



**SWEEP**

SOUTHWEST ENERGY EFFICIENCY PROJECT

# Annual Report 2025



[swenergy.org](http://swenergy.org)



## A message from our Executive Director

It's been quite the year. It underscored, yet again, the urgency and importance of SWEEP's efficiency work in states and communities across the Southwest, both to defend past progress and to achieve new victories despite the volatility and uncertainty at the national level.

In 2025, an explosion of AI-serving data centers, wildfires, extreme weather, and more combined to drive record-breaking electricity demand and costs, leaving Americans across the country struggling to pay ever-increasing utility bills. Decades of underinvestment in our electric distribution system sparked concerns about reliability and delays in grid interconnections in the face of this growing load. Federal rollbacks of clean energy policies and investments threatened to reverse years of forward momentum.



With energy efficiency always as our north star, SWEEP stepped up to respond to these challenges. We conducted analyses, crafted policy recommendations, and provided thought leadership, working shoulder to shoulder with state and local leaders to advance solutions in public utility commissions, state legislatures, city councils, and communities across the Southwest.

Affordability was the lens through which we prioritized potential policy solutions. Our advocacy propelled low-income utility rates in New Mexico, better utility accountability in Nevada, and the development of low-cost on-bill financing proposals for home efficiency upgrades in Colorado. Our report, *Data centers: Power needs and clean energy challenges*, proposed critical environmental and consumer guardrails for new large loads like data centers, helping drive the policy conversation across the region. Our new Housing Forward campaign implemented location-efficient housing and smart growth policies to ensure that Colorado builds homes that people can afford in the places they want to live, in walkable, connected communities near jobs, transit, and local businesses.

When critics suggested that constructing new buildings to modern efficiency standards was an unnecessary extravagance, SWEEP helped lead the charge in highlighting how efficiency – the energy you don't have to use or pay for – drives sustainable savings for residents and businesses, as well as cleaner air, inside and out. We fought against attacks on efficiency standards in Arizona and clean vehicle programs in multiple states. While we didn't always prevail, our efforts highlighted the public support for these initiatives and laid the foundation for new strategies to continue the march towards a healthier, more affordable energy future for all.

The SWEEP Board and staff also spent much of the year seeking feedback from partners, examining our effectiveness and ways to improve it, and forecasting new opportunities and challenges to write an updated strategic plan to guide our efforts for the next four years.

As SWEEP looks ahead to 2026, when we will celebrate our 25th birthday, I couldn't be prouder of our organization and the committed team I get to work with. Together, with your ongoing support, I can't help but have hope for the future, no matter how bumpy the road ahead may be.

With deep gratitude and resolve,

Elise



## Organizational highlights

### Staff news

In 2025, SWEEP saw several long-time staff members retire or transition to new opportunities, while also welcoming a list of new talent to the team.

**Buildings:** After a legendary career in building code efficiency, including 17 impactful years at SWEEP, **Jim Meyers** stepped down from his role as our Buildings Program Director at the end of 2025 to enjoy more time with his 15 grandchildren, while still continuing to contract with SWEEP part-time on special projects. SWEEP promoted **Robin Yochum** to be our new Buildings Director (after hiring her to fill the Buildings Associate vacancy left by Nissa Erickson's departure in the spring). Robin brings extensive building codes and decarbonization experience to SWEEP from her years with the Building Performance Association (a SWEEP Ally) and the Nevada Governor's Office of Energy.

**Utilities:** SWEEP also saw a transition at the helm of our Utility Program when Program Director Justin Brant, a seven-year veteran at SWEEP, departed to work as a consultant with the Current Energy Group. **Courtney Fieldman** started as our new director in August, bringing over a decade of experience with climate policy, PUC advocacy, and stakeholder engagement nationally and internationally, including building electrification work at RMI, founding a start-up energy company, and working on international climate negotiations.

