

Energy Efficiency Investments Deliver Savings and Comfort for Income-Qualified Multifamily Households

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THE STORY

Consumers Energy is a Michigan-based utility dedicated to providing safe, reliable, and affordable energy while supporting the well-being of the communities it serves. A key part of that commitment includes improving energy affordability and comfort for residents of income-qualified multifamily housing. To advance these goals, Consumers Energy partnered with Franklin Energy to design and deliver a program tailored to the unique needs of multifamily properties and the residents who live in them.

THE GOAL

Income-qualified multifamily properties often face barriers to participating in traditional energy efficiency programs, including limited capital, aging infrastructure, and complex eligibility requirements. Consumers Energy sought a partner that could help remove these barriers by delivering comprehensive energy-saving solutions at scale. The goal was to improve resident comfort, reduce long-term energy costs, and ensure underserved communities could fully benefit from energy efficiency investments.

THE SOLUTION AND RESULTS

Franklin Energy implemented a comprehensive income-qualified multifamily program that combined enhanced incentives with hands-on technical support for both new and existing properties. The program offered direct installation of energy-saving measures in residents' homes, along with prescriptive and custom incentives designed specifically for multifamily buildings.

Working closely with Consumers Energy and trusted trade partners, Franklin Energy supported a wide range of improvements—from proven efficiency upgrades to more advanced weatherization and electrification measures, including electric baseboard heating retrofits and cold-climate heat pumps. This tailored approach allowed property owners to address building-specific needs while improving comfort and reducing energy burdens for residents.

Over multiple years, the program consistently exceeded savings targets while serving hundreds of properties across Michigan. The long-term partnership has delivered substantial electric and gas savings, expanded the use of high-efficiency technologies such as smart thermostats, and helped ensure that income-qualified households benefit from reliable, cost-effective energy solutions designed to last.

300+

INCOME-QUALIFIED MULTIFAMILY
PROJECTS COMPLETED

7.2 MILLION kWh

SAVED

83,447 MCF

NATURAL GAS SAVINGS DELIVERED

