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REALIZING ENERGY EFFICIENCY THROUGH DIRECT COLLABORATION BETWEEN UTILITIES AND COMMUNITIES

AEP OHIO COMMUNITY ENERGY SAVERS

**PRESENTED AT THE 2015 ACEEE NATIONAL CONFERENCE
ON ENERGY EFFICIENCY AS A RESOURCE**



AGENDA

- Overview
- Objective
- Approach
- Results
- Lessons learned
- Moving forward
- Questions



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OVERVIEW

Community Energy Savers (CES)

- Pilot utility program
- Partnership between the utility and communities
- Short timeline campaigns
- Promotion of energy efficiency by the community leaders



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OBJECTIVE

- ❑ Achieve energy savings in targeted communities
- ❑ Drive incremental participation in AEP Ohio's energy efficiency programs
- ❑ Positively impact customer satisfaction
- ❑ Encourage behavioral savings



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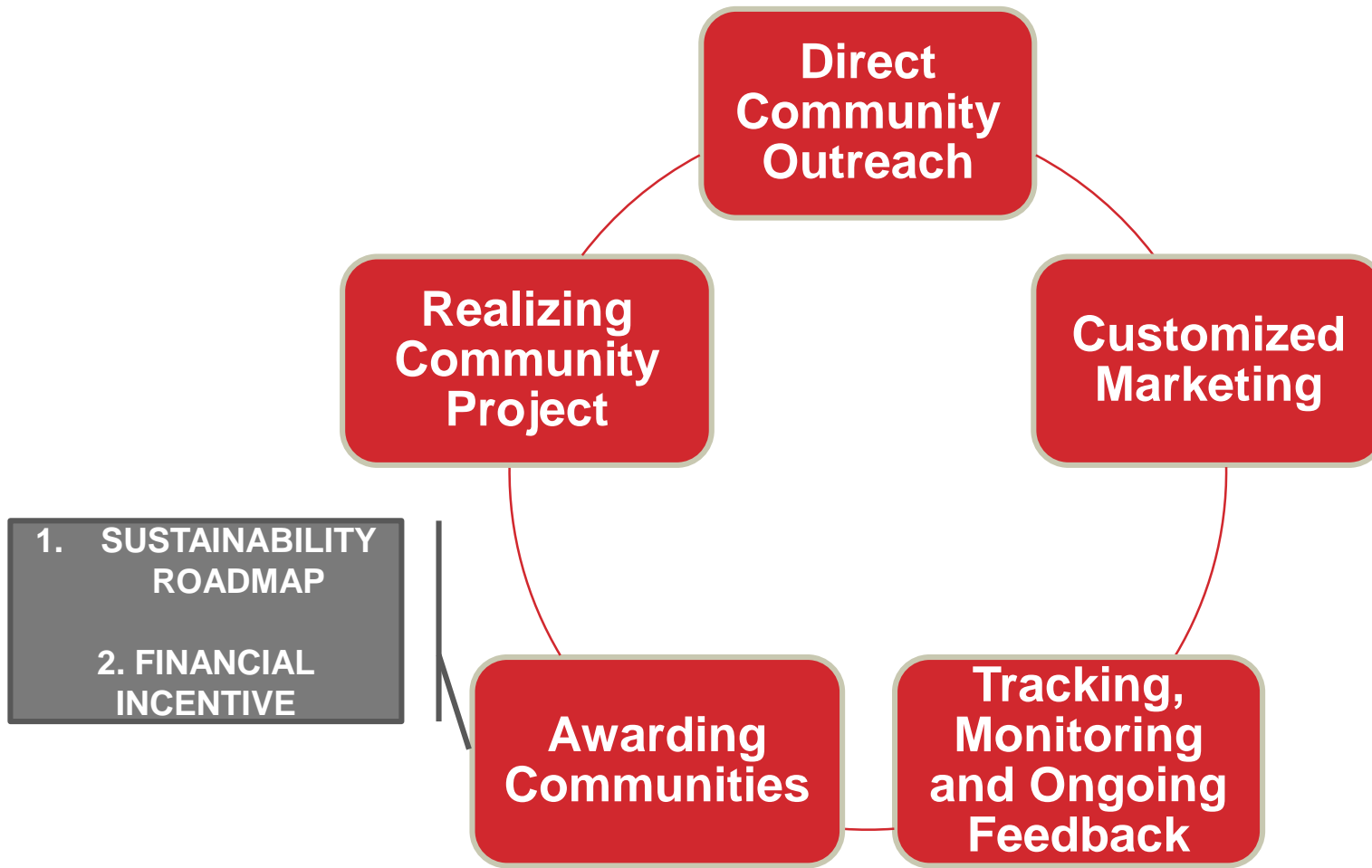
APPROACH



