



# Overview of the \$200 Million Power Ahead Colorado Program

AC Rep Development Council- April 2, 2026



# Power Ahead Colorado

- Funded by a \$200m grant through the U.S. Environmental Protection Agency.
- Implementation through October 2029.
- Collaboration with partner agencies:
  - Denver Regional Council of Governments
  - Local government staff
  - Xcel Energy
  - Colorado Energy Office
  - Rewiring America
  - Collective Clean Energy Fund





# How we transform the HVAC market

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# Building Policy Collaborative





# Building Policy Collaborative (BPC): Benefits & Resources

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**Regional  
Decarbonization  
Roadmap**



**Collaboration  
and Peer Learning**



**Model Policy  
Options**



**Regional  
Engagement**



**Research  
Support**

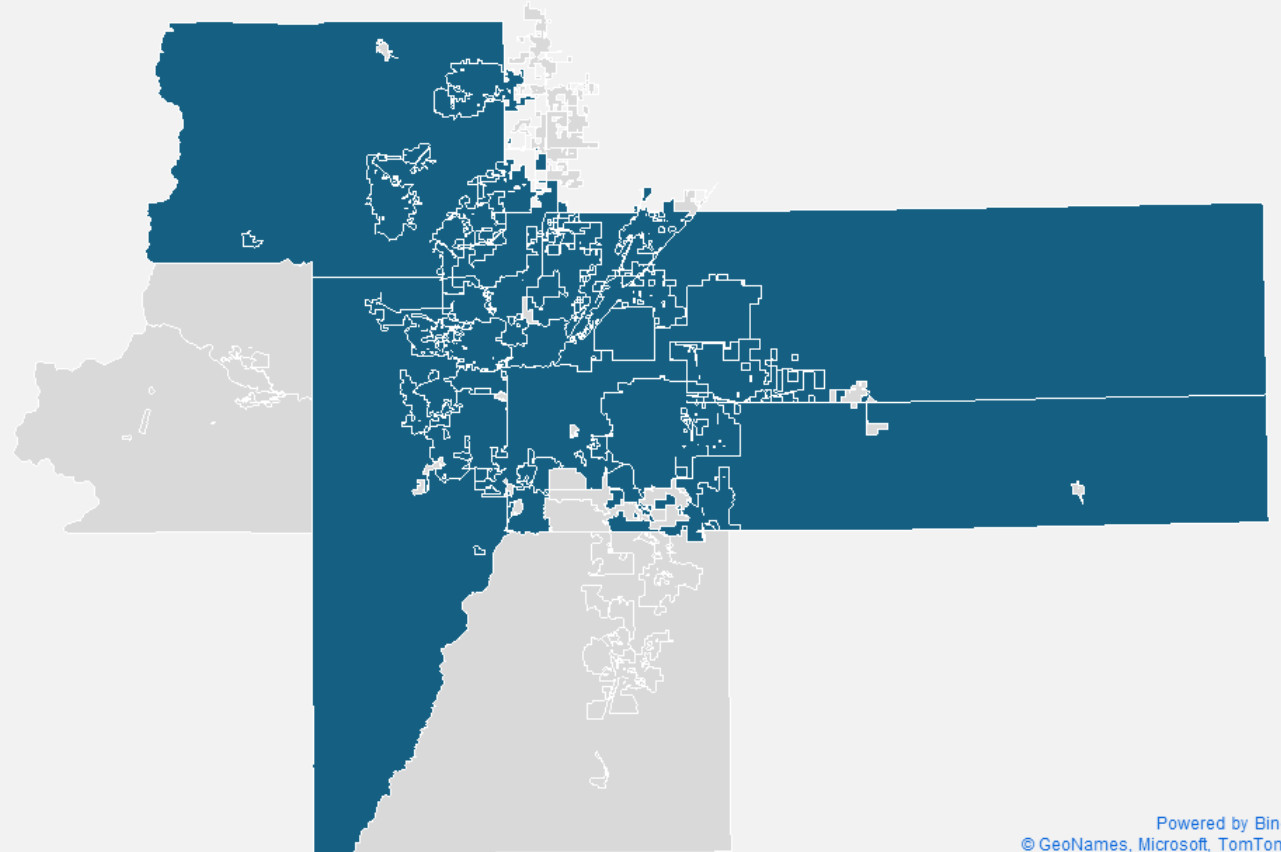




# Jurisdictional Subaward Program

- 27 jurisdictions were awarded a total of \$26 million.
- Primary uses include:
  - Staffing
  - Technical assistance
  - Training/certifications
  - Permitting system updates
  - Community engagement
- 60% of jurisdictions working on energy code.
- 74% of jurisdictions working on existing buildings.
- **\$6.55 million for Round 2 in Q2 2026**

