

**Consumer Protection Plan**

Inflation Reduction Act Section 50122

Grant Program: Home Electrification and Appliance Rebates

Submitted by

New Mexico State Energy Office (NMSEO)

Energy Conservation & Management Division (ECMD)

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NM HEAR Project

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## Purpose

The New Mexico Energy, Minerals & Natural Resources Department (EMNRD), through its Energy Conservation & Management Division (ECMD) present the Consumer Protection Plan for the Home Electrification and Appliance Rebates program.

The purpose of this Consumer Protection Plan (CPP) is to ensure that the Home Electrification and Appliance Rebates (NM HEAR) project is implemented in a manner that safeguards consumer interests while promoting the widespread adoption of energy-efficient technologies. The plan outlines strategies and measures designed to protect consumers by:

- Establishing clear guidelines and protocols to obtain consumers’ feedback, prevent fraud, ensure transparency, and protect consumer rights during the rebate application, installation, inspection, and disbursement processes.
- Protecting consumers data.
- Providing conflict resolution pathways and transparent mechanisms to solve conflicts, alongside timelines for remediation.
- Ensuring that the highest quality of service is delivered in installations in partnership with distributors, contractors, and the implementer partner, Franklin Energy (the program implementer for single family) and ICAST (the program implementer for multifamily).
- Performing quality control inspections through third-party inspectors.
- Measuring and evaluating the success of quality assurance systems and using evaluation results to inform program improvements.
- Documenting roles and responsibilities associated with how EMNRD will monitor the program’s budget and financial performance to ensure that funds are being used efficiently and effectively.

This CPP will be available on a dedicated NM– HEAR program webpage for all program participants. The web page is currently under development. The CPP will be reviewed at least every 2 years, with changes clearly communicated to program partners, participants, and the DOE. Documentation regarding New Mexico’s monitoring, review, and revision of the CPP will be provided to the DOE at least every 2 years.

## A. Consumer Feedback

### Processing Consumer Feedback

New Mexico's HEAR Program values receiving feedback from program participants and partners. The state will provide household consumers with the ability to file complaints, concerns, and issues via a consumer hotline, email, and on-line form. Consumers can ask general questions about the state program or issue a complaint or concern by sending a contact information request [here](#). When a consumer reports an issue, a staff member will reach out within 5 business days.

All consumer feedback reporting mechanisms, documents, and other communications will meet ADA accessibility standards and the needs of non-English language speakers, including documents available in Spanish and other languages. Consumers can also request hard copies of online documents. More information about the program as well as this Consumer Protection Plan will be found on the NM-HEAR webpage under development.

The state is currently developing a customer relationship management tool to record and track consumer feedback. The reporting system will capture relevant information such as the name of the associated party, contact information, and location, as well as any submitted documentation related to the issue including photographs and PDF document uploads.

### Survey

The state understands the importance of consumer feedback and will provide consumers with an option to complete a customer satisfaction survey no sooner than 3 months post project completion, and no more than 6 months after the project's completion. The survey will include the questions listed in this document's Appendix A: Consumer Satisfaction Questions and may evolve and be refined, potentially including more questions in the future. As part of the customer application process, the state will inform customers that they will receive a survey and ask customers how they wish to receive it (via email, text message, phone call, or mail).

Consumer feedback and survey responses will be regularly reviewed for negative comments and addressed alongside the affected contractors, distributors, and/or retailers. Feedback will be addressed timely according to a level of priority that the state will determine in advance. Feedback to program administrators will be shared through email communications, during regularly scheduled meetings. Pending the severity and/or volume of the comments, the contractor will be placed on a performance plan or receive additional Quality Assurance (QA)/Quality Control (QC) training until their performance is satisfactory.

### Multifamily-Specific Requirement or Process

The State is aware that certain elements of the Consumer Protection Plan must distinguish which additional requirements will apply to owners of low-income rental housing in multifamily homes. The Multifamily Program Implementer has finalized a contract with the State of New Mexico as of August 27<sup>th</sup>, 2024 and will commence work for this portion of the plan as soon as possible. New Mexico expects to resubmit plans by mid-October.

