

Tracking Incentives for Energy Savings

VAEEC

2025 Energy Efficiency Forum



Speakers

2025 ENERGY EFFICIENCY FORUM



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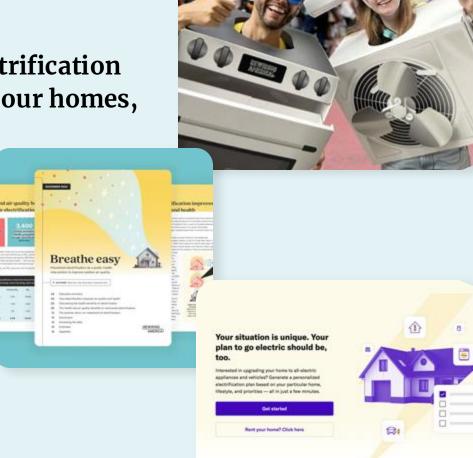
Residential Energy Incentives:

Federal Updates and Consumer Resources

ABOUT REWIRING AMERICA

Rewiring America is a leading electrification nonprofit, focused on electrifying our homes, communities, and businesses.

We develop accessible data and tools and build policy, coalitions, and partnerships to make going electric easier for households and communities.



WATT'S UP WITH THE IRA?

The Inflation Reduction Act was the biggest climate investment in U.S. history.

- → The "One Big Beautiful Bill" eliminated popular home energy tax credits years earlier than planned.
- → The good news is there's still time to use these credits before they expire, and additional state/local incentives will last beyond 2025.

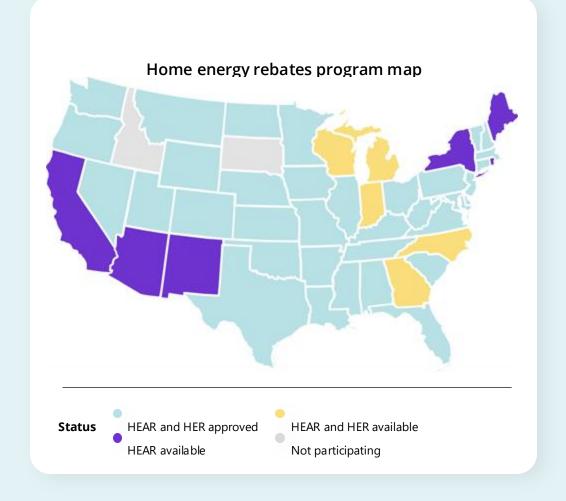


You can still use these tax credits before they're gone!

Tax credits (in order of expiration)	
New EV (30D) Used EV (25E)	Vehicles purchased before September 30, 2025
Heat pump air conditioner / heater, heat pump water heater, insulation, doors and windows, electrical panel upgrade, home energy audit (25C) Rooftop solar, battery storage, geothermal heating (25D)	Installations made before December 31, 2025
EV charger (30C)	Chargers placed in service before June 30, 2026

The Home Energy Rebate Programs are intact, but many states are still waiting to launch their programs.

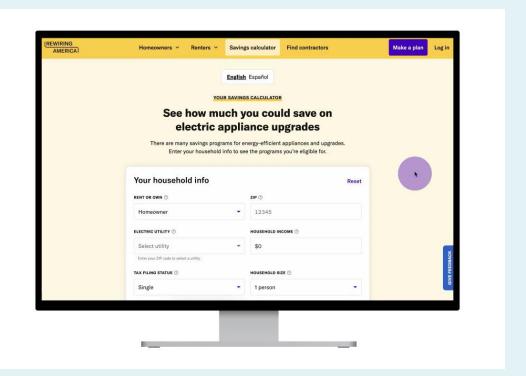
- →<u>atlasbuildingshub.com/home-energy-rebates-tracker</u>
- →energy.virginia.gov/energyefficiency/HomeEnergyRebatesFreque ntlyAskedQuestions.shtml



MORE WAYS TO SAVE

Thousands of incentives at the state, local, and utility level can help you save on efficient home upgrades — before and after the federal tax credits expire.

→ homes.rewiringamerica.org/calculator



NEED HELP?

Find more tools and resources at rewiringamerica.org/save



What type of support are you looking for? We've got options.



Make my upgrade plan

Our Personal Electrification Planner can organize your projects and available incentives in one place. Choose a wholehome view or just start with a single project (heat pump-only view is now live().

Create a plan

...



Find a contractor

Contractor networks provide lists of contractors who have been independently qualified. We've curated a list of these networks for you. Fill out the form to search and remember to get three quotes for any installation project.

Search for a contractor



Still feeling stuck? Tell us more.

