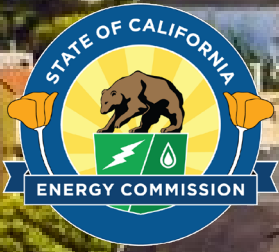


**DOCKETED**

<b>Docket Number:</b>	23-DECARB-01
<b>Project Title:</b>	Inflation Reduction Act Residential Energy Rebate Programs
<b>TN #:</b>	260770
<b>Document Title:</b>	HEEHRA Phase II RFI Workshop Presentation
<b>Description:</b>	Presentation from the December 18, 2024 HEEHRA Phase II Request for Information Workshop.
<b>Filer:</b>	Amber Beck
<b>Organization:</b>	California Energy Commission
<b>Submitter Role:</b>	Commission Staff
<b>Submission Date:</b>	12/20/2024 3:57:27 PM
<b>Docketed Date:</b>	12/20/2024



# Home Electrification and Appliance Rebates Program- Phase II Request for Information

CEC Staff

December 18, 2024



# Housekeeping

1. Today's workshop is being recorded
2. All presentations will be posted to the CEC website
3. CEC welcomes and encourages written comments and supporting documentation
4. Zoom issues?  
Contact Zoom at (888) 799-9666 ext. 2, or the  
CEC Public Advisor at [publicadvisor@energy.ca.gov](mailto:publicadvisor@energy.ca.gov) or by  
phone at (916) 957-7910



# How to Comment & Connect

## During Today's Workshop

### *During Presentations*

- Use Zoom Q&A feature

### *During Public Comment Period*

- Use Zoom raise hand
- On phone, press \*9 to raise hand and \*6 to (un)mute
- When called upon, unmute, say and spell your name, state your affiliation, and make your comment.

## After Today's Workshop

- Visit [CEC IRA webpage](https://www.energy.ca.gov/programs-and-topics/programs/inflation-reduction-act-residential-energy-rebate-programs) at <https://www.energy.ca.gov/programs-and-topics/programs/inflation-reduction-act-residential-energy-rebate-programs>
- Docket: 23-DECARB-01
- [IRAresidentialenergyrebates@energy.ca.gov](mailto:IRAresidentialenergyrebates@energy.ca.gov)



# Agenda

---

## **1. Welcome and Introduction**

## **2. Panel 1: HEEHRA (HEAR) Program Overview and Eligible Measures**

- Public Comment

## **3. Panel 2: Experiences and Lessons Learned from Other States**

- Public Comment

## **4. Panel 3: Point of Sale Programs**

- Public Comment

## **5. Closing Remarks and Adjourn**



# Welcome Remarks

Jennifer Nelson, Deputy Director

Reliability Renewable Energy & Decarbonization Incentives (RREDI) Division, CEC



# **HEEHRA (HEAR) Program Overview & Eligible Measures**

Carlos Ortiz, CEC

Laila Atalla, Senior Associate, RMI



# California Allocation of IRA Funds

Pending DOE Approval

## HOMES

Whole Home Efficiency Rebates

\$291 million

Awarded

## HEEHRA

Electrification & Appliance Rebates

\$290 million

Awarded

## CA-TREC

Training for Residential Energy Contractors

\$10 million

Home Energy Rebate Programs





# Phase I Overview: HEEHRA TECH Clean California

Statewide

Efficient electric  
equipment

Existing single  
and multifamily  
homes

Low- to  
moderate-  
income residents

HEEHRA equity  
funding allocation:  
41% low-income  
10% low-income multifamily

HEEHRA-Tech Clean  
California Contractors



# HEEHRA Phase I

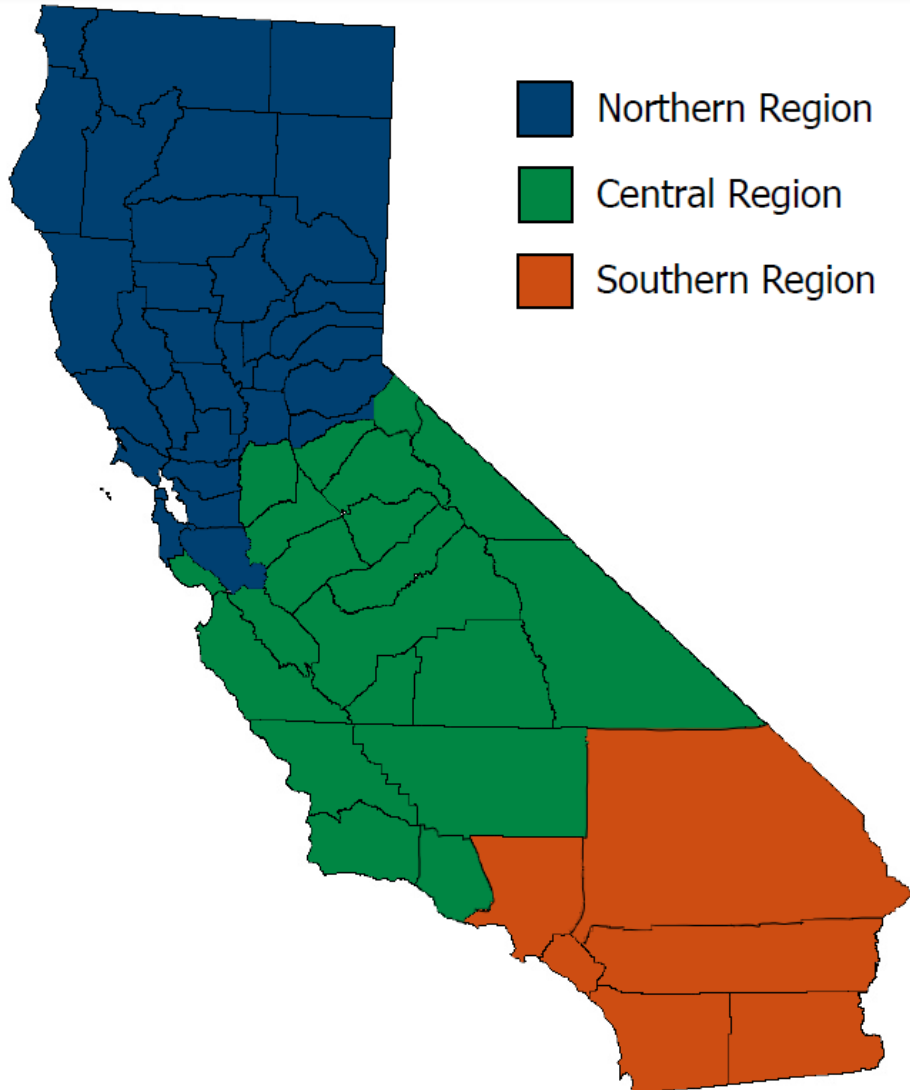
## \$80M Rebates by Building Type & Income Level

Single-Family	Rebate Amount
<u>Low- Income:</u> Heat Pump for Space Heating or Cooling (HP HVAC) (<80% AMI)	\$8,000
<u>Moderate-Income:</u> Heat Pump for Space Heating or Cooling (HP HVAC) (80%-150% AMI)	\$4,000
Multifamily – Low-to-moderate income	
Heat Pump for Space Heating or Cooling (HP HVAC)	\$7,500
Heat Pump for Space Heating or Cooling – Variable Speed (HP HVAC)	\$8,000
Heat Pump Water Heater (Electric to Electric HP, cannot replace existing HP)	\$700
In-Unit Heat Pump Water Heater	\$1,750
Central Heat Pump Water Heater*	\$1,750 (per unit served)
Electric Load Service Center*	\$4,000
Electric Wiring*	\$2,500
Electric Stove, Cooktop, Range, or Oven	\$840
Heat Pump Clothes Dryer	\$840



