



Bin 10230,
241 Ralph McGill Boulevard, NE
Atlanta, GA 30308-3374

February 15, 2021

Mr. Reece McAlister
Executive Secretary
Georgia Public Service Commission
244 Washington Street, SW
Atlanta, GA 30334-5701

**RE: Certified Demand-Side Management Programs, Fourth Quarter 2020 Programs
Status Report; Docket No. 42311**

Dear Mr. McAlister:

Enclosed for filing is Georgia Power Company's Fourth Quarter 2020 Programs Status Report.

If you have any questions, please call me at 404-506-3044.

Sincerely,

Kelley M. Balkcom
Director, Regulatory Affairs
mmcclosk@southernco.com

Enclosure

Georgia Power Company

Certified Demand-Side Management Programs

Q4 2020 Programs Status Report

In accordance with the Georgia Public Service Commission's ("Commission") Final Order of Docket No. 42311, signed June 6, 2019, Georgia Power Company ("Georgia Power" or the "Company") provides this fourth quarterly report for activity through December 31, 2020.

Q4 2020 Summary

<u>Program Name</u>	<u>Annual Target (kWh)</u>	<u>YTD Savings (kWh)</u>	<u>% of Goal</u>	<u>Annual Budget</u>	<u>YTD Costs</u>	<u>% Spent</u>
Behavioral	38,096,432	26,302,769	69.04%	\$ 1,195,310	\$ 983,786	82.30%
Specialty Lighting	18,031,408	34,566,354	191.70%	\$ 3,060,033	\$ 3,252,764	106.30%
Thermostat Demand Response*	4,876,638	-	0.00%	\$ 3,021,063	\$ 2,073,613	68.64%
Refrigerator Recycling	8,478,877	780,215	9.20%	\$ 2,000,723	\$ 665,694	33.27%
HEIP	19,212,617	19,915,618	103.66%	\$ 6,560,337	\$ 5,062,358	77.17%
HEEAP	6,722,253	4,787,807	71.22%	\$ 3,972,496	\$ 933,800	23.51%
Residential Programs	95,418,225	86,352,762	90.50%	\$ 19,809,962	\$ 12,972,015	65.48%
Behavioral	13,560,787	2,105,058	15.52%	\$ 452,923	\$ 460,898	101.76%
Custom	49,985,829	36,051,012	72.12%	\$ 6,536,066	\$ 4,969,827	76.04%
Prescriptive	246,041,956	112,563,648	45.75%	\$ 18,321,511	\$ 10,625,884	58.00%
SCDI	22,176,580	733,810	3.31%	\$ 5,050,330	\$ 1,806,668	35.77%
Midstream	4,340,660	2,706,448	62.35%	\$ 1,134,600	\$ 787,135	69.38%
Commercial Programs	336,105,812	154,159,976	45.87%	\$ 31,495,430	\$ 18,650,412	59.22%
Total	431,524,037	240,512,738	55.74%	\$ 51,305,392	\$ 31,622,427	61.64%

*There are no kWh Savings reported for the Thermostat Demand Response program- only kW, which are reported on p.9.

Residential Programs

Behavioral Program: The Residential Behavioral Program is designed to encourage customer engagement with home energy management and energy efficiency in order to reduce energy consumption. The program provides customer-specific information that allows customers to compare their energy use for the month, as well as the past year, to the consumption of a peer group of similar homes and ones that are considered energy-efficient. Participating customers receive a combination of both a paper and an electronic Home Electric Report ("HER") several times a year with a summary of their energy consumption data and consumption over the same time period by their peers. The reports also include seasonal and household-appropriate energy savings tips, as well as information on energy efficiency programs.

Specialty Lighting Program: The Residential Specialty Lighting Program promotes the purchase and installation of energy-efficient lighting products by Georgia Power residential customers. The program focuses on increasing customer awareness of the benefits of energy-efficient lighting technologies for their home through customer education, retail partnerships, and sales staff training.

Thermostat Demand Response Program: The Residential Thermostat Demand Response program, or Temp ✓, promotes energy efficiency improvements and shifting of electricity usage during peak demand periods. The program provides financial incentives for customers with an existing smart thermostat or eligible purchased thermostats through Georgia Power Marketplace that are willing to help reduce energy during periods of peak demand. In addition to the incentives offered, the program includes customer education and awareness campaigns.

