Steps & Meeting Dates**

#### | **Close Meeting**

# Distributors, Manufacturers, & Industry Stakeholders

## 3<sup>rd</sup> MEETING | DECEMBER 14, 2021

---

### | BACKGROUND OVERVIEW

#### 4 Project Priorities

- Hocky Stick Forecast
  - Identify Framework & Criteria for 2022-2030
- Energy Trends Consumer Flyer
  - Content Review
- Regulatory Policy Work in 2022
  - EER Impact on Equipment Eligibility
- Next Step: Accelerate Dealer HP Sales
  - Manufacturers Meeting with Their Distributors to Target top 7-10 HP Dealers



# Beneficial Electrification League of Colorado [BEL-CO]

## 1<sup>st</sup> MEETING | AUGUST 26, 2021

---

### | BACKGROUND OVERVIEW

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

### | Basis for Strategies | See October 14<sup>th</sup> Meeting [Next Slide]

- Heat Pump Market Acceleration Project
  - CEO Report | May
    - Review 10 Top Barriers Identified in Colorado
- HP Trajectory Forecast
  - By Distributors, Manufacturers & Stakeholders



# 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**

**#1 Identify HP Dealer Priorities**

**#2 Co-chairs**



## 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



# Contractors/Dealers

## AGENDA





# Contractors / Dealers

## Prioritize Immediate Needs & Tasks

### Requests To-Date

- ✓ Resources developed from your feedback and requests
- ✓ **1<sup>st</sup> Project: Sales Tool**
  - Topic** | *“Energy Trends are Real & Here Now”...*
  - Goal** | *Creates “Sales tipping point” into a HP sales discussion*
    - | *1 for consumer & 1 for contractor sales team/management*
- ✓ Influence utility HP rebate programs in 2022
- ✓ Pipeline of skilled labor to Action Group members’ companies - Grant
- ✓ Fill in training needs gaps not covered by utilities, distributors, & manufacturers currently
  - ✓ How to do low-cost Leads Gen when limited consumer awareness. When switch?
  - ✓ Website turn-key referral support
  - ✓ How to build your company’s valuation for acquisition by 2030
  - ✓ Getting the younger generation into your business

## Action Groups

# Mobilizing the HVAC/HP Supply Chain in Colorado

---

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

Manufacturer & Distributor Goal: Help our Dealers

- Sell more HP's/HVAC
- Influence the energy efficiency market more
- Grow your bottom line by 2030
- Take advantage of market trends to accelerate your business growth year over year

### 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 now than in the past.*

# Distributors & Manufacturers

## AGENDA



# Distributors & Manufacturers

## Prioritize Immediate Needs & Tasks

### Requests To-Date

- **1<sup>st</sup> Project: Collaborate on statewide *Forecast “Hockey Stick”***
  - Based on current market realities, incorporate when stakeholders’ market development efforts come online, the *“by when”* and impact on Forecast inflection points, etc.
- ✓ Support to engage and grow your HP contractor business
- ✓ Voice at table to influence HP utility rebates in 2022
- ✓ Collaborate on HP market development with stakeholders
- ✓ Territory-specific marketing campaign coordination  
*“A drumbeat of consistent messaging in marketplace...”*

