Georgia Power

Bin 10230,

241 Ralph McGill Boulevard, NE

Atlanta, GA 30308-3374

August 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, Second Quarter 2024 Programs Status Report; Docket No. 44161

Dear Ms. Tanner:

Enclosed for filing is Georgia Power Company's Second Quarter 2024 Programs Status Report.

If you have any questions, please call me at 404-506-7106.

Sincerely,

/s/ Jeremiah C. Haswell

Jeremiah C. Haswell
Director, Regulatory Affairs
jhaswell@southernco.com

Enclosure

Georgia Power Company
Certified Demand-Side Management Programs
Q2 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 second quarterly report for activity through June 30, 2024.

Q2 2024 Summary

Program Name	Annual Target (kWh)	YTD Savings (kWh)	% of Goal	Annual Budget	YTD Costs	% Spent
Behavioral	40,721,459	22,849,114	56.11%	$ 1,896,285	$ 1,581,745	83.41%
Specialty Lighting	27,614,018	15,458,817	55.98%	$ 3,860,697	$ 2,013,703	52.16%
Thermostat Demand Response*	-	-	0.00%	$ 1,870,050	$ 1,256,106	67.17%
Refrigerator Recycling	4,775,837	1,573,574	32.95%	$ 3,662,489	$ 1,348,716	36.83%
HEIP	29,867,373	6,469,005	21.66%	$ 14,216,278	$ 3,593,421	25.28%
EASE	10,390,904	5,415,191	52.11%	$ 9,118,034	$ 5,279,872	57.91%
HopeWorks	425,017	260,788	61.36%	$ 698,592	$ 628,106	89.91%
Residential Programs	**113,794,608**	**52,026,489**	**45.72%**	**$ 35,322,424**	**$ 9,584,165**	**27.13%**
Behavioral	8,002,058	859,919	10.75%	$ 662,125	$ 461,244	69.66%
Custom	68,047,906	23,363,632	34.33%	$ 7,782,496	$ 3,089,378	39.70%
Prescriptive	286,199,379	54,530,513	19.05%	$ 25,228,849	$ 9,096,374	36.06%
SCDI	23,412,299	2,402,981	10.26%	$ 6,148,639	$ 1,607,966	26.15%
Commercial Programs	**385,661,642**	**81,157,045**	**21.04%**	**$ 39,822,110**	**$ 7,653,392**	**19.22%**
Total	**499,456,250**	**133,183,534**	**26.67%**	**$ 75,144,533**	**$ 29,956,630**	**39.87%**

*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* and 2) *Individual Improvements 3) Direct Install for Manufactured Homes*. 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 Q2 (April – June) 2024

Residential:

- Specialty Lighting
    - Quarterly Program Highlights
        - Program active in 107 retail locations across the state.
        - 2024 Food Bank Distributions.
            - Identified 2 additional food bank partners to work with in 2024 in addition to the previously mentioned 4 for ENERGY STAR LED bulb distribution in Q3 – 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.
            - Q2 Food Bank distributions included a total of 10,700 bundles of materials.
                - Food Bank of Northeast Georgia, Athens received 2,675 bundles.
                - Golden Harvest Food Bank, Augusta received 2,675 bundles.
                - Feeding the Vally Food Bank, Midland (Columbus) received 2,675 bundles.
                - Georgia Mountain Food Bank, Gainesville received 2,675 bundles.
    - Quarterly Marketing Update
        - Cross-marketing email marketing – 2 email campaigns deployed.
        - Paid advertising on social media (Facebook, Instagram, Nextdoor).
        - Paid online Google display ads.
        - Streaming audio/Podcasts ads.
        - Food bank informational flyer distributions.

- Residential Behavioral
    - Quarterly Program Highlights
        - 203k eHERs sent Q2.
    - Quarterly Marketing Update
        - The Home Electric Reports included cross-promotional information on TEMP Check, HEIP Manufactured Homes, HEIP Pool Pump, Ease, and GPC Rates, and Savings Tips.
        - Program not marketed; pre-enrolled only.

