Georgia Power

Bin 10230,

241 Ralph McGill Boulevard, NE

Atlanta, GA 30308-3374

May 15, 2024

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 2024 Programs Status Report; Docket No. 44161

Dear Ms. Tanner:

Enclosed for filing is Georgia Power Company's First Quarter 2024 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 2024 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, 2024.

Q1 2024 Summary

Program Name	Annual Target (kWh)	YTD Savings (kWh)	% of Goal	Annual Budget	YTD Costs	% Spent
Behavioral	40,721,459	11,592,612	28.47%	$ 1,896,285	$ 1,370,401	72.27%
Specialty Lighting	27,614,018	4,983,443	18.05%	$ 3,860,697	$ 823,880	21.34%
Thermostat Demand Response	-	-	0.00%	$ 1,870,050	$ 909,100	48.61%
Refrigerator Recycling	4,775,837	538,156	11.27%	$ 3,662,489	$ 505,516	13.80%
HEIP	29,867,373	2,710,152	9.07%	$ 14,216,278	$ 1,579,959	11.11%
EASE	10,390,904	3,309,035	31.85%	$ 9,118,034	$ 2,813,762	30.86%
HopeWorks	425,017	145,323	34.19%	$ 698,592	$ 275,862	39.49%
Residential Programs	**113,794,608**	**23,278,721**	**20.46%**	**$ 35,322,424**	**$ 8,278,479**	**23.44%**
Behavioral	8,002,058	859,919	10.75%	$ 662,125	$ 43,614	6.59%
Custom	68,047,906	14,339,179	21.07%	$ 7,782,496	$ 1,805,683	23.20%
Prescriptive	286,199,379	28,654,506	10.01%	$ 25,228,849	$ 5,781,501	22.92%
SCDI	23,412,299	2,402,981	10.26%	$ 6,148,639	$ 777,801	12.65%
Commercial Programs	**385,661,642**	**46,256,585**	**11.99%**	**$ 39,822,110**	**$ 8,408,598**	**21.12%**
Total	**499,456,250**	**69,535,306**	**13.92%**	**$ 75,144,533**	**$ 16,687,077**	**22.21%**

*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) 2024

Residential:

- Specialty Lighting
  - Quarterly Program Highlights
    - Program active in 106 retail locations across the state.
    - 2024 Food Bank Distributions.
      - Identified 4 food bank partners to work with in 2024 for ENERGY STAR LED bulb distribution in Q2 – Q4:
        - Food Bank of Northeast Georgia – Athens
        - Golden Harvest - Augusta
        - Feeding the Valley - Midland
        - Georgia Mountain - Gainesville
      - Each customer to receive (a set) branded materials: 2-Pack High Efficiency Standard LEDs, 1 Dusk to Dawn LED, Re-usable grocery bags and educational information to cross promote Specialty Lighting, EASE, RRP+ and other energy efficiency and tips information.
  - Quarterly Marketing Update
    - Email marketing.
    - 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
    - 159k paper HERs and 300k eHERs sent Q1.
  - Quarterly Marketing Update
    - The Home Electric Reports included cross-promotional information on HEIP Heat Pump Water Heater, HEIP home assessment, and RRP+.

- RRP+
  - Quarterly Program Highlights
    - With increased transportation partners and a “flex” team, the program decreased customer wait times for appointments.
    - UES approved the addition of 2 new routes in Georgia (C & D). The new routes will cover customers in the Augusta and Savannah regions, which produce high participation rates. The addition of C & D will enable better routing efficiency and availability for customers.
    - UES had much success in the continued partnership with the Georgia Scrap and Discreet Trucking transportation teams. In cases where our transportation partners were

unavailable, UES utilized internal transportation teams to maintain customer's originally scheduled appointment.
        - Maintained steady customer engagement and participation.
        - Participation remained steady and even high at times. Call volumes also remained high in Q1. UES implemented scheduler changes and increased customer communication to decrease call volume and increase customer transparency.
    - Quarterly Marketing Update
        - Paid social media campaigns (Facebook, Instagram, Nextdoor).
        - Paid search (Google Ads).
        - WSBTV promotion (House2Home Saturday morning feature).
        - Recycling event promotional emails.
        - Residential behavioral report marketing.