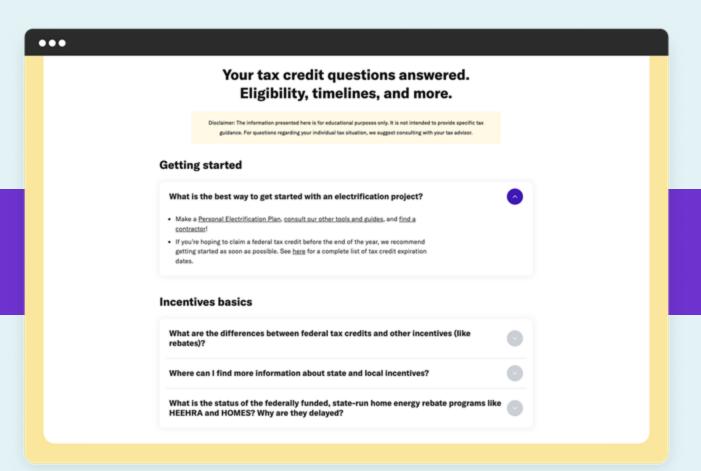
Every household situation is unique. Share where you find yourself in the process. We're here to listen, learn, and connect you with the best resources.

Share here

View FAQs

NEED HELP?

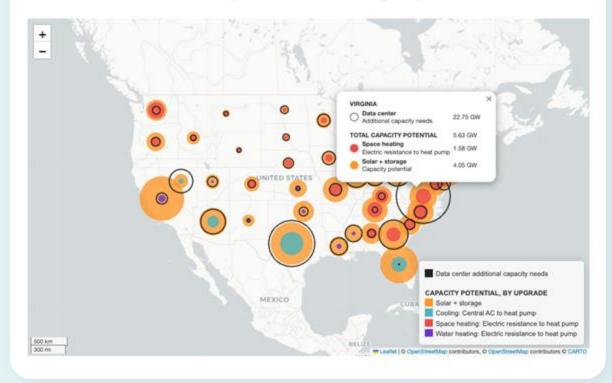
Frequently asked questions at rewiringamerica.org/save



WHAT'S NEXT?

Leveraging households as energy infrastructure to incentivize demandside resources:

→ rewiringamerica.org/research/ homegrown-energy-report-aidata-center-demand Projected data center additional capacity needs (through 2029) compared to capacity potential from heat pump upgrades paired with rooftop solar and storage by state.



Thank you!

noah@rewiringamerica.org

REWIRING

Jessica Greene, Virginia Dept. Of Energy

October 15, 2025



Agenda

- VEConnect Overview
- Website Demo
- Energy Ambassador Program Updates
- What's Next





Opportunity

 Reduce energy costs and enhance quality of life for Virginians through several incentive programs that partially or fully cover the costs of energy savings projects, all while contributing to enhanced grid reliability

Challenge

- Multitude of programs create a complex landscape that can overwhelm consumers and contractors
- Widespread lack of awareness about these programs and potential benefits

Solution

Virginia Energy Connect - the one-stop shop for energy incentives information



Mission

Virginia Energy Connect aims to increase Virginians' use of available incentives for energy improvements that can lower their energy bills, improve home comfort, and enhance grid resilience as part of Virginia's strategy for a reliable, affordable, and increasingly clean energy system.



- Curated & simplified information about clean energy incentives
- Available to Virginia residents and businesses
- Action-oriented website & dedicated outreach through trained Energy Ambassadors



Target Audiences

- Homeowners
- Renters
- Multi-family Property Owners
- Businesses
- Residential-serving Contractors & Installers

Goals

- Enhance Understanding
- Boost Awareness
- Simplify Navigation
- Promote Participation

Benefiting All Virginians.

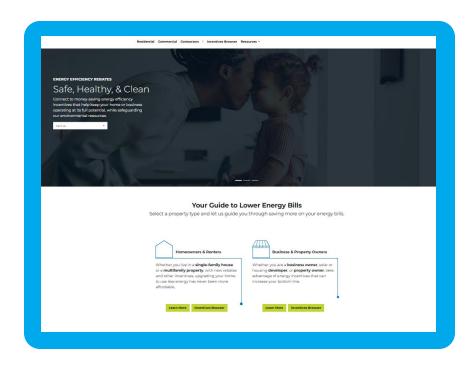
- Lower Energy Bills and Improve Comfort
- Increase Resilience and Reliability
- Grow Virginia's Workforce



Pages for:

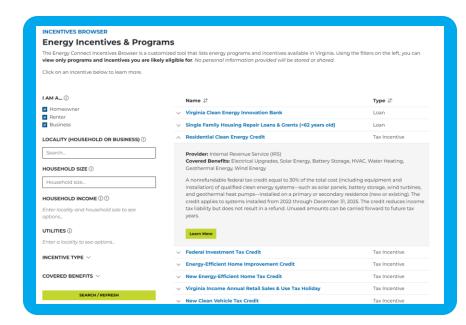
- Homeowners
- · Renters, Businesses
- Property Owners, and
- Contractors/Installers
- · Energy Ambassador Program
- FAQs
- Consumer Protection
- · And...

https://energy.virginia.gov/connect/



 The Incentives Browser – a customizable tool that lists energy programs and incentives available to Virginians.

https://energy.virginia.gov/connect/incentives



More than just a website.

