Georgia Power

Bin 10230,

241 Ralph McGill Boulevard, NE

Atlanta, GA 30308-3374

November 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, Third Quarter 2023 Programs Status Report; Docket No. 44161

Dear Ms. Tanner:

Enclosed for filing is Georgia Power Company's Third 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
Q3 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 third quarterly report for activity through September 30, 2023.

Q3 2023 Summary

Program Name	Annual Target (kWh)	YTD Savings (kWh)	% of Goal	Annual Budget	YTD Costs	% Spent
Behavioral	33,595,836	37,772,467	112.43%	$ 1,896,285	$ 1,779,415	93.84%
Specialty Lighting	30,705,422	29,202,727	95.11%	$ 3,860,697	$ 2,605,016	67.48%
Thermostat Demand Response*	-	-	0.00%	$ 1,870,050	$ 1,308,827	69.99%
Refrigerator Recycling	6,366,937	1,788,332	28.09%	$ 3,662,489	$ 1,688,112	46.09%
HEIP	31,072,997	7,390,067	23.78%	$ 14,216,278	$ 4,035,976	28.39%
EASE	10,390,904	4,617,194	44.43%	$ 9,118,034	$ 6,683,099	73.30%
HopeWorks	425,017	170,797	40.19%	$ 698,592	$ 670,867	96.03%
Residential Programs	**112,557,113**	**80,941,583**	**71.91%**	**$ 35,322,424**	**$ 18,771,311**	**53.14%**
Behavioral	8,002,058	593,182	7.41%	$ 662,125	$ 488,416	73.76%
Custom	68,047,906	13,998,961	20.57%	$ 7,782,496	$ 3,239,174	41.62%
Prescriptive	286,199,379	53,856,650	18.82%	$ 25,228,849	$ 8,177,543	32.41%
SCDI	23,412,299	6,428,158	27.46%	$ 6,148,639	$ 2,163,184	35.18%
Commercial Programs	**385,661,642**	**74,876,951**	**19.42%**	**$ 39,822,110**	**$ 14,068,317**	**35.33%**
Total	**498,218,755**	**155,818,534**	**31.28%**	**$ 75,144,533**	**$ 32,839,629**	**43.70%**

*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 multiple approaches that Georgia Power residential customers can take advantage of: 1) *Whole House* 2) *Individual Improvements* and 3) *Manufactured Home Direct Install*. 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 Q3 (July - September) 2023

Residential:

- Specialty Lighting
  - Quarterly Program Highlights
    - Marketplace Flash Sale conducted 8/28 - 9/10.
    - Food Bank - In partnership with 4 community food banks and associated partner pantry organizations, the program distributed around 20,000 bundles of materials to Income Qualified customers.
      - **Partners**: Atlanta Community Food Bank, Middle Georgia Community Food Bank, Second Harvest of South Georgia, and America's Second Harvest of Coastal Georgia.
      - **Bundles**: 2 A-line standard LEDs, 1 dusk till dawn bulb daylight sensor bulb, educational flyer cross-promoting EASE and pre-pay, and re-usable GPC grocery bag. Additionally, a tear tag on the bulb boxes cross promotes the RRP+ program.
      - Completed distribution events at food banks and partner pantries.
        - 7/13 – Middle Georgia Community Food Bank with Beulahland Bible Church in Macon.
        - 7/14 –Atlanta Community Food Bank with Center Helping Obesity End Successfully (C.H.O.I.C.E.S.) in Atlanta.
        - 7/28 –Second Harvest Food Bank of Coastal Georgia at the Food Bank Warehouse.
  - Quarterly Marketing Update
    - Broadcast Radio (Atlanta Braves games).
    - Marketing Emails (flash sale, awareness).
    - GPC homepage banner, LED sale.
    - Paid online display (awareness, flash sales).
    - Paid social media (awareness, flash sales).
    - Pandora Radio.

- Residential Behavioral
  - Quarterly Program Highlights
    - 714k paper HERs and 629k eHERs sent Q3.
  - Quarterly Marketing Update
    - The Home Electric Reports included cross-promotional information on Project Share, Marketplace, HEIP heat pump water heaters and home assessment, georgiapower.com/tips, EASE, and rates. Double wide module promoting portal updates resulted in approximately 2,000 clicks to the portal at a 1.71% click rate and an additional ~700 visits from other URL links.

