



Home Energy Rebates (Inflation Reduction Act Sections 50121 & 50122): Education and Outreach Plan Required Elements

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Introduction

The U.S. Department of Energy (DOE) is providing this document to support states and territories¹ in developing an Education and Outreach Plan for their Home Energy Rebates applications.² States may use the following sections of this document as a template for developing their plans. The plan is due to DOE 60 days prior to program launch, which is generally understood as the first date that the state begins to accept rebate claims.

This template aligns with Section 3.2.1 and Section 4.2.1 of DOE's [Program Requirements and Application Instructions](#), which describes what states need to provide in an Education and Outreach Plan for the Home Efficiency Rebates (Inflation Reduction Act (IRA) Section 50121) and the Home Electrification and Appliance Rebates (IRA Section 50122), respectively. To make plan development easier, this template includes all required elements of the Education and Outreach Plan below.

Household Outreach

In the Education and Outreach Plan, states must outline which types of households to target for outreach, the methods that will be most effective in reaching them, and the educational materials that will best inform targeted households of the benefits of upgrading their homes.

Planned Activities

Provide a brief description of planned activities for household outreach, such as:

- Outreach partnerships
- Outreach channels
- Educational materials

Outreach Partnerships

Add details of outreach partnerships and how your state might partner with each of these entities (e.g., utilities, local governments, community-based organizations, schools, or churches).

Outreach Channels

Describe the outreach channels your state intends to use. These may include, for example:

- Digital advertising (e.g., social or search engine marketing)
- Out-of-home advertising

¹ For the purposes of this document, "states" means, collectively or individually, the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, the U.S. Virgin Islands, American Samoa, Guam, and the Commonwealth of the Northern Mariana Islands.

² Indian Tribes are not required to submit an Education and Outreach Strategy as part of their application for funding for a Tribal Home Electrification and Appliance Rebates program.

- Neighbor-to-neighbor outreach
- Direct mailings

Educational Materials

List and describe educational materials (e.g., website, fact sheets, phone line, seminars, or workshops) that your state plans to produce.

Contractor Outreach

States must also outline how they will engage contractors that will deliver the projects paid for by rebates.

Planned Activities

Briefly describe planned activities for contractor outreach, such as:

- Outreach partnerships
- Outreach channels
- Educational materials

Outreach Partnerships

Provide a list of outreach partners (e.g., trade organizations, labor organizations, or labor unions) along with a brief description of each partner's abilities to reach contractors and how the state will partner with each to conduct successful contractor outreach.

Outreach Channels

Provide a list of outreach channels (e.g., website, ads in trade organization publications, or trade forums) that your state will use.

Educational Materials

Describe educational materials (e.g., website, fact sheets, trainings, or seminars) that your state will produce.

Retailer and/or Distributor Outreach (Optional)

States may use this section to discuss their education and outreach strategy for retailers and distributors if those audiences are part of their program strategy. DOE expects distributors and retailers to be key program partners in Section 50122 programs, in particular.

Planned Activities

Briefly describe planned activities for retailer and/or distributor outreach, such as:

- Outreach partnerships

- Outreach channels
- Educational materials

Outreach Partnerships

Provide a list of outreach partners (e.g., trade organizations, labor organizations, labor unions) along with a brief description of each partner’s abilities to reach contractors and how the state will partner with each to conduct successful contractor outreach.

Outreach Channels

Provide a list of outreach channels (e.g., website, ads in trade organization publications, trade forums) that your state will use.

Educational Materials

Describe educational materials (e.g., website, fact sheets, trainings, seminars) that your state will produce.

Timeline

Provide a high-level timeline for executing these programmatic activities. An example format is provided here:

Table 1: Proposed Timeline

	2024				2025				2026			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Task 1												
Task 2												
Task 3												
Task 4												
Task 5												



Budget

Provide an estimated budget devoted to outreach and education, which can be covered through Home Energy Rebates administrative funding or through other state, utility, or local sources. An example format is provided here:

Table 1: Proposed Cost by Planned Activity

Task	Cost
Task 1: Research and Stakeholder Engagement	\$XXX
Task 2: Plan for Marketing Campaign	\$XXX
Task 3: Develop Visual and Educational Assets	\$XXX
Total Project Cost	\$XXX