

HVAC • Heat Pump Action Group — Contractor/Dealers Meeting

May 19, 2022, Thursday @ 4:00—5:00 pm

AGENDA • MINUTES

EEBC STAFF

- Patricia Rothwell, EEBC Executive Director • patricia@eebco.org | 303.319-5623
- Connie Neuber, Marketing & Membership • connie@eebco.org | 303.349.6390

HVAC/HP ACTION GROUP CO-CHAIRS

- Shawn LeMons, Mitsubishi Electric Trane • slemons@hvac.me.com | 720.648.0505
- Pete Perret, GA Larson • pete.perret@galarson.com | 719.205.1306

RESOURCES

- HVAC•Heat Pump Resource Hub | <https://www.eebco.org/HVAC-HP-Action-Group>
- EEBC Member Resource Library | <https://www.eebco.org/resource-library>

| MEETING INVITATION EMAIL • TOPIC

"Hiring Pipeline" Program For Contractors

Are you looking to fill your employee shortage? Then this is the meeting you can't miss!

EEBC member contractor companies will have the first opportunity to connect with graduates of the Hiring Pipeline Program For Contractors. The Energy Efficiency Business Coalition [EEBC], ICAST, and Julius Education are initiating a program to train-up trade workers for EEBC Action Group members. This program is part of the Good Green Jobs initiative funded by the City of Denver. We invite you, your service managers, and your trainers to participate in to provide your input on the program training design — what qualifications you need in a new hire!

| WELCOME • Join Us Today! [Member Application](#)

Review ANTI-TRUST LAW Statement

| MEETING HIGHLIGHTS [AGENDA]

| Contractors/Dealer Resources

- Code Jurisdiction Tracking Spreadsheet • Colorado Energy Office | [LINK](#)
- Heat Pump Rebates From All Statewide Utilities [Cities, etc.] | [LINK](#)

| EEBC Rolls Out 'Hiring Pipeline' Program for Contractors

- Good Green Jobs 3-Year Pilot Funded By The City of Denver
ACTION • *This Is An Opportunity To Engage Your Contractors To Give Their Input*

| Xcel Energy & EEBC Manufacturers 60-Day Notice EER & HSPF Requirement Outcomes

| Heat Pump Forecast Launch | Report Out

- What Manufacturers/Distributors Are Working On

| Distributor Support

| How EEBC Action Group Inform, Advocate, & Influence Through Policy

- *Join With Funds For Your Business Voice To Be Heard!*

| ACTION ITEMS

| EEBC FOR MEMBERS

- With Rebates coming from a variety of sources, it's important to understand how they interact.
- Need a one-pager that makes clear what a project can receive in incentives in different locales.
- Post statewide Utility Rebates & Requirements Spreadsheet.
- Post link on HP Action Group Resource Hub library and keep current.
- Provide CEO's Code Jurisdiction Status. | [CODE LINK](#)
- Can EEBC get funding from EF to conduct Outreach & Training so they become marketers for HPs?

- Need one-pager to help sales person get into the conversation about HP with homeowners... Message: The energy transition validates “ asking to change out form AC to HP.
- Social Media | Can EEBC provide Social Media Posts content to us to attract this audience?

| FOR MEMBERS TO DO

- Make sure all equipment in the marketplace will qualify for rebates. EER reduction a good start but more needed so that cold-season heat pumps are fully eligible.
- How | Dealers join in Policy Action through this group to advocate at Xcel in July-December 2022 include;
 - Supply chain issues and shortage of equipment are still in play
 - High performance needs to include such issues as noise or early adopters could be turned off
 - It will be important to train/educated trusted sources of home improvement information such as realtors, home inspectors, mortgage brokers and insurance agents.
- Market Priority
 - Need better ways to access early adopter audience/homeowners: i.e. those with solar panels and electric cars

