

# District of Columbia Department of Energy and Environment

## IRA Section 50122 Home Electrification and Appliance Rebates Education and Outreach Plan

October 2024

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## Introduction

The District of Columbia Department of Energy and Environment (DOEE) will manage roughly \$29 million in federally funded Home Electrification and Appliance Rebates (HEAR) to assist affordable housing buildings and low-income households with energy efficiency upgrades and electrification.<sup>1</sup>

DOEE will use HEAR to expand the existing [Affordable Home Electrification Program](#) (AHEP), a program implemented by the DC Sustainable Energy Utility (DCSEU) that helps qualifying households and small housing properties transition from natural gas and electrify their homes and buildings at no cost to the household.<sup>2</sup> DCSEU will serve as the implementer for the Home Energy Rebates Programs under contract with DOEE.

This Education and Outreach Plan describes how DOEE and DCSEU will conduct education and outreach around the rebates and other home energy financial incentives and assistance.

DOEE will target the following audiences in its education and outreach:

- Multifamily building owners/property managers (entities that own and/or manage a multifamily building, especially where not less than 50% of households are low-income)
- Households in the District, especially those whose income is less than 80% area median income (AMI)
- Non-profit and community-based organizations
- Residential contractors and unions

For additional information on planned engagement, see the Community Benefits Plan.

## Multifamily Building Owner/Property Manager Outreach

### Planned Activities

- DOEE and DCSEU will work with the District's Weatherization Assistance Program (WAP) and the DC Department of Housing and Community Development (DHCD) to identify owners and managers of small multifamily buildings that are candidates for AHEP. DCSEU will conduct one-on-one outreach to these property owners/managers.
- DOEE has budgeted for a subrecipient to conduct outreach and education around energy efficiency and electrification technologies and benefits.

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<sup>1</sup> Electrification involves replacing home appliances and systems that burn fossil fuels with appliances and systems that are powered by electricity; for example, replacing a gas stove with an induction stove, or a gas-powered furnace with a heat pump for home heating and cooling. Electrification can help reduce harmful greenhouse gas emissions that cause climate change.

<sup>2</sup> The program is offered at no cost to low-income households, defined as households with area median income (AMI) of less than 80%, and qualifying buildings where at least 50% of units occupied at the time of income verification are occupied by low-income households.

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- DOEE will create and expand upon partnerships with other DC government agencies and non-profit/community organizations to identify eligible candidates for building electrification.
- DOEE and DCSEU will generate educational materials such as webinars/videos, websites, and program guides to ensure that potential participants understand the benefits of electrification and the potential outcomes of the Home Energy Rebates Programs.

### Partnerships

DOEE and DCSEU will leverage partnerships with the following District agencies and authorities:

- Department of Housing and Community Development (DHCD): DOEE has already worked with DHCD to identify covenanted buildings eligible for assistance under the [Affordable Housing Retrofit Accelerator](#) (AHRA). DOEE will aim to work with DHCD to cross-market programs such as AHEP.
- DC Housing Authority (DCHA): Through ongoing collaboration, DOEE has been supporting DCHA with portfolio-wide energy benchmarking and energy management planning to comply with the District's Building Energy Performance Standards (BEPS). With public housing being categorically eligible for participation, DOEE will aim to work with DCHA to identify candidate buildings for assistance under the Home Energy Rebates Programs.
- DC Department of Buildings (DOB): DOEE and DCSEU already work closely with DOB to understand permitting issues and requirements for deep energy retrofits and electrification. DOB also conducts inspections of AHEP projects.
- DC Green Bank (DCGB): DCGB provides financing for clean energy and energy efficiency projects.
- Office of Racial Equity (ORE): DOEE aims to ensure that all parts of the community are served equally. DOEE will consult ORE on an advisory basis around how its plans to implement the Home Energy Rebates Programs promote and align with District-wide efforts and goals around racial equity.

DOEE and DCSEU will continue to foster partnerships and work with community organizations, such as ones that we've previously engaged (see the Community Benefits Plan). The DCSEU has developed relationships with several trade organizations, such as the Apartment and Office Building Association (AOBA) of Metropolitan DC, the Housing Association of Nonprofit Developers (HAND), and the Coalition for Nonprofit Housing and Economic Development (CNHED).

