

#InterconnectionWeek (September 9-12)

A Social Media Toolkit from Advanced Energy United

OBJECTIVE

The objective of #InterconnectionWeek (September 9-13) is to send the message to the Federal Energy Regulatory Commission (FERC), FERC staff, and the energy industry writ large that more reforms to the generator interconnection process are needed to better connect more energy projects to the power grid, to improve grid reliability and deliver cost savings for customers. During #InterconnectionWeek, FERC is holding a two-day workshop (September 10-11) about generator interconnection. Many of the reforms being recommended by the clean energy community are outlined in a new Grid Strategies and Brattle Group white paper, [Unlocking America's Energy: How to Efficiently Connect New Generation to the Grid](#).

KEY MESSAGE

To cost-effectively meet America's growing energy needs, the process of connecting new, large-scale clean energy projects to the transmission grid must be overhauled. While FERC Order No. 2023 was an important first step in improving this so-called 'generator interconnection' processes, it was limited in scope. Structural reforms to the process are needed from FERC, utilities, and grid operators to get energy projects connected more efficiently. FERC's workshops this week are a welcome and important opportunity to shed light on opportunities to improve the interconnection process and must be followed up with additional actions from decision-makers.

MAIN LANDING PAGE:

- <http://advancedenergyunited.org/interconnectionweek>
 - *****Please note:*** *This landing page will be launched on Monday, September 9 at 8:00 am ET with an overview of the premise of #InterconnectionWeek and the importance of accelerated interconnection reform. We will update this webpage with four of the biggest reforms needed in generator interconnection, with one reform added each day throughout the week (September 10-13).***

ADDITIONAL RESOURCES (TO BE HOUSED WITHIN MAIN LANDING PAGE):

- **Report:** [Unlocking America's Energy: How to Efficiently Connect New Generation to the Grid](#)
- **Press Release Announcing Report:** [New Report Calls for Additional Generator Interconnection Reforms to Add New Electricity Sources to Power Grid More Quickly and Lower Consumer Costs](#)

- **Related Webinar Recording:** [Accelerating Interconnection Reforms for a Stronger, More Affordable Grid](#)
- **Interconnection Scorecard:** [Advanced Energy United Generator Interconnection Scorecard](#)
- **FERC Generator Interconnection Workshop:**
 - [Innovations and Efficiencies in Generator Interconnection Workshop \(Day 1 of 2\)](#)
 - [Innovations and Efficiencies in Generator Interconnection Workshop \(Day 2 of 2\)](#)
- **Utility Dive Op-ed:** [Generator interconnection hurdles throttle economic development. An entry fee model can help.](#)

GRAPHICS:

- [Standalone #InterconnectionWeek Graphic](#)
- [#InterconnectionWeek Statement Editable Graphic Template](#)
 - *Canva account required for access to download and edit*
- [Graphics for Carousel Highlighting Reforms](#)
 - *Canva account required for access; graphics can be downloaded individually, as carousel, or in video format*
 - *Graphics can be downloaded without a Canva account [here](#)*
- [Interconnection Process Flowchart \(Modified for Social Media Sharing\)](#)
- [Interconnection Process Flowchart \(Full Version\)](#)
- [RTO Generator Interconnection Scorecard Visuals](#) (Including PJM, ISO-NE, MISO, SPP)

INSTRUCTIONS

- **Highlighted** text denotes a recommendation to either tag an account or include an image.
- Please, when possible, customize and edit these tweets to better fit your voice.

DRAFT SOCIAL COPY – THANK YOU TO FERC/#INTERCONNECTIONWEEK OVERVIEW

Twitter/X

To meet America's growing energy needs, we must improve the process for connecting new, large-scale #energy resources to the power grid.

This #InterconnectionWeek, [I'm/we're] thanking @FERC is hosting a convening about interconnection reforms.

Learn more: <http://advancedenergyunited.org/interconnectionweek>

LinkedIn / Facebook

Thank you to the **Federal Energy Regulatory Commission** (FERC) for convening a workshop on interconnection reform this week. Additional actions are needed to connect new, large-scale energy resources to the grid more efficiently and effectively.

Learn more here about #InterconnectionWeek and why reforms are needed to meet growing demand, maintain reliability, and ensure affordable electricity for customers:

<http://advancedenergyunited.org/interconnectionweek>

DRAFT SOCIAL COPY – RECOMMENDED REFORMS

Twitter/X

We need to be able to connect #cleanenergy projects to the power grid more quickly. For #InteconnectionWeek [I'm/we're] calling for several interconnection reforms focused on improving:




-  Certainty
-  Utilization
-  Efficiency
-  Construction

Read more: <http://advancedenergyunited.org/interconnectionweek>

[RECOMMENDED: INSERT CAROUSEL OF REFORM GRAPHICS]

LinkedIn / Facebook

We need to be able to connect #CleanEnergy projects to the power grid more quickly. For #InteconnectionWeek [I'm/we're] calling for several interconnection reforms focused on improving:

-  Certainty
-  Utilization
-  Efficiency
-  Construction

Read more: <http://advancedenergyunited.org/interconnectionweek>

[RECOMMENDED: INSERT VIDEO CAROUSEL OF REFORM GRAPHICS]

DRAFT SOCIAL COPY – FERC WORKSHOP (SEPT 10-11); ONLY RELEVANT FOR POSTING SEPT 9-11

Twitter/X

As @FERC convenes this week for its generator interconnection workshop, [we're/I'm] emphasizing the need for changes to our country's slow & expensive interconnection processes.