Refrigerator Recycling Program: The Residential Refrigerator Recycling Program aims to eliminate inefficient, extraneous, secondary, working refrigerators and freezers in an environmentally safe manner and produce cost-effective, long-term energy and peak demand savings in the single-family market of the residential sector. The program focuses on increasing customer awareness of the economic and environmental costs associated with running inefficient, older appliances in a household, and provides eligible customers with free refrigerator and freezer pick-up services in addition to a monetary incentive.

Home Energy Improvement Program: The Residential Home Energy Improvement Program (“HEIP”) promotes energy efficiency improvements in existing homes and provides financial incentives for implementing eligible energy efficiency measures in homes. The program provides customers, remodelers, and property owners with multiple participation options, including a comprehensive, whole-house approach and an individual improvement option to appeal to a wide range of residential customers. In addition to the financial incentives offered, the program includes customer education and awareness campaigns, and contractor relationships and training.

Home Energy Efficiency Assistance Program: Georgia Power’s Home Energy Efficiency Assistance Program, or Income-Qualified program, promotes energy efficiency improvements in existing Income-Qualified single-family homes, as well as multifamily properties. The program provides members of community who opt-in with access to a centralized web portal where they can learn about opportunities to help raise funds for a neighbor in need of home weatherization assistance or home energy efficiency improvements. These funds will be additive to the funding provided by Georgia Power as part of the DSM tariff. Georgia Power will work with community partners and local nonprofits to identify, assess, and implement projects. In addition, the program includes customer education and awareness campaigns, and contractor relationships and training.

Commercial Programs

Behavioral Program: The Commercial Behavioral Program is designed to encourage customer engagement with facility energy management and energy efficiency in order to reduce energy consumption. The program provides customer-specific information that allows customers to compare their energy use for the month, and over the past year, to the consumption of a peer group of similar facilities and facilities that are considered energy-efficient. Participating customers receive an electronic Business Electric Assessments (“BEA”) several times a year with a summary of their energy consumption data and consumption over the same time period by their peers. The reports also include seasonal and facility-appropriate energy savings tips, as well as information on energy efficiency programs.

Custom Program: The Custom Program (“Custom Program”) provides a platform for comprehensive energy efficiency projects in larger existing and new facilities that go beyond single measures and common, measure-level efficiency practices. The Custom Program provides incentives for efficiency improvements not included in other Georgia Power program offerings. All program incentives are based on the verified energy savings achieved for each project. The program does not define a specific list of eligible measures but bases participation on the verifiable energy savings resulting from the measures or system improvements implemented.

Prescriptive Program: The Commercial Prescriptive Program (“Prescriptive Program”) promotes the purchase of eligible high-efficiency equipment installed at qualifying customer facilities. Rebates offered through this program serve to reduce the incremental cost to upgrade to high-efficiency equipment over standard efficiency options for Georgia Power’s commercial-class customers. The program includes equipment with easily calculated savings, provides straightforward and easy participation for customers, and allows for reduced EM&V costs.

Small Commercial Direct Install Program: The Small Commercial Direct Install (“SCDI”) Program promotes the installation of eligible high-efficiency equipment at qualifying customer facilities. A primary objective is to develop a process and capability that ensures that qualifying small commercial customers receive the assistance (informational or financial) they require to make cost-effective decisions to install energy-efficient measures.

Midstream Program: The Commercial Midstream Products Program promotes the installation of eligible high-efficiency HVAC and commercial food service equipment at qualifying Georgia Power commercial customer facilities. The program is focused on influencing distributors’ stocking practices as well as their promotion and sales of high efficiency HVAC and food service equipment.

