Georgia Power

Bin 10230,

241 Ralph McGill Boulevard, NE

Atlanta, GA 30308-3374

February 19, 2024

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

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

Dear Ms. Tanner:

Enclosed for filing is Georgia Power Company's Fourth 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
Q4 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 fourth quarterly report for activity through December 31, 2023.

Q4 2023 Summary

Program Name	Annual Target (kWh)	YTD Savings (kWh)	% of Goal	Annual Budget	YTD Costs	% Spent
Behavioral	33,595,836	48,971,239	145.77%	$ 1,896,285	$ 1,610,327	84.92%
Specialty Lighting	30,705,422	45,949,095	149.64%	$ 3,860,697	$ 4,228,519	109.53%
Thermostat Demand Response	-	-	0.00%	$ 1,870,050	$ 1,786,800	95.55%
Refrigerator Recycling	6,366,937	2,587,291	40.64%	$ 3,662,489	$ 2,898,939	79.15%
HEIP	31,072,997	10,766,651	34.65%	$ 14,216,278	$ 7,185,639	50.55%
EASE	10,390,904	10,646,902	102.46%	$ 9,118,034	$ 10,368,188	113.71%
HopeWorks	425,017	241,825	56.90%	$ 698,592	$ 825,990	118.24%
Residential Programs	**112,557,113**	**119,163,004**	**105.87%**	**$ 35,322,424**	**$ 28,904,402**	**81.83%**
Behavioral	8,002,058	874,193	10.92%	$ 662,125	$ 557,142	84.14%
Custom	68,047,906	42,413,303	62.33%	$ 7,782,496	$ 5,802,810	74.56%
Prescriptive	286,199,379	102,937,274	35.97%	$ 25,228,849	$ 15,879,741	62.94%
SCDI	23,412,299	13,332,273	56.95%	$ 6,148,639	$ 3,830,417	62.30%
Commercial Programs	**385,661,642**	**159,557,043**	**41.37%**	**$ 39,822,110**	**$ 26,070,109**	**65.47%**
Total	**498,218,755**	**278,720,046**	**55.94%**	**$ 75,144,533**	**$ 54,974,512**	**73.16%**

*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 earlier successful 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 Q4 (October – December) 2023

Residential:

- Specialty Lighting
  - Quarterly Program Highlights
    - Marketplace Flash Sale conducted 11/24 – 12/10.
    - **Food Bank** - In partnership with 3 community food banks and associated partner pantry organizations, the program distributed around 20,000 bundles of materials to Income Qualified customers.
      - **Partners**: 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.
  - Quarterly Marketing Update
    - Paid advertising on social media (Instagram, Facebook, Nextdoor).
    - Paid online Google display ads.
    - Pandora radio commercials.
    - Marketing content on monthly residential customer behavioral reports.
    - Food bank informational flyer distributions.

- Residential Behavioral
  - Quarterly Program Highlights
    - AMI data rolled out with December HERs and eHERs with corresponding changes to charts and information.
    - 79k paper HERs and 186k eHERs sent Q4.
  - Quarterly Marketing Update
    - The Home Electric Reports included cross-promotional information on Marketplace Black Friday Cyber Monday, thermostats, and lighting, Project Share, georgiapower.com/tips, EASE, HEIP Heat Pump Water Heater, multi-family Manufactured Homes.

- RRP+
  - Quarterly Program Highlights
    - Program Pause and Optimization.
      - Relaunched Refrigerator Recycling+ program (RRP+) in October from temporary pause and optimization.
    - Collaborative Recycling Events.
      - The program partnered with City of Atlanta to facilitate the third in person recycling event for dehumidifiers and room air conditioners, hosted at Greenbriar Mall.
  - Quarterly Marketing Update