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APPROACH

To achieve their goal, communities receive assistance, such as:

- Program micro-website
- Marketing materials design
- In-person outreach assistance
- Assistance in identifying and engaging partners
- Regular coordination calls
- Collaboration calls with other participating communities



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APPROACH

Marketing Materials

- Program Website
- Residential Flyer
- Business Flyer
- Window Signs
- Bill Inserts
- Press Releases
- Newspaper Ads
- Newspaper stories
- E-mail Blasts
- Social Media

Join TODAY!

Make your home, office or building more energy efficient and save money on energy costs with AEP Ohio's programs and incentives!

Your EnergySavers2014.com or Call 844-220-4128 to find ways to save energy and money in your home or business. Your participation in the AEP Ohio program can help the SomersetPilot reach its goal of 100 participants by June 30.

SOMERSET Energy Savers

AEP OHIO

Join Lima Energy Savers, It's a Win-Win!

ENERGYSAVERS2014.COM

Neighbors! Let's SAVE

LIMA Energy Savers

AEP OHIO

Neighbors! Let's SAVE

AMESVILLE Energy Savers

AEP OHIO

Somerset OKTOBERFEST

JOIN SOMERSET ENERGY SAVERS 2014 AND START SAVING TODAY!

Join TODAY!

Participate in one of AEP Ohio's energy efficiency programs by October 31 to start saving on your electricity bill AND support the **Girls Softball Park!**

Thank you for helping Somerset reach its Energy Savers goal.

SOMERSET Energy Savers

Contact: 844-220-4128
EnergySavers2014.com
Somerset@EnergySavers2014.com

AEP OHIO

Join Energy Savers—It's a Win-Win for the village of Amesville!

Amesville and AEP Ohio are partnering on Energy Savers, a new pilot program being offered from July 1 to October 31, 2014. The goal of the program is simple: help residents and businesses of the Amesville community to reduce energy use and costs by increasing participation in AEP Ohio's energy efficiency programs.

Amesville has a goal of 12 participation points in select AEP Ohio energy efficiency programs. Reach this goal by October 31 and Amesville will receive financial and technical assistance awards from AEP Ohio.

The village of Amesville will use the AEP Ohio incentives to help install a solar panel on the Frank and Catherine Hare History Shelter. The solar panel will power an electronic kiosk, where visitors and residents can learn more about the rich history, landmarks and culture of Amesville.

Learn more about how you can participate and help your community by calling 844-220-4128 or visiting www.EnergySavers2014.com today!



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American Council for an Energy-Efficient Economy

RESULTS

The main goals of the pilot program have all been achieved

- All participating communities have exceeded their goals**
 - Ranging between 108% - 159%

- Partnership with communities resulted in relationship-building and positive experience overall**
 - Over 2,500 new participants in AEP Ohio programs

- Increased end customer interaction and satisfaction**
 - Ongoing discussions at the community level through sustainability roadmaps

