

Taking a Whole-Home Approach to Deliver Energy Savings

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7,131

ASSESSMENTS

4,595

PROJECTS COMPLETED

\$9,705,788

PAID INCENTIVES

72%

ASSESSMENT-TO-PROJECT
CONVERSION RATE

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. Its Energize Delaware initiative offers 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 for Delaware households.

THE GOAL

Through Energize Delaware, DESEU challenged Franklin Energy to craft and execute a diverse range of cost-effective residential opportunities aimed at benefiting both income-qualified and market-rate customers. The goal was to decrease energy expenses and deliver financial savings for Delaware families through a comprehensive mix of education, efficiency improvements, and reduced consumption.

To meet this challenge, Franklin Energy implemented two complementary programs:

- Home Performance with ENERGY STAR® (HPwES)
- 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, with a strong emphasis on air sealing, insulation, and HVAC upgrades. Franklin Energy partners with a network of approved trade allies to provide both market-rate and income-qualified households with:

- A comprehensive home energy audit
- Direct installation of no-cost energy-saving measures
- Incentives for ENERGY STAR®-certified heat pumps, water heaters, central air conditioners, and smart thermostats



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ACHIEVED ENERGY SAVINGS

10,730 MWh
AND
1,730 kW

REPEAT WINNER

ENERGY STAR PARTNER
OF THE YEAR SUSTAINED
EXCELLENCE AWARD

Prescriptive HVAC rebates, including fuel-switching opportunities, account for a significant portion of the program's energy savings. Franklin Energy continues to evolve the program by introducing new measures—such as indoor air quality and encapsulation improvements—to address customer concerns related to air quality and humidity. Additional rebates for heat pump water heaters further support electrification efforts.

To encourage participation and whole-home improvements, Franklin Energy regularly aligns rebate and incentive levels with program priorities. The program also includes an online marketplace where participating households can purchase energy-saving products at discounted prices.

The HPwES program earned the ENERGY STAR® Partner of the Year – Sustained Excellence Award for four consecutive years while under Franklin Energy's implementation. It also welcomed U.S. Secretary of Energy Jennifer Granholm and state officials in 2024 to celebrate the completion of one million ENERGY STAR home upgrades at an Energize Delaware-sponsored event.

Home Energy Check-Up and Counseling (HEC2)

The Home Energy Check-Up and Counseling (HEC2) program proactively brings energy education to communities that may not be reached through traditional program delivery models. Franklin Energy provides income-eligible participants with an in-home energy education visit that includes an informational walk-through energy assessment.

Participants receive a personalized 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.

Through strategic partnerships with community-based organizations, Franklin Energy developed a coordinated approach that allows multiple agencies to serve residents using clearly defined participation criteria. For example, when Habitat for Humanity conducts field surveys for its Refrigerator Replacement Program, trained field staff also perform HEC2 assessments and direct installations, while enrolling customers in additional Energize Delaware programs as needed.