Georgia Power

Bin 10230,

241 Ralph McGill Boulevard, NE

Atlanta, GA 30308-3374

May 15, 2023

Ms. Sallie Tanner
Executive Secretary
Georgia Public Service Commission
244 Washington Street, SW
Atlanta, GA 30334-5701

RE: Certified Demand-Side Management Programs, First Quarter 2023 Programs Status Report; Docket No. 44161

Dear Ms. Tanner:

Enclosed for filing is Georgia Power Company's First Quarter 2023 Programs Status Report.

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

Sincerely,

/s/ Kelley M. Balkcom

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

Enclosure

Georgia Power Company
Certified Demand-Side Management Programs
Q1 2023 Programs Status Report

In accordance with the Georgia Public Service Commission's ("Commission") Final Order of Docket No. 44161, signed July 21, 2022, Georgia Power Company ("Georgia Power" or the "Company") provides this first quarterly report for activity through March 31, 2023.

Q1 2023 Summary

Program Name	Annual Target (kWh)	YTD Savings (kWh)	% of Goal	Annual Budget	YTD Costs	% Spent
Behavioral	33,595,836	9,938,815	29.58%	$ 1,896,285	$ 1,322,830	69.76%
Specialty Lighting	30,705,422	4,019,087	13.09%	$ 3,860,697	$ 224,922	5.83%
Thermostat Demand Response*	-	-	0.00%	$ 1,870,050	$ 939,295	50.23%
Refrigerator Recycling	6,366,937	492,559	7.74%	$ 3,662,489	$ 284,973	7.78%
HEIP	31,072,997	1,545,897	4.98%	$ 14,216,278	$ 762,953	5.37%
EASE	10,390,904	149,915	1.44%	$ 9,118,034	$ 326,995	3.59%
HopeWorks	425,017	17,380	4.09%	$ 698,592	$ 181,809	26.03%
Residential Programs	**112,557,113**	**16,163,653**	**14.36%**	**$ 35,322,424**	**$ 4,043,777**	**11.45%**
Behavioral	8,002,058	-	0.00%	$ 662,125	$ 17,311	2.61%
Custom	68,047,906	28,675	0.04%	$ 7,782,496	$ 366,094	4.70%
Prescriptive	286,199,379	2,521,612	0.88%	$ 25,228,849	$ 873,885	3.46%
SCDI	23,412,299	3,040,033	12.98%	$ 6,148,639	$ 552,307	8.98%
Commercial Programs	**385,661,642**	**5,590,320**	**1.45%**	**$ 39,822,110**	**$ 1,809,597**	**4.54%**
Total	**498,218,755**	**21,753,973**	**4.37%**	**$ 75,144,533**	**$ 5,853,374**	**7.79%**

*There are no kWh Savings reported for the Thermostat Demand Response program - only kW.

Residential Programs

Behavioral Program:
Georgia Power's Residential Behavioral Program, implemented by Uplight, 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 ("HER") 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:
Georgia Power's Residential Specialty Lighting program, implemented by CLEAResult, primarily focuses on income-qualified ("IQ") customers by partnering with strategic retail partners which typically serve rural, IQ, or other underrepresented customers or are located in geographic areas in close proximity to high concentrations of IQ customers. Additionally, the distribution of Light Emitting Diode ("LED") products through IQ customer channels, including, but not limited to food banks, distribution events and other community partner distribution channels, or distribution methods. The program also 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. 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, the opportunity for customers to purchase discounted LEDs through an online Georgia Power marketplace and the opportunity for customers to receive LED products distributed through food bank or other community partner distribution channels/methods.

Thermostat Demand Response Program:
Georgia Power's Residential Smart Thermostat Demand Response Program ("Temp ✓"), implemented by Uplight, is designed to control eligible smart thermostats of Georgia Power residential customers who opt-in to participate in the program. This program provides Georgia Power customers with multiple approaches to enroll and participate in the program. Customers with existing smart thermostats can enroll through the Bring Your Own ("BYO") channel that allows customers with eligible smart thermostats capable of communication to complete a simple enrollment process. Those customers that do not have a smart thermostat can purchase a smart thermostat through the Georgia Power marketplace. Customers will receive an enrollment incentive for participating in the program.