- RRP+
    - Quarterly Program Highlights
        - Program Pause and Optimization.
            - The program underwent a temporary pause to streamline procedures, optimize resources, and incorporate customer feedback.
        - Collaborative Recycling Events.
            - Partnership with City of Atlanta: The program partnered with the City of Atlanta to facilitate two in person recycling events for dehumidifiers and room air conditioners, hosted at Greenbriar Mall.
    - Quarterly Marketing Update
        - Temporary Pause of Program.
            - Program marketing temporarily halted on 8/23/23 for strategic adjustments and optimization of program implementation.
            - Marketing operations resumed on 10/23/23.
        - Awareness and Conversion Campaigns.
            - Leveraged paid social, display, and paid search campaigns to boost awareness and drive conversion.
            - Implemented retargeting strategies with tailored messaging based on age demographics.
        - Next-door Ad Campaign.
            - Successfully launched a paid advertising campaign on Next-door.
            - Achieved remarkable results with over 800,000 impressions and more than 3,000 clicks.
        - Email Marketing Efforts.
            - Deployed 5 event-focused emails to customers within a 50-mile radius of event locations.
            - Achieved an impressive email open rate of 21%.
        - Online Customer Care Portal (OCC) Promotion.
            - Promoted the Online Customer Care Portal (OCC) through targeted ads.

- Thermostat Demand Response (Temp ✓)
    - Quarterly Program Highlights
        - Temp ✓ has 23,252 devices enrolled as of end of Q3 2023.
        - Flex Hours events were held July 20, July 31, and August 24, 2023.
            - A critical event was called July 31st with less notice and a specific critical event email notification to customers.
    - Quarterly Marketing Update
        - The program was not accepting enrollments in Q3, so no marketing took place.

- HEIP
    - Quarterly Program Highlights
        - Manufactured Homes Direct Install Efforts.
            - Continued direct install efforts for manufactured homes by promoting the program in 17 communities.
                - Completed a total of 129 installs in Q3.
            - Launched an online scheduling system which provides an easy avenue for customers to sign up and participate in the program.
        - Recruitment / Outreach Efforts.
            - Attended 5 outreach events throughout the state to speak to the community regarding availability of Georgia Power's energy efficiency programs.
                - Back to School Bash.
                - NW Metro Atlanta Meeting.
                - Dawson County Fair.
                - MAACA IRA Event.
                - Community Housing Services Agency Savannah Housing Tour.
            - Completed 25 HVAC specific outreach meetings to promote HEIP Individual Improvement measures.
            - Contractor Recruitment.
                - HEIP currently has 21 active participating Program Contractors.
                - Completed 44 outreach meetings to discuss participation as a program contractor.
    - Quarterly Marketing Update
        - Email Marketing.
            - Included two emails focused on Individual Improvements (Heat Pump Water Heater and Pool Pump Timers) generating over 3,500 clicks.
            - Launched a triggered email campaign, generating an average open rate of 58%.
                - This campaign targets Georgia Power customers who visit the HEIP page and do not take any action. Customers are then sent an email with information on how to participate in this program.
        - Paid/Organic social media.
            - Paid Facebook ads generated over 15,000 web page visits.
            - Paid Instagram ads generated over 8,500 web page visits.
        - Paid Nextdoor Ads targeting the entire state of Georgia.
            - Featured Individual Improvements and Whole House content.
            - Ads generated nearly 10,000 page visits.
        - Paid Display Ads.
            - Generated almost 24,000 web page visits.
        - Paid Search ads.
        - GPC Homepage Banner.
        - Program flyers distributed at tradeshows and conferences.

        - Point Of Purchase (POP) signage displayed at The Home Depot stores throughout Georgia.
        - Door hangers, flyers and other printed marketing material distributed throughout several manufactured homes communities.
        - WSB Home Experts segment aired, with content focusing on Duct Sealing and other Individual Improvements.

- HopeWorks
    - Quarterly Program Highlights
        - The HopeWorks program provided energy efficiency improvements in 87 homes through Q3.
    - Quarterly Marketing Update
        - Developed the HopeWorks "Tell A Friend" card used at outreach events and as a leave behind for current participants.
        - Promoted HopeWorks Program at "Community Health & Resource Fair" held on July 15th at Rodney Cook Sr. Park in Atlanta.
        - Presentation at Randolph County Senior Center on September 26th promoting the HopeWorks Program and other Residential Energy Efficiency Programs.
        - Outreach efforts were made to 44 Senior Centers around the state promoting HopeWorks Program.