### Outreach Channels and Educational Materials

Outreach channels include the DOEE and DCSEU websites, which will maintain information on the Home Energy Rebates Programs and AHEP:

- [Inflation Reduction Act Home Energy Rebates Programs](#): The website contains a form for interested parties to sign up for email notifications about the rebates and other DOEE home energy programs, and to provide feedback on the program.
- [Affordable Home Electrification Program \(AHEP\)](#)

The above webpages can be translated into multiple languages.

Flyers and one-pagers may be developed to provide basic program information to potentially eligible building owners and property managers.

DOEE will leverage outreach and engagement under other existing DOEE programs to inform building owners/managers about AHEP. These programs include, but are not limited to, the District's Solar for All program and Weatherization Assistance Program (WAP).

## Household Outreach

### Planned Activities

- DOEE and DCSEU will generate educational materials, such as webinars/videos, websites, and program guides to ensure that potential participants (contractors and customers) understand the benefits of energy efficiency and electrification and the potential outcomes of the Home Energy Rebates Programs.
- DOEE has budgeted funds for one or more grantees to conduct outreach and education around energy efficiency and electrification technologies and benefits, with a focus on low-income and disadvantaged communities, as described in the Community Benefits Plan.<sup>3</sup>
- DOEE will work internally to cross-market programs. For recruitment purposes, DOEE and DCSEU will target households that have previously participated in the District's Solar for All program, the Weatherization Assistance Program (WAP), and/or other DOEE energy assistance programs.
- DOEE will create and expand upon existing partnerships with other DC government agencies and non-profit/community organizations. These partnerships include, but are not limited to, organizations DOEE has previously engaged with (see Community Benefits Plan) to help recruit households to participate in energy efficiency and electrification programs.

### Outreach Channels and Educational Materials

Outreach channels include the following DOEE and DCSEU websites:

- [Inflation Reduction Act Home Energy Rebates Programs](#): The website contains a form for interested parties to sign up for email notifications about the rebates and other DOEE home energy programs, and to provide feedback on the program.
- [Affordable Home Electrification Program \(AHEP\)](#)

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<sup>3</sup> The specific education, outreach, and engagement activities that will be conducted under these grants will be known after grant applications are submitted to DOEE and the grants are awarded by DOEE.

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- [Front Door](#): A website that connects homeowners to District government programs.
- [DCSEU Website](#): The DCSEU updated their website in 2024 with a resource library and impact stories from previous customers. The website will also provide educational information on electrification and specific details on the AHEP/HEAR program.

Flyers and one-pagers on AHEP will provide basic program information to potentially eligible households. These materials are available in English, Spanish, and Amharic. DOEE will use its social media platforms to promote the availability of assistance under AHEP. Additionally, the DCSEU will utilize its owned (email, blog) and shared (social, partners) media platforms to provide educational and program information to residents.

DOEE will leverage outreach and engagement with the community under other existing DOEE programs to inform households about AHEP and cross-market services. These programs may include, but are not limited to:

- The District's [Solar for All](#) Program
- [Low Income Housing Energy Assistance Program](#) (LIHEAP)
- [Utility Discount Program](#) (UDP)
- [Weatherization Assistance Programs](#) (WAP)
- [Lead Reduction Program](#)
- [FloodSmart Homes](#)

DOEE and/or DCSEU will share information on AHEP/HEAR at tabling and other clean energy or building related public events that occur throughout the year.

DCSEU will also survey households participating in AHEP. Participant feedback will be integrated as needed into lessons learned, best practices, and continuous program improvement. The Consumer Protection Plan contains additional information on how consumers may connect with DOEE and the DCSEU.

## Non-Profit and Community Based Organizations Outreach

### Planned Activities

Through one-on-one conversations, DOEE staff will continue to engage local organizations representing the interests of low-income households, underrepresented communities, and affordable housing providers. As part of that outreach, DOEE may provide information and/or marketing materials on residential programs (including the Home Energy Rebates Programs) and solicit feedback on opportunities for program improvement.