- Thermostat Demand Response (Temp ✓)
    - Quarterly Program Highlights
        - Temp ✓ had 24,368 devices enrolled as of end of Q1 2024.
        - Flex Hours events were held January 17, 2024.
    - Quarterly Marketing Update
        - Enrollment was not open for Q1 2024 as Temp ✓ was at full capacity.

- HEIP
    - Quarterly Program Highlights
        - Number of program contractors – 22 Program Contractors.
        - Number of newly added program contractors – 2 Program Contractors added in Q1.
        - Ongoing coordination for Weatherize Atlanta and Rewiring America.
        - Events for customer facing (HEIP and MH DI) and contractor facing.
        - Added 13 retail locations for Point of Purchase signage, for a total of 81 stores.
        - Energy model software transition to Snugg Pro almost complete. Program contractors have begun using the software.
        - Engagements include:

Trane - Forest Park	1/9/2024
PHCC Metro ATL Member Meeting	1/9/2024
Trane - Kennesaw	1/10/2024
Family Fun Resource Day event - Statesboro STEAM Academy	1/20/2024
MAACA Meeting	1/24/2024
Gainesville CAAG meeting	1/25/2024
PHCC Macon Lunch and Learn	1/31/2024
PHCC Metro ATL Member Meeting	2/13/2024
Family Fun Resource Day event - Statesboro Visitors Center	2/24/2024
National Association of Women in Construction	2/27/2024

MAACA Meeting	2/27/2024
PHCC Macon Lunch and Learn	2/28/2024
CAAG Meeting Gainesville	2/29/2024
Georgia Affordable Housing Coalition 27th Annual Conference and Trade Show	3/6/2024-3/8/2024
PHCC Metro ATL Member Meeting	3/12/2024
Family Fun Resource Day-Pinewood Manor	3/23/2024
PHCC Macon Lunch and Learn	3/27/2024
Local CAAG Gainesville Chapter Meeting	3/28/2024

- Manufactured Homes Direct Install Engagement.

Manufactured Homes	
Audubon Estates Community Event	3/2/2024

- Participating Contractor Recruiting activity.

Contractor Meetings	
RS Mechanical Services	2/1/2024
Georgia Energy Homes	2/6/2024
TD's HVAC	2/7/2024
BCI Insulation	2/7/2024
RS Mechanical Services	2/8/2024
Maverick Home Solutions	2/9/2024
Champion Air Quality	2/12/2024
Revalue.io	2/13/2024
JH Heating and Cooling	2/13/2024
Zodiak Technology & Associates	2/13/2024
SaniGreen Cleaners LLC	2/15/2024
RJW Heating & Air Solutions LLC	2/15/2024
G & J Energy Efficiency	2/16/2024
RJW Office Visit Meeting	2/20/2024
G & J Energy Efficiency	2/20/2024
G & J Energy Efficiency	2/21/2024
Thermal Shield Insulation	2/21/2024

PV HVAC	2/22/2024
Be Smart Home Solutions Meeting	2/23/2024
Greenhome South	2/26/2024
Performance Energy	2/27/2024
Smart Space Atlanta	2/27/2024
Performance Energy	2/27/2024
JH Heating and Cooling	2/28/2024
Clean Energy Coordinator Meeting	2/29/2024
Revalue.io	2/29/2024
Thermal Shield Insulation	3/4/2024
Doc Savage Heating and Air	3/5/2024
Honor Heating and Air Meeting	3/5/2024
Doc Savage Heating and Air	3/5/2024
Smart Space Atlanta Meeting	3/5/2024
Mitchell HVAC Meeting	3/6/2024
Georgia Affordable Housing Coalition	3/7/2024
Elite HVAC Meeting	3/8/2024
Thermal Shield Insulation	3/12/2024
Fortified Home Energy Solutions	3/12/2024
Energy Consulting Services Meeting	3/13/2024
B & E Heating and Air	3/13/2024
Julio Solutions	3/13/2024
Smart Space Atlanta Meeting	3/14/2024
Comfortably Green, LLC	3/14/2024
Trinity Air, Inc	3/15/2024
Energy Consulting Services Meeting	3/18/2024
TD's HVAC Meeting	3/19/2024
Christian Brothers Meeting	3/20/2024
LTD Heating and Air	3/25/2024

Christian Brothers Meeting	3/26/2024
Zodiak Technology & Associates Meeting	3/28/2024

- Number of MH DI installs completed – 354.
- Average savings of MH DI installs in Q1 – 1,970 kWh.
- Number of WH jobs completed- 67.
- Number of assessments completed – 205.
- Number of II jobs completed – 704.