## B. Conflict resolution procedures

The state will create a template to formally report and record conflicts or disputes between homeowners and contractors. The form will include the identification of responsible parties, a description of the incident including the date and project address, and the resolution tactics inclusive of corrective actions taken. The incident will be escalated to the appropriate parties via email, regularly scheduled check-ins, or ad hoc meetings for a timely response.

New Mexico will develop and publish a remediation process in the program website to describe what actions could be taken when deficiencies or unfair business practices are detected through the inspection process. The results will be recorded and communicated to the responsible party within 1 week. Any remedial or punitive actions taken will follow a pre-defined set of protocols, that will include, at minimum:

- A record of deficiency
- An assessment of the level of severity regarding the issue related to the project inspection
- Determination of remedial or punitive action in accordance with the severity of deficiency by the appropriate parties.
- Formal communication to the responsible party
- Fulfillment of remedial or punitive action, including state verification of conformance to requirements

The state will establish an investigation process for fraud allegations against any program participant, and the details of punitive consequences. The remedies and penalties will be developed upon issuance of guidance from the DOE.

The state will also maintain records generated from QC inspections for a period of 7 years. Data points that must be retained include sampling rates, findings, corrective actions taken, and verification of conformance to requirements. These records may be made available to DOE upon request.

### Arbitration and Holder in Due Course Rule

No contracts may include a mandatory arbitration clause. Per the Holder in Due Course Rule, consumers have the right to assert the same legal claims and defenses against anyone who purchases the credit contract, as they would have against the seller who originally provided the credit.

The state shall design a process to record and investigate allegations of fraudulent activity by any program participant. Details of any investigations are to be maintained for use in the future as needed. If an allegation of fraud is made against a contractor, the state will follow its process to investigate, resolve, and as necessary assess punitive consequences. This may be of a progressive nature stemming from multiple incidents, or it may result in a contractor being removed from the approved contractor list for the program. Penalties may be financial, administrative, or criminal, depending on the nature of the issue.

### C. Data Review

The state will conduct data or file review of all projects. Data collected will be maintained for six years from the project completion date.

The state will explore systems that use “smart” technology to automatically read uploaded documents for income verification and/or other purposes, and mechanisms to ensure that data validation controls such as exception handling and file processing error alerts are in place.

The program implementer will review and confirm, at a minimum, the following information for accuracy:

- Dwelling type to make sure that the project scope and equipment are appropriate.
- Scope of work requirements, following a standardized template created by the state. The state will review a (to be determined) percentage of invoices for work performed to confirm the invoices are sufficiently detailed and the rebates are consistent with current program measures and equipment eligibility requirements.
- Installation address verification, using appropriate tools such as geo-locational data or GPS. If unavailable, the state will require additional proof of address through documentation such as utility bill submission. The state will require acknowledgement that installation was performed at the claimed installation address by the contractor via a signed and dated invoice. The state plans to randomly select and conduct quality assurance on 3% of all claims submitted for the first year.
- Income Category Verification: Franklin Energy and International Center for Appropriate and Sustainable Technology (ICAST) will ensure the rebated amount aligns with the verified income category for low-income rebates by requiring a submittal of the proof of income for each rebate issued. The state will conduct audits of associated rebate dollar allocations.
- Certificate Receipt: Franklin Energy (for single family) or ICAST (for multifamily) and I will confirm consumer receipt of the certificate by obtaining data such as email send confirmation, and/or a photographic proof of certificate displayed in the window of the building.

In addition to spot checking the information reviewed by the program implementer, the state will review and retain:

- Post-Installation Photos of rebated appliances. The state will confirm the integrity and validity of the photos, which may include auditing a sample of the photos, using AI to prove the photo is unique to the specific project and address, or analyzing meta data, as identified by upcoming guidance from DOE.
- Proof of combustion safety testing on fossil fuel equipment in homes where fossil fuel systems were impacted by the installation of new equipment.
- Proof of commissioning testing on HVAC equipment in all homes where new HVAC systems were installed as part of the project.

