

Fall 2019

EfficiencyToday™

Profiles in energy efficiency for business



An AEP Company

An efficiency master class

Fostoria Schools takes
a new school approach

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**Leading the
electrification charge**

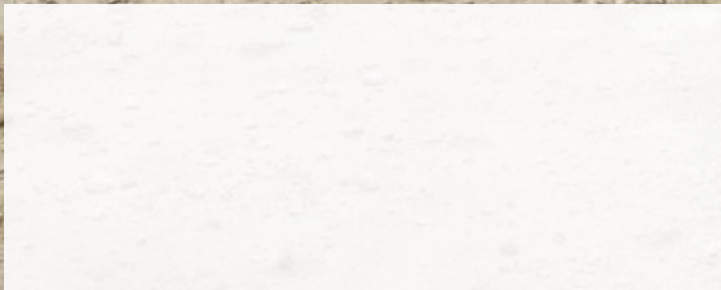
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of benchmarking**

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Raja Sundararajan
President & COO
AEP Ohio

President's Perspective

The high stakes of energy efficiency

A natural consequence of the passage of House Bill 6 is concern for the future of our energy efficiency programs.

I'm here to assure you that AEP Ohio is and always will be committed to energy efficiency going forward.

Frankly, there is too much at stake to allow the programs to expire along with the mandates. There will certainly be changes to our energy efficiency program structures and incentive levels, but we believe that it is essential to maintain the momentum we've built over the last decade.

Our reasoning is measurable, and in some instances, beyond measure.

First, the measurables. **AEP Ohio's commercial customers have come to rely on our programs to enhance their bottom line.** Many of them see the energy efficiency upgrades and the savings results they deliver as a competitive advantage. There are others who view their savings as a way of assuring growth—if not their very survival. Globally, the benefits of energy efficiency programs are measured by metric tons of carbon reduction in addition to dollars or kilo-watt hours.

Then, there are those benefits of energy efficiency that defy measurement. **We are committed more than ever before to the support of new development and renovation of affordable housing.** Yes, we do count the savings per unit. But, helping less fortunate families have comfortable, safe and affordable places to call home has an immeasurable impact on their lives. In fact, affordable housing has a way of uplifting the quality of life for entire communities.

Our goal at AEP Ohio is to improve the quality of life for the customers and communities that we serve. And, mandated or not, measurable or immeasurable, energy efficiency is the perfect path to our destination. ■

EfficiencyToday™

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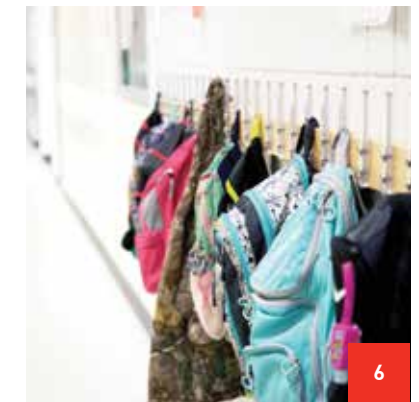
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Andy McCabe
Energy Efficiency Programs Manager
AEP Ohio

Andy's Angle

No application, immediate savings

At your request, a very efficient incentive delivery system

At AEP Ohio, we are constantly striving to make energy efficiency easier for participating businesses.

We do this because over the years, we've listened to your suggestions. Many of your requests expressed a need for program simplification. That's why we've responded by developing tools, new programs and new approaches that simplify program use.

This summer, we launched the ultimate in streamlined processes within our Efficient Products for Business Program—**INCENTIVENOW**. As the name suggests, **INCENTIVENOW** is a way to have incentives automatically deducted from energy-efficient products at the point-of-sale. There is no paperwork, and no waiting. You get your incentive—now.



INCENTIVE NOW

So why did we do this? A few years back, we found that the typical incentive application, a mainstay of efficiency incentive programs, was a good fit for large projects such as retrofits or new buildings.

However, for smaller projects, applications were an albatross. So, we ran a short pilot program to test point-of-sale incentives for lighting distributors. At that time, the existing software lacked the ability to handle customer location identification and centralized billing for varying incentives.

Since then, the software has come a long way in terms of functionality and integration with other systems, so in mid-2019 we gave **INCENTIVENOW** the green light.

We started with LED lighting distributors, then almost immediately added HVAC dealers. As of this writing, Food Service and Refrigeration is now coming online with **INCENTIVENOW**, and we plan to add industrial and agricultural product categories in the coming months.

