

**Attachment A  
Meeting Summary  
Power Ahead Colorado Technical Committee  
Tuesday, May 5, 2026  
Virtual Meeting Only – Hosted on Zoom**

**Members (or Voting Alternates) Present:**

Amanda Perkins	Adams County
Melody Mascarenaz	Adams County
Jonathan Koehn	City of Boulder
Susie Strife (Chair)	Boulder County
Shannon Jahn	City and County of Denver
Samantha Lichtin (Alternate)	City and County of Denver
Bridger Tomlin	Jefferson County
Jeff Wong	Jefferson County
Holly Harris	Building Decarbonization Coalition
Steve Jackson	Workforce Development LIDAC
Brooke Pike	Non-Profit LIDAC
Lukas Hagan	Affordable Housing LIDAC
Adam Sanderson	Longmont Power and Communications
Martin Postma	City of Thornton
Pete Johns	Xcel Energy
Sergio Cordova	Denver Pipefitters Local 208
Flo Raitano	DRCOG
Eryka Thorley	Southwest Weld County

**DRCOG staff:** Chris Selk, Greg Miao, Devon Reifsneider, Fernando Briones, Mac Prather, Robert Spotts, Clay McCombe, Emily Loker Luke Charbonneau

**Call to Order**

Chair Susie Strife called the meeting to order at 10:00 a.m.

**Public Comment**

There was no public comment.

**April 7, 2026 Power Ahead Colorado Technical Committee Summary**

The summary was accepted.

**Discussion Items**

*Update on Marketing Campaign Launch*

Chris Selk, Communication and Engagement Program Manager, alongside Carol Quinn, Account Director at Karsh Hagan, updated the committee on Power Ahead Colorado's \$14 marketing program for the DRCOG region. Research undertaken by the Karsh Hagan team demonstrated that educating home and business owners about the

benefits of heat pumps is vital to market transformation. The creative campaign consists of paid advertising, social media and earned media. The Karsh Hagan team discussed the media campaign, which launched January in January of this year, and the results of a comprehensive homeowner survey, which shed light on the perception of heat pumps across the DRCOG region.

Martin Postma asked the Karsh Hagan team to explain the difference between unaided barriers and aided barriers for heat pumps. The guiding question for the slide was “what do you think are the barriers to heat pumps.” From there, the focus group provided various answers. For unaided, it could be whatever the group could come up with, whereas aided barriers were guided with more heat pump context from Karsh Hagan.

Eryka Thorley inquired about cultural differences or language barriers and if Karsh Hagan had additional thoughts of why there might be difference in sources and trusted sources. Pip Cross, of Karsh Hagan, replied that the hypothesis that their team has, is that heat pumps are more popular in other countries; particularly in Latin America, individuals may have firsthand experience of a heat pump in their home.

Susie Strife asked about the potential for complementing the whimsical animated design of Power Ahead Colorado’s campaigns with well-known Colorado spokespeople about their heat pump journey and if that is something Karsh Hagan has considered for the future. Carol followed up suggesting that Chris Selk’s team is starting to explore those avenues. Karsh Hagan also noted that their team will be interviewing homeowners and contractors as well for their feedback.

Jeff Wong asked about how Power Ahead Colorado plans to coordinate with Xcel Energy’s clean heat plan and the investment Xcel has committed to messaging and communications for heat pumps. Robert Spotts said that Power Ahead Colorado will continue meeting monthly with the Building Decarbonization Network, where last month's meeting was about marketing efforts. While there are some challenges with fully aligning of messaging, Robert’s thought is that the more sources you're hearing it from, the more it's additive and beneficial. Jeff Wong followed up with how the committee can best support the messaging from Power Ahead Colorado. Chris Selk replied that utilizing the Power Ahead Colorado brand guide for collaboration is a great starting point, leveraging partnerships with events, posting about the program are all great ways to get the message out.

## **Administrative Items**

### *Member Comment/Other Matters*

Robert Spotts brought to the committee’s attention that the innovation grants program is still open for applications until May 15, 2026.

Jeff Wong asked about opportunities for cobranding since not everyone is familiar with DRCOG or PACO, so there might be a benefit to incorporate the logo from the city or county that people live in to provide a sort of recognized legitimacy to the campaign. Chris responded that PACO's communication consultant, Karsh Hagan, which is responsible for our branding, is creating a social media toolkit for our partners in the region where our local jurisdictions can piggyback on what we're doing from a social media aspect so that jurisdictions can add their branding to the posts to help convey a sense of partnership between PACO and our local partners.

Next Meeting – June 2, 2026

**Adjournment**

There were no additional comments, and the meeting adjourned at 11:39 a.m.