Program Highlights Q4 (October-December) 2020¹

Residential:

- Specialty Lighting
 - 2020 Program kWh target as filed is 18,031,408 kWh. GPC adjusted this target to 33,591,498 kWh, as agreed to with PSC Staff, to minimize the impacts of COVID-19 on the residential portfolio.
 - Year to Date (“YTD”), the program achieved 34,566,354 kWh savings and paid \$1,261,710 in incentives through Q4:
 - 191.70% of filed kWh goal.
 - 102.90% of updated kWh target.
 - 132.11% of incentive budget spent.
 - Additional light meters were produced and deployed to seven Habitat ReStore locations (a total of thirteen) in Q4 to support the education of store personnel and customers in hard-to-reach demographics.
 - Food Bank Distributions Completed
 - Approximately 37,500 4-Packs of Energy Star LEDs (150,000 bulbs) deliveries completed in Q4, in addition to educational flyers and reusable grocery bags to aid in the distribution of program materials and produce.
 - Food banks include: Food Bank of Northeast Georgia in Athens, Georgia Mountain Food Bank in Gainesville, Golden Harvest Food Bank in Augusta, Atlanta Community Food Bank in Atlanta, Second Harvest Food Bank in Savannah, and Middle Georgia Community Food Bank in Macon.
 - One final food bank distribution was completed in Q4 with the Atlanta Community Food Bank to distribute 19,200 Energy Star LEDs.
- Behavioral
 - Program achieved 1,938,210 kWh through carry over savings from the 2019 Home Energy Report (“HER”) Program.
 - Program officially launched with approximately 188k paper HERs sent on May 15th and approximately another 175k eHERs were emailed starting May 19th.
 - In Q4, the program achieved 7,950,212 kWh through Uplight legacy and ramping new program participants.
 - In 2020 the program achieved 26,302,769 kWh savings through Q4, which represents 69.04% of the kWh savings goal.
- Refrigerator Recycling
 - Program was paused in mid-March, less than a week after launch, due to the COVID-19 pandemic. Prior to the pause of the program, 33,874 kWh savings were achieved and \$1,120 in rebates were paid.

¹ Measures and savings across Residential and Commercial programs may be lower than projected due to the COVID-19 pandemic pausing regular operations and functions.

- Program re-opened in mid-November with outside pick-ups only and COVID protocols observed to ensure safety and wellness for customers and contractors.
- Initiated limited marketing via social media and email campaign to raise program awareness due to the program's pause for most of 2020.
 - Achieved 9.20% of filed goal for 2020.
 - 735 total units picked up in 2020.
 - 780,215 kWh savings in 2020.
 - \$25,725 paid in rebates to customers in 2020.
- Thermostat Demand Response (Thermostat Energy Management Program)
 - In 2020 the program achieved 37,866 kW savings through Q4:
 - 145.96% of annual kW goal in 2020.
 - Summer events called 9/3 and 9/10.
 - The 9/3 event had a total of 8,586 completed participants.
 - The 9/10 event had a total of 9,186 completed participants.
 - Winter events called 12/9 and 12/17.
 - The 12/9 event had a total of 8,040 completed participants.
 - The 12/17 event had a total of 8,176 completed participants.
 - In 2020 the program paid \$972,500 in rebates.
 - Georgia Power Marketplace enrollments began on June 9th.
 - 18,978 devices have been enrolled in 2020:
 - 2,092 Marketplace enrollments.
 - 16,886 Bring Your Own Device (BYOD) enrollments.
- Home Energy Improvement
 - In 2020 the program achieved 19,915,618 kWh savings and \$3,777,727 in rebates paid.
 - 103.66% of 2020 kWh program goal in 2020².
 - In Q4, HEIP achieved 7,469,051 kWh savings and \$1,367,014 in rebates paid.
 - There was a Q4 focus on promoting:
 - DIY measures such as attic insulation, smart thermostats, and heat pump water heaters.
 - Whole House Home Energy Assessments.
 - Whole House participation*:
 - 6,036 measures (2,843,289 kWh savings) were reported in 2020:
 - 739 single-family homes with 5,672 measures.
 - 35 multi-family units with 364 measures.

**Does not reflect the number of homes/units that participated in home assessment without making improvements.*
 - Individual Improvement participation:
 - 37,310 measures (17,072,329 kWh savings) were reported in 2020:
 - 32,605 single-family measures (13,824,520 kWh savings) were installed as a result of the Marketplace thermostat program.

² This includes rollover savings from the HEIP program in December 2019, largely due to Marketplace thermostats.