- RRP+
    - Quarterly Program Highlights
        - Reduced wait times from appointment to pick up.
            - UES added 2 additional routes (C & D) to cover the Augusta and Savannah regions, which enabled better routing efficiency and schedule availability for

customers. Overall wait times between the application process and appliances collected improved by ~ 48% since the end of Q1.

- Increased transportation partners & internal flex team.
  - During Q2, UES brought on board Amen Movers based in Stockbridge, GA and Badie Moving Company from Statesboro, GA. Amen Movers is serving the metro Atlanta, North and Central GA regions while Badie Moving Company is serving the Augusta, Savannah, coastal and middle GA regions. UES runs an internal team as needed to serve very remote portions of GA, particularly SW and NE Georgia with sparse GPC populations.
- Program had increase in participation.
  - Q1 saw 1,147 appliances recycled. Customers submitted 1,700 appliances to be recycled in Q2 representing an increase of ~ 48%. UES adapted well by making the transportation teams and routes more efficient as the number of appliances submitted increased.
- Average time to pick-up days.
  - The program had an average pickup time of 14.52 days at the end of Q1. At the end of Q2, the average pickup time was 6.89.
- Increased small appliance recycling.
  - Q2 saw an increase of 189.7% of dehumidifiers being recycled compared to Q1. Room AC units saw an increase of 208.3%.

- Quarterly Marketing Update
  - OCC behavior based, retargeting ads.
  - Paid social media (Facebook, Instagram, Nextdoor).
  - Behavioral report cross-marketing.
  - On-bill messaging.
  - EE cross-promotional email.
  - Paid search.
  - Recycling event email invitations.

- Thermostat Demand Response (Temp ✓)
  - Quarterly Program Highlights
    - Reopened enrollments May 8 to add an additional 25,000 devices, per the IRP Update to expand the program up to 50,000 total devices.
    - Temp ✓ had 29,548 devices enrolled as of end of Q1 2024.
    - A Flex Hours event was held June 14, 2024.

  - Quarterly Marketing Update
    - OCC ads.
    - Email invitation.
    - GPC Marketplace promotions.

- HEIP
  - Quarterly Program manuHighlights

- Number of program contractors – 26 Program Contractors.
- Number of newly added program contractors – 4 Program Contractors added in Q2.
- Recruiting activity – 94 Contractor facing meetings.
- Events, both customer facing (breakdown between HEIP and MH DI) and contractor facing.

- HEIP

CAAG Conference	4/3/2024 - 4/6/2024
Georgia Hispanic Contractor Association meeting	4/10/2024
PHCC Expo	4/18/2024
Earth Day Event	4/22/2024
MAACA Meeting	4/23/2024
Local CAAG Gainesville Chapter Meeting; meeting starts at 12:00	4/25/2024
PHCC Macon Lunch and Learn	4/29/2024
Family Fun Resource Day-Park Place Apartments	5/4/2024
Arthur Langford, Jr. Park	5/8/20204
PHCC Metro ATL Member Meeting	5/14/2024
MAACA Meeting	5/28/2024
PHCC Macon Lunch and Learn	5/29/2024
Local CAAG Gainesville Chapter Meeting	5/30/2024
Local CAAG Gainesville Chapter Meeting	6/27/2024

- Manufactured Homes

Twin Oaks Community Event	4/27/2024
Tucker Mobile Homes Community Event	5/4/2024
Highland Green Community Event	6/1/2024

Implementation highlights

- Energy modeling software transition complete. Positive feedback from contractors received regarding ease of use of Snugg Pro.
- 2 BPI trainings, sponsored by Georgia Power, held in April and June. 17 attendees completed the weeklong course.
- Multifamily property outreach to recruit properties to participate in the Whole House pathway.

- Marketing (customer and contractor) updates
  - HEIP
    - Email Blasts to contractors regarding Snugg Pro sent on 6/10.
    - Contractor Measure Cards complete and available to contractors.
  - Manufactured Homes

        - Email blasts sent to drive customers to schedule a direct install.
    - Number of MH DI installs completed – 621.
    - Average savings of MH DI installs in Q1 – 2,139 kWh.