Refrigerator Recycling Plus Program:
Georgia Power's Refrigerator Recycling + Program ("RRP+"), implemented by Utility Energy Services ("UES"), aims to discontinue use of inefficient, extraneous, secondary, working refrigerators, and/or freezers, room air conditioners, and dehumidifiers, recycle them in an environmentally safe manner, and produce cost-effective, long-term energy and peak demand savings in the residential sector.

Home Energy Improvement Program:
Georgia Power's Home Energy Improvement Program ("HEIP"), implemented by UES, helps Georgia Power residential customers reduce energy usage, save on utility costs, and improve the indoor air quality and comfort of their homes. In this program, there are two approaches that Georgia Power residential customers can take advantage of: 1) *Whole House* and 2) *Individual Improvements*. The target market for HEIP is residential customers in existing single-family, manufactured, and multifamily homes; and contractors, trade allies, and distributors serving Georgia Power residential account holders.

Energy Assistance for Savings and Efficiency:
Georgia Power's Energy Assistance for Savings and Efficiency ("EASE"), implemented by UES, promotes energy efficiency improvements in existing income-qualified single-family homes, as well as multifamily properties, targeting and providing improvements to households that are historically under-represented in energy efficiency programs. 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. The program is available to income-qualified Georgia Power residential customers residing in single-family detached homes and some multifamily properties. Income qualification is based on household income at or below 200% of the Federal Poverty Level verified via third-party data.

HopeWorks Program:
Georgia Power's HopeWorks program promotes energy efficiency improvements in existing single-family homes that are owned by income-qualified seniors. 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 selects contractors to identify, assess, and complete energy efficiency measure improvements.

Commercial Programs

Behavioral Program:
Georgia Power's Commercial Behavioral Program, implemented by Bidgely, is designed to encourage customer engagement with facility energy management and energy efficiency practices 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 Assessment report ("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 and Prescriptive Programs:
Georgia Power's Commercial Custom and Prescriptive Programs, implemented by ICF, are implemented under the general name of Georgia Power Commercial Energy Efficiency Program to include both programs as one seamless delivery to customers. This program encourages commercial customers of all types and sizes to invest in more efficient facilities by providing rebates for the purchase and installation of energy efficient electric equipment and builds off successful implementation practices of earlier program implementation. The programs provide rebates for commercial customers who improve their facilities with energy efficient equipment, improve operational performance through a comprehensive equipment savings comparison, and assists commercial customers who are building new facilities or are undertaking major renovations to install new energy efficient electric equipment that surpasses the state energy code.

Small Commercial Direct Install Program:
The Georgia Power's Small Commercial Direct Install Program ("SCDI"), implemented by FCI, 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.

Program Highlights Q1 (January – March) 2023

Residential:

- Specialty Lighting
  - Quarterly Program Highlights
    - Successful retail re-launch in IQ retail locations, including for example: Dollar Tree, Walmart, Habitat ReStore, Goodwill, St. Vincent de Paul.
    - Updated Marketplace with updated rebates for 2023-2025 program measures.
    - Food Bank distribution supplies delivered to Atlanta Community Food Bank.
    - Cross promotion of other programs through select retail locations and food bank distributions.
  - Quarterly Marketing Update
    - Marketplace emails for Lighting rebated measures.
    - Updated food bank distribution flyer and educational materials developed.
    - In-store signage refreshed with updated branding and verbiage.
    - Paid online display ads with re-branded graphics and updated copy focusing on discounts as opposed to rebates.
    - Paid social media (Facebook, Instagram) ads with re-branded graphics and updated copy focusing on discounts as opposed to rebates.

- Residential Behavioral
  - Quarterly Program Highlights
    - Strong Q1 performance.
    - 264k paper HERs and 325k eHERs sent Q1. No March reports sent.
  - Quarterly Marketing Update
    - The Home Electric Reports included cross-promotional information on RRP+ dehumidifiers, heat pump water heaters, PrePay and Marketplace.
  - Quarterly Income Qualified
    - Q1 IQ savings 20% of YTD total savings, 1,938,554 kWh, from income qualified waves.

