



FOR IMMEDIATE RELEASE

April 13, 2026

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Xcel Energy and Denver Regional Council of Governments partner to accelerate heat pump adoption through first-of-its-kind contractor platform

April 13, 2026 – DENVER – Today, Xcel Energy and Power Ahead Colorado, a program of the Denver Regional Council of Governments, announced a strategic partnership to expand access to the [Colorado Contractor Hub](#) for heat pump contractors and customers statewide.

Launched in January 2026 alongside Power Ahead Colorado, the Colorado Contractor Hub is a comprehensive online platform that connects heat pump contractors and customers, accelerating Colorado's transition to a clean energy economy.

As Xcel Energy works toward a goal of being a net-zero energy provider by 2050, a key priority is helping Colorado-based customers transition from gas heating appliances to electric heat pump technologies. Xcel's Clean Heat Plan supports this work by providing a roadmap to customers through this transition.

"Innovative solutions like the Colorado Contractor Hub make it easy for Xcel Energy to partner with contractors and customers across the state to meet Colorado's ambitious climate goals and advance Xcel Energy's Clean Heat Plan," Emmett Romine, Xcel Energy Colorado Vice President of Customer Energy and Transportation Solutions, said. "We're excited to join forces with Power Ahead Colorado to support those leading the charge."

Improvements in technology and growing customer awareness have increased demand for heat pumps nationwide. Heat pumps use electricity to efficiently heat and cool indoor air and can reliably operate in temperatures below zero degrees. They keep buildings comfortable by moving heat in or out, rather than generating hot or cold air.



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The Colorado Contractor Hub, developed in partnership with the Building Decarbonization Coalition, is a free, centralized platform that helps contractors grow their business in building electrification services, and provides access to useful technical and financial resources. Through the platform, customers can evaluate and connect with registered, qualified heat pump contractors.

“The Building Decarbonization Coalition is proud to partner with Xcel Energy and Power Ahead Colorado to extend the reach of the Colorado Contractor Hub, so that anyone living in Colorado will soon be able to easily find a skilled contractor who can help them install a heat pump that will deliver reliable, affordable and comfortable heating and cooling,” Panama Bartholomy, Building Decarbonization Coalition Executive Director, said.

The Colorado Contractor Hub also makes it easier for contractors to address common barriers to heat pump adoption, such as customer confidence, a complex rebate environment and a skilled workforce.

“Heat pump contractors are the lifeblood of the clean-energy transformation,” Clay McCombe, Power Ahead Colorado Workforce and Industry Lead, said. “Solutions like the Colorado Contractor Hub demonstrate our understanding of the complex environment in which contractors operate and our commitment to addressing their needs. Our goal is building the trust to keep the good work going.”

Power Ahead Colorado is addressing the barriers to cold-climate heat pump adoption across the Denver Metro Region through affordable energy solutions, workforce development, streamlined building policy and awareness-building. Funded by nearly \$200 million from the U.S. Environmental Protection Agency’s Climate Pollution Reduction Grant program, the effort aims to improve air quality and community health by reducing the climate impact of the region’s building sector.



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The partnership between Xcel Energy and Power Ahead Colorado expands the resources and support available to contractors and customers and uniquely aligns the public and private sectors to meet Colorado's ambitious clean energy goals.

Learn more about the Colorado Contractor Hub at www.coloradocontractorhub.org.

Find a certified heat pump contractor with Power Ahead Colorado at

www.PowerAheadColorado.org.

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The [Denver Regional Council of Governments](#) is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding in the areas of transportation and personal mobility, growth and development, and aging and disability resources. DRCOG includes participating governments across 10 counties in the Denver Metro Region representing 3.3 million Colorado residents.

[Xcel Energy](#) (NASDAQ: XEL) is a leading energy provider, dedicated to serving millions of customers with excellence. We make energy work better for customers, helping them thrive every day. That means always raising the bar — delivering better service and providing more reliable, resilient and sustainable energy. We are committed to leading the clean energy transition, meeting our customers' need for more cleaner power, while keeping bills as low as possible. Because the people we serve depend on us to power their lives. Headquartered in Minneapolis, we work every day to generate and distribute electricity and gas to customers across eight states: Minnesota, Colorado, Wisconsin, Michigan, North Dakota, South Dakota, New Mexico and Texas. For more information, visit xcelenergy.com or follow us on [X](#) and [Facebook](#).

The [Building Decarbonization Coalition](#) aligns critical stakeholders on a path to transform the nation's buildings through clean energy, using policy, research, market development and public engagement. The BDC and its members are charting the course to eliminate fossil fuels in buildings to improve people's health, cut climate and air pollution, prioritize high-road jobs and ensure that our communities are more resilient to the impacts of climate change.