  - Quarterly Marketing Update
    - GPC Product Portal Ads.
    - Find a Contractor activity triggered emails.
    - Manufactured Home bilingual emails.
    - Paid social ads (Nextdoor, Facebook, Instagram).
    - YouTube video ads.
    - Paid SEO ads (Google).
    - WSBTV House 2 Home broadcast tv segments.
    - Residential Behavioral report write-up.
  - General HEIP
    - Program Contractor Email newsletters sent on 2/20 and 3/21.
    - CAAG Sponsorship and engagement.
  - Manufactured Homes (MFH)
    - Program materials available in both Spanish and English.
    - 6 emails sent in Q1 promoting participation in the Manufactured Homes Direct Install program.
    - Printed marketing material distributed to manufactured home communities (event flyers, door hangers, yard signs).

- HopeWorks
  - Quarterly Program Highlights
    - The HopeWorks Program has provided energy efficiency improvements in 50 homes through Q1.
  - Quarterly Marketing Update
    - A customer testimonial video was included on the HopeWorks website in January.
    - The HopeWorks webpage was updated with the 2024 poverty guidelines in February.
    - The HopeWorks promotional flyer used for customer outreach was redesigned and updated with the 2024 poverty guidelines.
- EASE
  - Quarterly Program Highlights
    - Contractor Recruiting & Community Engagement Events: Please see HEIP above.

        - All of the HEIP Participating Contractor recruiting and Community Engagement events also promoted EASE.
    - Worked with or completed approximately 11 multifamily projects during the 1st Quarter.
        - Augusta Housing Authority.
        - Baxley I Housing Authority.
        - Conyers Housing Authority.
        - Glennville I Housing Authority.
        - Greensboro Housing Authority.
        - Hinesville Housing Authority.
        - Housing Authority of Tennille.
        - Monroe Housing Authority.
        - Pelham I Housing Authority.
        - Roberta Housing Authority.
        - Union Point Housing Authority.
    - Number of newly added program contractors – 2 Program Contractors added in Q1.
        - Cool Zone Heating and Cooling.
        - JH Heating & AC.
- Quarterly Marketing Update
    - Featured segment on WSB House 2 Home.
    - Email marketing.
    - Paid advertising on social media (Instagram, Facebook).
    - Paid display ads on Propel app.
    - YouTube video ads.
    - Paid ads via Google search.
    - Food bank informational flyer distributions.

Commercial:

- Custom & Prescriptive
    - Quarterly Program Highlights
        - Launched the Prescriptive Rebate Ramp-Up – 1/1/24.
            - Through Q1, 456 participants met the rebate bonus requirements and received an additional 50% in Prescriptive rebates.
        - Launched the Retail Instant Rebates (RIR) application channel – 3/11/24.
            - Memorandums of Understanding (MOUs) signed by five lighting manufacturers: Leedarson, ETI, GE, Acuity, Home Depot.
            - 130 Home Depot & Lowes stores activated in the state of Georgia.
        - Distributor Instant Rebates (DIR) application channel.
            - Delivered seven DIR Kickoff calls to distributors interested in participating.
            - Received signed Participation Agreements and start-up documentation from three new distributors: Bulbs.com, City Electric Supply, & Lowe Electric Supply.
        - Hosted an in-person Contractor Advisory Group meeting – 2/29/24.