Join us in supporting #InterconnectionWeek & learn more about our proposed reforms:

<http://advancedenergyunited.org/interconnectionweek>

LinkedIn / Facebook

As the **Federal Energy Regulatory Commission** (FERC) convenes this week for its generator interconnection workshop, [we're/I'm] emphasizing the need for changes to our country's slow & expensive interconnection process to meet growing demand.

Join us in supporting this week's #InterconnectionWeek and learn more about our proposed reforms:

<http://advancedenergyunited.org/interconnectionweek>

DRAFT SOCIAL COPY – UTILITY DIVE OP-ED

Twitter/X

In @UtilityDive, Ted Thomas, @EnergizeCapital founder & former @ArkansasPSC chairman, speaks to how an entry fee approach to interconnection would provide upfront cost certainty for developers & benefit ratepayers.

Read the full piece: <https://www.utilitydive.com/news/generator-interconnection-throttle-economic-development-ferc-transmission/725848/> #InterconnectionWeek

LinkedIn / Facebook

In **Utility Dive**, **Ted Thomas**, founder of **Energize Capital** and former **Arkansas Public Service Commission** chairman, speaks to how an entry fee approach to interconnection would provide upfront cost certainty for developers and benefit ratepayers.

Read the full piece: <https://www.utilitydive.com/news/generator-interconnection-throttle-economic-development-ferc-transmission/725848/> #InterconnectionWeek

DRAFT SOCIAL COPY – INTERCONNECTION SCORECARD RTO CALL-OUTS

Twitter/X

PJM:

Earlier this year, @pjminternconnect earned a D- for its interconnection process. More work is needed to connect energy projects to the transmission grid.

Learn more about #InterconnectionWeek and reform recommendations here:

<http://advancedenergyunited.org/interconnectionweek>

ISO-NE:

Earlier this year, @isonewengland earned a D+ for its interconnection process. More work is needed to connect energy projects to the transmission grid.

Learn more about #InterconnectionWeek and reform recommendations here:

<http://advancedenergyunited.org/interconnectionweek>

MISO:

Earlier this year, @MISO_energy earned a C- for its interconnection process. More work is needed to connect energy projects to the transmission grid.

Learn more about #InterconnectionWeek and reform recommendations here:

<http://advancedenergyunited.org/interconnectionweek>

SPP:

Earlier this year, @SPPorg earned a C- for its interconnection process. More work is needed to connect energy projects to the transmission grid.

Learn more about #InterconnectionWeek and reform recommendations here:

<http://advancedenergyunited.org/interconnectionweek>

[RECOMMENDED: ADD RELEVANT RTO GENERATOR INTERCONNECTION SCORECARD VISUAL LINKED [HERE](#) AND ABOVE]

LinkedIn / Facebook

PJM:

[PJM Interconnection](#) earned an appalling D- for its generator interconnection process in a scorecard released earlier this year by [Grid Strategies LLC](#) and [The Brattle Group](#).

While the [Federal Energy Regulatory Commission](#) (FERC) Order No. 2023 will be an important first step, more work is needed to improve interconnection across regional transmission operators to meet growing demand.

Join [me/us] this #InterconnectionWeek in applauding FERC for convening a two-day workshop on interconnection, and calling for further reforms:

<http://advancedenergyunited.org/interconnectionweek>

ISO-NE:

[ISO New England, Inc.](#) earned an appalling D+ for its interconnection process in a scorecard released earlier this year by [Grid Strategies LLC](#) and [The Brattle Group](#).

While the **Federal Energy Regulatory Commission** (FERC) Order No. 2023 will be an important first step, more work is needed to improve interconnection across regional transmission operators to meet growing demand.

Join [me/us] this #InterconnectionWeek in applauding FERC for convening a two-day workshop on interconnection, and calling for further reforms:

<http://advancedenergyunited.org/interconnectionweek>

MISO:

Midcontinent Independent System Operator (MISO) earned an appalling C- for its interconnection process in a scorecard released earlier this year by **Grid Strategies LLC** and **The Brattle Group**.

While the **Federal Energy Regulatory Commission** (FERC) Order No. 2023 will be an important first step, more work is needed to improve interconnection across regional transmission operators to meet growing demand.

Join [me/us] this #InterconnectionWeek in applauding FERC for convening a two-day workshop on interconnection, and calling for further reforms:

<http://advancedenergyunited.org/interconnectionweek>

SPP:

Southwest Power Pool earned an appalling C- for its interconnection process in a scorecard released earlier this year by **Grid Strategies LLC** and **The Brattle Group**.

While the **Federal Energy Regulatory Commission** (FERC) Order No. 2023 will be an important first step, more work is needed to improve interconnection across regional transmission operators to meet growing demand.

Join [me/us] this #InterconnectionWeek in applauding FERC for convening a two-day workshop on interconnection, and calling for further reforms:

<http://advancedenergyunited.org/interconnectionweek>

[RECOMMENDED: ADD RELEVANT RTO GENERATOR INTERCONNECTION SCORECARD VISUAL LINKED HERE AND ABOVE]