



# Beneficial Electrification

What is BE?

Matt Fitzgibbon, Beneficial Electrification Manager  
Tri-State Generation and Transmission

# What is Beneficial Electrification?

- By definition: the application of electricity to end-uses where doing so satisfies at least one of the following conditions, without adversely affecting the others:
  - Saves consumers money over time;
  - Benefits the environment and reduces greenhouse gas emissions;
  - Improves product quality or consumer quality of life;
  - Fosters a more robust and resilient grid

- Reality:
  - Consumer engagement
  - Sustainable load growth
  - Increased grid flexibility
  - An asset
  - Emissions reduction tool
  - VALUE



# What is BE Not?



**Beneficial = Strategic**

NOT an “Electrify Everything” push  
Compatible with growth strategy!



**Fossil fuel use will  
make sense in some  
areas**



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# WHY SHOULD WE BE INTERESTED IN BE?

- Opportunity to capitalize on emerging or advancing technology
- Reduce GHG, without the requirement to reduce electricity sales
- Beneficial = Strategic
  - NOT an “Electrify Everything” push
  - Compatible with growth strategy!
- Wide stakeholder base



# Why Beneficial Electrification Now?

- Consumers are becoming more engaged in how they interact with the grid
- Growing climate change awareness and activism
- De-carbonizing of generation resources
- Companies developing climate change strategies
- Understanding of importance of electrification



*Meanwhile, many electric technologies are getting more advanced, more efficient, more affordable.*