



IN PARTNERSHIP WITH



Realizing Energy Efficiency through Direct Collaboration between Utilities and Communities

AEP Ohio Community Energy Savers

PRESENTED AT THE 2017 ACEEE NATIONAL CONFERENCE

ON ENERGY EFFICIENCY AS A RESOURCE

COURTNEY WEBER, APTIM

NOVEMBER 1, 2017

Agenda

- Overview
- Approach
- Results
- Lessons learned

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

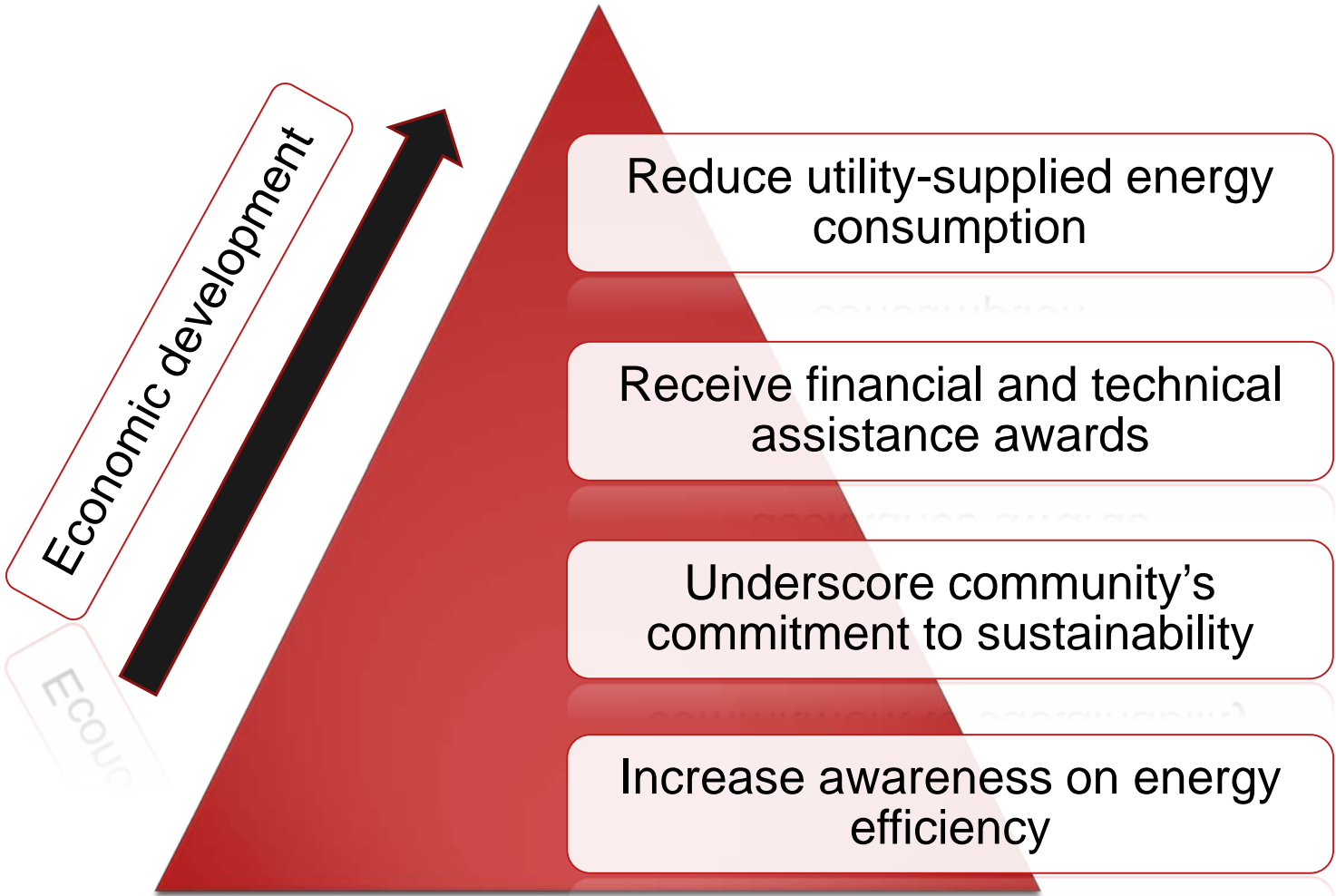


Objective

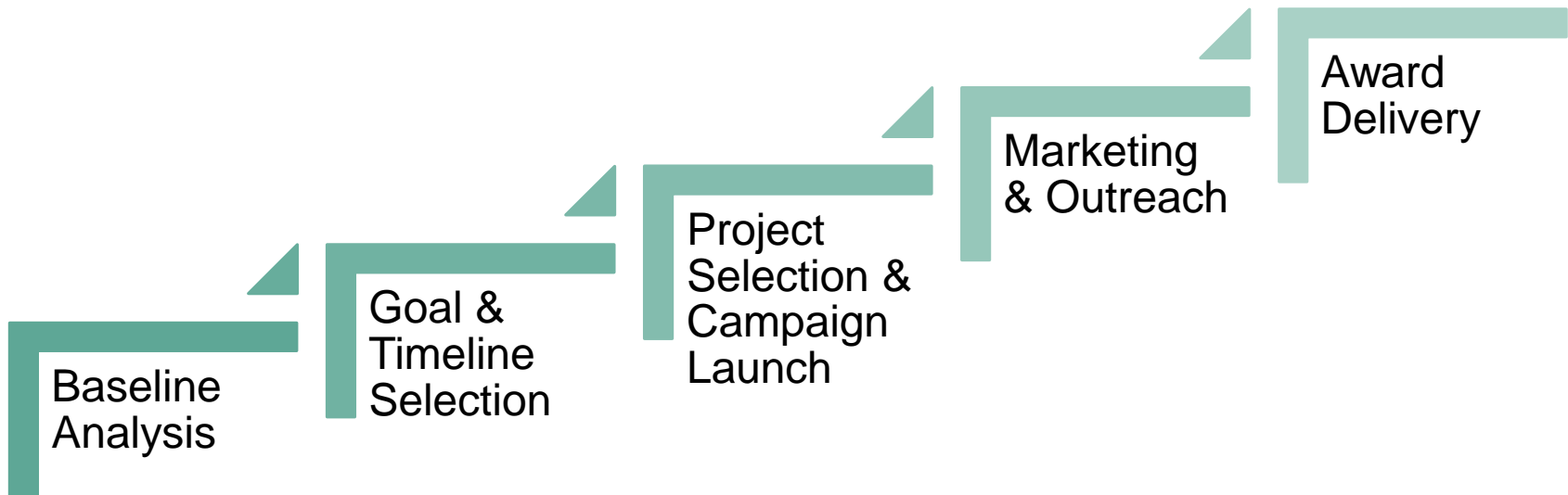
- Bring awareness
- Increase participation
- Energy savings
- Customer satisfaction



