

# Clean Energy Upgrades Bring Comfort and Savings to Northern California Families

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### THE STORY

Marin Clean Energy (MCE) is a local, nonprofit renewable energy provider serving nearly 1.5 million residents and businesses across Northern California. Its mission is to achieve net-zero carbon emissions while easing energy burdens for the communities it serves.

### THE GOAL

Traditional decarbonization programs often leave out households who can't afford the high upfront costs. MCE turned to Franklin Energy to design a solution that would make clean energy upgrades accessible to low- and moderate-income families—without requiring a copay. By removing cost barriers, the program could reach the customers who stand to benefit most.

### THE SOLUTION AND RESULTS

Franklin Energy designed the Home Energy Savings Program, which offers qualifying homeowners and renters free energy assessments and upgrades. Improvements include roof insulation, duct sealing, and electrification measures such as replacing natural gas furnaces with heat pumps and heat pump water heaters.

To maximize reach, Franklin Energy works hand-in-hand with community action agencies to identify participants. A targeted marketing approach ensures outreach dollars are spent where they'll make the most impact, stretching budgets and boosting savings.

The program further reduces costs by negotiating fixed pricing with trade allies and leveraging volume discounts with equipment distributors. In partnership with CAAs, Franklin Energy also helps participating households layer in federal rebates, making deeper upgrades—like advanced electrification—possible within budget.

Together, these strategies create healthier, more comfortable homes, reduce household energy costs, and help MCE move closer to its net-zero future.

**166.69**

KW SAVED (192% OF GOAL)

**479,259**

KWH SAVED

**29,609.05**

THERMS SAVED