Georgia's Home Energy Rebates

Status Update, Innovations, and Lessons

October 30, 2026

NASEO Annual Conference

GEORGIA'S HOME ENERGY REBATES

GEFA

Program Status

HER Program

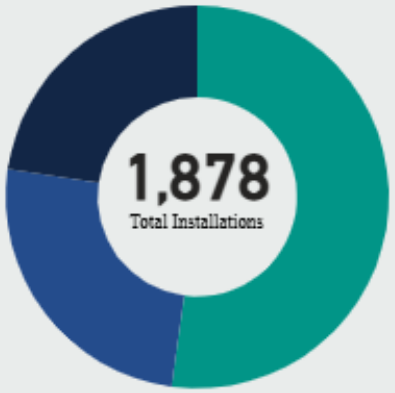
Reduces the cost of energy efficiency improvements for Georgia residents

$15.9M in Rebates Paid to Date

$6.2M Rebate Disbursed in the Last 90 Days

$16.0M in Funds Reserved to Date[1]

$55.8M Funds Available



1,092 households including

Installations	#
Insulation, Air Sealing, Ventilation	979
HVAC Systems	473
Lighting, windows	426

1,028 low-income households have received rebates through the HER program

1) Reserved funds are funds that have been allocated for specific projects but not yet paid. Once a project has been reserved, those funds are dedicated to that project and will not be reallocated to other projects.

HEAR Program

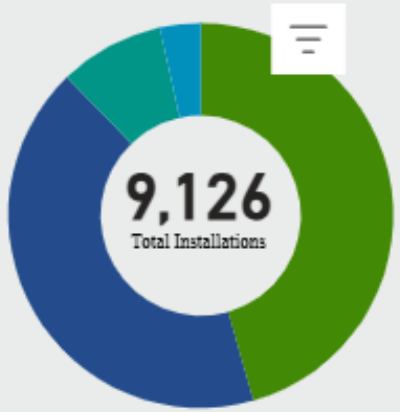
Helps low-and-moderate income households secure savings on energy upgrades

$56.3M in Rebates Paid to Date

$19.5M Rebates Disbursed in the Last 90 Days

$32.7M in Funds Reserved to Date[1]

$1.1M Funds Available



4,518 households including

Installations	#
Appliances	313
Electric Wiring, Panel	4,162
HVAC Systems	3,848
Insulation, Air Sealing, Ventilation	803

4,059 low-income households have received rebates through the HEAR program

1) Reserved funds are funds that have been allocated for specific projects but not yet paid. Once a project has been reserved, those funds are dedicated to that project and will not be reallocated to other projects.

Key Program Partners

Developing and maintaining key partnerships has helped increase Georgia's program participation and allowed partners to maximize the impact of their own programs or funding.



Non-Profit Organizations

Organizations on a mission to help Georgians address specific energy-related issues have been a major source of support for our program.

Other Residential Energy Efficiency Programs

Georgia EMCs, municipal utilities and the state's investor-owned utility—Georgia Power—have their own programs that offer specific energy efficiency incentives for residents within their respective service territories.

Housing Authorities

GEFA piloted the program's multifamily pathway with Georgia Housing Authorities exclusively. To date, almost all paid and reserved rebates for multifamily projects have gone to support low-income residents.

Local Government Programs

The City of Atlanta and the City of Decatur both developed programs with a navigation team to help single-family owner occupants take advantage of multiple offerings, including Georgia's Home Energy Rebates.

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Groundswell's SOUL program leverages private philanthropic funding with Georgia Power's Energy Efficiency program and Georgia's Home Energy Rebates to complete home repairs, weatherization measures and energy efficiency upgrades for those in need.

The Southface Institute has engaged in education and outreach events to promote the program since its launch. GEFA partnered with Southface to develop and deliver training courses available to both the Rebates and WAP networks of contractors.

Certain Habitat for Humanity affiliates within Georgia have used our program to make needed energy efficiency upgrades to existing properties. As a result, they can dedicate more funding to other repairs and/or new projects.

Spotlight: The Southface Institute

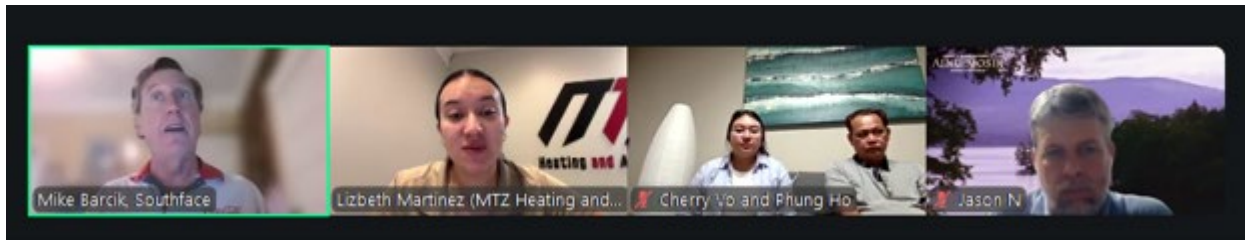


The Southface Institute has engaged in education and outreach events to promote the program since its launch.





The Southface Institute offers monthly training and educational networking opportunities.



GEFA and Southface partnered to develop Heat Pump Retrofit Readiness training courses to deliver virtually to GEFA's WAP and Rebates contractor networks.

Housing Authorities

GEFA piloted the program's multifamily pathway with Georgia Housing Authorities exclusively. To date, almost all paid and reserved rebates for multifamily projects have gone to support low-income residents.

Over $1.3M paid and another
$550k in the pipeline
(71 applications)

Over $4M in the pipeline
(90 applications)

Over $1.1M paid and another
$311k in the pipeline
(99 applications)

$84k paid and another
$504k in the pipeline
(20 applications)

$350k in the pipeline
(11 applications)

Spotlight: Tallapoosa Housing Authority



The project team made a visit to Tallapoosa to celebrate the completion of upgrades to hundreds of dwelling units!



A compact heat pump installed next to a hot water heater (accessible outside of home).



New heat pump equipment as far as the eye can see!

Retail

- Retail enabled through Georgia's DIY pathway
- Partnership events with retailers across Georgia
- Electric cooking appliances and heat pump clothes dryers allowed through the retail DIY pathway





The Impacts

- **Program awareness**: Building partnerships with organizations that people trust is one of the best ways to bring awareness to the program.

- **Evidence of equity impact**: The program reaches households with the greatest financial need, individuals who explicitly state they could not obtain these upgrades without program support.

- **Agency awareness and relationships**: Introducing GEFA to many throughout the state and creating new relationships through the program can have long-lasting benefits.

