



NC Home Energy Rebate Program Public Input Session

Thursday, August 1, 2024, 6:30 pm ET



THIS MEETING WILL BE RECORDED

Presentation Materials Will Be Sent to All
Registered Participants

If you have not registered,
please do so here

<https://tinyurl.com/yfy49cvw>



August 1, 2024 Public Input
Session for Home Energy Rebate
Programs



Presenters: NC Department of Environmental Quality (NCDEQ)



Julie Woosley

State Energy Office (SEO) Director



Helen Hossley

SEO Special Projects Director



Allison Mathews, PhD

NCDEQ Executive Grant Writer



Participation Guidelines

Active Participation

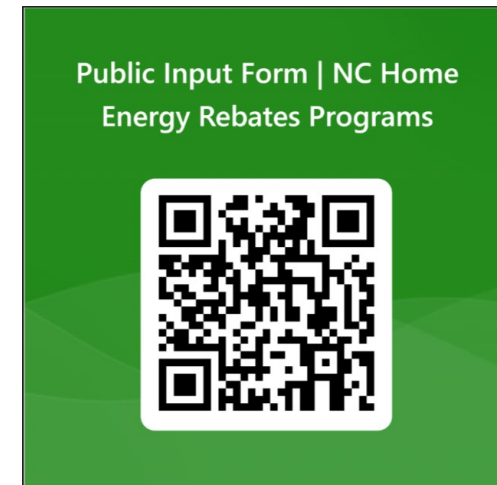
- Thank you for being here!
- *We need* your feedback
- *We value* your feedback
- Please respect presenters and participants

Webex Essentials

- Use mute/unmute and 'Raise Hand' feature
- Send messages in the chat
- Turn on and off video. Meeting will be recorded—advise using 'Stop Video'

Public Input

- Encourage written comments until August 6, 2024
- **Form (preferred):** <https://tinyurl.com/44kuufrp>
 - **Email:** seo.publiccomments@deq.nc.gov
 - **Mail:**
DEQ's State Energy Office
1613 Mail Service Center
Raleigh, North Carolina 27699-1613
 - **Voicemail:** 919-707-8672



Public Input Session Agenda and Goals

Agenda

- ✓ Welcome
- ✓ Registration, if you have not done so already
- ✓ Team Introductions
- Home Energy Rebate Overview Presentation
- Interactive Poll Questions
- Open for Public Input



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Goals

- Introduce participants to the Department of Energy's (DOE) Home Energy Rebate programs
- Provide an overview of DOE's Community Benefits Plan and the Education & Outreach Plan requirements
- Welcome public input on the Home Energy Rebate program



Inflation Reduction Act (IRA) Supported Home Energy Rebate Program

The Inflation Reduction Act of 2022 aims to build a clean energy economy by investing in clean energy, reducing greenhouse gas emissions ~40% by 2030, and increasing support for disadvantaged communities.

Homeowners Managing Energy Savings (HOMES)



FUNDING to NC
\$104.9M Total

TIMELINE
9 years (through
September 30, 2031)

OVERVIEW

Funding will be used for **performance-based** home energy, whole house rebate. If eligibility requirements are met, household rebate will vary based on demographic considerations and the level of calculated savings.

RESIDENT ELIGIBILITY REQUIREMENT

Eligibility for rebate program will be based on income levels with low- and moderate-income families/individuals receiving a higher rebate.

Home Electrification and Appliance Rebate (HEAR)



FUNDING to NC
\$104.3M Total

TIMELINE
9 years (through
September 30, 2031)

OVERVIEW

Funding will be used for high-efficiency home electrification project rebate. If eligibility requirements are met, household rebate will vary based on income and type of appliance or non-appliance upgrades.

RESIDENT ELIGIBILITY REQUIREMENT

Eligibility for rebate program will be required at Point of Sale with the rebate increasing for lower income individuals.

North Carolina Home Energy Rebate Program Overview

NCDEQ will braid both programs and stack existing rebates to create a seamless resident and contractor experience.

North Carolina Program Goals

- **Reduce energy burden** on North Carolinians
- **Improve air quality**, both indoor and outdoor
- Support **historically underserved communities** statewide
- Advance North Carolina's 2050 goal of **net-zero Greenhouse Gas Emissions (GHGs)**

The Challenge

~15%

of NC's 4.6M households are considered low- to moderate-income

~7%

of NC residents are highly energy burdened

~3.5%

of the state's GHG emissions come from residential buildings

~40%

of NC's households use fossil fuels directly in their homes to meet energy needs

Opportunities



Focus programming on **low-to-moderate-income families with high energy burdens**



Support **low-income, multi-family building tenants and building owners** to make energy efficiency upgrades



Use rebates to **improve home energy efficiency** to reduce household energy burden and GHG emissions



Provide a seamless experience for participants into all of NC's energy efficiency programs to **further reduce emissions and energy burdens**



Leverage program to **create new businesses and good jobs** for energy contractors and suppliers to spur market opportunities



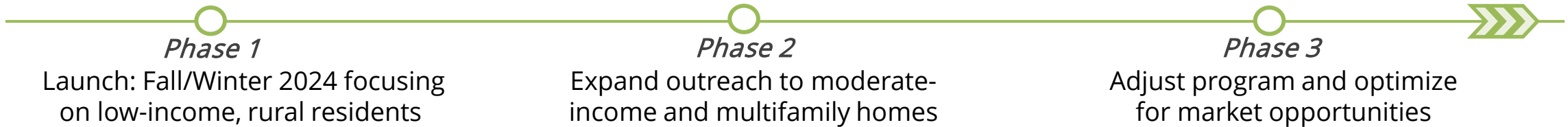
Leverage NC's Weatherization Assistance Program leading practices and infrastructure to **streamline implementation**



North Carolina Home Energy Rebate Program Overview (continued)

Implementation Timeline

NCDEQ plans to use a phased approach, starting with outreach to low-income, rural families in historically underserved and disadvantaged regions of the state. Through thoughtful monitoring of program uptake, NCDEQ will adjust the implementation strategy and roll out as necessary to reach residents throughout the program implementation timeline.



