

November 15, 2012

Mr. Reece McAlister
Executive Secretary
Georgia Public Service Commission
244 Washington Street, SW
Atlanta, GA 30334-5701

**RE: Certified Demand-Side Management Program – Third Quarter
2012; Docket 31082**

Dear Mr. McAlister:

Attached please find a copy of Georgia Power's Certified Demand-Side Management Program for the 3rd Quarter.

If you have any questions, please call me at 404-506-7519.

Sincerely,

Kevin Queen
Manager, Regulatory Affairs

Attachment

c: Dean Harless, Georgia Power Company

February 15, 2013

Mr. Reece McAlister
Executive Secretary
Georgia Public Service Commission
244 Washington Street, SW
Atlanta, GA 30334-5701

**RE: Certified Demand-Side Management Program – 4th Quarter
2012; Docket 31082**

Dear Mr. McAlister:

Attached please find a copy of Georgia Power's Certified Demand-Side Management Program for the 4th Quarter.

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Kevin Queen
Manager, Regulatory Affairs

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Georgia Power Company Certified Demand-Side Management Programs Second Quarter 2012 Status Report

In accordance with the Resolution of Outstanding Issues, signed June 30, 2010, included in the Supplemental Order of Docket No. 31082 for DSM Implementation Monitoring, Georgia Power Company (“Georgia Power” or the “Company”) provides this second quarterly report for activity through June 30, 2012.

REPORTING FORMAT

The report begins with an overview of each of the certified demand-side management (“DSM”) programs with marketing and training activities that have taken place during 2012. The overviews are followed by a graph displaying year to date program results segmented by customer class. Following the graph is a table of program specific results for current quarter, year-to-date and program-to-date performance as measured by participant level, energy savings, demand savings and cost.

GENERAL INFORMATION

As part of Georgia Power Company’s Application for Certification of its Demand Side Management Plan, five residential and two commercial energy efficiency programs were certified by the Georgia Public Service Commission (“Commission”) as DSM resources in Docket No. 31082. These seven certified DSM resources are expected to achieve approximately 104 GWH, 203 GWH and 290 GWH of energy reduction for the years 2011, 2012 and 2013 respectively. The ten year program plans have an expected annual 2,822 GWH reduction by 2020.

The guidance for the report development was provided in the Resolution of Outstanding Issues (“Resolution”), dated June 30, 2010, and approved by the Commission on September 10, 2010. Specific guidance given in the Resolution states:

Quarterly progress reports will include participation levels, program costs and program marketing information. The semi-annual report will be more detailed and will include participation levels, program costs and energy and demand savings information. The first semi-annual report will be completed and filed no later than August 15, 2012, for the six month period ending on June 30, 2012. The first quarterly report will be filed no later than May 15, 2012, for the quarter ending on March 31, 2012 (Page 3 of the Resolution).

As Georgia Power has developed its program implementation tracking tool and Commission report structure, the Company decided to provide the semi-annual report data as identified in the Resolution for all quarterly reports to the Commission.

This quarterly report shows activities associated with program implementation for all certified DSM programs.

CERTIFIED ENERGY EFFICIENCY PROGRAMS STATUS UPDATES - 2012

Residential Programs

EarthCents Residential Lighting & Appliance: The residential EarthCents Lighting & Appliance Program promotes the purchase and installation of energy efficient products by Georgia Power residential customers. The program focuses on increasing consumer awareness of the benefits of energy efficient technologies through customer education, retail partnerships and sales representative training, promotional distribution of compact fluorescent lamps (“CFLs”), new appliance rebates and markdowns reducing the cost of CFL bulb packs.

Major activities and accomplishments during this reporting period include:

- Conducted 2,818 retail site visits, labeling select ENERGY STAR qualified appliances and CFLs and educating customers and training associates to use the Georgia Power EarthCents Appliance Rebates at all participating appliance retailers throughout the state as well as the lighting markdown in participating Costco and The Home Depot stores;
- Conducted 90 in-store promotions highlighting the features and benefits of energy efficient lighting and appliances as well as engaging customers in overall energy efficiency program conversations at a variety of retail locations around the state;
- Conducted 752 Lighting Associate Trainings;
- Conducted 2,239 Appliance Associate Trainings;
- Conducted 1,599 Lighting Customer education events;
- Conducted 453 Appliance Customer education events;
- Launched the second quarter \$25 ENERGY STAR qualified room air conditioner rebate program at all Georgia BrandsMart USA locations and on BrandsMartUSA.com effective May 1, 2012;
- Continued preparations for the third quarter \$20 ENERGY STAR qualified freezer rebate which is scheduled to launch July 1, 2012 at all participating appliance retail locations throughout the state;
- Updated the Georgia Power website to reflect the 2012 Appliance Rebate Program; and
- Hosted 57 Change the World customer events and distributed 14,479 CFL’s to customers in exchange for a pledge.

EarthCents Residential New Homes: The Residential EarthCents New Homes Program focuses on a whole-building approach to improving the energy efficiency of new homes. The program promotes the installation of energy efficient measures in new home construction to improve the performance of participating homes to at least 15 percent above the existing residential energy code. As such, the financial incentives for qualifying new homes are applied for and paid to the home building contractor to offset the cost of a formal inspection by a certified Home Energy Rating System (“HERS”) rater and to assist with the incremental cost of installing the efficiency measures.

The housing construction slowdown continues. Industry experts predict a flat growth trend through 2012 and beyond. This market is affecting all aspects of new construction including the construction of high efficiency new homes.

Major activities and accomplishments during this reporting period include:

- Hosted a key stakeholder summit for approximately 32 builders, raters, realtors, appraisers, and lenders which identified barriers and obstacles to success in energy efficient construction;
- Conducted Realtor training classes in Macon, Valdosta, and Columbus with approximately 65 in attendance;
- Continued to engage builders in the EarthCents New Home Program statewide through individual meetings as well as Home Builder Association functions;
- Continued to engage all top production builders on the benefits of energy efficient EarthCents New Home construction;
- Finalized plans on the New Market Consumer Awareness Campaign utilizing EarthCents New Homes Program billboards statewide along with promoting the program through online advertising and consumer periodicals. The campaign will start in July and conclude in December 2012;
- Sponsored Fox 5's weekly "Atlanta Best New Homes" Program promoting EarthCents New Home Program to consumers, realtors, and builders;
- Hosted a statewide HERS Raters meeting for those participating in the EarthCents New Home Program;
- Participated in an EarthCents New Home Program Lunch and Learn for builders and raters at Greater Atlanta Homebuilders Association; and
- Presented an overview of the EarthCents New Home Program to 70 Metro Atlanta Area Realtors.

EarthCents Residential Home Energy Improvement: The residential EarthCents Home Energy Improvement Program promotes a comprehensive, whole-building approach to improving the energy efficiency and comfort of existing homes and includes multiple participation paths to appeal to a wide range of residential customers. The program provides financial incentives for implementing eligible energy efficiency measures. In addition to the financial incentives offered, the program includes customer education and awareness campaigns, and contractor partnerships and training.

Major activities and accomplishments during this reporting period include:

- Continued to provide support and training for approximately 104 program participating contractors who provide statewide coverage;
- Mailed letter with program rebate information to over 6,900 multi-family property owners in June;
- Email campaign launched in April and June to provide energy tips and rebate information to approximately 660,000 residential customers;
- Social Media Campaign launched in June to provide an energy tip per day along with rebate information via Facebook and Twitter;
- Presented program at Savannah Earth Day Festival in April;
- Presented program at City of Decatur Contractor Event in April;
- Presented program at Conditioned Air Association of Georgia (CAAG) meeting in Augusta in May;
- Presented program at U.S. EPA Southeast Region Employee Recreation Association's Eco-Expo event in May; and

- Presented program at Gwinnett Chamber Economic Development Annual Sustainability Summit in May.

