

# North Carolina Home Energy Rebate Program

The North Carolina Department of Environmental Quality (DEQ) is launching a U.S. Department of Energy funded Home Energy Rebate Program to encourage energy efficiency upgrades in low- and moderate-income homes. DEQ is currently in the design phase and soliciting public feedback to shape the program. Program applications will be available in early 2025.

## Public Engagement Process

DEQ values public feedback and encourages residents to contact us.



Public Input Session



Email



Voicemail



Feedback Form



Mail

DEQ is committed to **reviewing** all feedback and is actively **working to incorporate feedback** in the following ways:

**1** Updating the website with expanded **FAQs, timelines, rebate guidelines, summary documents**, and English/Spanish **recordings** and presentation **materials** from the August 1, 2024, Public Input Session.

**2** Convening additional **listening sessions with community-based organizations and stakeholder groups** to gain further input on DEQ's Home Energy Rebate Program approach.

**3** **Designing a** Home Energy Rebate Program that centers the **priority concerns and goals** of the public.

## DEQ is Still Accepting Feedback via:

- **Email:** [seo.publiccomments@deq.nc.gov](mailto:seo.publiccomments@deq.nc.gov)
- **Voicemail:** 919-707-8672
- **Feedback Form:** <https://tinyurl.com/44kuufrp>
- **Mail:** DEQ's State Energy Office- 1613 Mail Service Center, Raleigh, North Carolina 27699

# North Carolina Home Energy Rebate Program Public Feedback

## Key Public Feedback Themes to Date\*

*Percentage of comments received on each key theme*

30%

### Timeline

- The most frequent feedback theme is the timeline for **program launch**. DEQ shared a timeline during the public input session; the presentation materials including the timeline are posted on DEQ's [website](#).

24%

### Eligibility

- The feedback highlighted the importance of clear and accessible **eligibility criteria** and **rebate timelines**. Commentors expressed a desire for **prompt and well-communicated eligibility guidelines**, especially for seniors and low-income communities. DEQ plans to share additional **FAQs** and **program information** on DEQ's [website](#).

14%

### Consumer Safeguards/Contractors

- Some **homeowners** are concerned about interacting with contractors, emphasizing the need for safety, respect for their homes and protection of their financial interests. DEQ plans to address these concerns in the **Consumer Protection Plan**, which will be posted on DEQ's website in the coming months.
- Some **contractors** are concerned that point-of-sale rebates may introduce administrative burden, especially for small, minority-owned businesses compared to large contractors.

13%

### Rebate Retroactivity

- Some commenters inquired whether rebates would cover **projects installed prior to the program launch**, and if so, the parameters for eligible projects.

10%

### Education & Outreach

- Feedback emphasized the need for **effective promotion and advertisement** to increase program awareness and detailed information on the benefits of participating in the program. Many highlighted the necessity for **greater assistance during the application process** to reduce barriers like technology access and complicated paperwork. DEQ will outline outreach partnerships, methods, and educational materials in the **Education & Outreach Plan**.

As the State begins building its training program for contractors working to fulfil rebate program applications, there must be transparent, thoughtful criteria and certifications for contractors considered for the project



Contractor

Provide extensive education & information about the rebates to contractors, CBOs, and social service providers so they can support applicants through the application process.



Homeowner

A barrier to entry is paying for the appliances upfront & then getting reimbursed. A good way to overcome this is to have a portal where homeowners can sign in & choose prescreened contractors.



Homeowner

## Engagement Metrics

102

individuals attended the August 1, 2024, public input session

~140

individuals submitted feedback, including public comment and formal questions

~30%

of feedback was about the timeline for program launch, making it the most discussed topic