NCDEQ's Partners and Participants for Success



NCDEQ: Responsible for overall program management and oversight



Program Implementer: Makes eligibility determinations following NCDEQ guidance, processes rebates, supports communication and outreach



Homeowner/Tenants: Engaged to apply to and participate in program



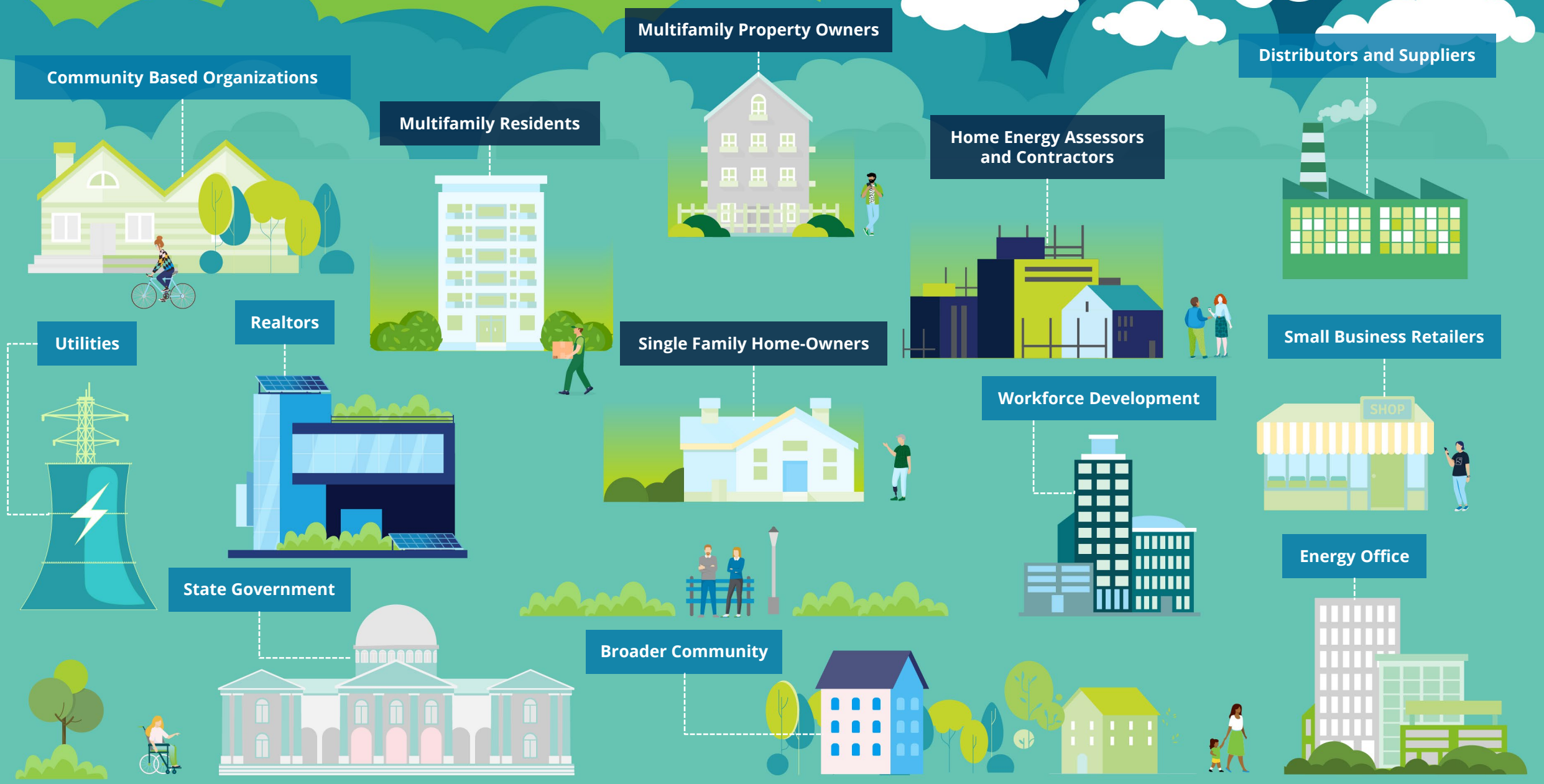
Energy Contractors: Conduct the energy assessments, model energy savings, install measures



Other Actors: Community Based Organizations, energy-related workforce ecosystems, faith-based groups, utilities



North Carolina Home Energy Rebate Stakeholder Ecosystem



DOE's Home Energy Rebate Eligibility Guidelines



NC's program design is not finalized, but some guidelines have been set by the Department of Energy for all states.