**Industrial:** Our Industrial Program Director and Beneficial Electrification Specialist, **Neil Kolwey**, celebrated his storied efficiency career and 15-year tenure at SWEEP last spring before he downsized his work life to part-time consulting, leaving more time for playing saxophone and softball. SWEEP recently hired **Carly Peltier** to be our new Industrial Program Associate, who will be mentored by Neil. A PhD climate scientist and Fulbright Fellow, Carly brings ample energy efficiency expertise from her time at the Department of Energy working on tax incentive programs, heat pump deployment, and workforce initiatives.



**Arizona:** After seven years at SWEEP working on utility regulatory issues and as our Arizona Representative, Caryn Potter moved to a new position at the Arizona Attorney General's Office last spring. SWEEP brought on **Will Greene** to fill her shoes. Most recently a Policy Advisor for Governor Katie Hobbs, Will has also served as an advisor at the Arizona Corporation Commission, a renewable energy project developer, and Sierra Club energy organizer.



**Housing & Land Use:** SWEEP expanded its work on location-efficient land use and housing policy with the help of two new staff members hired in early 2025: **Max Nardo**, a policy expert who staffed lawmakers at the Colorado state legislature, and **Caroline Leland**, who has valuable sustainable and equitable land use experience from prior federal agency and nonprofit work.



## Major regional wins in 2025

### Launching home energy rebates across the Southwest

In 2025, SWEEP played a key role in supporting the rollout of two federal home energy rebate programs funded through the Inflation Reduction Act (IRA). The HOMES program (Home Efficiency Rebates) rewards whole-home energy upgrades that achieve measurable energy savings, while HEAR (High-Efficiency Electric Home Rebate Program) provides upfront, income-qualified rebates for efficient electric appliances and equipment such as heat pumps, induction stoves, and electrical panel upgrades. SWEEP worked closely with state energy offices and regional partners to help shape these programs to maximize accessibility, particularly for low- and moderate-income households, while ensuring strong contractor participation and long-term market transformation. We are still awaiting final approval for HEAR rebates and programs in Utah, Nevada, and Wyoming, which hopefully will occur in 2026. As these programs begin delivering benefits, they represent one of the most significant opportunities in decades to improve energy affordability, modernize homes, and reduce emissions at scale in the Southwest.



### Advancing and defending electric vehicle progress in the Southwest

SWEEP's advocacy continues to help make electric vehicles (EVs) more accessible and affordable for people and businesses across the Southwest. Through sustained work on incentives, vehicle standards, utility investments, and consumer education, SWEEP has helped build the policy foundation that is driving EV adoption across the region. In 2025, EVs



accounted for nearly 13% of new light-duty vehicle sales in the Southwest — outpacing the national market by roughly one-third. Four SWEEP states ranked among the top 15 nationally, with Colorado leading the region and Nevada among the top five states for medium-duty EV adoption.

At the same time, 2025 underscored the importance of defending that progress. SWEEP worked alongside partners to support clean vehicle policies and protect key programs at the state and federal level, while recognizing and thanking the leaders who voted to advance and defend these efforts. Despite this work, the termination of the federal EV tax credit by Congress contributed to a slowdown in EV sales in the fourth quarter — highlighting how quickly momentum can shift when supportive policies are removed.

As federal support becomes more uncertain, SWEEP is continuing to focus on state and local solutions to sustain and expand EV adoption. These efforts will be critical to maintaining progress, lowering transportation costs, and ensuring cleaner air for communities across the Southwest.

### **Defending federal energy efficiency progress**

In 2025, federal energy efficiency policies faced significant challenges, as the Trump Administration and Congress targeted key investments and programs, including elements of the IRA and state-led clean vehicle standards such as Colorado’s Advanced Clean Cars and Trucks programs and New Mexico’s Motor Vehicle Emission Standards. In response, SWEEP worked alongside regional and national partners to defend these policies by mobilizing stakeholders, engaging decision-makers, and elevating the importance of energy efficiency through earned media and targeted outreach.

While Congress ultimately weakened several federal efficiency initiatives, some critical tools remained in place — including the 45X advanced manufacturing tax credit, which continues to support billions of dollars in investment and thousands of jobs in EV, battery, and heat pump manufacturing across the Southwest, particularly in northern Nevada and southern Arizona. SWEEP is grateful to the members of Congress in our region who voted to protect policies that save energy, lower costs, and support local economies, and will continue working at all levels to preserve and build on this progress.