- RRP+
  - Quarterly Program Highlights
    - Launch of small appliance addition to existing program promoting Room A/C and dehumidifier.
  - Quarterly Marketing Update
    - Awareness and conversion paid social, display, and paid search campaigns, re-targeting customers with different messaging based on age demographics.
    - RRP focused emails sent to two target demo groups with customized messaging.
    - Online Customer Care Portal ads.
    - Cross-marketing write-up on residential behavioral report.
    - Home Experts segment presented on WSB.

- Thermostat Demand Response (Temp ✓)

- Quarterly Program Highlights
  - Enrollments will re-open in Q2 2023.
    - Reviewing program enrollments for move-outs and ineligible winter equipment.
  - Temp ✓ has 24,176 devices ending Q1 2023.
  - Held Flex Hours events January 27, 2023, and March 15, 2023.
- Quarterly Marketing Update
  - No marketing because enrollments are not open yet.

- HEIP
  - Quarterly Program Highlights
    - Program contractor recruiting in Macon, Savannah, Brunswick, Athens, metro Atlanta, Cartersville.
    - Updated application portals with 2023-2025 program measures.
    - Updated Marketplace with updated rebates for 2023-2025 program measures.
    - Presented program at the following events:
      - Georgia Affordable Housing Coalition Conference.
      - 2023 CAAG Conference.
      - Atlanta Housing Landlord Symposium.
      - February MAACA Meeting.
      - PHCC Metro Atlanta Member Meeting.
  - Quarterly Marketing Update
    - Email – included six emails focused on Individual Improvements and Home Energy Assessments, achieving a 14% open rate (goal 25%).
    - OCC Portal Bill Pay pop-up ad.
    - GPC Homepage Banner.
    - Paid/Organic Social Media.
    - Paid display Ads.
    - Program flyers distributed at tradeshows and conferences.
    - Generated over 6,000 web visits and over 2,000 conversions by using paid social and display ads, email marketing and paid search.
    - Average conversion rate was 33%.
    - Marketplace emails for HEIP rebated measures.

- HopeWorks
  - Quarterly Program Highlights
    - HopeWorks was prefunded $150,000 in Q1.
    - The HopeWorks program provided energy efficiency improvements in twelve homes.
  - Quarterly Marketing Update
    - HopeWorks mailed 99 senior citizen centers with program information to promote the program.

        - HopeWorks program flyer is being updated with 2023 Federal Poverty income requirements.

- EASE
    - Quarterly Program Highlights
        - The program completed a total of 44 projects.
        - The program has secured 9 agreements for multifamily projects to be completed over the next few months.
        - Presented program at the following events:
            - Georgia Affordable Housing Coalition Conference.
            - 2023 CAAG Conference.
            - Atlanta Housing Landlord Symposium.
            - February MAACA Meeting.
            - PHCC Metro Atlanta Member Meeting.
    - Quarterly Marketing Update
        - Display ads promoting EASE targeting program participants.
        - OCC ads- ads targeting donors and participants.
        - Program flyers distributed at tradeshows and conferences.

Commercial:

- Custom & Prescriptive
    - Quarterly Program Highlights
        - Launched a streamlined, easy-to-use, online Commercial Rebate Application Center on February 7th.
            - Incorporated new HVAC and Food Service measures into Prescriptive.
            - Decreased the number of required documents by two. The program consolidated two legacy forms into one and removed one requirement to further streamline the application process.
            - Consolidated program customer-facing language of “Custom” and “Prescriptive” into “Commercial Energy Efficiency Program” (“CEEP”) to make the program more accessible by removing jargon.
        - Fully staffed with a focus on local, Georgia-based employees, including 7 account managers, 3 engineers, and 2 project coordinators.
        - Program promotion activities
            - Developed and launched a program announcement email to contractors.
            - Hosted 20+ contractor trainings across Georgia, including 7 in-person and 1 virtual Participating Contractor events.
                - Focused push to encourage contractors to become Participating Contractors, which requires training on the program and an application for the new cycle.

