

Event: ENERGY STAR SE Region Heat Pump/HPWH Growth Workshop

Location: Georgia Power Corporation (241 Ralph McGill Blvd NE, Atlanta, GA 30308; bring form of ID for security check in)

Date/Time: 9/25, 2-5 PM, please arrival 30 min early for check-in and networking (followed by sponsored Happy Hour at Hilton Tiki Bar)

Agenda:

- a. ESTAR Welcome
 - a. Workshop and Partner Meeting session promotion
- b. Objectives overview
 - a. Identify unique region opportunities/barriers.
 - b. Confirm product adoption value proposition.
 - c. Determine who are the right partners and how best to engage them.
 - d. Produce steps to ensure effective Inflation Reduction Act incentives' application.
 - e. Next steps recorded and shared.
- c. SE Region Energy Efficiency Profile Panel
 - a. Panelists seated on stage, each presents their POV (slides or verbal)
 - i. SEEA
 - ii. Conditioned Air Association of Georgia
 - iii. Habitat for Humanity
 - iv. Rheem National Plumbing Support Manager
 - v. Manufacturers
 - b. Q&A with panelists
- d. Breakouts/networking (session captains, all other participants free to rotate, action items identified) (may need separate tables for HP and HPWH depending on topic)
 - a. Building Effective Partnerships:

Goal: Define ideal regional partner, identify effective paths to engagement and pitfalls to avoid. Create partner target list.
 - b. The Optimal Program Designs:

Goal: Document ideal design elements including workforce training, effective combinations, expected barriers. Draft process flow.
 - c. Equity Roadmap:

Goal: Optimize regional profile, identify effective community partner engagement tactics, share examples of success and failure, identify program opportunities.
 - d. Inflation Reduction Act Tax Credit Guidance: (Session Captains-Dan/Nate)

Goal: Identify available industry resources, conduct guidance gap analysis, determine best information formats for multiple audiences and communication tactics.
- e. Breakout summaries and next steps:
 - a. Add outcomes to Partner Meeting sessions.
 - b. Wed lunch "table topics"
 - c. Tell others about this experience.
 - d. Potential to create regional alliance/coalition.