

STATE ENERGY EFFICIENCY PLANNING WITH LONGSTANDING UTILITY PROGRAMS IN MIND:

*Proven Delivery Models may be Helpful when Setting
the Path for Deployment of Federal Programs*

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FRANKLIN ENERGY

Company Purpose

**“TO HELP ALL PEOPLE USE OUR
WORLD’S PRECIOUS RESOURCES
MORE EFFICIENTLY.”**



2020 COMMUNITY IMPACT REVIEW

IN 2020:

WE DISTRIBUTED MORE THAN

\$240,000,000

dollars in energy efficiency
incentives to customers

WE DISTRIBUTED
\$32,000,000

in incentive dollars to
low-income customers

OUR WORK THROUGH OUR CLIENT
UTILITIES RESULTED IN THE REDUCTION

1,600,000

metric tons of carbon dioxide

MORE THAN

4,800 NEW JOBS

were created from
our work in 2020

OUR **1,300** ENERGY EFFICIENCY
EXPERTS SERVED OVER

**3.6 MILLION
CUSTOMERS**

ACROSS THE US, OUR PROGRAMS
IN LOCAL COMMUNITIES CREATED
ECONOMIC ACTIVITY WORTH

\$1 BILLION

Over the lifetime of the water- and energy-efficient measures we installed in 2020,
our clients and utility customers will save:

20 BILLION kWh

equivalent to powering
over 190,000 homes for a year

1.5 BILLION therms

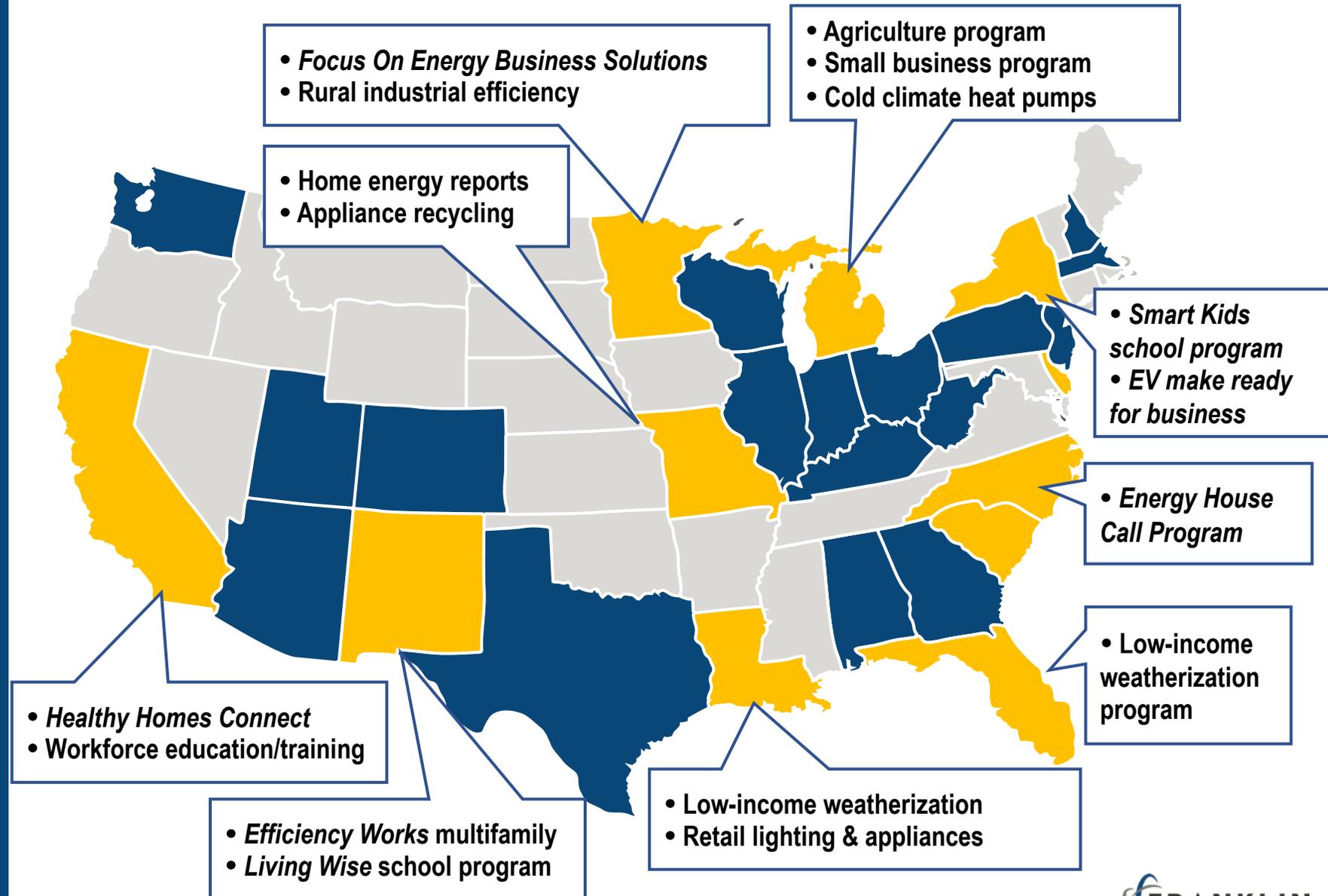
carbon equivalent to taking more than
325,000 cars off the road for a year

