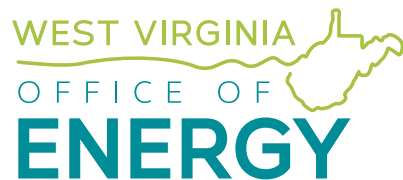


HOME ENERGY REBATES EDUCATION AND OUTREACH PLAN

State of West Virginia
Home Energy Rebates
Inflation Reduction Act
(50121)

March 2026



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1. Introduction

The Inflation Reduction Act was signed into law on August 16, 2022, to support clean energy initiatives and address climate change. Part of the Inflation Reduction Act includes the Home Energy Rebates Program administered by the U.S. Department of Energy (DOE). DOE distributed \$8.5 billion to State Energy Offices for the Home Energy Rebates Program, of which roughly \$88 million was granted to the State of West Virginia. West Virginia was allocated \$44,188,177 for the Home Efficiency Rebates Program.

The West Virginia Office of Energy (WVOE) is designing the program to reduce the cost of energy for West Virginians, while simultaneously building a workforce well-versed in household upgrades that reduces home energy bills and makes West Virginians' homes more comfortable. This Education and Outreach plan aligns with the following guiding principles that WVOE has established for the Home Energy Rebates Program:

- **Reduce Energy Burden and Increase Comfort:** Prioritize affordability and lasting savings for the highest need households.
- **Participant Experience and Accessibility:** Deliver a program that focuses on customer and contractor satisfaction.
- **Maximize Program Impact and Integration:** Leverage pre-existing resources where possible and target funds to maximize impact.
- **Build Contractor Network, Workforce, and Capacity:** Contribute to the growth of West Virginia's workforce and its contractor capacity.

To develop a comprehensive Education and Outreach Plan, WVOE engaged with 21 separate stakeholders, which included local governments, community-based organizations, workforce organizations, contractors, and utilities, to solicit input and refine program design. These interviews, detailed in Appendix A, were pivotal in gathering insights and feedback that directly informed the design and implementation of the program. The state also completed two Public Input Sessions that allowed WVOE to uplift challenges and address roadblocks prior to Blueprint and Application submission.¹ For people who were unable to attend the meetings, WVOE uploaded a recording of the first Public Input Session onto its website and YouTube channel. The goal of these engagements has primarily been focused on ensuring the program is easily accessible and readily available for West Virginia's rural communities and target populations. WVOE continues to engage stakeholders across sectors to assist in program design finalization.

2. Household Outreach

As per program guidance, West Virginia is required to allocate at least 39.4% of the rebate funds to low-income households in the state (those with less than 80% of area median income (AMI)) and at least 10% of the funds allocated to low-income multifamily buildings. The state plans to allocate a majority

¹ [The recording of the August 26th 2024 Public Input Session can be found here](#)

of its Home Energy Rebates funding to low-income households. WVOE has identified the following additional key target households for regional outreach:

- Single parent households;
- Households with children; and
- Households with a high energy burden, or percentage of household income, that goes toward energy costs.

2.1 Planned Activities

2.1.1 Outreach Partnership

WVOE plans to utilize its 16 Community Action Agencies (CAAs), shown in Table 1, as its primary outreach partners. This partnership is crucial to address feedback from stakeholders that WVOE must partner with trusted entities within these communities in order to receive buy-in and participation for this program from all communities, especially rural, low-income households. West Virginia's 16 CAAs possess deep-rooted relationships and established trust within communities statewide. Their extensive expertise and commitment to local engagement will be instrumental in ensuring that the state's marketing and outreach initiatives are both culturally tailored and relevant to target households.

West Virginia will also strategically leverage both existing and new partnerships, employing their established community outreach strategies with a track record of success to effectively reach these target audiences.

The planned activities with each partner are listed below:

Community-Based Organizations (CBOs): Engage CBOs that are active within specific regions to conduct stakeholder engagement, promote the program, and connect with community members.

Table 1: Proposed Stakeholders, Community Action Agencies

Community Action Agencies
CASEWV - Community Action of South Eastern WV
CCAP - Coalfield Community Action Partnership, Inc.
CHANGE - CHANGE, Inc.
CRI - Community Resources, Inc.
CSM - Council of the Southern Mountains
CWVCAA - Central West Virginia Community Action Partnership of West Virginia, Inc.