# Regional Funding Allocation

HEEHRA mirrors EBD Direct Install



Region	Population of Underresourced Communities	Percentage of Statewide Direct Install Program Funds
Northern	5.3 million	23%
Central	4.3 million	19%
Southern	13.6 million	58%
<b>Total</b>	<b>23.2 million</b>	<b>100%</b>



# HEEHRA Phase II: RFI Summary

---

RFI topics:

1. Eligible Equipment and Appliance Rebates
2. Regional Allocation and Customer Engagement
3. Contractor Engagement and Support
4. Point-of-Sale Methodologies
5. Do-it-Yourself (DIY) Considerations
6. Recycling Appliances and Refrigerants



# DOE Max Allowable Rebates\*

Equipment or Appliance per Household	DOE Low-Income Maximum Rebate (Up to 80 percent AMI)	DOE Moderate-Income Maximum Rebate (80-150 percent AMI)
Heat pump for space heating and cooling	\$8,000	\$4,000
Heat pump water heater	\$1,750	\$875
Electric stove, electric cooktop, or electric range	\$840	\$420
Heat pump clothes dryer	\$840	\$420
Electrical panel	\$4,000	\$2,000
Insulation, air sealing, ventilation	\$1,600	\$800
Electric wiring	\$2,500	\$1,250
<b>Maximum rebates per household</b>	<b>\$14,000</b>	<b>\$7,000</b>

\*Currently under CEC consideration



# HEEHRA General Information

---

- **CEC IRA Webpage**

- <https://www.energy.ca.gov/programs-and-topics/programs/inflation-reduction-act-residential-energy-rebate-programs>

- **IRA FAQ**

- <https://www.energy.ca.gov/programs-and-topics/programs/inflation-reduction-act-residential-energy-rebate-programs/faq-ira>

- **TECH Clean California**

- <https://techcleanca.com/>



# Maximizing Home Energy Upgrade Incentives in California

December 2024



# Ways to Combine Incentives

## Co-funding

Multiple funds for  
a single measure

## Braiding

Multiple funds for  
a project, one fund  
per measure

Stacking or Layering



# Ways to Combine Incentives

## Co-Funding (single measure)



Weatherization Assistance  
Program

Home Electrification and Appliance  
Rebate

Ratepayer-funded program

TECH Clean California

Regional or local program

## Braiding (two or more measures)

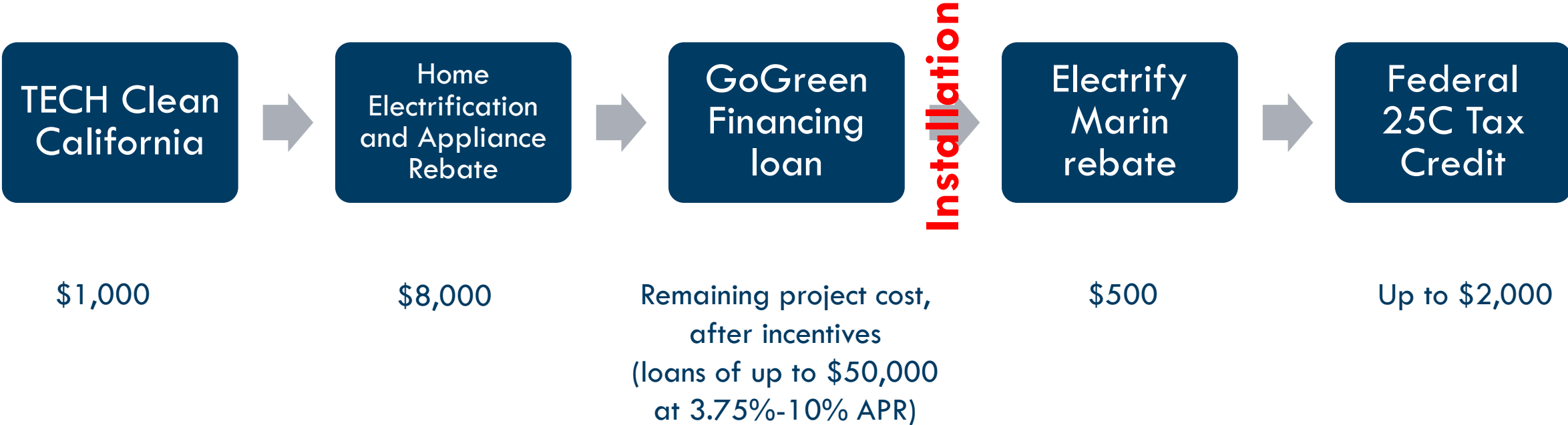


# Which Federal Funds can Stack?

	Home Energy Rebates	IRA Tax Credits	Federal Grants	Federal Loans
Home Energy Rebates	Braid	Co-fund or braid	Braid	Co-fund or braid
IRA Tax Credits		Braid	Co-fund or braid	Co-fund or braid
Federal Grants			Depends on grant	Co-fund or braid
Federal Loans				Co-fund or braid

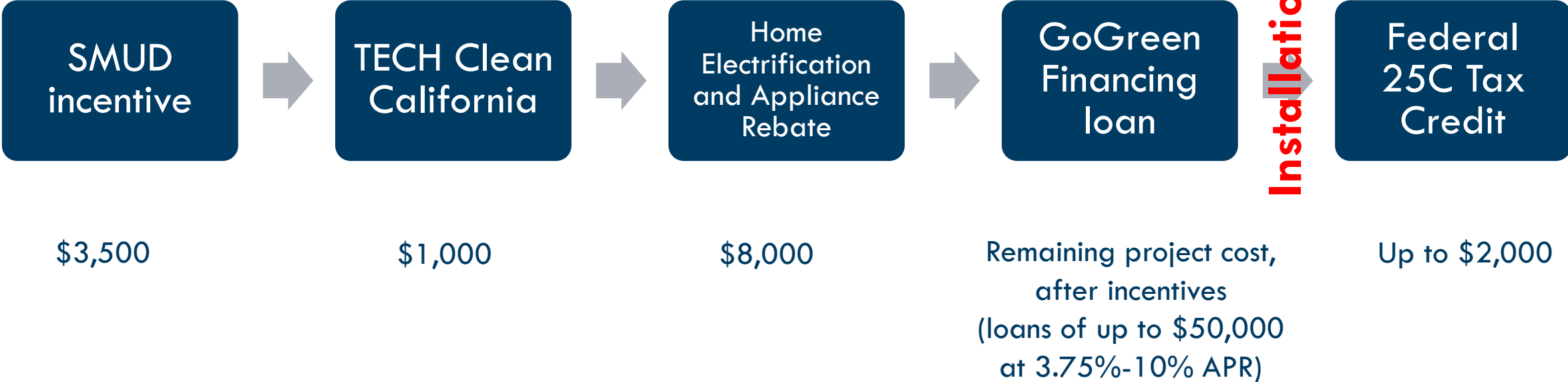
*These are high-level takeaways. Check federal guidance for nuanced guidance on stacking.*

