

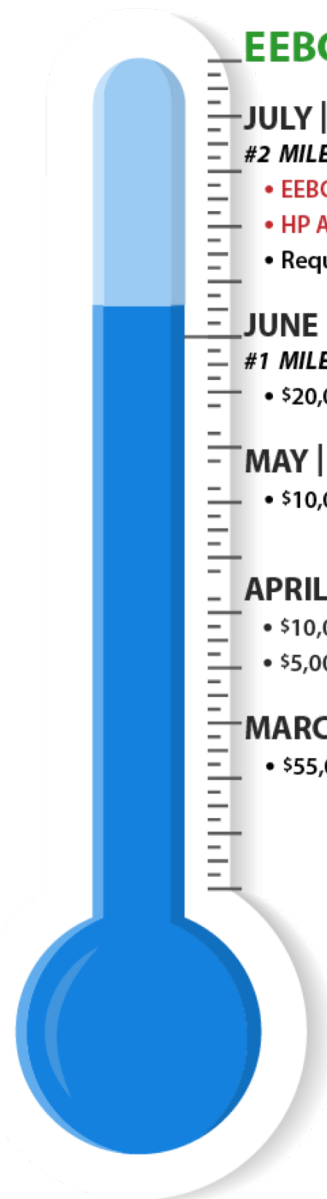
EEBC INDUSTRIES GAP FUNDING REQUEST JUNE 16, 2022

Funding Commitment Deadline | June 30, 2022
Funding Period | July 1, 2022 – December 31, 2022

Patricia Rothwell, Executive Director, EEBC
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Member Industries Gap Request... \$50,000

Funding Commitment Deadline | June 30, 2022
Funding Period | July 1, 2022 – December 31, 2022



EEBC GOAL | \$150,000

JULY | \$TBD

#2 MILESTONE | \$50,000 NEEDED FOR:

- EEBC to Facilitate & Advance Industry Members' Special Intervening Initiatives
- HP Acceleration Forecast for Colorado's Shareholders Shared Goal HP # by 2030
- Requesting from EEBC to Members & Partnership Organizations

JUNE | \$105,000 TOTAL RAISED AS OF JUNE 12th

#1 MILESTONE | BASIC INTERVENING COSTS COVERED FOR SI & DSM!

- \$20,000 Energy Foundation

MAY | \$80,000 TOTAL RAISED AS OF MAY 23

- \$10,000 HVAC/HEAT PUMP
MANUFACTURERS & DISTRIBUTORS

APRIL

- \$10,000 SWEEP/Southwest Energy Efficiency Project
- \$5,000 WRA/Western Resource Advocates [TENTATIVE]

MARCH

- \$55,000 Energy Foundation [SEED MONEY]

Fundraising Results as of June 23, 2022

TARGET	\$ 150,000
<u>ACHIEVED</u>	<u>\$ 100,000</u>
GAP FUNDING NEED \$	50,000



The WHY... “To Inform, Influence, & Advocate, BE, DR, GAS, & Electric Policy Making in Xcel Energy’s Dockets [Rebate Settlement Process]”

The WHO... EEBC TEAM INTERVENING | On Behalf of EEBC Members

1. DSM Expert and Witness | Howard Geller, EEBC Counsel EEBC’s lead DSM Expert and Technical Advisor will be Howard Geller with the support of EEBC’s Heat Pump/HVAC Action Groups as the field experts, representing their experience and business realities on the front lines. This synergy creates opportunities to validate our arguments with field-generated business data analytics – both qualitative and quantitative. Howard will collaborate with other key EEBC stakeholders intervening like WRA, SWEEP, NRDC/Sierra Club, CEO, EOC, etc.

2. Field Experts Inform Policy Arguments | EEBC Action Groups and Heat Pump Field Witness

“Combined Expertise to Intervene in Xcel Energy Dockets” | Howard Geller develops overarching goal-making for policy arguments with trade member input facilitated by EEBC Staff who all coach the “field testimony witness” from industries such as:

- **Heat Pumps/HVAC**
- **Building Envelope - Insulation/Air Sealing**
- **Commercial Lighting**

These Action Groups include, contractors, distributors, and manufacturers that operate their businesses across Colorado. For the DSM Strategic Issues docket, they will provide technical and market input on topics such as appropriate BE targets, policies for training and market development programs, policies related to program evaluation, etc.

“Field Testimony Witness” | EEBC Installer/Contractor

EEBC is exploring an “informal proceeding format” for a contractor witness to speak directly from their experience as an installer and business operator. Guidance and written testimony support will be provided to the field witness by Howard Geller and EEBC staff.

“HP Acceleration Forecast for Colorado’s Shareholders Shared Goal HP # by 2030” | EEBC HVAC Distributors/Manufacturers

EEBC analytic partners are collaborating on an “aggressive and realistic” **COLORADO’S SHARED HEAT PUMP ACCELERATION FORECAST**. The intent is to develop field-driven analytics and work in tandem with the stakeholders – Colorado Energy Office, utilities, Cities, Gov’t Agencies, etc., who are deciding “the rulemaking” to ensure the industry can hit the State’s carbon-free, emission goals by 2030.