### Partnerships

DOEE and DCSEU will continue to foster partnerships and work with community organizations, including but not limited to ones that we have previously engaged (see the Community Benefits Plan).

## Outreach Channels and Educational Materials

DOEE will use educational materials developed for other audiences as described in this plan, such as one-pagers for household outreach. Outreach channels include the websites described in other sections of this plan, email, events, one-on-one meetings with organizations, and regular meetings that DOEE hosts with stakeholder groups and community organizations.

## Residential Contractor and Union Outreach

### Planned Activities

- DOEE will continue to engage labor unions located in the Washington, DC metropolitan region that work in commercial and multifamily building trades, as described in the Community Benefits Plan.
- DCSEU will target outreach to contractors that specialize in HVAC, plumbing, electrical, and associated building performance work.
- To develop the qualified contractor list, the DCSEU will issue a rolling Request for Qualifications (RFQ) on its website to recruit single-family and multifamily residential energy contractors. The DCSEU will work closely with its existing network of contractor contacts and the Department of Small and Local Business Development (DSLBD) to promote the RFQ with local contractors.
- DCSEU will educate qualified contractors on the requirements of the Home Energy Rebates Programs via a short training and/or a written guide.
- DOEE will ensure outreach to residential energy contractors under HEAR is coordinated with DOEE's federal Training for Residential Energy Contractors (TREC) award. DOEE plans to use TREC funds to expand the DCSEU's [Train Green Sustainable Energy Infrastructure Capacity Building and Pipeline](#) program ("Train Green"). The TREC funding will help support Train Green by upskilling incumbent workers, offering new trainings, expanding marketing and recruitment, increasing opportunities for credentials and certifications, and ultimately facilitating connections between residential contractors and the District's AHEP program, with a focus on recruiting contractors from disadvantaged communities.
- In partnership with DSLBD, DCSEU will participate in the annual [Greenovation Conference](#) to educate and recruit contractors in the region.

### Partnerships

DOEE and DCSEU will leverage partnerships with the following District agencies:

- Department of Small and Local Business Development (DSLBD): DOEE and DCSEU will continue working with DSLBD to promote training and other opportunities under the Home Energy Rebates Programs.
- Department of Employment Services (DOES): DOEE may consult DOES as needed on workforce development policies and programs.

DOEE and DCSEU will continue to foster partnerships with local labor unions.

## Outreach Channels and Educational Materials

- The DCSEU will use email marketing and events throughout the year, such as the Greenovation Conference, to highlight its rolling request for qualifications (RFQ) and any project opportunities.
- On its website, the DCSEU will post the rolling RFQ and information on contractor training opportunities.
- The DCSEU will develop guides and/or other print educational materials to help deliver the program requirements training.
- The DCSEU will work closely with DOEE to develop program guides and materials to drive contractor interest and participation in the Home Energy Rebates Programs, as well as to solicit guidance on expectations from contractors.

## Timeline

	Fiscal Year 2025				Fiscal Year 2026				Fiscal Year 2027			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Program launch	█											
DOEE issues education/outreach grant	█											
Education/outreach on electrification technologies, including demonstration events, tabling, and community meetings		█	█	█	█	█	█	█	█	█		
Update and post videos and webinars about program participation	█	█	█	█								
Conduct program participation surveys		█	█	█	█	█	█	█	█	█	█	█
Develop and update educational materials, including flyers, website, and one-pagers	█				█				█			
Revise and issue annual request for qualifications to recruit contractors	█				█				█			
Develop and update program guides and materials for contractor training	█				█				█			
Conduct outreach to contractors for recruitment	█	█	█	█	█	█	█	█	█	█	█	█

Note: The fiscal year (FY) runs from October 1 to September 30. FY2025 starts October 1, 2024.



## Budget

Proposed Activity	Estimated Timeframe	Estimated Cost
Grant to conduct education/outreach on energy efficiency and electrification technologies and benefits	Fall 2024 - Summer 2026	\$86,437.20
DCSEU marketing, education, and outreach to homeowners and building owners, including education and outreach to contractors and community-based organizations for disadvantaged community delivery	Fall 2024 - Summer 2029	\$583,323.95

DOEE staff will also be conducting education, outreach, and engagement activities on an ongoing basis.