Who is eligible to participate?

- Single Family Homeowners
- Multifamily Building Owners
- Tenants (for select appliance types)

Which homeowner types are prioritized?

- **Low Income Residents:** those with household income levels below 80% of Area Median Income
- **Moderate Income Residents:** those with household income levels between 80% and 150% of Area Median Income

Rebate Levels by Project Type

Recommended Rebates for Example Projects:

- \$8,000 Heat Pump for Space Heating/Cooling
- \$1,750 Heat Pump Water Heater
- \$4,000 Electric Load Service Center
- \$2,500 Electric Wiring
- \$1,600 Insulation, Air Sealing, Ventilation
- \$840 Electric Stove
- \$840 Heat Pump Clothes Dryer

Other Requirements:

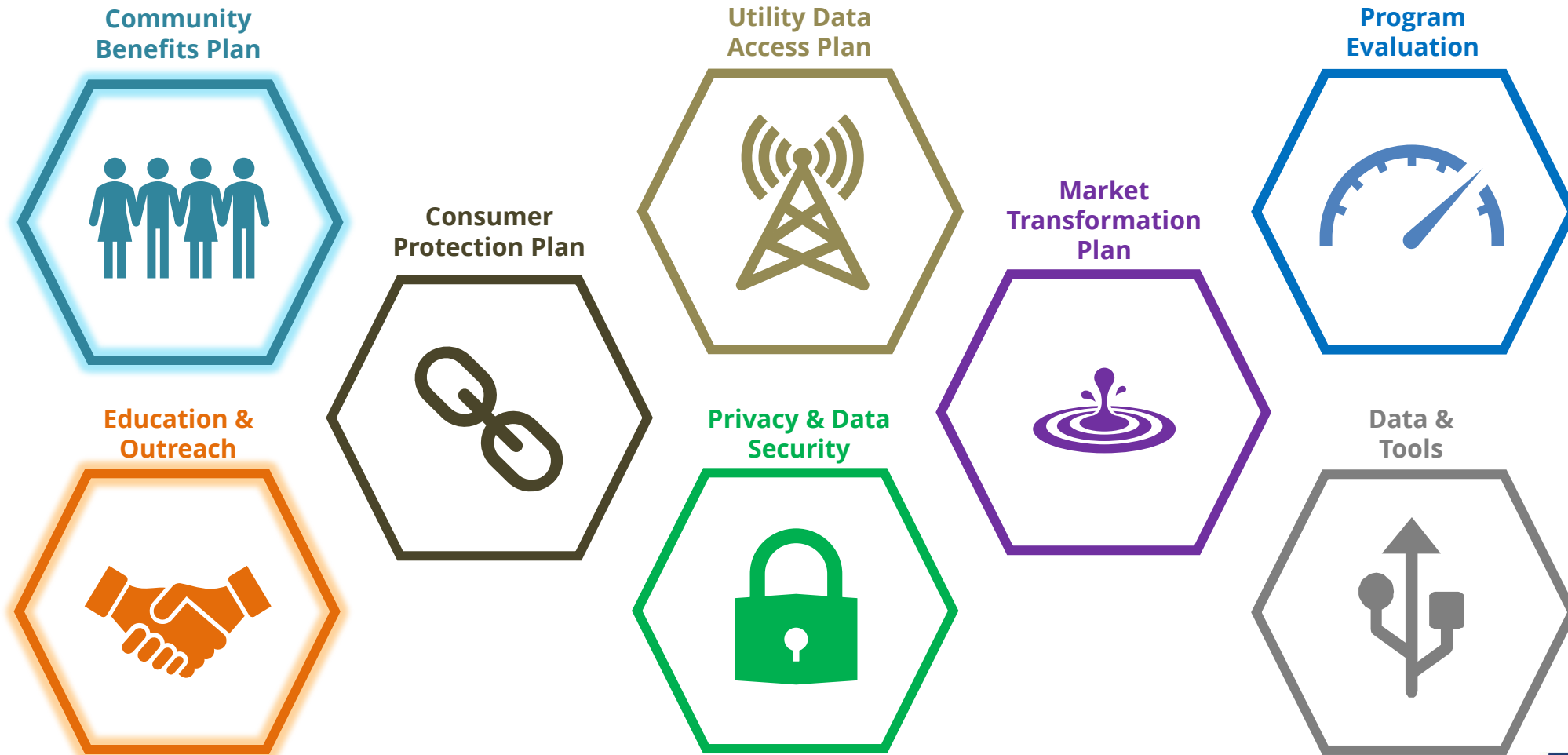
- There must be at least 20% energy savings for major home upgrades
- Appliances must be ENERGY STAR certified
- Total rebate cannot exceed actual project costs
- There must be a total rebate cap by home/homeowner
- Contractors are required to perform installations
- A Qualified Contractor List will be created with a vetting process for contractors to participate in the programs.

Ideally, the Home Energy Rebate program leverages other energy efficiency opportunities for eligible homeowners in the State. Those could include but are not limited to the Weatherization Assistance Program and rebates provided by utilities.



Home Energy Rebate Program Application Components

NCDEQ is responsible for submitting seven plans to DOE in addition to the formal program applications. Due dates for the plans are staggered with some due shortly before program launch and others that extend a year after launch.



