# Leadership Academy Motivating Contractors to Participate October 2011

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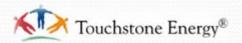




- Developed in partnership by
  - Platte River Power Authority (PRPA)
  - Poudre Valley Rural Electric Association, Inc. (PVREA)

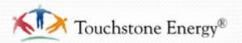






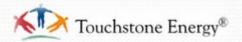
## **Engaging Contractors**

- 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



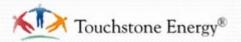
## Motivating Factors – Contractor

- 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



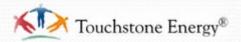
# Motivating Factors – Utility

- 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



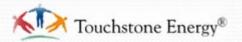
# Motivating Factors – Utility

- 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



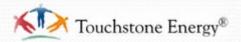
#### Commitments

- 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



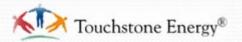
## Dynamic Program

- 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

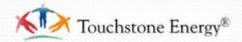
- Interest and program use are expanding
  - Other utilities
  - Governor's Energy Office
  - NoCo Energy Star Homes
  - Etc.
- Select HVAC is succeeding in this effort, where many others have tried and failed. *Why?* 
  - Utility commitment
  - Managing challenges as they arise
  - Keeping an eye to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