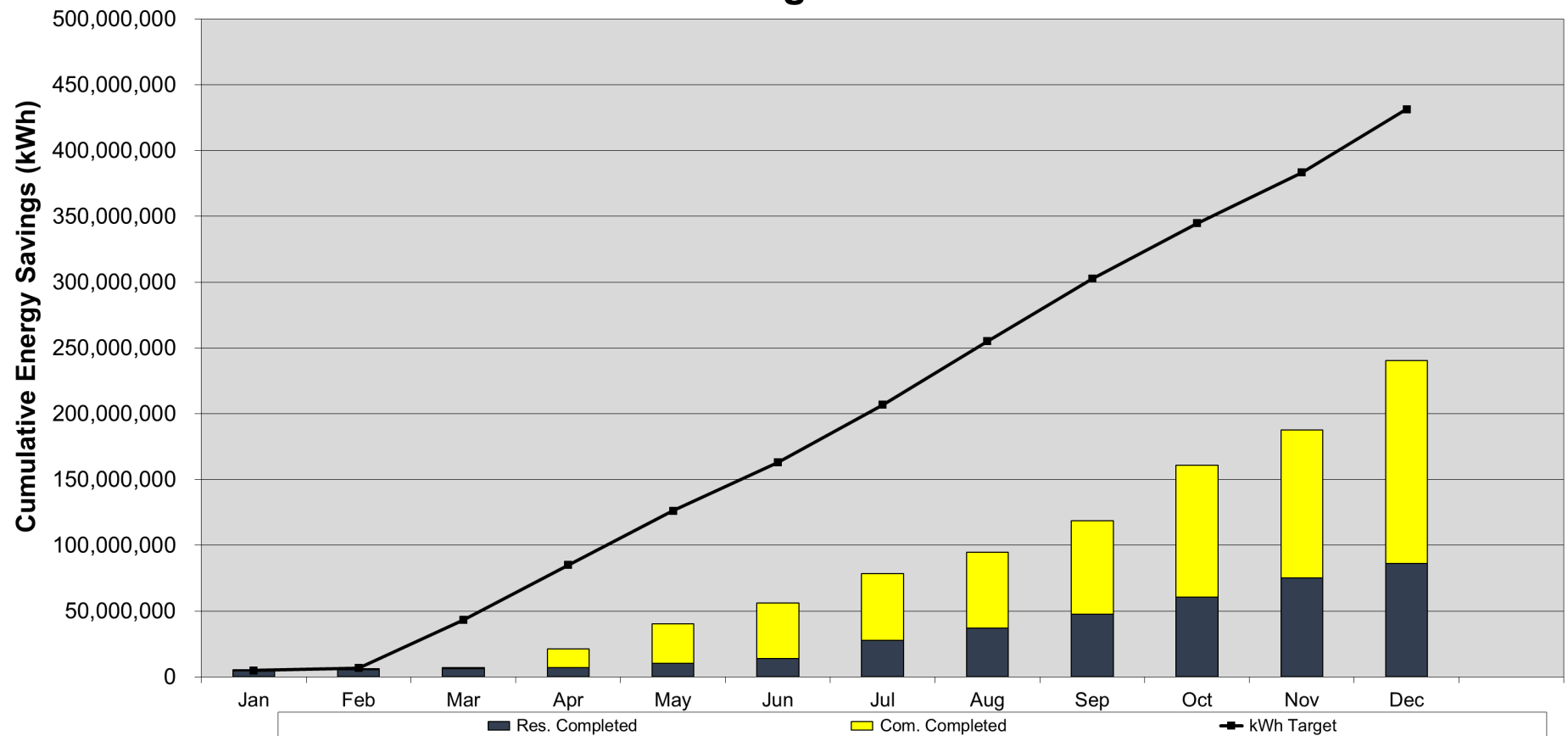
- 3,253 multi-family measures (1,551,681 kWh savings) were installed as a result of the Marketplace thermostat program.
 - The remaining 1,452 measures (1,696,128 kWh savings) installed were non-thermostat single-family improvements.
- Power Credit
 - Completed 18 installations in Q1 (for this program, installations are performed at customer request only).
 - No new installations to report YTD through Q4.
- HopeWorks
 - The program was paused in mid-March due to the COVID-19 pandemic and was un-paused for Q4.
 - YTD Through Q4, the program was pre-funded \$400,172 in spending to make improvements on customer homes.
 - In 2020, the program spent \$350,000 to make improvements on 98 single-family homes.
 - In 2020, the program spent \$32,848 to replace 10 Air Conditioning Systems in 10 single-family homes.
- Home Energy Efficiency Assistance Program (HEEAP)
 - The program remains paused due to the COVID-19 pandemic.
 - Approximately 57 single-family customers are waitlisted.
 - Two housing authorities and one 50-unit mobile home complex have expressed interest in the program.
 - Fully executed SOW's for both Equifax (Income Verification) and Gridmates (Donation Portal).
 - Worked with PSC Staff and identified ways to reach customer base in Q4.
 - In Q4, Georgia Power notified approximately 8,000 income-qualified customers statewide that they were selected to receive a free Energy Efficiency Kit.
 - The kits included the following items:
 - LED Light Bulbs
 - Single Pack Heat Shrink Wrap Window Kit
 - Switch & Outlet Gaskets
 - Furnace Filter Whistle
 - Caulk Gun & 100% Silicone Clear Caulk
 - V-Seal Weather Strip
 - Foam Tape for windows
 - Pipe Insulation Wrap
 - In 2020 the program achieved 4,787,807 kWh savings through Q4, which represents 71.22% of the kWh savings goal due to the Energy Efficiency Kit effort.

