

VIRGINIA “ONE STOP SHOP” ENERGY MARKETING, EDUCATION, AND OUTREACH PROGRAM

COMMUNITY/INDUSTRY WORKING GROUP STRATEGIC PLANNING MEETING

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Virginia Department of Energy

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AGENDA

- Welcome
- Overview of Virginia Energy One Stop Shop
- Review Consumer Journeys and Companion Resources
- Opportunities for Future Collaboration and Closing Remarks



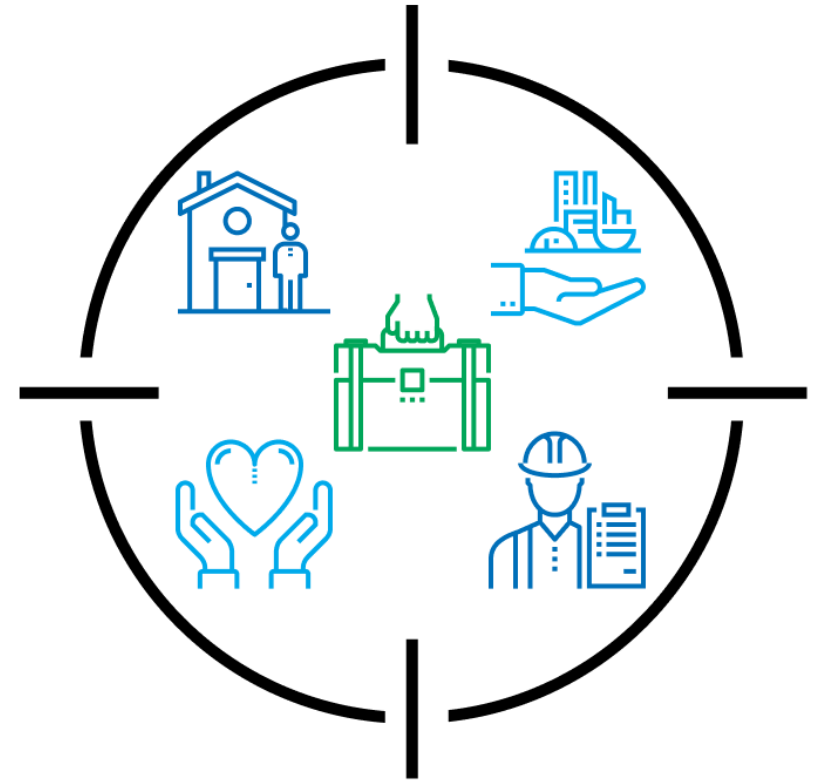
OVERVIEW OF VIRGINIA ENERGY ONE STOP SHOP

- Virginia Energy is coordinating the launch of a statewide “one-stop-shop” (OSS) for energy programs marketing, education, and outreach. The audience is energy consumers (residential and small commercial, with an initial focus on residential) and the contractors that deliver energy programs.
- Energy programs will include those that promote energy efficiency, distributed solar and energy storage, and EV charging projects.
- The OSS will consist of a central hub of standardized, up-to-date tools and resources (e.g., website, print and digital templates, dedicated staff) as well as a coordinated partner network to disseminate the information (e.g., agencies, utilities, contractors, nonprofits, local governments, local energy ambassadors).
- **OSS Goal:** To help consumers **move from awareness to action** on energy improvement projects by taking advantage of federal, state and local energy programs.

