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HEEHRA application interface

I am a Green Realtor and green home advisor in Southern California. As I have been informing the general public about the anticipated HEEHRA program as a part of my volunteer work, I tried to help a few families to the TECH Clean California's page to get the process started when the program launched. These particular families are in what's considered "remote/rural" area (Zip 93225) where most households would likely qualify as low income. As I went on the website with them, the process wasn't clear how the rebate program works. It tells you to find contractors on the Switch Is On, yet even I didn't know initially we were to look for not only the TECH Clean badge on the contractors' name but also "HEEHRA" badge. So my people had contacted a few contractors, but they never heard back. Now I realize it was probably because they had not been certified for HEEHRA yet. I think this process needs to be super-simplified and streamlined rather than having to go to more than one page to process the income qualification and finding the contractors. This is supposed to be "easy access" to those who need the most, yet the way the process is designed is much too cumbersome. Most people would give up at the first step. Also it looks like not all the rebates are not available in these areas. The whole system seems to be contradictory to its intention. I hope you'll be able to improve the process before the funds run out.