The program’s implementer will retain proof of combustion safety testing on fossil fuel equipment and proof of commissioning testing on HVAC equipment for 7 years.

Regarding the credentials of the personnel conducting the data review, the program implementer will fill this role with Rebate Processors from Central Operations. The Rebate Processors will undergo extensive training prior to program launch. Training will educate the Rebate Processors on program requirements, customer eligibility, equipment eligibility, qualified products, invoice review, and photo or other documentation review.

### Quality Control Inspections

Franklin Energy's/ICAST's post installation assessment includes a post-inspection of at least 10% of completed projects and all projects. Franklin/ICAST will discuss with EMNRD the preferred inspection cadence. Any inspection failure will be reviewed by all parties involved, and the program will identify corrective actions. Franklin Energy will also post-inspect at least the first five projects that a contractor completes, to ensure adherence to program requirements.

Franklin Energy/ICAST will track Quality Assurance/Quality Control (QA/QC) activities via a live dashboard. The program implementer will be required to maintain records generated from QC inspections for a period of 7 years. Data points that must be retained include:

- Sampling rates (overall)
- Findings (per QC)
- Corrective actions taken if any
- Verification of conformance to program requirements (per QC)

### D. Onsite and Virtual Inspections

Franklin Energy/ICAST will conduct an on-site inspection, where the inspector will review the completed retrofits. The inspector will educate the participant on what was done and what it means and answer any questions about the retrofits participants received. EMNRD also has the option to receive results of a participant survey that allows participants to rate the on-site visit. This can be provided as a postage-paid card in leave-behind material or as an online version.

The independent onsite post-install inspections will be conducted immediately at the culmination of installation, will not take longer than one hour, and will be coordinated with the homeowner to avoid imposition and an unsatisfactory consumer experience.

Inspectors will be part of the core implementation contractor's team, trained on all aspects of the program requirements. The inspectors will be certified by the Building Performance Institute (BPI) with a minimum certification of Building Analyst Technician (BA-T).

Inspection protocols will be documented and provided to all inspectors. Acceptable tools and/or templates for capturing data and photos will be identified and inspectors will receive training on

proper use of them. Copies of the inspection reports will be uploaded to the tracking and reporting system. The inspection protocol will include:

- A visual inspection of the site and work conditions.
- A verification that the scope of work/contract and invoice match the installed measures.
- Valid customer signature on the contract. E-Sign compliance for electronic contracts.
- Verification of the diagnostic tests, if applicable. This may be completed either by observing the Registered Contractor's testing or inspector testing.

For projects that received a home assessment that included an electric heat pump for space heating and cooling, the NM-HEAR program will conduct independent onsite post-install inspections on a minimum of the first 5 projects of all new contractors and 5% of projects thereafter for each contractor if no issues are found. A higher percentage of projects may be inspected if issues are identified during an inspection.

Franklin Energy/ICAST will also offer the option of conducting virtual inspections. The participants will be educated on what was done and what it means, and any questions about the retrofits they received will be answered. EMNRD also has the option to receive results of a participant survey that allows participants to rate the inspection. For the virtual inspections, Franklin/ICAST will use the following methods:

- 1) Video Recording. A comprehensive video walkthrough of the installation site will be conducted, using Microsoft Teams. The inspection will showcase all installed equipment, relevant infrastructure, and connections. The recording will include close-ups of serial numbers, model numbers, and installation details.
- 2) Interview with the Site Contact. A virtual meeting will be held with the homeowner or site contact to discuss the installation process, any challenges faced, and the overall satisfaction with the installation. The inspector may ask specific questions to verify the proper installation and functioning of the equipment.
- 3) Photos. High-resolution photos will be captured during the virtual tour to document key components and installation specifics. Photos will include wide shots of the installation area and close-ups of individual components.

The virtual inspection will include the following equipment assessment components: a) a functionality check to verify that all installed equipment is operational and functioning as intended; b) a compliance verification to ensure that the installation adheres to codes and standards; and c) a visual inspection to assess the physical condition of the installed equipment, ensuring there is no visible damage or signs of poor installation practices.

