



## Current WHPA Mission – Vision – Goals (as of November 20, 2017)

### 1. Vision

People in all California buildings—whether homes, offices, schools, hospitals or other facilities—will enjoy cool, pleasing, productive temperatures during the heat of summer and a warm environment during the cold winter months.

HVAC products and services will help safeguard California’s energy resources through the expert application of high-quality technologies, equipment, installation and maintenance.

Blackouts and strains on the energy grid will be rare, as energy efficiency and energy planning has reduced the stresses of peak load energy demands. HVAC companies, the energy management industry, and utilities will be esteemed by consumers and society for the quality and value of their services while maintaining a sustainable business model.

### 2. Mission

The Western HVAC Performance Alliance is a collaboration of the heating, ventilation and air conditioning (HVAC), energy efficiency, facility management, and utility industries and government formed to:

1. Maximize the many benefits of cooling, heating, indoor air quality, and energy efficiency services to consumers.
2. Minimize the use of gas and electricity.
3. Benefit the individuals and organizations that ably deliver the above to consumers and society.

Through this collaboration, the residential and small commercial HVAC market will be transformed and will ensure that technology, equipment; installation and maintenance are of the highest quality to promote energy efficiency and peak load reduction.

### 3. Goals

#### 3.1 Overarching Goals

- Assist California utilities, policymakers and other stakeholders to implement, assess, prioritize, build consensus around, and continuously improve the California Energy Efficiency Strategic Plan (CEESP).
- Craft and continuously evolve an “HVAC Road Map” (Action Plan) that identifies specific actions, milestones, schedules, and metrics for measuring progress on the near-term, mid-term, and long-term goals articulated in the CEESP.
- Provide counsel to and take input from California’s investor owned utilities (IOUs), efficiency program designers, implementers, and evaluators for the purpose of curbing energy waste.
- Serve as a credible, reliable, influential, and effective resource for the broad based community of stakeholders who have joined forces to transform the HVAC marketplace.

#### 3.2 HVAC Efficiency Program Goals

- Through effective communication and collaboration, utilize expert knowledge and connections to amplify the impact of ratepayer-funded energy efficiency programs administered by the IOUs, publicly owned utilities (POUs), local governments and other “third party implementers.”
- Propose plans to advance statewide HVAC efficiency program approaches without discouraging or stifling locally targeted product or process innovation.
- Continuously review the design and implementation of programs being administered in support of the CEESP and propose new program ideas.
- Recommend qualifications and guidelines for HVAC program implementers, trainers and educators who are to receive IOU funding.

#### 3.3 HVAC Industry Goals

- Recommend strategies to transform the residential and small commercial HVAC market so that technology, equipment, installation and maintenance are of the highest quality in order to achieve energy efficiency and peak load reduction in California’s climate.



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- Resolve the many disparate interests within the HVAC market by working both individually and collectively on HVAC energy efficiency in California and the nation at large.
- Take a leadership role to advocate for reducing of inefficient energy use due to improperly installed, operated, serviced, and maintained unitary HVAC systems and other HVAC systems serving the residential and small commercial markets.
- Leverage industry expert knowledge and connections to promote awareness among HVAC industry personnel as to the impact their products, services and labor have on energy use—both good and bad—and the significant business and occupational opportunities that exist for those who use their knowledge and skills to bring about efficiency.
- Pose tactics to make the HVAC industry—and HVAC energy efficiency—more attractive to future HVAC workers, and establish outreach programs in support thereof.

### **3.4 Communication Goals**

- Cultivate dialogue and closer working relationships within all segments of the HVAC market, creating a forum for open dialog among what have historically been disparate interests often working against or independent of one another.
- Solicit and summarize opinions on issues relevant to ratepayer-funded programs, as a means of improving the effectiveness of these programs and assisting IOU Program Managers.
- Seek out, document, and deploy information about best practices in HVAC installation and maintenance, business practice, engineering education, training, certifications, code enforcement, distribution, and manufacturing, 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 HVAC efficiency by being bidirectional and transparent, both influencing and being influenced by other stakeholder groups.
- Take guidance from and provide guidance to regulators and others engaged in market assessment, evaluation, measurement and verification about the potential for and actual results of HVAC energy efficiency programs.

### **3.5 Consumer Outreach Goals**

- Encourage WHPA Members to promote energy efficiency in marketing and sales efforts whenever possible by creating new programs, supporting existing programs, and measuring the success of such promotional efforts.
- 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 HVAC equipment, and high-quality installation, service and maintenance.
- Encourage HVAC industry participation in marketing, communications and sales efforts with statewide branding focused on HVAC issues such as quality installation, quality maintenance, installer/technician certification, and contractor accreditation.
- Assist in identifying feedback mechanisms for residential and non-residential consumers who directly or indirectly participate in ratepayer-funded HVAC programs and/or adopt high quality, high efficiency HVAC products and services.

### **3.6 Technology Development Goals**

- Identify needed emerging energy efficiency technologies and provide insight, guidance and prioritization to such technologies that become identified for development or commercialization in HVAC Program Implementation Plans (PIPs).
- Envision tools and technologies that would help transform the HVAC market and seek their development in both public and private research laboratories.
- Assist with the field testing of commercially viable tools, equipment and processes, and report results.
- Effectively communicate the value and benefit of adopting proven but still emerging HVAC tools and technologies through HVAC industry channels such as associations and the trade press.