



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



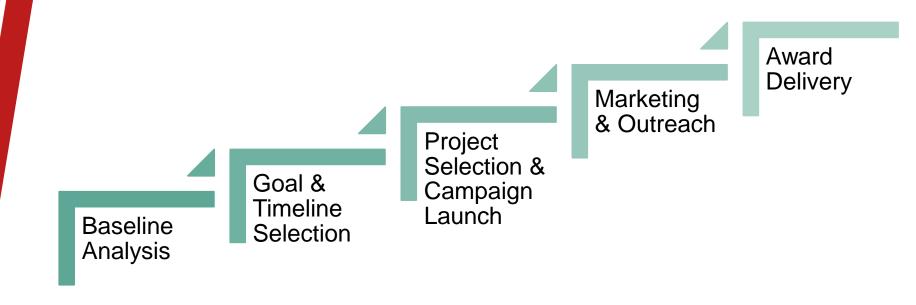
Reduce utility-supplied energy consumption

Receive financial and technical assistance awards

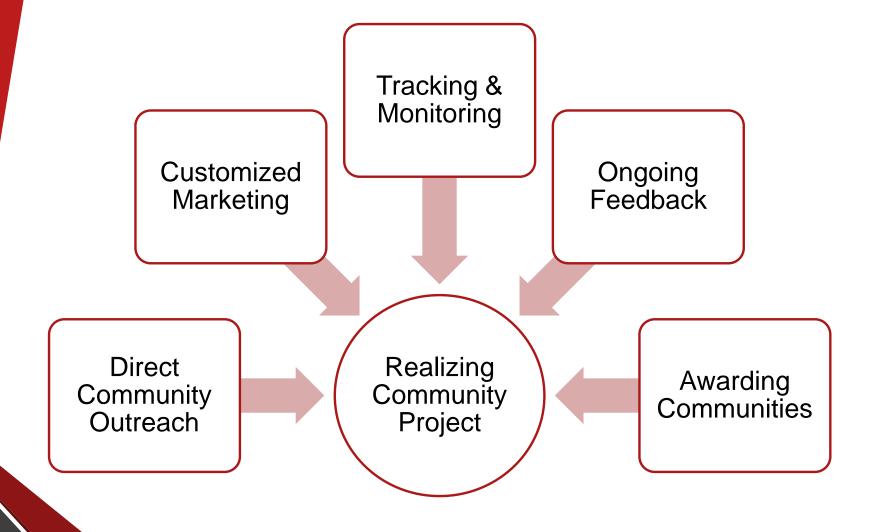
Underscore community's commitment to sustainability

Increase awareness on energy efficiency

Approach



What worked

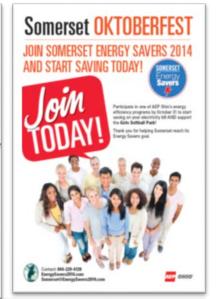


Program assistance

- 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









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.

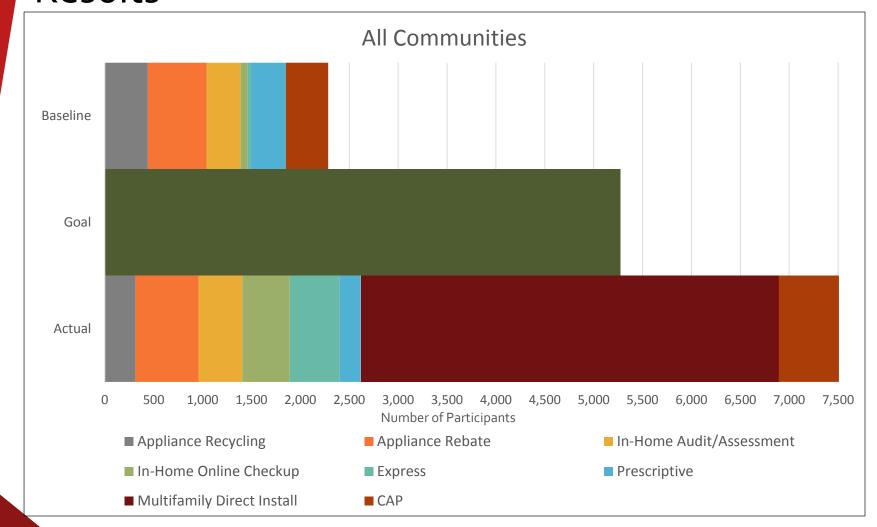
Amesville has a goal of 12 participation points in select AEP Ohio energy efficiency programs. Reach this goal by October 31 and Amesville will receive financial and technical assistance awards from AEP Ohio.

