

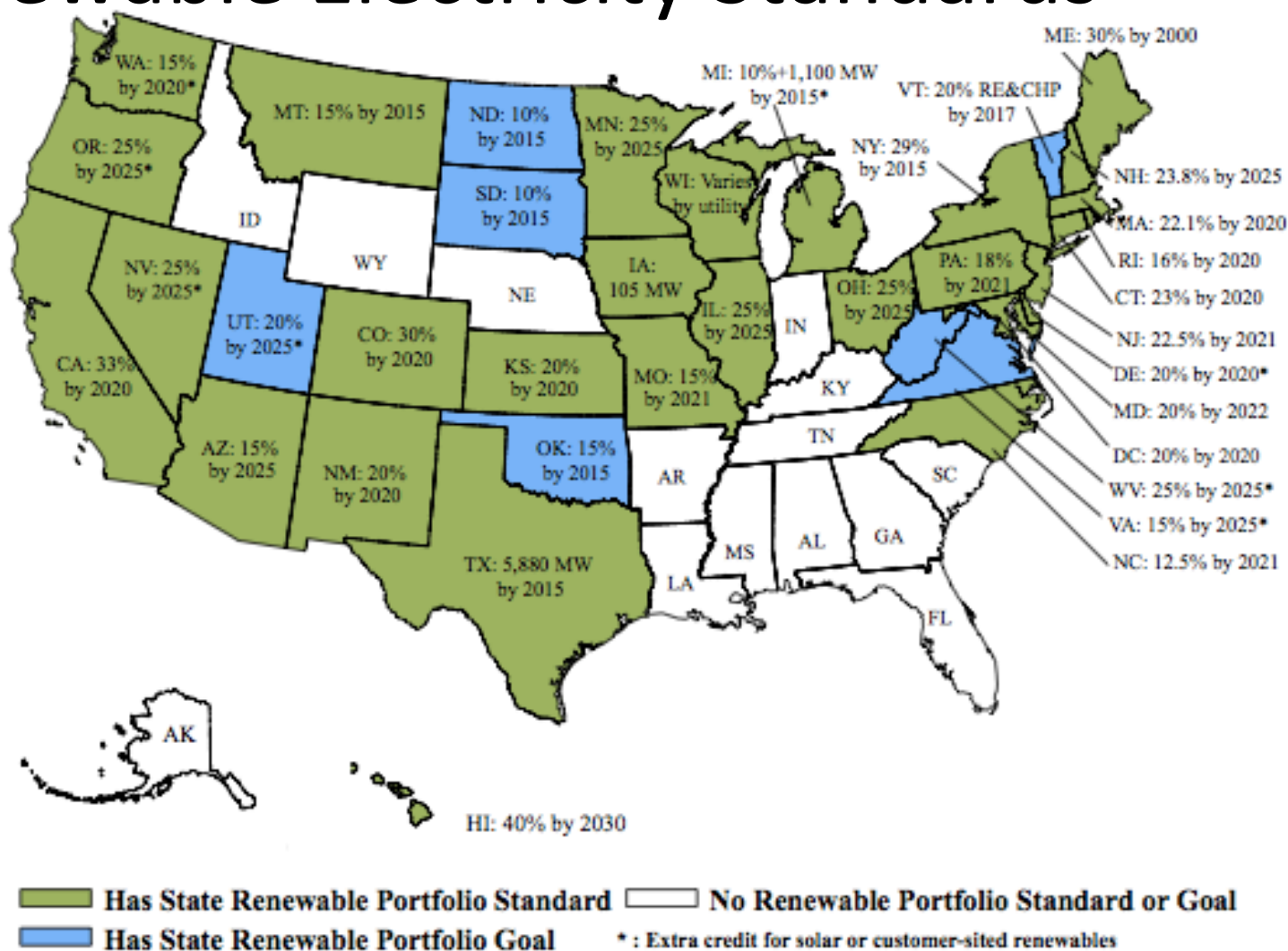


Latest News on Energy Efficiency as a Resource in Key Regions of the Country

Southeast US Snapshot

Mandy Mahoney, Vice President
9/26/2011

Only 4 Southeastern States Have Renewable Electricity Standards



Source: Database of State Incentives for Renewable Energy (2010) <http://www.dsireusa.org/>. Accessed August 17, 2010

Recent Points of Progress

Policies

- PSCs issued draft EE Rules in Mississippi and Louisiana
- Progress on Energy Codes in SC and AL
- AR and NC standards strong and local economy benefitting

Programs

- Ongoing major investment by TVA to support and develop EE programs in their territory
- All major IOUs pledging to expand their EE programs

Private Sector

- Industrial sector betting on EE as source of cost savings. Source of innovation.
- Slow but growing interest from the residential sector

Challenges or Opportunities?

Struggling Economy

- Significant rate increases leading to net bills being on par with top in nation
- Rates of poverty in rural south higher and growing faster than that of other parts of US
- Where is the promised holy grail of EE financing tools?

Landscape Changing

- Major work required annually to protect existing state EE & RE policies
- New political overtones changing the conversation
- State and Local Progress dependent on ARRA funding to expire soon
- Electric Vehicles are the sexy, hot thing for public and private sector

Utility Uncertainty

- Southern Company continues their commitment to expanded nuclear generation and carbon capture and storage
- Duke and Progress merger creating uncertainties

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