Community Action Agencies
ECA - EnAct Community Action
MCAPWV - Mountain Community Action Partnership of West Virginia, Inc.
MHCS - MountainHeart Community Services, Inc.
NCAP - Nicholas County Action Partnership, Inc.
NCWVCAA - North Central West Virginia Community Action Agency, Inc.
PRIDE - PRIDE Community Services
RCCAA - Raleigh County Community Action Agency, Inc.
SCAC - Southwestern Community Action Council, Inc.
Telamon - Telamon Corporation
WVCAP - West Virginia Community Action Partnership

Table 2: Proposed Stakeholders, Regional Planning and Development Councils

Regional Planning and Development Council	Counties Served
Region 1 Planning & Development Council	McDowell, Mercer, Monroe, Raleigh, Summers, and Wyoming
Region 2 Planning & Development Council	Cabell, Lincoln, Logan, Mason, Mingo, and Wayne
Region 3 Planning & Development Council	Boone, Clay, Kanawha, and Putnam
Region 4 Planning & Development Council	Fayette, Greenbrier, Nicholas, Pocahontas, and Webster
Mid-Ohio Valley Regional Council	Calhoun, Jackson, Pleasants, Ritchie, Roane, Tyler, Wirt, and Wood
Region VI Planning & Development Council	Doddridge, Harrison, Marion, Monongalia, Preston, and Taylor
Region VII Planning & Development Council	Barbour, Braxton, Gilmer, Lewis, Randolph, Tucker, and Upshur
Region 8 Planning & Development Council	Grant, Hampshire, Hardy, Mineral, and Pendleton
The Eastern Panhandle Regional Development Council	Berkeley, Jefferson, and Morgan
The Belomar Regional Council	Marshall, Ohio, and Wetzel
The Brooke Hancock Jefferson Metropolitan Planning Commission	Brooke & Hancock

Table 3: Proposed Stakeholders, WV211 and United Ways

WV211 and United Ways
Tygart Valley United Way
United Way Alliance of Mid-Ohio Valley
United Way of Central West Virginia
United Way of Greenbrier Valley
United Way of Harrison and Doddridge Counties
United Way of Monongalia and Preston Counties
United Way of Southern West Virginia
United Way of the Eastern Panhandle
United Way of Upper Ohio Valley

State Government Departments: Partner with various other departments to promote the program, reach single-family households and multifamily households, and connect with media and other marketing outlets.

Table 4: Proposed Stakeholders, State Government Departments

State Government Departments
West Virginia Community Advancement and Development
WorkForce West Virginia
West Virginia Housing Development Fund
West Virginia Economic Development Authority

Labor Organization: Engage with labor organizations to provide training and information to their members.

Table 5: Proposed Stakeholders, Labor Organizations

Labor Organizations
Building Performance Association
West Virginia Home Building Associations

Energy Organizations: Team with energy efficiency organizations that can assist with promoting the program and connect with community members.

Table 6: Proposed Stakeholders, Energy Organizations

Energy Organizations
Energy Efficient WV
Coalfield Development

Utilities: Collaborate with utility companies to disseminate program information through billing inserts, newsletters, social media, and other online platforms.

Table 7: Proposed Stakeholders, Utilities

Utilities
Appalachian Power
Small co-op utilities

Vocational Schools and Training Centers: Partner with vocational schools and training centers to incorporate program information into their curricula and outreach efforts.

Table 8: Proposed Stakeholders, Vocational Schools and Training Centers

Vocational Schools and Training Centers
Marshall University
West Virginia Community and Technical College System
WV Department of Education - ACE Program

2.1.2 Outreach Channels

To effectively reach and engage all West Virginians, the program will utilize multiple outreach channels. The state will utilize an array of outreach channels tailored to various market segments to enhance the effectiveness of initiative, leveraging both digital and traditional methods tailored to regional needs.

- **Web:** West Virginia has already dedicated a page on its website solely to the rebate program. WVOE will continue to update and expand its website as the program launches. These pages will serve as a resource for residents and applicants to learn about the program, find qualified contractors, and initiate participation.
- **Direct mail:** West Virginia may utilize and fund partnerships to send multilingual information packets with frequently asked questions and other program information directly to target

households. The state may also leverage partnerships with statewide utility companies to insert leaflets about the state rebate program in customers' current utility bills.