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!

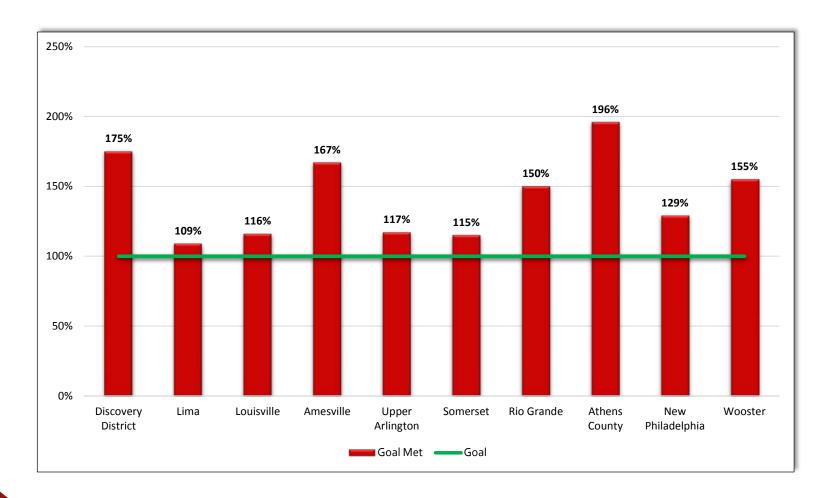


Results



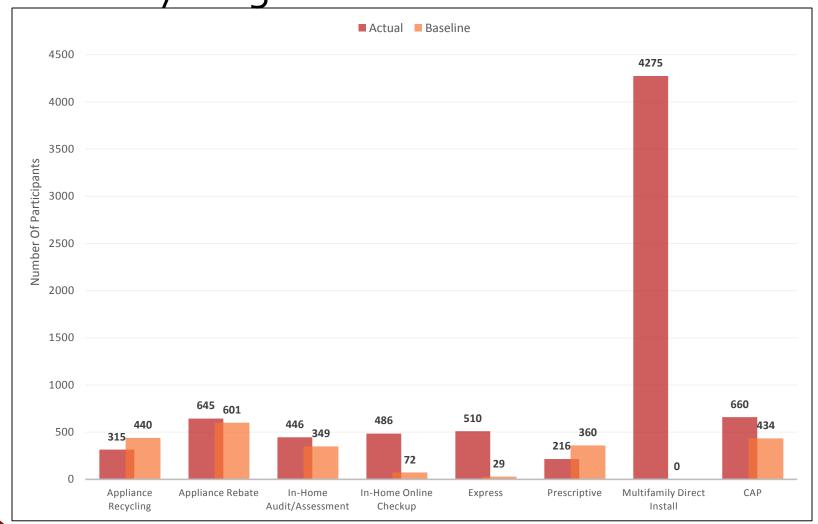


Results By Community





Results By Programs



Somerset

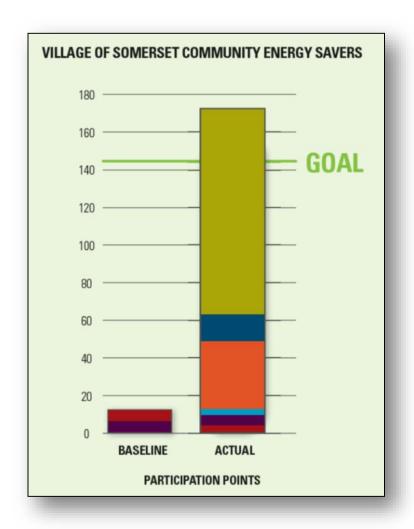




Community Project for Award	Lighting Upgrade at the Girls Softball Park
Number of AEP Ohio Customers	745 Customers
Participation Goal	144 Participation Points
Actual Results	166 Participation Points
Awards Received	Technical assistance towards the development of a Sustainability Roadmap and \$11,520 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





The Winners















Moving Forward

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



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