# Maximizing Federal, State, Utility, and Regional Incentives for an Air Source Heat Pump



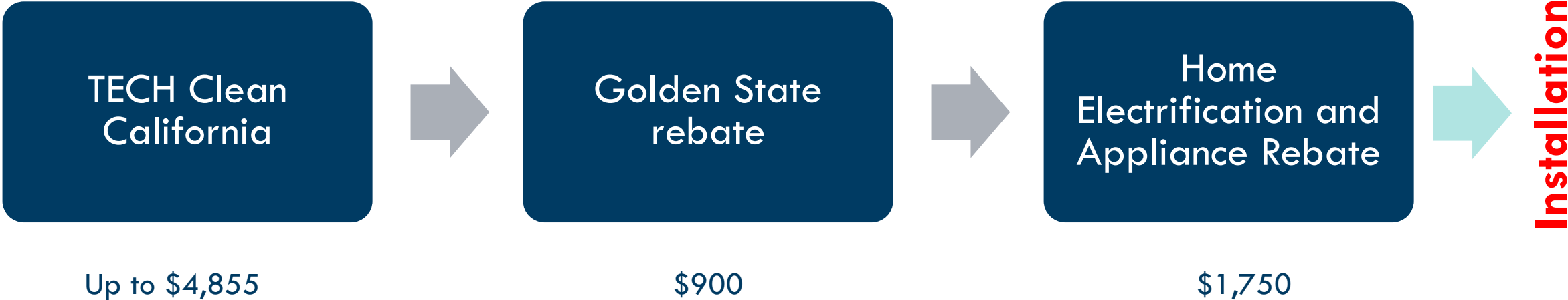
*Example: Air source heat pump for single-family, middle-income household in San Rafael*

# Maximizing Federal, State, Utility, and Regional Incentives for an Air Source Heat Pump



*Example: Air source heat pump for single-family, middle-income household in Sacramento*

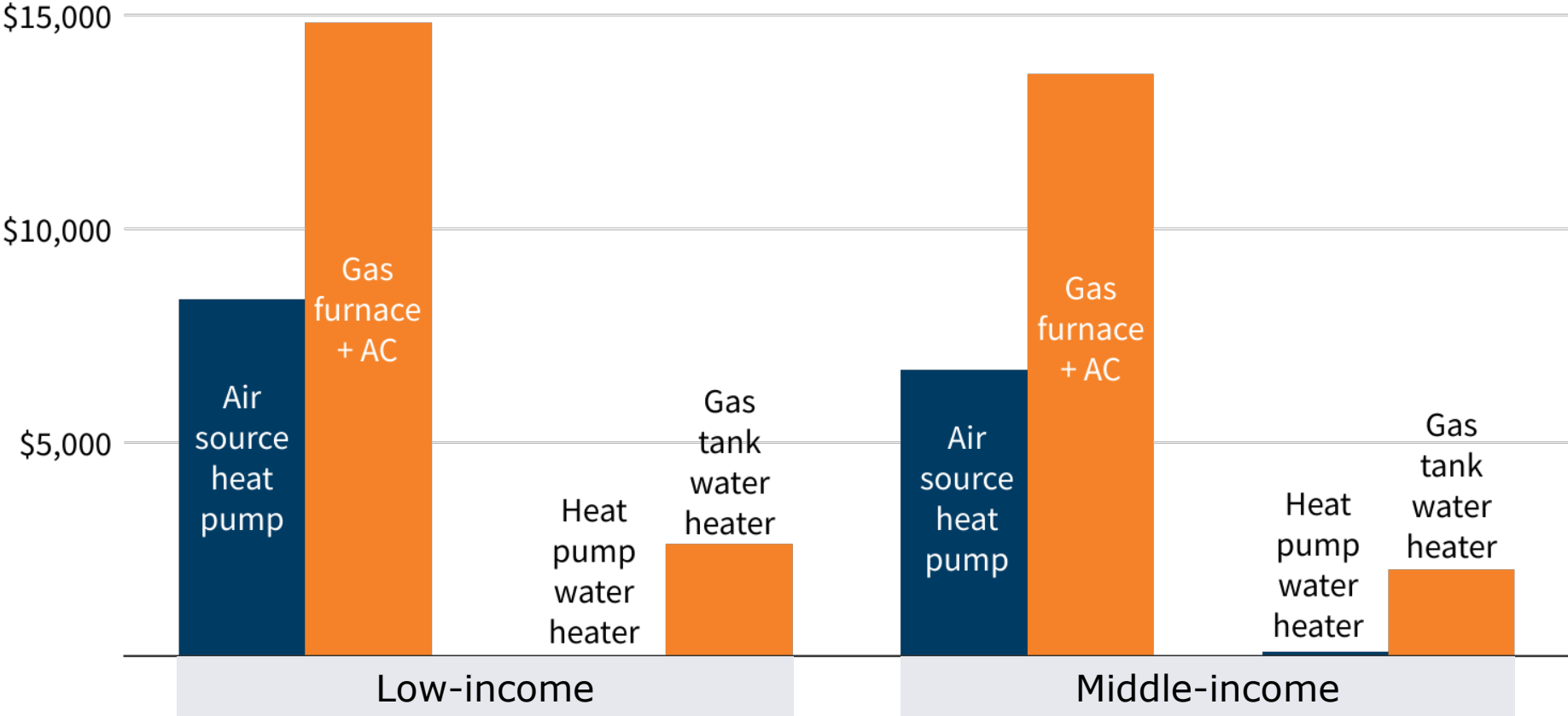
# Maximizing Federal, State, Utility, and Regional Incentives for a Heat Pump Water Heater



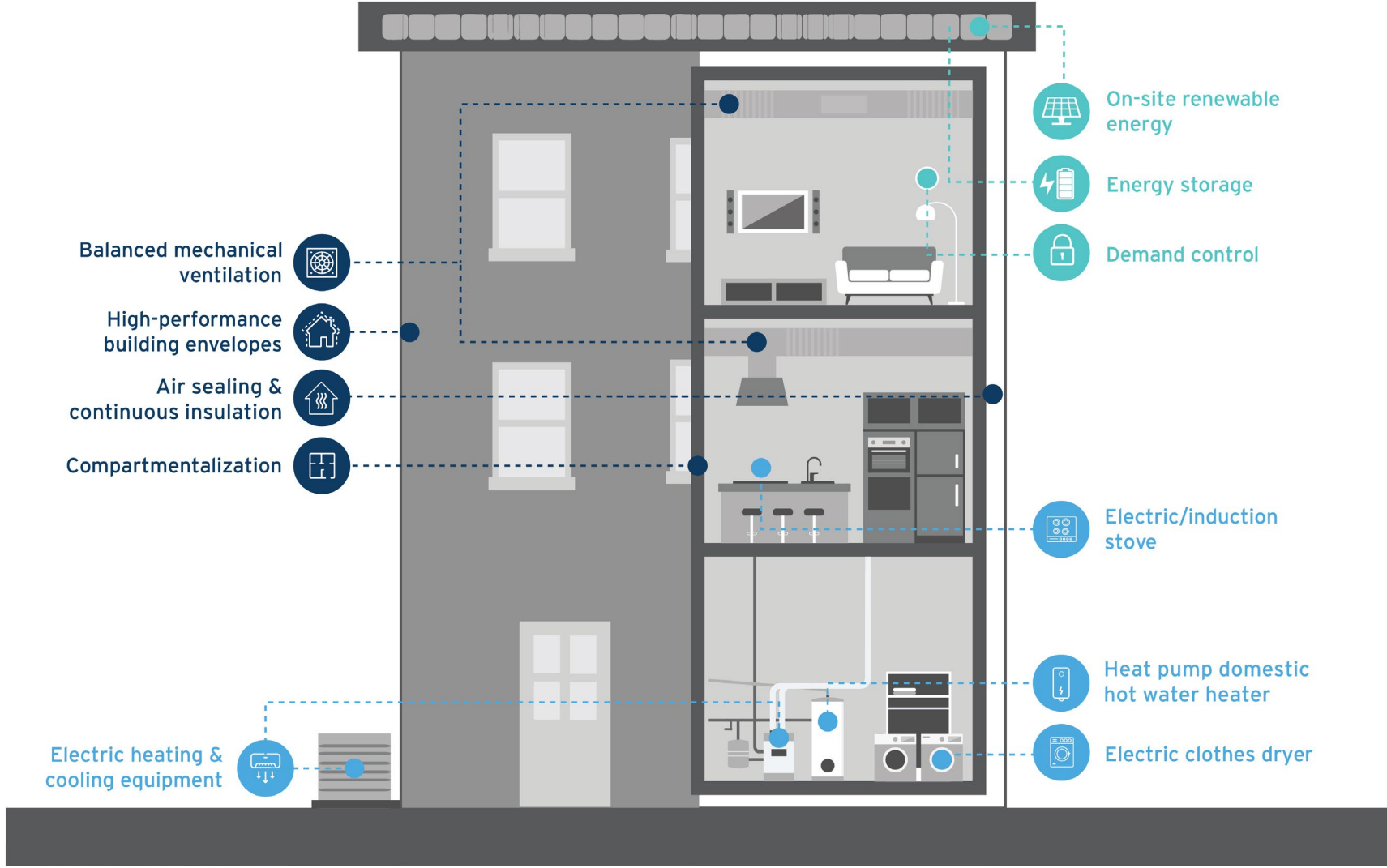
*Example: Heat pump water heater for single-family, low-income household in Fresno*