## Arizona

In Arizona, SWEEP made meaningful progress at the local level in 2025, advancing stronger building energy codes, supporting smarter land use policies, and helping expand clean transportation options. These wins come at a time when state-level support for energy efficiency has weakened, underscoring the importance of local leadership.

At the state level, the Arizona Corporation Commission continued to roll back its support for energy efficiency, cutting utility demand-side management budgets and repealing Arizona’s Energy Efficiency Standard. In response, SWEEP deepened its engagement with Commissioners and stakeholders, helping shape a Commission order to “expand and maximize” Virtual Power Plants (VPPs) — networks of decentralized resources like home batteries, solar, and EV chargers that function as a single power plant — by analyzing customer compensation. This work lays groundwork for future progress, as SWEEP prepares to intervene in upcoming Arizona Public Service and Tucson Electric Power rate cases to advocate for performance-based VPP programs and more effective, savings-driven energy efficiency investments.

Despite these challenges, SWEEP secured significant wins across Arizona communities through local policy action. In 2025, Avondale, Cave Creek, Chandler, Fountain Hills, Glendale, Mesa, Phoenix, Surprise, Tolleson, Tucson, and Pima County all adopted the 2024 International Energy Conservation Code, ensuring that new buildings will be more energy efficient and less costly to operate. In Phoenix and Mesa, these updates included Appendix RE, requiring new homes to be built EV-ready. SWEEP also supported Flagstaff and Sedona as they prepare to adopt updated codes and incorporate resilience measures in 2026.

SWEEP’s land use and transportation advocacy also helped drive key progress in Phoenix, including the city’s first middle housing ordinance and new restrictions on data centers near high-capacity transit corridors — policies that support more efficient, connected, and affordable communities. In addition, the opening of a new Valley Metro light rail extension marked another step forward in expanding clean transportation options in the region.



“By cutting energy efficiency in half, the Arizona Corporation Commission is making the grid more wasteful and saddling families and businesses with higher costs.”

*Will Greene, Arizona Representative*

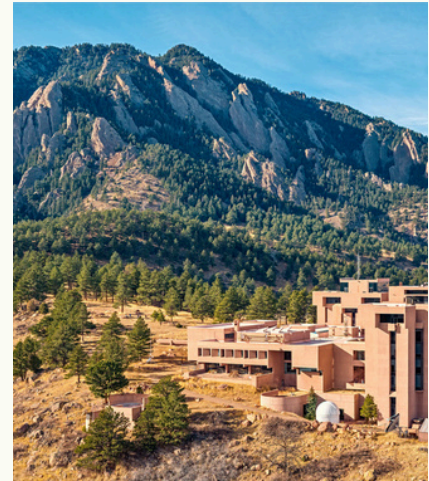
## Colorado

In Colorado, SWEEP advanced major efforts to transition from methane gas to clean electricity, modernize the grid, and expand housing and land use policies that support affordability and climate goals. SWEEP played a key role in establishing a strong 2035 Clean Heat target, requiring gas utilities to achieve a 41% reduction in emissions from 2015 levels, strengthening the trajectory set by earlier legislation. We also helped shape outcomes in Xcel Energy’s Mountain Energy Project, supporting a settlement that includes a \$48.7 million non-pipeline alternative — the largest of its kind in the country — and accelerating innovative electric heating rates for mountain communities.

Building on this progress, SWEEP supported the launch of Gas Planning Pilot Communities in Boulder, Breckenridge, Denver, Golden, and Winter Park, which are developing neighborhood-scale strategies to reduce reliance on the gas system and avoid costly infrastructure expansion. At the same time, the Colorado Public Utilities Commission approved Xcel’s plan to invest more than \$1 billion in grid upgrades to support electrification across homes, transportation, and industry — an outcome SWEEP helped advance through technical analysis and advocacy.