Community Benefits Plan

NCDEQ will develop a Community Benefits Plan that considers community and labor engagement, workforce development, Diversity Equity Inclusion and Accessibility, and the Justice40 Initiative throughout the life of the program.

Plan Requirements

NCDEQ's Community Benefits Plan must meet the following requirements:

- Include **at least one SMART** ("Specific, Measurable, Achievable, Relevant, and Time-Bound") **milestone per calendar year** to measure progress on the proposed commitments.
- Make the plan, milestones, and associated progress **available on a public-facing website**.
- **Implement the Community Benefits Plan** while carrying out the Home Energy Rebate program.



Engage Community and Labor

Engage with a wide range of local groups such as worker organizations, local governments, Tribal governments, and community-based organizations including those that work with disadvantaged communities.



Engage and Support a Skilled and Qualified Workforce

Expand good jobs through explicit strategies and actions designed to attract, train, and retain a skilled diverse workforce; foster safe and healthy work environments.



Incorporate Diversity, Equity, Inclusion, and Accessibility (DEIA)

Invest in activities that advance equity, civil rights, racial justice, and equal opportunity, including access to jobs and other economic opportunities.



Address the Justice40 Initiative

Drive environmental and economic benefits in highly burdened communities, with the goal that at least 40% of the overall benefits of certain federal investments flow to those communities.



Education and Outreach Plan

NCDEQ will develop an Education & Outreach Plan to effectively engage households, contractors, and retailers/distributors throughout the life of the program with an emphasis on building awareness and clarity for program launch.

Plan Requirements

NCDEQ's plan must describe the intended education and outreach strategy, timeline and programmatic elements:

- **Outreach partnerships** (e.g., utilities, local governments, CBOs, faith groups, trade and labor organizations)
- **Channels** (e.g., digital, social media, neighbor-to-neighbor, direct mailers, website, ads in trade publications)
- **Materials** (e.g. website, fact sheets, training)
- **High-level timeline** for executing the activities
- **Estimated budget** devoted to education and outreach



Household
Outreach

Household Outreach

Identify eligible households, the most effective methods for reaching them, and educational materials needed to inform households about benefits.



Contractor
Outreach

Contractor Outreach

Outline engagement strategies to reach home energy efficiency contractors who will install and support the projects.



Retailer
Outreach

Retailer and Distributor Outreach (optional, per DOE)

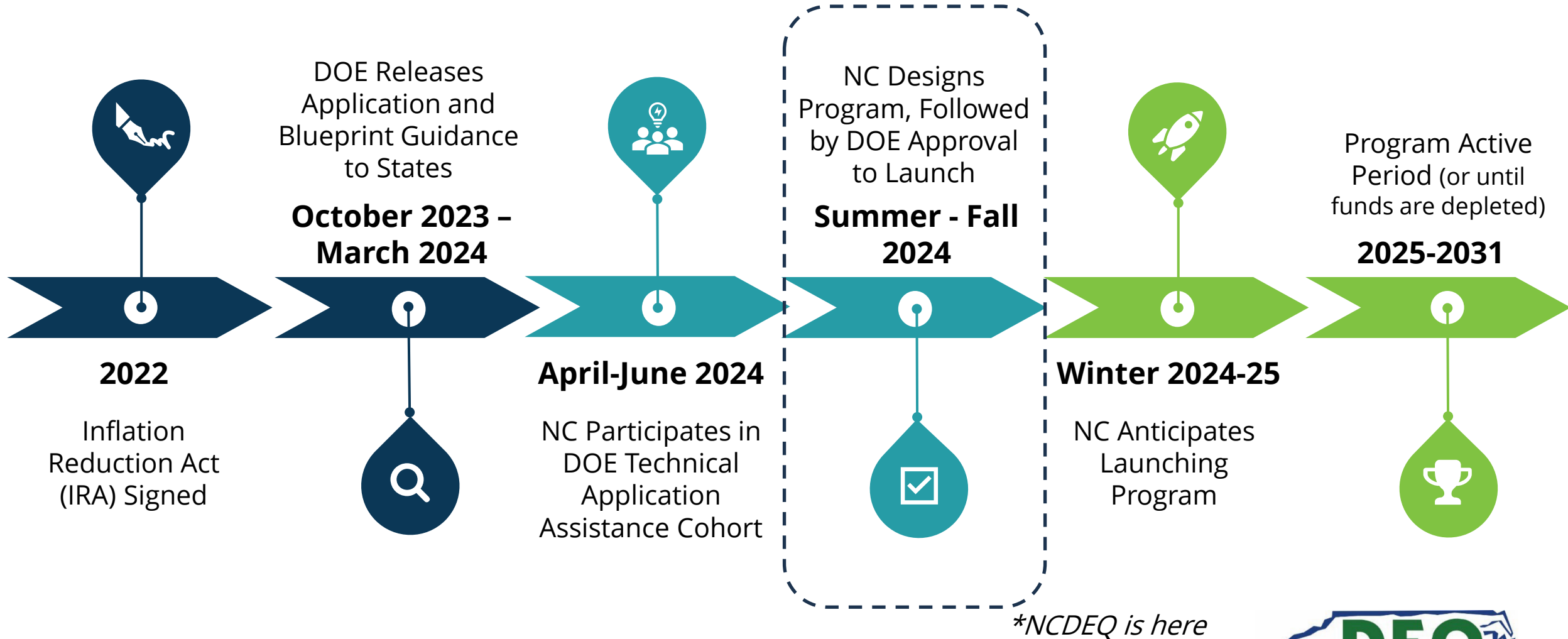
Outline engagement strategies to educate and support retailers and distributors, especially in response to appliance-driven projects.