EarthCents Residential Refrigerator Recycling Program: The Residential Refrigerator Recycling program aims to eliminate inefficient or extraneous refrigerators and freezers in an environmentally safe manner and produce cost-effective long-term energy and peak demand savings in the residential sector. The program focuses on increasing customer awareness of the economic and environmental costs associated with running inefficient, older appliances in a household, and provides eligible customers with free refrigerator and freezer pick-up services in addition to a cash incentive.

Major activities and accomplishments during this reporting period include:

- Continued implementing the new 2012 marketing plan through the middle of June which included newspaper ads, increasing radio ads in Athens, Rome and Columbus and participation in the company's new customer email campaign;
- Additional marketing initiative plans such as increasing the incentive from \$35 to \$50 (beginning July 1), ramping up radio and newspaper advertising and adding a direct mailer to 50,000 customers were completed and strategies developed in an effort to increase program participation and fully leverage our upcoming peak season (July – September);
- All web, advertising and collateral is being updated to reflect the new incentive; and
- Added two collection crews in Atlanta, Ga and one collection crew based in Savannah, Ga.

EarthCents Residential Water Heating: The residential EarthCents Water Heating Program promotes energy efficient residential water heating practices, including the identification and installation of energy conservation measures in existing water heating systems, and customer education on the benefits of installing high efficiency water heating equipment. The program provides Georgia Power customers with the opportunity to have an audit conducted on their water heating system to identify energy savings opportunities. To maximize participation and promote energy efficient water heating, the program includes customer education, awareness campaigns, and information on financial incentives for water heating equipment available through Georgia Power's Home Energy Improvement Program.

Major activities and accomplishments during this reporting period include:

- Continued using residential Energy Audits as an opportunity to educate customers on efficient water heating applications; and
- Continued using residential Energy Audits as an opportunity to install water heater blankets free of charge to customers with electric water heaters.

EarthCents Power Credit Program: Georgia Power is in the process of converting its communication system from the low radio frequency single directional communication device to

a higher radio frequency communication device that may be compatible with the AMI system at a later date. This conversion is anticipated to take approximately two years and during this conversion the potential demand reduction from Power Credit will have varying levels of availability.

Major activities and accomplishments during this reporting period include:

- An additional 15,000 were ordered second quarter and are beginning to arrive in July;
- Additional installation technicians have been hired or re-assigned to the project;
- Installation technicians were trained in February/March 2012 on the installation protocol for changing out the DCU doors;
- DCU doors are currently being installed with over 7,600 customers completed by midyear 2012;
- The program is not being actively promoted due to the focus on replacement and the volume that involves; and
- A small number of residual enrollments continue to occur and will be installed while technicians are in the area with the conversion.

EarthCents Commercial Energy Efficiency Programs

Commercial Custom Incentive Program: The Commercial Custom Incentive program provides a platform for comprehensive energy efficiency projects in facilities that go beyond single measures and common efficiency practices. The program does not define a specific list of eligible measures but bases participation on the verifiable energy savings resulting from the measures implemented. The program offering focuses on commercial facility lighting efficiency improvements and provides incentives based on the achievement of watts reduced with a cap of \$10,000 for qualifying facilities.

Commercial Prescriptive Incentive Program: The Commercial Prescriptive Incentive program promotes the purchase of eligible high-efficiency equipment installed at qualifying customer facilities. Rebates offered through this program serve to reduce the incremental cost to upgrade to high-efficiency equipment over standard efficiency options for Georgia Power's customers. The program includes equipment with easily calculated savings, provides straightforward and easy participation for customers. All Georgia Power commercial customers are eligible to participate.

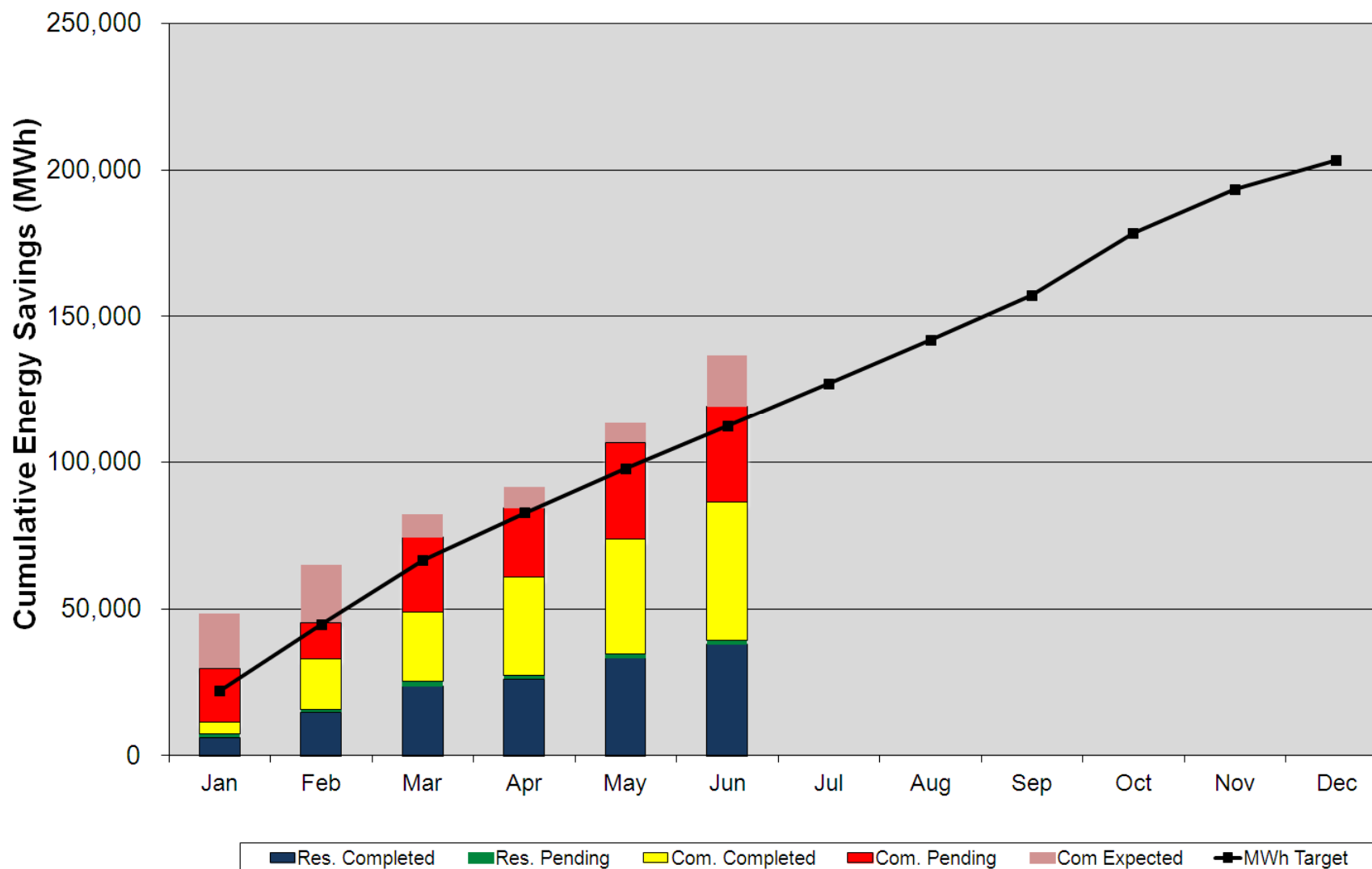
These programs are being marketed as a single Commercial program with the customer having the option of choosing the Custom or Prescriptive track for achieving energy savings and the corresponding incentives associated with those savings.

