

Attachment A
Meeting Summary
Power Ahead Colorado Technical Committee
Tuesday, October 7, 2025
Virtual Meeting Only – Hosted on Zoom

Members (or Voting Alternates) Present:

Amanda Perkins	Adams County
Melody Mascarenaz	Adams County
Garrett McDaniel	City and County of Broomfield
Susie Strife (Chair)	Boulder County
Shannon Jahn	City and County of Denver
Elizabeth Babcock (Vice Chair)	City and County of Denver
Bridger Tomlin	Jefferson County
Jeff Wong	Jefferson County
Holly Harris	Building Policy
Eric Wilson	National Renewable Energy Labs
Brooke Pike	Non-Profit LIDAC
Lukas Hagan	Affordable Housing LIDAC
Adam Sanderson	Longmont Power and Communications
Steven Jackson	African American Trade Association
Shawn LeMons	Midwest HVAC/EEBC
Sergio Cordova	Denver Pipefitters Local 208
Flo Raitano	DRCOG
Eryka Thorley	Southwest Weld County

Public: DJ Beckwith, Camille Ziccardi, Carol Quinn, Shawn Weiman

DRCOG staff: Chris Selk, Cam Kennedy, Devon Reifsneider, Clay McCombe, Fernando Briones, Greg Miao, Andy Birkey, Mac Prather, Robert Spotts, Luke Chabonneau, Emily Loker

Call to Order

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

Public Comment

There was no public comment.

September 2, 2025 Regional Building Decarbonization Technical Committee Meeting Summary

The summary was accepted.

Discussion Items

Decarbonize DRCOG Branding

Chris Selk, Program Manager, Communications, introduced Camille Ziccardi and Carol Quinn from Karsh Hagen, who discussed how a significant part of the scope of work centered on creating a brand identity for the program. Karsh Hagen created a robust branding process that included market research, one-on-one stakeholder interviews, a Communications Advisory Council, and an online focus group composed of 180 homeowners in the DRCOG region. In August, under advisement of the research and consultant team, DRCOG staff made its final selection of the program name, Power Ahead Colorado, as well as the logo and color palette, which shares a selection of colors from the DRCOG style guide.

Melody Mascarenaz inquired why the standard DRCOG logo is not being used, considering how people know it across the region, and why the DRCOG connection isn't being emphasized. Robert Spotts responded that this rollout is still in the draft phase, and it's worth noting this initiative is focusing on a different audience than what DRCOG normally concentrates on, so it is important that this brand can stand more on its own. Additionally, the way DRCOG is depicted in the branding is similar to how it is represented in the Way to Go program. Camille Ziccardi added that it is critical that Power Ahead Colorado be able to stand on its own two feet.

Adam Sanderson stated that the billboard draft depicting a woman standing on a high-rise building overlooking Denver will not connect with low-income populations. Carol Quinn responded that this is just one example, and a collection of billboard examples will be made to depict different socioeconomic statuses in the region.

Jeff Wong asked about information on the testing pool and on its demographic makeup. Camille Ziccardi stated that there were three different focus groups, which ranged from low-income homeowners to anyone who owned a home in the region, as well as contractors in the workforce; in all, about 250 people were involved in the testing pool. Camille couldn't recall the demographics of the participants off the top of her head, but said that that information could be retrieved and sent to the committee if needed.

DRCOG Comprehensive Climate Action Plan

Robert Spotts, Manager Building Decarbonization, discussed that the Comprehensive Climate Action Plan builds directly on the Priority Climate Action Plan. Federal requirements specify that the CCAP must address all major greenhouse gas sectors and must also include a regional greenhouse gas emissions inventory. Beyond technical analysis, the plan is expected to establish both long-term and near-term emissions reduction goals, analyze strategies and measures for each sector, evaluate

workforce and economic impacts, and identify potential funding sources to support implementation.

Susie Strife inquired what role DRCOG plays when it comes to statewide policy. Flo Raitano responded that DRCOG has a role in the development of statewide policy at the legislative level. DRCOG is an advocate in a lot of spaces, and the DRCOG Board adopts a policy guide annually. Robert Spotts added that with the Power Ahead Colorado, DRCOG is in this new space and that the DRCOG Board is largely supportive and enthusiastic about this program.

Susie Strife asked if the ongoing government shutdown has had an impact on the work that Power Ahead Colorado is doing. Robert responded that the funding reimbursement process is still working. Depending on how long the shutdown drags on, there might be some disruption with how DRCOG interacts with our contacts at the federal level, such as the EPA, but as of right now, there have been no issues.

Administrative Items

Member Comment/Other Matters

There was no additional comment.

Next Meeting – October 7, 2025

Adjournment

There were no additional comments, and the meeting adjourned at 10:56 a.m.