        - Email Marketing.
            - Sent 5 emails to customers in Q4 promoting the recycling event as well as a general program announcement.
            - All emails in total generated an average open rate of 23.95% and a clickthrough rate of 3.8%.
        - Google Display Ads.
            - Promoted RRP+ via paid Google Display ads.
            - These display ads generated over 2 million impressions and over 11,000 clicks.
        - Social Media Ads.
            - Promoted RRP+ via paid Facebook and Instagram ads.
            - Paid social media ads generated over 2 million impressions and over 17,000 clicks.
        - Nextdoor Ads.
            - Promoted multiple program features, such as Home Energy Assessments and duct sealing, via paid Nextdoor ads.
            - Paid Nextdoor Ads generated over 4.6 million impressions and 14,000 clicks.
        - Additional Marketing.
            - Ads promoting RRP+ were displayed on the Online Customer Care portal, as well as the GPC homepage.
        - Overview of RRP+ was featured on WSB's Home Experts, showcasing how customers can get involved in the program.
        - Radio ad of RRP+ aired on Cox Radio.

- Thermostat Demand Response (Temp ✓)
    - Quarterly Program Highlights
        - Temp ✓ had 24,960 devices enrolled as of end of Q4 2023.
        - Flex Hours events were held December 20, 2023.
    - Quarterly Marketing Update
        - The program opened enrollment for 2 weeks in October filling 2k units through OEM apps. No other marketing was needed to reach full enrollment.

- HEIP
    - Quarterly Program Highlights
        - Manufactured Homes Direct Install (DI) Efforts.
            - Enrolled more homes eligible for thermostat upgrades and pipe insulation installation, increasing our average kWh per DI from 1,600 kWh to 1,731 kWh.
            - Used grassroots methods to engage with 7 new communities.
            - Completed 94 installs in Q4 using continued DI efforts for manufactured homes through both scheduled appointments and neighborhood canvassing.
        - Recruitment / Outreach Efforts.
            - Attended 18 outreach events throughout the state of Georgia to connect with the community and contractor network and share availability of programs.

- Completed 39 HVAC-specific outreach meetings to promote HEIP.
- Completed 67 outreach meetings to recruit program contractors.
- HEIP currently has 21 active participating Program Contractors.
- Completed Point of Purchase sign installs in 54 retails stores throughout Georgia for qualifying improvements.

- Quarterly Marketing Update
  - Email Marketing.
    - Sent a total of 8 emails in Q4 promoting the Manufactured Homes Direct Install and the Find a Contractor trigger email campaign.
    - All emails in total generated an average open rate of 27.13% and a clickthrough rate of 2.5%.
  - Google Display Ads.
    - Promoted energy efficiency improvements, such as Heat Pump Water Heater and Attic Insulation, to potential program participants.
    - These display ads generated over 10 million impressions and over 40,000 clicks.
  - Social Media Ads.
    - Promoted energy efficiency improvements, as well as animated instructional. video on how individuals can participate in HEIP, via paid social media ads.
    - Paid social media ads generated over 12 million impressions and over 66,000 clicks.
  - Nextdoor Ads.
    - Promoted multiple program features, such as Home Energy Assessments and duct sealing, via paid Nextdoor ads.
    - Paid Nextdoor Ads generated over 6.8 million impressions and 26,000 clicks.
  - Additional Marketing.
    - OCC Product Portal Ads: Targeted ads promoting HEIP were displayed on the Online Customer Care portal, targeting customers who have a high likelihood of participating in HEIP.
    - Overview of HEIP was featured on WSB's Home Experts, teaching viewers about the different ways that customers can participate in the program.

- HopeWorks
  - Quarterly Program Highlights
    - The HopeWorks program provided energy efficiency improvements in 113 homes through Q4.
  - Quarterly Marketing Update
    - Launched a new Georgia Power website exclusively for HopeWorks, www.georgiapower.com/hopeworks, where customers can learn more about the program and submit an interest form.