    - Quarterly Marketing Update
        - OCC behavior based retargeting ads.
        - Paid social media (Facebook, Instagram, Nextdoor).
        - Behavioral report cross-marketing.
        - EE cross-promotional email.
        - GPC homepage product ads.
        - Streaming video (YouTube ad).
        - Atlanta Braves games broadcast radio ad.
        - WSB-TV home experts segments (broadcast tv).
        - Earth Day product promotions (Marketplace).
        - Single-family home measures email.
        - Cox radio ad single-family home measures.
        - Bill inserts deployed (Manufactured Homes).
        - OCC targeted ads (Manufactured Homes).
        - Manufactured Homes nurture email campaign.

- HopeWorks
    - Quarterly Program Highlights
        - The HopeWorks Program has provided energy efficiency improvements in 93 homes through Q2.
        - The Residential Energy Efficiency team participated in a 2-day Equity & Inclusion Workshop geared toward increasing program participation.
        - Utility Workshop & Community Resource Fair attended at the Waycross City Auditorium alongside with Anderson Marshall, EASE Program Manager.
    - Quarterly Marketing Update
        - Redesign of Tell A Friend Card currently being updated. The new design aims to be more engaging and visually appealing to customers as they are distributed at future events.

- 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 2nd Quarter.
            - Conyers Housing Authority.
                - Completed the final remaining building leftover from the 1st quarter.

- Lincolnton Housing Authority.
- Pelham I Housing Authority.
    - Completed the final 3 remaining buildings leftover from the 1st quarter.
- Glennville II Housing Authority.
- Summerdale Apartments.
- Housing Authority of Tallapoosa.
- Abbeville Housing Authority.
- Vienna Housing Authority.
- Outer Columbus Housing Authority.
- Liveoak Plantation Apartment Homes.
- Columbus Housing Authority.

- Quarterly Marketing Update
    - Targeted cross-marketing email campaigns – 2 emails deployed.
    - Paid advertising on social media (Instagram, Facebook).
    - Paid display ads on Propel app.
    - Paid online video ads.
    - Paid ads via Google search.
    - Food bank informational flyer distributions.
    - On bill messaging deployed.
    - Product Portal targeted ad.

Commercial:

- Custom & Prescriptive
    - Quarterly Program Highlights
- Prescriptive Rebate Ramp-Up.
    - In Q2, 290 participants met the rebate bonus requirements and received an additional 50% in Prescriptive rebates.
- Retail Instant Rebates (RIR) application channel.
    - Memorandums of Understanding (MOUs) signed by six lighting manufacturers: Leedarson, ETI, GE, Acuity, Home Depot, Cooper – THD.
    - 130 Home Depot & Lowes stores activated in the state of Georgia. Marketing signage has been placed in all stores by the ICF team.
- Distributor Instant Rebates (DIR) application channel.
    - Received signed Participation Agreements from four new distributors in Q2: Capitol Light, Batteries Plus, Encentiv Energy, Scarboro Lighting.
- New Construction Lighting incentive updates:
    - Incentive increased from $0.04/kWh to $0.06/kWh.
    - Incentive cap increased from $25,000 to $50,000/building/year.
- Hosted a Participating Contractor appreciation event in the GPC suite at Truist Park Stadium for a Braves game – 5/14/24.

