



Taking a Whole-Home Approach to Deliver Energy Savings

Revolutionizing Home Efficiency Through Comprehensive Energy and Cost-Saving Solutions

THE STORY:

Delaware Sustainable Energy Utility (DESEU) is a unique 501(c)(3) nonprofit organization dedicated to helping Delaware residents and businesses save money and energy. Their Energize Delaware initiative offers proven, clean energy programs, at little or no cost to customers, with funds raised through energy and cost savings generated statewide. Since 2017, Franklin Energy has supported Energize Delaware with the delivery of programs that improve home comfort and energy efficiency, while lowering utility bills.

THE GOAL:

Through Energize Delaware, DESEU challenged Franklin Energy to craft and execute a diverse range of cost-effective residential opportunities aimed at benefitting income-qualified and market-rate customers. The objective? To decrease energy expenses and deliver on the promise of financial savings for Delaware families through a comprehensive mix of education, efficiency improvements, and reduced consumption. We embraced the challenge and rolled out two impactful programs: Home Performance with ENERGY STAR® (HPwES) and Home Energy Check-Up and Counseling (HEC²).

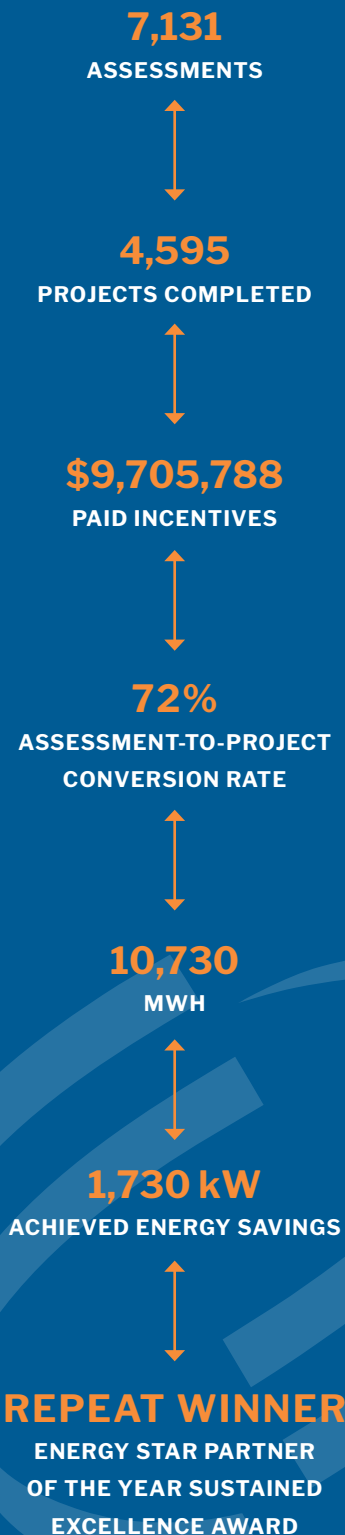
THE SOLUTION AND RESULTS:

Home Performance with ENERGY STAR® (HPwES)

HPwES takes a whole-home approach to energy efficiency and comfort, heavily emphasizing air sealing, insulation, and HVAC upgrades. Franklin Energy partners with a network of approved trade allies to provide market-rate and income-qualified households with an energy audit, direct installation of no-cost energy-saving measures, and incentives for ENERGY STAR-certified heat pumps, water heaters, central air conditioners, and smart thermostats. Prescriptive HVAC rebates, including fuel switching opportunities, comprise a significant portion of the program's energy savings.

Franklin Energy continues to evolve program elements and add new measures, such as the addition of air quality and encapsulation measures to address customers' concerns over COVID-related air quality and humidity. Another new measure offers rebates for heat pump water heaters to support electrification efforts. To promote greater participation, we continue to revisit and align rebate and incentive levels to reflect the program's priorities and encourage homeowners to make whole-home improvements. To maximize customer satisfaction, the program also includes a marketplace where participating households can purchase energy-saving products at discounted prices.

The program earned the ENERGY STAR Partner of the Year-Sustained Excellence award for four consecutive years while under the implementation of Franklin Energy. It also recently welcomed U.S. Secretary of Energy Jennifer Granholm and state political officials to celebrate the completion of one million ENERGY STAR home upgrades at an event sponsored by the Department of Energy and Energize Delaware.



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Home Energy Check-Up and Counseling (HEC²)

The HEC² program proactively brings energy education to communities to reach customers that may not have been served by a more traditional community-centered approach. Franklin Energy provides income-eligible participants with an in-home energy education visit that includes an informational walk-through energy assessment. 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, showerheads, and other water-saving measures.



U.S. Secretary of Energy Jennifer Granholm
Energize Delaware Event

Through strategic partnerships with several community-based groups, Franklin Energy developed a process that allows multiple agencies to serve residents using well-defined participation criteria. By working with numerous agencies throughout the state, we can carve out discrete project elements for organizations already working 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. They also enroll customers in additional Energy Delaware programming as needed.

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

ENERGIZE DELAWARE
TAKING CHARGE TOGETHER.™

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)



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