



# Community Engagement Handbook



## Background

**Energy Saver North Carolina** includes more than \$208 million dollars for federally funded rebates for income-eligible households through 2031 or until funds are exhausted. The rebates are designed to make it more affordable for households to install cost and energy-saving measures such as heat pumps, electrical panels and insulation. Energy Saver NC will also serve as an opportunity to create new businesses, support more than 2,300 jobs and boost local economies. Energy Saver NC is managed by the North Carolina Department of Environmental Quality's (NCDEQ) State Energy Office (SEO), in collaboration with a third-party implementation team led by Jefferson Wells.

## Use of Marketing Material & Department Resources

Community organizations participating in the volunteer-based initiatives highlighted in this document and supported by the North Carolina Department of Environmental Quality (NCDEQ), are expected to use all provided marketing materials and department resources responsibly and in alignment with the intended purposes of the program. While participation does not constitute a contractual agreement, all organizations are expected to uphold the integrity of the department by ensuring that materials are not altered without permission, misrepresented, or used in a manner that could imply unauthorized endorsement. The use of any resources should reflect [\*\*NCDEQ's mission\*\*](#) and values and promote public trust and transparency.



# 1. Purpose of the Handbook

- Provide clear pathways for community-based organizations (CBOs), nonprofits, agencies, and local partners to engage with the **HOMES** and **HEAR** Programs.
- Support equitable program access for all North Carolina residents, especially in rural, high-energy use and high energy-burdened dwellings.
- Establish standardized materials, messaging, and expectations for partner participation.
- Inform community organizations of partnership options (see table on next page) so they can decide what engagement framework fits their organization best.
- Once a community organization determines the engagement framework that best suits them and informs the outreach team, the team will follow up with the appropriate support materials.

## 2. Engagement Framework

We are inviting partners to engage at different levels of support, depending on their capacity. The table below outlines the types of engagement available to community organizations. To become a program partner, stakeholders must first attend an info-session hosted by the Energy Saver NC team. Each level builds upon the responsibilities of the previous one, adding new roles and resources as involvement increases. This structure supports flexibility and encourages deeper collaboration over time.



### Community Partner

#### ROLE

- Understand eligibility and program purpose
- Distribute printed materials and applications
- Provide general guidance to residents

#### SUPPORT PROVIDED BY ENERGY SAVER NC TEAM

- Talking points
- Marketing materials
- FAQs



### Technology Access Partner

#### ROLE

Provide public access to:

- Computers/ Laptops
- Internet/ Wi-Fi
- Printers, Scanners

#### SUPPORT PROVIDED BY ENERGY SAVER NC TEAM

- Talking points
- Marketing materials
- FAQs



### 3. Eligible Organizations

- Nonprofits
- Libraries
- Workforce Development Centers
- WAP Agencies
- Faith-Based Organizations
- Tribal Communities
- Food / Farmer’s Markets
- Community Centers
- Local Government Agencies

### 4. Energy Saver NC Team Responsibilities

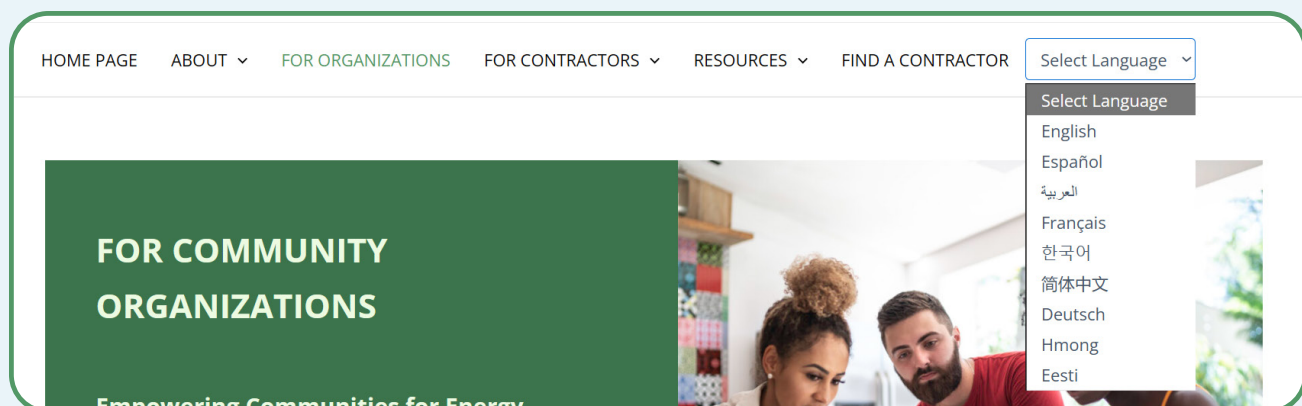
- Develop educational content and onboarding processes.
- Maintain and distribute up-to-date materials, FAQs and talking points.
- Provide direct technical assistance to partners.
- Coordinate with marketing and design teams for material updates.
- Monitor partner engagement and collect partner feedback.

## 5. Materials Package

The resources listed below may be updated as the program evolves and as communities and community organizations provide feedback. Materials will be expanded and revised to reflect ongoing needs and improvements. Most of the documents referenced in this handbook are available digitally in the Energy Saver NC Resource Library at [energysavernc.org/resource-library](http://energysavernc.org/resource-library).

1. Rack Cards
2. Bilingual Posters and Brochures
3. [Energy Saver North Carolina Program FAQs](#)
4. [AMI Income Summary English](#) and [Spanish](#)
5. [Income Eligibility Application English](#) and [Spanish](#)
6. [Income Qualification Checklist English](#) and [Spanish](#)
7. [Program Overview Flyer English](#) and [Spanish](#)
8. Social Media and Newsletter Content Toolkit

For non-English-speaking applicants, the website is available in seven languages other than English, you will see a dropdown box under the navigation bar towards the top of the page where you can make that selection. The call center has bilingual agents along with access to a translation service that supports **30+ languages**. Reach out to Energy Saver NC if your community has additional language access needs.



## 6. Resources & Guides

### Core Documents (all partners)

- Partner Role Descriptions
- [Income Qualification Checklist English](#) and [Spanish](#)
- Marketing Materials Package
- Support Contact Directory
- Talking Points
- [FAQs](#)

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