SWEEP also launched its Housing Forward Colorado campaign, delivering major wins in 2025 by supporting implementation of new state housing and land use laws. More than 50 local governments legalized accessory dwelling units, dozens of communities reduced or eliminated parking mandates, and cities advanced transit-oriented development policies. At the local level, SWEEP helped secure zoning reforms in Denver and Lakewood, expanding opportunities for more affordable, efficient housing near jobs and transit.

To guide long-term progress, SWEEP joined partners in releasing Colorado’s Clean Affordable Climate Pathways, showing that accelerating energy efficiency and electrification can reduce emissions and deliver more than \$600 billion in net benefits for Coloradans. Together, these efforts show how coordinated policy and local action can lower costs, reduce pollution, and keep Colorado a leader in the clean energy transition.



“Accelerating energy efficiency and electrification can reduce emissions while delivering major cost savings for Coloradans.”

*Elise Jones, Executive Director*

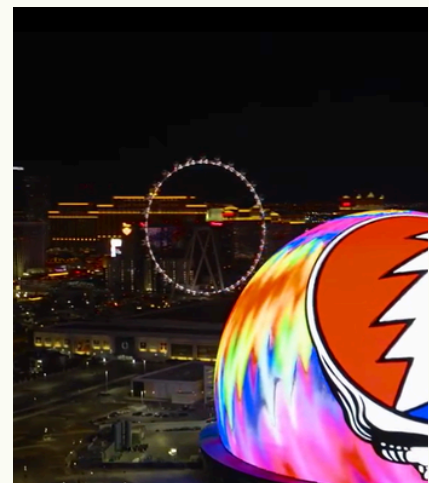
## Nevada

In Nevada, SWEEP advanced a series of legislative and policy wins in 2025 focused on energy affordability, transparency, and clean energy investment. Through stakeholder engagement and technical input, SWEEP supported passage of Assembly Bill (AB) 452, which strengthens oversight of utility fuel cost practices and ensures that customers who are overcharged receive full refunds with interest. SWEEP also contributed to discussions shaping how fuel costs are allocated, helping lay the groundwork for reforms that better protect ratepayers from unnecessary price increases.

SWEEP and its partners helped secure additional funding for clean energy programs through Senate Bill (SB) 132, which provides new support for the Nevada Clean Energy Fund, the state’s green bank. This funding will expand access to financing for energy efficiency and clean energy upgrades, particularly for underserved communities. At the same time, SB442 established new utility disconnection reporting requirements, improving transparency around service shutoffs and equipping policymakers with better data to address energy burden and protect vulnerable households.

In the transportation sector, SWEEP supported forward-looking policies to expand clean and affordable mobility options. AB256 created a working group to evaluate expanded light rail systems in both northern and southern Nevada, opening the door to long-term solutions that reduce congestion, lower transportation costs, and improve access to jobs and services. Nevada also continues to be well positioned to benefit from EV adoption, with high fuel prices, strong solar resources, and favorable driving patterns creating opportunities for significant household savings as EV deployment and charging infrastructure continue to expand.

Together, these efforts reflect SWEEP’s continued focus on practical, state-level solutions that lower costs, improve transparency, and expand access to clean energy and transportation options for Nevada communities.



“Policies that improve transparency and invest in clean energy can protect ratepayers while lowering long-term costs.”

*Caitlin Gatchalian,  
Nevada Representative*

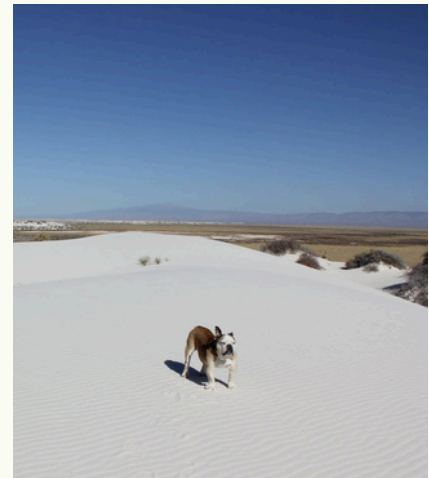
## New Mexico



In New Mexico, SWEEP helped secure major wins in 2025 focused on energy affordability, equity, and long-term investment in clean energy and community resilience. SWEEP led the successful passage of House Bill 91, which enables the development of low-income utility rate programs and gives regulators clear authority to approve targeted rate structures for households facing the highest energy burdens. This policy creates a long-overdue pathway for income-qualified customers to access more affordable utility service, and initial proposals in recent rate cases signal that there is strong momentum from utilities to implement this important new policy.

