New Mexico HEAR Retail Launch



Energy, Minerals and Natural Resources Department

Rebecca Puck Stair, Director September 2024

New programs Not 2 programs but 100



Challenges we faced

1 NM procurement code requires a competitive process.

2 State IT process.

3 Federal government does not front money.

Solutions

Split IT tasks out – statewide price agreement.

Buy-in from leadership, accountants, lawyers, DOE on speed.

3 Need a "fronter."

4 Limited launch



OUR PROGRAMS ABOUT ECAM PUBLIC NOTICES CONTACT US



Energy Products

What Do I Qualify For?

Create Account or Login

Save on Energy Costs for Your Home or Business in New Mexico

Looking to save money while making your home or business more energy efficient? Discover a range of tax incentives and rebates available for energyefficient programs and products.

What do I qualify for?

Available Products

Sign Up for Notifications

So.... how does it work?



Welcome, Rebecca Puck Stair ECAM Logout **My Application** STEP 1 STEP 2 STEP 3 STEP 4 Submit Your Get Your Rebates Select Your Products Installation Reports Application STATUS: WAITING ON STATUS: WAITING ON STATUS: WAITING ON APPLICATION APPLICATION APPLICATION STATUS: IN PROGRESS WHAT TO KNOW BEFORE **Application Details** STARTING Thank you for your interest in qualifying for energy-efficient products! To ensure your application is processed Before you begin the accurately and swiftly, we've designed an easy-to-follow, step-by-step process. You'll be guided through three application, make sure sections: Applicant Information, Location Information, and Income Verification. As you complete each section, you have the necessary

information and

ensure a

process.

......

documents on hand to

application consists of

EN ^

you'll see clear indicators of your progress.

Please note that the "Submit Your Application" button will remain disabled until all sections are fully completed, ensuring your information is entered correctly and your application is complete.

javascript:void(0) started on your journey toward energy savings!

To ensure eligibility for energy-efficient products, we need to verify your household income. In this section, place Modal provide accurate financial information and upload any necessary documentation. This step is essential to confirm your qualification for the program.

Program Enrollment

* Are you or anyone in your household enrolled in any of the following programs? Enrollment in only **ONE** program is needed to qualify.

Select an option
Select an option
Medicaid
Supplemental Nutrition Assistance Program (SNAP)
Supplemental Security Income (SSI)
WIC
Head Start*
Weatherization Assistance Program (WAP)*
Low Income Home Energy Assistance Program (LIHEAP)*
Food Distribution Program on Indian Reservations (FDPIR)*
Housing Improvement Program (HIP)*

So.... how does it work?



Success!

Since launch on Sept 3:

- Number of applications: 101
- Applications approved: 27
- Coupons issued: 7

Purchases at a cash register:





... but not done yet

Next steps

- More products
- Add contractors
- More retailers
- Incorporate HER



Advice

1 Have a clear guiding vision

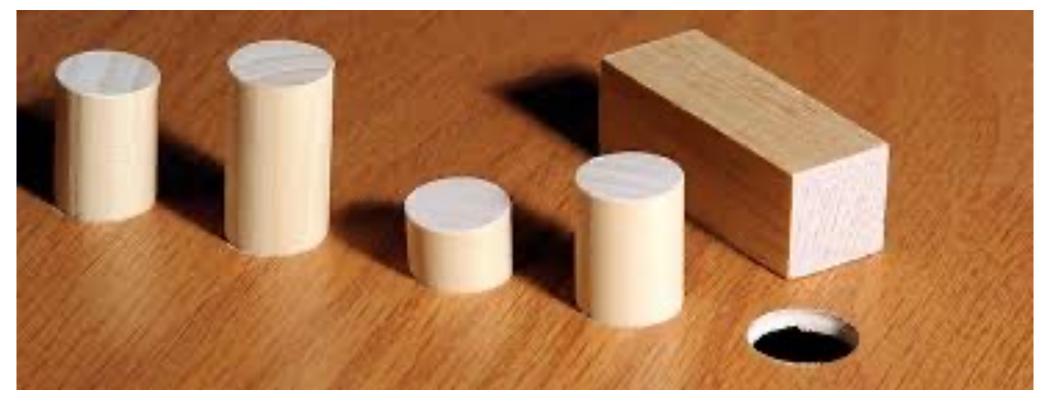
2 Get buy-in

3 Hire attitude over skills

4 Deliberately book space and time for creativity ("think sessions")



because...



It will only get easier from here



You can do it!



Rebecca Puck Stair Director

Rebecca.Stair@emnrd.nm.gov