Major activities and accomplishments during this reporting period include:

- Georgia Power Commercial Energy Efficiency representatives presented program information at the following meetings during the second quarter of the year:
 - HARDI (Heating, Air Conditioning & Refrigeration Distributors International);
 - BOMA (Building Owners and Managers of Atlanta);

- Southern Company Environmental Stewardship Group;
 - Mingledorff's HVAC Dealers (Carrier & Mitsubishi Distributor);
 - Equifax Office Management;
 - Selig Enterprises (Commercial Office Management Company);
 - Statesboro Chamber of Commerce Local Industry Group;
 - Georgia Center for Non-Profits;
 - Augusta Commercial Builders Council;
 - Lunch & Learn for Northeast Region Key Account Customers; and
 - Prologis Building Management.
- Georgia Power Commercial Energy Efficiency representatives attended the following Professional Association Conferences where they interfaced with numerous customers and trade allies:
 - GA Assoc. of Physical Plant Administrators (College & University Facilities personnel);
 - Georgia Society of Hospital Engineers;
 - Georgia Hotel and Lodging Association's Hotelfest;
 - Atlanta Better Building Challenge "Meet Your Match" event; and
 - Georgia Council of Educational Facility Planners.
- The following Commercial Energy Efficiency program marketing materials were developed during the second quarter of 2012:
 - Atlanta Airport parking deck lighting testimonial video and collateral;
 - City of Macon reflective roofing testimonial video and collateral; and
 - Developed new segment specific ads to go into professional periodicals and journals in 2nd half of 2012.
- Additionally, Georgia Power completed the following activities in support of the Commercial Energy Efficiency program:
 - Conducted Trade Ally Focus Groups to solicit feedback and suggestions on program improvements; and
 - Initiated project to create online rebate application tool. Rollout expected in late 3Q or early 4Q.

2010 Certified DSM Programs



Certified DSM Programs - 2Q Performance Report 2012

| | | Residential Programs | | | | | | | | | | Commercial Programs | | | Certified DSM Program Totals |
|-----------------|------------------------------------|-----------------------|----------------|------------------------|---------------------------|--------------|-------------------------|-----------------|----------------|------------------|-----------------|---------------------|------------------------|-----------------|------------------------------|
| | | Lighting & Appliances | | Refrigerator Recycling | High Efficiency New Homes | | Home Energy Improvement | | Water Heating | Power Credit (3) | Portfolio Total | Custom Incentive | Prescriptive Incentive | Portfolio Total | |
| | | Appliances | Lighting | | Multi | Single | Multi | Single | | | | | | | |
| Current Quarter | Participants | 2,258 | 63,139 | 2,610 | 115 | 141 | 1,964 | 3,111 | 314 | (16) | 73,636 | 302 | 185 | 487 | |
| | Energy Savings (kWh) | 1,319,797 | 4,688,388 | 2,873,610 | 92,000 | 172,443 | 1,860,776 | 2,734,352 | 170,816 | - | 13,912,182 | 19,641,745 | 11,271,775 | 30,913,520 | 44,825,702 |
| | Demand Savings (kW) | 183 | 3,798 | 418 | 45 | 62 | 390 | 1,288 | 31 | (31) | 6,184 | 4,038 | 3,121 | 7,159 | 13,343 |
| | Incentive Costs | \$ 194,293 | \$ 196,361 | \$ 73,045 | \$ 62,750 | \$ 1,487,168 | \$ - | \$ 840 | \$ 2,014,457 | \$ 675,685 | \$ 209,046 | \$ 884,731 | \$ 2,899,188 | | |
| | Non-Incentive Costs | \$ 281,729 | \$ 192,187 | \$ 425,759 | \$ 180,169 | \$ 545,457 | \$ 16,357 | \$ 596,596 | \$ 2,238,254 | \$ 596,200 | \$ 380,224 | \$ 976,424 | \$ 3,214,678 | | |
| | Total Costs | \$ 476,022 | \$ 388,548 | \$ 498,804 | \$ 242,919 | \$ 2,032,625 | \$ 16,357 | \$ 597,436 | \$ 4,252,711 | \$ 1,271,885 | \$ 589,270 | \$ 1,861,155 | \$ 6,113,866 | | |
| Year to Date | Participants | 11,367 | 325,486 | 4,171 | 115 | 338 | 2,498 | 4,510 | 588 | (25) | 349,048 | 582 | 574 | 1,156 | 350,204 |
| | Energy Savings (kWh) | 5,959,910 | 19,689,140 | 4,592,271 | 92,000 | 413,374 | 2,566,054 | 5,476,703 | 319,872 | - | 39,109,324 | 52,303,145 | 27,648,275 | 79,951,420 | 119,060,744 |
| | Demand Savings (kW) | 851 | 16,725 | 667 | 45 | 149 | 578 | 1,574 | 59 | (49) | 20,598 | 9,996 | 7,348 | 17,344 | 37,942 |
| | Incentive Costs | \$ 857,717 | \$ 196,361 | \$ 108,190 | \$ 118,850 | \$ 2,075,960 | \$ - | \$ 860 | \$ 3,357,938 | \$ 1,059,625 | \$ 355,852 | \$ 1,415,477 | \$ 4,773,415 | | |
| | Non-Incentive Costs | \$ 571,471 | \$ 192,187 | \$ 637,282 | \$ 274,514 | \$ 962,377 | \$ 16,472 | \$ 963,265 | \$ 3,617,569 | \$ 913,229 | \$ 474,115 | \$ 1,387,345 | \$ 5,004,913 | | |
| | Total Costs | \$ 1,429,188 | \$ 388,548 | \$ 745,472 | \$ 393,364 | \$ 3,038,337 | \$ 16,472 | \$ 964,125 | \$ 6,975,507 | \$ 1,972,855 | \$ 829,967 | \$ 2,802,822 | \$ 9,778,329 | | |
| | Total Annual Budget (1) (2) | \$ 2,168,680 | \$ 2,278,668 | \$ 3,749,018 | \$ 3,702,339 | \$ 205,555 | \$ 9,500,000 | \$ 21,604,260 | \$ 3,192,068 | \$ 5,254,692 | \$ 8,446,760 | \$ 30,051,020 | | | |
| | Budget Variance | \$ (350,944) | \$ (1,533,196) | \$ (3,355,654) | \$ (664,002) | \$ (189,083) | \$ (8,535,875) | \$ (14,628,753) | \$ (1,219,213) | \$ (4,424,725) | \$ (5,643,938) | \$ (20,272,691) | | | |
| Program to Date | Participants | 26,335 | 740,534 | 10,820 | 1,989 | 1,062 | 4,048 | 9,342 | 1,176 | 56,368 | 851,674 | 1,000 | 923 | 1,923 | 853,597 |
| | Energy Savings (kWh) | 13,238,727 | 42,765,779 | 11,912,820 | 1,591,200 | 1,298,826 | 6,713,138 | 9,574,438 | 639,592 | - | 87,734,520 | 117,761,345 | 43,969,246 | 161,730,591 | 249,465,111 |
| | Demand Savings (kW) | 1,915 | 30,342 | 1,711 | 776 | 470 | 636 | 2,659 | 116 | 110,481 | 149,105 | 23,770 | 12,608 | 36,378 | 185,483 |
| | Incentive Costs | \$ 1,706,158 | \$ 347,620 | \$ 648,600 | \$ 4,867,060 | \$ - | \$ 1,434,176 | \$ 9,003,614 | \$ 2,476,692 | \$ 642,486 | \$ 3,119,177 | \$ 12,122,791 | | | |
| | Non-Incentive Costs | \$ 2,295,124 | \$ 1,616,453 | \$ 1,125,869 | \$ 2,728,828 | \$ 68,606 | \$ 16,013,124 | \$ 23,848,005 | \$ 1,809,033 | \$ 2,052,818 | \$ 3,861,851 | \$ 27,709,855 | | | |
| | Total Costs | \$ 4,001,282 | \$ 1,964,073 | \$ 1,774,469 | \$ 7,595,888 | \$ 68,606 | \$ 17,447,300 | \$ 32,851,619 | \$ 4,285,724 | \$ 2,695,304 | \$ 6,981,028 | \$ 39,832,647 | | | |
| | Total Program Budget | \$ 3,365,264 | \$ 3,723,095 | \$ 6,387,463 | \$ 5,973,937 | \$ 446,833 | \$ 31,657,908 | \$ 51,554,500 | \$ 5,244,218 | \$ 8,254,202 | \$ 13,498,420 | \$ 65,052,920 | | | |
| | Budget Variance | \$ 636,018 | \$ (1,759,022) | \$ (4,612,994) | \$ 1,621,951 | \$ (378,227) | \$ (14,210,608) | \$ (18,702,881) | \$ (958,494) | \$ (5,558,898) | \$ (6,517,392) | \$ (25,220,273) | | | |

