

### Program Overview

Is your business considering purchasing high efficiency equipment but needs additional funding? If so, now is a great time to invest in energy efficiency.

With AEP Ohio's Custom Program, your business can receive valuable incentives to purchase high efficiency equipment and implement industrial process improvements and technologies that reduce energy consumption and peak demand. These incentives will help reduce the payback period of equipment, promote energy efficiency and can lower your electricity bill.

### Customer Eligibility

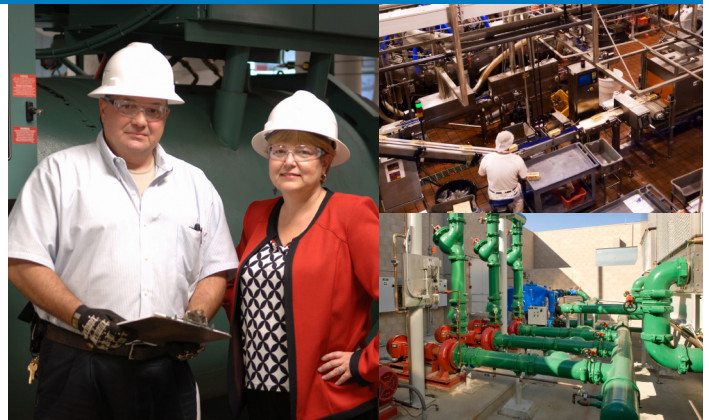
All business (non-residential) customers in AEP Ohio's service territory in the state of Ohio are eligible to participate.

### Project Eligibility

All energy-efficient improvements that reduce energy consumption (kWh) and/or peak demand (kW) not covered in other AEP Ohio programs qualify. Projects should have a payback period between one and seven years without the incentive applied or pass cost-effectiveness tests determined by AEP Ohio. All technologies are subject to eligibility and verification of savings projections.

### Incentive Details

Qualifying customers will receive a financial incentive payment that is customized to the specific results of the energy-saving technologies implemented. Energy-saving incentives (\$0.08/kWh) are paid on estimated first year kWh savings, and demand incentives (\$100/kW) are paid based on the equipment's contribution to AEP Ohio's peak demand reduction (kW). All incentives are on a first-come, first-served basis and are contingent on AEP Ohio's review and acceptance of savings claims.



### Four Easy Steps to Participate

#### 1. Submit Pre-Approval Application

Complete the pre-approval application form and submit it to AEP Ohio prior to purchasing equipment or committing to a project.

#### 2. Application Reviewed and Funds Reserved

AEP Ohio reviews the application. If the application is approved, you will receive a letter to confirm your funding reservation.

#### 3. Complete Project and Submit Final Application

After the installation of the approved equipment, submit a signed, completed application to AEP Ohio within 60 calendar days.

#### 4. Final Review and Incentive Paid

AEP Ohio reviews your final application and, upon approval, pays your incentive.

Custom Incentives	
Incentive levels for one-year energy savings, plus peak demand reduction	\$0.08/kWh plus \$100/kW
Maximum payout per project	50% of total project costs, up to \$300,000

Program funding is limited; other maximums may apply.

## Learn More

Visit [gridSMARTohio.com](http://gridSMARTohio.com) for application forms and instructions. Email Ron Davis, program coordinator, at [rldavis@aep.com](mailto:rldavis@aep.com), or contact the gridSMART team at [gridSMARTohio@kema.com](mailto:gridSMARTohio@kema.com) or 877-607-0739.

## Other Opportunities

Ready to expand beyond equipment improvements? AEP Ohio offers other energy efficiency programs through gridSMART.