        - Promoted the HopeWorks Program at United States Representative David Scott's "MEET AND GREET" event in October at the J. Charley Griswell Senior Service Center in Jonesboro.
        - Promoted the HopeWorks Program and other Residential Energy Efficiency Programs at the "Give Christmas to a Senior" event at Simpson Street Church of Christ in December.
        - Customer testimonial video was created to be used on Georgia Power HopeWorks website and at in-person events.

- EASE
    - Quarterly Program Highlights
        - Worked with or completed over 18 multifamily projects during the 4th quarter.
            - Byron Housing Authority.
            - Perry Housing Authority.
            - Springview Apartments.
            - Roberta Housing Authority.
            - Greenville Housing Authority.
            - Allen Apartments.
            - Ocilla Housing Authority.
            - Glennville Housing Authority.
            - Pelham Housing Authority.
            - Santa Fe Villas.
            - Wrightsville Housing Authority.
            - Summerdale Apartments.
            - Conyers Housing Authority.
            - Social Circle Housing Authority.
            - Loganville Housing Authority.
            - Monroe Housing Authority.
            - Augusta Housing Authority.
            - Hinesville Housing Authority.
        - Participated in 8 outreach events to raise awareness and increase program participation.
            - Athens EE Workshop (Public Library).
            - Community Resource Workshop.
            - Contractor Luncheon.
            - Energy Efficiency/Energy Assistance Athens Workshop (Community Consult).
            - Energy Efficiency/Energy Assistance Atlanta Workshop (Councilmember Andrea Boom).
            - Everything Energy at Kipp Academy.
            - Fisher Road Community Event.
            - Los Bravos Community Event.
    - Quarterly Marketing Update

- Email Marketing.
    - Sent email to potential participants that generated an open rate of over 30% and a clickthrough rate of 2.8%.
- Display ads promoting EASE targeting program participants via Propel.
    - Ads generated over 543,000 impressions and 7,499 clicks.
- Promoted an animated video, informing customers the benefits of the EASE program and how to participate, via social media.
    - Animated video ad generated over 1.5 million impressions and over 7,400 clicks.
- Promoted a customer testimonial video via social media.
    - Testimonial video generated over 1.5 million impressions and 14,200 clicks.
- OCC ads- ads targeting donors and participants.
- Program overview was featured on WSB's Home Experts.

Commercial:

- Custom & Prescriptive
    - Quarterly Program Highlights
        - Launched the Limited Time Smart Savings Offer (LTO) Extension – 10/10/23.
            - Through Q4, 545 participants met the LTO requirements and received an additional 100% in Prescriptive rebates.
        - Launched the Distributor Instant Rebates (DIR) application channel – 10/23/23.
            - Delivered six DIR Kickoff calls to over 60 total attendees interested in participating.
            - Received signed Participation Agreements from five distributors.
        - Hosted second in-person Contractor Advisory Group meeting on 12/7/23 where meaningful program feedback was solicited from a diverse group of four contractors.
        - Conducted two Coffee Talks to educate contractors and maintain engagement:
            - Optimizing Warehouses Coffee Talk - 10/15/23.
            - Maximize Rebate Potential Coffee Talk - 11/7/23.
        - Held 728 outreach calls/meetings one-on-one with customers.
        - Held 62 events promoting CEEP.
        - Approved 13 new Participating Contractors in Q4. Total Participating Contractor network now includes 89 companies.
        - Promoted the program with participation in multiple conferences:
            - EEI National Accounts Fall Conference – 10/8.
            - Georgia Hotel & Lodging Association (GHLA) - 10/20.
            - Georgia Association of State Facilities Administrators (GAFSA) - 10/23 - 10/24.
            - Southeast Energy Efficiency Alliance (SEEA) - 10/25 - 10/27.
            - Georgia School Board Association (GSBA) – 11/29 – 11/30.
    - Quarterly Marketing Update
        - October
            - Designed and distributed promotional emails for the October Coffee Talk hosted on 10/15/23.