Notes:

- (1) Total Annual Budget represents the Commission approved program budgets and does not include movement of dollars between programs
- (2) Total Annual Budget does not include the \$900,000 cross cutting costs for training, reporting and management oversight
- (3) Active marketing of Power Credit is on hold while the Company changes out existing direct load control switch technology
- (4) 1st quarter lighting costs were omitted in error. YTD and PTD costs are correct.
- (5) Multifamily Home Energy Improvement participants are higher program to date to reflect number of units instead of number of projects (as was reported in 2011).

Georgia Power Company Certified Demand-Side Management Programs Third Quarter 2012 Status Report

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GENERAL INFORMATION

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Major activities and accomplishments during this reporting period include:

- Conducted 2,519 retail site visits, labeling select ENERGY STAR® qualified appliances and CFLs and educating customers and training associates to use the Georgia Power EarthCents Appliance Rebates at all participating appliance retailers throughout the state as well as the lighting markdown in participating Costco and The Home Depot stores;
- Conducted 54 in-store promotions highlighting the features and benefits of energy efficient lighting and appliances as well as engaging customers in overall energy efficiency program conversations at a variety of retail locations around the state;
- Conducted 813 Lighting Associate Trainings;
- Conducted 3,050 Appliance Associate Trainings;
- Conducted Lighting in-store customer events - 886 customers attended;
- Conducted Appliance in-store customer events – 475 customers attended;
- Launched the third quarter \$20 ENERGY STAR® certified freezer rebate effective July 1, 2012 at all participating appliance retail locations throughout the state; and
- Updated the Georgia Power website to reflect the availability of the current Freezer Rebate in the 2012 Appliance Rebate Program.

EarthCents Residential New Homes: The EarthCents New Home Program focuses on a whole-building approach to improving the energy efficiency of new homes. The program promotes the installation of energy efficient measures in new home construction to improve the performance of participating homes to at least 15 percent above the existing residential energy code. As such, the financial incentives for qualifying new homes are applied for and paid to the home building contractor to offset the cost of a formal inspection by a certified Home Energy Rating System (“HERS”) rater and to assist with the incremental cost of installing the efficiency measures.

The housing construction market continues to struggle. Industry experts predict a flat growth trend through 2012 and beyond. This market is affecting all aspects of new construction including the construction of high efficiency new homes.

Major activities and accomplishments during this reporting period include:

- Continued working with industry stakeholders in addressing the key gaps (communication, collaboration, and education) to energy efficient construction beyond code. Initial actions will focus on the education of each stakeholder group (builder, rater, realtor, lender/appraiser) and their unique barriers/obstacles;
- Conducted Realtor training classes in Americus and Atlanta with approximately 50 in attendance collectively;
- Continued to engage builders (including all top production builders) in the EarthCents New Home Program statewide through individual meetings as well as Home Builder Association functions;
- Initiated New Market Consumer Awareness Campaign (July - December 2012) utilizing EarthCents New Homes Program billboards statewide along with promoting the program through online advertising and consumer periodicals;
- Continued to sponsor Fox 5's weekly "Atlanta Best New Homes" Program promoting EarthCents New Home Program to consumers, realtors, and builders;
- Presented EarthCents New Home Program overview at The Georgia Association of Realtors State Convention; and
- Promoted the EarthCents New Home Program at the Atlanta Board of Realtors Home Show.

EarthCents Residential Home Energy Improvement: The EarthCents Home Energy Improvement Program promotes a comprehensive, whole-building approach to improving the energy efficiency and comfort of existing homes and includes multiple participation paths to appeal to a wide range of residential customers. The program provides financial incentives for implementing eligible energy efficiency measures. In addition to the financial incentives offered, the program includes customer education and awareness campaigns, and contractor partnerships and training.

Major activities and accomplishments during this reporting period include:

- Continued to provide support and training for approximately 102 program participating contractors who provide statewide coverage;
- Email campaign continued during July through September to provide energy tips and rebate information to approximately 660,000 residential customers;
- Social Media campaign continued during July through September to provide an energy tip per day along with rebate information via Facebook and Twitter; and
- Presented the program to several multi-family property owners and public housing authorities.

EarthCents Residential Refrigerator Recycling Program: The Residential Refrigerator Recycling program aims to eliminate inefficient or extraneous refrigerators and freezers in an environmentally safe manner and produce cost-effective long-term energy and peak demand savings in the residential sector. The program focuses on increasing customer awareness of the economic and environmental costs associated with running inefficient, older appliances in a household, and provides eligible customers with free refrigerator and freezer pick-up services in addition to a cash incentive.

Major activities and accomplishments during this reporting period include:

- Increased marketing for the peak season opportunities this quarter to include: Direct mail, bill insert, bill Onsert, OPOWER email, digital campaign, television advertising, radio, newspaper. Four weeks of additional radio ads will run in September and October;
- Dropped 50,000 direct mailers on August 7th;
- Increased incentive of \$50 generated a 184% increase in enrollments in the first month and a 210% increase in enrollments during the second month;
- Collected 1,090 units in the month of July, 1,692 units in the month of August and 1,890 units in the month of September – representing the strongest quarter in the program’s history; and
- Added a new collection crew bringing the program to 8 collection crews running statewide.

EarthCents Residential Water Heating: The EarthCents Water Heating Program promotes energy efficient residential water heating practices, including the identification and installation of energy conservation measures in existing water heating systems, and customer education on the benefits of installing high efficiency water heating equipment. The program provides Georgia Power customers with the opportunity to have an audit conducted on their water heating system to identify energy savings opportunities. To maximize participation and promote energy efficient water heating, the program includes customer education, awareness campaigns, and information on financial incentives for water heating equipment available through Georgia Power’s Home Energy Improvement Program.

Major activities and accomplishments during this reporting period include:

- Continued using residential Energy Audits as an opportunity to educate customers on efficient water heating applications; and
- Continued using residential Energy Audits as an opportunity to install water heater blankets free of charge to customers with electric water heaters.

EarthCents Power Credit Program: Georgia Power is in the process of converting its communication system from the low radio frequency single directional communication device to a higher radio frequency communication device that may be compatible with the AMI system at a later date. This conversion is anticipated to take approximately two years and during this conversion the potential demand reduction from Power Credit will have varying levels of availability.

Major activities and accomplishments during this reporting period include:

- Received 27,000 units to-date with another 15,000 on order for delivery;
- Continued to install the replacement units with additional installation technicians who will be in place through 2013;
- Installed replacement doors with over 17,000 customers;
- 1,700 customers have left the program during the equipment switch out;

- Received a small number of residential enrollments even though program is not actively promoted at this time – customers equipment will be installed while technicians are in the area with the conversion; and
- Additional program recruitment is expected to begin in 2013.