        - Over 40 contractors applied to become Participating Contractors in Q1.
    - Significantly increased in-person outreach by attending project meetings, trainings, and conferences.
        - Promoted CEEP at multiple conferences in Q1, including Georgia Association of Educational Leaders, North American Association of Food Equipment Manufacturers, GSA Superintendent Conference, and Georgia City-County Management Association.
    - Leveraged sponsorships with American Institute of Architects, Building Owners and Managers Association and Georgia Hotel & Lodging Association including emails, print, social media, and website promotions.
- Quarterly Marketing Update
    - Marketing deployments include:
        - Web
            - Developed and launched new CEEP web and "Work with Us" pages.
            - Updated the FAQ on GeorgiaPower.com.
        - Emails
            - Program Enhancement emails for managed and unmanaged accounts.
            - Distributed two National Accounts Q1 Newsletters to over 343 contacts nationally.
            - Distributed the quarterly Participating Contractor Newsletter, "Program Insider" to 430 contractors and stakeholders who were Trade Allies, participated in the past, or diverse business contacts who are new to the Program.
            - Internal communication on program launch and 2023 enhancements emails to GPC employees.
        - Social
            - Program enhancements.
        - Program Collateral
            - Updated the technical specification documents.
            - Designed Measures Booklet of all equipment and rebates available and a Rebate One-Pager to provide an overview and connect interested stakeholders to resources and next steps.
            - Configuration of a cross-promotional information to go into the Commercial Behavioral Report.
        - Flyers
            - Contractor Recruitment.
        - Video
            - Customer Program Enhancements.
            - Contractor Program Enhancements.
    - Other deployed email campaigns

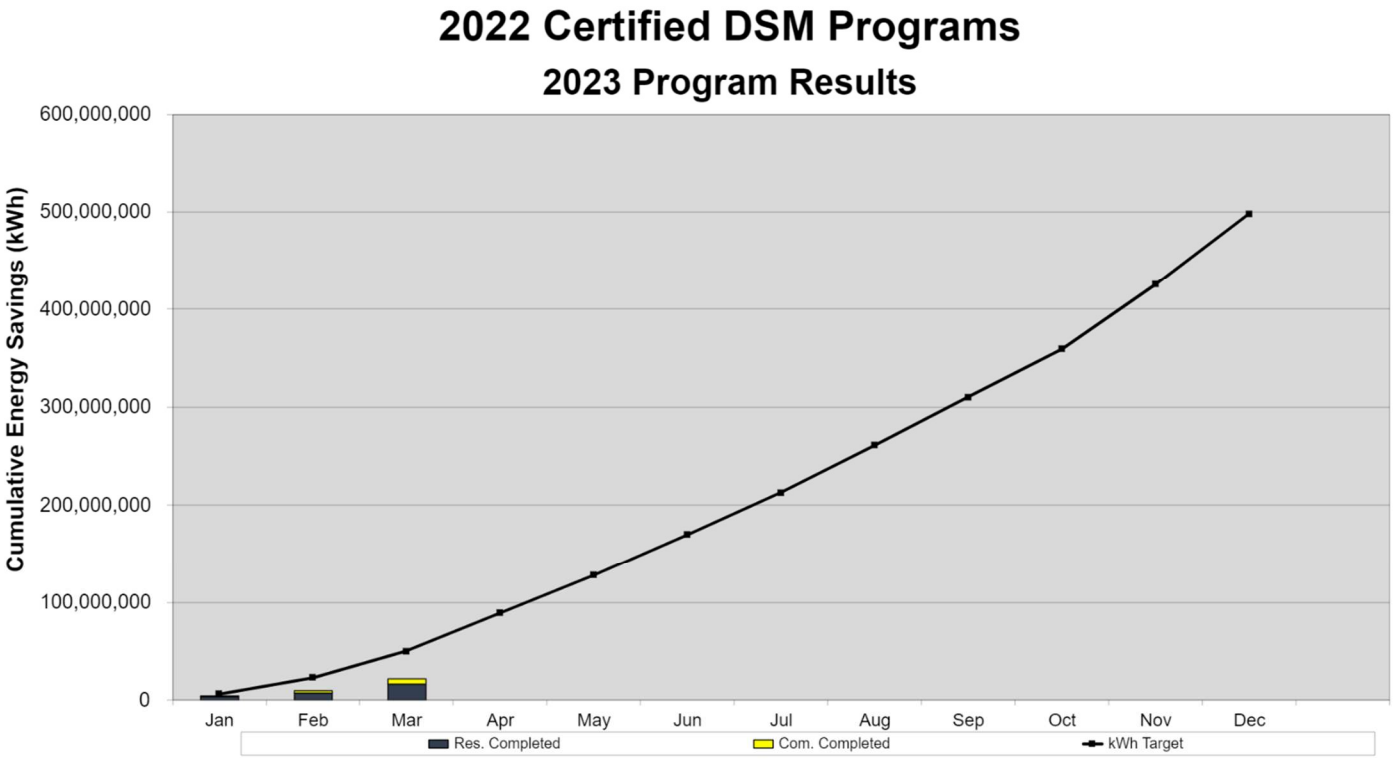
- "Meet your environmental sustainability goals through EE Improvements" to managed accounts.
- "Follow-up to environmental sustainability goals" to managed accounts.
- "Are commercial energy efficiency upgrades effective?" to unmanaged accounts.