        - Contractors that attended: E. Sam Jones, Energy One, & Armor Industrial Services.
    - Conducted four *Coffee Talks* to educate contractors and maintain engagement:
        - Chillers Coffee Talk – 1/23/24.
        - Rebate Ramp Up / HVAC Coffee Talk - 2/27/24.
        - Where to Begin with Building Tune-Up Coffee Talk – 3/27/24.
        - CEEP Internal GPC w/ KAMs Coffee Talk – 3/28/24.
    - Approved 14 new Participating Contractors in Q1. Total Participating Contractor network now includes 105 companies.
    - Account Manager's outreach efforts:
        - Conducted 1030 outreach calls & one-on-one meetings with customers.
        - Engaged in 23 events promoting CEEP including the Atlantic Station Lunch & Learn, GHLA Hotel Council Meeting, KAM presentations and more.
        - Participated in two conferences:
            - Association of American Educators Georgia Chapter – 3/25/24.
            - Data Center Investment Conference & Expo (DICE) – 3/27/24.
- Quarterly Marketing Update
    - January
        - Designed and distributed promotional emails for the January Coffee Talk hosted on 1/23/24.
        - Created a Coffee Talk Event page for registration of the live training hosted on 1/23/24.
        - Published announcement in the ICF National Accounts Xchange newsletter promoting Rebate Ramp Up.
        - Launched a contractor recruitment paid media campaign.
        - General program awareness promoted across GPC-owned channels such as On-hold and On-bill messaging, Commercial Behavioral reports and OCC.
        - Advertised through our BOMA sponsorship on their quarterly print newsletter and on website targeting commercial building owners and managers.
        - Launched our paid search campaign mid-month garnering 1,807 impressions with a 47.4% CTR.
    - February
        - Designed and distributed promotional emails for the February Coffee Talk hosted on 2/27/24.
        - Created the February Event page for registration of the Coffee Talk.
        - Designed and distributed chiller focused email campaign to over 710 contractors.
        - Designed and distributed Q1 CEEP Insider newsletter to over 710 contractors.
        - Completed a full review and update of program application automated emails.
        - Launched two new media campaigns- Focus Your Energy was our general awareness campaign and Rebate Ramp Up promoted the limited time offer highlighting the additional 50% rebate increase.

- Focus Your Energy:
    - This campaign focused on general EE program awareness as well as CEEP. By driving customers to the CEE page, we built look-alike audience based on who clicked on CEEP from this page.
    - Launched 4 creatives on Meta targeting different segments and measures such as HVAC, Building Tune Up, Energy Star Appliances, and Energy Management Systems.
    - Additional channels include: Google Display ads, iHeart Radio, broadcast radio, TV, paid search, and online video.
- Rebate Ramp Up:
    - Updated our website highlighting the new promotion upfront.
    - Internally promoted the rebate increase through our Circuit channels and email newsletters to share collaterals with our Key Account Managers.
    - Ran new creatives on paid social and display performing a/b test with "Limited time offer" mentioned on the graphic.
        - LinkedIn: 223K Impressions, 0.37% CTR.
        - Meta: 4.87M Impressions, 0.82% CTR.
        - Google Display Ad: 1.8M Impressions, 0.09% CTR.
    - Paid Search: 7,085 Impressions, 31.08% CTR.

- March
    - Prepared creative brief for contractor badges project.
    - Set up Google Analytics GA4 Dashboard for the Find a Contractor tool and Online Application Tool.
    - Coordinated a site visit to the case study customer for new photos and approval of the final document.
    - Designed and distributed promotional emails for the March Coffee Talk hosted on 3/27/24.
    - Created a Coffee Talk Event page for registration of the live training hosted on 3/27/24.
    - Launched our first contractor SMS campaign promoting the March Coffee Talk.
    - Designed six pieces of signage for the Retail Instant Rebates channel and coordinated printing for 130 stores.
    - Continued running Focus Your Energy and Rebate Ramp Up media campaign receiving 34% increase in CTR and 25% decrease in CPC MoM.
        - LinkedIn: 419K Impressions, 0.39% CTR.
        - Meta: 6.5M Impressions, 0.92% CTR.
        - Google Display Ad: 3.5M Impressions, 0.05% CTR.
        - Paid Search: 7,578 Impressions, 25.44% CTR.
    - Sent 3 email campaigns to 96K unmanaged commercial customers; 2 emails for managed customers.
        - Email 1: General awareness received 23.7% Open Rate and 0.88% CTR.