For virtual inspections, the additional information required includes the invoices for all installed equipment and services, and manufacturer specification sheets detailing equipment capabilities and requirements. Inspectors will be trained in all aspects of the program to conduct thorough

virtual inspections. They will have documented experience in performing inspections and familiarity with the program's technologies.

The inspector will share in advance a confidentiality agreement to ensure that all data collected during the virtual inspection is kept confidential and used solely for the purposes of the inspection. All collected data will be managed and stored in compliance with legal requirements. Additionally, homeowners must provide written consent for the virtual inspection, acknowledging their understanding of the process and how their data will be used. If program participants decline virtual recording of their home, an onsite, in person inspection will proceed.

Any allegations of fraudulent activity from a virtual inspection are to be dealt with in the same manner as for the process for onsite inspections.

#### E. Contractors and Other Partners

The state will partner with electric and gas utilities to develop a qualified contractor list. Registered contractors will be licensed in the State of New Mexico and will have agreed to the terms required to deliver the NM-HEAR programs to customers.

To be eligible for listing in the contractor list, the contractor must hold current general liability or equivalent insurance, active home performance industry credentials relevant to the services being provided, a state license, and must offer consumers reputable services. The state will review all documentation and confirm accuracy using publicly available tools and databases when possible.

The state will also partner with:

- Registered Distributor: A distributor of qualified products who has agreed to the terms required to deliver the IRA Home Energy Rebate programs to contractors or customers.
- Registered Retailer: A retailer of qualified products who has agreed to the terms required to deliver the IRA Home Energy Rebate programs to contractors or customers.

The state will perform due diligence on contractor and distributor entities that will be on their qualified contractor lists to prevent the listing of fraudulent or illegitimate entities. This will include investigating consumer complaints, checking against databases such as the "Do Not Pay" list or matching the business credential against state business entity lists or other available public records to ensure that the business addresses are legitimate.

#### Contractors Trained Under IRA Section 50123

The state will work with the appropriate IRA 50123 program implementation teams to review and include contractors for consideration who are trained under an IRA 50123 funded initiative. Additionally, the state will conduct outreach campaigns to contractors that have completed the training under IRA 50123 to apply for inclusion on the qualified contract list.

Currently, community colleges, unions, vendors, and apprenticeship programs are available to provide training for New Mexicans interested in becoming first-time contractors. Programs such



as Training for Residential Energy Contractors (TREC) offer entry-level training. TREC's objectives include lowering training expenses for both new and existing home energy contractors, increasing the availability of training opportunities for underrepresented populations, and offering testing and certifications for contractors specializing in the installation of home energy efficiency and electrification technologies. The state will share further information, such as contact of the EnergySmart Academy at Santa Fe Community College which provides certification programs.

In addition, EMNRD has several free training courses with four community colleges that offer trainings for contractors in the state: Doña Ana Community College in Las Cruces, Northern New Mexico College in Española, San Juan College in Farmington, and Santa Fe Community College. Individuals may get access to free tuition as well as supplementary support services.

The state will actively promote and perform an outreach campaign to contracting firms that are a minority, woman, disabled, or a veteran owned business. The recruitment plan is currently under preparation. Moreover, the state will periodically present information about what percentage of contractors on the qualified contractor list are represented by these classes, and what percentage (by cost) of project work is performed by such contracting firms.

### Delisting

Contractors who no longer meet the minimum requirements and standards in accordance with the NM-HEAR program will be delisted. This includes but is not limited to:

- Failing to adhere to program requirements.
- Failing to adhere to the conflict resolution process.
- Receiving multiple customer complaints for the same issue and failing to take corrective action once the issue is identified.
- Any other reason NM-HEAR deems necessary.

The contractor will be removed from all associated listings on all digital channels. The contractor will also no longer be allowed to tout or promote the ability to contract work on behalf of NM-HEAR.

### Qualified Contractor and Distributor List

The qualified contractor list will be publicly available on the state's website (under construction). The list will include a description of how consumers applying for rebates can use the list to access a qualified contractor. Neither the state nor the implementer will recommend any specific contractor to a customer.