Low Income Weatherization Program

Georgia Power provides funding to Georgia Environmental Finance Authority and Resource Services Ministry who administer the low income weatherization assistance program. Improvements are made to the homes of qualifying low income customers. Over 11,000 homes have received weatherization improvements over the past 16 years. The following table provides homes and funding data by quarter for 2012.

| | 1st Quarter | | 2nd Quarter | | 3rd Quarter | | YTD Totals | |
|---------------|-------------|------------------|-------------|------------------|-------------|------------------|------------|------------------|
| | Homes | Funding | Homes | Funding | Homes | Funding | Homes | Funding |
| RSM | 39 | \$75,000 | 51 | \$75,000 | 85 | \$99,742 | 175 | \$249,742 |
| GEFA | 73 | \$46,685 | 156 | \$259,767 | 84 | \$318,292 | 313 | \$624,744 |
| Totals | 112 | \$121,685 | 207 | \$334,767 | 169 | \$418,034 | 488 | \$874,486 |

EarthCents Commercial Energy Efficiency Programs

Commercial Custom Incentive Program: The Commercial Custom Incentive program provides a platform for comprehensive energy efficiency projects in facilities that go beyond single measures and common efficiency practices. The program does not define a specific list of eligible measures but bases participation on the verifiable energy savings resulting from the measures implemented. The program offering focuses on commercial facility lighting efficiency improvements and provides incentives based on the achievement of watts reduced with a cap of \$10,000 for qualifying facilities.

Commercial Prescriptive Incentive Program: The Commercial Prescriptive Incentive program promotes the purchase of eligible high-efficiency equipment installed at qualifying customer facilities. Rebates offered through this program serve to reduce the incremental cost to upgrade to high-efficiency equipment over standard efficiency options for Georgia Power's customers. The program includes equipment with easily calculated savings, provides straightforward and easy participation for customers. All Georgia Power commercial customers are eligible to participate.

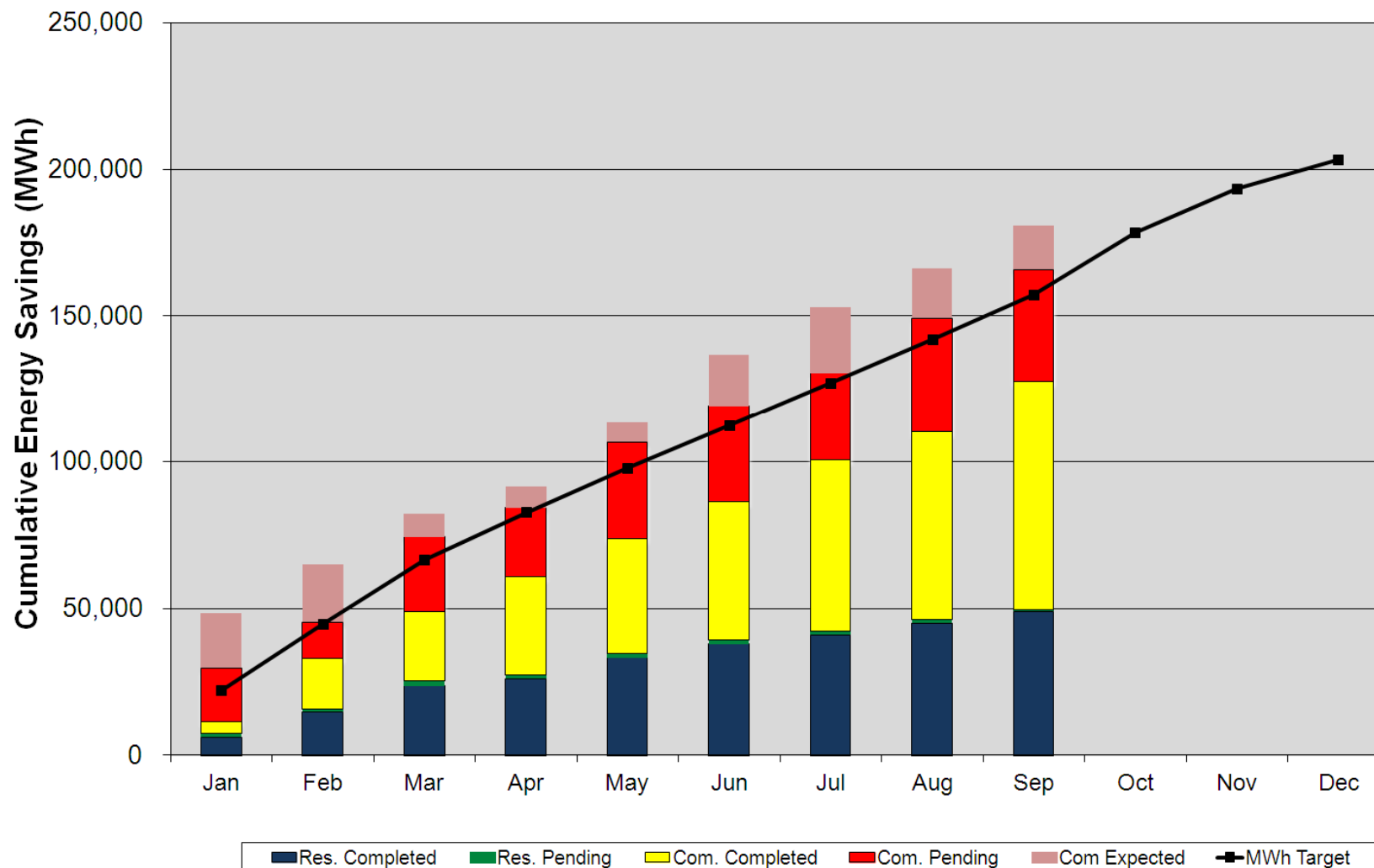
These programs are being marketed as a single Commercial program with the customer having the option of choosing the Custom or Prescriptive track for achieving energy savings and the corresponding incentives associated with those savings.

Major activities and accomplishments during this reporting period include:

- Presented program information at the following meetings during the third quarter of the year:

- American Institute of Architects-Augusta Chapter,
 - Acuity Brands Product Showcase,
 - Philips Lighting,
 - Georgia Tech-Savannah Class Presentation, and
 - Savannah Hotel & Restaurant Lunch & Learn;
- Attended the following Professional Association Conferences and interfaced with numerous customers and trade allies:
 - Retail Design & Construction Association Annual Conference, and
 - American Institute of Architects -South Atlantic Region Annual Conference;
- Developed the following marketing materials:
 - Commercial Energy Efficiency Program content on company web page, and
 - Target ads for Restaurants and Office Buildings;
- Completed the following activities:
 - Initial testing of new, improved, web-based Commercial Energy Efficiency Program application intake tool, and
 - Planning and scheduling of Trade Ally update meetings around the state to begin in 4th Quarter, and continue into 1st Quarter 2013.

2010 Certified DSM Programs



Georgia Power Company Certified Demand-Side Management Programs Fourth Quarter 2012 Status Report

In accordance with the Resolution of Outstanding Issues (“Resolution”), signed June 30, 2010, included in the Supplemental Order of Docket No. 31082 for DSM Implementation Monitoring, Georgia Power Company (“Georgia Power” or the “Company”) provides this fourth quarterly report for activity through December 31, 2012.

REPORTING FORMAT

The report begins with an overview of each of the certified demand-side management (“DSM”) programs with marketing and training activities that have taken place during fourth quarter 2012. The overviews are followed by a graph displaying year-to-date program results segmented by customer class. Following the graph is a table of program specific results for current quarter, year-to-date and program-to-date performance as measured by participant level, energy savings, demand savings and cost.

GENERAL INFORMATION

As part of Georgia Power Company’s Application for Certification of its Demand Side Management Plan, five residential and two commercial energy efficiency programs were certified by the Georgia Public Service Commission (“Commission”) as DSM resources in Docket No. 31082. These seven certified DSM resources are expected to achieve approximately 104 GWH, 203 GWH and 290 GWH of energy reduction for the years 2011, 2012 and 2013 respectively. The ten year program plans have an expected annual 2,822 GWH reduction by 2020.