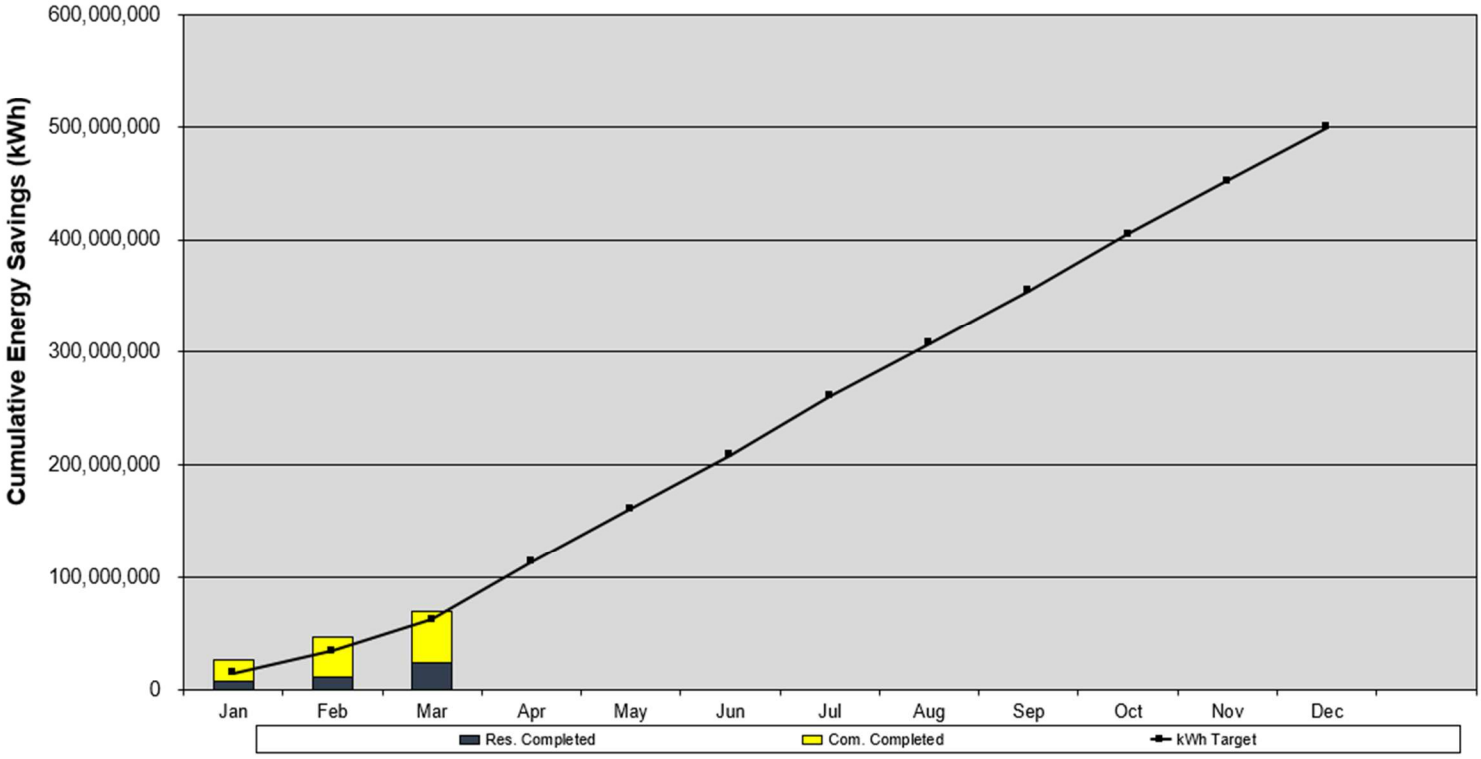
        - Email 2: Rebate ramp up received 20.9% Open Rate and 0.48% CTR.
            - This email was also shared with KAMs to send to managed customers as well.
    - CEEP program and the rebate increase was also featured on our brand email newsletter sent to all unmanaged commercial customers.
- SCDI
    - Quarterly Program Highlights
        - 215 assessments completed.
        - 98 signed participation agreements.
        - Assessor team staffing and efforts:
            - Assessor turnover experienced in Q1.
                - New employee onboarding.
                - Recruitment is continuous endeavor for this role.
                - Impacts outreach capabilities and results.
        - Income qualified businesses targeted for 100% rebates in Q1:
            - 17 projects totaling $83,766 in incentives paid and 342 MWh savings reported.
        - Program expansion efforts.
            - Refrigeration measures development began.
                - Auto-door Closers; Anti-sweat Heaters; ECM Motors.
                - Recruitment and training of contractors.
                - Training of assessors for new measures.
        - Process Improvement Efforts:
            - Major focus to improve accuracy of vendor assessments, work orders, batches, QA/QC, customer communications, and reporting and data analytics.
    - Quarterly Marketing Update
        - Email marketing.
            - One email sent out to 8,000+ customers in February, generating an open rate of 37% and a clickthrough rate of 1.95% (benchmark open rate is 20%, and benchmark clickthrough is 1%).
        - Paid advertising on social media (Instagram, Facebook).
            - Ads generated over 3.9 million impressions and over 47,000 clicks.
        - Paid ads via streaming audio services.
        - Online video ads.
            - Ads generated over 1.2 million impressions and over 1,200 clicks.
        - Paid online Google display ads.
            - Ads generated over 4.8 million impressions and over 2,400 clicks.
        - GPC Online Customer Care ad.
        - On Bill message.

