**GEORGIA POWER COMPANY**

**ENERGY CONSERVATION AND DEMAND REDUCTION INITIATIVES**

The Company filed for certification of one new DSM program, a certificate amendment for ten previously certified programs, decertification of two DSM programs, a waiver of a Commission rule for one previously certified DSM program, and Commission approval of certain other energy efficiency-related activities on January 31, 2022. The amendments included updated program economics as well as some changes to existing programs.  In addition, the Company proposed one new program, Residential HopeWorks, focusing on income-qualified customers. The Company also proposes decertification of two programs: Residential Power Credit and Commercial Midstream.

The following programs and initiatives for which the Company is seeking approval will be conducted to encourage demand reduction and energy conservation and efficiency.

1. **Residential Specialty Lighting**:  This program primarily focuses on income-qualified customers by partnering with strategic retail partners which typically serve rural, income-qualified, or other hard to reach customers, as well as the distribution of Light Emitting Diode (“LED”) products through income-qualified customer channels, including, but not limited to food banks and other community partner distribution channels. The program also promotes the purchase and installation of energy-efficient lighting products by other 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. This program path focuses on an LED mark-down campaign for participating retail partners that reduces the retail price for customers at the point of purchase and the opportunity for customers to purchase discounted LEDs through an online Georgia Power marketplace.
2. **Residential Home Energy Improvement Program**: The 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.
3. **Residential Refrigerator Recycling Program**: This 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 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, as well as a monetary incentive. In addition, working room air conditioner (“A/C”) and/or dehumidifier pick-ups may be available in conjunction with a working refrigerator and/or freezer pick-up.
4. **Residential Home Energy Efficiency Assistance Program**: This program promotes energy efficiency improvements in existing income-qualified single-family homes, as well as multifamily properties, targeting and providing financial assistance to income-qualified households that are historically under-represented in energy efficiency program participation. The program also provides members of the community the opportunity to join in charitable giving to assist neighbors in need of home energy efficiency upgrades or improvements. These charitable donations will be additive to the funding provided through 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 to the energy efficiency improvements offered, the program includes customer education and awareness campaigns, and contractor partnerships and training.
5. **Residential Thermostat Demand Response Program (TSTAT DR)**: This program promotes shifting of electricity usage during peak demand periods. This could include hot summer days, cold winter days, or whenever there is a system capacity need. Georgia Power, or its representative, can manage the load from participants' electrically heated and cooled homes by adjusting thermostat settings. Demand response programs, in general, help Georgia Power minimize the use of higher cost peaking plants during periods of high system loads. The TSTAT DR program provides education and financial incentives for customers with a qualifying existing smart thermostat that are willing to help reduce energy during periods of peak demand through demand response events called by Georgia Power. In addition to the incentives offered, the program includes customer education and awareness campaigns.
6. **Residential Behavioral Program**: This 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 them to compare their energy use for the month, as well as the past year, in all or some cases to the consumption of a peer group of similar homes and ones that are considered energy-efficient. Participating customers receive a paper and/or electronic Home Electric Report multiple times a year with a summary of their energy consumption data and consumption over the same period by their peers. The reports also include seasonal and household-appropriate energy savings tips, as well as information on energy efficiency programs.
7. **Residential HopeWorks Program**: This program promotes energy efficiency improvements in existing single-family homes that are primarily owned by income-qualified seniors. The funding is provided through Georgia Power as part of the approved DSM tariff. HopeWorks is a 501(c)(3) nonprofit that provides weatherization and energy efficiency services at no cost for income-qualified seniors. HopeWorks works with community partners and select contractors to identify, assess, and complete energy efficiency measure improvements.
8. **Commercial Custom Program**: The Commercial Custom program provides a platform for comprehensive energy efficiency projects in existing and new facilities that go beyond discrete measures and common, measure-level efficiency practices. The Custom program provides incentives for efficiency improvements not included in other Georgia Power commercial program offerings. All program incentives are based on the calculated, verified energy savings achieved for each project. The program does not define a specific list of eligible measures and bases participation on verifiable energy savings resulting from measures or system improvements implemented. Due to the complexity and variety of measures that could potentially be included, Georgia Power’s Commercial Custom program requires the applicant to submit calculations using industry-accepted methods for determining energy savings and appropriate baselines. These savings could be derived from capital improvements in equipment or from retro-commissioning (RCx).
9. **Commercial Prescriptive Program**: The Commercial Prescriptive Program (“Prescriptive Program”) promotes the purchase of eligible high-efficiency equipment installed at qualifying customer facilities. Incentives 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.
10. **Small Commercial Direct Install Program**: The Small Commercial Direct Install 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, served by Georgia Power, receive the assistance (informational or financial) they require to make cost-effective decisions to install energy-efficient measures. The program offers free, comprehensive energy assessments conducted by Georgia Power, or its authorized representatives to eligible commercial customers, resulting in recommendations for efficiency measures that a customer may select to install. Should the customer decide to participate, efficiency measures identified will be scheduled for installation, with incentives offered through this program to reduce the cost to the customer. Customers may also qualify for direct installation of high-efficiency measures at the time of the energy assessment.
11. **Commercial 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 a Business Electric Report (“BER”) electronically several times a year with a summary of their energy consumption data and consumption over the same period by their peers.  The reports also include seasonal and facility-appropriate energy savings tips, as well as information on energy efficiency programs.
12. **Energy Efficiency Awareness Initiative**: This initiative promotes the benefits of energy efficiency and educates customers about specific ways to save money and energy. The Company uses direct marketing channels to efficiently reach its customer base. Television, radio, print, internet, billboards, and direct mail are the primary channels used. The Company has developed a number of online tools to enhance customers’ learning about energy efficiency. Social media channels such as Facebook, Twitter and YouTube are also used to communicate with customers.
13. **Pilot Studies (including the extension of the Residential Investment for Saving Energy (RISE) Pilot)**: Georgia Power engages in pilot studies to better understand emerging energy efficiency options for the benefit of customers. Since 2016, Georgia Power launched six residential pilot programs (Connected Communities, Home Automation, Home Electric Review Behavioral, Multifamily Low-Income Smart Thermostats, Residential Bring Your Own Thermostat Demand Response, and Residential Water Heater Demand Response) and two commercial pilot programs (Small Business Behavioral and Indoor Agriculture). The successes and lessons learned from these pilot programs directly influenced the development of measures and programs, which are included in the Company’s 2022 IRP filing.