- EASE
    - Quarterly Program Highlights
        - Began working on a document in conjunction with GEFA/CAA's in an effort to serve their backlog of Georgia Power customers that meet the EASE eligibility requirements.
        - Participated in 9 outreach events that were designed to raise awareness and increase program participation.
            - Ser Familia Fair Oaks Health Fair 07-15-23.
            - Community Health & Resource Fair 07-15-23.
            - APS Back to School Bash 07-22-23.
            - City of Atlanta Utility Assistance Workshop 07-24-23.
            - AABE Senior Citizen Touch Event 07-28-23.
            - Dozier Day Weekend Family Fun Day 09-16-23.
            - Energy Efficiency Workshop (NPU) 09-18-23.
            - Concerned Black Clergy Board Meeting 09-25-23.
            - September Saturdays CORE Resource Fair 09-30-23.
    - Quarterly Marketing Update
        - Email Marketing.
            - Launched cross-promotional email that generated an open rate of 25%.
            - The EASE program was featured on other cross-promotional emails, as part of the Energy Affordability campaign, generating over 1,500 clicks.

        - Display ads promoting EASE targeting program participants via Propel.
            - Paid ads generated over 470,000 impressions and 7,500 clicks.
        - OCC ads – targeting donors and participants.
        - Program flyers distributed at tradeshows and conferences.
        - Program overview was featured on WSB's Home Experts.

Commercial:

- Custom & Prescriptive
    - Quarterly Program Highlights
        - Launched the Limited Time Smart Savings Offer & Participating Contractor Smart Savings Bonus on July 1.
            - 265 participants met the Limited Time Smart Savings Offer requirements and received an additional 30% in Prescriptive rebates.
            - 5 Custom applications were submitted that are eligible for the Participating Contractor Smart Savings Bonus. Participating Contractors can receive a bonus up to $6,000, based on the kWh saved per Custom project.
        - Conducted 3 Coffee Talks and 1 Live Training for contractors:
            - Limited Time Offer and Bonus (LTO/LTB) Coffee Talk on 7/18/23.
            - Online application (OIT) Coffee Talk on 8/15/23.
            - Georgia Power Virtual Participating Contractor Training on 8/24/23.
            - K-12 Schools Coffee Talk on 9/26/23.
        - Launched one-on-one outreach effort with 661 program awareness emails sent on 9/25 and subsequent direct outreach over the next four weeks.
        - Approved 20 new Participating Contractors. Total Participating Contractor network now includes 75 companies statewide.
        - Hosted second in-person Contractor Advisory Group meeting on 9/14/23 where meaningful program feedback was solicited from a diverse group of four contractors.
        - Held 795 outreach meetings one on one with customers.
        - Hosted 48 events to promote CEEP.
        - Participated and presented program information at multiple conferences.
            - Georgia Association of Educational Leaders (GAEL) – 7/10/23.
            - Georgia Food Industry Association (GFIA) - 7/13 - 7/16/23.
            - Association of Energy Service Professionals (AESP) – 9/13/23.
            - Building Owners & Managers Association (BOMA) – 8/10/23.
    - Quarterly Marketing Update
        - July
            - Paid media for customer awareness campaign across display and search. Targeted mid-to-large businesses including general commercial, K-12, hospitals, warehouses, and universities.
                - Display: 309K impressions, 0.21% click-through rate.