- **Email:** West Virginia will offer an online sign-up form on its website to provide regular program updates to households and contractors. WVOE may also leverage partnerships with utilities and other organizations to reach their existing audiences by including rebate information in customer newsletters and other communication channels.
- **Face-to-face:** West Virginia will engage in community events, like local festivals and fairs, to disseminate program information directly to target audiences, fostering personal connections between WVOE and community members. At these events, the state will distribute WVOE branded marketing materials, including pens, tote bags, and literature about the Home Energy Rebates Program. These face-to-face interactions are expected to be instrumental in enhancing program success and increasing participation by providing personalized education and distributing comprehensive program information.
- **Social media:** WVOE will use key media platforms such as Linked-In, Facebook, and X to post updates and content aimed at increasing program participation.
- **State broadcasting agencies:** Press releases and provided information will be tailored to the demographics of the audience of individual broadcast networks. This method is expected to maximize program interest. Further, the state plans to pitch key program milestones to news and media reporters, such as program launch dates and timelines for residents to claim their rebates.
- **Other media organizations:** The state will identify preferred information outreach channels in each CAA region and utilize these methods to maximize marketing efforts based upon language and other key demographic data.

2.1.3 Education Materials

Creating comprehensive and accessible educational materials is critical to ensure that all stakeholders have the information they need to participate in the program. These materials will be available in multiple formats and languages based on discussions with each CAA about the needs of its respective communities.

- **Website:** Develop a comprehensive, user-friendly website with region-specific information about the program, FAQs, application portals, success stories, and resources. Ensure the website is mobile-friendly and accessible to people with disabilities.
- **Videos:** Produce videos and tutorials that can be shared on various platforms and post periodic videos updating stakeholders on milestones achieved, success stories, and testimonials from consumers.
- **Fact Sheets and Brochures:** Will detail eligibility criteria, rebate application instructions, estimated energy savings, and the positive environmental impacts of the program upgrades (see example materials in Appendix B).
- **Training Sessions:** Conduct regular virtual training webinars, in-person training sessions, and workshops for contractors about the program, installation standards, and quality assurance protocols.

3. Contractor Outreach

3.1 Planned Activities

3.1.1 Outreach Partnerships

One of West Virginia's primary goals of the Home Energy Rebates Program is to build the contractor network, workforce, and capacity. West Virginia Office of Energy has applied for the Training for Residential Energy Contractors (TREC) Program so it can train, test, and certify residential energy efficiency and electrification contractors; however, the state is still waiting to see if it has been granted the funding. In the meantime, WVOE is leveraging new and old relationships to assist its office in engaging with contractors and stakeholders about the Home Energy Rebates Program to meet this goal.

- **Building Performance Association (BPA):** BPA has already drafted the West Virginia Home Performance Workforce Development and Training Program proposal for WVOE that focuses on investing in a framework for training and education that will equip our industry with a high-quality, skilled workforce. This training proposal was submitted as WVOE is implementing two of the country's most historic federal investments; the Infrastructure, Investment and Jobs Act (IIJA) (also known as Bipartisan Infrastructure Law) and the Inflation Reduction Act (IRA), which includes the Home Energy Rebates Program. BPA will help WVOE retain, grow, and transform the market for the home performance industry within the state through advocacy, education, professional development, and networking.
- **WorkForce West Virginia:** As the state's leading resource for employment and workforce development, WorkForce West Virginia is dedicated to connecting individuals with meaningful career opportunities and supporting businesses in building strong and skilled workforces. WVOE will partner with WorkForce West Virginia to utilize its well-developed networks of contractors. Additionally, WorkForce West Virginia and WVOE, two state agencies, will work together to grow the contract network in the state by training and certifying new members in the field and preparing them for careers in the energy sector.
- **Weatherization Assistance Program (WAP):** West Virginia's Weatherization Assistance Program created a robust network of contractors located across the state that already works to support that program. By partnering with both the agency administering WAP at a state level (West Virginia Community and Development Office) as well as the CAAs, the Home Energy Rebates Program can target outreach to these contractors, opening the door to new opportunities for growth.
- **Utility Contractor Networks:** Appalachian Power has developed a large network of contractors throughout the state. WVOE will work in partnership with Appalachian Power to leverage the relationships and trust established with their contractor networks to channel outreach and information about opportunities offered by the Home Energy Rebates Program.