110 BILLION gallons of water

equivalent to almost 170,000
Olympic-sized swimming pools for a year

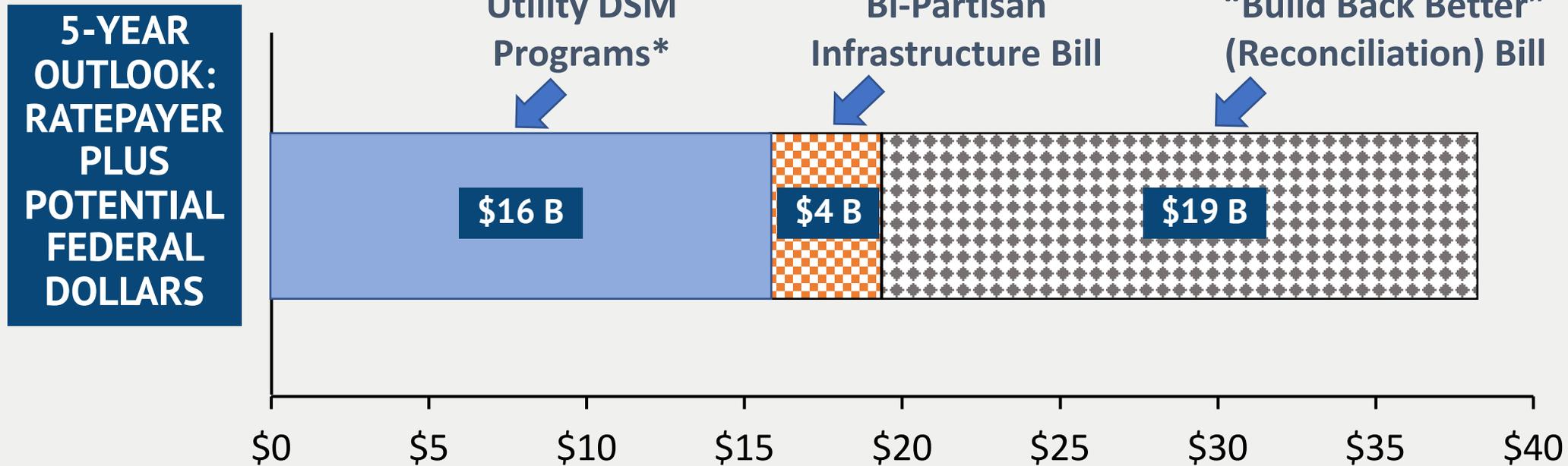
NATIONAL FOOTPRINT, A RANGE OF SOLUTIONS

- ✓ Deep retrofits
- ✓ Low-income programs
- ✓ Beneficial electrification
- ✓ School programs
- ✓ Workforce training
- ✓ Products and kits