The guidance for the report development was provided in the Resolution of Outstanding Issues, dated June 30, 2010, and approved by the Commission on September 10, 2010. Specific guidance given in the Resolution states:

Quarterly progress reports will include participation levels, program costs and program marketing information. The semi-annual report will be more detailed and will include participation levels, program costs and energy and demand savings information. The first semi-annual report will be completed and filed no later than August 15, 2012, for the six month period ending on June 30, 2012. The first quarterly report will be filed no later than May 15, 2012, for the quarter ending on March 31, 2012 (Page 3 of the Resolution).

As Georgia Power has developed its program implementation tracking tool and Commission report structure, the Company decided to provide the semi-annual report data as identified in the Resolution for all quarterly reports to the Commission.

This quarterly report shows activities associated with program implementation for all certified DSM programs.

CERTIFIED ENERGY EFFICIENCY PROGRAMS STATUS UPDATES - 2012

Residential Programs

EarthCents® Residential Lighting & Appliance: The residential EarthCents Lighting & Appliance Program promotes the purchase and installation of energy efficient products by Georgia Power residential customers. The program focuses on increasing consumer awareness of the benefits of energy efficient technologies through customer education, retail partnerships and sales representative training, promotional distribution of compact fluorescent lamps (“CFLs”), new appliance rebates and markdowns reducing the cost of CFL bulb packs.

Major activities and accomplishments during this reporting period include:

- Conducted 2,671 retail site visits, labeling select ENERGY STAR® qualified appliances and CFLs and educating customers and training associates to use the Georgia Power EarthCents Appliance Rebates at all participating appliance retailers throughout the state as well as the lighting markdown in participating Costco and The Home Depot stores;
- Conducted 77 in-store promotions highlighting the features and benefits of energy efficient lighting and appliances as well as engaging customers in overall energy efficiency program conversations at a variety of retail locations around the state;
- Conducted 921 Lighting Associate Trainings;
- Conducted 2,945 Appliance Associate Trainings;
- Conducted Lighting in-store Customer events – 7,894 customers attended;
- Conducted Appliance in-store Customer events – 1,225 customers attended;
- Hosted 34 Change the World events at Georgia Power business offices throughout the state;
- Received and recorded 121,531 Change the World pledges, putting Georgia Power in first place across multiple categories;
- Completed the Freezer Rebate on November 30th which marked the end of all 2012 rebates; in preparation for that date, the field services team visited all appliance retailers to explain the end of the rebate to associates as well as to remove any remaining point of purchase material;
- Visited all participating lighting retailers to remove remaining point of purchase material from the lighting aisle in preparation for the close of all lighting markdowns on November 30 and explain the end of the markdown to sales associates; and
- Introduced the Holiday Lighting Tip:
 - With the close of the lighting markdown at the end of November, the Georgia Power EarthCents Lighting Program webpage educated customers to the cost-savings and other benefits provided by energy efficient Holiday Light Strings.
 - The field services team reinforced this message at each in-store promotion in December, demonstrating such light strings and ensuring customers were aware of the features and benefits they offer;

EarthCents Residential New Homes: The EarthCents New Home Program focuses on a whole-building approach to improving the energy efficiency of new homes. The program promotes the installation of energy efficient measures in new home construction to improve the performance of participating homes to at least 15 percent above the existing residential energy code. As such, the financial incentives for qualifying new homes are applied for and paid to the home building contractor to offset the cost of a formal inspection by a certified Home Energy Rating System (“HERS”) rater and to assist with the incremental cost of installing the efficiency measures.

The housing construction market continues to struggle. Industry experts predict a flat growth trend through 2013 with some level of modest recovery beyond. This market is affecting all aspects of new construction including the construction of high efficiency new homes.

Major activities and accomplishments during this reporting period include:

- Continued working with industry stakeholders in addressing the key gaps (communication, collaboration, and education) to energy efficient construction beyond code. Initial actions will focus on the education of each stakeholder group (builder, rater, realtor, lender/appraiser) and their unique barriers/obstacles;
- Continued to engage builders (including all top production builders) in the EarthCents New Home Program statewide through individual meetings as well as Home Builder Association functions;
- Continued New Market Consumer Awareness Campaign (October - December 2012) utilizing EarthCents New Homes Program billboards statewide along with promoting the program through online advertising and consumer periodicals;
- Continued to sponsor Fox 5’s weekly “Atlanta Best New Homes” Program promoting EarthCents New Home Program to consumers, realtors, and builders;
- Presented EarthCents New Home Program overview at the Mid West GA Home Builders Monthly Meeting;
- Met with metro market building leaders-John Wieland Homes and Acadia Homes, promoting the EarthCents Programs; and
- Began planning for HERS Consumer Awareness Campaign in 2013.

EarthCents Residential Home Energy Improvement: The EarthCents Home Energy Improvement Program promotes a comprehensive, whole-building approach to improving the energy efficiency and comfort of existing homes and includes multiple participation paths to appeal to a wide range of residential customers. The program provides financial incentives for implementing eligible energy efficiency measures. In addition to the financial incentives offered, the program includes customer education and awareness campaigns, and contractor partnerships and training.

Major activities and accomplishments during this reporting period include:

- Continued to provide support and training for approximately 93 program participating contractors who provide statewide coverage;

- Presented the program to multi-family property owners, public housing authorities and at customer events;
- Continued to provide energy tips and rebate information via Facebook and Twitter;
- Provided program information via Georgia Power's My Energy pilot; and
- Provided six ASHRAE 62.2 training sessions for our program participating contractors which were held in Atlanta, Macon, Athens, Savannah and Tifton.

EarthCents Residential Refrigerator Recycling Program: The Residential Refrigerator Recycling program aims to eliminate inefficient or extraneous refrigerators and freezers in an environmentally safe manner and produce cost-effective long-term energy and peak demand savings in the residential sector. The program focuses on increasing customer awareness of the economic and environmental costs associated with running inefficient, older appliances in a household, and provides eligible customers with free refrigerator and freezer pick-up services in addition to a cash incentive.

Major activities and accomplishments during this reporting period include:

- Operated 8 crews statewide to meet peak collection volumes;
- Marketed the Appliance Recycling Program through the beginning of the fourth quarter; and
- Reached 110% of year-end goal through strategy of increased marketing and increased customer incentive amount.

EarthCents Residential Water Heating: The EarthCents Water Heating Program promotes energy efficient residential water heating practices, including the identification and installation of energy conservation measures in existing water heating systems, and customer education on the benefits of installing high efficiency water heating equipment. The program provides Georgia Power customers with the opportunity to have an audit conducted on their water heating system to identify energy savings opportunities. To maximize participation and promote energy efficient water heating, the program includes customer education, awareness campaigns, and information on financial incentives for water heating equipment available through Georgia Power's Home Energy Improvement Program.

Major activities and accomplishments during this reporting period include:

- Continued using residential Energy Audits as an opportunity to educate customers on efficient water heating applications; and
- Continued using residential Energy Audits as an opportunity to install water heater blankets free of charge to customers with electric water heaters.

EarthCents Power Credit Program: Georgia Power is in the process of converting its communication system from the low radio frequency single directional communication device to a higher radio frequency communication device that may be compatible with the AMI system at a later date. This conversion is anticipated to take approximately two years and during this conversion the potential demand reduction from Power Credit will have varying levels of availability. The conversion process is now entering its second year.

Major activities and accomplishments during this reporting period include:

- Received approximately 40,000 units to-date with another 22,000 on order for delivery;
- Continued to install the replacement units with additional installation technicians who will be in place through 2013;
- Installed replacement doors and switches for approximately 22,000 program participants;
- Removed 2,500 customers from the program who decided to leave during the equipment switch out;
- Received a small number of residential enrollments even though program is not actively promoted at this time – customer’s equipment will be installed while technicians are in the area with the conversion; and
- Additional program recruitment is scheduled to begin in March of 2013.