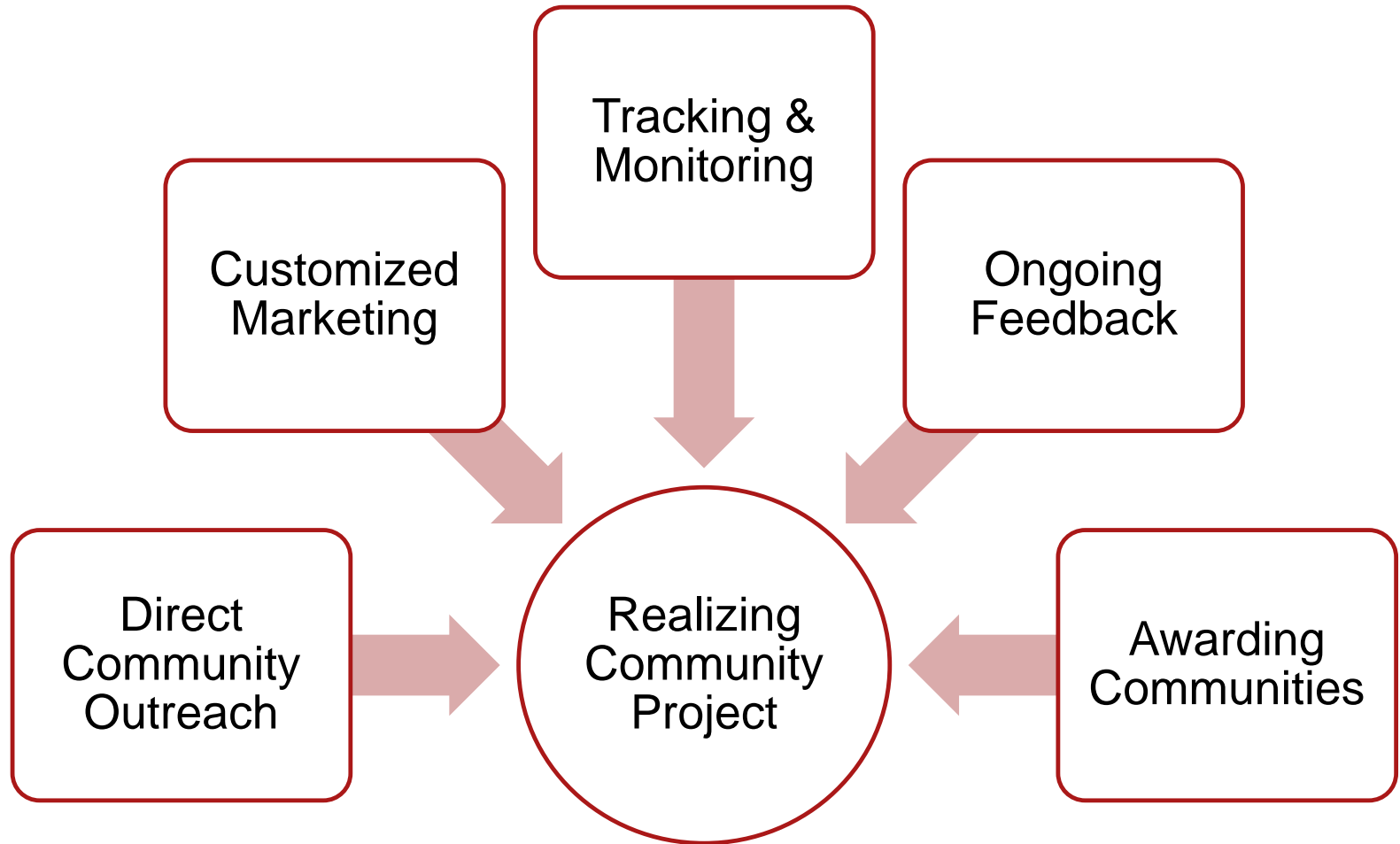
Benefits



Approach



What worked

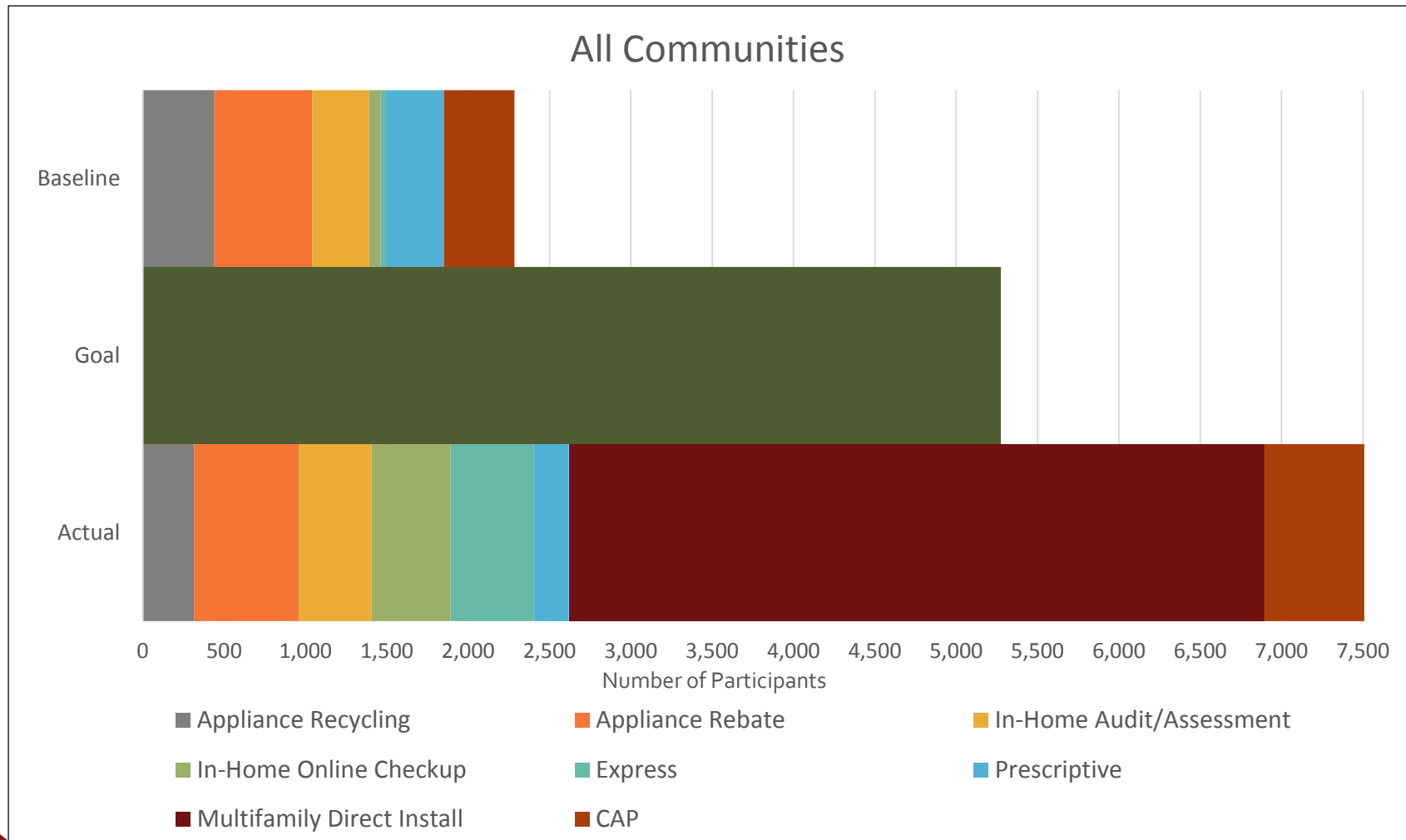


Program assistance