- Created a Coffee Talk Event page for registration of the live training hosted on 10/15/23.
- Published announcement in the ICF National Accounts Xchange newsletter announcing the Limited Time Offer.
- Designed and distributed two emails for the Limited Time Offer and Bonus to over 700 contractors and over 4,900 customers.
- Ran Google Display advertising highlighting the Limited Time Offer. Obtained 1.3M impressions and 3,530 clicks.
- Ran Facebook and LinkedIn advertising highlighting the Limited Time Offer. Obtained almost 1M impressions and 4,400 clicks.
- Ran online video advertising on YouTube. Obtained 310K impressions and 212 clicks.
- Highlighted Limited Time Offer across Georgia Power owned, customer facing channels including website, Online Customer Care portal, Commercial Newsletters and Circuit.

- November
  - Designed and distributed promotional emails for the November Coffee Talk hosted on 11/7/23.
  - Created the November Event page for registration of the Coffee Talk.
  - Designed and distributed two emails for the Limited Time Offer and Bonus to over 700 contractors.
  - Designed and distributed Q3 CEEP Insider newsletter to over 700 contractors.
  - Ran Google Display advertising highlighting the Limited Time Offer. Obtained 3.6M impressions and 10K clicks.
  - Ran Facebook and LinkedIn advertising highlighting the Limited Time Offer. Obtained almost 2.3M impressions and 9.2K clicks.
  - Ran online video advertising on YouTube. Obtained 11.5M impressions and 2.2K clicks.
  - Highlighted Limited Time Offer across Georgia Power owned, customer facing channels including website, Online Customer Care portal, Commercial Newsletters and Circuit.
- December
  - Published announcement in the ICF National Accounts Xchange newsletter promoting high-efficiency chillers.
  - Prepared creative brief for contractor badges project.
  - Set up Google Analytics for the Find a Contractor tool.
  - Designed interview questions for CEEP case studies.
  - Designed promotional emails for the January 2024 Coffee Talk to be hosted on 1/23/24.
  - Created the January 2024 Event page for registration of the Coffee Talk.
  - Collect and distribute in-store signage for the distributor instant rebates to Account Managers.

- Coordinated workflow updates of contractor paid media.
- Ran Google Display advertising highlighting the Limited Time Offer. Obtained 1.7M impressions and 4.7K clicks.
- Ran Targeted Google Display advertising highlighting the program rebates.
    - K-12 segment: 990K impressions, 2.3K clicks.
    - Warehouse segment: 653K impressions, 2.2K clicks.
    - Healthcare segment: 643K impressions, 1.6K clicks.
    - University segment: 133K impressions, 762 clicks.
- Ran Facebook and LinkedIn advertising highlighting the Limited Time Offer. Obtained almost 4.2M impressions and 16K clicks.
- Ran Google SEM campaign highlighting program rebates. Obtained 9K impressions, 1.6K clicks.
- Ran online video advertising on YouTube. Obtained 11.5M impressions and 2.2K clicks.
- Highlighted Limited Time Offer across Georgia Power owned, customer facing channels including website, Online Customer Care portal, Commercial Newsletters and Circuit.
- Launched Building Tune-up animated video on website.
- Developed Chiller-specific campaign assets consisting of email, display, social, Circuit, and GPC internal Online Customer Care portal.
- Ran online and print advertising highlighting Limited Time Offer through with association sponsorships including Georgia School of Nutrition Association, Building Owners and Managers Association, and Georgia Hotel & Lodging Association.

- Small Commercial Direct Install (SCDI)
    - Quarterly Program Highlights
        - 297 assessments completed.
        - Conversion rate improved in Q4:
            - 131 signed participation agreements.
            - Increased conversion rate from assessment to signed proposal to 44%.
        - Assessor team growth and efforts:
            - Additional assessors hired to increase number of assessments and signed proposals.
            - New sales tactics were developed for assessors to increase conversion rates.
            - High kWh opportunities were targeted, resulting in the highest job completion and kWh savings in 2023.
            - New assessor KPIs were established for customer signed proposals.