Low Income Weatherization Program

Georgia Power provides funding to Georgia Environmental Finance Authority and Resource Services Ministry who administer the low income weatherization assistance program.

Improvements are made to the homes of qualifying low income customers. Over 11,000 homes have received weatherization improvements over the past 16 years. The following table provides homes and funding data by quarter for 2012.

| | 1 st Quarter | | 2 nd Quarter | | 3 rd Quarter | | 4 th Quarter | | YTD Totals | |
|---------------|-------------------------|------------------|-------------------------|------------------|-------------------------|------------------|-------------------------|--------------------|------------|--------------------|
| | Homes | Funding | Homes | Funding | Homes | Funding | Homes | Funding | Homes | Funding |
| RSM | 39 | \$75,000 | 51 | \$75,000 | 85 | \$99,742 | 29 | \$50,000 | 204 | \$299,742 |
| GEFA | 73 | \$46,685 | 156 | \$259,767 | 84 | \$318,292 | 380 | \$972,636 | 693 | \$1,597,381 |
| Totals | 112 | \$121,685 | 207 | \$334,767 | 169 | \$418,034 | 409 | \$1,022,636 | 897 | \$1,897,123 |

EarthCents Commercial Energy Efficiency Programs

Commercial Custom Incentive Program: The Commercial Custom Incentive program provides a platform for comprehensive energy efficiency projects in facilities that go beyond single measures and common efficiency practices. The program does not define a specific list of eligible measures but bases participation on the verifiable energy savings resulting from the measures implemented. The program offering focuses on commercial facility lighting efficiency improvements and provides incentives based on the achievement of watts reduced with a cap of \$10,000 for qualifying facilities.

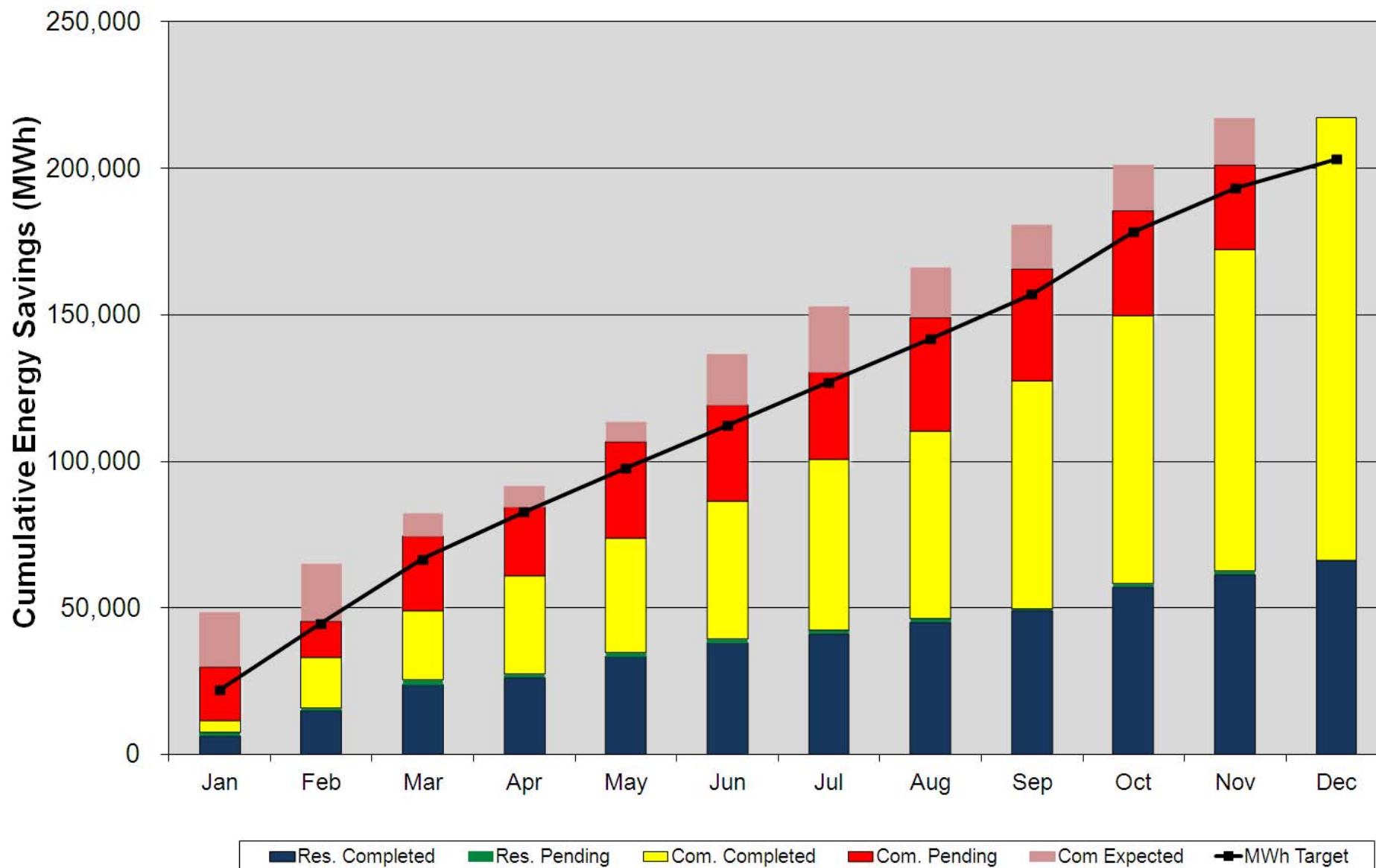
Commercial Prescriptive Incentive Program: The Commercial Prescriptive Incentive program promotes the purchase of eligible high-efficiency equipment installed at qualifying customer facilities. Rebates offered through this program serve to reduce the incremental cost to upgrade to high-efficiency equipment over standard efficiency options for Georgia Power’s customers. The program includes equipment with easily calculated savings, provides straightforward and easy participation for customers. All Georgia Power commercial customers are eligible to participate.

These programs are being marketed as a single Commercial program with the customer having the option of choosing the Custom or Prescriptive track for achieving energy savings and the corresponding incentives associated with those savings.

Major activities and accomplishments during this reporting period include:

- Presented program information at the following meetings during the fourth quarter of the year:
 - Augusta Conventions and Visitors' Bureau
 - Dublin Rotary
 - Philips Lighting
 - Northeast Region Architects and Engineers Event
 - Key Account Customer Webinar for new Online Application Tool
 - American Institute of Architects Committee on the Environment
 - Trade Ally Training Sessions – Atlanta (2), Athens and Augusta;
- Attended the following Professional Association Conferences and interfaced with numerous customers and trade allies:
 - Georgia Association of School Facility Administrators
 - World Energy Engineering Congress
 - Georgia Association of Convenience Stores
 - US Green Buildings Council Strategic Planning;
- Developed the following marketing materials:
 - Commercial Energy Efficiency Program content on company web page
 - Ads targeted for Office Buildings; and
- Completed the following activities:
 - Launch of new, improved, web-based Commercial Energy Efficiency Program application tool
 - Conducted first annual Energy Efficiency Sales Managers Roundtable Summit which included all Region Sales Managers and Corporate Sales and Efficiency partners key to the delivery of both Commercial programs
 - Planning and scheduling of Trade Ally update meetings around the state began in fourth quarter, and will continue into first quarter 2013.