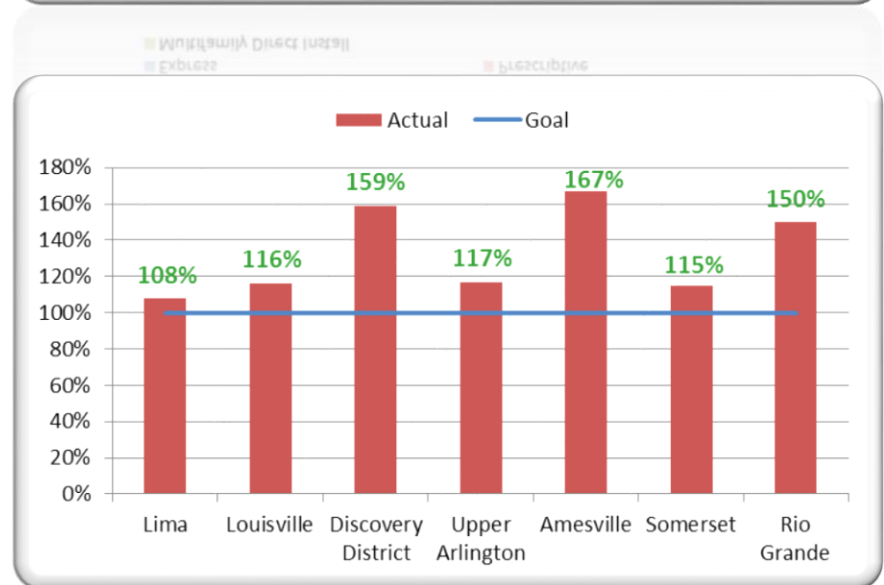
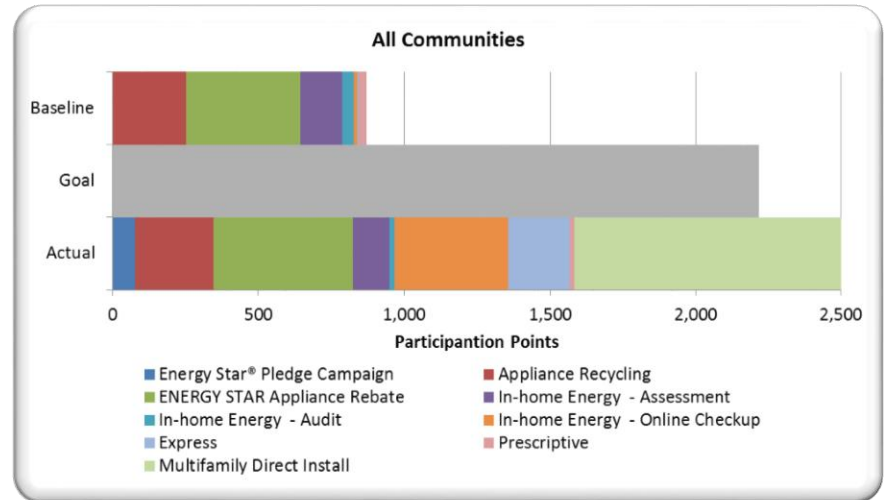


