Electrification insights

Charles Rossmann
Southern Company

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Three insights

• **Cross-disciplinary.** Understanding electrification implications means unusual collaboration between marketing and planning

• **Vantage point.** Electrification is a vantage point from which decarbonization can be seen as good for business

• **Cost-effectiveness.** For Southern Company customers, electrification is driven by cost-effectiveness and customer needs, not electrification mandates or policy
Quick facts about Southern Company

- One of the largest providers of electricity in the U.S.
  - 4.5 million electric customers
  - 44,000 MW generating capacity
  - 26,000 employees
  - 120,000 square miles of territory

- Four electric utilities:
  - Alabama Power
  - Georgia Power
  - Gulf Power
  - Mississippi Power

- Recently acquired AGL Resources
  - Created 2nd-largest combination utility company by customer base
  - 9 million customers in nine states
  - Only overlap in Georgia
    - AGL is the “pipes” company in a deregulated gas market

- Also sells competitive generation through subsidiary Southern Power
Long history of electrification

- Robust electrification programs
- Long tradition of promoting electric solutions
  - Residential, commercial, transportation, industrial
- Electrification goals in personnel performance plans
- Significant research, testing and demonstration
Customer Resource Center, Atlanta, Georgia

Home applications

Cooking

Electric transportation

Comfort systems

Manufacturing applications
Residential and commercial examples

- Rebates, incentives, promotions and educational materials
  - PSC rules direct what each operating company can do

Power to Save

Switch to an electric heat pump and save.

Make your home a better place by increasing your comfort and saving energy costs when you switch from an old air conditioner and gas furnace to a new energy-efficient heat pump. And you might qualify for extra financing - you can get the payments on your power bill. Call 1-800-562-9000 to make the switch and visit AlabamaPower.com to find more solutions that give you the power to save.

Choose the Best Heat Pump For Your Home

Air Source Heat Pump uses an outdoor unit and outside air to transfer heat. It is the most common electric heat pump.

Geothermal Heat Pump uses the near-constant temperature of the earth for its heat source. It uses special water piping and the earth to transfer heat.

VRF Systems, also known as ductless systems, allow one outdoor condensing unit to be connected to multiple indoor units. VRFs give each zone the power to control its own temperature. Heating and cooling can occur simultaneously with a VRF system.

For more information about heat pump options, visit our Learn More About page. For questions or to notify us of your installation, please call 1-800-624-2421.

Rebates

- Heat Pump: Converting From a Natural Gas Furnace
  - SYSTEM APPLICATION
  - Heating and Cooling
  - Up to $250
Increasing Electrification of Space Heating in Southeast US
Percent of survey responses

Other/Don’t Know  Gas (Natural or Bottled)  Electric

ALABAMA POWER


GEORGIA POWER


GULF POWER


MISSISSIPPI POWER


Source: Residential Saturation Survey
Sample Size for 2016: Alabama Power (1,209) Georgia Power (2,634) Gulf Power (1,028) Mississippi Power (753)
Increasing Electrification of Water Heating in Southeast US
Percent of survey responses

Other/Don’t Know  Gas (Natural or Bottled)  Electric

Source: Residential Saturation Survey
Sample Size for 2016: Alabama Power (1,209) Georgia Power (2,634) Gulf Power (1,028) Mississippi Power (753)
Electric transportation examples

- **Off-road:**
  - Ship-to-shore cranes and refrigerated cargo racks
  - Electric lift trucks
  - Port dredging project in Alabama
  - Airport and airline equipment
  - Coal mining equipment
- **On road:** electric vehicles and charging technologies
  - In our own operations (bucket trucks, etc.)
  - Residential applications
  - Commercial applications: Workplace charging for employees, fleets, buses
Montgomery Alabama

THE LIGHTNING ROUTE

"A MILESTONE IN THE MARCH OF PROGRESS"

1886 - 1936

Alabama Power is committed to educating the public about the potential of electric transportation.
Industrial examples

- Induction Heating
- Ultraviolet Technology
- Infrared Heating
- Powder Painting
- Additive Manufacturing
- Comfort Heating
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