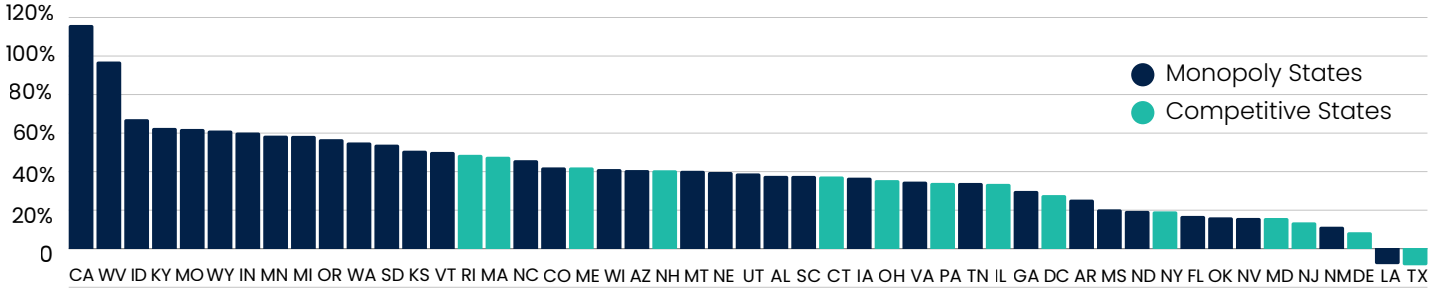
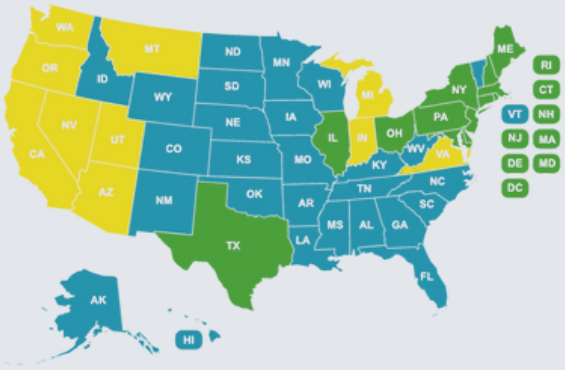
PROTECT CONSUMERS FROM RISING ENERGY COSTS

GIVE LARGE ENERGY USERS A NEW ELECTRICITY OPTION

All-Sector Electric Price Percentage Changes From 2008 to 2024

EIA data analysis by RESA





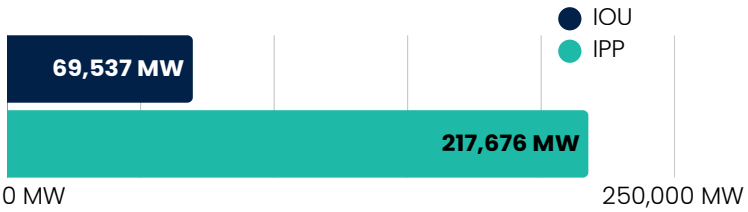
BYOP: Bring, Build or Buy Your Own Power

In 23 states, some or all large energy users can procure their own electricity – allowing such users to purchase new or existing generation from independent power producers (IPP). This ability protects large energy users and all remaining ratepayers from incurring the costs of utilities building new power generation needed to meet rising electric demand.

IPPs have built more capacity generation than IOUs (2013-2023)

Nationally, independent power producers have **built 3x more** capacity generation than investor-owned utilities over the last 10 years.

For every MW an IPP builds, ratepayers avoid paying the utility guaranteed rate to build.



~$811 MILLION

Avoided Generation Costs

Many vertically integrated states already face generation shortfalls with major retirements ahead. Over the next decade, U.S. power demand is projected to **grow by more than 130 GW** (130,000 MW).

With new plants costing about **$800 million for 700 MW**, blocking large users from buying their own power puts that cost squarely on the backs of ratepayers.

SOURCES

U.S. Energy Information Administration (EIA) 923; 861 Table 10; 860
Lazards 2025 Levelized Cost of Energy, projected cost for construction beginning in 2028
Northern Electric Reliability Corporation, 2024 Long-Term Reliability Assessment

REAL
Retail Energy Advancement League
retailenergychoice.org

ENERGY FREEDOM & FAIRNESS ACT

EMPOWERING INDUSTRY. PROTECTING HOUSEHOLDS. ENSURING RELIABILITY.

Utilities face serious generation shortfalls as demand grows and plants retire. Building enough new power for every large customer would raise costs for everyone.

The Energy Freedom & Fairness Act offers a targeted fix — letting select large users procure their own power without shifting costs to others. It's not deregulation, but a practical reform that strengthens utilities, empowers customers, and protects ratepayers.

REDUCE RATE INCREASES

- **Eases pressure on rising rates:** Allowing some large users to procure their own power reduces how much new generation utilities must build—and the guaranteed profits ratepayers would fund.
- **Delivers savings and stability:** Limits costly short-term purchases. Since 2008, rates in monopoly states rose 47%, compared to 14% in states that give customers options.

SPEED TO BUILD GENERATION

- **Faster, privately funded projects:** Independent producers can add generation quickly using private capital—no ratepayer approvals or cost recovery required.
- **Adds capacity without new rate hikes:** Expands supply sooner while shielding families from construction costs and utility markups.

SUPPORTS UTILITY RELIABILITY AND PLANNING

- **Strengthens grid reliability:** Large users who self-supply free up capacity and help utilities manage retirements responsibly.
- **Keeps utilities focused:** Enables focus on transmission, distribution, and reliability instead of costly overbuilding.

SUPPORTS ECONOMIC DEVELOPMENT

- **Attracts jobs and investment:** Energy flexibility and cost certainty draw manufacturers and new business while protecting existing ratepayers.
- **Drives private-sector growth:** Developers build new generation, creating jobs and tax revenue—no ratepayer funding required.

MARKET-BASED INNOVATION AND CLEAN ENERGY

- **Expands voluntary clean energy:** Large users can meet sustainability goals directly with renewable or efficiency providers—no mandates or subsidies.
- **Encourages innovation:** Promotes demand response and energy management driven by market demand, not regulation.