# Maximizing Incentives Makes Clean Energy Retrofits More Affordable Upfront

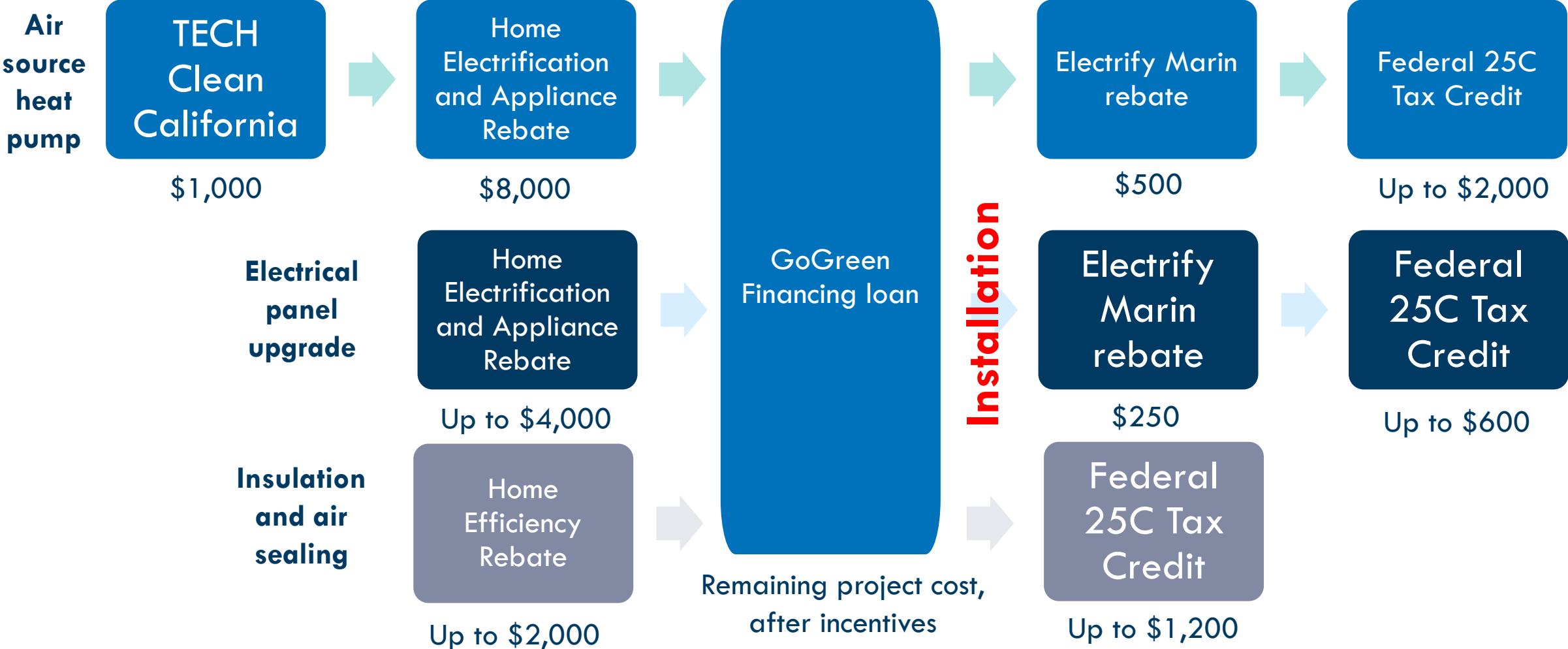
Average cost of home energy upgrades for CA households after maximum incentives are applied



# Braiding Incentives Enables Holistic Home Retrofits



# Braiding Federal, State, Utility, and Regional Incentives for Multiple Measures



Example: Air source heat pump, panel upgrade, and insulation and air sealing for single-family, middle-income household in San Rafael



# Priorities for Incentive Stacking Support

## Increase access to incentives

- Target regions with limited utility/local incentives
- Target low-income retrofits without federal 25C tax credits
- Target renters and multifamily housing

## Streamline application process

- Consolidate applications
- Provide technical assistance
- Align performance standards and income requirements across programs



# Thank you

**Laila Atalla**

[latalla@rmi.org](mailto:latalla@rmi.org)

[rmi.org/our-work/buildings](https://rmi.org/our-work/buildings)

[rmi.org/incentive-stacking-resources-for-clean-buildings](https://rmi.org/incentive-stacking-resources-for-clean-buildings)



# Public Comment

## Instruction

- 2 minutes or less per person
- 1 representative per organization

## Zoom App/Online

- Click “raise hand”

## Telephone

- Press \*9 to raise hand
- Press \*6 to (un)mute

## When called upon

- Public Advisor will open your line
- Unmute, spell name, state affiliation, if any

**2-MINUTE TIMER**

For Phone Participation: Dial (669) 219-2599 or (888) 475-4499  
Enter Webinar ID: 846 9759 6010 and Passcode 105746



# **Panel 2: Experiences and Lessons Learned from Other States**

Jake Bartell, CEC



# Panel 2 Presenters

---



**Mia Lombardi**

Electrification Program Lead, Department of Energy (DOE)



**Yeny Maestas**

HER/HEAR Program Manager, New Mexico Energy Conservation and Management



**Ryan Moore & Nicole Munz**

Sr. Project Manager, New York State Energy Research & Development Authority

# Home Energy Rebates Program CEC HEEHRA Phase II Workshop

**Mia Lombardi, Electrification Program Lead**

December 18, 2024





# HOME ENERGY REBATE PROGRAM OBJECTIVES

- ✓ **Help households** across the US enjoy lower energy bills and more comfortable homes
- ✓ **Make it easier** to access and implement residential energy improvements
- ✓ **Attract and retain qualified workforce** to serve both single and multifamily markets
- ✓ **Spur durable market demand** for residential efficiency and electrification by demonstrating value of energy upgrades and efficient homes to homeowners, tenants, and investors

# HOME ELECTRIFICATION & APPLIANCE REBATES (HEEHRA/HEAR)

- Products must be ENERGY STAR certified, where applicable
- Rebates can be made available for installations in single family homes/multifamily buildings:
  - As part of new construction
  - To replace an existing non-electric appliance
  - As a first-time purchase with respect to that appliance
- Rebates are income-based and available to households at:
  - Up to 100% of total project cost for < 80% AMI
  - Up to 50% of total project cost for 80-150% AMI
- Total rebates for an eligible entity capped at \$14,000 per housing unit
- Rebates may be offered at the point-of-purchase (via state qualified retailers or distributors) or point-of-installation (via state qualified contractors)
- Installation incentives can be made available to qualified contractors