        - Search: 3K impressions, 13% average click-through rate.
    - Limited Time Offer customer awareness promoted across:
        - Paid media:
            - Display: 971K impressions, 0.42% click-through rate.
            - Social: 538K impressions, 0.42% click-through rate.
        - Owned channels:
            - Web (direct): 16K views.
            - OCC: 145K monthly average impressions, 0.09% conversion rate.
            - Circuit: 55 monthly average reach, 9 monthly average likes.
            - Email: 4000+ recipients, 38% open rate.
        - Misc.: Print, sponsored placement with Georgia Hotel and Lodging Association (GHLA) and Georgia School Nutrition Association (GSNA).
    - Produced 10+ segment-based flyers to highlight industry-specific measures and associated rebates offered.
    - Development of general awareness videos consisting of 1 general themed, 4 vertical themed and 4 seasonal themed.
    - Ongoing GeorgiaPower.com/ceep updates to promote new program offers like the limited time savings offer.
    - Promoted Georgia Power CEEP in the ICF National Accounts Xchange newsletter and announced the Limited Time Offer.
    - Invited over 500 Participating Contractors to live trainings.
    - Promoted July Coffee Talk to Participating Contractor network via email.
    - Promoted the Limited Time Offer and Bonus to over 500 contractors via email four times during the month.
- August
    - Paid media for customer awareness campaign across display and search. Targeted mid-large businesses including general commercial, K-12, hospitals, warehouses, and universities.
        - Display: 4.1M impressions, 0.21% click-through rate.
        - Search: 267K average impressions, 13% average click-through rate.
    - Limited Time Offer customer awareness promoted across:
        - Paid media:
            - Display: 2.1M impressions, 0.39% click-through rate.
            - Social: 1.3M impressions, 0.41% click-through rate.
        - Owned channels:
            - Web (direct): 29K views.
            - OCC: 145K monthly average impressions, 0.09% conversion rate.
            - Circuit: 55 monthly average reach, 9 monthly average likes.
            - Email: 4000+ recipients, 39% open rate.

        - Misc.: Print, sponsored placement with Georgia Hotel and Lodging Association (GHLA) and Georgia School Nutrition Association (GSNA).
    - Development of new promotional items including commercial energy efficiency 15sec and 30sec videos across general theme, vertical theme (qty 4) and seasonal theme (qty 4). As well as marketing collateral including display, social, radio, and print.
    - Ongoing updates to GeorgiaPower.com/ceep and existing marketing collateral featured across web and print to promote new program offers like the limited time savings offer.
    - Promoted Georgia Power CEEP in the ICF National Accounts Xchange newsletter and announced the deadline for the Limited Time Offer.
    - Promoted the Limited Time Offer and Bonus to over 500 contractors via email two times during the month.
    - Utilized a new Participating Contractor recruitment flyer to communicate benefits of being a Participating Contractor. It serves as a tool to share while attending events, meeting with contracting companies, and one on one outreach.
    - Promoted August Coffee Talk and the Participating Contractor Live Training Event to the Participating Contractor network via email.

- September
    - Paid media for customer awareness campaign across display, print, and search. Targeted mid-to-large business across general commercial, K-12, hospitals, warehouses, and universities.
        - Paid: 5.4M impressions, 0.23% click-through rate.
        - Search: 15K impressions, average 14% click-through rate.
        - Print: 115K impressions.
    - Limited Time Offer customer awareness promoted across:
        - Paid media:
            - Display: 5.5M impressions, 0.37% click-through rate.
            - Social: 1.5M impressions, 0.34% click-through rate.
        - Owned channels:
            - Web (direct): 44K views.
            - OCC: 145K monthly average impressions, 0.09% conversion rate.
            - Circuit: 55 monthly average reach, 9 monthly average likes.
            - Email: 4000+ recipients, 35% open rate.
        - Misc.: Print, sponsored placement with Georgia Hotel and Lodging Association (GHLA) and Georgia School Nutrition Association (GSNA).
    - Promoted the Limited Time Offer and Bonus to over 600 contractors via email two times during the month.

- Launched paid media to recruit new Participating Contractors.
- Promoted September Coffee Talk to the Participating Contractor network via email.