    - Fourteen contractors attended including: Energy One, Christian Brothers, Johnson Controls, Mayberry Electric, LowWatt, Regency Lighting, and E. Sam Jones.
- Conducted three *Coffee Talks* to educate contractors and maintain engagement in Q2:
    - Data Centers Coffee Talk – 4/23/24.
    - EE Strategies for Healthcare Facilities Coffee Talk - 5/22/24.
    - Municipal Facilities Coffee Talk – 6/18/24.
- Approved 17 new Participating Contractors in Q2. Total Participating Contractor network now includes 122 companies.
- Account Managers' Q2 outreach efforts:
    - Conducted 810 outreach calls & one-on-one meetings with customers.
    - Engaged in 21 events promoting CEEP including Gwinnett Chamber of Commerce Brown Bag.
    - Lunch, DIR presentations, and several conferences:
        - Independent Electrical Contractors (IEC) – 4/16/24.
        - Building Owners & Managers Association (BOMA) – 5/8/24.
        - GA Association of Maintenance & Operating Personnel (GSPMA) – 6/10/24.
        - Fayette Diversity, Equity, & Inclusion (DEI) Summit – 6/18/24.
        - GA4LE on Jeckyl Island – 6/23/24.
- Quarterly Marketing Update
    - April
        - Designed and distributed promotional emails for the April Coffee Talk hosted on 4/23/24.
        - Created a Coffee Talk Event page for registration of the live training hosted on 4/23/24.
        - Launched a contractor SMS campaign promoting the April Coffee Talk.
        - Published announcement in the ICF National Accounts Xchange newsletter promoting Rebate Ramp Up.
        - Designed and distributed Q2 CEEP Insider newsletter to over 715 contractors.
        - General program awareness promoted across GPC-owned channels including On-hold and On-bill messaging, Commercial Behavioral reports, and OCC throughout the quarter.
        - Brand Affordability email sent to all commercial customers featured CEEP.
        - Advertised through our BOMA sponsorship in the quarterly print newsletter and on website targeting commercial building owners and managers.
            - Thought leadership article mentioning CEEP posted on CRE Insight website.
        - Paid media campaign results.
            - Optimized paid search campaign garnering 7,289 impressions with a 26.8% CTR.
            - Facebook and Instagram ads achieved 959,837 impressions with 2.1% CTR.
            - LinkedIn static rebate ad received 201,864 impressions with 0.4% CTR.
            - Display Ads received 1,730,835 impressions with CTR of 0.1%.
            - Print ad received almost 40k impressions.
    - May
        - Designed and distributed promotional emails for the February Coffee Talk hosted on 5/22/24.
        - Created the May Event page for registration of the Coffee Talk.
        - Launched a contractor SMS campaign promoting the May Coffee Talk.

- Re-Launched a contractor recruitment paid media campaign.
- Designed and delivered distributor recruitment campaign to 366 new contacts.
- Finalized approval of first Program case study with T-Mobile.
- Sent 6 customer email communications:
    - 3 emails for unmanaged accounts.
        - Performed A/B test on CTA for "check equipment eligibility" vs "get started."
            - 106,000 recipients, 49.7% Open Rate.
        - 2 segmented emails sent to 104,461 customers, 37.9% Open Rate.
        - Brand Affordability featuring CEEP's JLL testimonial.
    - 2 outreach emails to ZoomInfo external list of 146 contacts, 15.1% average Open Rate.
    - 1 email template for Key Account Managers to send to managed customers.
- Sponsorships.
    - BOMA conference event on May 9.
        - Ad placement in show guide to encourage attendees to visit our CEEP booth.
    - Ad placement in GFIA's 2024 membership directory.
- New collaterals developed.
    - Cross-marketing flyer promoting our Outdoor Lighting Program paired with CEEP rebate.
    - T-mobile testimonial flyer for showcasing project impact.
- Paid media campaign results.
    - Paid search: 7,057 impressions with a 25.5% CTR.
    - Facebook and Instagram: 680,095 impressions with 2.3% CTR.
    - LinkedIn: 98,379 impressions with 0.5% CTR.
    - Display ads: 1,365,245 impressions with CTR of 0.1%.
    - Print ad: 56K impressions.
        - Additional half-page print ads promoted in over 150 statewide publications.

- June
    - Designed and distributed promotional emails for the June Coffee Talk hosted on 6/18/24.
    - Created a Coffee Talk Event page for registration of the live training hosted on 6/18/24.
    - Launched a contractor SMS campaign promoting the June Coffee Talk.
    - Designed and distributed three contractor email and two SMS contractor campaigns promoting the Rebate Ramp Up.
    - Curated a target list of 333 contractors using ZoomInfo for a New Construction contractor recruitment campaign.
    - Secured venue, date, and complete coordination for July Contractor Training at TopGolf.
    - Designed and delivered two contractor email invitations for July Contractor Training.
    - Created July Contractor Training event page for registration.
    - Finished contractor recruitment paid media with over 3 million impressions, more than 1,000 conversions, and 53 new participating contractor applications.
    - Added information about participating Distributor Instant Rebate on website.