# 1<sup>st</sup> 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 1<sup>st</sup> draft
- Desired Outcome(s)

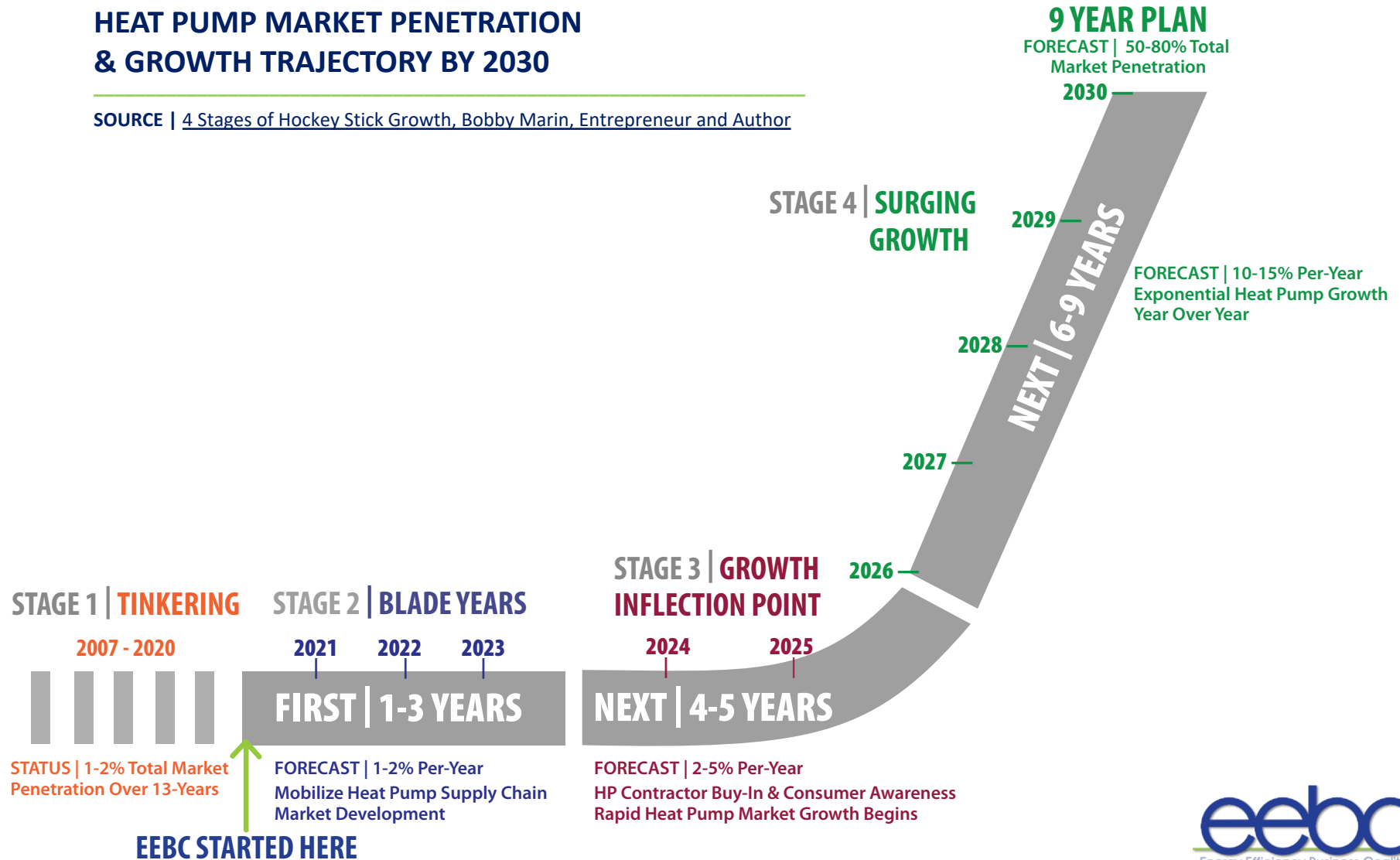
## NEXT STEP

- 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](#)



## 2<sup>nd</sup> Project | **Energy Trends Consumer Flyer – Review Draft**

---

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

### **NEXT STEP**

- Schedule 1<sup>st</sup> Draft Review Meeting



# CONTENT REVIEW | Based On “Changes are coming – *what’s driving*

## 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.*

## 3<sup>rd</sup> 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 1<sup>st</sup>
      - Xcel Energy [PSCo)
    - Focus 2<sup>nd</sup>
      - 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”

## 4<sup>th</sup> 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!