| MEMBERS SOCIAL MEDIA POSTING FOR YOU TO USE

TARGET: CUSTOMERS-HOMEOWNERS / CONSUMERS

| MEMBERS INTERNAL MESSAGING / SALES MEETING TOOLS / EMPLOYEE REOURCES

| MEETING SUMMARY / KEY TAKE AWAYS

- New model codes now to 2021 iIECC code and jurisdictions will be required when switch to go to 2021 energy code when they update. What was in there: ended up deciding instead of ‘flipping the switch’ statewide let cities adopt when they have their next code cycle adoption.
- Upcoming: Major PUC cases start this summer. The strategic issues docket will decide many important issues regarding electrification of buildings new rebates (called Beneficial Electrification), setting the stage for improved rebates in both electric and gas.
- Hiring Pipeline: Contractors who are members of the Heat Pump Action Group will have “right of first refusal” to workers trained through ICAST as heat pump technicians.
- Contractors: What types of jobs are you hiring for? What skills are you looking for? What type of people will best meet your needs? Please let EEBC know.
- Forecast of future sales: The manufacturers and distributors group is working on the “hockey stick” forecast of what is likely to happen in the market by 2023. What will it take to get to an 80 percent carbon free grid in 2030? Goal is to get realistic numbers from the field of what the growth rate needs to be to hit those statewide clean energy and decarbonization goals.
- Need to determine what is needed in the market to get to the steep adoption curve, and to work for those things in PUC dockets, state funding, federal funding, etc.
- The transition to electric homes is expected to be the fastest technology transition in history.
*“Energy transition and smart (IOT) is the fastest transition in history. Faster than smart phones and internet.”
—Jeff Bezos, Amazon Founder quote.*

| MEETING CHAT BOX

From Adria Zimmer Hot Water Now! to Everyone 03:54 PM

Adria Zimmer, Hot Water Now!, 1677 Wadsworth Blvd, Lakewood CO 80214

(720) 934-8711 | Office@HotWaterNowCO.com

Hiring Pipeline Feedback

Aptitudes/skills: plumbing/mechanical skills, code knowledge, reliability, common sense, problem solving, trustworthiness, organization, note taking, communication, computer/phone app skills, selling skills

Positions to fill (career Path): Lead service tech, installer apprentice

From SERVICEMANAGER to Everyone 04:00 PM

Jason Adams / Jason.Adams@SandersAndJohnson.com / 303-810-0357

From Erin Kempster to Everyone 04:09 PM

Sounds like getting the incentives stacked would be a big win for the contractors here. There was a whole proceeding on that in CA that we may be able to learn from.

From Adria Zimmer Hot Water Now! to Everyone 04:11 PM

Trusted sources for home improvement recommendations: Real Estate Agents, Mortgage Brokers, Insurance Agents, Home Inspectors

From SERVICEMANAGER to Everyone 04:12 PM

Tax incentives really should be brought back at 30%

| ATTENDEE INTRODUCTIONS

- Jason, Sanders heating and cooling, 37 years in the trade. Service manager
- Erin Kempster with energy solutions, implement incentives for IOUs
- Pete Perret with Gustave A Larson, care about contractors, co-chair on distrib and manu side
- Bill Lucas-Brown with Helio Homes- started building straw bale homes in san luis valley 25 yrs ago. New home electrification called heliohome, get off fossil fuels. Electrify your life...
- Matt Baker with Daikin, distributor - heat pump manufacturers, advocate
- Chris Carvalho- work on running xcel rebates

| MEETING 'RAW' NOTES

Patricia: when someone offered free attic cleaning, those who didn't want cheap insulation, skyrocketing adoption. Looking at the barriers: what is going to get homeowner to take advantage of it.

Next : resources on website loveelectric.org: utilities <https://loveelectric.org/rebates/>

Tracking jurisdictions

All the rebates and the requirements. We are finishing up that document and ask if you hear a change, keep it updated.

Code jurisdiction tracking spreadsheet: Colorado energy office tracks all utilities and there are jurisdictions with codes. They track all jurisdictions and code levels.

Adria: Barriers to entry: understanding diff places to get rebates is key

Patricia: Goes through other info on website

For rebates with Xcel and make sure all equipment is available for rebates?

Patricia: manufacturers working on , xcel is reducing the eer to 11.5, already did, the hpsk they have dropped too .. a lot of cold temp heat pumps are not eligible. We have been trying to get them to drop it so they are all eligible for the rebates. Went through a process and we put a join letter together and

Bill: heat pumps are optimized for heat not cooling. So finally they made the change...