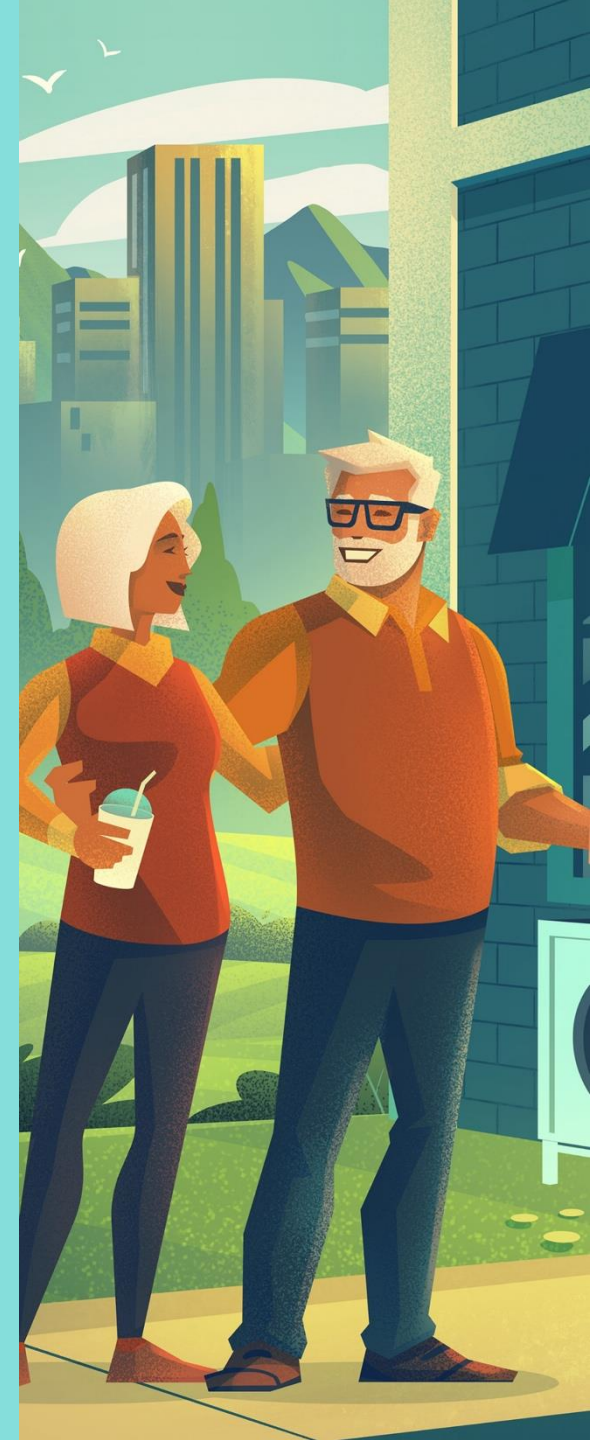
Geographic Distribution of Funds



Powered by Bing  
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# Communications and Marketing





## Advertising campaign

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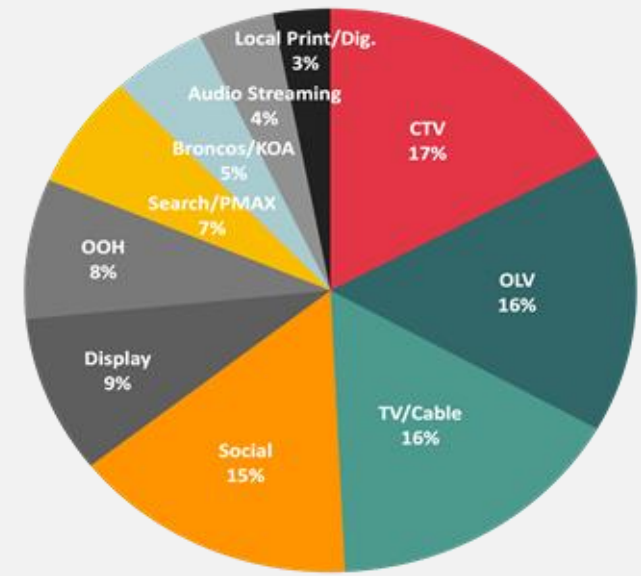
The campaign will focus on home comfort, powering better homes, stronger communities and quality jobs for Colorado's clean, healthy future.

- Website and ad campaign uses illustrations from Firestone, CO artist, Brian Miller.
- Completed extensive market research.
- Advertising campaign launched January 26, 2026.
- Earned media opportunities have resulted in about a dozen articles in local and national media.



# Paid media approach

- Budget of approximately \$2 million per year.
- Digital media began in January 2026.
- Broadcast throughout the Winter Olympics in February 2026.
- Billboards throughout the region in March 2026.