RESIDENTIAL ENERGY EFFICIENCY/ WEATHERIZATION FUNDING IS ON THE VERGE OF RECORD EXPANSION

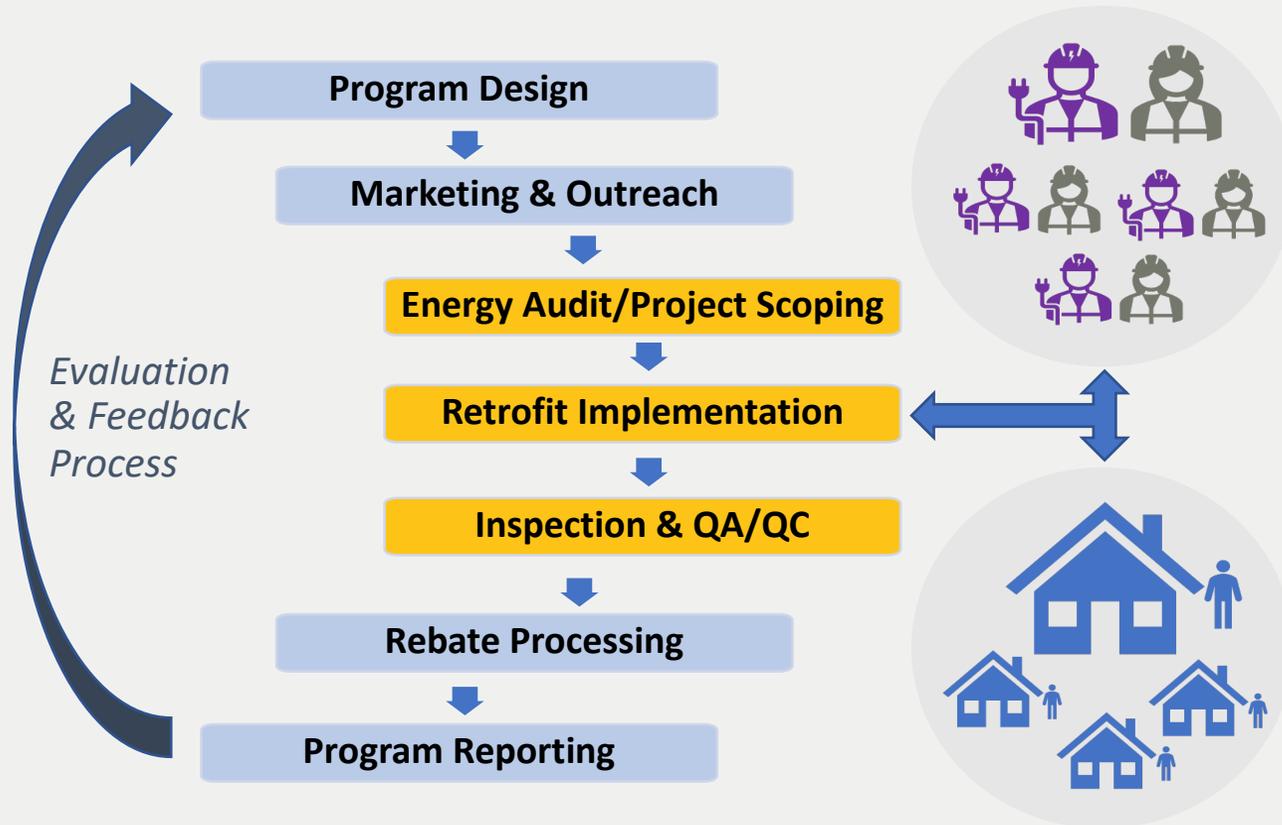
Residential energy efficiency would see sudden, sizable growth if the energy provisions in the bipartisan infrastructure and Democrat budget bills pending in Congress were to pass.



*Based on US residential utility program spending trends from the Consortium for Energy Efficiency's [2020 State of the Efficiency Program Industry](http://www.cee1.org), September 2021, www.cee1.org.

UTILITY EFFICIENCY PROGRAMS OFFER LESSONS IN SCALING THE MARKET AND EFFICIENT DELIVERY

Program Elements



Lessons Learned

- Data driven customer analytics and targeting
- Digital marketing driving enrollment
- Contractor engagement (inc. diverse businesses), and ongoing training/support for growth
- State-of-the-Art, automated admin. processes
 - e.g., energy audits, application & payment processing, site inspections customer experience
- Pay for performance contracting

FEDERAL FUNDING MAY OFFER SOLUTIONS TO SERVICE GAPS SEEN IN UTILITY PROGRAMS

There is potential for designing complimentary offerings aimed at specific state policy goals



DEEP RETROFITS

- Fund longer payback measures that are often inadequately incentivized and passed on by homeowners



EQUITY

- Enhanced funding for low and moderate-income consumers
- Including for “pre-weatherization measures” not part of utility programs



BENEFICIAL ELECTRIFICATION

- Funding for customers heating their homes with fuel oil or propane
- Panel and wiring needed for heat pumps and EVs



WORKFORCE TRAINING

- Starting early with high school programs that put learners on career pathways
- Upskilling existing workers on the latest technologies

THANK YOU. FEEL FREE TO CONTACT US.

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