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From 2020 to 2023, the City of Denver participated as a partner in the [Better Buildings Workforce Accelerator \(BBWA\)](#). The BBWA is a Department of Energy initiative seeking to raise the level of building science and energy efficiency knowledge in the nation's building-related workforce. Through the BBWA, DOE engaged industry partners in activities that build interest and awareness, streamline pathways, and improve skills for people pursuing green building careers.

The City and County of Denver engaged with the BBWA for Technical Assistance to create an educational webinar for HVAC contractors featuring resources for electric heat pump installation.

About the Partner

The City and County of Denver's [Climate Action, Sustainability & Resiliency Office \(CASR\)](#) works with fellow departments, government agencies, and community partners to ensure and enable a sustainable, resilient, and climate-safe future for Denver, CO. CASR created the [Energize Denver Hub](#), an online one-stop shop for building owners working to meet Denver's existing building regulations; including the requirement to electrify gas systems as a means of reducing emissions for the built environment. These reductions are projected to reduce greenhouse gas emissions by 80% by 2040. The City and County of Denver aims to achieve net zero energy by 2040 through benchmarking, building performance standards, and electrification.

About the Program

Recognizing that the electrification of buildings depends on having a trained workforce, CASR hosted an educational webinar for HVAC installation contractors entitled [Benefits of Building Electrification](#). The project was the result of Technical Assistance facilitated by the BBWA and was developed in partnership with Steven Winter Associates, Inc., the Technical Assistance provider. The *Benefits of Building Electrification* webinar provided attendees with information on the benefits of electrification in the Denver market, technical solutions, and guidance to access Denver's resources like incentive programs and training sessions.

The 40-minute webinar began with a discussion of why electrification is beneficial for the built environment in Denver and debunked some common myths on electrification. It offered links to local and federal incentives that make electrification an even more attractive solution for contractors and building owners. This was followed by a deep dive into how to electrify, including content on heat pump basics, system types, and domestic hot water. This detailed information was designed to empower HVAC contractors to become key players in Denver's decarbonization. The webinar concluded with resources from CASR including how-to guides, check lists, and more on the Energize Denver Hub.

AT A GLANCE

- ▶ **Partner:** City and County of Denver, Climate Action, Sustainability & Resiliency Office
- ▶ **Project:** Benefits of Building Electrification Webinar
- ▶ **Program Location:** Virtual, City and County of Denver
- ▶ **Technology:** Heat Pumps
- ▶ **Audience Served:** Incumbent Workforce
- ▶ **Better Buildings Workforce Accelerator Focus Area(s):** Improve Skills

Outcomes and Impact

Along with the webinar, a [supplemental one-pager](#) was created to summarize details about the webinar and serve as a quick resource guide and marketing tool for HVAC contractors. The [slide deck](#) used in the webinar is also available.

As of November 2023, the recording of the webinar has 130 views and continues to be freely accessible online. The webinar was promoted in CASR's spring 2023 newsletter along with other video trainings on heat pump myth busting, the city's energy code, and the Energize Denver policies. The one-pager is promoted by CASR in quarterly newsletters to continue bringing attention to the topic of electrification.

Lessons Learned

The webinar was created over many weeks and was originally longer than intended. The process to ensure the content was technologically accurate, applicable to contractors, and relevant to the Energize Denver program led to an extended review. As a result of the review process and paring



Screenshot from the [Benefits of Building Electrification](#) webinar defining relevant heat pump terminology

down of the webinar content, CASR created the supplemental one-page document to make the information accessible, digestible, and easier for HVAC contractors to share with their industry peers.

This case study was developed with content from the City and County of Denver's [Climate Action, Sustainability & Resiliency Office \(CASR\)'s website](#), specifically the [Energize Denver Hub](#) webpage, the [recording of the webinar](#) and the [supplemental one-pager](#).