



IN 2023, THE PROGRAM SERVED
819 HOMES AND SAVED:



THESE SAVINGS LED TO:

28%
MARKETING BUDGET
DIVERTED TO MEASURES

86%
CUSTOMER SATISFACTION

Decarbonization Initiatives Help Customers Save Money and Reduce Energy Use

Using 30 years of industry expertise, Franklin Energy created a decarbonization program designed to serve low- to moderate-income customers in Northern California.

THE STORY

Marin Clean Energy (MCE) is a public, non-profit, and local renewable energy provider serving nearly 1.5 million residents and businesses in Northern California. Under its model, MCE customers can choose to have 60% or 100% of their electricity supplied from clean, renewable sources at stable and competitive rates. Its mission strives towards achieving net-zero carbon emissions and reducing energy burdens for all.

THE GOAL

Because of the high costs associated with traditional decarbonization initiatives, MCE had struggled to engage low- to moderate-income households in clean energy programs. The utility sought Franklin Energy's help in creating a solution that would decarbonize these households without requiring a customer copay. Eliminating the cost to homeowners and renters would better serve those who typically struggle to engage in expensive decarbonization opportunities.

THE SOLUTION AND RESULTS

Franklin Energy created the Home Energy Savings Program, where qualifying single-family homeowners and renters can receive a free home energy assessment and free energy-saving upgrades. Measures include insulating roofs and sealing ducts, as well as electrifying existing equipment, such as replacing natural gas heaters with heat pumps and heat pump water heaters.

To achieve enrollment goals, the program partners with community action agencies (CAAs) to identify potential participants. The marketing strategy includes geo-targeting customers for eligibility and the greatest savings potential. This enables marketing budget to be diverted to energy-saving measures, resulting in higher savings and lower program costs.

The program keeps operating costs low and reduces customers' costs by negotiating fixed prices with trade allies and volume pricing with equipment distributors. Both ensure a higher percentage of homes are reached while staying within budget. Valuable CAA partners also help identify additional federal rebates and stack funding to allow for the installation of additional electrifying equipment measures while still staying within the program budget.



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