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RESULTS

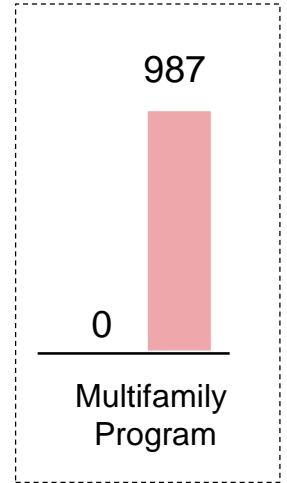
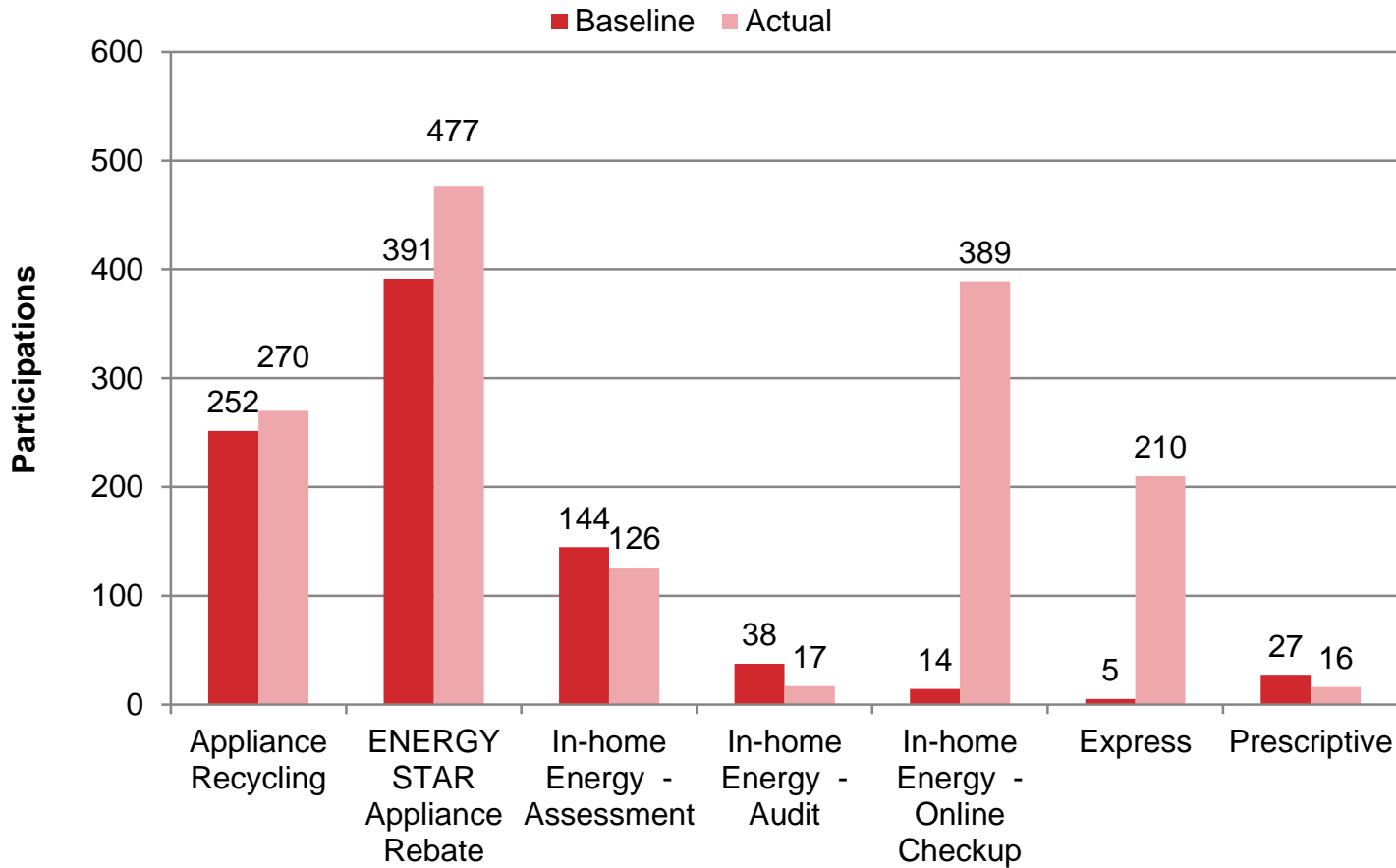
- ❑ Penetration rates up to 22%
- ❑ Six out of seven communities exceeded their previous whole year participation numbers in five months or less
- ❑ Six out of seven communities developed a Sustainability Roadmap



