



NEIGHBORS!
Let's Save



Realizing Energy Efficiency and Sustainability through Direct Collaboration between Utilities and Communities

Presented at ACEEE's Rural Energy Conference
Georgia Tech | October 22, 2018
Community Programs Session
Michael LaScola, AEP Ohio
Catherine Krasner, APTIM



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Agenda

- > Overview
- > Objective
- > Approach
- > Program Results
- > Athens County Case Study
- > What Worked
- > Next Steps



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Overview

- > Partnership between AEP Ohio and Communities
- > Short timeline campaigns
- > Promotion of energy efficiency by the community leaders





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Objectives

- > Bring awareness
- > Increase participation in EE
- > Generate energy savings
- > Encourage behavioral changes
- > Develop Sustainability Roadmap
- > Customer satisfaction





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Program Provided Support

- > Program micro-website
- > Marketing materials design
- > In-person outreach assistance
- > Assistance in identifying and engaging partners
- > Regular coordination calls
- > Progress tracking and reporting

PROGRAM GOALS



AT 50% OF GOAL ACHIEVED



AT 100% OF GOAL ACHIEVED



Join YOUR NEIGHBORS

SAVING ENERGY AND WINNING AWARDS FOR OUR CITY IT'S A WIN-WIN

Participate in energy efficiency programs offered by AEP Ohio to help the City of North Canton receive significant awards for our community!

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BUSINESS PROGRAMS

EFFICIENT PRODUCTS FOR SMALL COMMERCIAL CONSTRUCTION, BUSINESS, PROCESS EFFICIENCY AND SELF-DIRECT (10 points)
Incentives for business customers that install energy efficient equipment and technologies. Efficient lighting, HVAC, motors, drives, and refrigeration are just some that qualify. For more information, call 877-541-3048 or visit AEPOhio.com/Solutions.

EXPRESS PROGRAM FOR SMALL BUSINESS CUSTOMERS (5 points)
Small businesses can cut the hassle and cost of energy efficiency upgrades with the Express Program. A representative will survey your facility for FREE to identify energy saving opportunities. Customers will be eligible for incentives up to 80% of total project cost. Participation is limited to non-residential customers with annual consumption of 200,000 kWh or less. Call 855-548-3644 to schedule your free assessment.

INNOVATIVE ENERGY SOLUTIONS
Municipal facilities and institutions can benefit from rebates for energy audits and facility improvements that reduce natural gas usage. Visit columbiagasohio.com/business/save-energy-money/innovative-energy-solutions.

JOIN Today



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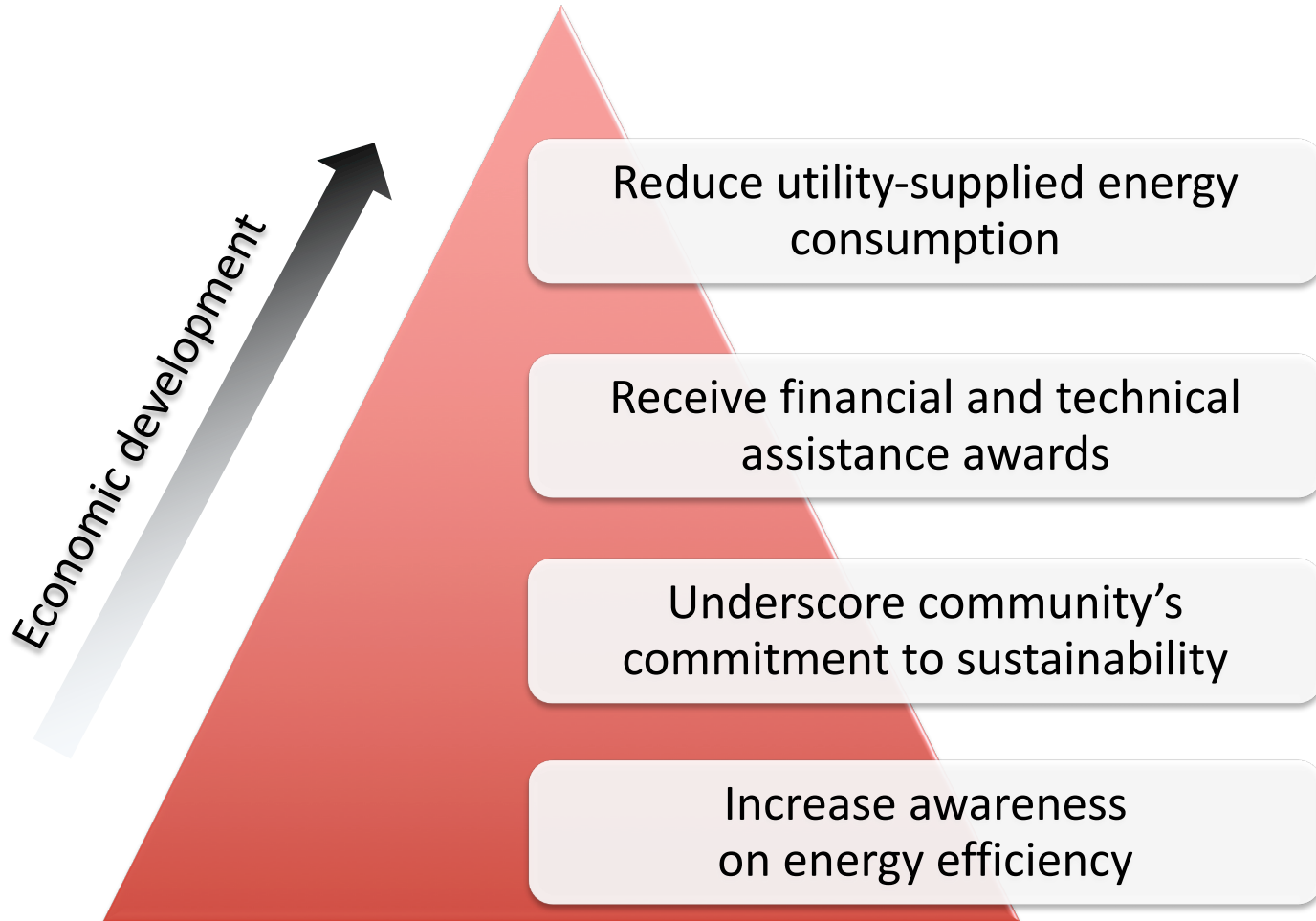
Approach