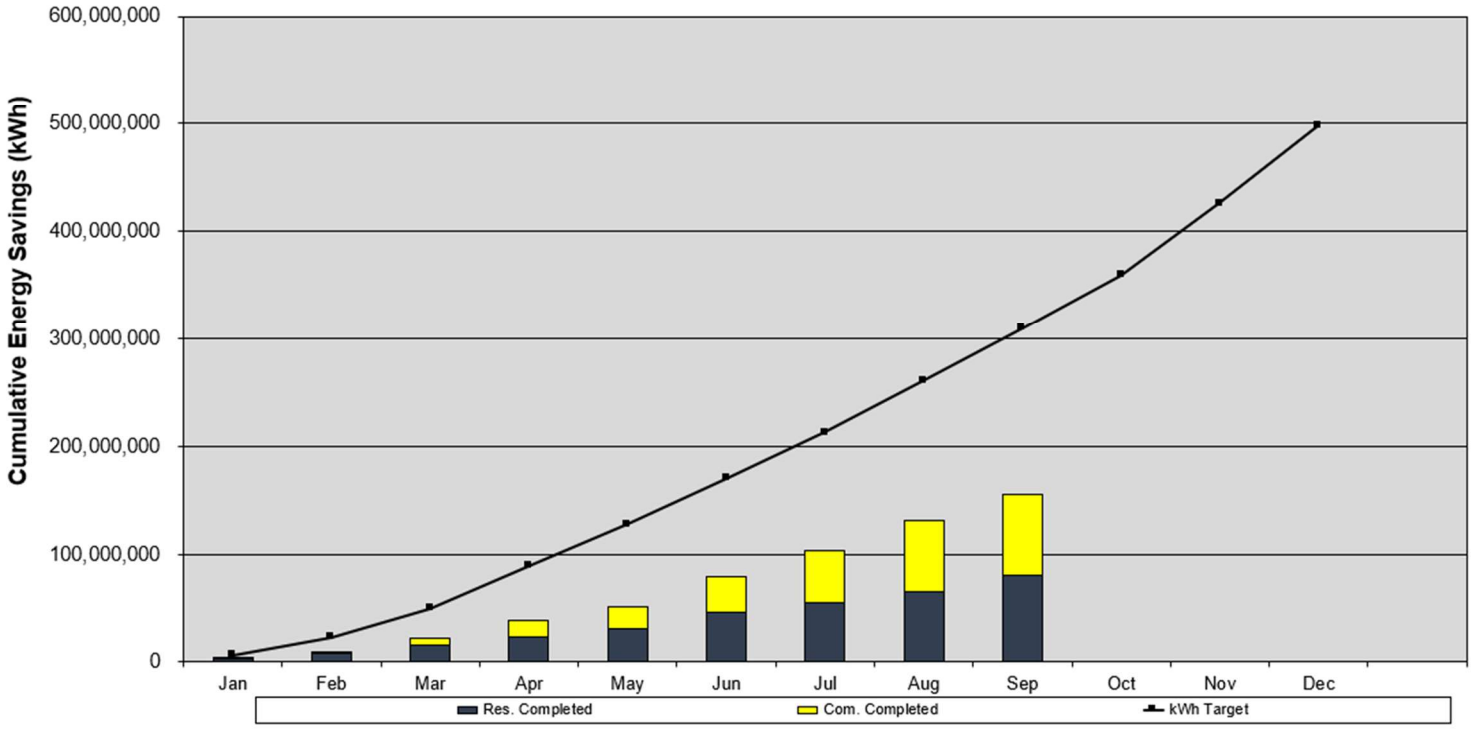
- Small Commercial Direct Install (SCDI)
  - Quarterly Program Highlights
    - 340 assessments completed in Q3.
    - Currently examining the low conversion rate from assessment to signed proposal.
      - 2022 conversion rate was ~60%. Rates for 2023 include 33% for 2023 overall and 28% for Q3.
      - Implemented new tactics for assessors to increase conversion rates for online inquiries and door knocks. Examples include:
        - Adjusted assessor KPI's to incentivize moving customer from assessment to signed proposal.
        - Coordinating assessment appointments with business owner/decision maker to facilitate quicker approvals.
    - Continuing to face workforce challenges.
      - Hired two assessors to backfill two hired in Q2.
    - Continuing to look at adding additional measures outside of lighting that can be viably installed for customers given technical capacity and licenses of the contractor network and variability within small commercial customers' buildings and needs.
  - Quarterly Marketing Update
    - We expanded our multi-channel marketing campaign "Better Lights. Stronger Savings. Upgrade to LEDs." to include additional marketing channels and increased reach by targeting statewide instead of by regions.
    - Digital marketing channels in Q3 include:
      - Display ads (web)- static and animated.
        - Static- non-industry specific, warehouse.
        - Animated- non-industry specific .gif.
        - 1.7M Impressions combined, 0.63% click-through rate.
      - Paid social.
        - Facebook – non-industry specific, warehouse, retail, gym.
          - 748K Impressions, 0.75% click-through rate.
        - Instagram- non-industry specific, warehouse, retail, gym.
          - 1.6M Impressions, 0.31% click-through rate.
        - LinkedIn – non-industry specific.
          - 1,800 impressions, 0.33% click-through rate.
        - YouTube Video Ad.
          - 0:30 Charm Barn testimonial ad targeting small businesses.
          - 1.5M Impressions, 0.08% click-through rate.
      - Radio.
        - Pandora Streaming radio - 0:30 ad targeting small businesses, clickable display ad included with spot.