Eligible Products	Maximum Amount
Heat Pump Water Heater	\$1,750
Heat Pump for Space Heating and Cooling	\$8,000
Heat Pump Clothes Dryer	\$840
Electric Stove, Cooktop, Range, or Oven	\$840
Insulation, Air Sealing, and Ventilation	\$1,600
Electric Load Service Center Upgrade	\$4,000
Electric Wiring	\$2,500



# PROGRAM DESIGN FLEXIBILITY

As long as all federal program requirements are satisfied, states can customize offers in ways that meet the needs of their individual state, including by focusing on certain:



Equipment types



Building types

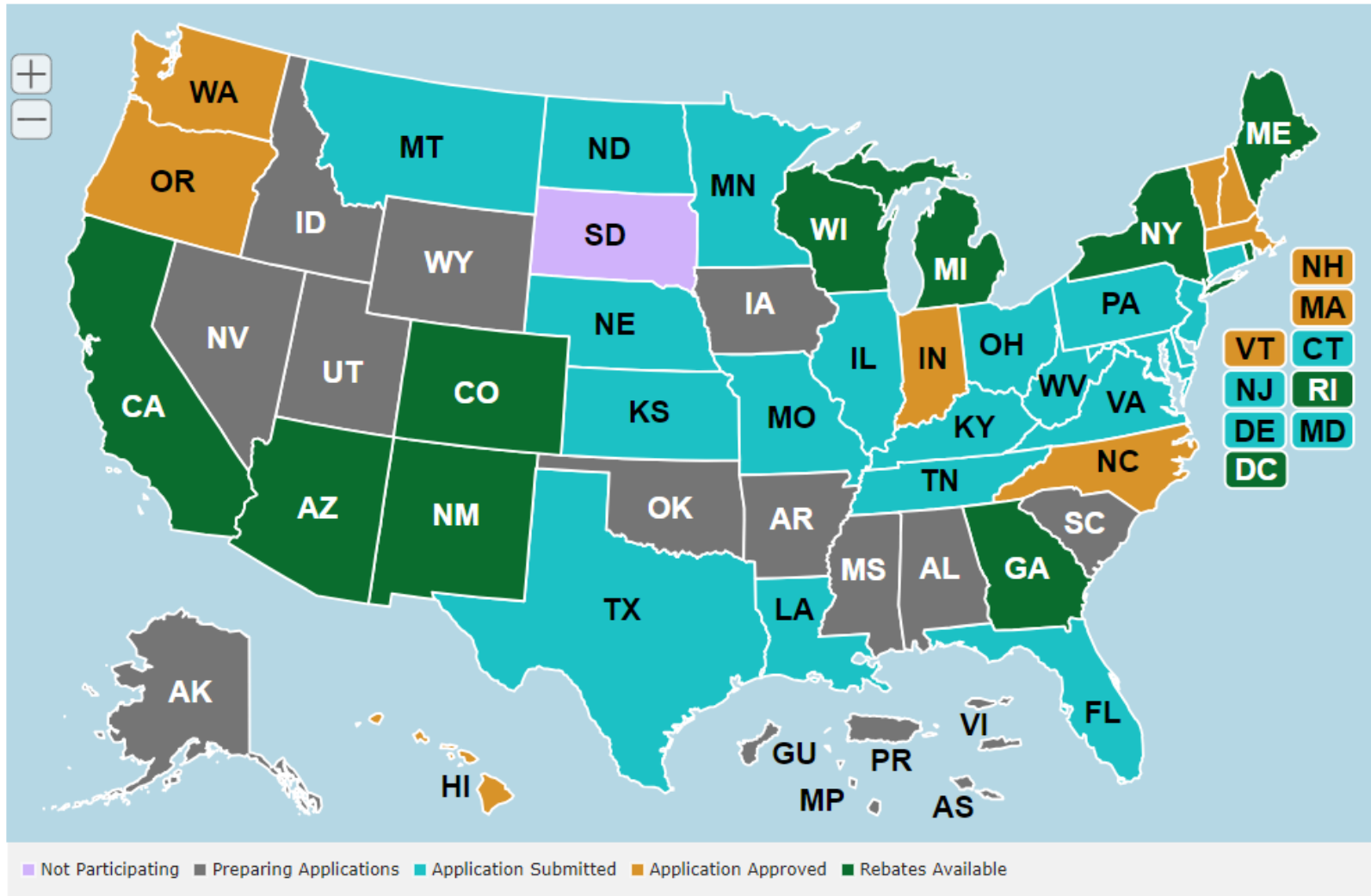


Household income levels



Delivery channels

# HOME ENERGY REBATES PROGRAM TRACKER



Last Updated on December 10, 2024



Office of State and Community Energy Programs

Thank You



# New Mexico Inflation Reduction Act Home Energy Rebates Program

State of New Mexico Energy Conservation and Management  
Home Electrification and Appliance Rebates Program (50122)

December 18, 2024

Yeny Maestas

Program Manager



**SCEP**  
STATE & COMMUNITY ENERGY PROGRAMS

**ECAM**  
ENERGY CONSERVATION  
AND MANAGEMENT

# Home Energy Rebates Programs Overview

- **NM is focusing on single family homes that earn less than 80% AMI**
- **For the multifamily home implementation, NM is considering up to 150% AMI**
- **NM created a brand-new application portal that is connected to the PNNL API by partnering with Real Time Solutions, a local software developer out of Albuquerque, NM**
- **NM is working on creating a one-stop-shop for all things energy in the state**
- **NM is creating a brand-new group of energy navigators called “energy coaches” that help regular New Mexicans navigate the complicated world of energy efficiency programs**



**SCEP**  
STATE & COMMUNITY ENERGY PROGRAMS

NEW MEXICO

e m n r d

Energy, Minerals and Natural Resources Department

# Home Electrification and Appliance Rebates (HEAR) Program Point-of-Sale Launch

- **Approximate allocation for NM HER Program ~ \$43.7M**
- NM is the first state to implement a point-of-sale coupon with retailers
- NM launched with DIY insulation
- Program expected to last four years from launch
- Franklin Energy is the implementer for the single-family program
- ICAST is the implementer for multifamily program
- Real Time Solution is the application developer





# HEAR Program phased approach

NM is following a phased approach:

1. NM launched DIY point-of-sale coupons for insulation (\$1,600) on September 3, 2024
2. Launched with Point-of-Sale cooktops and clothes dryers (\$840) on Black Friday 2024, including a gas capping component and electrical upgrades
3. NM is working with implementer to train and certify contractors to do installations for the rest of the measures that are not DIY
4. NM is currently working on adding additional retailers including local mom-and-pop
5. Because NM is so rural, coupons are valid in states that border NM for a better user experience
6. This is a collaborative effort between the State of New Mexico, retailers, Franklin Energy, Real Time Solutions, Department of Energy and PNNL.



# How does it work?

Right now, it's a somewhat manual processing, that will get easier as retailers connect to the PNNL API:

1. Retailer signs agreement with Implementer and develops a Qualifying Products List (QPL)
2. Retailer feeds a batch of coupons to RTS.
3. Once an applicant qualifies, the system generates a coupon for their chosen measure and retailer and, at the same time, generates a reservation with the PNNL API.
4. Customer Redeems Coupon
5. Customer submits geotagged photo of their installed appliance.
6. Retailer redeems their redemption report.
7. Retailer gets paid.
8. Project is completed.