Patricia: continue working group to remove EER so all the heat pump equipment is eligible.

Hope by 24-25 DSM. Now smaller move in 2023 rebate plan filed in July and finalized.

Denver rebates flier

Xcel rebates flier

Patricia bec of EER score, half equip is not eligible, open it up so Denver rebate would still cover it.

Jason: nothing we can sell that meets rebate criteria. Weve done two estimates with Denver rebates, don't know how it proceeds. . Shortage of equipment, supply chain issues.

Bill: when we talk about performance, how many btus with what energy. Should dalso talk about noise. On cold jan morning screaming like a banshee and whole neighborhood is mad.

Adria: someone building green home. Wanted to know decibels....

TALK INTO THE FUTURE. Patricia: look at real barriers.

Bill – stuff we are installing needs to perform in many categories.

HIRING PIPELINE: We started a hiring pipeline project, funding from city of Denver if a heat pump contractor is a member of the action group.

Funding to help recruit workers:

- orientation training online

- advanced through ICAST to be a heat pump technician. The graducates when hired on will have a mentor who will install with tempolee you hire xx no of heat pumps.

They have to recruit 4000 into eebc contractor rolls

3 year program. We will start placing. You get first right of refusal to grads. Hope creates more retention

Q: recruit from trade schools? Everyone from ged kids going into traes, trade sxhool stuff, either upskill or transition...

What is aptitude and kind of person? Has common sense?

Find out what are you looking for in hires so fits your needs

What types of jobs are you hiring for?

Service mgt: apprentice, sput with service tech, install

Wave of future for any company: in house training so in long haul have people working with them...

Patricia: behavior assessment:

INDEED does have assessment.

Adria skills: plumbing/mechanical skills, code knowledge, reliability, common sense, problem solving, trustworthiness, organization, note taking, communication, computer/phone app skills, selling skills

PATRICIA: this is happening: wind in your sails is manufacturers and distributors are working on this forecast, hockey stick where things are coming together in the market, supply chain is working and rebates are there. Get growth.

What will it take to get to 80 percent carbon free grid by 2030. What would that look like in year over year increase?

1-25 percent increase in sales year after year....

Patricia: looking for things to get you what you need to get these numbers: rebates, training, etc.

Ask them to step up based on what ou guys need.

Pete and Matt?

Erin: the switch is on in California.. we are lead implementer , getting good lessons learned from 5-6 months of that program...

Matt:

Patricia: Colorado Energy Office believe 300,000 heat pumps need to be installed by 2030 to meet goals. We are coming up with 690,000 heat pumps.

Our goal is to get realistic numbers of what growth needs to be..

Figure our levers and what needs to be put in place. We need cities utilities and states to kick in, if federal funding, maybe double rebates, etc.

Also dsm, etc....

We get info and bring in testimony, witnesses, experts. Say XXX is not enuf .

Based on this number we need xx on workforce

2 lifts: Colorado energy office,

Intervening

If implemented with not enough to make it happen, you will be left holding the bag

We want the input to make it work for everybody.

Adria: people who call us to replace water heater have done research. How did they come to us? Important to think of who is trusted source of info for home improvement: realtors, home inspectors,,,, here is plan ahead, mortgage brokers... insurance agents, they are the trusted person, here is how take care of roof but when replace????

Make sure they are well informed. They will make the urve happen

Patricia: none of intervenors has written into focused education campaign on circle of influencers... Utility is frustrated, trying to get on list for Denver.

Homeowners already looking .. how make you more visible?

Erin: you think about equipment that broke, look at sticker on equipment that broke... tough challenge when incumbent equipment advertised on equipment that is breaking.

In group of tankless, niche group. Affluent and well educated

Heat pump side is a little diff. sometimes emergency or coming into tankless, if we notice they are green consumer, generally somewhat knowledgeable, in a networking group, every week talk about rebate and energy efficient rebate.... 5000 water heater with 4000 rebates, then they want to talk about it. Introduce me to people hwyou know with an electric car or tankless water or solar, ..

Service manager: prices are skyrocketing. Where things are at.. puipeline is big interest with the

Training and green jobs that existing employees could go to?

| MEETING ATTENDEES [Mark Member / Non-Member*]

See Introdiction above.