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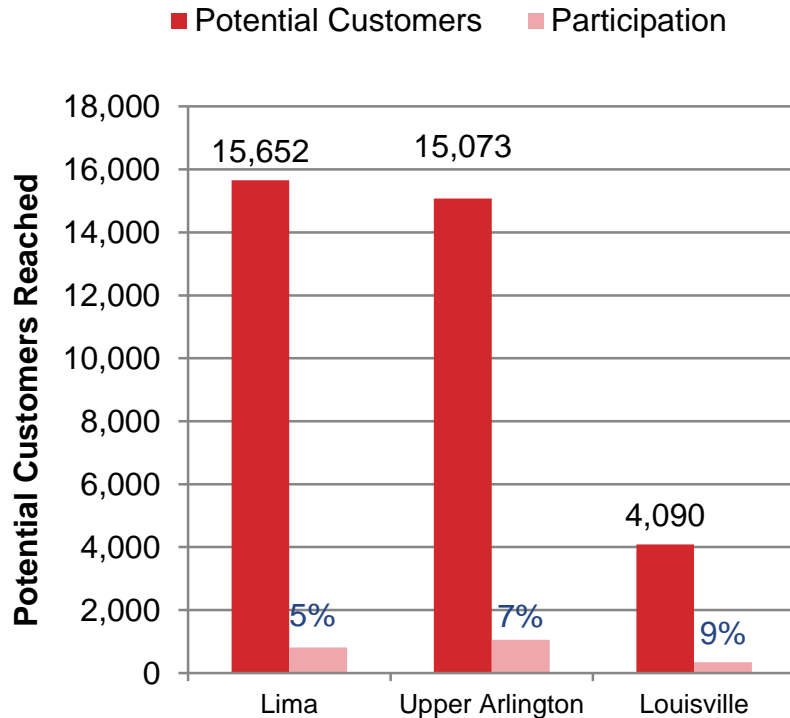
RESULTS



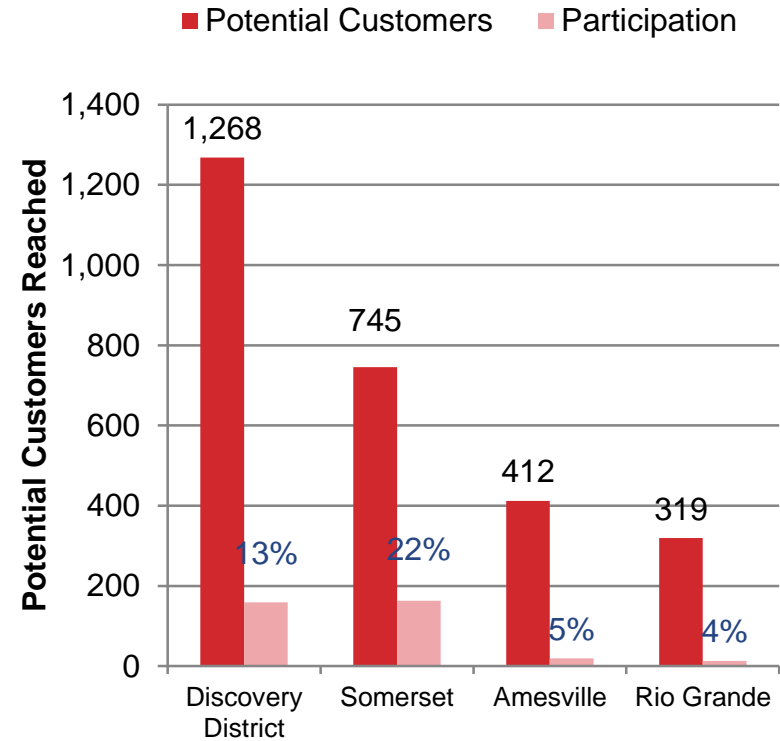
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RESULTS