3.1.2 Outreach Channels

The state will conduct outreach to home energy improvement contractors through a wide variety of channels.

- **Outreach and Engagement Channels:** Utilize contractor channels operated by various organizations throughout the state, including the following:
 - Workforce West Virginia
 - Building Performance Association
 - Coalfield Development
 - Energy Efficient West Virginia
 - Marshall University
- **Contractor Networks:** Leverage contractor networks to assist in connecting contractors and providing outreach, including the following
 - A contractor network operated by the WV Home Builders Association
 - A contractor network operated by the CAAs, who perform Weatherization Assistance Program upgrades
 - A contractor network operated by the Building Performance Association
 - A contractor network operated by the WorkForce West Virginia
 - A contractor network operated by the Appalachian Power
- **Communications by Retailers and Materials Suppliers:** Work with retailers and suppliers that have direct interactions with contractors, including mechanical supply warehouses and insulation and air sealing product warehouses and manufacturers, to provide outreach.

3.1.3 Education Materials

In order to join the contractor network, the West Virginia Office of Energy will require all contractors to complete training that will ensure and measure contractors' knowledge, skill, and abilities to operate an effective program.

Once the contractors are in the contractor network, WVOE will continue to develop educational materials to ensure both quality and consistency throughout the program's implementation. Educational materials and outreach will always offer clear channels to communicate questions or concerns that contractors may have directly to the state and the program administrators. The educational materials will continue to be developed and refined as the program launches and continues.

The following educational materials are a vital part of providing contractors with the knowledge they need throughout the program.

- **WVOE Home Energy Rebates Program Website:** Develop an online, user-friendly resource for WVOE's contractor outreach that includes information about participation requirements and a program timeline.
- **Fact Sheets:** Create written information that outlines items such as rebate offerings.
- **Ongoing Contractor Training and Support Sessions:** Hold regular sessions that focus on program guidelines and distribute these materials via WVOE's Home Energy Rebates Program website.

- **In-Person Meetings:** Provide regular opportunities to learn about the program in-person.
- **Online Webinars:** Offer regular online opportunities to learn about the program.
- **E-Newsletters & Emails:** Administer this communication to ensure contractor alignment with any programmatic updates.

4. Timeline

Education and outreach will be a constant throughout the program design, initiation, and implementation. Below is a table outlining the possible timeline for stakeholder engagement and program education and outreach.

Table 9: Education Timeline 2024-2027

Task	2024		2025				2026				2027
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1-Q4
Initial internal stakeholder engagement and development of educational materials	X	X									
Host two Public Input Sessions		X									
Begin community outreach efforts and develop training programs for contractors		X	X	X							
Implement household outreach activities, conduct initial contractor training sessions, and begin retailer/distributor engagement			X	X	X						
Intensify outreach before program launch and build out website					X	X					

Task	2024		2025				2026				2027
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1-Q4
Continue and expand household outreach, host additional workshops and seminars, and engage more contractors					X	X	X	X			
Maintain outreach efforts, evaluate program impact, and refine strategies based on feedback								X	X		
Host one-year evaluation since program launched and implement improvements										X	
Maintain and expand outreach activities, with regular evaluations and adjustments to improve effectiveness										X	X

5. Budget

Task	Cost
Research and Stakeholder Engagement	\$256,138.03
Develop Visual and Educational Assets	\$318,162.49
Total Project Cost	\$574,300.52

6. Appendix

Appendix A: Stakeholder Engagement List

WVOE met with over 20 key stakeholders across the state to gain an informed perspective from West Virginia's ecosystem. These meetings fostered healthy relationships for program design and a foundation for program implementation. Through this and continued engagement, WVOE intends to administer the Home Energy Rebates Program in alignment with the best interests of all relevant organizations. The following table displays a list of stakeholder interviews completed to-date by WVOE regarding the design and implementation of the Home Energy Rebates Program.