A positive experience begins with **awareness** about the benefits of the Home Energy Rebate program and **clarity** on how to participate.



Home Energy Rebate Program Timeline

Understanding the eagerness for launch, the timeline for the NC Home Energy Rebate Program is designed to meet all essential standards and requirements with the DOE while balancing the urgency to launch as quickly as possible.



**NCDEQ is here*



Mentimeter Polling Instructions

Please follow the instructions below on an up-to-date web browser either on your mobile device or computer to participate.



Scan the QR code with your
cellphone camera

OR

1

Open a browser* window on
your computer or smartphone

2

Type the following: menti.com and use code
2544 3083

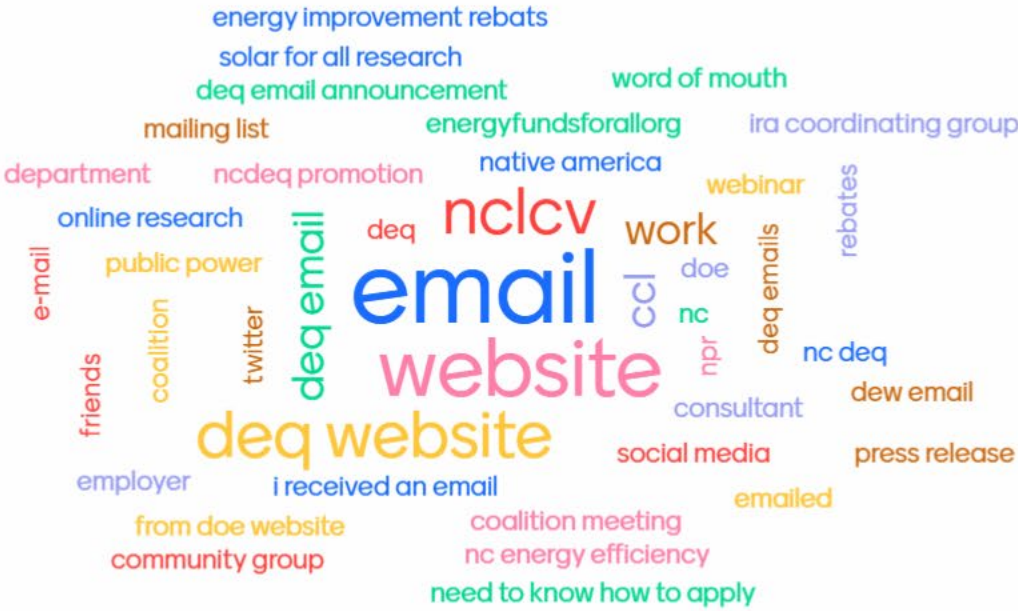
Keep this Mentimeter window open; polls will automatically load at the time of the activity

*Please make sure you are using the latest available version of your browser



1. I learned about the session today through...

72 responses



2. Use the scale to address the statement below:

How urgent do you feel the need for energy upgrades in your home/community?

4.3

¿Hasta qué punto considera urgente la necesidad de mejoras energéticas en su hogar/comunidad?

