



Rural electric cooperative
Est 1938

Anytown Electric Co-op - Project Snapshot

Introduction: Now in its 83rd year delivering electricity to its customers, Anytown can build upon that legacy with a renewed push to serve our rural community with affordable and electric heating, cooling, and transportation services.

Beneficial electrification (BE) efforts to improve residential space conditioning can serve our customers by lowering their overall energy costs, improving the quality and value of their homes, and ease the energy burden on families. Additionally, transportation electrification for local fleet vehicles including police, school buses, refuse collection, paratransit/ transit etc can lower fuel costs for our taxpayers and generate revenue for our local energy economy.

Our Plan: This effort aligns with Anytown Electric's stated goals.

- Internal goal of lowering our customer's energy costs, especially for low income residents
- Meeting the statewide mandate of lowering greenhouse gas emissions



By assessing our local housing stock through contractor engagement and direct customer outreach, we can better establish a baseline to measure from. Improving our housing stock through efficiency upgrades and superior heating and cooling systems can be accomplished through an on-bill finance (OBF) program. Additionally, Anytown can coordinate with our local school district to incentivize their replacement of fleet towards electric vehicles.

Process: To examine these BE options, we'll build an internal team within the utility that includes our customer service professionals, system engineers, and energy managers. By building a multidisciplinary team, we hope to ensure project viability and build confidence for success. Additionally, this group will meet with regional stakeholders to gather feedback and support, including our customers, HVAC contractors, non-profits, and state agencies.

Scale: Our plan is to serve 25 residential customers the first year, and to begin conversations with local fleet managers around transportation electrification to prepare them for their next round of capital investments.

Cost: The primary cost to Anytown Electric will be staff time in preparing this project and administering the final result. Our budget also includes deployment costs like marketing, internal training, and project verification. We estimate our budget to be....

Timeline: Timing is dependent on goal setting, administrative setup, and project approval. Assistance from external stakeholders may also impact the project's rollout, and hasten our efforts towards deployment. We are aiming to debut this project next spring.

Deployment: Once approved, Anytown Electric's beneficial electrification project will reach our customers through direct outreach via utility promotions and events, and indirect outreach through local contractors and media.



Beneficial Electrification Project Snapshot - Custom Worksheet

Introduction: *Provide context on what is prompting this effort and how it fits the values and goals of the utility.*

Our Plan: *What are 2 - 4 stated goals that the utility is already striving to meet? Who is the utility trying to serve better? What form will your BE program take? Are you prioritizing the building sector, transportation or all of the above? Will you pursue an on-bill financing or rebate program for residential customers? Launch a marketing campaign?*

Process: *What type of team will form to address the plan? Who are the external stakeholders who could be helpful or necessary to include?*

Scale: *A BE program can range greatly in scale. Will your program target one house for a whole retrofit or will it set a target of twenty homes a year? One EV charger or a fleet upgrade?*

Cost: *Budgeting depends upon scale and should be informed by the potential for your BE program to increase revenue. Marketing must be included in the budget. Where will the funding come from?*

Timeline: *This process will depend upon the utility's approval and scale of the program. Will there be multiple project phases?*

Deployment: *No matter your scale, being able to concisely explain the program is vital. The internal team will teach the utility what their BE program is, and this must spread to customers, contractors, and media. If the BE program includes on-bill financing, develop the eligibility parameters for customer participation.*