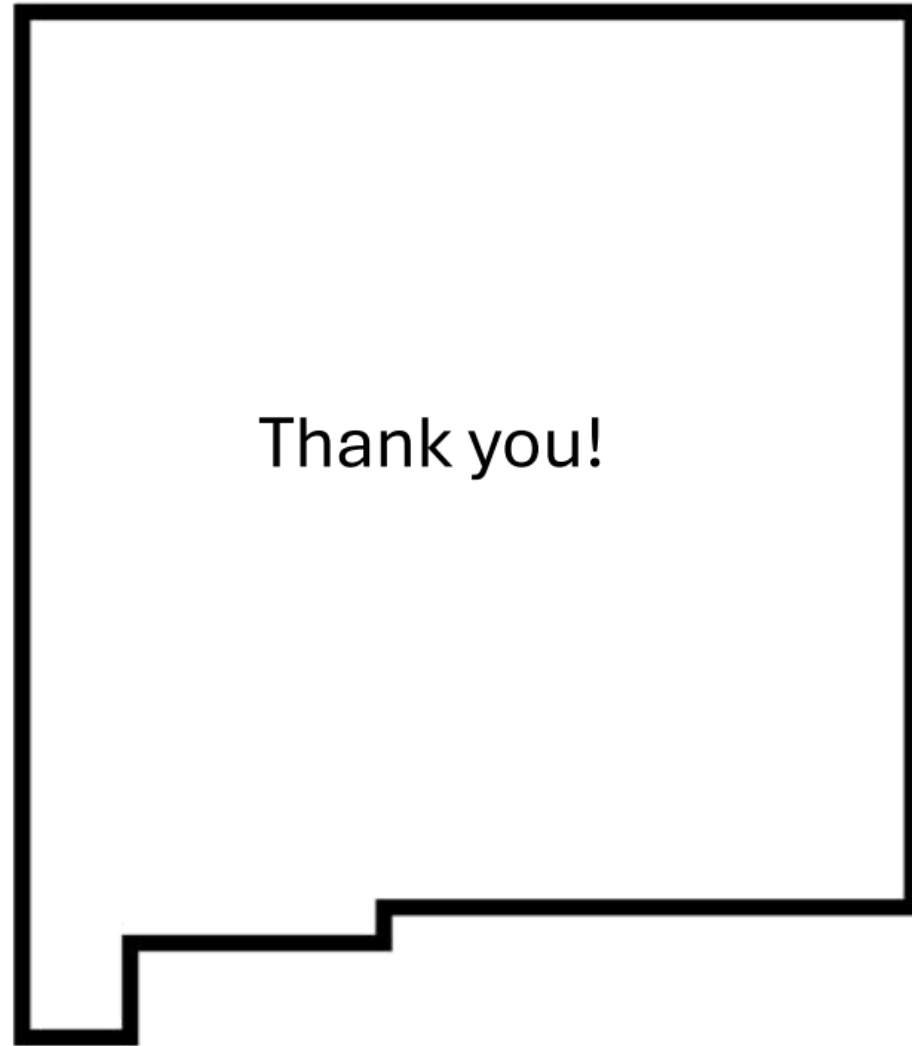


# Lessons learned

Right now, it's a somewhat manual processing, that will get easier as retailers connect to the PNNL API:

1. When in doubt, call you Project Officer at DOE;
2. Allocate time prior to launch so retailers have time to train their sales associates;
3. Be aware of supply/stocking issues in your state;
4. Be aware that the QPL is fluid and needs constant updating;
5. Consider people who do no have smart phones or internet access.

Red or Green? The correct answer is Christmas.





# *Appliance Upgrade Program (AUP)*

Ryan Moore and Nicole Munz    December 18, 2024

**Home Electrification and Appliance Rebates (HEAR)**

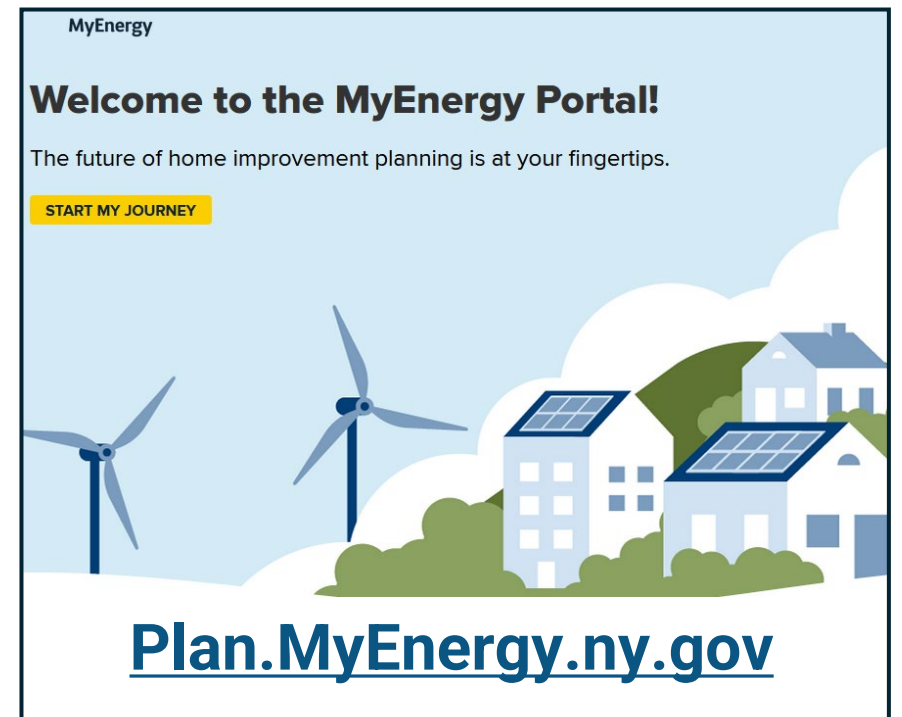


**NYSERDA**

# Appliance Upgrade Program Overview

## Retail point-of-sale program launched in October 2024 in the new MyEnergy Portal

- Customers below 150% AMI are eligible to receive rebates
- Rebates available for:
  - **ENERGY STAR® certified heat pump clothes dryers** (including all-in-one washer-dryers with a heat pump dryer)
  - **Electrical wiring and panel upgrades** (if necessary for the appliance installation)
- NYSERDA is currently recruiting **retailers** and **contractors** through [PON 5859](#): Application for Retailer and Contractor Enrollment



# Appliance Upgrade Program

## Eligible Measures, Rebate, and Incentive Amounts

### Customer Rebate Amounts:

Measure Type	Rebate Amount Per Dwelling Unit	80-150% AMI	<80% AMI
Heat Pump Clothes Dryer (purchase and installation)	\$840	50% of the Qualified Project Cost	100% of the Qualified Project Cost
Electrical Service Upgrade	\$4,000	50% of the Qualified Project Cost	100% of the Qualified Project Cost
Electrical Wiring Upgrade	\$2,500	50% of the Qualified Project Cost	100% of the Qualified Project Cost
<b>Maximum Total Rebate Per Dwelling Unit Under AUP</b>	<b>\$7,340</b>	<b>50% of the Qualified Project Cost</b>	<b>100% of the Qualified Project Cost</b>