1.1

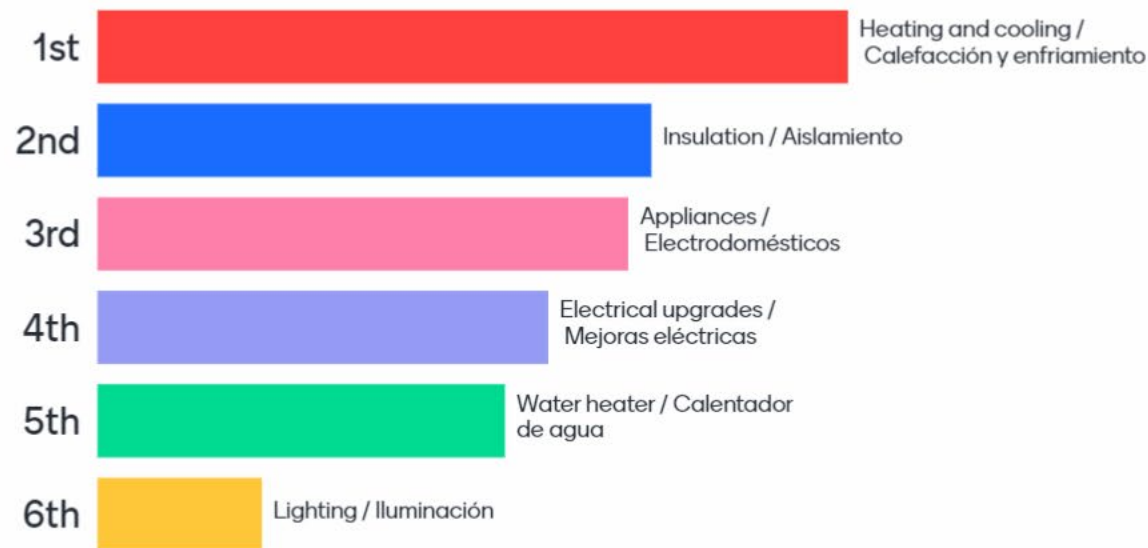
Not urgent/No es urgente

Very urgent/Muy urgente

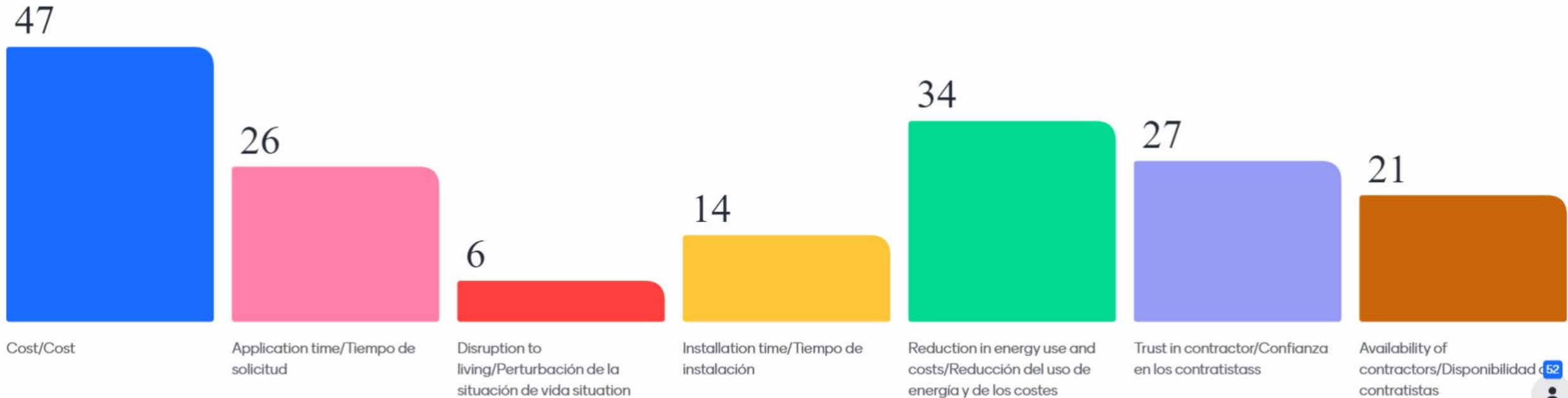
58



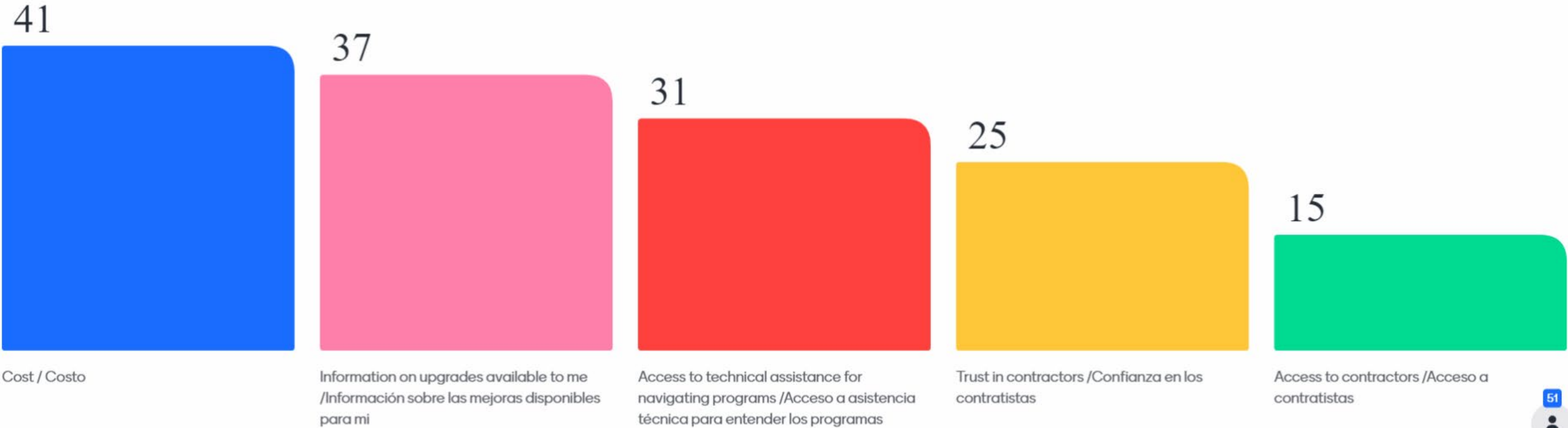
3. What efficiency improvements does your home (or homes in your community) need most?