3. Legal Advisement and Administrative Filing | Dietze & Davis, EEBC Legal Counsel

Advises EEBC staff and members on how to develop and write their “special initiative” rebate/incentive proposals, negotiates with Xcel Energy on incentive program changes or new rebates with EEBC members. EEBC members remove barriers to rebate implementation in the field through this process!



CALL TO ACTION | INDUSTRY ACTION GROUPS

- *What special initiatives are your company interested in?*
- *What would you like to see change/improve in Xcel Energy, other utilities, cities, and the State? What market support is needed?*
- *Inform, Advocate, and Inform to Influence Outcome Impacting your Business through the EEBC!*

EEBC Members are the Field Experts to Inform Policy Arguments in 2022 Starting July 1st!

Tell Us What Initiatives/Rebates You Want to Influence In Your Industry?

Join In Current Action Groups:

- **HVAC/Heat Pumps**
- **Building Envelope – Insulation, Air Sealing, Auditors, Engineering Firms**
- **Commercial Lighting**

Example to Follow:

Manufacturers, Distributors, and Stakeholders'
HP Ad Hoc Working Group

TOPIC:

“COLORADO’S SHARED HEAT PUMP ACCELERATION FORECAST”

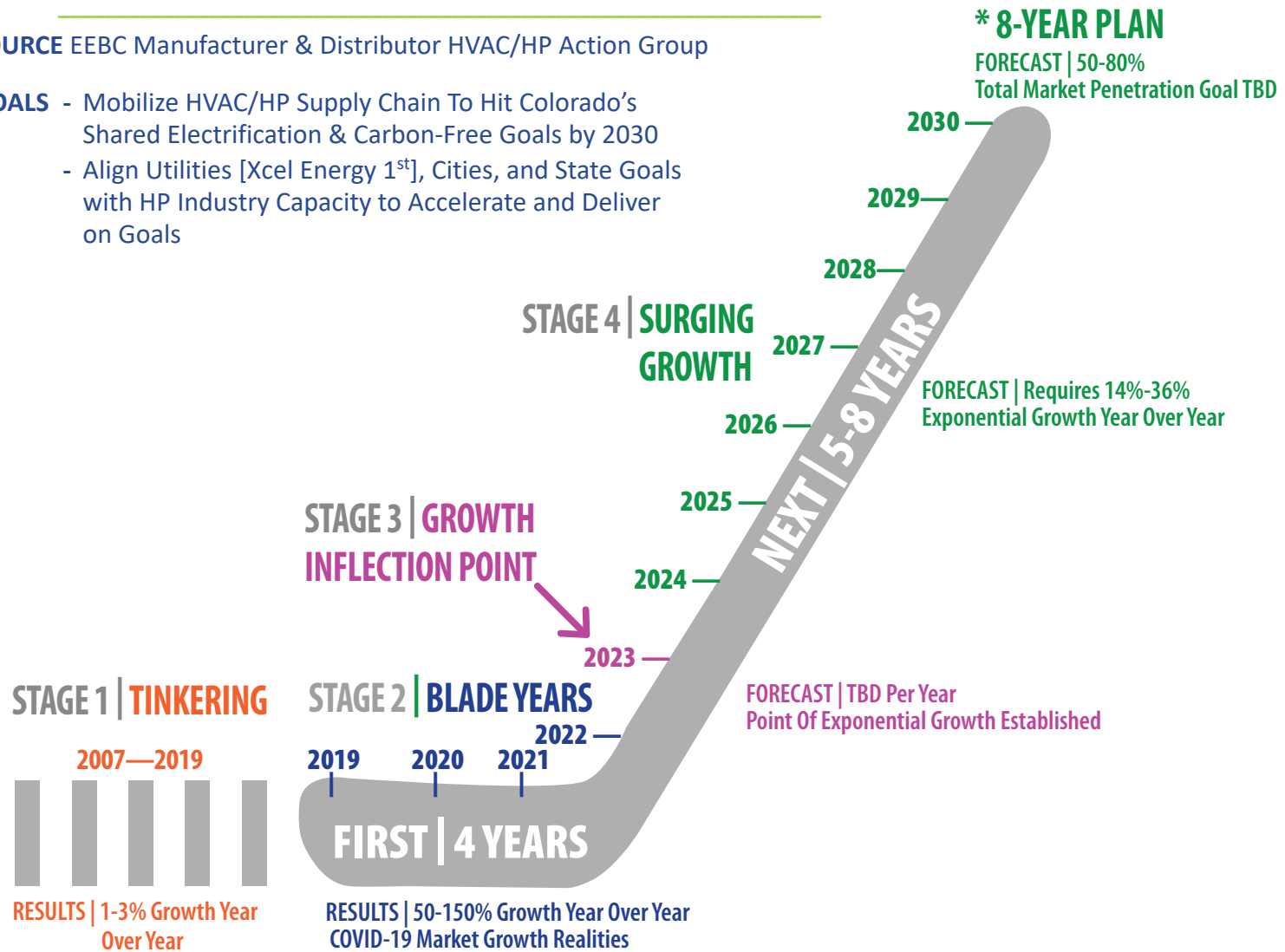


COLORADO'S SHARED HEAT PUMP ACCELERATION FORECAST

Estimated Heat Pump (HP) Growth Trajectory Needs By 2030

SOURCE EEBC Manufacturer & Distributor HVAC/HP Action Group

- GOALS**
- Mobilize HVAC/HP Supply Chain To Hit Colorado's Shared Electrification & Carbon-Free Goals by 2030
 - Align Utilities [Xcel Energy 1st], Cities, and State Goals with HP Industry Capacity to Accelerate and Deliver on Goals

