

AEP Ohio

Increasing Our Focus

2014 Year-End Report



A unit of American Electric Power

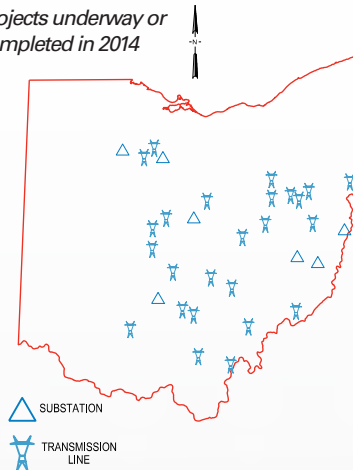
Increasing Our Focus on You

This continues to be a time of change for AEP Ohio and the electric industry in Ohio. But our focus remains clear – to provide the safest and most reliable service to you, our customers and our communities, in a way that meets and exceeds your expectations.

Increasing Reliability

Since 2009, we've invested more than \$1.9 billion to keep our Ohio service territory shining brightly. Here's how we made that happen:

Projects underway or completed in 2014



TRANSMISSION PROJECTS

From 2013 through 2015, we expect to invest another \$1 billion in transmission system improvements to build and maintain substations and lines throughout Ohio.

To learn more about our transmission projects, visit aeptransmission.com/ohio

TREE TRIMMING CONTINUES TO BE A TOP PRIORITY

Last year, we spent nearly \$91 million to clear trees and other vegetation from more than 8,300 miles of overhead distribution lines and 2,350 miles of transmission lines.



Increasing Efficiency

Over the past three years, customer discounts to purchase high-efficiency products, appliance recycling and in-home energy audits helped save nearly 710 kilowatt-hours (kWh) – enough to power more than 59,000 homes for 10 years.

2012 – 2014 Program Results



50,000+

INEFFICIENT REFRIGERATORS AND FREEZERS RECYCLED



14 million+

HIGH EFFICIENCY LIGHTING, APPLIANCES AND ELECTRONIC PRODUCTS PURCHASED

Increasing Local Economic Development

We work with state and local partners to help existing business grow and attract new business to the communities we serve. Our goals include growth in the local tax base and new jobs for Ohio.

Ways AEP Ohio Supports Economic Development



INTRODUCTIONS
to business leaders and state, regional and local government officials



RESEARCH DATA
including site and market information, demographics and GIS mapping



Increasing Community Connections

At AEP Ohio, we are passionate about improving the quality of life in the communities we serve.

Community Statistics

1.5 million

CUSTOMERS PROVIDED WITH ELECTRICITY

61 counties

SERVED BY AEP OHIO

\$9.42 million

PROVIDED THROUGH THE NEIGHBOR-TO-NEIGHBOR PROGRAM

\$14.9 million*

CHARITABLE GIVING

**Includes donations from AEP Ohio, AEP and AEP Foundation.*

Increasing Customer Communications

AEP Ohio takes pride in its increased effort to communicate the right information to the right customers at the right time using the right methods.

Ways We Communicate

- Social media posts
- Calls to customers
- Face-to-face conversations
- Focus groups
- Customer emails
- Weather information and tips emails
- Recorded phone messages including info about planned outages