Check AEPOhio.com/incentivenow for our growing list of participating distributors and eligible product categories. Or, look for **INCENTIVENOW** signage at your favorite distributor's sales locations or website. If they're not participating, let them know that we're always looking for new partners.

Most importantly, keep sending us your suggestions about ways to serve your needs more efficiently. We're always game for a challenge.

Award Announcements

Seventh Annual AEP Ohio Energy Efficiency Awards

AEP Ohio honored businesses, organizations and teachers from throughout the state at its annual Energy Efficiency Awards event held on May 9. The awards ceremony recognized AEP Ohio's business customers, teachers and partners who have demonstrated a strong commitment to energy efficiency.

This year's event celebrated a decade of energy efficiency savings offered to AEP Ohio business customers through customized incentive programs. Since 2009, AEP Ohio's energy efficiency programs have saved customers 4,835,000,000 total kWh and over \$2 billion in energy costs, creating green jobs, reducing carbon dioxide emissions by 3.8 million tons and reducing sulfur dioxide emissions by 16,800 tons.

The Leadership Award is given to one individual or organization annually based on continual involvement and a sincere partner relationship:

Dale Arnold, Ohio Farm Bureau (Columbus, OH)

Sustained Excellence Awards are given in recognition of companies for their outstanding energy efficiency efforts over multiple years, strong commitment and support of energy efficiency initiatives and for making energy efficiency a part of their company culture:

Big Lots Stores, Inc. (Columbus, OH)

Huntington Bank (Columbus, OH)

OhioHealth (Columbus, OH)

Olentangy Local Schools (Lewis Center, OH)

Innovation Awards are given to energy efficiency program participants who have contributed to a specifically innovative pilot offering:

Loeb Electric (Columbus, OH)

RAB Lighting Inc. (Northvale, NJ)



Dale Arnold (third from left), Director of Energy Policy, Ohio Farm Bureau, is presented with the 2019 AEP Ohio Leadership Award. **L to R: Andy McCabe**, Energy Efficiency Programs Manager, AEP Ohio; **Lisa Barton**, Executive Vice President, Utilities, AEP; **Raja Sundarajan**, President & Chief Operating Officer, AEP Ohio; **Charles Patton**, Executive Vice President, External Affairs, AEP; **Jon Williams** Managing Director Customer Experience and Distribution Technology, AEP Ohio

The following companies were honored as **Energy Efficiency Champions**, making outstanding contributions to increasing energy efficiency within their organizations, reducing their energy usage and positively impacting the environment:

- Aldi Grocery Stores** (Dublin, OH)
- ArcelorMittal Shelby** (Shelby, OH)
- Bigrigg Efficient Energy Services** (Canton, OH)
- Blanchard Valley Health System** (Findlay, OH)
- Carol Ohlemacher, Teacher, Plain Local Schools** (Canton, OH)
- Central Insurance Mutual** (Van Wert, OH)
- City of Toronto** (Toronto, OH)
- Clayton Homes of Frazeytsburg** (Frazeytsburg, OH)
- Columbus Catholic Diocese** (Columbus, OH)
- East Liverpool City School District** (East Liverpool, OH)
- Highland District Hospital** (Hillsboro, OH)
- Homeport** (Columbus, OH)
- Quanex** (Cambridge, OH)
- U.S. Army Joint Systems Manufacturing Center** (Lima, OH)
- Mount Carmel Health System** (Columbus, OH)
- The Ohio Department of Administrative Services** (Columbus, OH)
- Ohio Logistics** (Hilliard, OH)
- The Ohio State University at Lima/Rhodes State College** (Lima, OH)
- Owens Brockway Glass Containers, Inc.** (Perrysburg, OH)

AEP Ohio offers a variety of energy efficiency programs to help residential and business customers save energy and money.

For more information, visit AEPOhio.com/Save (residential) or AEPOhio.com/Solutions (business). ■

Efficiency euphoria in Fostoria

Fostoria Schools takes a new school approach to data storage and management and provides a master class in energy efficiency

“First!”

That’s the prideful call heard during recess in schoolyard playgrounds throughout Ohio when a student touches a base or goal before the other kids.

You hear a little of that pride these days from Andrew Sprang, who serves as Superintendent of Fostoria Schools, and was the driving force

behind a complete rethinking of the district’s facilities.

