

Plan Your Energy

CBO Partner – HousingNOLA

Chris Justin – Project Management / Marketing
HousingNOLA – Community Engagement
QuitCarbon – Electrification Upgrade Plans
Elevator SEO – Educational Content
Written Progress – Harnessing Multiple Funding Sources
WTC of LHC – Weatherization Training

Plan Your Energy (PYE) is starting a new building upgrade initiative in the identified Pilot Building Upgrade Zone—single-family homes owned by low-income residents of Greater New Orleans—as defined by households who earn less than 80% of the area's median income. Throughout the Pilot, PYE will educate 5,000+ low-income homeowners (LIHOs), visit 500+, and shepherd 250+ through building upgrades.

We have identified that the greatest challenges preventing LIHOs from completing building upgrades are a lack of awareness about electrification upgrade technologies and skepticism of the opportunity. To overcome these objections, we will initially focus on constituents of HousingNOLA, our partner CBO for this project. Together, we will connect LIHOs with community resources, provide education, identify homeowner rebates available through IRA funding, and shepherd them through the building upgrade process.

As a result, Plan Your Energy will build a community-driven referral marketing engine, turning building upgrades into a self-sustaining business model that sells qualified HVAC leads to contractors while pairing LIHOs with installers of efficient electric equipment, especially heat pumps.

