



# Saving Delawarean Customers Energy and Money while Boosting our Client's Profile

Franklin Energy has supported Energize Delaware since 2017 with the delivery of two programs that improve the comfort and home energy efficiency and lower the utility bills of Delawareans.

## HPwES PROGRAM ACCOMPLISHMENTS

Franklin Energy's accomplishments  
since 2018



**7,131 Assessments**

**4,595 Projects**  
COMPLETED

**\$9,705,788**  
PAID INCENTIVES

**72 %**  
ASSESSMENT TO PROJECT  
CONVERSION RATE

**10,730 MWh**  
**1,730 kW**  
ACHIEVED ENERGY SAVINGS

## TAKING A WHOLE-HOUSE APPROACH TO HOME PERFORMANCE

The Home Performance with ENERGY STAR (HPwES) program takes a whole-house approach to energy efficiency and comfort, heavily emphasizing air sealing, insulation, and HVAC upgrades. Market-rate and income-qualified residential properties of four units or fewer are eligible to receive an energy audit conducted by a network of approved trade allies, no-cost measures directly installed in their homes, and incentives for ENERGY STAR certified heat pumps, water heaters, central air conditioners, and smart thermostats, air sealing, duct sealing, and insulation. Prescriptive HVAC rebates, including fuel switching opportunities, comprise a significant portion of the program's energy savings. Our team is constantly evolving program elements and adding new measures to keep customers engaged, such as adding air quality and encapsulation measures to address customers' concerns over COVID-related air quality and humidity within their homes, and we recently started offering rebates for heat pump water heaters to support electrification efforts. Plus, we implemented virtual QA inspections and an online assessment tool to support no-contact solutions.

To promote greater participation, we constantly revisit and align rebate and incentive levels to reflect the program home performance priorities and to encourage homeowners to make whole-house improvements. Our redesign of the program's website includes a trade ally search tool that allows customers to see participating trade allies within their geo-targeted area. Plus, we offer a program marketplace where Delawareans can purchase energy-savings products at a discounted price. To maximize customer satisfaction with the program, our team regularly shares leads with other programs, so if customers do not fit into the HPwES pathway they benefit from a solution that meets their needs.

## SUPPORTING BETTER TRADE ALLY PERFORMANCE

Since beginning program delivery, we've steadily grown the trade ally network to more than 80 trade allies that support customers throughout the state. To help trade allies participate more efficiently and effectively in the program, our team deploys an online partner portal, which is an integrated component of our NGAGE suite, where trade allies may easily submit applications and access commonly used documents and training information. We also created a Best Practices Working Group, in which six elected trade ally members meet quarterly to collaborate on a multitude of issues, program design initiatives, and feedback sessions for better program outcomes. Additionally, the program recently began sponsoring trade ally BPI certification training and is supporting candidates through the in-field and classroom training and certification process; successful candidates will have 100 percent of their fees paid by the program.

## HOME PERFORMANCE WITH ENERGY STAR PROGRAM ACCOMPLISHMENTS

In 2020, Energize Delaware's Home Performance with ENERGY STAR program earned the ENERGY STAR Partner of the Year-Sustained Excellence award for its fourth year. And recently, the program welcomed U.S. Secretary Jennifer Granholm and state political officials to celebrate the completion of one million ENERGY STAR home upgrades nationwide at an event sponsored by the Department of Energy and Energize Delaware. Since its inception in 2001, this U.S. DOE program has saved residents \$7.7 billion on their energy bills and cut carbon emissions equivalent to a year's worth of 11 coal-fired power plants.



**U.S. Secretary Jennifer Granholm at DESEU and Energize Delaware Event**

## TAKING ENERGY-SAVINGS EDUCATION INTO THE COMMUNITY

The Home Energy Check-Up and Counseling (HEC2) program proactively takes energy education into communities and reaches customers that may not have been served by a more traditional community center education approach. It provides income-eligible participants with an in-home energy education visit that lasts 30 minutes to an hour long and includes an informational walk-through energy assessment. During the assessment, our energy advisors examine insulation levels, air leakage, heating and cooling systems, windows and doors, lighting, appliances, water-heating equipment, and some health and safety measures. Participants receive a report with information about energy-related programs for repairs, rebates, and utility assistance. Customers also receive no-cost direct installation of LED light bulbs, faucet aerators, efficient-flow fixed showerheads, thermostatic shut-off valve, showerhead adapter, and water-heater pipe insulation.