The project consists of a brand-new high school and a major renovation of a pre-kindergarten through 6th grade building.

There’s nothing new about renovating or building schools, of course. It was the new school approach that Sprang and Fostoria took to data storage and management that was a “first” among Ohio school buildings, and promises to be a game changer for all buildings to come.

A matter of trust

Job one for Sprang was to make sure that the new and renovated buildings were designed for energy efficiency from foundation to rooftop.

“It was important to us to reduce operating expenses, as we had just passed a levy in 2016,” said Sprang. “The community placed a high level of trust in us, and we owe it to them to make improvements and reduce costs wherever we can,” he adds.

Sprang knew it would take a combination of innovation and teamwork to make it happen. Before any ground was broken on the new buildings, he began building his team.

Innovation is a team sport

“This has been a total team effort,” said Sprang, citing the contributions of AEP Ohio and Garmann-Miller, an architecture and engineering firm based in Minster, Ohio.

Help from AEP Ohio came in the form of expertise and incentives via their energy efficiency programs. Early to the table was AEP Ohio’s Josh Lloyd, who provided advice and financial help through an early design phase incentive via the utility’s New Construction/Major Renovation Program.

AEP Ohio’s Michelle Cross and Tim Frajter worked to deliver optimum results from the Data Center Incentive Program. And, AEP Ohio’s Gary Enama provided guidance on maximizing efficiency and incentives from the Networked Lighting Controls Program.

“We’re not only set to have lower utility bills, we have more space to teach students.”

Andrew Sprang,
Superintendent,
Fostoria Schools

On the energy efficiency side of the design were Garmann-Miller’s Mechanical Engineer Matt Kremer and Technical Designer John Ridder. They suggested the use of fiber optic technology to radically reduce energy costs in handling data storage and management.

High fiber performance

The application of fiber optics to the data needs of the Fostoria project, specifically Gigabit Passive Optical Network (GPON) technology, eliminates the need for on-site technology rooms by allowing for seamless off-site data center hosting.

This approach, which is being used with great success in corporate headquarters on both coasts, is gaining ground among companies in Ohio.

Fostoria is the very first school in Ohio to use the technology.

And, while the forecasted energy savings are significant, the non-energy benefits are beyond measure. “We’re not only set to have lower utility bills, we have more space to teach students,” exclaims Sprang. Fewer blinking servers onsite means more classrooms and laboratories.

The use of GPON technology was suggested by Ridder. With his background in telecommunications, he understood the efficiency intricacies and the major jump in bandwidth that the use of GPON would bring to the table. **“GPON not only provides seamless transfer of data off site, it provides an opportunity to distribute electricity with far less waste than a traditional set up,”** he said.

A model of efficiency

The new high school is scheduled to open when the students return after the holiday break, so as of this writing, energy savings are based on an efficiency model.

Matt Kremer, the keeper of said model, is delighted by what he sees when he plugs in the numbers. “The use of GPON makes a huge difference,” he reports.

Kremer says that the new building would have been 24 percent more efficient than code minimum even without the use



Top: Built-in GPON technology provides extra efficiency and smoother data transmission at Fostoria’s new school building; **Middle:** The Fostoria design-build team holds an impromptu meeting in front of the elementary school library; **Bottom:** Backpacks adorn the wall at Fostoria’s refurbished PreK-6 building



Energy-efficient insulation is layered behind drywall in the new Fostoria 7-12 School building expected to open in January 2020



L to R: AEP Ohio's Tim Frajter and Josh Lloyd, Fostoria Schools Superintendent Andrew Sprang, and Garmann-Miller's John Ridder and Matt Kremer

of the new technology. "With GPON, the savings jump to 32.8 percent," he said.

The new high school is expected to receive Leadership in Energy and Environment Design (LEED) certification, a rating based on meeting stringent energy efficiency requirements.

The writing on the wall

In huge block letters above the main office windows in the refurbished school building are words that faculty, staff and students at Fostoria Schools are expected to live by.

"Inspire. Succeed. Leave a legacy."

With a new energy-efficient campus on the horizon, this proud Ohio district stays true to those words. They are providing a student-centric learning environment that's sure to successfully inspire and educate Fostoria students for generations to come. ■



Members of the construction crew apply finishing touches to a new wall at the new building



All things electrification

The endless possibilities of plugging in

Bring up the subject of electrification, and most of the conversation turns to the growing number of electric vehicles (EVs) on Ohio's roads.