- Sent 5 customer email communication include:
    - 2 communications for managed account.
        - Managed account email focused on deadline reminder and awareness for newly launched distributor instant rebate program.
            - 517 recipients, 103.7% Open Rate.
        - RTP Impact resource which promoted CEEP as a strategy to help manage energy consumption along with EMS.
    - 3 Unmanaged account emails.
        - Pre-event lead generation email sent to GA4LE conference attendees promoting awareness of CEEP and encouraged people to visit our booth.
        - Unmanaged account email reminder about deadline and Brand Quarterly Newsletter email sharing EE tips.
            - 104,264 recipients, 41.6% Open Rate.
- Ad placement in GFIA's convention program ad and new app for June event and July.
- Paid media campaign results.
    - Paid search: 8,102 impressions with a 27.7% CTR.
    - LinkedIn: 119,437 impressions with 0.6% CTR.
        - Launched 4 new video ads targeting job titles within municipality, healthcare, schools/universities, and retail/grocery segments.
    - Display ads: 901,550 impressions with 0.6% CTR.
    - Online Video Ads: 2.3M Impressions, 0.06% CTR.

- SCDI
    - Quarterly Program Highlights
        - New implementer selected – ICF.
            - Onboarding, contracting, and relaunch began late June.
        - Approx. 200 pending and expected project leads transitioning to new implementer.

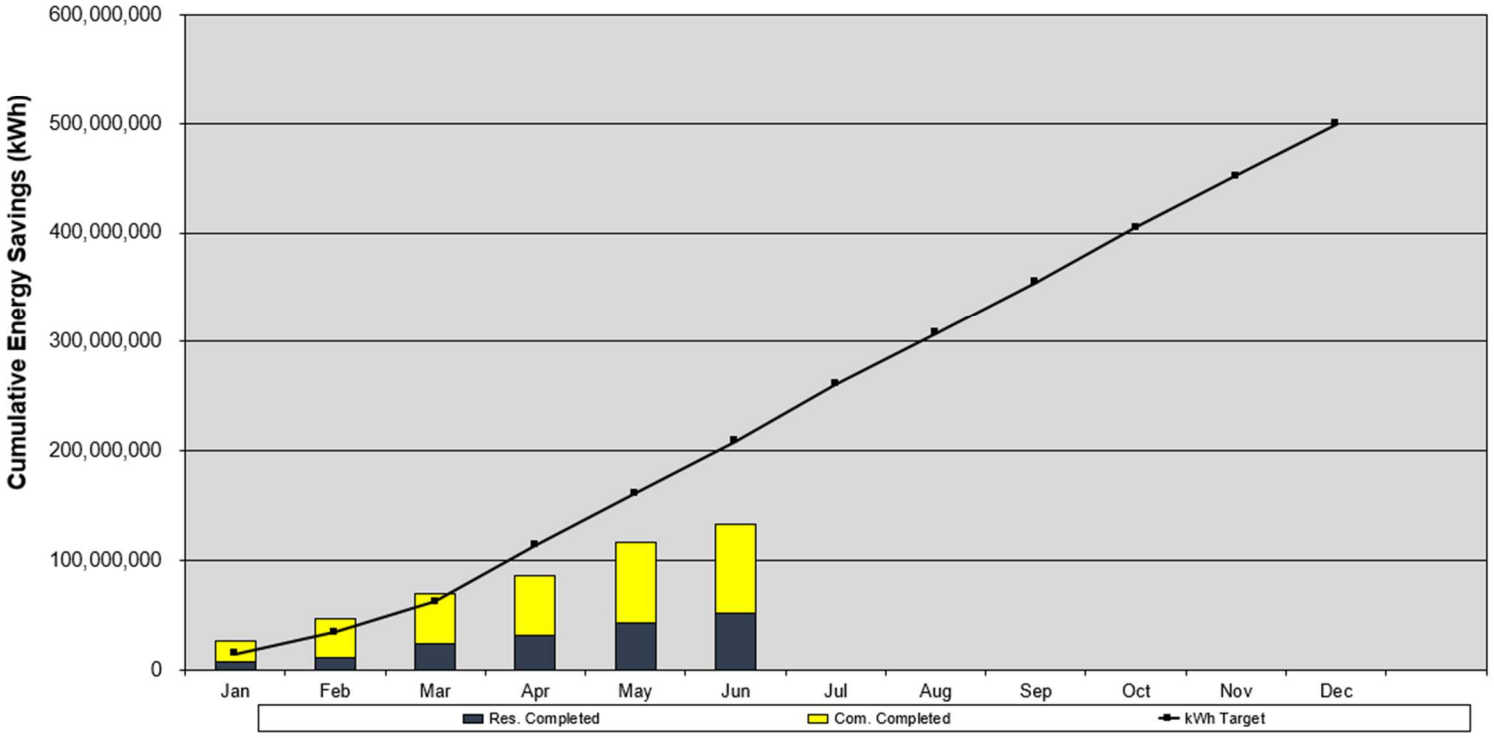
    - Quarterly Marketing Update
        - Email marketing.
            - 2 cross-marketing email campaigns deployed featuring SCDI (April & June), generating an average open rate of 39% and an average clickthrough rate of 1.18% (benchmark open rate is 20%, and benchmark clickthrough is 1%).
        - Paid advertising on social media (Instagram, Facebook).
            - Ads generated over 29,000 page visits.
        - Paid ads via streaming audio services.
        - Online video ads.
        - Paid online Google display ads.
            - Ads generated over 5,800 page visits.
        - GPC Online Customer Care ad.
        - On Bill message.