    - Quarterly Marketing Update
        - We continued running our “Better Lights. Stronger Savings.” campaign on social media and web targeting small businesses statewide. To help drive leads down the funnel, we

introduced a new retargeting ad that highlights the "up to 70% savings" benefit. This creative was served to customers who engaged with the first ad. Additionally, we implemented a new "We'll be in your area" email series targeting specific zip codes in coordination with FCI's assessment schedules.

- Combined marketing efforts resulted in 379 online inquiries in Q4.

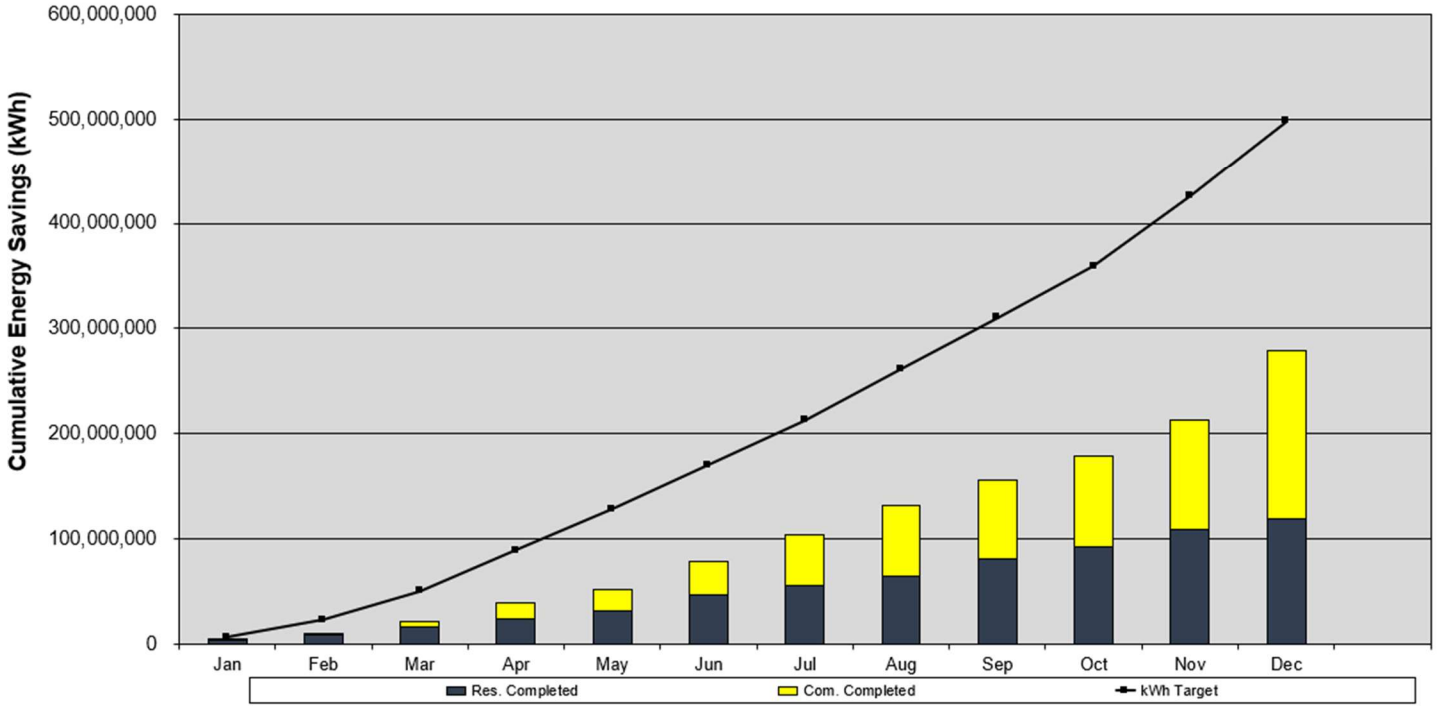
- Digital marketing channels in Q4 include:
  - Display ads (web) - static and animated.
    - Static- non-industry specific (x2) and warehouse.
    - Animated - non-industry specific .gif.
      - 3.9M Impressions combined, 0.39% Click-through rate.
  - Paid Social.
    - Facebook – non-industry specific (x2), warehouse.
      - 841.7K Impressions, 0.69% Click-through rate.
    - Instagram- non-industry specific (x2), warehouse.
      - 522.7K Impression, 0.41% Click-through rate.
    - LinkedIn – National LED Day.
      - Boosted organic post on Georgia Power's LinkedIn page featuring Charm Barn testimonial video; ran for 1 week.
      - 27.9K Impressions, 0.81% Click-through rate.
    - YouTube Video Ad.
      - 0:30 Charm Barn testimonial video ad targeting small businesses.
      - 3.7M Impressions, 0.10% Click-through rate.
  - Email.
    - "We'll be in your Area" - Metro Atlanta, Savannah.
      - 3 email series targeting select zip codes.
      - 20.16% Open rate, 0.67% Click-through rate.
    - Affordability Campaign – statewide.
      - 21.23% Open rate, 0.63% Click-through rate.
- Owned marketing channels:
  - Commercial Behavioral Report.
  - Online Customer Care (OCC) ads.
    - Target commercial accounts with max 120 kW.
  - On-bill messaging.