Mark Berndt, who leads AEP Ohio's efforts to put EV chargers throughout Ohio, says that's just scratching the surface.

"Electrification goes well beyond EVs," he said, "and it impacts more aspects of your daily business and home life than you might think."

Berndt is AEP Ohio's educator-in-chief on all things electrification, and he's an advocate for its economic and environmental benefits. "Electrification provides substantial cost savings to businesses and homes," he said. "And, because the generation of electricity is getting greener all the time, electrification will reduce our nation's collective carbon footprint," notes Berndt.

Berndt explains that electrification generally falls into three broad categories.

The first is the highly visible transportation sector, both public and private. "Beyond personal vehicles, it applies to businesses and governments that have fleet vehicles, as well as buses and other forms of public transportation," he continues. Falling into the transport category are other, far less visible components: electric forklifts and

other material and inventory handling equipment for manufacturing and distribution facilities.

The second area involves electrification in living and work environments. This includes heating, ventilation and air conditioning (HVAC), as well as water heating and cooking. "We're believers in the new generation of electric air and ground source heat pump technologies," said Berndt.

Area three incorporates the industrial processes in places like manufacturing plants and food service. "At manufacturing plants, heating and drying processes are often handled by air compressors—a very energy-intensive approach," explains Berndt. In an electrification upgrade, infrared dryers take the place of the compressors. This results in a massive drop in energy costs. In restaurants and commercial kitchens, high-efficiency electric ovens and fryers use less fuel to get up to temperature than their gas counterparts. They also reduce the load on HVAC systems because they don't heat up the kitchen as much as open-flame gas equipment.

In short, the more processes that are plugged in, the better. "The amount of carbon it takes to generate electricity is being reduced every day, so transitioning to electricity is a win-win," said Berndt. "Between the lower energy bills and the decarbonization that results, it's a greener way to go from both a business and an environmental point of view." ■



"Electrification provides substantial cost savings to businesses and homes."

Mark Berndt,
Director of Business Development
and Special Projects,
AEP Ohio

A forklift charging station at a manufacturing facility

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Shining examples

Non-profit agencies show how a little efficiency goes a long way

United Way of Tuscarawas County—New Philadelphia

“This building really needs some love,” thought AEP Ohio’s Gary Enama, eyeballing some inefficient lighting that was held in place by paper clips.

Enama, a lifelong Tuscarawas County resident, happened to be volunteering at the local United Way headquarters in New Philadelphia. And, as an AEP Ohio Energy Efficiency Program Manager, he was uniquely qualified and positioned to help.

“He couldn’t have been more gracious and helpful,” raves Robin Waltz, President and CEO of the United Way of Tuscarawas County. Waltz marveled at his devotion—“he took the time to conduct meetings and

surveys with our tenants to determine their lighting needs,” she recalls.

What Enama prescribed was a complete lighting makeover—including over 200 lights and nearly a dozen motion sensors. He also built an LED coalition of sorts from some goodhearted local experts. Fenton Brothers’ Electric handled program documentation and coordinated design and project specifications with RAB lighting, who manufactured the bulbs and fixtures. Wood Electric provided the installation services.

Waltz marveled at how few hassles the installation created for her and

her staff. “The transition to the new lighting was seamless and painless,” she said.

What is unique about this particular project is the viral nature of the non-energy benefits that result. “We own the building,” said Waltz, “so we take in non-profit tenants, acting as a sort of incubator.”

The unique setup means that the building’s four other tenants—Girl Scouts of Northeast Ohio, Personal and Family Counseling Services, Society for Equal Access and the Tuscarawas County Council for Church and Community—get some “love” from the upgrade as well.



Sign and LED light above door at United Way of Tuscarawas County Headquarters in New Philadelphia



Robin Waltz, President and CEO of the United Way of Tuscarawas County, in her efficiently lit office

Community Resource Center—East Liverpool

Even on a cloudy, rainy, late summer day, the inside of East Liverpool's Community Resource Center is one very sunny place.

Bright colors and the sights and sounds of happy children give this modest facility a happy vibe.

"We try to live up to our name—to always be a resource to our community," said Denise Taylor, who serves as the Center's Executive Director.

On a shoestring budget, the Center operates a state-certified daycare center seven days a week. There's a computer lab open on weekdays. Tutoring and continuing education classes are available. On any given day, there are food giveaways, and free hot meals are provided three days per week.