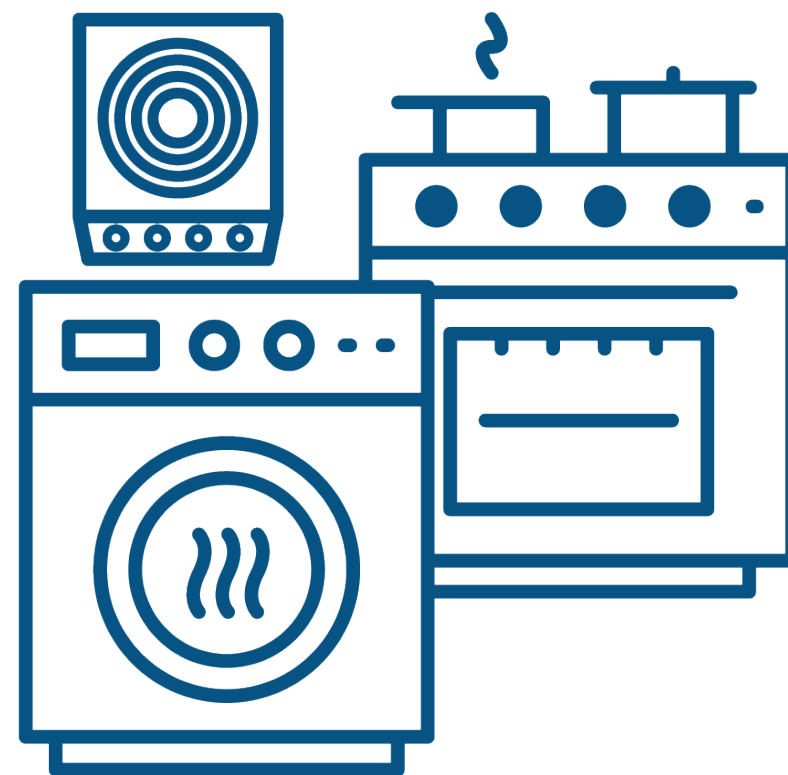
### Participating Contractor Installation Incentives:

Measure Type (Qualifying Activity)	Participating Contractor Incentive Per Dwelling Unit
Installation located within a disadvantaged community	\$200
Installation of one electric heat pump clothes dryer	\$150
Installation of one or more electrical panel	\$150
Installation of electric wiring	\$150
<b>Maximum Total Incentive Per Dwelling Unit Under HEAR</b>	<b>\$500</b>

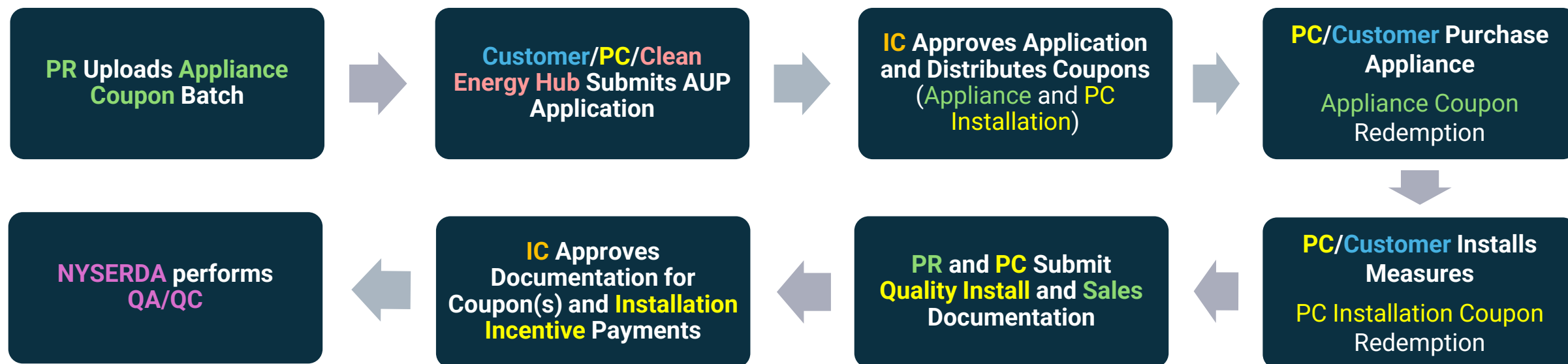
# Appliance Upgrade Program

## Customer Application Process

1. Create a profile on the [MyEnergy Portal](#) and complete an Appliance Upgrade Program application
2. Receive an email from [AUP@nyserda.ny.gov](mailto:AUP@nyserda.ny.gov) with **two coupon codes**:
  - A coupon for a qualified appliance to be used at the selected **Participating Retailer**
  - A coupon for electrical panel and wiring upgrades, if needed, as well as appliance installations with a **Participating Contractor**
3. Browse the [ENERGY STAR® Qualified Products List](#) to select the desired heat pump clothes dryer model
4. Visit selected Participating Retailer (in-store or online) and present the **Appliance Coupon code** to receive rebates
5. If a contractor is needed, select a Participating Contractor and present the **Installation Coupon code**



# Appliance Upgrade Program Project Process



## Key:

- Participating Retailer (PR): Handles Appliance Coupons and Sales Documentation
- Participating Contractor (PC): Handles PC Installation Coupons (for measure installation(s)) and Quality Install Documentation
- Implementation Contractor (IC): Implements the Appliance Upgrade Program

# Questions?

Email: [IRAretail@nyserda.ny.gov](mailto:IRAretail@nyserda.ny.gov)

Webpage: <https://www.nyserda.ny.gov/All-Programs/Appliance-Upgrade-Program>





# Public Comment

## Instruction

- 2 minutes or less per person
- 1 representative per organization

## Zoom App/Online

- Click “raise hand”

## Telephone

- Press \*9 to raise hand
- Press \*6 to (un)mute

## When called upon

- Public Advisor will open your line
- Unmute, spell name, state affiliation, if any

**2-MINUTE TIMER**

For Phone Participation: Dial (669) 219-2599 or (888) 475-4499  
Enter Webinar ID: 846 9759 6010 and Passcode 105746



# Panel 3: Point-of-Sale Programs

Amber Beck, CEC



# Panel 3 Presenters

---



**Robert Curis**

Sr. Manager, Government Affairs, Lowe's Home Improvement

**SAMSUNG**

**Prerna Tomar**

Director, Public Policy, Samsung



**Brian Gamberini**

Sr. Manager, State and Local Government Relations, The Home Depot



# **Inflation Reduction Act: A Retailer's Perspective**



# About Lowe's

- Leading home improvement company serving approximately **16 million customer transactions a week**.
- Operating **1,700 home improvement stores and more than 130 supply chain facilities, employing approximately 300,000 associates** around the country.
  - In California, Lowe's operates **112 store locations, 16 other facilities**, and employs approximately **17,000 associates**.
- Facilitating utility rebate programs, like the IRA rebates, in 34 states including California.
- Only nationwide retailer operating IRA rebates in multiple states.
- #1 appliance retailer in the United States.



# Advantages of Working with Lowe's

- Lowe's has a dedicated team collaborating with states, the Department of Energy (DOE), vendors, and other stakeholders to develop and implement Inflation Reduction Act (IRA) rebate programs, helping customers take advantage of them.
- First retailer in the country to offer IRA Home Energy Rebates at the retail point-of-sale.
- Positioned to support both homeowners and Pro customers in utilizing these programs.
- Lowe's associates are well positioned to educate customers about available rebates and the benefits of energy-efficient products.
- Lowe's serves a network of service providers, installers, and the professional contractor community.



## Homeowner

### Single family homeowner or condominium owner

- ☑ DIY — homeowner-led projects for replacement products
- ☑ Purchasing and fulfillment sources:
  - Lowe's stores and online at Lowes.com
  - Nationwide delivery network



## PROfessional

### Property management - residential and commercial

- ☑ Multifamily rental and housing authorities
- ☑ Trades - electricians, plumbers and more

### Construction

- ☑ Repair, remodel and restoration
- ☑ Builders and construction
- ☑ State-approved contractors



## Purchasing and fulfillment sources

### Convenient locations of 1,700 stores

- ☑ Direct-to-customer delivery options, as soon as same-day, inclusive of rural communities
- ☑ Lowe's stores nationwide and online at Lowes.com
- ☑ Lowe's Pro Supply with 29 branches in major markets and online at LowesProSupply.com\*

# In-Store and Online Experience



## In-Store Signage

Signage is displayed in stores guiding customers to the relevant website to apply for their state's rebate program where they can begin the application process.



## Coupons

Once verified, customers can receive a Lowe's coupon that can be used at checkout in stores and online.



