



Edison Electric
INSTITUTE

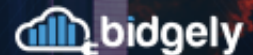
Energy Talk **In Depth**

Focus on: Energy Awareness Month

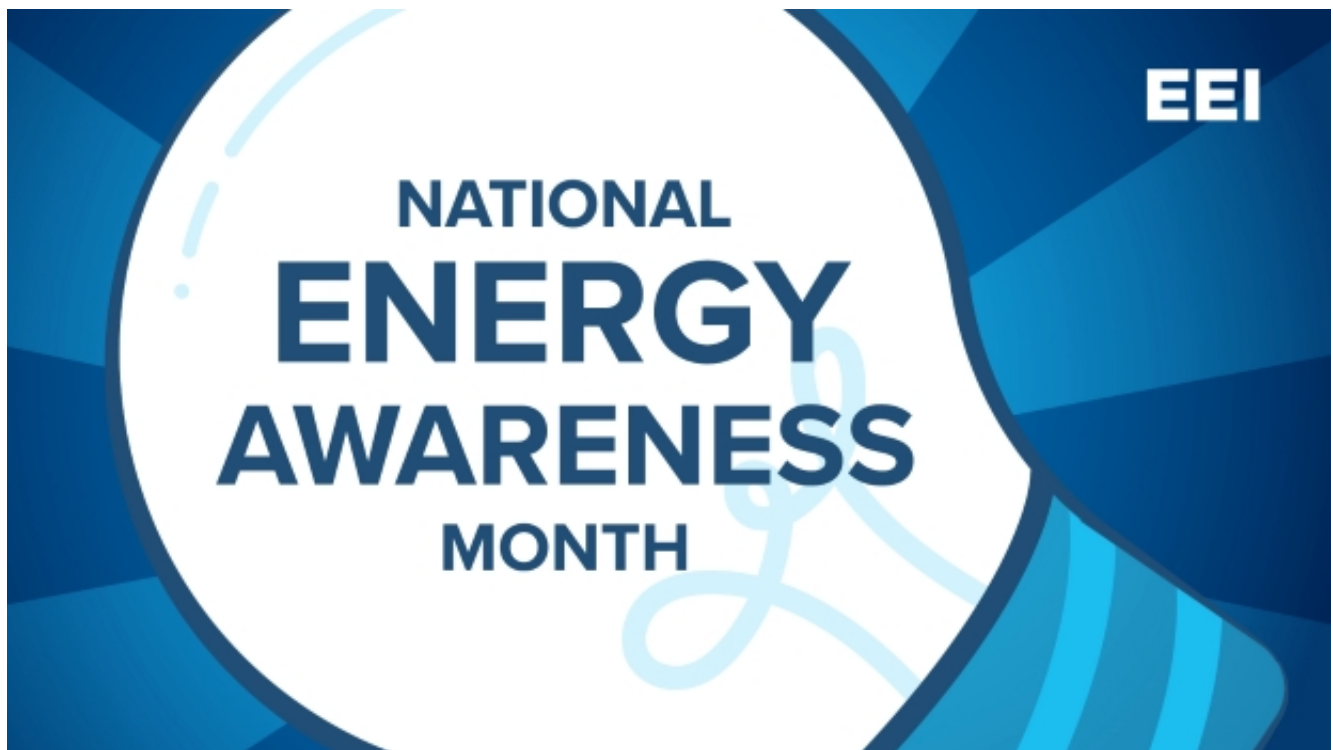
Join the Webinar: Heat Pump Powerplay

On November 7, 2023 @ 9 a.m. PT | 12 p.m. ET

Customer Segmentation | Targeting | Program Delivery



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TOP STORY

October is Energy Awareness Month

EEl and our member companies, America's investor-owned electric companies, are leading the way in addressing climate change by transitioning more of the U.S. economy—particularly the transportation and industrial sectors—to efficient clean energy. Our industry is making record investments in the energy grid, in clean energy technologies, and in electric vehicle charging infrastructure to advance electrification and to deliver on our vision for a resilient clean energy future.

Throughout October, EEl and our member companies observe Energy Awareness Month by highlighting our industry's efforts to provide clean energy to customers without compromising reliability or affordability. We also take time to educate customers about their energy usage and how electric appliances like smart thermostats, heat pumps, and electric vehicles can save energy, save money, and reduce carbon emissions.

Read on for energy saving tips and to learn more about EEl member company initiatives to electrify more of the economy.

ADDING MORE RENEWABLES

EEl



Over the past 10 years,
more than 60%
of new electricity
generation capacity was
wind and solar.

NUMBERS TO KNOW

4 Clean Energy Key Facts

EEl and our member companies are leaders in reducing carbon emissions and are

working to create a cleaner economy for America.

Here are four facts you should know:

1. EEI's member companies invest more than \$130 billion each year, on average, to make the energy grid cleaner, smarter, stronger, more dynamic, and more secure, with more than \$1 trillion invested over the past decade.
2. Today, more than 40 percent of the electricity in the United States comes from clean, carbon-free sources, including nuclear energy, hydropower, wind, and solar energy. Carbon emissions from the U.S. power sector are as low as they were in 1984, while electricity use is up more than 73 percent since then.
3. More than 60 percent of the new electricity generation capacity added over the past decade was wind and solar. EEI's member companies added more than 21 gigawatts (GW) of renewable technologies and 4.5 GW of battery storage in 2022 alone.
4. In 2021, energy efficiency programs saved enough electricity to power 33 million U.S. homes for a year.