SWEEP also worked closely with coalition partners to help pass landmark legislation establishing a \$210 million Community Benefit Fund, supporting local climate action, economic development, grid modernization, workforce training, and home energy upgrades in underserved communities. The legislation also expanded funding for the Community Energy Efficiency Development program, which SWEEP helped create, strengthening efforts to deliver energy savings in low-income households, and created a new Innovation in State Government Fund to support long-term clean energy planning and implementation across agencies.

To ensure these investments translate into real-world impact, SWEEP led contractor training initiatives to build workforce capacity for energy efficiency and electrification programs. These efforts are helping prepare local contractors to deliver upgrades supported by federal, state, and utility rebate programs, positioning New Mexico to effectively deploy funding, scale implementation, and ensure that the benefits of the clean energy transition reach communities across the state.



“Energy programs that reduce costs and expand opportunity are transforming how New Mexico approaches equity and clean energy.”

*Alex Eubanks, New Mexico Representative*

## Utah



In Utah, SWEEP works in partnership with Utah Clean Energy (UCE) to advance energy efficiency, electrification, and clean transportation solutions across the state. In 2025, UCE helped preserve \$3.4 million in incentives for EV charging through Rocky Mountain Power’s Electric Vehicle Infrastructure Program, while also engaging with state agencies — including the Division of Air Quality and the Utah Inland Port Authority — to help shape programs supporting clean fleets, school buses, and port electrification.

UCE also advanced key local policy wins, providing technical assistance to support the adoption of EV-readiness ordinances in Summit County and the City of Moab. These policies require new multifamily developments to include infrastructure that supports EV charging, helping ensure that future housing is better aligned with growing demand for electric vehicles. At the same time, UCE supported the integration of energy-efficient home construction strategies into the Utah Housing Strategic Plan, strengthening the state’s approach to housing affordability and long-term energy savings.

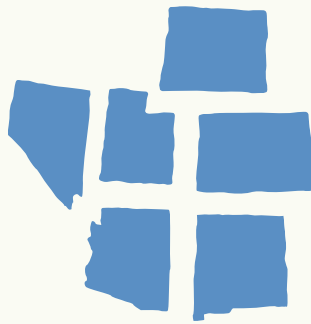
To support market transformation, UCE published an online homebuilder toolkit for efficient and zero-emission construction, including case studies and consumer cost analyses demonstrating the long-term affordability of high-performance homes. UCE also supported legislation enabling “balcony solar” systems — positioning Utah as a national leader in expanding access to distributed clean energy — and led outreach efforts to promote adoption of the technology.

In the transportation sector, UCE expanded its Utah Electrified Fleets Community of Practice, hosted a statewide fleet electrification workshop, and contributed to Utah’s Intelligent Electrified Transportation planning efforts. Together, these initiatives are helping accelerate the transition to cleaner, more efficient vehicles across the state’s medium- and heavy-duty sectors.



“Investing in electrification and efficiency is one of the most practical ways to cut pollution and keep energy affordable for Utahns.”

