



Western HVAC Performance Alliance Inc. (WHPA)

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WHPA Targeted Areas, Goals and Strategies

Approved by the WHPA Board of Directors on 6/28/18

For 2018 and beyond, the governing Board of Directors established WHPA **goals and strategies** focused on eight (8) target areas as specified below. The presented list does not reflect order of importance as survey input as well as HVACR landscape changes are factored into the prioritization process and development of measurable, realistic, and timely work product development goals and implementation plans for strategy achievement each year. Those outcomes serve to educate the public at large.

1. **HVACR Community Engagement**

Goal: Strengthen community relationships among member organizations and other stakeholders to increase knowledge, effectiveness and capacity for collective HVACR action.

Strategies:

- ✓ Create a forum for open and engaged dialog across diverse stakeholder groups, which serve to cultivate deeper partnership and collaborations, and drives a collective leadership approach for the HVACR industry.
- ✓ Solicit and summarize opinions on issues relevant to energy efficiency programs, as a means of improving the effectiveness of these programs.
- ✓ Seek out, document, and deploy information regarding best practices for: HVACR systems, HVACR business practices, engineering design, workforce education & training, certifications and accreditation, code and standards, environmental quality, sustainability issues and product manufacturing and distribution, such that this knowledge is shared within all facets of the market to support energy efficiency goals.
- ✓ Generate dialogue and closer working relationships among market actors who also promote HVACR efficiency by being bidirectional and transparent, both influencing and being influenced by other stakeholder groups.
- ✓ Increase the capacity of WHPA to influence regulators and others engaged in market assessment, evaluation, measurement, and verification about the potential for and actual EE and DR savings results.

2. **Energy Efficiency (EE) & Demand Response (DR)**

Goal: Advance energy efficiency and demand response objectives and accomplishments in the state of CA, with a focus on environmental quality to transform the market.

Strategies:

- ✓ Provide counsel to and take input from utilities, EE/DR program designers, implementers, regulators and evaluators for the purpose of curbing energy waste and transforming the market.
- ✓ Propose plans to advance statewide, regional, and potentially national HVACR efficiency program and demand response approaches without discouraging or stifling locally-targeted product or process innovation.
- ✓ Continuously review and provide feedback on the design, implementation, and evaluation of programs being administered in support of HVACR energy efficiency.
- ✓ Provide peer exchange, input and counsel on market transformation, environmental quality and sustainability goals as it relates to EE/DR activities.



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3. **Consumer Outreach**

Goal: Increase opportunities for consumers, both individually and in organizations to process and organize information to help meet their HVACR needs.

Strategies:

- ✓ Provide outreach to and education of consumers to support their efforts in obtaining the most energy efficient, technologically-appropriate systems to serve their comfort, health, and safety needs and help transform the market.
- ✓ Provide feedback about market conditions and suggest approaches for creating desire among residential and non-residential consumers through individual and collective marketing, communications and sales efforts for efficient HVACR equipment, and high-quality installation, service, operations, and maintenance.
- ✓ Encourage stakeholders to showcase the value proposition of HVACR opportunities through targeted sales and marketing schemes.
- ✓ Assist in identifying feedback mechanisms for residential and non-residential consumers who directly or indirectly participate in HVACR programs and/or adopt high quality, high efficiency HVACR products

4. **Emerging Technology**

Goal: Envision tools and technologies that would help transform the HVACR market and seek their development in both public and private research laboratories.

Strategies:

- ✓ Investigate and identify needed emerging energy efficiency technologies and provide insight, guidance and prioritization to such technologies that become identified for development or commercialization.
- ✓ Assist with the field testing of commercially viable tools, equipment and processes, and report results.
- ✓ Provide peer exchange, input and counsel on market transformation, environmental quality and sustainability goals as it relates to emerging technology activities.

5. **HVACR Industry**

Goal: Collaborate across organizations to identify best practices for HVACR technologies and foster sharing of industry knowledge and opportunities.

Strategies:

- ✓ Recommend strategies to transform HVACR market so that installation, operation, service, and maintenance of equipment and technologies are of the highest quality to achieve energy efficiency sustainability.
- ✓ Take a leadership role in advocating for the reduction of inefficient energy use due to improperly installed, operated, serviced, and maintained HVACR systems.
- ✓ Leverage industry expert knowledge and connections to promote awareness among HVACR industry of the impact their products, services, labor, and advocacy have on energy use. Emphasize significant business and occupational opportunities that exist for those who use their knowledge and skills to showcase the value proposition of energy efficiency strategies.
- ✓ Strengthen connections and where appropriate work with industry for the development of more cost effective HVACR technologies optimized for warm-dry climates



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6. **Public Policy**

Goal: Increase the capacity of WHPA to educate on and impact EE and DR policy changes with key regulatory bodies.

Strategies:

- ✓ Provide an environment that enables all participating stakeholders to receive benefits from engagement.
- ✓ Provide stakeholder insight, perspective, and feedback on relevant guidelines, regulations, and legislation.
- ✓ Support the creation and/or updates of California statewide HVAC energy efficiency strategy development.

7. **Workforce Education & Training**

Goal: Investigate, inform, and drive workforce education and training opportunities across the HVAC industry lifecycle.

Strategies:

- ✓ Investigate, identify, and deliver implementable recommendations and strategies that address critical HVACR knowledge, skills, and abilities (KSA) gaps across the workforce lifecycle.
- ✓ Build scaffolds into and across the HVACR lifecycle through targeted workforce education and training and workforce economic development collaboration and partnerships.
- ✓ Promote consumer education opportunities that emphasize the importance of energy savings, health, safety goals, and code compliance.
- ✓ Promote targeted Codes and Standards education, resources, and support to industry and market actors in effort to increase code compliance.

8. **Codes and Standards**

Goal: Work collaboratively with industry stakeholders and regulators to inform and influence adoption of proposed codes and standards changes relating to the HVACR industry.

Strategies:

- ✓ Provide stakeholder insight, perspective, and feedback on relevant guidelines, regulations, and legislation.
- ✓ Inform the CEC via the Codes and Standards Enhancement (CASE) process to develop and vet code change proposals as part of the T24 and T20 adoption process to draft Standards that are enforceable, not just cost effective.
- ✓ Work with the CEC to develop a process for combining all codes and standards references related to Building Energy Efficiency Standards (BEES) into a common database with appropriate cross referencing for access by stakeholders.
- ✓ Work with appropriate stakeholders to determine codes and standards compliance barriers and gaps and make recommendations.
- ✓ Work with regulators and stakeholders to understand and document the role of permitting and the needs of building departments.
- ✓ Provide peer exchange, input, and counsel on market transformation, environmental quality, and sustainability goals as they relate to Codes and Standards processes/activities.