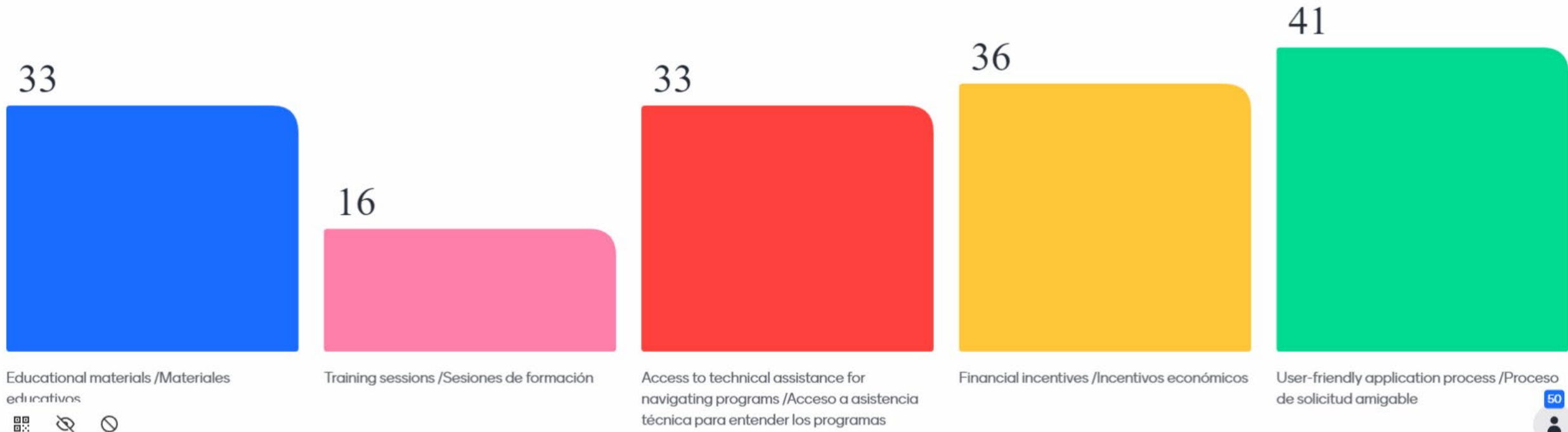
4. What factors would influence your decision to participate in the NC Home Energy Rebate programs?