                - 990K Impressions, 0.01% click-through rate.
            - Broadcast radio (WSB 95.5 and Kiss 104.1) - aired in July for a limited time for general awareness.
        - Email- 4 email campaign series executed in Q3.
            - Affordability Campaign – statewide reach (2 emails)
                - 38.5% Open Rate, 1.2% click-through rate.
            - Better Lights. Stronger Savings. Upgrade to LEDs. - targeted metro Atlanta, and Coastal Savannah regions (2 multistep emails per region).
                - Segmented by industries- general (non-industry specific), retail, warehouse, auto shops, and healthcare clinics.
                - 36.9% Open Rate, 2.8% click-through rate.
            - Big Savings for Small Businesses (single send with a/b test).
                - 36.1% Open Rate, 1.2% click-through rate.
            - "We're in your area" multistep.
                - 41.6% Open Rate, 1.9% click-through rate.
    - Promoted the program through other owned marketing channels:
        - Commercial Behavioral Report.
        - Online Customer Care (OCC) portal ads.
            - Continued targeting commercial accounts under 120 kW.
            - Updated format to text-based instead of image-based creative to test performance.
        - On-bill messaging.

- Commercial Behavioral
    - Quarterly Program Highlights
        - Full data phase (phase 2, final phase) launched in August.
        - 28,541 paper Business Electric Reports (BERs) mailed in Q3.
        - 65,425 electronic BERs (eBERs) emailed in Q3.
    - Quarterly Marketing Update
        - The distributed Business Electric Reports provide customer specific energy usage analysis along with business segment specific energy saving tips and industry trend insights.
        - Reports and program online dashboard provided cross promotion of Commercial Energy Efficiency Program and Small Commercial Direct Install (SCDI).

2022 Certified DSM Programs

2023 Program Results



Residential Energy Efficiency Income Qualified Update

Q3 YTD 2023

22,158T

IQ Carbon Footprint Reduction

Specialty Lighting

29,030,779	**26,462,235**	**109.71%**
Sum of IQ YTD Actual kWh	Annual IQ kWh Goal	% of Annual kWh Goal

Residential Behavioral

18,535,094	**8,398,959**	**220.68%**
Sum of IQ YTD Actual kWh	Annual IQ kWh Goal	% of Annual kWh Goal

EASE

4,617,195	**10,390,904**	**44.43%**
Sum of IQ YTD Actual kWh	Annual IQ kWh Goal	% of Annual kWh Goal

Home Energy Improvement Program

1,775,891	**1,591,127**	**111.61%**
Sum of IQ YTD Actual kWh	Annual IQ kWh Goal	% of Annual kWh Goal

Refrigerator Recycling Plus

580,298	**0**	**0.00%**
Sum of IQ YTD Actual kWh	Annual IQ kWh Goal	% of Annual kWh Goal

HopeWorks

170,797	**425,017**	**40.19%**
Sum of IQ YTD Actual kWh	Annual IQ kWh Goal	% of Annual kWh Goal

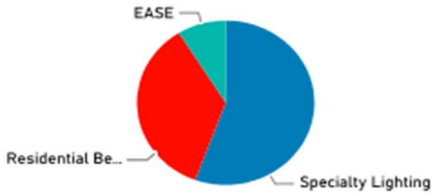
IQ YTD Actual kWh



IQ YTD % of Annual kWh Goal

115.74%

IQ YTD Actual kWh by Program Name



The top three programs are represented.