Customer base over 4,000 people



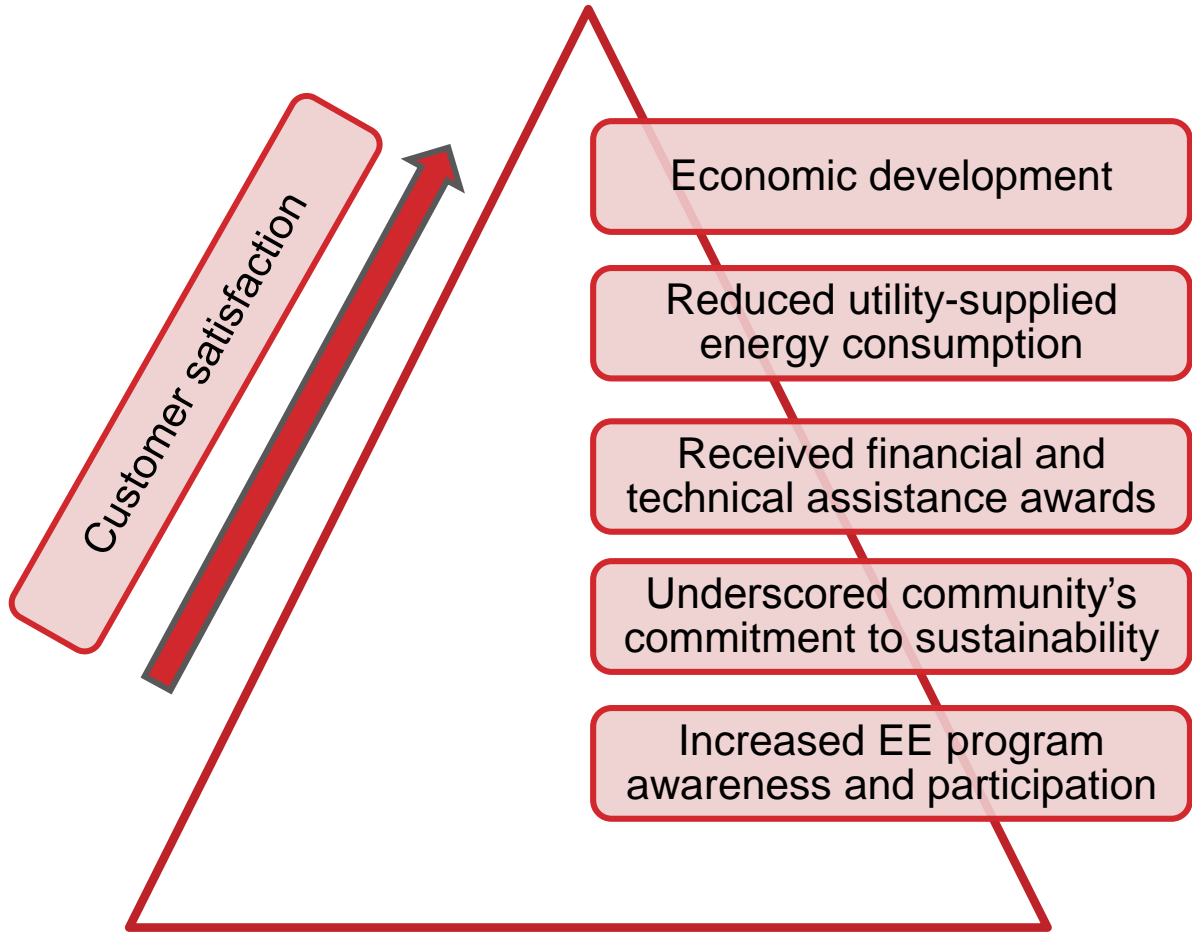
Customer base under 1,300 people



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RESULTS



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RESULTS



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CASE STUDY

SOMERSET, OHIO



Community Project for Award

Lighting Upgrade at the Girls Softball Park

Number of AEP Ohio Customers

745 Customers

Participation Goal

144 Participation Points

Actual Results

166 Participation Points

Awards Received

Technical assistance towards the development of a Sustainability Roadmap and \$11,520 cash award for an energy efficiency project