5. What challenges do you (or people in your community) face in accessing energy efficient upgrades?



6. Which of the following would enhance your community's ability to access the NC Home Energy Rebate Programs?

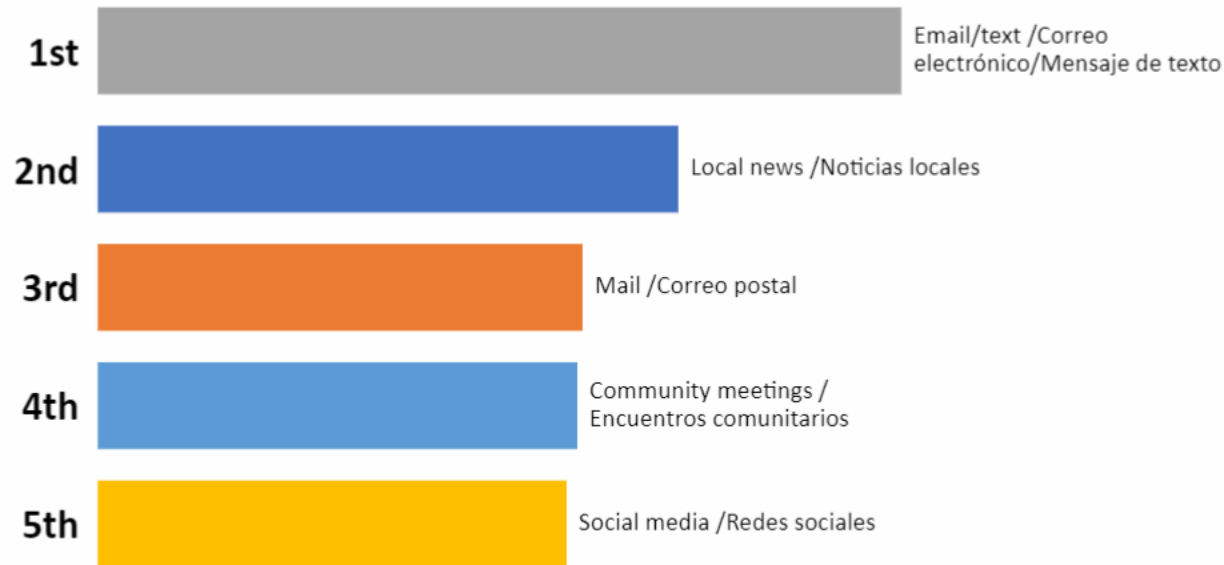


7. Which organization types do you trust for information? (e.g., community organizations, faith groups, local news)

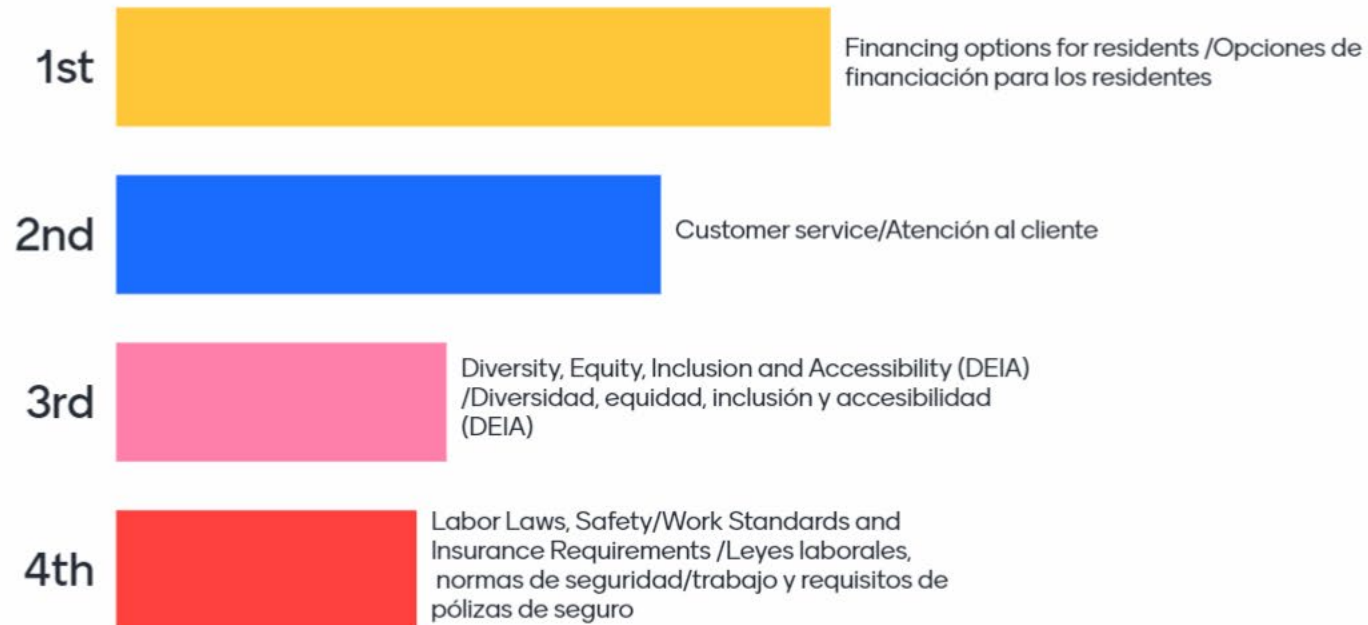
157 responses



8. What are the best ways for you (or people in your community) to receive information about NC Home Energy Rebate Programs?



9. What topics should be included in contractor training?



10. Please share suggestions on how we can make the program more accessible for residents.

52 responses

Marketing. Getting the word out there that this program exists.

In person community engagement

Make it retroactive to Jan 2024

Education

EnergyFundsforAll.org

NPR WFAE coverage, technical assistance and CLEAR guidance on what to do when (steps and links to follow)

Website

In person community engagement

Use a centralized resource like energyfundsforall.org for program

Contractors know all of the financing and rebates available for customer. As a customer, I want to

I will spread the word for weatherization clients.

Transparency and



11. If you are representing an organization and want to be considered as potential education and outreach partner, please type the organization name.

33 responses

Schneider Electric -
we manufacture
electric panels and
can facilitate electric
panel upgrades
Naveed Ahmad,
Business
Development
Manager,
naveed.ahmad@se.co
m

Schneider Electric

North Carolina's
Electric Cooperatives

Preservation Durham

NA

NVLCV

North Carolina
League of
Conservation Voters
Foundation

Leading Energy
Solutions

FreeHeatPump.com
Rebate Aggregator

n/a

Melanie Jirka WAMY
Community Action



Public Comment

NCDEQ welcomes broad input on the Home Energy Rebate program verbally tonight starting with those who signed up in advance. Written comments are equally considered and can be provided at <https://tinyurl.com/44kuufrp> or using the QR code.

Public Input Ground Rules

- Speakers will be called to present comment in the order they signed up. In between each speaker, the next two will be called. When your name is called, raise your hand so NCDEQ can identify you. NCDEQ will unmute you. **Be prepared to speak when you hear your name. If NCDEQ can't identify you based on your Webex name and your hand is not raised, we will move to the next speaker.**
 - **If you are calling in: press *3 to raise your hand, press *6 to mute or unmute.**
- 2 minute maximum per speaker to allow for as many people to participate. The time will start after you begin speaking.
- When you start speaking, please clearly state your name. Speak loudly and clearly into your microphone.
- End at 8:25 (70 minutes)

Questions to which NC is requesting input are below. Input is not limited to these topics.

- What barriers might prevent you (or people in your community) from accessing the Home Energy Rebate program to fund energy efficiency or electrification upgrades in your homes? What would enhance your ability to participate in this program?
- What are the best ways for you (or people in your community) to receive information or technical assistance related to the Home Energy Rebate program?
- How might NCDEQ encourage participation from a diverse group of residential energy contractors (e.g., HVAC contractors, electricians, plumbers, weatherization contractors, energy auditors) to conduct these projects?



Next Steps

NCDEQ will continue to engage the public and the ecosystem of stakeholders during the program design period, launch, and throughout the implementation phase.



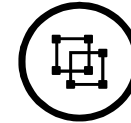
Public Input

Public Input Form | NC Home
Energy Rebates Programs



Timeline

- **August-October:** NCDEQ will submit program application package and collaborate with DOE on needed approvals.
- **This Fall/Winter:** NCDEQ will launch a sign-up list for interested homeowners followed by the official program launch for homeowner rebate applications.



Transparency

- NCDEQ will **leverage the feedback received tonight** and written public input to improve and mature the program design.
- NCDEQ will **publish publicly** the co-created **Community Benefits Plan** and **Education and Outreach Plan**.
- NCDEQ will create **continued opportunities to provide input** on the Home Energy Rebate program.

Sign up for email updates: <https://tinyurl.com/yc2uaexh>





Thank you for participating in this
NC Home Energy Rebate Program
Public Input Session!