Through strategic partnerships with several community-based groups, Franklin Energy developed a transparent bidirectional process that allows multiple agencies to serve residents using well-defined participation criteria. These criteria include income guidelines, residence in targeted areas or proof of energy usage, energy insecurity including arrearages or excessive use, and obvious structural deficiencies in the home. By working with agencies who have first-hand knowledge of customers' home and health needs, Franklin Energy's local team can vet the need for services, via recommendations, before offering services. We expect agencies' recommendations to produce customers who have the greatest need and for which the coordinated services will have the greatest impacts. Additionally, by working with numerous agencies throughout the state, Franklin Energy has the ability to carve out discrete project elements to organizations already on site performing other project work for increased efficiency and greater program reach. For example, when Habitat for Humanity conducts field surveys for its Refrigerator Replacement Program, trained field staff also perform HEC2 assessments and direct installations and enroll customers with further service needs in additional Energize Delaware programming.

To manage program activities, we deploy a proven trade ally management process that includes providing training to trade allies to ensure that customers benefit from up-to-date, high-quality technology services and recommendations delivered in an easy-to-understand manner for better customer satisfaction. Use of our NGAGE program management and data tracking system helps us confirm that all trade allies operate within program guidelines. NGAGE's back-end calculators support accurate project energy savings that draw from state-sponsored TRM or applicable statutes.

## KEEPING CUSTOMERS ENGAGED WITH ENERGIZE DELAWARE'S PROGRAMS

Franklin Energy understands that effective customer engagement is critical to winning the trust of residents in need. That's why our delivery of Energize Delaware's programs feature community workshop events to offer residents opportunities to learn more about energy efficiency and saving money in their homes and to become more knowledgeable about the technologies used in their homes. However, when COVID canceled in-person events, Franklin Energy pivoted to employ alternate strategies to reach Delaware's residents.

Events for the HPwES program aim to introduce residents to energy efficiency, Franklin Energy, and opportunities available through the Energize Delaware programs. Each event focuses on a unique topic and employs a short format, conversational approach. To continue the momentum generated by in-person events, we used Facebook Live at the onset of COVID to host events in collaboration with local community partners.

The Facebook Live platform allows viewers to tune in easily without registration and view a workshop on their phones or tablets, giving the workshops a more relaxed atmosphere. Plus, Facebook Live allows us to gather useful data about attendee demographics, views, average time watched, and more, which our marketing department uses to inform to best practices. Event popularity grew quickly and has earned a faithful following. To date, more than 84,000 individuals have viewed the videos. During our most recent Facebook Live event, Franklin Energy's Outreach Manager, Angie Bivens interviewed Delaware's Lt. Governor Bethany Hall-Long to discuss upcoming energy initiatives.

The HEC<sup>2</sup> program's energy conservation in-person workshops dig deeper into specific topics through an interactive 30-minute to hour-long format that aim to educate and enroll participants in the program. We transitioned to using Zoom to host virtual workshops during COVID and shortened their duration to keep virtual users engaged. During 15- to 30-minute live broadcasts, presenters offer energy-related tips, information, and demonstrations, which may cover an assortment of topics such as behavioral changes or DIY home upgrades, or interview other local energy-related programs and providers. Our team uses social media to promote the HEC<sup>2</sup> virtual workshops, which our partners then share on their sites to generate excitement and greater awareness of the events. Prior to COVID, each participating household that completed a short survey during an in-person workshop would receive a no-cost weatherization kit. To maintain program equity, virtual attendees have a no-cost kit mailed to their homes.



**Thank you so very much for an excellent, informative, timely & super "energetic" presentation!!!**

**The enthusiasm, knowledge, & positive vibes were a real virtual treat!!! Best workshop I've participated in during the remote WFH year & a half!!!**

**[The program] deserves many kudos & a raise, tell your supervisor(s) &/or director that WIC loves you!!!! Heard many peeps comment that they enjoyed feeling like they were on Oprah, a game show or winning the lottery!!!**

**Thanks again, really enjoyed the session, it was quite a "bright light," pun intended!!!!**

*Participant from a virtual workshop attended by 50 Women, Infants & Children program staff*

**LET'S TALK ENERGY**  
WITH LT. GOVERNOR BETHANY HALL-LONG  
*Interview with Lt. Governor Hall-Long to discuss her upcoming energy initiatives*  
WATCH LIVE ON  
facebook & YouTube on Feb 3 at 2pm



### THIS WEEK'S TOPIC:

**"WHAT'S BITING YOU?!?!?"**

*Learn about vampire loads and how to prevent them*

Join us for an ENERGY EFFICIENCY workshop

**Facebook Live Thursday @2pm!**



*An Energy Advisor will be available live with energy conservation tips, demos and Q&A sessions*

[Facebook.com/EnergizeDelaware](https://www.facebook.com/EnergizeDelaware)