*Kevin Emerson, Building  
Efficiency & Decarbonization  
Director, UCE*



### By-The-Numbers



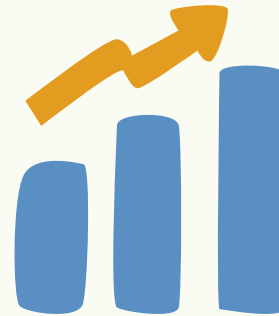
*SWEEP's achievements*

#### ENERGY SAVINGS

*gigawatt hours*

AZ	1,186	The energy reduced from electric energy efficiency programs implemented in the Southwest in 2024 is equivalent to electricity consumption of over 329,500 homes. This reduces GHG emissions by over two million metric tons.
CO	482	
NM	156	
NV	281	
UT	392	
WY	43	
<b>TOTAL</b>	<b>2,539</b>	

*Savings listed above are current as of late 2024.*



### Financials

#### 2025 REVENUES

Grants, contributions, & donors	\$2,288,376
Contracts	\$609,388
Memberships (Allies)	\$132,000
Events	\$57,000
Interest	\$21,064
<b>TOTAL</b>	<b>\$3,107,828</b>

#### 2025 EXPENSES

Programs	\$2,367,718
General & administrative	\$391,823
Fundraising	\$60,253
<b>TOTAL</b>	<b>\$2,819,794</b>



The results of SWEEP's work are apparent in the growing market for plug-in EVs across the Southwest. In the new light-duty vehicle market, 13% of customers chose an EV in 2025, up from 3% in 2020. Colorado led the region with plug-in vehicles accounting for 20% of new sales — ranking second nationwide. Sales of medium-duty vehicles grew from almost no EVs deployed in 2020 to 6% of the market in 2025. Nevada led the region with almost 15% plug-in medium-duty market share — and the best potential to save money on fuel, a result of relatively expensive gasoline and relatively cheap electricity. There are now more than half a million EVs on the road across the Southwest.



#### PRESS COVERAGE

Over 400 pieces of press coverage in both regional and national news sources.



#### BILLS PASSED

23 bills passed in state legislatures with active support from SWEEP and UCE.



#### EVENTS

Over 50 events, panels, webinars, and bill signings hosted, attended, or spoken at by SWEEP staff throughout the Southwest.

# SWEEP Leadership in Energy Efficiency Awards



In 2025, SWEEP recognized a group of outstanding leaders and organizations for their contributions to advancing energy efficiency and clean energy solutions across the Southwest through our annual Leadership in Energy Efficiency Awards. The awards were presented at SWEEP’s Utility Workshop in Boulder, Colorado in October.

SWEEP honored **Will Toor, Director of the Colorado Energy Office**, for his decades of leadership and impact in advancing energy efficiency and climate policy at both the local and state level. In addition to his current role, Toor has championed clean energy as Mayor of Boulder, a Boulder County Commissioner, Transportation Director at SWEEP, and Director of the University of Colorado Environmental Center. His work has helped shape Colorado’s leadership in clean energy and climate action.

SWEEP also recognized the **Roaring Fork Transportation Authority (RFTA)**, a transit agency serving Colorado’s West Slope communities along a 70-mile corridor from Rifle to Aspen. As the largest rural transit provider in the country, RFTA earned the award for its strong record of innovation and performance, providing reliable, affordable, and sustainable transportation that connects residents to jobs, housing, and essential services.

Finally, SWEEP honored **Ona Porter, Founder Emerita and Clean Energy Leader of Prosperity Works**, for her lifelong commitment to advancing energy equity in New Mexico. Through her leadership, Prosperity Works has helped ensure that low-income households can access clean energy solutions that lower costs and improve quality of life. A longtime partner to SWEEP, Ona’s work continues to have a lasting impact across the state.

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## Studies and Reports

Using innovative research, data analysis, and thought leadership, SWEEP produced a series of studies, tools, and reports in 2025, all designed to help advance our vision of a clean, efficient energy future for all.



### Electric Vehicle Savings Calculator

[swenergy.org/electric-vehicles-save-families-money](https://swenergy.org/electric-vehicles-save-families-money)

SWEEP's EV savings calculator helps households estimate how much they can save by switching to an EV using localized data across the Southwest.



### Heat Pump Savings Calculator

[thinkheatpump.org](https://thinkheatpump.org)

This interactive tool compares the costs of heating and cooling with heat pumps versus traditional systems, using location-specific data and clear cost comparisons.