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Benefits





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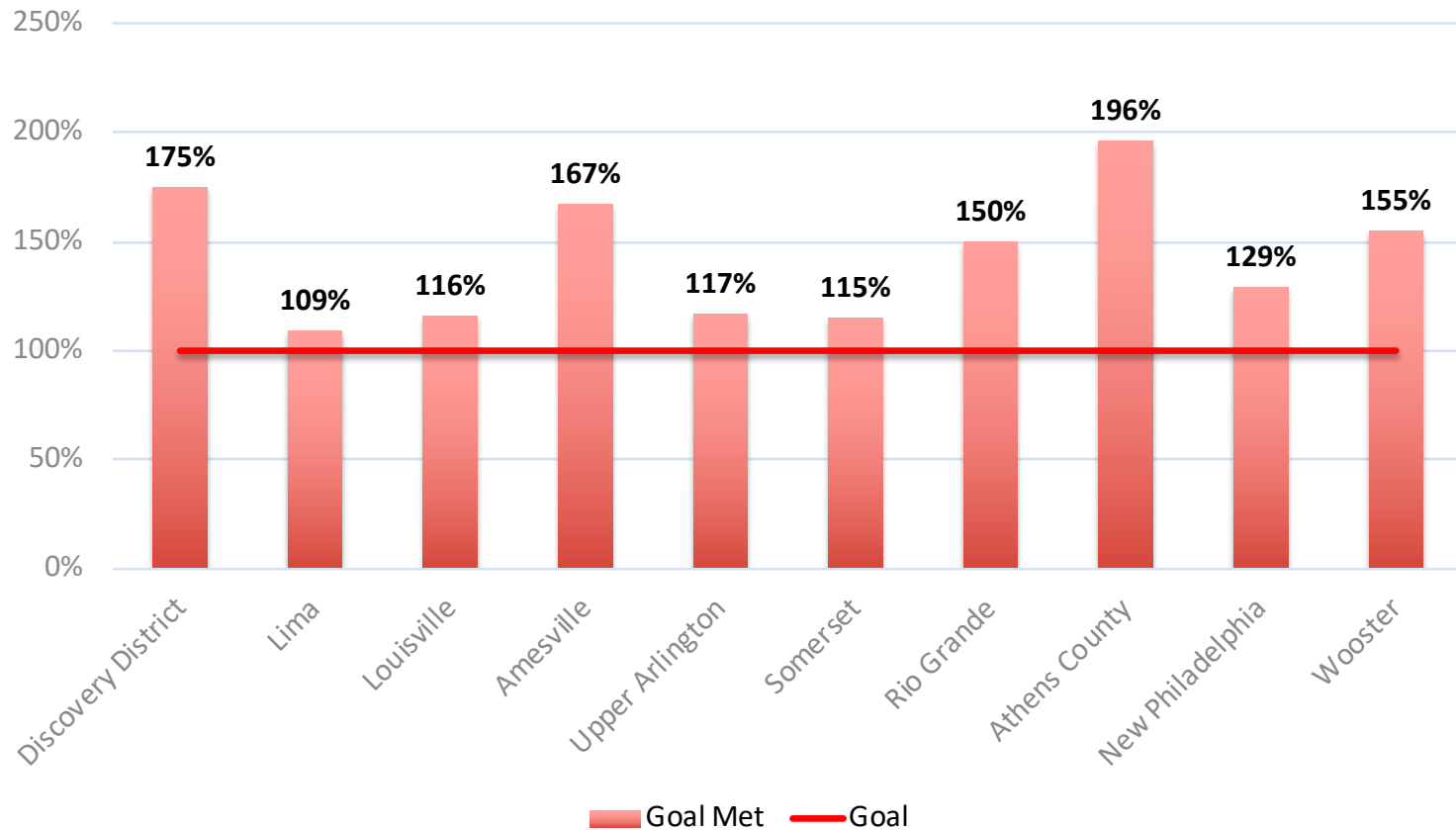


