

EEBC Provides Members

the platform to **Advocate** for your business initiatives, the opportunity to **Influence policy/legislation** outcomes, and receive **news, information, and updates** on initiatives and trends that can make a difference to your business' bottom line

EEBC is the industry's voice to create business opportunities to grow your energy efficiency industry

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| EEBC MISSION

EEBC is a 501 (c)(6) nonprofit statewide trade association that represents and advocates for businesses that provide energy efficiency, demand response, and beneficial electrification, products, and services in Colorado. EEBC supports energy efficiency policies and programs that creates sustainable workforce, increases cost-effective energy, improves the environment and public health, uphold the standards for safety, quality, and professionalism in the energy efficiency industry.

Dear Governor Polis and Colorado Legislators:

On behalf of the Energy Efficiency Business Coalition's (EEBC) trade association member businesses, we respectfully request your support of **SB21-246 Electric Utility Promotes Beneficial Electrification**. SB21-246 promotes the continued growth of the energy efficiency industry in Colorado.

EEBC is a statewide trade association comprised of member businesses representing the energy-efficiency industry's supply chain - businesses that design, sell, and install high-performance gas/electric products and services across Colorado.

Colorado has 34,000 energy efficiency jobs across 6,000 energy efficiency businesses. These energy efficiency jobs comprise 9% of all construction jobs and 22% of all energy-sector jobs. More than three times the 10,000 fossil fuel industry jobs in the state. EEBC is proud to be part of the growing energy industry, companies that include engineering, architecture, data analytics, financing, commercial energy services, demand-side management implementation and evaluation, demand response, workforce training, and manufacturers, distributors, and contractors of energy efficiency products and services.

SB21-246 will allow our supply chain to expand its product and service offerings to businesses and consumers while opening up new job opportunities in our state. It directs the Public Utilities Commission to set targets for Xcel Energy and Black Hills Energy to promote ways of converting more home and business energy use to electricity. It will help businesses make innovative technologies, including high-efficiency heat pumps and water heaters, more accessible to consumers. **SB21-246** requires utilities to develop plans to meet the electrification targets in a way that is cost-effective and reduces net greenhouse gas emissions.

Under **SB21-246**, the plans must include at least one program targeted to low-income households to ensure that vulnerable consumers see lower energy bills. **SB21-246** will be including incentives, education, training, and other activities that increase customer adoption of electrification measures that our member businesses will be delivering to the marketplace. The bill also encourages other electric utilities to implement similar programs for their customers.

Increasing electricity use in buildings is a critical element of meeting the state's greenhouse gas reduction targets set in HB19-1261, which calls for Colorado to achieve a 50% reduction in statewide greenhouse gas pollution by 2030 and a 90 percent reduction by 2050. The electricity sector is rapidly growing cleaner with additions of low-cost solar and wind energy to the grid. EEBC members are knowledgeable at transitioning the fossil fuel energy used in buildings with clean electricity. Colorado will make great strides towards cleaning the air and reducing emissions.

A study done for the Colorado Energy Office found that Colorado has a *"high technical potential for beneficial electrification in the residential and commercial sectors between 2021 and 2030."* The study found by the end of 2030, beneficial electrification could result in approximately a reduction of 3.5 million tons of Carbon Dioxide equivalent [CO₂e] emissions and an increase in electricity sales by about 2%. But this transformation is unlikely to happen without policy drivers.

Please support the Beneficial Electrification in Buildings Act to help allow Colorado businesses to continue to grow and prosper, driving our local economy through job creation and resulting in a cleaner, stronger, and more energy-efficient Colorado.



Patricia Rothwell,
EEBC Board President | Executive Director

EEBC MEMBER SUPPORT OF
SB21-246 Electric Utility Promotes Beneficial Electrification

