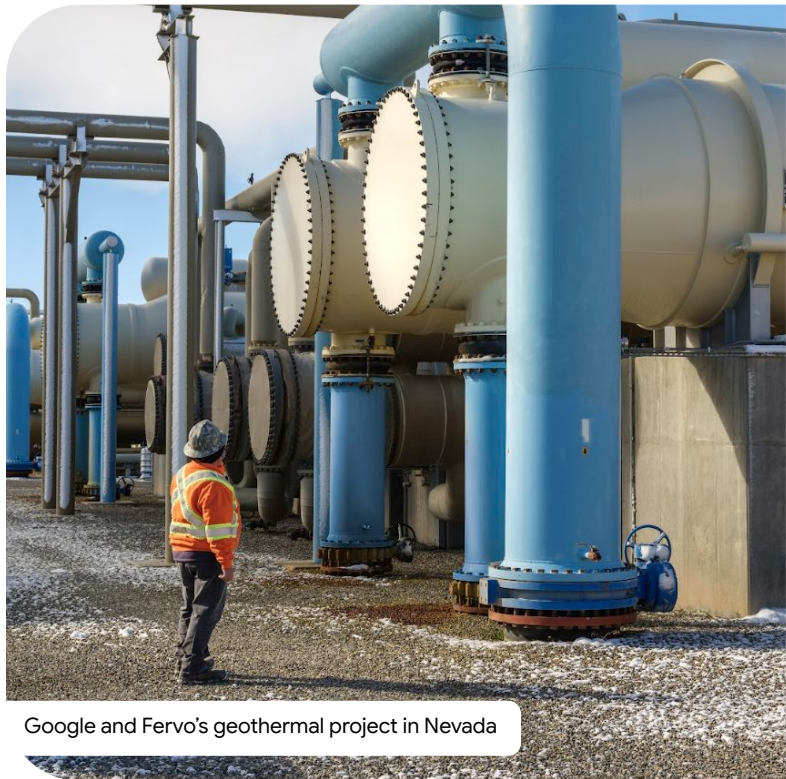




The Clean Transition Tariff

The Clean Transition Tariff (CTT) is an innovative model designed to bring large energy customers and utilities together to accelerate emerging technologies alongside proven solutions—without increasing electricity rates for Americans.



The Challenges

Electricity demand is rising across the United States. However, developers face challenges financing 24/7 clean energy technologies, like advanced nuclear, enhanced geothermal, and long-duration energy storage, and utilities cannot risk ratepayer funds on early deployments. A new model is needed to bring new resources online, accelerate emerging technologies, and ensure ratepayer protection for Americans.



The Solution

The CTT solves this bottleneck through a replicable pathway. The large energy customer acts as the financial anchor, agreeing to fully cover a new resource's costs in exchange for its capacity value. With this financial guarantee, utilities and developers can secure project financing, and more clean energy can be added to the grid while insulating everyday customers from the project costs.



The Shared Win

Everyone benefits from this approach. Utilities add new clean energy technologies to the grid without financial risk. Developers secure the revenue needed to finance and build projects. Large energy customers unlock the 24/7 power they need to operate. And Americans are shielded from higher electricity bills today while the power sector scales diverse technologies that can lower costs in the future.

Clean Transition Tariff

Case Studies

Google pioneered the corporate power purchase agreement (PPA) model for buying clean energy, which has successfully unlocked gigawatts of renewables around the world. The CTT is uniquely designed to accelerate emerging technologies, like advanced nuclear, enhanced geothermal, and long-duration energy storage, alongside proven energy solutions without increasing electricity rates. In these case studies, the CTT has already been adopted or is awaiting regulatory approval.

Nevada Case Study

In 2021, Google and Fervo Energy collaborated on the world's first corporate agreement to develop a 3 MW enhanced geothermal power project. Through a landmark CTT partnership in 2024, Google and NV Energy scaled up this commercial pilot to bring 115 MW of enhanced geothermal capacity to the grid.

Minnesota Case Study

Google and Xcel Energy are collaborating on a battery capable of delivering 300 MW of power and storing 30 GWh of energy, alongside 1,400 MW of wind and 200 MW of solar. According to an Xcel Energy analysis, Google's agreement is estimated to result in \$1.1 billion in net benefits for other electricity customers from 2028 to 2043.

Michigan Case Study

Google and DTE Energy are collaborating to bring 2.7 GW of new resources online, including solar, advanced storage, and demand flexibility, to support the state's transition to a cleaner grid.

If widely used across U.S. markets, the CTT will expand clean energy capacity, improve grid reliability, accelerate new technologies, and bring economic benefits to communities nationwide.