- SCDI
  - Quarterly Program Highlights
    - In Q1 the program was fully in the market at all times.
      - 252 assessments performed at no cost to the customer.
      - 145 customers signed proposals to complete energy efficiency projects through the program.
      - Tested and prepared to launch program implementation enhancements:
        - EZ AR – software feature which allows for customer Copay invoicing to be managed in Salesforce. Rollout early Q2.
        - ScanForce – material management system. Rollout early Q2.
      - Continue to face workforce challenges.
        - Have interviewed several candidates but are still looking for qualified Program Manager to replace loss in Q4 2022.
        - Have experienced turnover with energy assessors and aiming to be back to fully staffed in April.
        - Workforce challenges have contributed to delayed rollout of additional non-lighting measures. Anticipate rollout of new measures in Q2.
  - Quarterly Marketing Update
    - In Q1, the marketing campaign targeted small business owners in metro Atlanta, northeast and southeast regions. The purpose was to educate about the benefits of LED lighting and SCDI offerings, highlighting up to 70% of installed cost being covered. Messaging also focused on upgrades impacting the business's bottom line.
    - Marketing Channels in Q1 included:
      - 3 awareness emails segmented based on industries – general (non-industry specific), warehouse, hotels and medical clinics.
      - Configuration of a cross-promotional piece to go into the Commercial Behavioral Report.
      - Online Customer Care (OCC) portal ads were launched, targeting commercial accounts under 120 kW.
      - Marketing collateral – updated program flyer with new branding and added QR code.

- Commercial Behavioral
  - Quarterly Program Highlights
    - Established a dedicated team to manage configuration and integration of customer and meter data with implementation vendor.
    - Scrubbed customer data for accuracy and eligibility.

- Began integration with implementer for data transmission processes.
    - Included multiple rounds of testing and data sanity checks.
- Initial iterations of program design and statistical rationale.
    - Treatment and control group selections.
- Completed report designs for all phases of program implementation.

- Quarterly Marketing Update
    - Content library built for phase one of implementation (low data phase)
        - Library built to include energy efficiency tips by season and business segment.
        - Internal collaboration to create content for cross promotion and featured content for other energy efficiency programs.
    - Fine-tuned email and paper report templates
        - Configured templates to enable 14 versions for the different segments, to allow for as much personalization as possible.