- Commercial Behavioral
    - Quarterly Program Highlights

        - 78 paper Business Electric Assessments (BEAs) mailed in Q1. Vendor in process of printing an additional 26K reports which required QC fixes that delayed the reports from being mailed out until week of April 30th.
        - 108,554 electronic (eBEAs) emailed in Q1.
    - Quarterly Marketing Update
        - The distributed Business Electric Assessments provide customer specific energy usage analysis along with business segment specific energy savings tips and industry trend insights.
        - Reports and program online dashboard provided cross promotion of Commercial Energy Efficiency Program, Small Commercial Direct Install (SCDI), Renewables, and Electric Transportation.

2022 Certified DSM Programs

2024 Program Results



Residential Energy Efficiency Income Qualified Update

Q1 YTD 2024

6,082 T

IQ Carbon Footprint Reduction

Residential Behavioral

5,037,718	**10,180,365**	**49.48%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

Specialty Lighting

4,968,474	**24,239,053**	**20.50%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

EASE

3,309,035	**10,390,904**	**31.85%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

Home Energy Improvement Program

1,193,435	**1,620,720**	**73.64%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

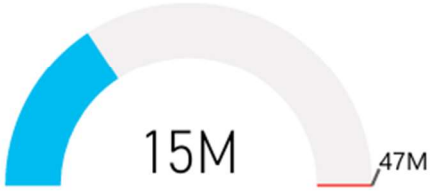
Refrigerator Recycling Plus

178,970	**0**	**0.00%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

HopeWorks

145,323	**425,017**	**34.19%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