- Energy Ambassadors Program Trained community experts who will help residents and businesses navigate the platform and available incentives
- Ongoing marketing, education, and outreach campaigns
- A **complementary resource** for existing tools and content



Clean Energy Incentives: Pathways to Implementation

Program Administrator

Runs Programs

Energy Navigator

Program implementers and experts; Handles personal information to check incentive eligibility and to help apply

VEConnect Website

Provides general information about clean energy and incentives; Connects users to eligible incentives; no personal information is stored

Energy Ambassador

Established community member who provides incentive overviews and directs users to the Virginia Energy Connect ('VEConnect') website; does not handle personal information

Energy Ambassador Program

Virginia Energy is introducing the Energy Ambassador program, a <u>free</u>, on-demand training initiative that will **equip community members and advocates** with the tools to:

- Understand and share key information about Virginia Energy Connect
- Navigate the website
- Help Virginians access available energy incentives



Aug 2025

Energy Ambassador Pilot Cohort begins training

Oct 2025

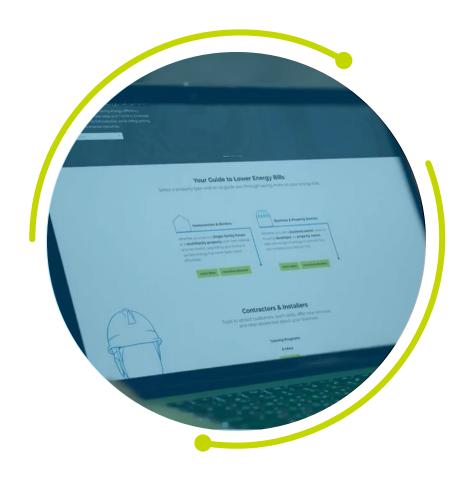
Pilot cohort completes training & provides program feedback

Q1 2026

Energy Ambassador Program opens to the public

Website Timeline

Completed **Current Step Next Steps** Q42026 **Aug 2025** Oct 2025 **July 2025** Create new Working group Phase one public content/features Website soft review & release; Open based on launch feedback request public feedback feedback; Phase two release



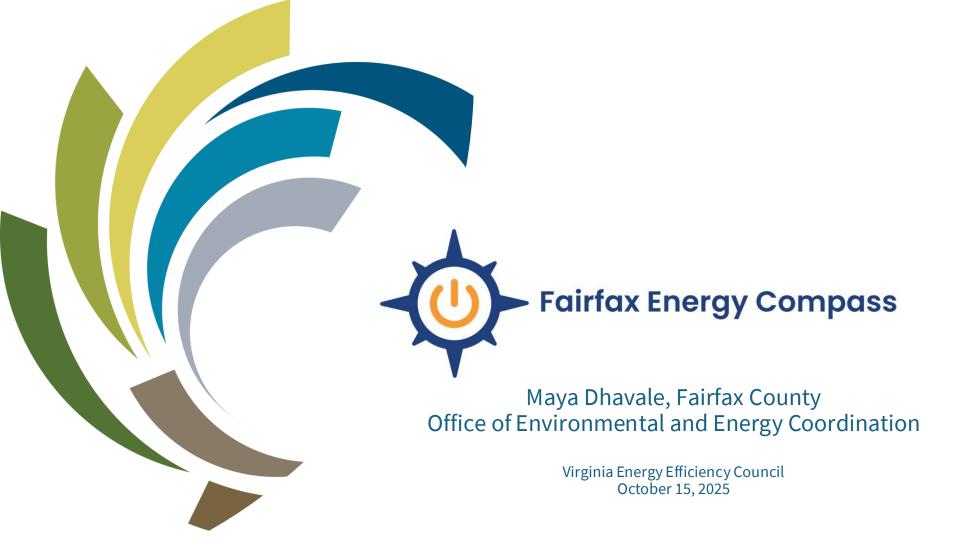
Questions, Involvement, or Feedback?

We want to hear from you!

Jessica Greene, Energy Outreach Coordinator

<u>Jessica.Greene@energy.virginia.gov</u>

Sign up for the VEConnect quarterly e-newsletter, Current Connection.