Last year, AEP Ohio worked with local businessman Brian Mick, owner of Protech Electrical Contractors, on an LED lighting

overhaul. Protech generously donated the installation of energy-efficient interior and exterior lighting fixtures that enhance visibility and provide a greater sense of safety.

With the savings on energy costs going directly toward helping people in need, this very sunny place shines even brighter these days.



Clockwise from top left: Inspirational message on wall East Liverpool's Community Resource Center; Boxes of food await distribution to residents in need; A well-lit back door provides safety at night; LEDs brighten one of the Center's colorful daycare rooms; The front of the Center's building

Girl Scouts of Ohio's Heartland Council—Columbus

You can feel the "girl power" when you walk into the Columbus headquarters for the Girl Scouts of Ohio's Heartland Council.

The walls are filled with artful displays of colorful, inspirational messages, and everyone you meet is positive and upbeat. There's also a Girl Scouts store on the premises, with display after display of fun and ambitious project materials,

uniforms and accessories, and badges for a variety of achievements.

These days, the offices and stores are an even brighter place to be after 305 high-efficiency light fixtures were installed—thanks to a team of efficiency stalwarts put together by AEP Ohio.

Loeb Electric donated the fixtures and bulbs, and Ready Wire Electrical Contractors handled the installation free of charge.

"It really brightens up things around here, and makes it a much nicer place to work," said a delighted Tammy Wharton, CEO of the Girl Scouts of Ohio's Heartland Council.

"You can immediately see that it changes the work atmosphere," said Mike Baker, Ready Wire's Superintendent. "We're glad to be a part of this project," he says proudly, "because we're giving back to the Girl Scouts and our community."



Clockwise from top left: Rebecca Thomson of the Girl Scouts of Ohio's Heartland Council in the store at the Council's headquarters; Patches are a popular item at the store; Girl empowerment messaging along the headquarters' elevator doors; Girl Power backpacks are one of the store's more popular items

No paperwork, no waiting

Efficiency incentives now have an express lane

When you see this logo at a distributor of energy-efficient products, you're already in the express lane of incentives.

Our INCENTIVENOW program provides instantaneous, on-the-spot incentives for energy-efficient products. There's no paperwork to do, and no waiting for the incentive—it's immediately deducted from the purchase price.

"Distributor-based programs like AEP Ohio's are a win-win," said Brandi Seich, Marketing Director for Loeb Electric, the first distributor signed to the program. "They're a perfect fit for our customer-centered approach, as it puts the incentive dollars in their hands from the start," she adds.

"Distributor-based programs like AEP Ohio's are a win-win."

Brandi Seich,
Marketing Director,
Loeb Electric



INCENTIVE NOW

LED lighting, HVAC, and Food Service and Refrigeration commercial products are currently available under the INCENTIVENOW program. A Miscellaneous and Industrial product category will be added this fall.

Watch for our growing list of participating distributors and products at AEPOhio.com/incentivenow. ■

LED lighting distributors are one of the product categories offered in AEP Ohio's INCENTIVENOW program

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The future is flat

The next phase of LED lighting takes shape

By necessity, the first phase of LED lighting was focused on placing high-efficiency bulbs into existing fixtures with the occasional modification.

As a consequence, the bulbs have taken many shapes—from long tubular fluorescents to artful flame-shaped bulbs.

Phase two of LED lighting is here, being installed on more and more projects, and it's a different world.

In short, the world of today's LED lighting is flat.

The fixtures are one piece, and flat as a pancake. They provide superior lighting, use even fewer watts than their phase one counterparts, and are less labor intensive to install.

"We've started to see many installations of flat panels in the last year or so," said Gary Enama, Energy Efficiency Program Manager, AEP Ohio, "and our customers love them."

"Hospitals especially appreciate the flat LEDs—the lighting is a vast improvement and they're easy to clean," said Emily Kershaw, a lighting sales specialist with Loeb Electric in Columbus.

Enama says that the United Way of Tuscarawas County project (page 15) was 100% flat, and some flat panels were used on the Girl Scouts of Ohio's Heartland Council headquarters (page 17). ■

"We've started to see many installations of flat panels in the last year or so, and our customers love them."