### Data Centers: Power Needs and Clean Energy Challenges

[swenergy.org/directory/data-centers-power-needs-and-clean-energy-challenges](https://swenergy.org/directory/data-centers-power-needs-and-clean-energy-challenges)

This report examines the growing energy demand from data centers and its implications for electricity systems across the Southwest, including grid capacity and emissions.



### Colorado On-Bill Financing Opportunity Report

[swenergy.org/colorado-on-bill-financing](https://swenergy.org/colorado-on-bill-financing)

This report analyzes the scale of the financing opportunity for on-bill programs in Colorado and evaluates models to deliver low-cost financing for energy efficiency upgrades.



### Northwest Metro Cohort Model Energy Code

[codes.iccsafe.org/codes/united-states/colorado/metro-cohort](https://codes.iccsafe.org/codes/united-states/colorado/metro-cohort)

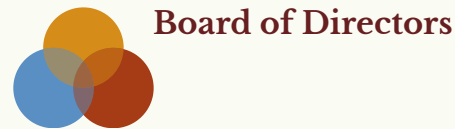
SWEEP developed this model energy code with 15 local governments, reflecting priorities such as emissions reduction, affordability, and regional alignment.

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**Staff**

- Elise Jones** *Executive Director*
- Ramón Alatorre** *Utility Program Senior Manager*
- Christy Bolognani** *Buildings Program Associate*
- Christine Brinker** *Senior Buildings Policy Manager*
- Caitlin Gatchalian** *Nevada Representative*
- Kevin Emerson** *Building Efficiency & Decarbonization Director, Utah Clean Energy*
- Alex Eubanks** *New Mexico Representative*
- Courtney Fieldman** *Utility Program Director*
- Matt Frommer** *Transportation & Land Use Policy Manager*
- Will Greene** *Arizona Representative*
- Kirsten Frysinger** *Operations Director*
- Howard Geller** *Senior Policy Advisor*
- Kelbe Goupil**, *Senior Associate in Electrification, Utah Clean Energy*
- Neil Kolwey** *Industrial & Beneficial Electrification Specialist*
- Caroline Leland** *Housing & Smart Growth Senior Associate*
- Travis Madsen** *Transportation Program Director*
- Jim Meyers** *Building Efficiency Specialist*
- Max Nardo** *Housing & Smart Growth Senior Associate*
- Chandler Sanchez** *Transportation Research Fellow*
- Josh Valentine** *Communications Director*
- Laura Wickham** *Senior Arizona Associate*
- Robin Yochum** *Buildings Program Director*



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- Patricia Rodriguez**, Board Vice-Chair  
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- Dr. Mary L. House**  
*CHR, Inc (Caring, Helping and Restoring Lives)*
- Elise Jones**  
*SWEEP*
- Victor Olgyay**  
*RMI & Green Design Collaborative*
- Michael Orton**  
*Questar Gas Company*
- Hayley Ostreim**  
*ICF*
- Dan Sperling**  
*University of California, Davis*
- Ellen Zuckerman**  
*Former SWEEP staff*

# SWEEP Allies



SWEEP's business Allies in 2025 helped expand our work with utilities, state and local governments, and in the transportation sector through their annual contribution of \$6000 (or \$3000 for nonprofits). The Allies program is a collaborative and immersive partnership designed to directly benefit Ally organizations and companies through SWEEP's advocacy work, policy positions, and mission.

- ACEEE (American Council for an Energy-Efficient Economy)
- Alliance to Save Energy
- American Chemistry Council
- Building Performance Association
- Cascade Energy
- Center for Energy and Environment
- City of Denver
- CLEAResult
- Daikin Comfort Technologies
- Dandelion Energy
- DNV
- Energy Outreach Colorado
- ENFRA
- Evergreen Energy Partners
- Franklin Energy
- Group14 Engineering
- ICF
- Johns Manville
- Knauf
- Michaels Energy
- NAIMA (North American Insulation Manufacturers Association)
- Oracle Opower
- Owens Corning
- Pearl Certification
- Power TakeOff
- Renew Home
- Resource Innovations
- Trane Technologies
- TRC
- U.S. Green Building Council
- Western Mechanical Solutions
- Willdan



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