2010 Certified DSM Programs



Certified DSM Programs - 4Q Performance Report 2012

| | | Residential Programs | | | | | | | | | | Commercial Programs | | | Certified DSM Program Totals |
|---------------------|-----------------------------|-----------------------|----------------|------------------------|---------------------------|----------------|-------------------------|----------------|---------------|------------------|-----------------|---------------------|------------------------|-----------------|------------------------------|
| | | Lighting & Appliances | | Refrigerator Recycling | High Efficiency New Homes | | Home Energy Improvement | | Water Heating | Power Credit (3) | Portfolio Total | Custom Incentive | Prescriptive Incentive | Portfolio Total | |
| | | Appliances | Lighting | | Multi | Single | Multi | Single | | | | | | | |
| Current Quarter | Participants | 392 | 120,614 | 3,432 | 1,126 | 226 | 2,436 | 1,517 | 199 | (810) | 129,132 | 191 | 210 | 401 | 129,533 |
| | Energy Savings (kWh) | 96,536 | 6,445,046 | 3,778,632 | 900,800 | 276,398 | 3,434,586 | 1,382,970 | 108,256 | - | 16,423,224 | 26,283,587 | 9,130,212 | 35,413,799 | 51,837,023 |
| | Demand Savings (kW) | 17 | 3,688 | 549 | 439 | 99 | 798 | 449 | 20 | (1,588) | 4,471 | 4,489 | 2,981 | 7,470 | 11,941 |
| | Incentive Costs | \$ 21,586 | \$ 23,647 | \$ 159,902 | \$ 180,555 | \$ 1,682,012 | \$ 2,170 | \$ 340 | \$ 2,070,212 | | | \$ 1,556,442 | \$ 738,435 | \$ 2,294,877 | \$ 4,365,089 |
| | Non-Incentive Costs | \$ 338,449 | \$ 385,743 | \$ 552,785 | \$ 325,855 | \$ 915,055 | \$ 8,930 | \$ 1,335,725 | \$ 3,862,542 | | | \$ 662,406 | \$ 780,143 | \$ 1,442,549 | \$ 5,305,091 |
| | Total Costs | \$ 360,035 | \$ 409,390 | \$ 712,687 | \$ 506,410 | \$ 2,597,067 | \$ 11,100 | \$ 1,336,065 | \$ 5,932,754 | | | \$ 2,218,848 | \$ 1,518,578 | \$ 3,737,426 | \$ 9,670,180 |
| Year to Date | Participants | 12,157 | 489,203 | 12,275 | 1,592 | 702 | 5,525 | 7,904 | 1,000 | (2,585) | 527,773 | 1,022 | 1,048 | 2,070 | 529,843 |
| | Energy Savings (kWh) | 6,223,701 | 28,568,717 | 13,514,775 | 1,273,600 | 858,546 | 6,791,464 | 8,149,897 | 544,000 | - | 65,924,700 | 102,448,802 | 49,088,140 | 151,536,942 | 217,461,642 |
| | Annual Savings Target (kWh) | 23,657,700 | 5,049,300 | 12,250,000 | 732,735 | 2,489,265 | 7,161,000 | 490,000 | - | - | 51,830,000 | 89,559,000 | 61,922,000 | 151,481,000 | 203,311,000 |
| | Demand Savings (kW) | 896 | 22,254 | 1,964 | 621 | 309 | 1,551 | 2,494 | 100 | (5,067) | 25,122 | 20,882 | 12,922 | 33,804 | 58,926 |
| | Incentive Costs | \$ 889,908 | \$ 255,117 | \$ 440,655 | \$ 503,755 | \$ 5,214,092 | \$ 2,170 | \$ 1,980 | \$ 7,307,677 | | | \$ 3,245,658 | \$ 1,371,629 | \$ 4,617,287 | \$ 11,924,964 |
| | Non-Incentive Costs | \$ 1,208,653 | \$ 726,298 | \$ 2,021,726 | \$ 1,277,238 | \$ 2,360,943 | \$ 38,234 | \$ 4,060,025 | \$ 11,693,117 | | | \$ 2,378,157 | \$ 1,764,079 | \$ 4,142,236 | \$ 15,835,353 |
| | Total Costs (2) | \$ 2,098,561 | \$ 981,415 | \$ 2,462,381 | \$ 1,780,993 | \$ 7,575,035 | \$ 40,404 | \$ 4,062,005 | \$ 19,000,794 | | | \$ 5,623,815 | \$ 3,135,708 | \$ 8,759,523 | \$ 27,760,317 |
| | Total Annual Budget (1) (2) | \$ 2,168,680 | \$ 2,278,668 | \$ 3,749,018 | \$ 3,702,339 | \$ 205,555 | \$ 9,500,000 | \$ 21,604,260 | | | | \$ 3,192,068 | \$ 5,254,692 | \$ 8,446,760 | \$ 30,051,020 |
| Budget Variance (4) | \$ 911,296 | \$ 183,713 | \$ (1,968,025) | \$ 3,872,696 | \$ (165,151) | \$ (5,437,995) | \$ (2,603,466) | | | | \$ 2,431,747 | \$ (2,118,984) | \$ 312,763 | \$ (2,290,703) | |
| Program to Date | Participants | 27,125 | 904,251 | 18,924 | 3,466 | 1,426 | 7,075 | 12,736 | 1,588 | 53,808 | 1,030,399 | 1,440 | 1,397 | 2,837 | 1,033,236 |
| | Energy Savings (kWh) | 13,502,518 | 51,645,356 | 20,835,324 | 2,772,800 | 1,743,998 | 15,161,606 | 14,769,080 | 863,720 | - | 121,294,402 | 167,907,002 | 65,409,111 | 233,316,113 | 354,610,515 |
| | Demand Savings (kW) | 1,960 | 35,871 | 3,008 | 1,352 | 630 | 2,580 | 4,426 | 157 | 105,463 | 155,447 | 34,656 | 18,182 | 52,838 | 208,285 |
| | Incentive Costs | \$ 1,797,105 | \$ 680,085 | \$ 1,033,505 | \$ 8,005,192 | \$ 2,170 | \$ 1,436,915 | \$ 12,954,972 | | | | \$ 4,662,724 | \$ 1,658,263 | \$ 6,320,987 | \$ 19,275,959 |
| | Non-Incentive Costs | \$ 3,466,417 | \$ 3,000,897 | \$ 2,128,593 | \$ 4,127,394 | \$ 90,368 | \$ 19,126,885 | \$ 31,940,554 | | | | \$ 3,273,960 | \$ 3,342,782 | \$ 6,616,742 | \$ 38,557,296 |
| | Total Costs | \$ 5,263,522 | \$ 3,680,982 | \$ 3,162,098 | \$ 12,132,586 | \$ 92,538 | \$ 20,563,800 | \$ 44,895,526 | | | | \$ 7,936,685 | \$ 5,001,044 | \$ 12,937,729 | \$ 57,833,255 |
| | Total Program Budget | \$ 3,365,264 | \$ 3,723,095 | \$ 6,387,463 | \$ 5,973,937 | \$ 446,833 | \$ 31,657,908 | \$ 51,554,500 | | | | \$ 5,244,218 | \$ 8,254,202 | \$ 13,498,420 | \$ 65,052,920 |
| | Budget Variance | \$ 1,898,258 | \$ (42,113) | \$ (3,225,365) | \$ 6,158,649 | \$ (354,295) | \$ (11,094,108) | \$ (6,658,974) | | | | \$ 2,692,467 | \$ (3,253,158) | \$ (560,691) | \$ (7,219,665) |

Notes:

- (1) Total Annual Budget represents the Commission approved program budgets and does not include movement of dollars between programs
- (2) Total Annual Budget and Total Costs are program specific and do not include cross cutting costs for education, training, reporting and management oversight
- (3) Active marketing of Power Credit is on hold while the Company changes out existing direct load control switch technology
- (4) Power Credit budget dollars not spent were used to fund additional energy efficiency program activities including increased program activities in the energy efficiency programs above, energy efficiency education initiative and training.