Gary Enama,
Energy Efficiency
Program Manager,
AEP Ohio



A new flat LED lighting installation delivers excellent illumination quality at this nurses' station in a Columbus area hospital



AEP Ohio's Energy Advisor Team:
Back L to R: Sue Marzano, Doug Hood, Angela Peters;
Front L to R: Holly Reitano, Liz Herzberg

Best foot forward

An on-site visit from an AEP Ohio Energy Advisor is some of the most valuable time you'll ever spend

As you can see, energy efficiency has enough benefits to fill an entire magazine.

It also means that, like any intersection of technology and business, there are a dizzying array of paths to choose from.

To help commercial customers navigate the mountain of options, **AEP Ohio has a team of Energy Advisors** to lead you in the right direction. These efficiency sherpas are the only way to travel when using AEP Ohio energy efficiency programs.

Case in point: Sue recalls visiting a church interested in AEP Ohio's energy efficiency programs to help pay for an LED lighting upgrade. Literally fifteen minutes into the visit, Sue showed them how they could save thousands on a new and very much needed HVAC unit. **"We saved them about \$2,800 in just a quarter hour,"** said Marzano. The "found money" made it possible for the church to buy even more lighting.

Marzano says that these cost-saving revelations are almost

says that matching the customer's goals with the right program or programs is the key. "A customer may hear about a single program and want to use it, but the reality is that several programs are in play," she said. "Starting with any of our Energy Advisors means that **a customer will get on the right path immediately, maximizing their incentive while minimizing their effort,**" she adds.

Both Marzano and Peters agree that customers should come to them for help filling out applications. "We work with the applications every day, so when we walk them through the process, it makes things much easier in the long run," said Peters.

"Our approach is very hands on," said Marzano. "We really get to know the customers and solution providers—building relationships and friendships," she adds. The high-touch approach allows customers to let Marzano know early about changes in their efficiency needs, and she can advise them about program changes.

"We're very motivated to save them money," she adds. "We really want to utilize these incentive dollars."

If time is money, it sounds like time spent with an AEP Ohio Energy Advisor is well spent indeed. ■

"I once made a short presentation to a customer over lunch...by the time it was over, the incentives totaled over \$33,000."

Sue Marzano,
Canton Region Energy Advisor,
AEP Ohio

"We have a lot of programs and we know them like the back of our hand," said Sue Marzano, who is AEP Ohio's Energy Advisor for the Canton Region.

"We can quickly lead customers in the right direction with a simple site visit," she adds.

routine. "I once made a short presentation to a customer over lunch, and by the time it was over, the incentives totaled over \$33,000," she recalls.

Angela Peters, AEP Ohio's Steubenville Region Energy Advisor,

Tailored tutoring

A new pilot program offers free customized coaching for select business customers

K-12 schools, nursing homes and public assembly facilities are eligible to receive free, individualized energy efficiency support under a new pilot program.

AEP Ohio's Energy Advantage Program helps identify and implement low-cost/no-cost energy-saving measures. It also opens the door to find financial incentives from other AEP Ohio programs.

"It's a great introduction to energy efficiency for schools, nursing homes

and public assembly facilities," said Angie Rybalt, an Energy Efficiency Coordinator for AEP Ohio.

Participants will receive coaching, training, assessments and tools to help achieve energy savings by implementing efficient operating and maintenance practices, as well as identifying equipment upgrade opportunities.

Each program participant receives coaching from their own energy specialist, who helps implement the

practices and measures, as well as regular usage trend scorecards. They also provide energy-saving tips and suggestions, and access to efficiency training sessions and project financing.

School, nursing home and facility managers interested in AEP Ohio's Energy Advantage Program should contact aepsolutions@envinta.com for more information. ■

Schools and other facilities will benefit from one-on-one energy efficiency coaching from an AEP Ohio Energy Specialist



AEP Ohio's Energy Advantage Program can help nursing home facility managers identify equipment upgrades that will improve energy efficiency and increase the safety and comfort of residents

"It's a great introduction to energy efficiency for schools, nursing homes and public assembly facilities."

Angie Rybalt,
Energy Efficiency Coordinator,
AEP Ohio



Commercial & residential energy-efficient LED lighting.



A positive push for industries on the fence

AEP Ohio's Business Concierge Program provides an efficiency path for wary newcomers

"But we've always done it that way."

That's a common reaction among industrial and manufacturing customers new to energy efficiency when considering a process change.