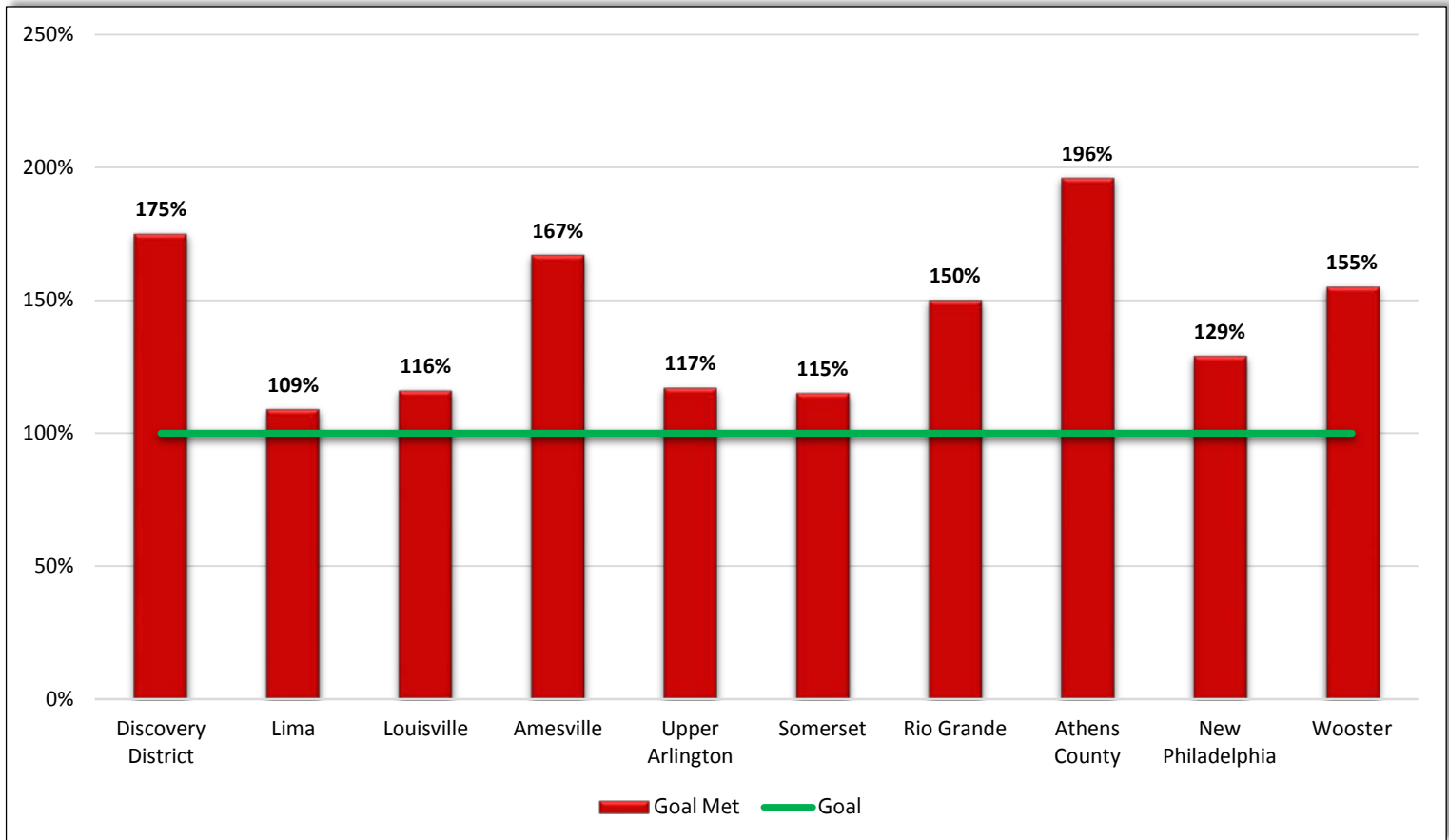
- Program micro-website
- Marketing materials design
- In-person outreach assistance
- Assistance in identifying and engaging partners
- Regular coordination calls
- Collaboration calls with other participating communities