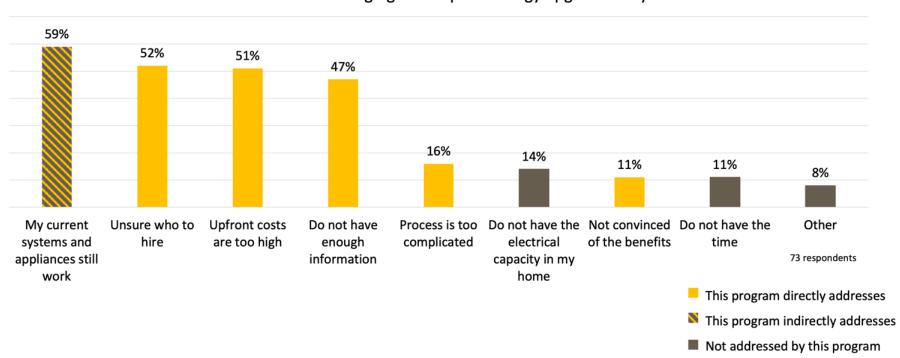
All about Energy Compass

- Energy Compass is a new OEEC program to assist Fairfax County residents in making energy efficient upgrades to their homes
- The program reduces barriers for residents to upgrade their home's energy efficiency by providing information and individual recommendations
- Energy Compass is designed to be a resource for all residents, providing information on our website, delivering ongoing assistance with energy and home systems renovations, and building long-term relationships



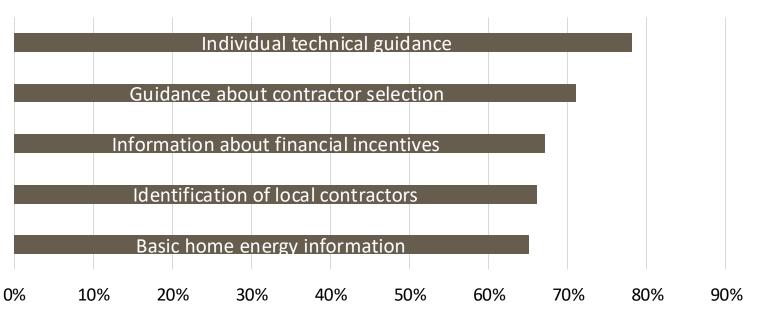
Why did we develop this program?

What barriers make it challenging to complete energy upgrades on your home?

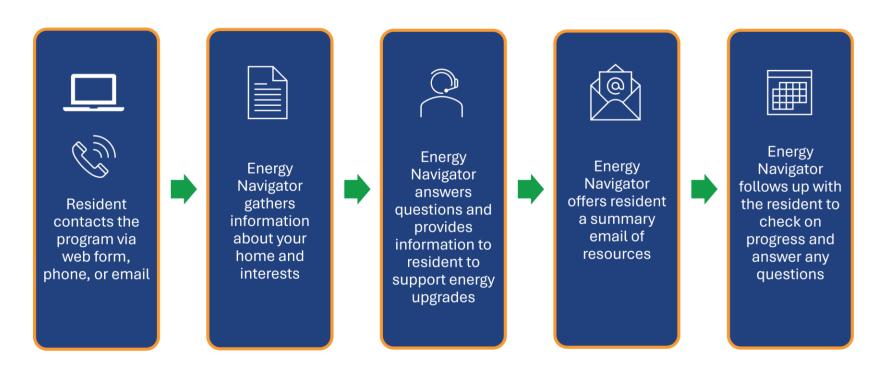


What would residents like to see in our program?





How does Energy Compass work?



Energy Compass resources for residents

- Individualized technical assistance
- Connection to tailored incentive opportunities
- Connections to local qualified contractors
- Follow up / additional assistance as needed
- Website with resources
- Additional components in development



Progress so far...

Pilot Program:

- Website went live July 1
- Survey open summer 2025
- Program kickoff and soft launch in September 2025
- Two Energy Navigators available for residents

Next Steps:

- Full pilot to continue through May 2026
- Program evaluation and adjustments continuously throughout pilot
- Continue working with regional partners to evaluate other program components (group coaching, demonstration sites, etc.)
- Preparation for full program launch
- Full program goal: Assisting 1,000 unique households, with 200 of those completing an energy upgrade project

Conclusion

- Energy Compass is a new program designed to meet resident needs,
 as demonstrated through survey results and resident interest
- Energy Compass provides a pathway to substantial home energy upgrades and retrofits, complementing existing programs
- Residents can look forward to resources and individual assistance that will be continually evolving to meet their needs



Any questions? Get in touch!

energycompass@fairfaxcounty.gov

www.fairfaxcounty.gov/environment-energy-coordination

Sign up for our monthly Environmental, Climate, and Energy News



Thank You



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