



An **AEP** Company

---

# AEP Ohio

## Efficient Financing for Business Program

**Julie A. Volpe-Walker**  
AEP Ohio  
Energy Efficiency and  
Peak Demand Response





An AEP Company

# Financing Pilot

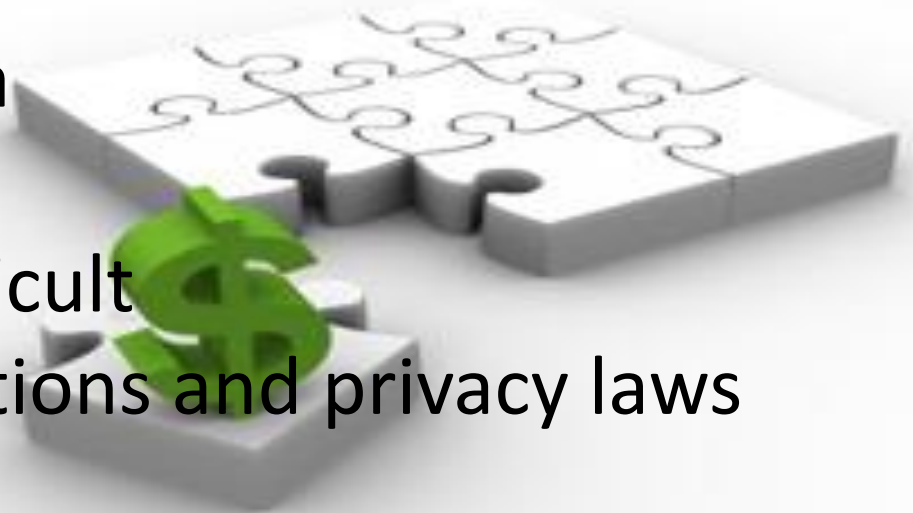
Start

- 2012-2014 Energy Efficiency/Peak Demand Reduction Action Plan
- Removing barriers to participation in Energy Efficiency
- Reach those customers who do not necessarily have internal funding
- Increase customer satisfaction/customer experience with a streamlined process



# Missing Pieces

- Limitations on participation (hospitals/non profits)
- Marketing a finance product at the pre-application stage is late in process
- Working directly with a financial institution made data sharing difficult due to financial regulations and privacy laws





An AEP Company

# Program Design

- Multiple financial products
  - Capital Lease
  - Municipal Lease
  - PACE
  - Energy Service Agreement
- Customized quote per project
- Up to three options
- Goal of cash flow positive monthly payments





An **AEP** Company

# Program Design (continued)

---

- Quick turnaround time on Indicative Quote (2 business days)
- Identified importance of outreach through Solution Providers
- Design and refine meeting with Outreach Energy Advisors





An AEP Company

# HBC/Encentiv

- Encentivizer pilot (lighting)
- Value of Encentiv and HBC collaboration
- Reach more customers with finance offering
- Improved turnaround time on indicative quotes
- Value for AEP Ohio, our customers and Solution Providers





An AEP Company

# Program Launch

- Soft launch prior to annual Solution Provider kick-off meetings
- Solution Provider identified opportunity for projects previously bid and put on the shelf
- Influx of activity for quotes
- Following kick off meeting, other Solution Providers on board

Don't forget to register today for the  
2017 AEP Ohio Solution Provider Kickoff.

**'Let's Get It Started'**

The Solution Provider Kickoff is just around the corner! Register to attend and learn about:

- Important program updates for 2017
- Overcoming obstacles through sales techniques
- Expanding your business
- AEP Ohio customer testimonials
- Recognition and Top Performer Awards for 2016

Also, don't miss our guest speakers! Hanford Dixon, former Cleveland Browns comeback and three-time Pro Bowler along with Kevin Mack, former Cleveland Browns running back and two-time Pro Bowler will be joining us in Columbus! More guest speakers will be announced soon.

Seating is limited so register now. Continental breakfast and lunch will be provided. Registration and breakfast will begin at 8 a.m. The program will begin at 9 a.m. and lunch will



An AEP Company

# Program Results

- 2017 Activity

- ✓ 120 Indicative Quotes (Jan - May)
- ✓ \$2.4 million in energy efficiency projects
- ✓ \$165,000 loans closed
- ✓ \$220,000 in stages

✓ 760,244 annual  
kWh savings







An **AEP** Company

# Phase Two



- Incorporating additional partners
  - Government agencies
  - Additional financial partners



An **AEP** Company

# Questions





An **AEP** Company

# Contact Information

---

Julie A. Volpe-Walker

AEP Ohio

614.883.7808

[javolpe-walker@aep.com](mailto:javolpe-walker@aep.com)

[www.aepohio.com/solutions](http://www.aepohio.com/solutions)