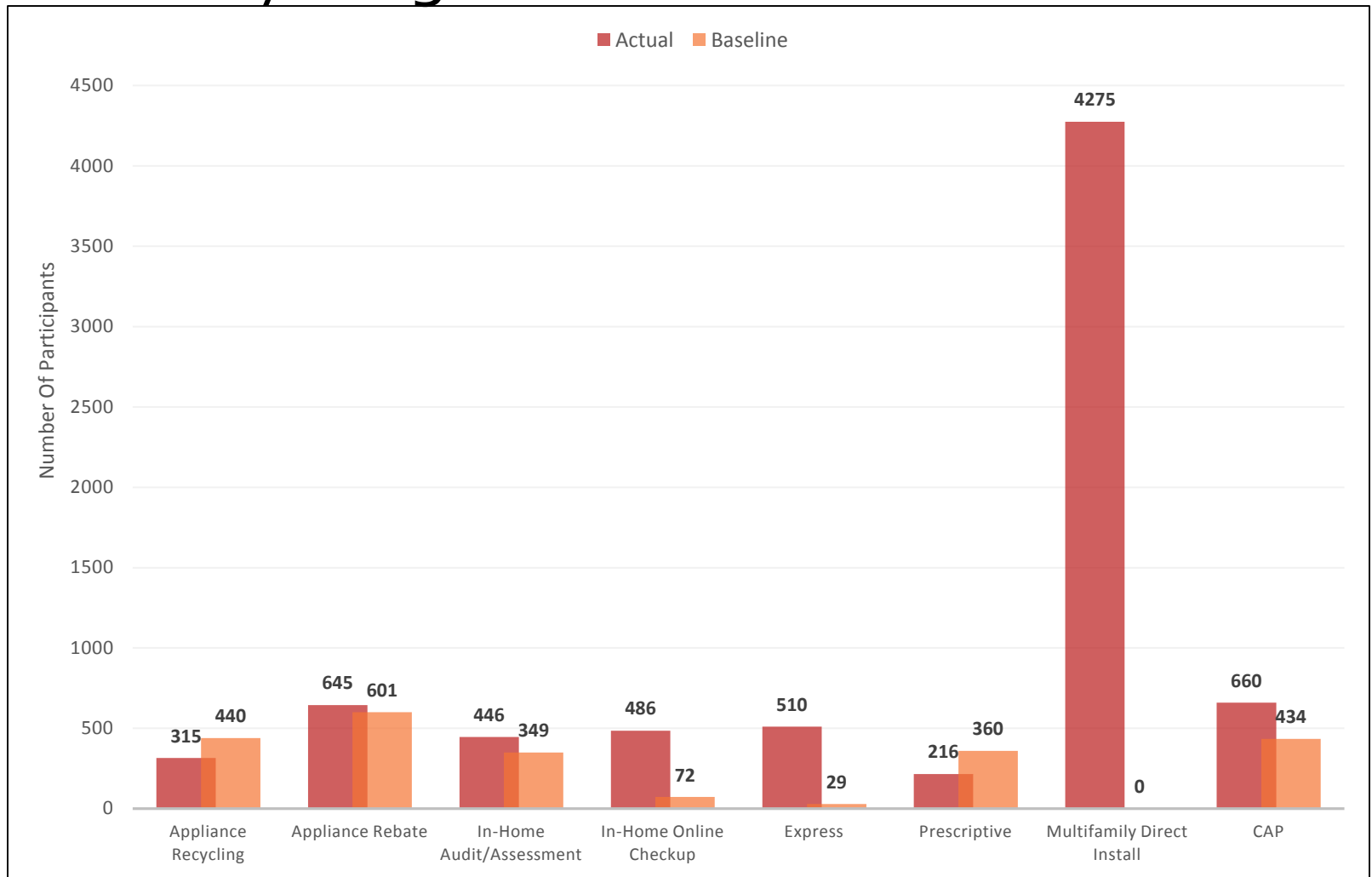
Results



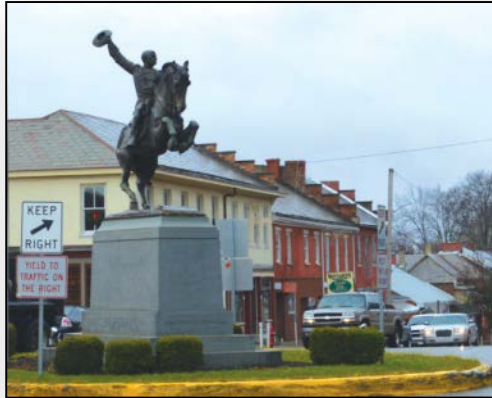
Results By Community



Results By Programs



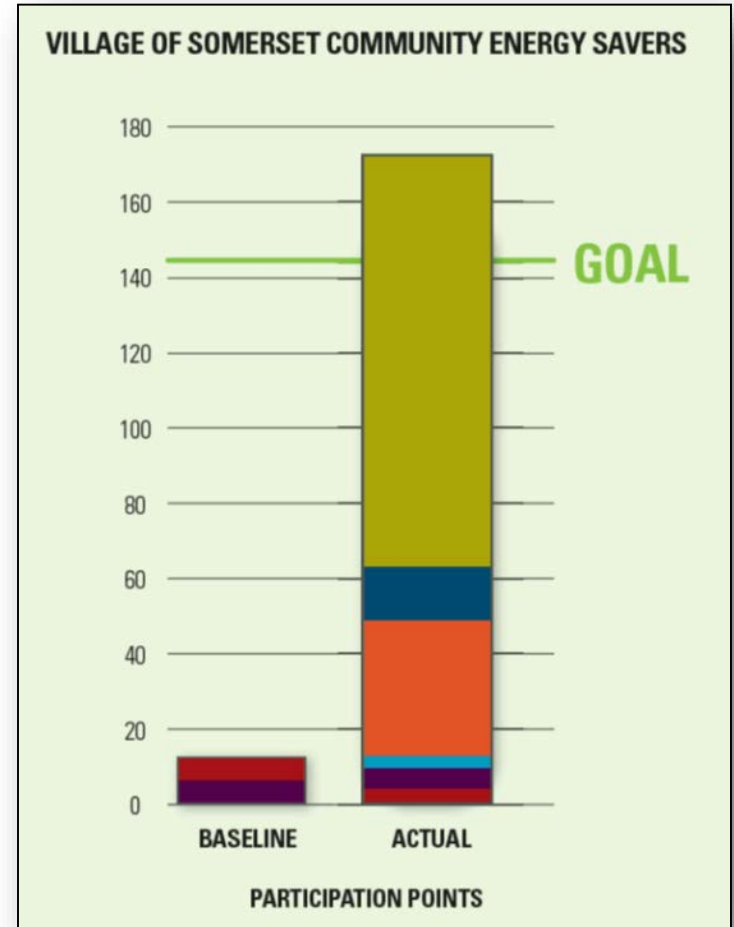
Somerset



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

Somerset

- Door to door outreach
- Announcements at sports events
- Press releases and news stories
- Personalized e-mails
- Phone calls
- Posters
- Social media
- Presence at the farmers market



Lessons Learned

- ❑ Community project for award
- ❑ Ongoing guidance and support
- ❑ Collaboration sessions among communities



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.

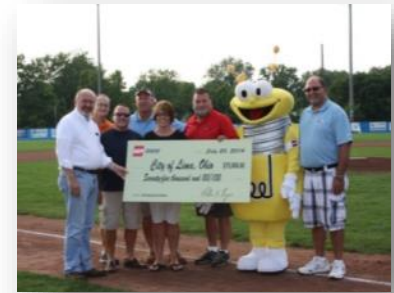
YOUR PARTICIPATION WILL MAKE A DIFFERENCE!

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

RIO GRANDE Energy Savers

AEP OHIO
A unit of American Electric Power

The Winners



Moving Forward

- Continue partnership with the natural gas utility
- Maximize energy savings
- Engage larger communities



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