OVERVIEW OF VIRGINIA ENERGY ONE STOP SHOP

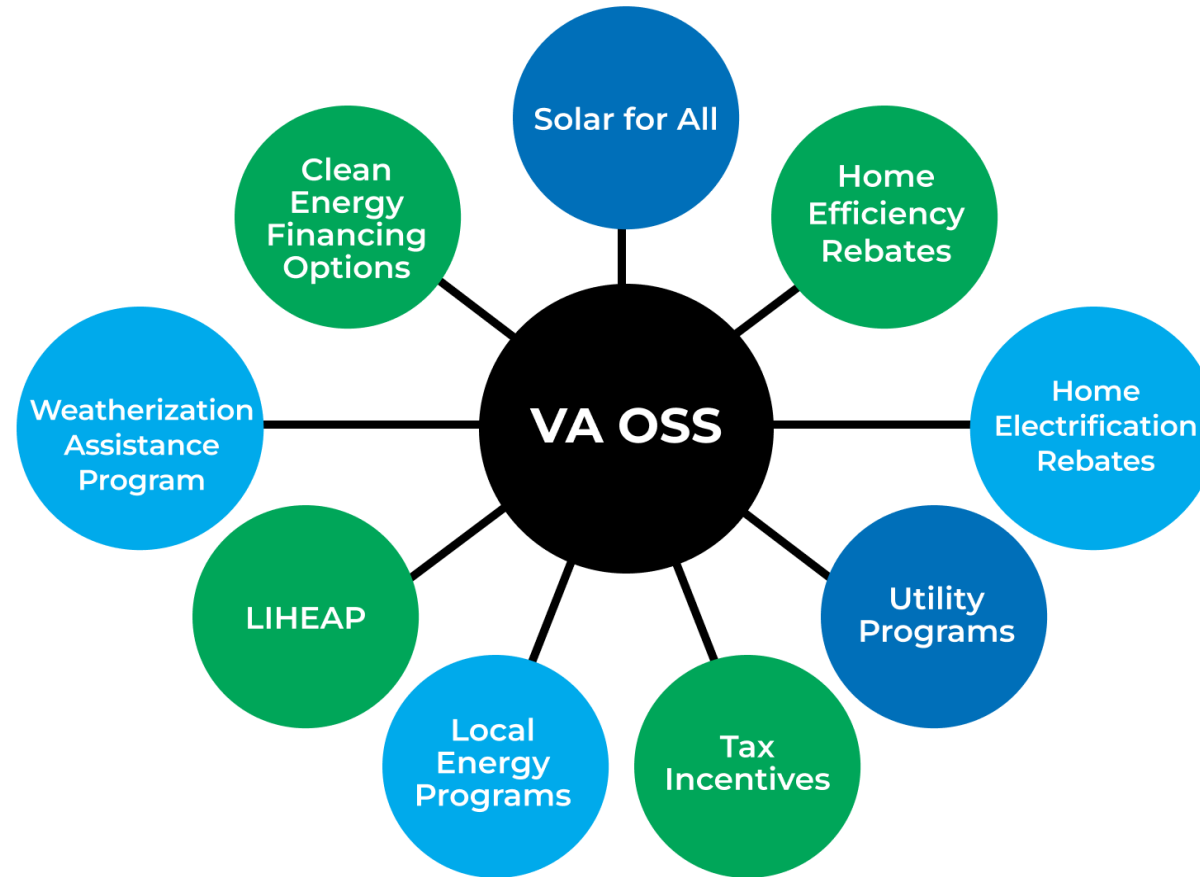
Target audience:

The OSS will reach both energy consumers (homeowners, renters, multi-family property owners, businesses, nonprofits) and contractors in Virginia seeking information on energy programs.



OVERVIEW OF VIRGINIA ENERGY ONE STOP SHOP

Programs highlighted under the OSS portfolio:



CONSUMER JOURNEYS BY TACTIC AND POTENTIAL RESOURCES

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CONSUMER JOURNEYS

The what: Consumer journeys are structured pathways that illustrate how individuals interact with energy programs in Virginia. These pathways include various engagement methods, such as online research, community events, and direct CBO outreach to consumers. By mapping the steps from initial awareness to action, we have identified common consumer journeys and potential resources, along with high-level outreach ideas.

The why: Identifying consumer journeys helps us pinpoint where the greatest needs for resources and outreach exist. This allows us to design and tailor these elements to support individuals at each stage of their journey.

1. ONLINE RESEARCH

Consumer Journey

1. A consumer becomes interested in reducing their energy bills.
2. They search online for "energy savings tips" or "home energy efficiency."
3. They discover the Virginia Energy OSS website.
4. The consumer browses through available programs, rebates, and tax credits.
5. The consumer uses the website's tools to determine their eligibility for specific programs.
6. The consumer decides to schedule an energy audit or contact a certified contractor.
7. The consumer calls a hotline to reach an energy advisor/navigator if they are still not sure what to do.

Resource Idea: Comprehensive, user-friendly website for the Virginia Energy One Stop Shop (OSS) that provides detailed information on available programs, rebates, and tax credits. Include interactive tools to help consumers determine their eligibility for specific programs.

1. ONLINE RESEARCH

Homeowners ▾ Renters ▾ Incentive calculator Find contractors

English Español

YOUR SAVINGS CALCULATOR

See how much you could save on electric appliance upgrades

There are many savings programs for energy-efficient appliances and upgrades. Enter your household info to see the programs you're eligible for.

Your household info [Reset](#)

RENT OR OWN ⓘ	ZIP ⓘ
Homeowner ▾	22046
ELECTRIC UTILITY ⓘ	HOUSEHOLD INCOME ⓘ
Dominion Energy ▾	\$48,500
TAX FILING ⓘ	HOUSEHOLD SIZE ⓘ
Single ▾	1 person ▾

[View results](#)

We found 21 results across 9 projects.

🏠 Heating, ventilation & cooling 3 ▾

30% of cost of geothermal heating installation [Learn more](#) ↗

Federal Residential Clean Energy Credit (25D)

30% tax credit (uncapped) for geothermal install. Worth \$7,200 on average.

TAX CREDIT

\$2,000 off an air source heat pump [Learn more](#) ↗

Federal Energy Efficient Home Improvement Credit (25C)

30% tax credit (up to \$2,000) for heat pumps and heat pump water heaters. Yearly reset.