Table 10: Stakeholder Engagement List

Stakeholder Title	Stakeholder Group	Meeting Date
West Virginia Community Advancement and Development (WVCAD)	Government	7/22/2024
Public Service Commission	Government	8/5/2024
West Virginia Department of Economic Development	Government	8/8/2024
West Virginia Department of Commerce	Government	8/14/2024
West Virginia Regional Development Councils	Government	8/19/2024
WorkForce West Virginia	Government	8/23/2024
Marshall University	University	7/23/2024
West Virginia University Center for Excellence in Disabilities	University	7/29/2024
Catholic Charities and Housing	Homeowner Association	8/15/2024
West Virginia Housing Development Fund	Community Group/ Homeowner Association	10/18/2024
New River Gorge Regional Development Authority	Community-based Organization	8/9/2024
Wyoming County Economic Development Authority	Community-based Organization	8/12/2024
West Virginia Community Action Agencies	Community-based Organization	8/20/2024
WV 211 / United Ways	Community-based Organization	8/29/2024
Ben Newhouse	Community-based Organization	10/8/2024
WV Home Builders Association	Community-based Organization	10/22/2024
West Virginia Building Performance Association (BPA)	Workforce Organization	8/16/2024
Coalfield Development	Workforce Organization	10/8/2024
Appalachian Power	Utility	8/13/2024
Energy Efficient West Virginia	Efficiency Advocacy group	9/6/2024
Local Hardware and Supply Stores	Retailers	10/15/2024

Appendix B: WVOE Marketing Materials

A key goal of WVOE is to reach and inform all communities across West Virginia about the Home Energy Rebates Program. In order to do this, WVOE created an informational fact sheet and brochure to circulate via stakeholders and engagement partners.

Fact Sheet (Front)

WEST VIRGINIA OFFICE OF ENERGY

HOME ENERGY REBATE PROGRAMS

The West Virginia Office of Energy (WVOE) has two Home Energy Rebate programs, funded by the U.S. Department of Energy:

Home Efficiency Rebates (HER):
Provides up to **\$20,000** per home.
Helps lower the upfront cost of energy efficiency upgrades for single- and multi-family homes.

Home Electrification and Appliance Rebates (HEAR):
Offers up to **\$14,000** per home.
Helps low-income families upgrade existing appliances to Energy Star or equivalent models.

WHAT'S IN IT FOR YOU?

West Virginia residents will benefit from about **\$88 million** in funding to perform energy efficiency upgrades to homes that will save money and may reduce bills.

Save Money On:

- Cooktop, Range, or Oven
- Gas Upgrades
- Heat Pump Upgrades
- Insulation
- Ventilation
- Whole Home Retrofits
- And more!

You could save money by enrolling in these programs now!

Visit energywv.gov to see if you qualify!

U.S. DEPARTMENT OF ENERGY

Fact Sheet (Back)

Don't miss this opportunity to make energy efficiency upgrades and reduce your costs.

RESOURCES

Frequently Asked Questions bit.ly/rebates-FAQ	Program Status by State energy.gov/save/rebates
Current Available Tax Credits energy.gov/save	Energy Star energystar.gov
Federal Tax Credits for Energy Efficiency energystar.gov/about/federal-tax-credits	West Virginia Weatherization Assistance Program bit.ly/weatherization-assistance
DOE HER and HEAR energy.gov/scep/home-energy-rebates-programs	Consumer Portal energy.gov/save

WEST VIRGINIA OFFICE OF ENERGY

LEARN MORE! energywv.org | 833-549-3833 | wvoeinfo@wv.gov

Brochure (Front)

Save Money, Save Energy

West Virginia received **\$88 million** to help residents lower the cost of energy-saving home improvements. Through the two rebate programs, **HER** and **HEAR**, you can upgrade your home, reduce energy use, and potentially lower your monthly bills.

Home Efficiency Rebates

This program helps West Virginia residents save money on major energy upgrades that improve the comfort, safety, and performance of their homes. Whether you're upgrading insulation, replacing outdated equipment, or installing a heat pump, this program can help cover the cost.

Home Electrification & Appliance Rebates

This program aims to help West Virginia residents lower the cost of purchasing and installing energy-saving appliances and upgrades. From heat pump water heaters to electric stoves, this program makes it easier to switch to efficient, electric equipment that improves your home's comfort and performance.

Two Programs:

HER

- Supports **whole-home upgrades** that reduce energy use.
- Provides up to **\$20,000** per home.