**AWARENESS**  
Media Impressions

**LINEAR TV**

**CTV**

**PODCAST, AUDIO STREAMING**

**OOH**

**CONSIDERATION**  
Engagement & Education

**OLV**

**HIGH IMPACT DISPLAY**

**PAID SOCIAL**

**EBLASTS**

**TOTAL ESTIMATED IMPRESSIONS**  
234MM

**CONVERSIONS**  
Request for Information

**STANDARD DISPLAY**

**META FILL FORM**



# Community engagement

- Currently creating community engagement plans and conducting stakeholder mapping.
- \$2.2 million in grants will be distributed to community-based organizations to assist with public involvement.



# Workforce and Industry Development



# Qualified Contractors

- Filtered Searches
- Multiple Quotes
- Badges



## Heat pumps & HVAC Contractors in Denver, CO - Get Free Quotes

80218

Heat pumps & HVAC

Search

### Business

Search by business name

Local only

Financing options available

Offers incentives

Union affiliated

In disadvantaged community

### Property type

Single-family home

Multi-family home


Commercial

### Business diversity

Disadvantaged Business Enterprise (DBE)

LGBTQIA+ Owned Business

Showing 6 out of 23 pros. Scroll to see more options.



Verified license

### Colorado Home Services

★★★★★ 5.0 (632 reviews)

Lakewood, CO (4.9mi)


**Services**  
Heat pumps & HVAC, Water heater, Energ...

**Languages**  
English, Spanish

**Incentives and financing**  
Special offer, Financing available

**Other details**  
Disadvantaged Business Enterprise (DBE)...

Get in touch



Verified license

### Comfort Pros Heating and Air Conditioning

★★★★★ 5.0 (593 reviews)

Denver, CO (6.1mi)


**Services**  
Heat pumps & HVAC

**Languages**  
English

**Incentives and financing**  
Financing available

**Other details**  
Small Business

Get in touch



Verified license

### Kappler Mechanical and Electrical

★★★★★ 4.9 (1.3K reviews)

Broomfield, CO (13mi)


**Services**  
Heat pumps & HVAC, Water heater, Energ...

**Languages**  
English

**Incentives and financing**  
Financing available

**Other details**  
Veteran Owned Business, Women Owned...

Get in touch



Verified license

### Squeaks Services plumbing, heating and air

★★★★★ 4.8 (1.8K reviews)


Denver, CO (2.1mi)

**Services**  
Heat pumps & HVAC, Water heater, Energ...

**Languages**  
English

**Incentives and financing**  
Financing available

Get in touch



Verified license

### UniColorado Heating & Cooling

★★★★★ 5.0 (135 reviews)


Denver, CO (5mi)

**Services**  
Heat pumps & HVAC, Water heater,...

**Languages**  
English

**Incentives and financing**  
Financing available

Get in touch



Verified license

### The Cooler Company

★★★★★ 4.0 (207 reviews)

Lakewood, CO (2.5mi)

**Services**  
Heat pumps & HVAC, Water heater, Energ...

**Languages**  
English, Spanish

**Incentives and financing**  
Special offer, Financing available

**Other details**  
Minority Owned Business, Small Business

Get in touch





COLORADO  
CONTRACTOR  
HUB

[Sign in to my account](#)

# Join our Pro Network

Get free, qualified leads and showcase your expertise to homeowners ready to upgrade to heat pumps and other electric appliances.

[Sign up for free](#)

[Sign in](#)





## Colorado Contractor Hub Features

- Free Small Business Scaling Program
- Hired contractor agents
- Contractor Hub AI Chatbot
- \$1500 in Training Reimbursements
- Leads!!!



# ▶ Growing the HVAC workforce

## Green Workforce Hubs (\$5.2m)



## Workforce Boulder County



## Direct Trainings (\$2.7m)



## JUSTICE-IMPACTED WORKFORCE



## MULTILINGUAL WORKFORCE



## YOUNG ADULT WORKFORCE



# Incentives, Advising and Innovation



# Incentives and Advising

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## **Launching in May 2026**

### **Incentives (\$40 million)**

Fast payments with transparency.  
Predictable and consistent.  
Focus on regional impact.

### **Advising (\$17 million)**

"No-wrong-door" approach.  
Trusted, neutral advisors.  
A sales tool for contractors.



# ➤ Comfort For All Program (\$47 million)

- **No-cost home upgrades** for homeowners and affordable housing .
- Over 2,000 households served.
- Prioritizing households with multiple vulnerabilities.
- Financial accessibility and safeguards.
- Accountability and Data Management.



**ENERGY  
OUTREACH  
COLORADO**



# Innovation Grants (\$6 million)

## Approx. 20 awards

- Average award of \$200,000.
- Businesses and community-based orgs are eligible.
- Three rounds, beginning this summer.

## Program goals

- Grants succeed in generating lessons learned and policy outcomes.
- Grants are accessible and represent the region.
- Program has top-tier customer service.

## Tracts

- Making Electrification Easier to Deliver
- Demand Flexibility and Technical Performance
- Coordinated Deployment and Planning Strategies
- Expanding Access, Health, and Trusted Delivery



Thank you!

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**POWER  
AHEAD**  
COLORADO