



Incentives and energy advising program launch

Technical Committee Meeting
June 2, 2026



Impact goals

- Provide energy advising for:
 - 11,108 single-family homes
 - 22,892 multifamily homes (units)
 - 5,800 commercial buildings
- \$40m of incentives paid to:
 - 10,000 single-family homes
 - 16,000 multifamily units
 - 4.15 million square feet of commercial building space



Program design



Program design

What we hear

- “Keep it simple”
- Reduce administrative friction
- Provide clear and predictable incentives
- Avoid shifting risk onto contractors
- Ensure incentives are large enough to matter



Factors considered

Existing programs

How do we complement existing programs in the region rather than complete?

Equipment costs

What incentive levels meaningfully reduce upfront cost barriers for participants?

Participant experience

How do we make participation simple, clear, and worth the effort for customers and contractors?

Cold climate air source heat pump incentive

Designed to build market momentum, expand contractor participation, and accelerate high-quality heat pump installations across the DRCOG region.

- Simple and easy to navigate
- Designed to stack with existing incentives
- Supports flexible Quality Install Verification timing
- Incentives aligned with administrative effort
- Incentive levels designed to drive participation



SECTION 2

Program overview



Energy advisors are here to help!



Tier 1: Help Desk

Quick, accessible support via phone and email



Tier 2: Virtual Engineering Support

Virtual technical assistance for larger or more complex projects



Tier 3: On-Site Energy Advising

On-site engineering expertise for highly complex projects



Energy advising team

Help desk: David Goldsmith & Isabela Merlo

- Local to Denver & ready to help today:
 - 844-303-9333
 - info@advising.poweraheadcolorado.org

Virtual engineering support: VEIC

On-Site energy advising: Brendle Group & Group 14

Supported by self-service resources:

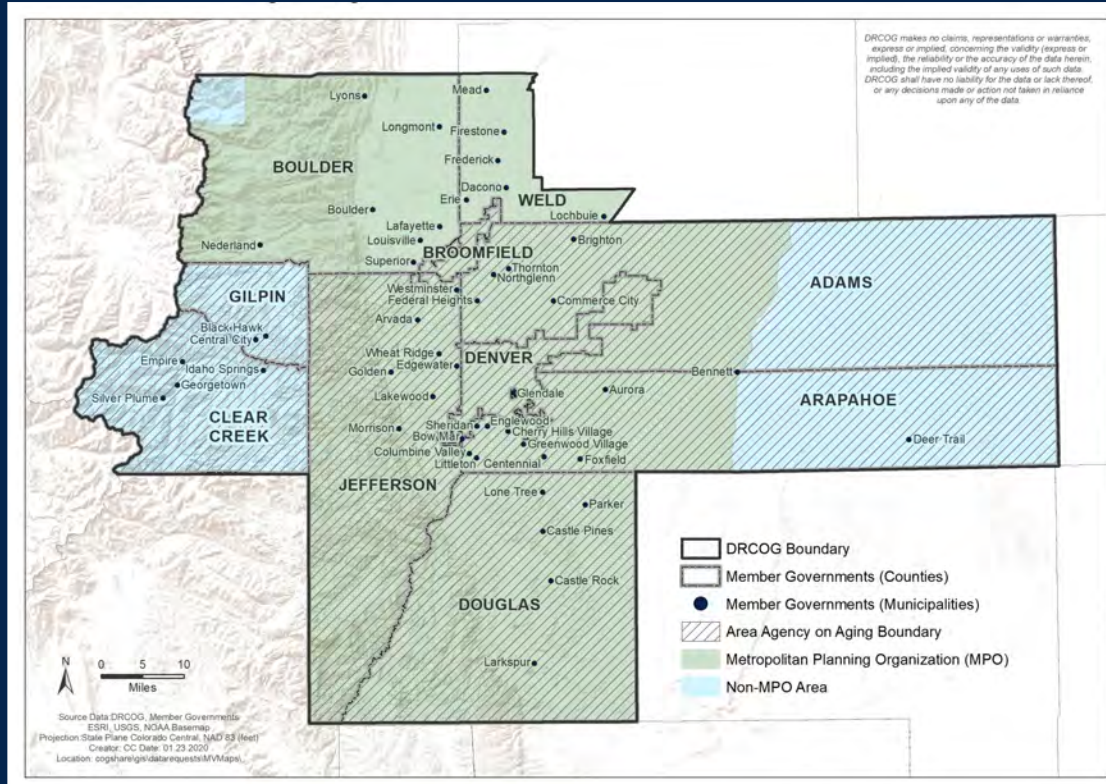
- Resource library including DIY guides, FAQs, case studies, and regional resources.

Accessibility and translation support available



Basic customer eligibility

- Within the DRCOG Boundary.
- Existing single-family, multifamily, and commercial buildings.
 - New construction not eligible at launch.
- Installation by participating contractor.
- Stackable with utility/municipal incentives but cannot exceed total project cost



Equipment eligibility

Cold climate air source heat pumps

Equipment Type	Efficiency Requirements	Rebate
Ductless (Mini Split) Cold Climate Air Source Heat Pump	Meets ENERGY STAR Non-Ducted Cold Climate Heat Pump criteria	\$1,500
Ducted Cold Climate Air Source Heat Pump	Meets ENERGY STAR Ducted Cold Climate Heat Pump criteria	\$1,500

ENERGY STAR requirements align with Xcel Energy criteria, enabling easier incentive stacking for participants in the region





Why a flat incentive?