- Commercial Behavioral
  - Quarterly Program Highlights
    - 28,178 paper Business Electric Assessments (BEAs) mailed in Q4.
    - 100,520 electronic BEAs (eBEAs) emailed in Q4.
  - Quarterly Marketing Update

- The distributed Business Electric Assessments 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

Q4 YTD 2023

37,071 T

IQ Carbon Footprint Reduction

Specialty Lighting

45,949,095	**26,462,235**	**173.64%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

Residential Behavioral

21,333,581	**8,398,959**	**254.00%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

Home Energy Improvement Program

10,769,471	**1,591,127**	**676.85%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

EASE

10,653,240	**10,390,904**	**102.52%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

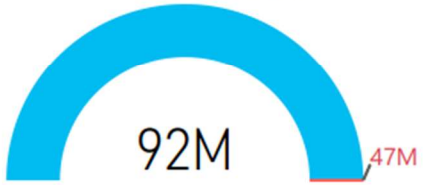
Refrigerator Recycling Plus

2,587,291	**0**	**0.00%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

HopeWorks

241,825	**425,017**	**56.90%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

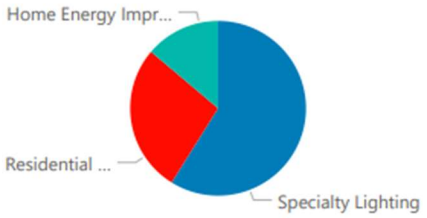
IQ YTD Actual kWh



IQ YTD % of Annual kWh Goal

200.00%

IQ YTD Actual kWh by Program Name



Certified DSM Programs - Q4 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	352,047	317,835	16,610	2,514	371	8,517	2,323	26,256	5,023	376	731,872	33,353	95	676	112	34,236	766,108
	Energy Savings (kWh)	11,138,772	16,746,368	-	798,960	121,092	3,053,443	204,105	4,934,685	1,095,023	71,028	38,223,477	125,540	28,414,342	49,080,624	6,904,116	84,524,622	122,748,098
	Demand Savings (kW)	2,086	4,372	8,216	122	24	703	22	1,440	319	16	17,320	-	2,447	7,422	1,256	11,126	28,446
	Incentive Costs	$ -	$ 650,685	$ 327,095	$ 245,097	$		746,534	$	4,418,503	$ 71,500	$ 6,459,414	$ -	$ 1,017,873	$ 5,188,323	$ 628,258	$ 6,834,455	$ 13,293,869
	Non-Incentive Costs	$ (169,088)	$ 972,818	$ 150,878	$ 965,731	$		2,403,129	$	(733,414)	$ 83,623	$ 3,673,677	$ 68,725	$ 1,545,763	$ 2,513,875	$ 1,038,975	$ 5,167,337	$ 8,841,014
	Total Costs	$ (169,088)	$ 1,623,503	$ 477,973	$ 1,210,828	$		3,149,663	$	3,685,089	$ 155,123	$ 10,133,091	$ 68,725	$ 2,563,636	$ 7,702,198	$ 1,667,233	$ 12,001,792	$ 22,134,883
Year to Date	Measures	352,047	843,809	21,587	7,323	1,401	26,436	9,828	37,402	22,267	1,621	1,323,721	33,353	167	1,376	400	35,296	1,359,017