Commercial:

- Custom & Prescriptive
 - 1,608 applications were approved in 2020, for a total of \$8,672,189 in rebates paid.
 - Custom: 36,051,012 kWh savings and \$2,548,565 in rebates paid.
 - Prescriptive: 112,563,648 kWh savings and \$6,123,624 in rebates paid.

- Trade Ally program registered 139 trade allies
- Q4 activities included:
 - Implementer (CLEAResult) focused on trade allies, application approvals and customer-segmented emails.
 - Program promotions in the Conditioned Air Association of Georgia (CAAG) and the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) newsletters.
 - “Do More Business With Less Energy” marketing materials launched - including social media, digital, radio, print, etc.
- Bonus lighting rebates:
 - Tubular LEDs: \$4.50 (up from \$3).
 - LED Cans, Tracks and Pendants: \$15 (up from \$10).
 - LED Troffer Fixtures and Retrofit Kits: \$30 (up from \$25).
- Small Commercial Direct Install
 - This program remains paused due to the COVID-19 pandemic.
 - Program website and 1-800 number are still open for customer inquiries.
 - Approximately 120 customers remain on a waitlist for assessments and potential energy efficiency projects once the program is re-activated.
- Commercial Midstream
 - In 2020 the program achieved 2,706,448 kWh savings, and \$336,112 in rebates paid.
 - Approved 1,151 pieces of equipment in the program in 2020.
 - HVAC: 831 units.
 - Food Service: 320 units.
 - HVAC year-end summary:
 - Energy savings: 1,883,895 kWh
 - Incentives: \$254,312
 - Rebates approved for 5 different HVAC distributors in 2020.
 - Food service year-end summary:
 - Energy savings: 822,553 kWh
 - Incentives: \$81,800
 - Rebates approved for 8 different Food service distributors/manufacturer representatives in 2020.
- Commercial Behavioral
 - Business Electric Assessments: three waves were sent out in 2020 (August, October, and December).
 - Wave 1 (August): 32,642 reports delivered.
 - Wave 2 (October): 31,847 reports delivered.
 - Wave 3 (December): 31,187 reports delivered.
 - There was a low number of opt-outs, only 24 in total.
 - Program webpage continues to be made available to participants only, to allow for customer updates to be submitted electronically.

2019 Certified DSM Programs 2020 Program Results



Note: All participant data reflects measures installed with the exception of Behavioral programs.