The state will require that the following technologies be installed by a contractor enrolled in the qualified contractor list:

- Electric heat pump for space heating and cooling
- Air sealing

- Electrical wiring
- Electrical load service center

Franklin Energy/ICAST will partner with the federal ENERGY STAR program to develop a list of qualified distributors and retailers of energy savings products and services. The distributors and retailers on the list will have the capability with their business systems to provide instant rebates to customers at the point-of-sale, in accordance with the rules and incentive amounts affiliated with the program. The approved retailer, distributor and contractor lists will serve as resource and not a recommendation or to advocate for a specific firm, service provider or business entity. The distributors and retailers will report on rebates issued monthly to ensure program integrity measures are met and the DOE Rebate Tracking System is updated accurately.

Franklin Energy/ICAST will coordinate with the state to perform marketing and store operations quality reviews to ensure that processes are being executed in accordance with established rules and directives of the program. The implementer will also work with the distributors and retailers to proactively counter and discourage incidents of fraud, waste, and abuse. If a distributor or retailer is found to have engaged in such activity, that firm will be subject to being delisted from the program along with other possible consequences.

#### Tools and resources

Prior to launch, the NM-HEAR will publish a list of approved tools (e.g., modeling tools, home assessment tools, or software) on the program website. The program will adhere to requirements according to statute. Post registration, the state will alert contractors to these tools and train them on proper use by hosting in-person events, webinar and/or video style training series. The state will conduct formal outreach through email and other marketing materials to ensure contractors are aware of how to access and participate in training.

#### F. Installation Requirements

The state on New Mexico will require the program implementer to work with building inspectors to ensure installation compliance with local and state laws, permits, codes, and industry standards. Installers will be required to obtain the appropriate applicable permits as they pertain to the scope of work. Compliance will be enforced through post-install inspections as described in Onsite and Virtual Inspections which established partnerships with the relevant parties.

The State will follow standards developed and vetted by industry experts, including ENERGY STAR, Air Conditioning Contractors of America (ACCA), and National Renewable Energy Laboratory (NREL). The guidance will include protocols about DLC and AHRI certified products, and will address correct design, proper installation, and final testing of the equipment per project type. The guidance will be available on the program's webpage prior to program launch.

New Mexico will instruct contractors to prioritize and integrate improvements that have the most significant impacts on greenhouse gas reductions and/or grid reliability into their scopes of work

where feasible and sensible (e.g., not cost-prohibitive, improvement measure does not lead to higher energy bills).

The installer shall provide evidence of the following: a) Equipment performance information; and b) Written job documentation or checklist inclusive of applicable testing results for the installation or procedures approved by the building inspector.

The state will provide a contract template for installers and contractors to use, Contractors must corroborate that sales language and contract language are the same. Moreover, the state will provide contractors with templates, guidelines, outreach, and marketing content.

This will be available by contacting ECMD [here](#) or by downloading it from the website currently being developed.

### Financing Considerations

If financing for the energy efficiency upgrade is provided to the property owner by a third-party lender, such as the contractor, a written disclosure listing the number of payments, monthly payment amount, late fees, and other important terms is required. The third-party lender must ensure an ability to repay determination that does not include projected savings from an energy report because expected savings may not materialize due to household and market developments.

New Mexico will provide clear examples of accepted written disclosure language regarding a 7-day waiting period between disclosure and contract signing. The waiting period should only be removed in an emergency, in which the property owner, in their own handwriting, explains the emergency and the need for emergency work, and states they understand they are waiving the waiting period. In non-emergency situations, there should be at least a 3-day window after the contract is signed and before work begins, in which the property owner has the right to cancel the contract.

In non-emergency circumstances, the state will require lenders to abide by, and alert consumers of the 3-day right to cancel after the contract has been signed. The state will clearly display the right to cancel language on the contractual form, near the lender signature location.