- Commercial Behavioral

- Quarterly Program Highlights
  - 26,867 paper Business Electric Assessments (BEAs) mailed in Q2. Vendor in process of running next batch of reports to be sent August 2024.
  - 88,733 electronic (eBEAs) emailed in Q2.
- 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

Q2 YTD 2024

12,360 T

IQ Carbon Footprint Reduction

Specialty Lighting

15,412,657	**24,239,053**	**63.59%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

Residential Behavioral

6,291,290	**10,180,365**	**61.80%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

EASE

5,415,191	**10,390,904**	**52.11%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

Home Energy Improvement Program

2,346,250	**1,620,720**	**144.77%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

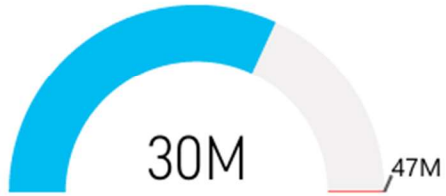
Refrigerator Recycling Plus

420,135	**0**	**0.00%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

HopeWorks

260,788	**425,017**	**61.36%**
Sum of IQ YTD Actual kWh	Sum of Annual kWh Goal	% of Annual kWh Goal

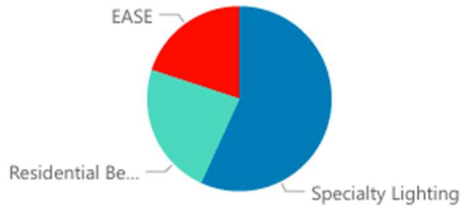
IQ YTD Actual kWh



IQ YTD % of Annual kWh Goal

64.34%

IQ YTD Actual kWh by Program Name



Certified DSM Programs - Q2 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	340,042	205,668	5,887	2,906	571	6,698	14,893	3,425	8,481	561	589,132	32,380	40	2,393	-	34,813	623,945
	Energy Savings (kWh)	11,256,502	10,475,374	-	1,035,418	205,255	2,225,542	1,328,056	620,445	1,485,711	115,465	28,747,768	-	9,024,453	25,894,270	-	34,918,723	63,666,491
	Demand Savings (kW)	2,097	2,546	26,095	149	48	470	282	195	470	23	32,376	-	3,385	3,510	-	6,895	39,271
	Incentive Costs	$ -	$ 356,535	$ 294,350	$ 309,183	$		743,207	$	2,031,279	$ 286,000	$ 4,020,554	$ -	$ 734,925	$ 2,248,737	$ -	$ 2,983,662	$ 7,004,216
	Non-Incentive Costs	$ 211,344	$ 833,288	$ 52,656	$ 534,017	$		1,270,256	$	434,830	$ 66,244	$ 3,402,635	$ 417,630	$ 548,770	$ 1,066,136	$ 830,165	$ 2,862,701	$ 6,265,337
	Total Costs	$ 211,344	$ 1,189,822	$ 347,007	$ 843,200	$		2,013,463	$	2,466,109	$ 352,244	$ 7,423,189	$ 417,630	$ 1,283,695	$ 3,314,874	$ 830,165	$ 5,846,364	$ 13,269,553