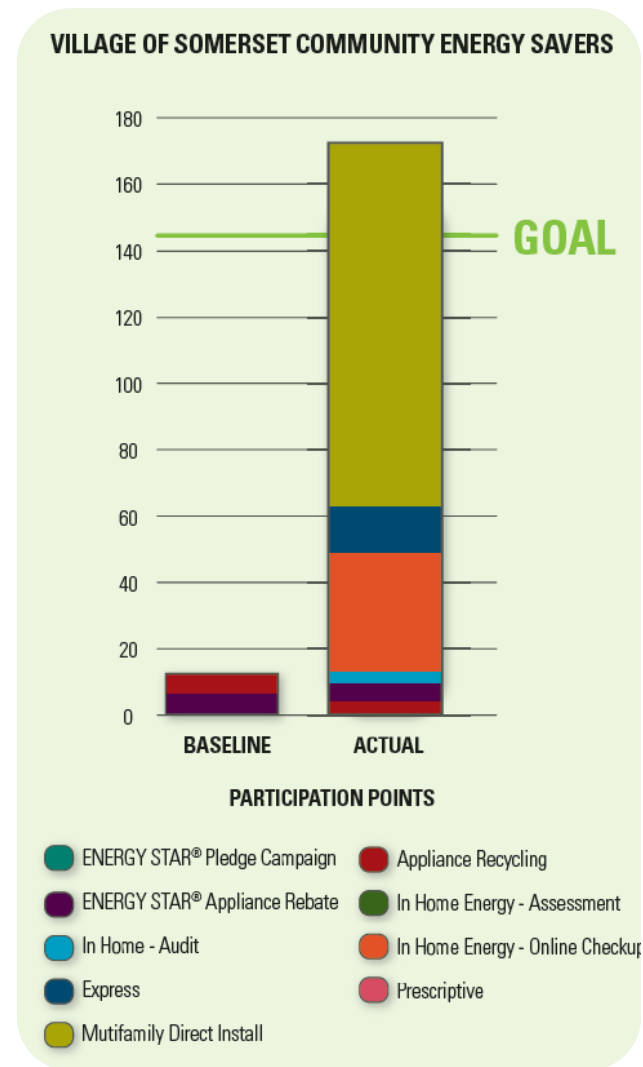


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CASE STUDY – SOMERSET, OHIO

- Door to door outreach to residents and businesses
- Announcements at sports games/events
- Press releases and news stories
- Personalized e-mails
- Phone calls
- Posters
- Facebook posts
- Presence at the farmers market



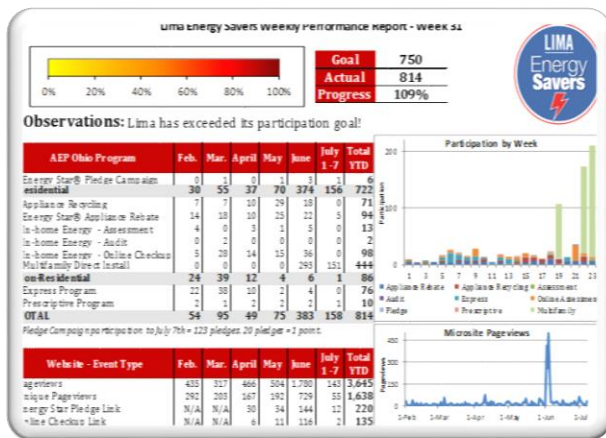
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LESSONS LEARNED

Three key elements contributed to program success:

- ❑ Program Design
- ❑ Good partnership between CB&I, AEP Ohio and communities
- ❑ Customizable marketing toolkit



Join TODAY!

ONLY 6 MORE PEOPLE NEEDED!

Participate by October 31 for Rio Grande to reach its Energy Savers goal.

See the reverse side for details on how YOU can help.

YOU CAN RECYCLE A REFRIGERATOR OR FREEZER AND EARN \$50. OR YOU CAN COMPLETE THE FREE ONLINE CHECK-UP TOOL TO RECEIVE ENERGY EFFICIENCY ITEMS.

YOUR PARTICIPATION WILL MAKE A DIFFERENCE!

Learn more at www.EnergySavers2014.com or by calling 844-220-4128 today.



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LESSONS LEARNED

- ❑ Community project for award
- ❑ Ongoing guidance and support
- ❑ Clear communication of the deadline
- ❑ Use of all available media outlets
- ❑ Collaboration sessions among communities



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MOVING FORWARD

- Timeline
- Goal selection
- Social media
- Engagement timeline
- Feedback



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