### Protections for Low-Income Rental Housing Tenants

Tenants of low-income rental housing will be provided with additional protections by the state of New Mexico to maintain the affordability of the dwelling units. The property owners will agree to the conditions below as part of the enrollment process:

- Owners must rent to a low-income tenant.
- Owners must agree not to evict a tenant to obtain higher rents based on the energy improvements.
- Owners must agree not to increase the rent of any tenant of the building as a result of the energy improvements (rent increases are allowable to recover increases in property taxes

and/or specified operating expenses and maintenance costs related to the energy improvements).

- Tenants will receive a written notice of their rights and the building owner's obligations.
- Owners must agree that if the property is sold within two years of receipt of the rebates, the above conditions apply to the new owner.

The state will publish these protections on the program's website, currently being developed, so that low-income rental property owners notify their tenants. The property owners will agree to these conditions as part of the enrollment and reservation request process. If the State is notified that the owner does not comply with these requirements, the owner must refund the rebate within 60 days of the State's request for refund. An addendum to the lease will be ready to provide tenants with written notice of their rights and their building owner's obligations.

## G. Continuous Improvement

### Preventing Waste, Fraud, and Abuse

The State of New Mexico is committed to preventing all instances of waste, fraud, and abuse. To prevent these issues from occurring NM-HEAR staff will review all rebate applications to ensure they meet acceptable standards. The state will take the following steps to identify, mitigate, and reduce fraud, waste, or abuse, as well as unfair business practices.

- The state will collect the appropriate data, such as the utility account number, to ensure compliance with established limitations on the rebate allowance per consumer.
- Franklin/ICAST will use the DOE Rebate Tracking System to ensure effective issuance of rebates, eliminate or dramatically reduce the possibility of duplicating rebates, and allow effective flow of information.
- The state will identify opportunities to verify the legitimacy of contractors. The process will include checking the U.S. Department of Treasury Do Not Pay system, business registries to confirm the validity of the business and its address, and relevant state databases.
- The state investigator will complete the investigation and issue a report of investigation by the 60th day after the complaint is received by the state, unless it is deemed permissible, for good cause, to extend the investigation for no more than 30 days. An analysis will then be prepared and inclusive of recommended actions.

### Automation

The State will develop a plan to review all functions that can be automated and analyze steps needed to incorporate efficiencies within the program procedures and systems.

- Franklin/ICAST will explore utilizing a standard agreed upon data model to leverage Application Programming Interface (APIs) where available, automated secure data file transfers, and error handling alert mechanisms where applicable to ensure consistency, data accuracy, and minimize errors.

- The state will leverage a business intelligence reporting application (to be determined) to analyze data procured from consumer feedback efforts to identify problem areas with program reporting.

#### Program Improvement & Realizing Performance with Measurement and Evaluation

- The state will measure and report against targets such as the number of open tickets, frequency of data errors, and other system performance metrics currently under development. These indicators will provide the state with insights into program success rates and signal areas of improvement.
- The state will define, manage, and follow program improvement processes in conjunction with the program implementer.
- NM-HEAR staff will analyze findings within the sections Data Review and Consumer Feedback to promote continuous improvement.
- Franklin Energy/ICAST will be required to acknowledge, evaluate, and provide a status on applicable improvement items.
- The state will provide the DOE with updates on improvement opportunities and implementation plan.

#### Budget and Financial Performance

- The state will closely track spending and report on it annually, at a minimum. The state has assigned Franklin Energy (single-family implementation) and ICAST (multifamily implementation) the responsibility of governing and monitoring the program’s budget and financial performance to ensure that funds are being used efficiently and effectively.
- Program budgets will be communicated to participants ahead of time and at regular intervals to give direction on how market actors and customers can continue to be supported if program funds are exhausted. The state will follow Generally Accepted Accounting Principles (GAAP) and conduct regular audits. The frequency of the audits is to be determined.