PROMOTING ENERGY EFFICIENCY

Tips for Customers to Save Energy

Customers can save energy and money while keeping their homes comfortable by making simple, energy-efficient changes. Energy efficiency not only benefits customers,

it also can help reduce carbon emissions.

Here are three simple ways customers can save energy and lower their energy costs:

- Heating and cooling can make up about 50 percent of the typical home's total energy bill, costing the average homeowner more than \$700 a year. To reduce energy use when heating and cooling your home, consider installing a ground-source heat pump, which uses the Earth as a heat source in the winter and as a heat sink in the summer.
- [Replace incandescent light bulbs](#) with LED bulbs to reduce lighting electricity usage by 85 percent.
- One of the biggest energy users in your home, next to heating and cooling systems, is your hot water heater or system. These use 14-25 percent of your total energy usage. To improve efficiency in your water heater, consider installing a heat pump water heater to reduce your water heater energy use.

For more energy-saving tips, read EEI's booklet: [More Than 100 Ways to Improve Your Electric Bill](#).



SPONSORED CONTENT

Case Study on Behind-the-Meter Analytics

Avista's partnership with Bidgely leverages AMI data and behind-the-meter (BTM) analytics to enhance customer engagement, lower call center volumes, and boost energy efficiency. [Dive into the case study](#), showcasing key use cases: Electric Vehicle (EV) Intelligence, BTM Segmentation and Targeting, and Distributed Energy Resources Grid Management.



Use Your Power to Find Energy Savings

CUSTOMERS FIRST

EEI Launches Website to Link Customers to IRA Tax Credits and Rebates

The Inflation Reduction Act (IRA) provides several clean energy tax credits and rebates to customers looking to make energy-saving upgrades. Renters and homeowners can take advantage of credits and rebates for high-efficiency appliances, electric vehicles, energy-saving home upgrades like heat pumps and insulation, and more.

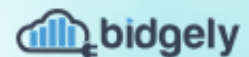
EEI has created a website dedicated to helping customers understand the potential tax credits and rebate programs available to help them through the IRA.

Visit [FindEnergySavings.org](https://www.findenergysavings.org) to learn how to save money while also saving energy.

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Mastering Customer Segmentation, Targeting, and Program Delivery

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COMPANY SPOTLIGHT

Xcel Energy Plans Long-Duration Energy Storage

EEL and our member companies regard long-duration energy storage as a key enabler for a resilient clean energy future. At Xcel Energy, plans are underway to incorporate long-duration energy storage technologies at two retiring coal-based power plants.

The projects—which will be placed at the Comanche Generating Station in Pueblo, Colo., and the Sherburne County Generating Station in Becker, Minn.—will be 10 megawatt/1,000-megawatt-hour iron-air battery systems developed by Form Energy. Breakthrough Energy is partnering with Xcel Energy on the projects and has agreed to commit \$20 million in grant funding to support them.

Long-duration—or multi-day—energy storage offers similar benefits to more traditional storage technologies: It helps to maximize the integration of renewable energy and maintain reliability, particularly during periods of high demand or lower renewable production. Multi-day storage will allow companies to manage their renewable energy reserves more strategically and will help to bolster reliability and resilience.

Read more about Xcel Energy's long-duration energy storage projects in an upcoming issue of *Electric Perspectives*. Read the latest issue at [eei.org/EP](https://www.eei.org/EP).



DRIVING ELECTRIC TRANSPORTATION

The NEHC Celebrates National Drive Electric Week 2023

Each October, the National Electric Highway Coalition (NEHC)—a collaboration of more than 60 electric companies that are committed to deploying and supporting reliable public electric vehicle (EV) fast chargers along major U.S. travel corridors—celebrates National Drive Electric Week by highlighting the environmental, economic, and customer benefits of electric transportation.

EEl estimates that there will be more than 26 million EVs on U.S. roads in 2030, and substantial investment is needed to install the more than 140,000 fast charging ports that will be necessary to accommodate these vehicles.

NEHC members are working with key stakeholders to build necessary infrastructure to power EV chargers, and they often are providing incentives and other programs to help reduce the cost to install and operate these chargers.

Read more about the NEHC's and EEl's commitment to expanding electric transportation on [The Electric Generation website](#).



DELIVERING THE FUTURE

SDG&E Pilots Virtual Power Plant to Reduce Grid Strain During Extreme Heat

San Diego Gas & Electric (SDG&E) is piloting a virtual power plant (VPP) to address strain on the energy grid from extreme heat by leveraging customer-owned smart thermostats, private or rooftop solar, energy storage technologies, water pumps, and other clean energy resources. When temperatures reached record highs in August, SDG&E deployed its VPP three times to support the grid during peak demand periods.

“The beauty of a VPP is it can leverage existing resources to provide significant grid reliability benefits—with zero incremental emissions,” said SDG&E Chief Commercial Officer Miguel Romero. “When hundreds or thousands of businesses or homes are connected to a VPP and their resources are flexibly managed to charge or discharge electrons, they can help keep the lights on during hot summer days.”

[Read more from SDG&E.](#)



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