Certified DSM Programs - Q3 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	360,335	189,338	-	2,566	311	6,697	7,518	5,170	15,052	556	587,543	33,830	32	369	74	34,305	621,848
	Energy Savings (kWh)	15,950,107	11,068,558	-	735,181	94,384	2,403,264	757,364	688,670	2,737,742	74,224	34,509,493	593,182	8,118,417	32,368,288	1,326,588	42,406,475	76,915,968
	Demand Savings (kW)	2,971	3,134	64,330	79	19	554	99	231	738	16	72,172	-	1,567	5,140	345	7,053	79,225
	Incentive Costs	$ -	$ 330,685	$ -	$ 155,368	$		726,104	$	2,704,655	$ -	$ 3,976,812	$ -	$ 697,248	$ 2,072,676	$ 155,935	$ 2,925,859	$ 6,902,672
	Non-Incentive Costs	$ 400,903	$ 829,875	$ 59,672	$ 577,169	$		830,414	$	2,432,931	$ 78,051	$ 5,209,015	$ 75,485	$ 1,128,487	$ 1,706,194	$ 578,900	$ 3,489,066	$ 8,698,080
	Total Costs	$ 400,903	$ 1,220,560	$ 59,672	$ 732,537	$		1,556,518	$	5,137,586	$ 78,051	$ 9,185,827	$ 75,485	$ 1,825,735	$ 3,778,870	$ 734,835	$ 6,414,925	$ 15,600,752
Year to Date	Measures	360,335	525,974	4,977	4,809	1,030	17,919	7,518	11,146	17,244	1,245	952,197	33,830	72	700	288	34,890	987,087
	Energy Savings (kWh)	37,772,467	29,202,727	-	1,788,332	459,978	6,172,725	757,364	1,472,380	3,144,813	170,797	80,941,583	593,182	13,998,961	53,856,650	6,428,158	74,876,951	155,818,534
	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	112.43%	95.11%		28.09%			23.78%		44.43%	40.13%	71.91%	7.41%	20.57%	18.82%	27.46%	19.42%	31.28%
	Demand Savings (kW)	2,971	8,041	121,346	228	96	1,439	99	513	858	33	135,624	-	2,326	9,030	1,869	13,225	148,849
	Incentive Costs	$ -	$ 1,058,373	$ 248,850	$ 435,008	$		1,801,456	$	4,008,850	$ 429,000	$ 7,981,536	$ -	$ 1,251,152	$ 3,604,260	$ 859,434	$ 5,714,846	$ 13,696,382
	Non-Incentive Costs	$ 1,779,415	$ 1,546,643	$ 1,059,977	$ 1,253,104	$		2,234,521	$	2,674,249	$ 241,867	$ 10,789,775	$ 488,416	$ 1,988,022	$ 4,573,284	$ 1,303,750	$ 8,353,471	$ 19,143,247
	YTD Costs	$ 1,779,415	$ 2,605,016	$ 1,308,827	$ 1,688,112	$		4,035,976	$	6,683,099	$ 670,867	$ 18,771,311	$ 488,416	$ 3,239,174	$ 8,177,543	$ 2,163,184	$ 14,068,317	$ 32,839,629
	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	$ (116,870)	$ (1,255,681)	$ (561,223)	$ (1,974,377)	$		(10,180,301)	$	(2,434,935)	$ (27,725)	$ (16,551,112)	$ (173,709)	$ (4,543,323)	$ (17,051,306)	$ (3,985,455)	$ (25,753,792)	$ (42,304,905)
	% Spent	93.84%	67.48%	69.99%	46.09%			28.39%		73.30%	96.03%	53.14%	73.76%	41.62%	32.41%	35.18%	35.33%	43.70%

Other Costs:	YTD Spend	2023 Budget
DSM Cross Cutting/Training	$ 2,702,250	$ 3,550,000
Residential Pilot Program	$ 671,821	$ 1,500,000
IQ Tariff Based Pilot	$ 382,423	$ 500,000
Commercial Pilot Programs	$ 408,397	$ 1,700,000
Residential EE Consumer Awareness	$ 3,941,098	$ 4,500,000
Commercial EE Consumer Awareness	$ (366,643)	$ 1,100,000
Power Credit	$ 105,552	$ 15,000
Education Initiative-Learning Power	$ 4,189,885	$ 4,000,000
Midstream (program charged in error correction pending)	$ 7,884	
TOTAL	**$ 12,042,668**	**$ 16,865,000**

*HopeWorks - $429,000 prefunded incentives. As of September 30, 2023, $299,674.40 of prefunded incentives reported.
Carbon Footprint Reduction - Portfolio 63,107T, Residential 32,781T, Commercial 30,325T