



# *Energy Efficiency*

Smart Solutions for Today's Environment

The US EPA Clean Power Plan  
"111(d)" GA Stakeholder Meeting  
September 19, 2014





## Georgia Power Energy Efficiency Programs

### Certified Programs

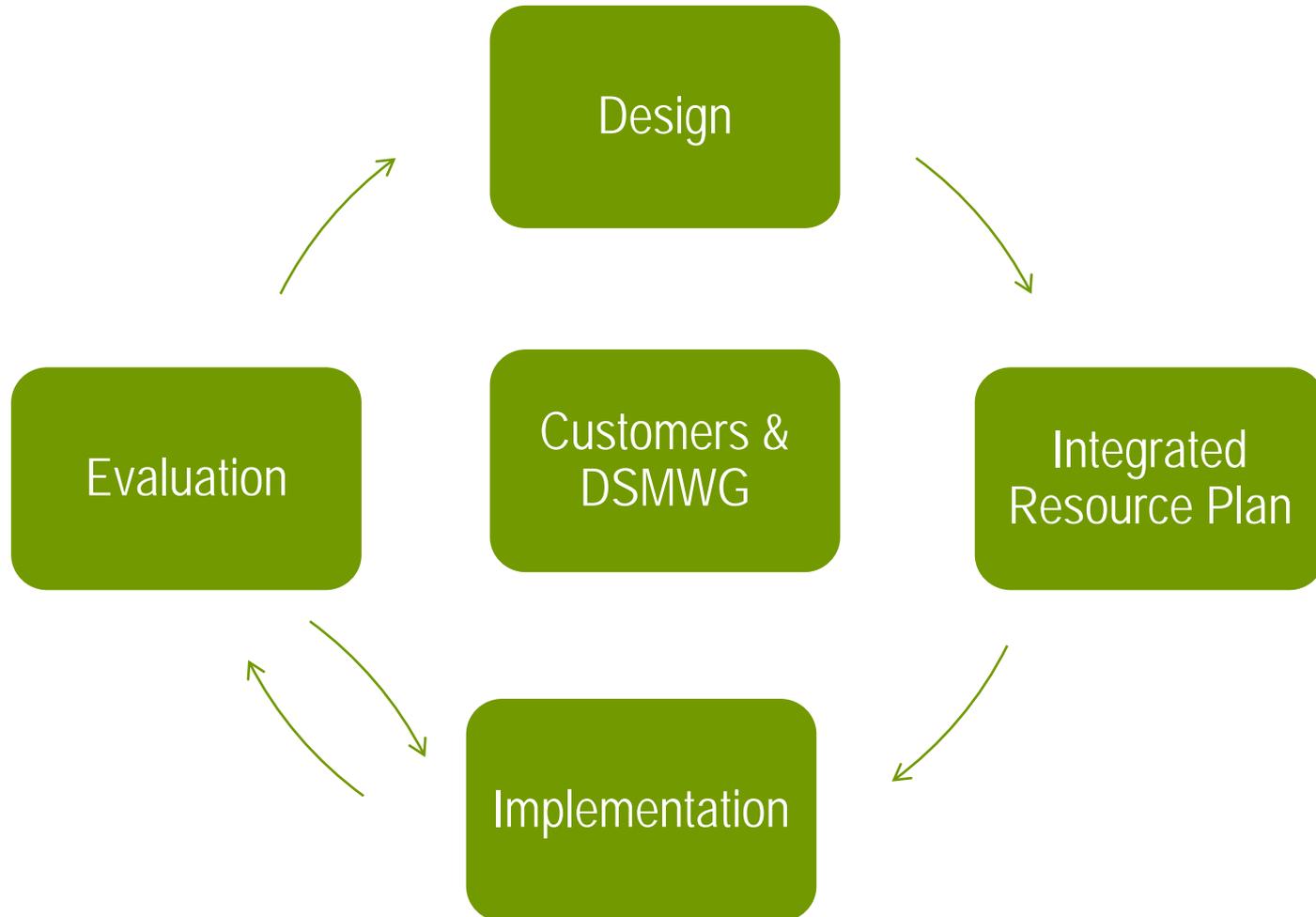
- Residential
  1. Lighting Program
  2. Appliance Program
  3. High Efficiency New Homes
  4. Home Energy Improvement
  5. Refrigerator Recycling
- Commercial
  1. Custom
  2. Prescriptive
  3. Small Commercial

### Other Programs

- Residential
  1. Consumer Awareness
  2. Low Income Weatherization
  3. Power Credit (Demand Response)
  4. In-home & on-line audits
  5. Home Energy Report Pilot Program
  6. Learning Power
- Commercial/Industrial
  - Audits & Technical Assistance



# Energy Efficiency Program Cycle





## TEAPot Study

- Technical Potential
  - What is possible from a technical perspective?
  - No limits
- Economic Potential
  - What passes the Total Resource Cost test?
  - No program costs at this point
- Achievable Potential
  - What is possible under specific program assumptions?
  - Various program incentive levels (25%, 50%, and 100%)

**These are theoretical analyses and do not take into account all market barriers.**



# EPA's 111(d) Assumptions

- EPA assumes that a 50% customer incentive level will achieve the energy efficiency levels assumed in the proposed rule.
- Georgia Power's TEAPOT study shows that theoretically only a **100% customer incentive** level could even approach such levels, and such levels have never been demonstrated in practice.
- In its modeling, EPA assumes energy efficiency will be implemented in Georgia without regard to cost. Our customers in Georgia will incur billions of dollars of cost to implement energy efficiency measures.
- The EPA target would lead to a 4x increase in the amount of energy savings with a corresponding 20x increase in the costs compared to our current plan.