

New Mexico HEAR Retail Launch



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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



[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 energy-efficient programs and products.

[What do I qualify for?](#)

[Available Products](#)

[Sign Up for Notifications](#)

So.... how does it work?



My Application

● STEP 1
Submit Your Application
STATUS: IN PROGRESS

● STEP 2
Select Your Products
STATUS: WAITING ON APPLICATION

● STEP 3
Get Your Rebates
STATUS: WAITING ON APPLICATION

● STEP 4
Installation Reports
STATUS: WAITING ON APPLICATION

Application Details

Thank you for your interest in qualifying for energy-efficient products! To ensure your application is processed accurately and swiftly, we've designed an easy-to-follow, step-by-step process. You'll be guided through three sections: Applicant Information, Location Information, and Income Verification. As you complete each section, 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!

WHAT TO KNOW BEFORE STARTING

Before you begin the application, make sure you have the necessary information and documents on hand to ensure a process. application consists of



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

Close Modal

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!



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