	Energy Savings (kWh)	48,971,239	45,949,095	-	2,587,291	581,071	9,225,670	959,910	6,407,065	4,239,837	241,825	119,163,004	874,193	42,413,303	102,937,274	13,332,273	159,557,043	278,720,046
	Annual Savings Target (kWh)	33,595,836	30,705,422	-	6,366,337			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	145.77%	149.64%	0.00%	40.64%			34.65%		102.46%	56.90%	105.87%	10.92%	62.33%	35.97%	56.95%	41.37%	55.94%
	Demand Savings (kW)	5,058	12,413	129,562	350	120	2,142	121	1,953	1,177	48	152,944	-	4,772	16,453	3,125	24,351	177,295
	Incentive Costs	$ -	$ 1,709,057	$ 575,945	$ 680,105	$		2,547,839	$	8,427,353	$ 500,500	$ 14,440,799	$ -	$ 2,269,025	$ 8,792,583	$ 1,487,693	$ 12,549,301	$ 26,990,100
	Non-Incentive Costs	$ 1,610,327	$ 2,513,462	$ 1,210,855	$ 2,218,835	$		4,637,800	$	1,940,835	$ 325,490	$ 14,463,604	$ 557,142	$ 3,533,785	$ 7,087,158	$ 2,342,724	$ 13,520,808	$ 27,984,412
	YTD Costs	$ 1,610,327	$ 4,228,519	$ 1,786,800	$ 2,898,939	$		7,185,639	$	10,368,188	$ 825,990	$ 28,909,502	$ 557,142	$ 5,802,810	$ 15,879,741	$ 3,830,417	$ 26,070,109	$ 54,979,612
	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	$ (285,957)	$ 367,822	$ (83,250)	$ (763,550)	$		(7,030,639)	$	1,250,154	$ 127,398	$ (6,418,021)	$ (104,983)	$ (1,979,686)	$ (9,349,108)	$ (2,318,223)	$ (13,752,000)	$ (20,170,022)
	% Spent	84.92%	109.53%	95.55%	79.15%			50.55%		113.71%	118.24%	81.84%	84.14%	74.56%	62.94%	62.30%	65.47%	73.17%

Other Costs:	YTD Spend	2023 Budget
DSM Cross Cutting/Training	$ 3,212,513	$ 3,550,000
Residential Pilot Program	$ 1,588,693	$ 1,500,000
IQ Tariff Based Pilot	$ 375,847	$ 500,000
Commercial Pilot Programs	$ 986,015	$ 1,700,000
Residential EE Consumer Awareness	$ 4,408,385	$ 4,500,000
Commercial EE Consumer Awareness	$ 1,089,197	$ 1,100,000
Power Credit	$ 307,316	$ 15,000
Education Initiative-Learning Power	$ 3,985,587	$ 4,000,000
Midstream (program charged in error should have been charged to Residential Pilots)	$ 25,895	$ -
TOTAL	**$ 15,980,048**	**$ 16,865,000**

*HopeWorks - $500,500 prefunded incentives. As of December 31, 2023, $406,888.52 of prefunded incentives reported.
Carbon Footprint Reduction - Portfolio 112,882T, Residential 48,261T, Commercial 64,621T