Program Results



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Results by Community



Presented in Partnership with AEP Ohio



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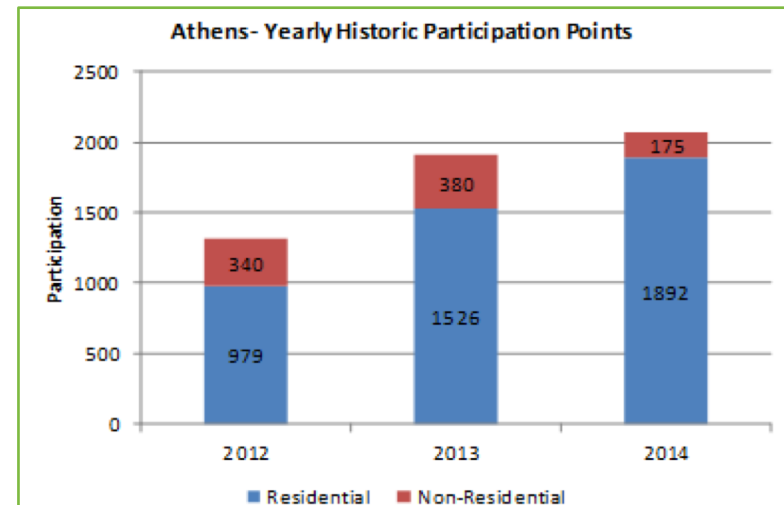
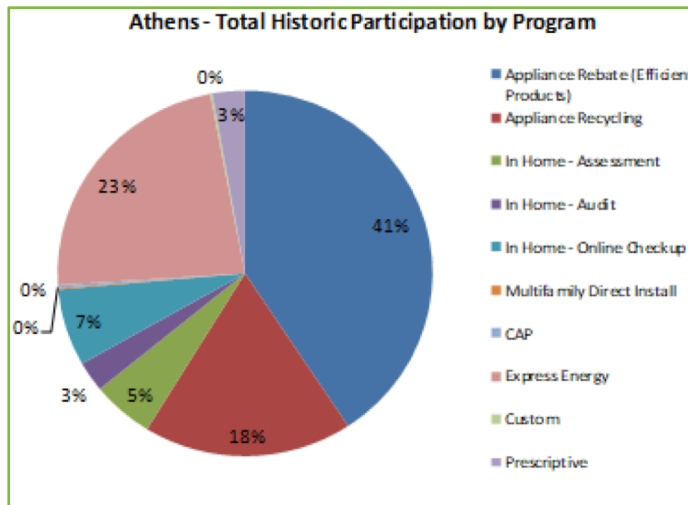


Athens County Case Study



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Points: Baseline

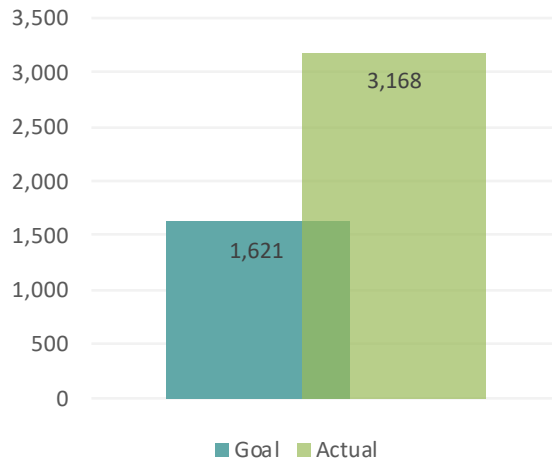




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Points System: Final Points

Participation Points



Reached 197% of their participation goal!