Certified DSM Programs - Q4 Performance Report 2020

		Residential Programs							
		Behavioral*	Specialty Lighting	Thermostat Demand Response	Refrigerator Recycling	Home Energy Improvement		Home Energy Efficiency Assistance	Portfolio Total
						Multi	Single		
Current Quarter	Measures	236,830	483,198	3,535	703	954	16,017	7,993	749,230
	Energy Savings (kWh)	7,950,212	17,663,734	-	746,341	575,024	6,894,027	4,787,807	38,617,145
	Demand Savings (kW)	-	2,048	19,250	59	211	2,862	799	25,229
	Incentive Costs	\$ -	\$ 768,336	\$ 172,100	\$ 24,605	\$ -	1,367,014	\$ 282,000	\$ 2,614,055
	Non-Incentive Costs	\$ 140,914	\$ 719,336	\$ 117,778	\$ 237,368	\$ -	463,237	\$ 221,361	\$ 1,899,995
	Total Costs	\$ 140,914	\$ 1,487,673	\$ 289,878	\$ 261,973	\$ -	1,830,250	\$ 503,361	\$ 4,514,050

Year to Date	Measures	236,830	935,822	19,543	735	3,617	39,729	7,993	1,244,269
	Energy Savings (kWh)	26,302,769	34,566,354	-	780,215	2,438,777	17,476,841	4,787,807	86,352,762
	Annual Savings Target (kWh)	38,096,432	18,031,408	4,876,638	8,478,877	19,212,617		6,722,253	95,418,225
	% of Goal	69.04%	191.70%	0.00%	9.20%	103.66%		71.22%	90.50%
	Demand Savings (kW)	-	3,979	37,866	62	849	7,175	799	50,729
	Incentive Costs	\$ -	\$ 1,261,710	\$ 972,500	\$ 25,725	\$ 3,777,727		\$ 282,000	\$ 6,319,663
	Non-Incentive Costs	\$ 983,786	\$ 1,991,054	\$ 1,101,113	\$ 639,969	\$ 1,284,630		\$ 651,800	\$ 6,652,352
	YTD Costs	\$ 983,786	\$ 3,252,764	\$ 2,073,613	\$ 665,694	\$ 5,062,358		\$ 933,800	\$ 12,972,015
	YTD Budget	\$ 1,195,310	\$ 3,060,033	\$ 3,021,063	\$ 2,000,723	\$ 6,560,337		\$ 3,972,496	\$ 19,809,962
	YTD Budget Variance	\$ (211,524)	\$ 192,731	\$ (947,450)	\$ (1,335,029)	\$ (1,497,979)		\$ (3,038,696)	\$ (6,837,947)
	Total Annual Budget	\$ 1,195,310	\$ 3,060,033	\$ 3,021,063	\$ 2,000,723	\$ 6,560,337		\$ 3,972,496	\$ 19,809,962
	Annual Budget Variance	\$ (211,524)	\$ 192,731	\$ (947,450)	\$ (1,335,029)	\$ (1,497,979)		\$ (3,038,696)	\$ (6,837,947)
% Spent	82.30%	106.30%	68.64%	33.27%	77.17%		23.51%	65.48%	

IRP Cycle to Date	Measures	236,830	935,822	19,543	735	3,617	39,729	7,993	1,244,269
	Energy Savings (kWh)	26,302,769	34,566,354	-	780,215	2,438,777	17,476,841	4,787,807	86,352,762
	Demand Savings (kW)	-	3,979	37,866	62	849	7,175	799	50,729
	Incentive Costs	\$ -	\$ 1,261,710	\$ 972,500	\$ 25,725	\$ -	\$ 3,777,727	\$ 282,000	\$ 6,319,663
	Non-Incentive Costs	\$ 983,786	\$ 1,991,054	\$ 1,101,113	\$ 639,969	\$ -	\$ 1,284,630	\$ 651,800	\$ 6,652,352
	Total Costs	\$ 983,786	\$ 3,252,764	\$ 2,073,613	\$ 665,694	\$ -	\$ 5,062,358	\$ 933,800	\$ 12,972,015
	IRP Cycle To-Date Budget	\$ 1,195,310	\$ 3,060,033	\$ 3,021,063	\$ 2,000,723	\$ -	\$ 6,560,337	\$ 3,972,496	\$ 19,809,962
	Budget Variance	\$ (211,524)	\$ 192,731	\$ (947,450)	\$ (1,335,029)	\$ -	\$ (1,497,979)	\$ (3,038,696)	\$ (6,837,947)