Year to Date	Measures	340,042	332,849	5,887	4,053	907	10,982	22,766	13,336	19,864	1,476	752,162	32,380	124	3,167	104	35,775	787,937
	Energy Savings (kWh)	22,843,114	15,458,817	-	1,573,574	649,418	3,790,594	2,028,992	2,173,145	3,242,046	260,788	52,026,489	859,919	23,363,632	54,530,513	2,402,981	81,157,045	133,183,534
	Annual Savings Target (kWh)	40,721,453	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	56.11%	55.98%		32.95%			21.66%		52.11%	61.36%	45.72%	10.75%	34.33%	19.05%	10.26%	21.04%	26.67%
	Demand Savings (kW)	4,257	3,459	43,871	223	143	806	434	698	15,931,029	53	15,984,973	-	4,664	7,856	683	13,203	15,998,177
	Incentive Costs	$ -	$ 563,252	$ 294,350	$ 484,636	$		1,437,236	$	4,799,494	$ 500,360	$ 8,079,328	$ -	$ 1,885,343	$ 5,564,942	$ 349,083	$ 7,799,367	$ 15,878,695
	Non-Incentive Costs	$ 1,581,745	$ 1,450,451	$ 961,756	$ 864,080	$		2,156,185	$	480,378	$ 127,746	$ 7,622,340	$ 461,244	$ 1,204,035	$ 3,531,433	$ 1,258,883	$ 6,455,595	$ 14,077,935
	YTD Costs	$ 1,581,745	$ 2,013,703	$ 1,256,106	$ 1,348,716	$		3,593,421	$	5,279,872	$ 628,106	$ 15,701,668	$ 461,244	$ 3,089,378	$ 9,096,374	$ 1,607,966	$ 14,254,962	$ 29,956,630
	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	$ (314,540)	$ (1,846,994)	$ (613,944)	$ (2,313,773)	$		(10,622,857)	$	(3,838,162)	$ (70,486)	$ (19,620,755)	$ (200,881)	$ (4,693,119)	$ (16,132,475)	$ (4,540,673)	$ (25,567,148)	$ (45,187,903)
	% Spent	83.41%	52.16%	67.17%	36.83%			25.28%		57.91%	89.91%	44.45%	69.66%	39.70%	36.06%	26.15%	35.80%	39.87%

Other Costs:	YTD Spend	2024 Budget
DSM Cross Cutting/Training	$ 1,201,811	$ 3,454,000
Residential Pilot Program	$ 564,902	$ 1,500,000
IQ Tariff Based Pilot	$ 133,437	$ 576,500
Commercial Pilot Programs	$ 293,061	$ 1,500,000
Residential EE Consumer Awareness	$ 3,548,702	$ 4,500,000
Commercial EE Consumer Awareness	$ 805,521	$ 1,100,000
Power Credit	$ 351,041	$ 15,000
Education Initiative-Learning Power	$ 1,513,548	$ 4,000,000
TOTAL	**$ 8,412,022**	**$ 16,645,500**

*HopeWorks - $500,360 prefunded incentives. As of June 30, 2024, $411,780.00 of prefunded incentives reported.
Carbon Footprint Reduction - Portfolio 54,605T, Residential 21,330T, Commercial 33,274T