- Reduces complexity across overlapping regional programs.
- Makes participation easier for customers and contractors.
- Avoids additional rules based on technology, size, or geography.
- Allows focus on contractor engagement and quality installations.
- Enables customers to continue benefiting from stacked incentives elsewhere.

So how much will a heat pump cost?

Key Factors

- Equipment size needed
- Incentives you qualify for

Equipment Cost

Common sizes:

2-ton system	\$12,000 to \$16,000 cost on average
3-ton system	\$18,000 to \$24,000 cost on average
4-ton system	\$24,000 to \$30,000 cost on average

Available Incentives

The most common size is the 3-ton system. For a homeowner installing a 3-ton cold-climate air-source heat pump:

- Installed cost: \$18,000 to \$24,000
- Available incentives: \$1,800 to \$17,000
- Out-of-pocket: \$1,000 to \$22,200

Stacking Examples

Denver single-family home | 100% AMI household
4-ton cold-climate air source heat pump (replacing gas furnace)

Incentive	Amount
Xcel Energy rebate	\$9,000
Power Ahead Colorado	\$1,500
Colorado Energy Office tax credit	\$333
Total Savings	\$10,833

Boulder duplex | 79% AMI household
3-ton cold-climate air source heat pump (replacing gas furnace)

Incentive	Amount
Xcel Energy rebate	\$6,750
Power Ahead Colorado	\$1,500
Boulder County EnergySmart	\$2,000
Colorado Energy Office tax credit	\$333
Total Savings	\$10,583



Process overview

- Contractor submits project for pre-approval.
 - Application portal supports submission.
 - Equipment eligibility automatically verified.
 - Estimated incentive calculated.
- Project pre-approved.
- Installation completed & documentation uploaded.
- Completion verified.
- Incentive paid.



rebateestest.poweraheadcolorado.org says

Qualified - Please verify product details. If they do not match your purchase please re-enter the Brand Name and Model Number

OK

Product Details

Purchase Date: 03/12/2026 ✓
Install Date: 03/12/2026 ✓
Quantity: 1 ✓
Brand Name: Comfort Aire
Model Number: A-VMH36QV-1
[View Qualified Products](#) **Check Qualification**

Heat Pump Type (Mixed system should be considered Ducted)
-- Select a value --
Rated Cooling Capacity (BTU/hr) at 95 degrees F
-- Select a value --
Comments

Cancel Product **Continue**

Product Details

Purchase Date: 03/12/2026 ✓
Install Date: 03/12/2026 ✓
Quantity: 1 ✓
Brand Name: Comfort Aire
Model Number: A-VMH36QV-1
[View Qualified Products](#) **Check Qualification**

Heat Pump Type (Mixed system should be considered Ducted)
Ductless
Rated Cooling Capacity (BTU/hr) at 95 degrees F
32,001 - 48,000 BTU/h
Comments

Estimated Rebate
\$1,500
The amount shown is an estimated value. The actual rebate amount may differ due to minimum customer contribution, purchase price, income eligibility, calculation error, or other factors discovered during the rebate application review process. Any change will be communicated to the rebate recipient prior to the completion of rebate application processing. If you have entered a brand and model number for your product, it may be checked against a qualifying product list.

Internal Use Only:
a9cffe91-2866-4033-
a97b-f1680433674e

Cancel Product **Continue**


Application Designed for Accuracy and Ease

- Automated:
 - Address verification
 - Equipment eligibility
 - Estimated rebate amount



My Rebates Page

Centralized location to see status of all rebate projects



My Rebates

Start a Rebate

Search

In Progress Submitted All

Incomplete (1)

Date Submitted/Program	Product(s) / Address	Rebate	Status	Rebate Id	Options
3/12 Contractor Installed Products	No products added yet Harper Caldwell (Ocho's Mexican Cocina) 8080 Union Ave, Denver		Not submitted	66268	Actions

Pending Pre-Approval (3)

Date Submitted/Program	Product(s) / Address	Rebate	Status	Rebate Id	Options
3/9 Contractor Installed Products	1 Heat Pump Cold Climate Commercial Bakerly Proofman (Happy Bakeshop) 3621 32nd Ave, Denver	\$1,500	Pending Technical Review	66259	
3/9 Contractor Installed Products	1 Heat Pump Cold Climate Residential Single Family Fran Alster 5600 Dartmouth Ave, Denver	\$100	Pending Customer Initial Review	66258	

My Rebates

Start a Rebate

Search

In Progress

Submitted

All

Processing (2)

Date Submitted/Program	Product(s) / Address	Rebate	Status	Rebate Id	Options
3/6 Contractor Installed Products	1 Heat Pump Cold Climate Commercial Dora Kneadsworth (Bakery Four) 4150 Tennyson St, Denver	\$1,500	Submitted	66256	...
3/9 Contractor Installed Products	1 Heat Pump Cold Climate Commercial Patty Whiskerton (Tokyo Premium Bakery) 1540 Pearl St, Denver	\$1,500	Submitted	66252	...

Check Sent (1)

Date Submitted/Program	Product(s) / Address	Rebate	Status	Rebate Id	Options
3/9 Contractor Installed Products	1 Heat Pump Cold Climate Commercial Parker Puffwell (Rheinlander Bakery) 5721 Olde Wadsworth Blvd, Arvada	\$1,500	Rebate Check Sent	66247	...





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