## Pro Desk

Lowe's Pro Desks can share with Pro customers how Lowe's can provide them with eligible products and share educational materials from states, like how to join their approved contractor network.



## Homeowner

### Single family homeowner or condominium owner

- ☑ DIY — homeowner-led projects for replacement products
- ☑ Purchasing and fulfillment sources:
  - Lowe's stores and online at Lowes.com
  - Nationwide delivery network



## PROfessional

### Property management - residential and commercial

- ☑ Multifamily rental and housing authorities
- ☑ Trades - electricians, plumbers and more

## Construction

- ☑ Repair, remodel and restoration
- ☑ Builders and construction
- ☑ State-approved contractors



## Purchasing and fulfillment sources

### Convenient locations of 1,700 stores

- ☑ Direct-to-customer delivery options, as soon as same-day, inclusive of rural communities
- ☑ Lowe's stores nationwide and online at Lowes.com
- ☑ Lowe's Pro Supply with 29 branches in major markets and online at LowesProSupply.com\*

# Supporting PROs

- Lowe's commitment to supporting IRA implementation extends to professional customers across various segments, including:
  - Government entities
  - Community organizations
  - Residential property management professionals
  - Professional trades
  - Construction
  - Renovation markets
- Bulk purchasing and volume savings through **Lowe's Pro Supply**.
- General contracting support for product-only sales, as well as product and installation through **Lowe's PRO Renovations**.
- Fast delivery options are available to **both rural and urban communities**.



## Homeowner

### Single family homeowner or condominium owner

- ☑ DIY — homeowner-led projects for replacement products
- ☑ Purchasing and fulfillment sources:
  - Lowe's stores and online at Lowes.com
  - Nationwide delivery network



## PROfessional

### Property management - residential and commercial

- ☑ Multifamily rental and housing authorities
- ☑ Trades - electricians, plumbers and more

### Construction

- ☑ Repair, remodel and restoration
- ☑ Builders and construction
- ☑ State-approved contractors



## Purchasing and fulfillment sources

### Convenient locations of 1,700 stores

- ☑ Direct-to-customer delivery options, as soon as same-day, inclusive of rural communities
- ☑ Lowe's stores nationwide and online at Lowes.com
- ☑ Lowe's Pro Supply with 29 branches in major markets and online at LowesProSupply.com\*





**Purna Tomar**, Director,  
Public Policy Samsung  
Office of U.S. Public Affairs

# Samsung: An ENERGY STAR Award Leader

## IRA Home Energy Rebates:

Benefiting the Consumer and U.S. Policy Goals via Energy Efficient Products

# Samsung: An ENERGY STAR Award Leader

Engaging federal and state government officials, retailers and non-profits

Worked with DOE to move from \$840 to \$1,680 in rebates for ENERGY STAR electric cooking products and heat pump dryers

# DOE Retail Resource

DOE Press Release: “Providing rebates via retail can raise awareness of the HEAR program and efficient electric appliances”

“States that are prioritizing consumer awareness in their program design may benefit from a retail rebate delivery approach to drive widespread familiarity with efficient electric appliances.” (p.2)

“A phased or partial roll-out of rebates based on product type may streamline aspects of program delivery and . . . build excitement for the launch of a state’s broader HEAR program.” (p.5)

Source: <https://www.energy.gov/scep/articles/getting-started-launching-retail-focused-home-electrification-and-appliance-rebates>

# Samsung: First Appliance Company to Launch IRA Home Energy Rebates Consumer Education Effort

Inflation Reduction Act Appliance Rebates

< What is the Inflation Reduction Act IRA Rebate-Qualifying Appliances Energy-Efficient Appliances Find Out If You Qualify Sign >

## Inflation Reduction Act home energy rebates are now available in New York

State residents can save up to \$840 on Bespoke AI Laundry Combo™ and select heat pump dryers.

Act fast, chat with an expert about our Limited

Type your message here!



# Samsung: An ENERGY STAR Award Leader

## Contact:

**Prerna Tomar**, Director, Public Policy  
Samsung Office of U.S. Public Affairs

**Email:** [p.tomar@samsung.com](mailto:p.tomar@samsung.com)



---

# Retail Point-of-Sale Programs

Brian Gamberini, The Home Depot

Sr. Manager, State and Local Government Relations



# The Home Depot in California

---

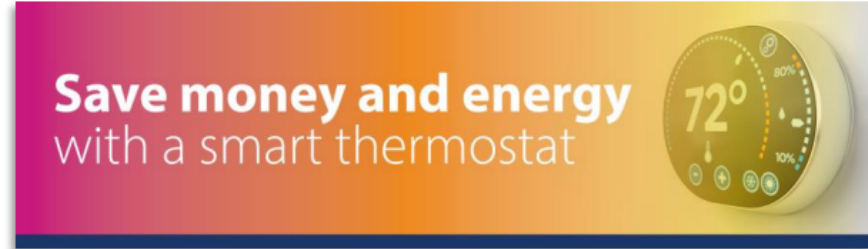
- Our **Core Values** guide everything we do.
- We **build strong relationships** within the community.
  - 246 Stores
    - 300+ locations including brick and mortar stores, warehouses and offices
- We **foster shared success** for both THD and our vendor partners.
  - 1,500+ local suppliers that include small and diverse businesses
- We **give back** to our communities and those that served our country through Team Depot.





# The Home Depot's Role in HEEHRA's Success

- THD is prepared to play a role in the success of CA's POS rebate programs.
- THD supports a customer focused approach.
- THD recommends a seamless and scalable POS system for retailers and customers.
- THD welcomes partnering with CEC to promote rebate redemption.
  - Prepared to post signage in-store and partner on marketing of the program
- Currently running in-store POS insulation rebates in partnership with New Mexico (EMNRD)



**Get up to \$1,600 off Qualifying Insulation Products.**

# How THD Plans To Increase Customer Engagement

---

- THD appointed role on the CA Heat Pump Partnership Advisory Committee
  - Goal of installing six million Heat Pumps by 2030
- PRO engagement for contractor facing programs
  - THD's extensive network of certified service providers and contractors
  - Communicate with PROs serving CA customers on program guidelines and training requirements
- Cross functional support across the business
- Investment in the future tradesmen and women of CA through Path To PRO





# Final Public Comment





# Public Comment

## Instruction

- 2 minutes or less per person
- 1 representative per organization

## Zoom App/Online

- Click “raise hand”

## Telephone

- Press \*9 to raise hand
- Press \*6 to (un)mute

## When called upon

- Public Advisor will open your line
- Unmute, spell name, state affiliation, if any

**2-MINUTE TIMER**

For Phone Participation: Dial (669) 219-2599 or (888) 475-4499  
Enter Webinar ID: 846 9759 6010 and Passcode 105746



# Submit Comments and Information

## Written Comments:

Due January 10, 2025 (5:00 pm)

[IRA Docket: 23-DECARB-01](#)

<https://efiling.energy.ca.gov/Lists/DocketLog.aspx?docketnumber=23-DECARB-01>

## Submit Comments

<https://efiling.energy.ca.gov/Ecomment/Ecomment.aspx?docketnumber=23-DECARB-01>

## Contact:

[IRAresidentialenergyreabtes@energy.ca.gov](mailto:IRAresidentialenergyreabtes@energy.ca.gov)

## Information:

[CEC Inflation Reduction Act Programs](#)

<https://www.energy.ca.gov/programs-and-topics/programs/inflation-reduction-act-residential-energy-rebate-programs>

## IRA FAQ

<https://www.energy.ca.gov/programs-and-topics/programs/inflation-reduction-act-residential-energy-rebate-programs/faq-ira>

[Customer Support – HEEHRA TECH Clean California](#): <https://techcleanca.com/HEEHRA>



# Adjourn