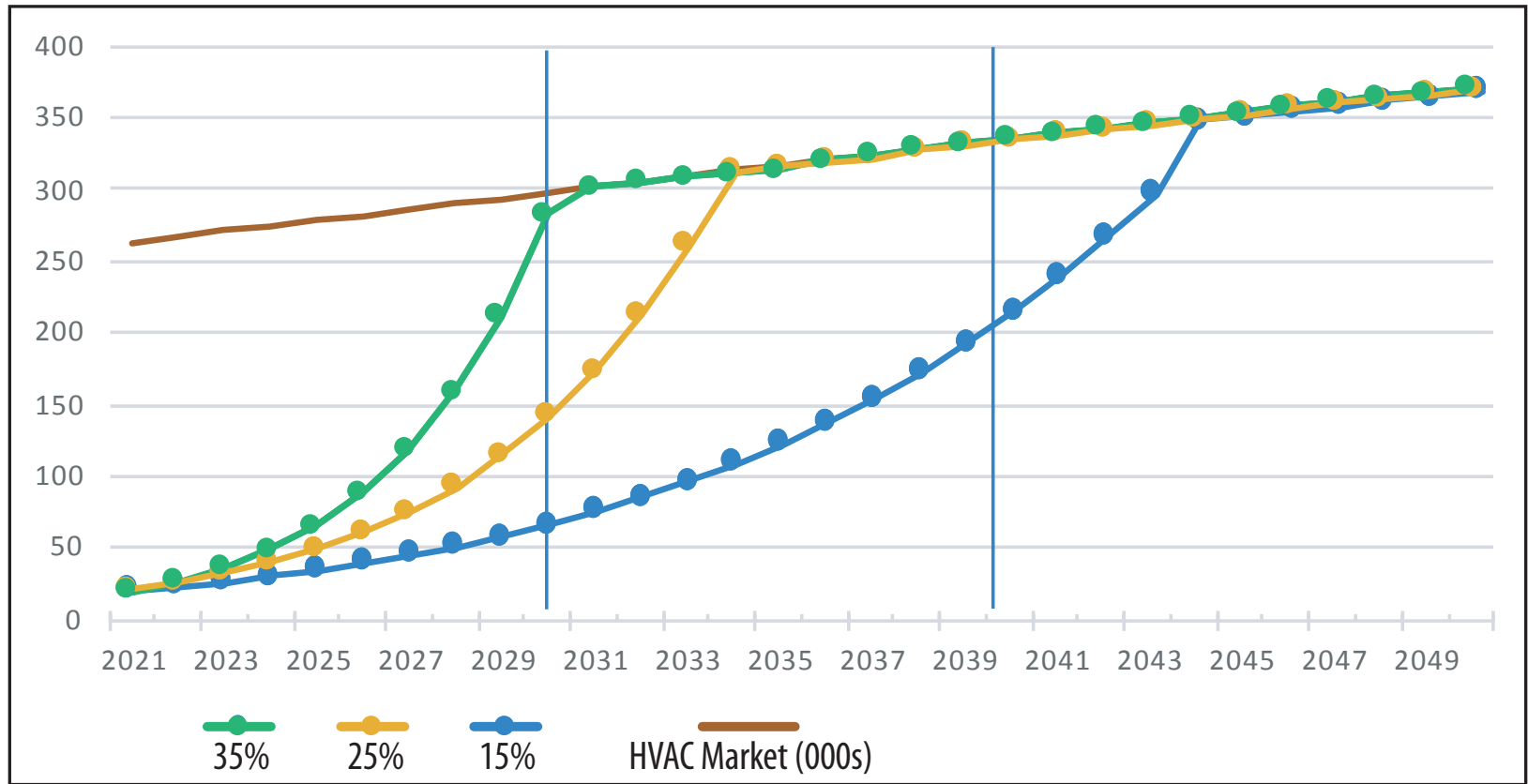


**HP Action Group 2030 ADOPTION ESTIMATES
REQUEST |**

GRAPH | Projected Annual Heat Pump Installs Based on Estimated Annual Growth Rate Year Over Year

SOURCE: EEBC Manufacturer & Distributor HVAC/HP Action Group

Data Analytics, Metrics, & Modeling HP Forecast Discussions (as of 5/20/22) | [SPREADSHEET](#)



Thank you!

| To Learn More and/or Join In Contact

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