

Leadership Academy

Motivating Contractors to Participate

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- Developed in partnership by
 - Platte River Power Authority (PRPA)
 - Poudre Valley Rural Electric Association, Inc. (PVREA)



PLATTE RIVER
POWER AUTHORITY



Engaging Contractors

- Created a list of all HVAC Contractors within our Northern Colorado Region
 - Mass mailing to glean interest in such a program.
 - Those who responded learned about the requirements and the benefits.
 - Those who wished to differentiate themselves continued to move forward.
- We provided the venue and opportunity

Motivating Factors – Contractor

- No-Cost/Quality Marketing
 - Magazine/newspaper ads
 - Website
 - Member handouts/bill stuffers
 - High quality marketing pieces
- Direct referrals

Motivating Factors – Contractor

- Highlighting contractor reputation as being well educated and committed to quality service delivery
 - Focus moves away from “cheapest is best” toward “quality pays”
- Advanced Training Opportunities
 - Sponsored by utilities at minimal cost for participating contractors
 - Training brought into the local area
 - No travel costs
 - Reduced employee time loss

Motivating Factors – Utility

- Raises public awareness
- Quality referral connections for members
 - List provided on website and in handouts
- High energy use complaints often involve mechanical system operation
 - Multiplies ability to respond – strengthens the “bench”
 - Helps to pinpoint where concerns originate
 - Provides real solutions and results in fewer complaints

Motivating Factors – Utility

- Good stewardship for members
 - They are getting added value for their membership
 - They don't have to wonder where to go to find a quality contractor.
 - “Perk” of membership
 - We are being proactive on behalf of the membership
 - Responsive to their concerns and needs
 - This was an issue that needed a solution
 - Reasonable cost with high return

Commitments

- Signed agreement between contractor and utility – contractor agrees to:
 - Maintaining all required licenses and proper insurance
 - Complying with the SELECT HVAC Code of Ethics
 - Complying with all pertinent commissioning standards
 - Adhering to all regional mechanical codes
 - Honoring all manufacturer and contractor warranties
 - Attending required SELECT HVAC training classes
 - Providing for verification of program compliance

Commitments

- Commitments are defined in detailed agreements that participants must sign
- Utilities developed agreements and forms
 - All parties know what is required for:
 - Participation
 - Commissioning
 - Receipt of Incentives (Rebates)
 - Training
 - Etc.
- “Check and balance” in place

Dynamic Program

- Ever-evolving
- Contractor input is sought out and valued
 - “Pushback” becomes “buy-in”
- Opportunity is created for bringing “competitors” together for collaboration
- Educational opportunities are cutting edge
 - As codes change, educational requirements focus on those changes
 - Varying levels of training – classroom and hands-on
 - Business owners
 - Technical staff

Setting Standards

- Interest and program use are expanding
 - Other utilities
 - Governor's Energy Office
 - NoCo Energy Star Homes
 - Etc.
- Select HVAC is succeeding in this effort, where many others have tried and failed. *Why?*
 - Utility commitment
 - Managing challenges as they arise
 - Keeping an eye to the future
 - Contractor buy in

No Effort Means No Change

Einstein once said:

“The definition of insanity is doing the same thing over and over again and expecting different results.”

Questions?

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