HEAR

- Provides **energy-efficient appliances and electrification upgrades**.
- Offers up to **\$14,000** per home.

How It Works:

- Rebates are based on the amount of energy your upgrades are expected to save.
- Higher energy savings = higher rebate amounts.
- Your rebate level depends on household income.
- An energy auditor, your Regional Implementation Partner, and contractor will determine recommended measures.

How It Works:

- Rebates are income-based.
- Households at 150% AMI or above are not eligible.
- Your rebate level depends on household income.
- Upgrade recommendations are made with your Regional Implementation partner and a certified contractor from our closed provider network.

Eligible Upgrades:

- Insulation and air sealing
- Heating and cooling systems
- Water heating systems
- And more!

Eligible Upgrades:

- Heat pumps for heating and cooling
- Heat pump water heaters
- Electric stoves, cooktops, ranges, and ovens
- Electrical wiring
- And more!

Visit energyWV.org to get started

Brochure (Back)

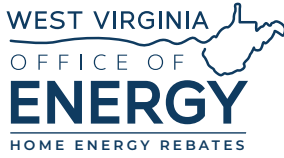
Check Your Eligibility

Before starting any work, you'll need to confirm that your household is eligible for West Virginia's Home Energy Rebate Programs. Eligibility is based on where you live, the type of upgrades you're making, and your household income.

Contractor Training

The WVOE offers no-cost training to earn nationally recognized certifications. Certified Contractors may receive:

- Completion-based incentives
- Access to West Virginia's exclusive network of authorized rebate providers
- New opportunities to grow your business by delivering energy-efficient upgrades statewide




WEST VIRGINIA
OFFICE OF
ENERGY
HOME ENERGY REBATES


You may be eligible if you:

- Live in West Virginia and the home is your primary residence
- Own or rent your home
- Can provide documentation of income, residency, and ownership/rental status
- Plan to complete approved upgrades through the **HER** or **HEAR** program

Eligibility depends on income, location, and the type of upgrades. For full details, visit the program eligibility page at energywv.org.


Apply Today!





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HOME ENERGY REBATES

energyWV.org
833-549-3833
WVOEinfo@wv.gov



U.S. DEPARTMENT
of **ENERGY**

Appendix C: WVOE Public Survey

Throughout August and September, WVOE utilized a public survey as an additional method of soliciting feedback from West Virginia Residents about the Home Energy Rebates Program. To garner sufficient responses, WVOE promoted the survey by informing stakeholder organizations during one-on-one engagement sessions. WVOE also included a QR code link to the survey on the fact sheet as well as the Public Input Session flyers and meeting invitations. WVOE has considered responses provided by residents and incorporated feedback within program design and implementation decisions where appropriate.

The following table contains a complete list of survey questions and, where applicable, potential options that could be provided by respondents.

Table 11: WVOE Public Survey Content

Question	Response Options
Full Name	Free Response
Organization and Title (If applicable)	Free Response
Email Address	Free Response
Zip Code	Free Response
Do you have any general feedback or comments for WVOE regarding the West Virginia Home Energy Rebates Programs (for example, eligibility, customer journey, stakeholder engagement, braiding, program timeline, etc.)?	Free Response
Do you have any questions for WVOE regarding the West Virginia Home Energy Rebates Programs?	Free Response
Which of the following best describes you? (Pick all that apply)	<ul style="list-style-type: none"> • Residential Contractor • West Virginia Homeowner • West Virginia Renter • West Virginia multifamily building owner • Utility, municipality, or cooperative that operates in West Virginia • Non-profit organization that operates in West Virginia • Appliance retailer that operates in West Virginia • Other (TEXT)
On a scale of 1-10, how interested are you in participating in West Virginia's Home Energy Rebate Programs? (10 being very interested)	<ul style="list-style-type: none"> • Scale 1-10 • 1- Not interested • 10- Very Interested
Which Program most appeals to you?	<ul style="list-style-type: none"> • Home Energy Rebates (HER) • Home Electrification and Appliance Rebates (HEAR) • Both • Neither of them
Would you like to be added to WVOE's stakeholder listing for this program to receive program updates? If yes, please ensure your email address is correct on question three.	<ul style="list-style-type: none"> • Yes • No