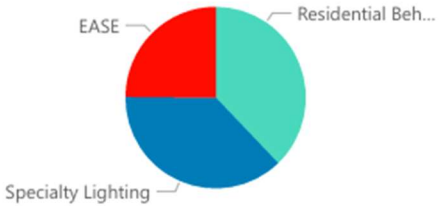
IQ YTD Actual kWh



IQ YTD % of Annual kWh Goal

31.66%

IQ YTD Actual kWh by Program Name



Certified DSM Programs - Q1 Performance Report 2024

		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	320,931	127,181	-	1,147	336	4,284	7,873	9,911	11,383	915	483,961	32,853	84	774	104	33,815	517,776
	Energy Savings (kWh)	11,592,612	4,983,443	-	538,156	444,163	1,565,053	700,936	1,552,700	1,756,335	145,323	23,278,721	859,919	14,339,179	28,654,506	2,402,981	46,256,585	69,535,306
	Demand Savings (kW)	2,160	912	17,776	74	95	336	151	503	15,930,559	30	15,952,597	-	1,279	4,348	683	6,311	15,958,908
	Incentive Costs	$ -	$ 206,717	$ -	$ 175,453	$ 694,030			$ 2,768,214		$ 214,360	$ 4,058,774	$ -	$ 1,150,418	$ 3,316,205	$ 349,083	$ 4,815,705	$ 8,874,479
	Non-Incentive Costs	$ 1,370,401	$ 617,163	$ 909,100	$ 330,063	$ 885,929			$ 45,548		$ 61,502	$ 4,219,705	$ 43,614	$ 655,265	$ 2,465,296	$ 428,718	$ 3,592,893	$ 7,812,598
	Total Costs	$ 1,370,401	$ 823,880	$ 909,100	$ 505,516	$ 1,579,959			$ 2,813,762		$ 275,862	$ 8,278,479	$ 43,614	$ 1,805,683	$ 5,781,501	$ 777,801	$ 8,408,598	$ 16,687,077
Year to Date	Measures	320,931	127,181	-	1,147	336	4,284	7,873	9,911	11,383	915	483,961	32,853	84	774	104	33,815	517,776
	Energy Savings (kWh)	11,592,612	4,983,443	-	538,156	444,163	1,565,053	700,936	1,552,700	1,756,335	145,323	23,278,721	859,919	14,339,179	28,654,506	2,402,981	46,256,585	69,535,306
	Annual Savings Target (kWh	40,721,459	27,614,018	-	4,775,837			29,867,373		10,390,904	425,017	113,794,608	8,002,058	68,047,906	286,199,379	23,412,299	385,661,642	499,456,250
	% of Goal	28.47%	18.05%	0.00%	11.27%			9.07%		31.85%	34.13%	20.46%	10.75%	21.07%	10.01%	10.26%	11.99%	13.92%
	Demand Savings (kW)	2,160	912	17,776	74	95	336	151	503	15,930,559	30	15,952,597	-	1,279	4,348	683	6,311	15,958,908
	Incentive Costs	$ -	$ 206,717	$ -	$ 175,453	$ 694,030			$ 2,768,214		$ 214,360	$ 4,058,774	$ -	$ 1,150,418	$ 3,316,205	$ 349,083	$ 4,815,705	$ 8,874,479
	Non-Incentive Costs	$ 1,370,401	$ 617,163	$ 909,100	$ 330,063	$ 885,929			$ 45,548		$ 61,502	$ 4,219,705	$ 43,614	$ 655,265	$ 2,465,296	$ 428,718	$ 3,592,893	$ 7,812,598
	YTD Costs	$ 1,370,401	$ 823,880	$ 909,100	$ 505,516	$ 1,579,959			$ 2,813,762		$ 275,862	$ 8,278,479	$ 43,614	$ 1,805,683	$ 5,781,501	$ 777,801	$ 8,408,598	$ 16,687,077
	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	$ 25,228,843	$ 6,148,639	$ 39,822,110	$ 75,144,533
	Annual Budget Variance	$ (525,884)	$ (3,036,816)	$ (960,950)	$ (3,156,973)	$ (12,636,319)			$ (6,304,271)		$ (422,730)	$ (27,043,944)	$ (618,511)	$ (5,976,813)	$ (19,447,348)	$ (5,370,838)	$ (31,413,511)	$ (58,457,456)
	% Spent	72.27%	21.34%	48.61%	13.80%	11.11%			30.86%		39.49%	23.44%	6.59%	23.20%	22.92%	12.65%	21.12%	22.21%

Other Costs:	YTD Spend	2024 Budget
DSM Cross Cutting/Training	$ 589,617	$ 3,454,000
Residential Pilot Program	$ 11,768	$ 1,500,000
IQ Tariff Based Pilot	$ 10,833	$ 576,500
Commercial Pilot Programs	$ 131,815	$ 1,500,000
Residential EE Consumer Awareness	$ 1,021,391	$ 4,500,000
Commercial EE Consumer Awareness	$ 186,222	$ 1,100,000
Power Credit	$ 133,263	$ 15,000
Education Initiative-Learning Power	$ 760,372	$ 4,000,000
TOTAL	**$ 2,906,480**	**$ 16,645,500**

*HopeWorks - $214,360 prefunded incentives in 2024 and 97,111.48 prefunded in 2023. As of March 31, 2024, $217,712.27 of prefunded incentives reported.
Carbon Footprint Reduction - Portfolio 28,509T, Residential 9,544T, Commercial 18,965T