#### Appendix A: Consumer Satisfaction Questions

Question	Scale
It was easy to understand the rebate requirements and provide the needed information	Scale: Strongly Disagree = 1, Strongly Agree = 5, (include “Don’t Know” and “Not Applicable”)
It was easy to find a contractor/retailer	
The contractor/retailer provided a high quality of service	

The rebate was a major reason for my purchase	
My new efficiency upgrades perform well	
My home is more comfortable than it was before the new efficiency updates	
My energy bills are lower since the new efficiency upgrades	
Overall, I am satisfied with my experience with the HEAR program	
I would recommend this program to a friend or family member who could use it	
I plan to do more to save energy in my home because of my experience with this program	

## Appendix B: Home Assessments for Home Electrification and Appliance Rebates

Home assessments in specific installations can ensure the consumer receives a quality installation. The state will ensure that consumers are aware where certain qualified electrification projects (QEPs) could result in unintended consequences, including increased utility bills due to fuel switching. As an initial matter, the state will identify a pre-defined set of home pre-condition(s) and/or scope of work scenario(s) that will constitute unacceptable risk of raising utility bills based on the state’s rate structure, existing equipment and fuel type, and other relevant factors. To mitigate these risks, the state will conduct a limited home assessment for the installation of QEPs that include any of the following upgrades:

- Electric heat pump for space heating and cooling

A limited home assessment consists of, at a minimum:

- A recommendation of a properly sized unit recommended by a qualified contractor for HVAC.
- An onsite visual inspection of the existing condition of duct sealing for HVAC & envelope.
- If the upgrade includes a fuel switch, an estimate of utility bill impacts and written acknowledgement by the consumer.
- Written acknowledgement from the consumer of the amount they will owe not covered by the rebates.
- If the upgrade falls within one of the state’s pre-defined set of home pre-condition(s) and/or scope of work scenario(s) that will constitute unacceptable risk of raising utility bills, an estimate of utility bill impacts and written acknowledgement by the consumer.
- Collection of the following data points:
  - Unique home identifier
  - Dwelling type
  - Existing energy equipment/systems to be replaced, if any o new energy equipment/systems being proposed for installation.

- Estimated total project cost.

A state may allow remote or virtual assessments in place of field-based assessments in specified cases with DOE approval. For each limited home assessment conducted, the program will retain the following documentation:

- List of the upgrades in the QEP for which a rebate was applied.
- Gross project cost estimate.
- Estimated household energy costs post-installation.
- Certification that equipment proposed in the scope of work does not yet exist in the home (if not fuel switching).
- Estimated amount of eligible rebate.

For any qualified electrification project for which a home assessment is not conducted, NM-HEAR will retain geolocated photo(s) of the equipment being replaced to verify that the installation is allowable. For these projects, the state will also retain the following documentation:

- List of the upgrades in the qualified electrification project for which a rebate was applied.
- Gross project cost estimate.
- Certification that the type of appliance installed did not exist in the home (if not fuel switching).

### Appendix C: Education and Outreach

A positive consumer experience begins with successful outreach and education about the benefits of the Home Energy Rebate programs. NM will decide which types of households to target for outreach, what methods will be most effective in reaching them, and what educational materials will best inform those households of the benefits of upgrading their homes. NM will also decide how they will engage contractors that will deliver the projects paid for by rebates. NM may leverage and repurpose outreach and education materials from existing programs.

NM will briefly describe its intended outreach and education strategy to inform eligible households about the rebate programs. This outreach and education strategy will include a timeline and programmatic elements, potentially including but not limited to targeted advertising, outreach via local governments, and/or partnerships with community-based organizations.

NM's outreach and education strategy, under development, will include:

- A brief description of planned activities for household outreach, such as:
  - Outreach partnerships (utilities, local governments, community-based organizations, labor unions, churches, etc.)
  - Outreach channels (Digital ads, neighbor to neighbor outreach, direct mailings, etc.)

- Educational materials (website, fact sheets, etc.)
- A brief description of planned activities for contractor outreach, such as:
  - Outreach partnerships (trade organizations, labor organizations, etc.)
  - Outreach channels (website, ads in trade organization publications, etc.)
  - Educational materials (website, fact sheets, trainings, etc.)
- High-level timeline for executing these programmatic activities.
- Estimated budget devoted to outreach and education, which can be covered through Home Energy Rebates administrative funding or through other state/utility/local sources.