Certified DSM Programs - Q1 Performance Report 2023

		Residential Programs											Commercial Programs					
		Behavioral*	Specialty Lighting	Thermostat Demand Response	Refrigerator Recycling Plus	Home Energy Improvement			Energy Assistance for Savings & Efficiency		HopeWorks*	Portfolio Total	Behavioral	Custom	Prescriptive	Small Commercial Direct Install	Portfolio Total	Certified DSM Program Totals
						Multi	Single	Mfg Home	Multi	Single								
Current Quarter	Measures	376,463	102,500		1,058	268	4,562	-	382	538	140	485,911	-	6	58	135	199	486,110
	Energy Savings (kWh)	9,938,815	4,019,087		492,559	73,655	1,472,243		73,532	76,383	17,380	16,163,653	-	28,675	2,521,612	3,040,033	5,590,320	21,753,973
	Demand Savings (kW)		820	36,604	64	15	349		19	26	3	37,899		15	437	905	1,357	39,256
	Incentive Costs		$ 176,216		$ 133,342	$		366,991	$	178,120	$ 143,000	$ 997,669		$ 2,867	$ 163,429	$ 372,622	$ 538,918	$ 1,536,587
	Non-Incentive Costs	$ 1,322,830	$ 48,707	$ 939,295	$ 151,631	$		395,961	$	148,875	$ 38,809	$ 3,046,109	$ 17,311	$ 363,226	$ 710,456	$ 179,685	$ 1,270,678	$ 4,316,787
	Total Costs	$ 1,322,830	$ 224,922	$ 939,295	$ 284,973	$		762,953	$	326,995	$ 181,809	$ 4,043,777	$ 17,311	$ 366,094	$ 873,885	$ 552,307	$ 1,809,597	$ 5,853,374
Year to Date	Measures	376,463	102,500		1,058	268	4,562	-	382	538	140	485,911	-	6	58	135	199	486,110
	Energy Savings (kWh)	9,938,815	4,019,087		492,559	73,655	1,472,243		73,532	76,383	17,380	16,163,653	-	28,675	2,521,612	3,040,033	5,590,320	21,753,973
	Annual Savings Target (kWh)	33,595,836	30,705,422		6,366,937			31,072,997		10,390,904	425,017	112,557,113	8,002,058	68,047,906	286,199,379	23,412,299	385,661,642	498,218,755
	% of Goal	29.58%	13.09%		7.74%			4.98%		1.44%	4.09%	14.36%	0.00%	0.04%	0.88%	12.98%	1.45%	4.37%
	Demand Savings (kW)		820	36,604	64	15	349		19	26	3	37,899		15	437	905	1,357	39,256
	Incentive Costs		$ 176,216		$ 133,342	$		366,991	$	178,120	$ 143,000	$ 997,669		$ 2,867	$ 163,429	$ 372,622	$ 538,918	$ 1,536,587
	Non-Incentive Costs	$ 1,322,830	$ 48,707	$ 939,295	$ 151,631	$		395,961	$	148,875	$ 38,809	$ 3,046,109	$ 17,311	$ 363,226	$ 710,456	$ 179,685	$ 1,270,678	$ 4,316,787
	YTD Costs	$ 1,322,830	$ 224,922	$ 939,295	$ 284,973	$		762,953	$	326,995	$ 181,809	$ 4,043,777	$ 17,311	$ 366,094	$ 873,885	$ 552,307	$ 1,809,597	$ 5,853,374
	Total Annual Budget	$ 1,896,285	$ 3,860,697	$ 1,870,050	$ 3,662,489	$		14,216,278	$	9,118,034	$ 698,592	$ 35,322,424	$ 662,125	$ 7,782,496	$ 25,228,849	$ 6,148,639	$ 39,822,110	$ 75,144,533
	Annual Budget Variance	$ (573,455)	$ (3,635,774)	$ (930,755)	$ (3,377,516)	$		(13,453,325)	$	(8,791,039)	$ (516,783)	$ (31,278,647)	$ (644,814)	$ (7,416,403)	$ (24,354,964)	$ (5,596,332)	$ (38,012,513)	$ (69,291,159)
	% Spent	69.76%	5.83%	50.23%	7.78%			5.37%		3.59%	26.03%	11.45%	2.61%	4.70%	3.46%	8.98%	4.54%	7.79%

Other Costs:	**YTD Spend**	**2023 Budget**
DSM Cross Cutting/Training	$ 447,674	$ 3,550,000
Residential Pilot Program	$ 99,435	$ 1,500,000
IQ Tariff Based Pilot	$ 69,330	$ 500,000
Commercial Pilot Programs	$ 42,993	$ 1,700,000
Residential EE Consumer Awareness	$ 1,002,866	$ 4,500,000
Commercial EE Consumer Awareness	$ 200,658	$ 1,100,000
Power Credit	$ 4,385	$ 15,000
Education Initiative-Learning Power	$ 780,497	$ 4,000,000
Midstream Program (Corrections to appropriate budgets in progress)	$ 11,901	$ -
TOTAL	**$ 2,659,739.85**	**$ 16,865,000.00**

*HopeWorks - $143,000 prefunded incentives. As of March 30, 2023, $42,229.25 of prefunded incentives reported.
Carbon Footprint Reduction - Portfolio 8,810T, Residential 6,546T, Commercial 2,264T