TAX CREDIT

Discount off a heat pump [Learn more](#) ↗

Federal Home Electrification and Appliance Rebates (HEAR)

The federal guidelines allow for a discount of up to \$8,000. However, rebates will be implemented differently in each state, so we cannot guarantee final amounts, eligibility, or timeline.

UPFRONT DISCOUNT ⚠️ EXPECTED IN 2024-2025

Source: <https://homes.rewiringamerica.org/calculator>

2. COMMUNITY EVENTS/WORKSHOPS

Consumer Journey

1. A community partner hosts an energy education workshop or tables at an event (e.g., energy fair, farmer's market, festival) where consumers are present.
2. A consumer stops at the booth or attends the workshop out of curiosity.
3. They interact with the community partner and learn about available clean energy/ EE incentives.
4. They are directed to the OSS website for more details.
5. The consumer decides to weatherize their home or upgrade their appliances using rebates/incentives.

Resource Idea: Offer OSS energy ambassador training opportunities for community and industry partners.

Outreach Idea: Partner with community partner to host an energy fair, set up a table at an existing community event, or to distribute OSS education materials.

3. CONTRACTOR INFORMING A CUSTOMER

Consumer Journey

1. A homeowner hires a contractor for home renovations (e.g., roof replacement + solar; heat pump).
2. The contractor informs them about available incentives.
3. They recommend checking the Virginia Energy OSS for program details.
4. The homeowner explores the OSS website and verifies the information.
5. They decide to incorporate energy efficiency/clean energy measures into their renovation project.

Resource Idea: Develop standardized, co-branded flyers and/or talking points for contractors to share with customers, focusing on the wide range of available incentive options, including those offered by your company.

Outreach Idea: Launch a "Certified OSS Partner" program for contractors. Invite them to become certified through energy ambassador training. Provide a digital badge for their websites, linking back to the OSS, to enhance credibility and drive traffic.

4. COMMUNITY ORG INFORMING A CUSTOMER

Consumer Journey

1. A client visits a community-based organization (CBO) for specific services or resources.
2. CBO assesses client need for energy-related resources (e.g., energy audit, weatherization services, energy-efficient appliance replacement).
3. The client is then directed to or assisted in using the OSS website to identify and enroll in relevant incentives for which they qualify.

Resource Idea: Create OSS flyers with energy program information and a QR code to the website for CBOs to share with their clients through existing channels (e.g., newsletters, events)

Referral Triage Tool: Develop simple assessment guide to assess client needs, determine OSS referral suitability, and communicate OSS benefits.

Outreach Idea: Certain CBOs can host or join in-person sessions to assist economically disadvantaged individuals with navigating OSS and provide internet access, especially for those in rural areas without broadband or personal devices.

NEXT STEPS

- Stay tuned for upcoming working group sessions and surveys
- Send us feedback on how we can make the OSS website accessible for consumers
- Review OSS incentives list for gaps
- OSS Strategic Plan completion: Q4 2024
- Energy Ambassador Training opportunities: Q1 2025
- OSS website launch: Q1-Q2 2025

THANK YOU.

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APPENDIX

5. SOCIAL MEDIA

Consumer Journey

1. Virginia Energy or one of its partners post or re-post on social media about the OSS.
2. A consumer sees a post about free energy audits offered through local partners.
3. They click through to the OSS website to learn more.
4. The consumer visits either an in-house page or external page to schedule a free energy audit.
5. Based on the audit results, they decide to implement recommended energy-saving measures.

Outreach Strategy Idea: Encourage OSS partners with social media followings to post content across their multiple platforms (Facebook, Twitter, Instagram) to educate consumers about the OSS, available energy incentives in VA, and invite them to events and workshops.

6. EV DEALERSHIP CONNECTION

Consumer Journey

1. A consumer visits a car dealership interested in purchasing an electric vehicle.
2. The salesperson mentions state and federal incentives for EV purchases.
3. They direct the customer to the Virginia OSS for detailed information.
4. The consumer uses the OSS website to understand EV charging options and incentives.
5. They decide to purchase an EV and apply for available incentives found through the OSS platform.

Resource Idea: Develop a guide on EV incentives, charging options, and benefits that can be distributed to car dealerships. Train dealership staff on how to access and use the Virginia Energy OSS website to provide up-to-date information to potential EV buyers

7. WORD OF MOUTH REFERRAL

Consumer Journey

1. A homeowner shares their experience with a recent clean energy upgrade or discusses rising energy costs, either during a casual conversation with neighbors or at an energy open house event. This interaction sparks interest in energy-saving measures and the Virginia OSS among other community members.
2. The neighbor shares their positive experience with a recent energy efficiency upgrade.
3. They recommend checking the Virginia OSS website for available programs.
4. The homeowner visits the OSS website and learns about various energy-saving options.
5. They decide to participate in a home weatherization program.

Resource: Yard sign "Ask me how I cut my energy bills by 30% with clean energy upgrades! Learn more: [QR code]." A yard sign would help communicate the benefits of clean energy upgrades from a trusted source (your neighbor) and inspire neighbors to explore similar options.