



Western HVAC Performance Alliance Inc. (WHPA)

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ABOUT WHPA

Purpose, Vision, Mission, and Target Areas

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1. **Our Purpose** (per California Articles of Incorporation)

Western HVAC Performance Alliance Inc. (WHPA) is a California nonprofit public benefit corporation founded for the purpose of “providing, conducting and promoting research and education focused on energy efficiency, environmental quality, and sustainability” through the Heating Ventilation, Air Conditioning and Refrigeration (HVACR) lens.

WHPA launched in 2009 in response to the portion of the California Energy Efficiency Strategic Plan (CEESP) that reads: *"An HVAC Advisory Group should be chartered to involve high-level HVAC industry stakeholders—such as manufacturers, distributors, and contractors—to coordinate industry sponsorship of and participation in HVAC strategies. Membership should also include other key players, such as the CPUC, Energy Commission, utilities, building owners/managers, consumers, and the Federal government."*

2. **Our Vision**

Western HVAC Performance Alliance Inc. (WHPA) is an organization that will serve as a credible, reliable, significant, and effective resource for a broad-based community of HVACR stakeholders who have joined forces to transform the marketplace focused on the energy efficiency, environmental quality, and sustainability goals of California. Through stakeholder collaboration a united HVACR industry has the power to impact the present and the future.

3. **Our Mission**

Western HVAC Performance Alliance Inc. (WHPA) will work as a guiding light for California stakeholders to educate and inform present and future HVACR energy efficiency initiatives to benefit consumers. The organization will facilitate communication and action among a wide set of market actors through workforce education & training, emerging technologies, and industry-vetted HVACR strategies and programs.

4. **Our Primary Target Areas**

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.

- HVACR Community Engagement
- Energy Efficiency (EE) & Demand Response (DR)
- Consumer Outreach
- Emerging Technology
- HVACR Industry
- Public Policy
- Workforce Education & Training (WE&T)
- Code and Standards