Commercial Programs						Certified DSM Program Totals
Behavioral	Custom	Prescriptive	Small Commercial Direct Install	Midstream	Portfolio Total	
31,187	85	705	-	385	32,362	781,592
796,812	24,551,441	56,076,016	-	1,702,524	83,126,792	121,743,937
-	2,404	10,319	-	555	13,278	38,507
\$ -	\$ 1,668,527	\$ 3,221,430	\$ -	\$ 224,766	\$ 5,114,723	\$ 7,728,778
\$ 51,509	\$ 596,973	\$ 875,557	\$ 407,554	\$ 90,415	\$ 2,022,008	\$ 3,922,002
\$ 51,509	\$ 2,265,500	\$ 4,096,987	\$ 407,554	\$ 315,181	\$ 7,136,730	\$ 11,650,780

31,187	130	1,478	301	520	33,616	1,277,885
2,105,058	36,051,012	112,563,648	733,810	2,706,448	154,159,976	240,512,738
13,560,787	49,985,829	246,041,956	22,176,580	4,340,660	336,105,812	431,524,037
15.52%	72.12%	45.75%	3.31%	62.35%	45.87%	55.74%
-	5,403	19,631	226	838	26,098	76,827
\$ -	\$ 2,548,565	\$ 6,123,624	\$ 160,021	\$ 336,112	\$ 9,168,322	\$ 15,487,985
\$ 460,898	\$ 2,421,263	\$ 4,502,260	\$ 1,646,647	\$ 451,022	\$ 9,482,090	\$ 16,134,442
\$ 460,898	\$ 4,969,827	\$ 10,625,884	\$ 1,806,668	\$ 787,135	\$ 18,650,412	\$ 31,622,427
\$ 452,923	\$ 6,536,066	\$ 18,321,511	\$ 5,050,330	\$ 1,134,600	\$ 31,495,430	\$ 51,305,392
\$ 7,975	\$ (1,566,239)	\$ (7,695,627)	\$ (3,243,662)	\$ (347,466)	\$ (12,845,018)	\$ (19,682,965)
\$ 452,923	\$ 6,536,066	\$ 18,321,511	\$ 5,050,330	\$ 1,134,600	\$ 31,495,430	\$ 51,305,392
\$ 7,975	\$ (1,566,239)	\$ (7,695,627)	\$ (3,243,662)	\$ (347,466)	\$ (12,845,018)	\$ (19,682,965)
101.76%	76.04%	58.00%	35.77%	69.38%	59.22%	61.64%

31,187	130	1,478	301	520	33,616	1,277,885
2,105,058	36,051,012	112,563,648	733,810	2,706,448	154,159,976	240,512,738
-	5,403	19,631	226	838	26,098	76,827
\$ -	\$ 2,548,565	\$ 6,123,624	\$ 160,021	\$ 336,112	\$ 9,168,322	\$ 15,487,985
\$ 460,898	\$ 2,421,263	\$ 4,502,260	\$ 1,646,647	\$ 451,022	\$ 9,482,090	\$ 16,134,442
\$ 460,898	\$ 4,969,827	\$ 10,625,884	\$ 1,806,668	\$ 787,135	\$ 18,650,412	\$ 31,622,427
\$ 452,923	\$ 6,536,066	\$ 18,321,511	\$ 5,050,330	\$ 1,134,600	\$ 31,495,430	\$ 51,305,392
\$ 7,975	\$ (1,566,239)	\$ (7,695,627)	\$ (3,243,662)	\$ (347,466)	\$ (12,845,018)	\$ (19,682,965)

Other Costs:	YTD Spend	2020 Budget
DSM Cross Cutting/Training	\$ 3,178,353	\$ 3,449,112
Hopeworks	\$ 400,172	\$ 400,000
Residential Pilot Program	\$ 371,640	\$ 1,500,000
IQ Tariff Based Pilot	\$ 790,497	\$ 1,500,000
Commercial Pilot Programs	\$ 377,582	\$ 1,500,000
Residential EE Consumer Awareness	\$ 4,160,101	\$ 4,500,000
Commercial EE Consumer Awareness	\$ 964,166	\$ 1,100,000
Power Credit	\$ 886,425	\$ 630,963
Education Initiative-Learning Power	\$ 3,751,786	\$ 4,000,000
Total	\$ 14,880,722	\$ 18,580,075