1,129 AEP Ohio customers & 123 Columbia Gas of Ohio customers participated



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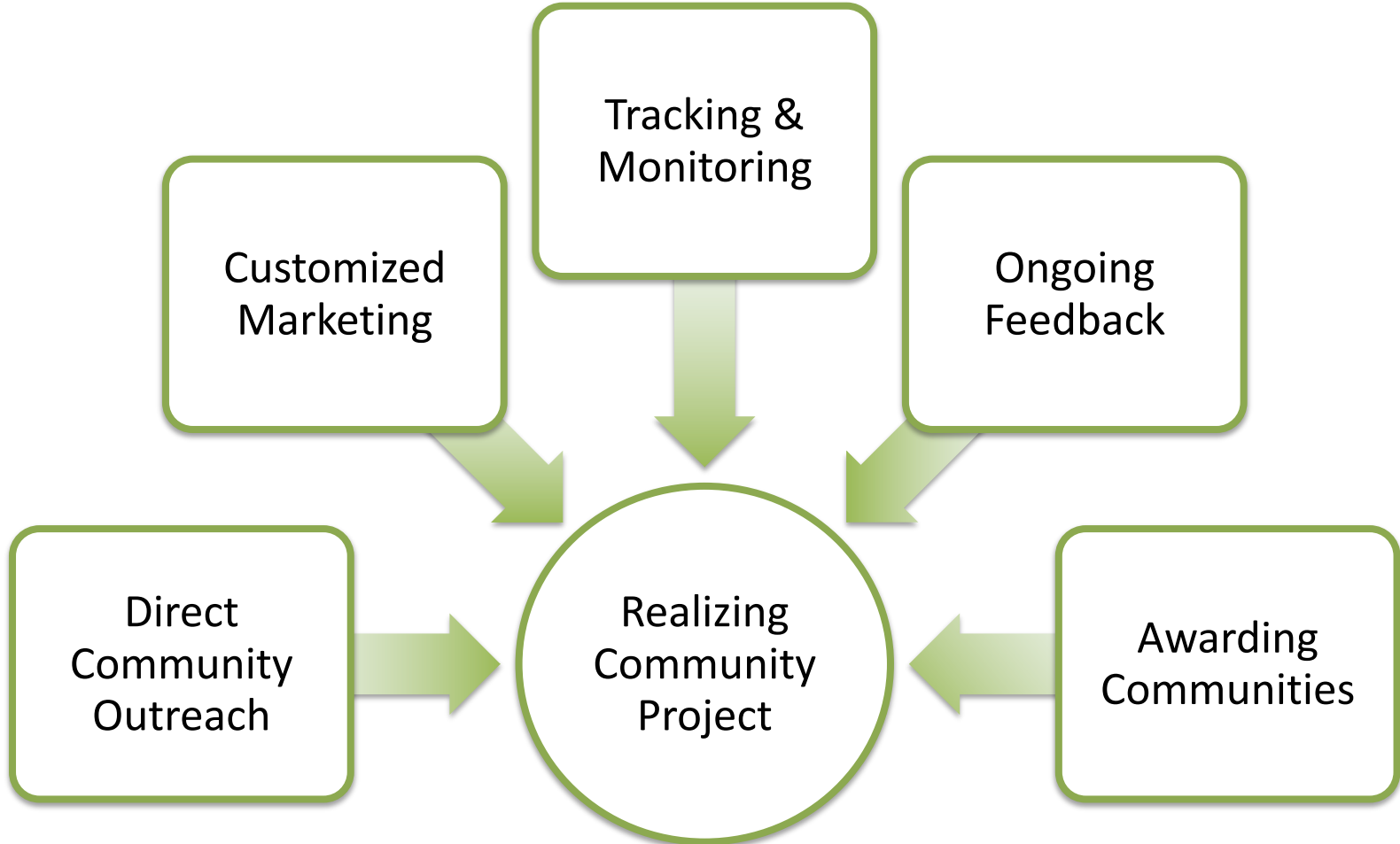
Athens County Success

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



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What Worked







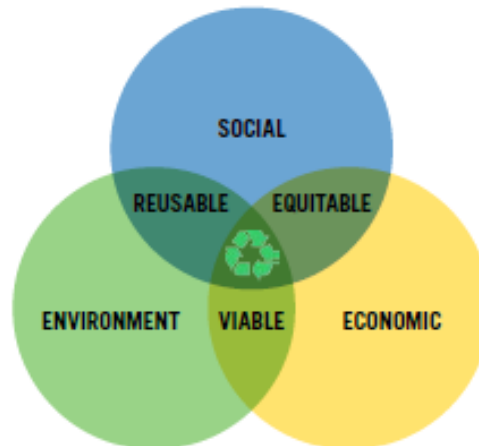
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Athens County Sustainability

CES Green Team + community survey + workshops
+ sustainability specialists

=

Community led Sustainability Roadmap





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