"We understand why they're wary of changing a process that works," said Gary Enama, Energy Efficiency Program Manager for AEP Ohio, "and **the best way to address that concern is with information.**"

Enama says that the thinking behind AEP Ohio's Business Concierge Program helps industrial and manufacturing businesses get acclimated to energy efficiency processes and programs. "It creates a lot of efficiency converts," he says.

"It creates a lot of efficiency converts."

Gary Enama,
Energy Efficiency Program Manager,
AEP Ohio

The service starts with a facility assessment by an AEP Ohio Energy Advisor, "a walk with me, talk with me kind of thing," said Enama. Based on the assessment info, **a customized plan is generated with valuable insights that go from paper to practice almost immediately.** The plan also contains



Designed for manufacturing and industrial customers, AEP Ohio's Business Concierge Program begins with a facility assessment

recommendations for upgrades and incentives to help with any capital expenditures.

Enama encourages any hesitant AEP Ohio industrial customers with an interest in energy efficiency to talk to an Energy Advisor about the Business Concierge Program.

"It might be what you need to get off the fence and reap the rewards of energy efficiency," he said. ■



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“It just takes a few minutes to get back an ENERGY STAR® score once you enter the benchmarking info.”

Rick Sullivan,
Principal Engineer,
AEP Ohio



AEP Ohio's Automated Benchmarking tool was used at this extensively remodeled Wendy's in Grandview Heights, now among the chain's most energy-efficient restaurants

The beauty of benchmarking

Building a case for a more energy-efficient building has never been easier

Ask anyone who knows the energy efficiency game for commercial buildings and they'll tell you the same thing. You must benchmark. And, you must do it now.

What is benchmarking, anyway?

Benchmarking is an ongoing accounting of a building's energy usage. Consider it ground zero for an energy-efficient building—a sort of baseline for improvement.

ENERGY STAR® provides a variety of benchmarking tools, including ENERGY STAR Portfolio Manager for commercial buildings; ENERGY STAR Energy Tracking Tool for manufacturing facilities, and ENERGY STAR Target Finder for buildings in the design stage.

All of the aforementioned tools provide a 1 to 100 ENERGY STAR score that allows a building owner or manager to compare their building against others in their category. For reference, a 50 is typical, while a 30 means it's only more efficient than 30 percent of peer facilities. Scores of 75 or higher are top performers—and eligible for ENERGY STAR certification in some categories.

Why it's important

According to a recent EPA study, consistently benchmarked buildings reduced energy use by an average of 2.4 percent per year, for a total savings of seven percent. And, buildings that started out as poor performers saved even more.

One true believer in the power of benchmarking is Wendy's. Scott Moline, the Dublin-based company's Manager of Engineering, says that benchmarking is central to what they do.

Wendy's was among the first restaurants to participate in the Department of Energy's Better Buildings Challenge. "One of the very first requirements for participation in the Challenge is information, and benchmarking is high-quality information," said Moline.

Moline says that benchmarking allows Wendy's to make more meaningful comparisons between their restaurants, and provides better clarity in their efficiency performance. And, he points to a more inspirational effect of benchmarking: bragging rights. "Our people are competitive by nature," he says, "and they like it when their restaurants achieve better benchmarking scores than their peers."

Why doesn't everyone benchmark?

It seems like a daunting task at first—even with the relative ease of ENERGY STAR online tools.

"A customer feels like they have to sit down with a pile of information like they're doing their taxes," said Rick Sullivan, a principal engineer with AEP Ohio.

Fortunately, Sullivan and his team have collaborated with Columbia Gas on a new tool that, like income tax software, greatly simplifies the benchmarking process.

A new benchmark in benchmarking

The two utilities worked together on the Automated Benchmarking tool, essentially automating the process.

Here's how it works. A customer establishes a user ID and password through the Automated Benchmarking Portal (www.benchmarking.energy), and enters information from two

different AEP Ohio and Columbia Gas bills spaced at least 14 months apart. The customer also answers a few basic questions like the building classification (office, retail), company name and street address, gross floor area, number of workers and hours of operation.

"It just takes a few minutes to get back an ENERGY STAR score once you enter the benchmarking info," said Sullivan, "and our customers just love it." Sullivan adds that the system automatically updates the score monthly once the building's AEP Ohio and Columbia Gas accounts are linked to the program.

Sullivan says that the Automated Benchmarking tool is particularly popular among hospitals. "The OHA (Ohio Hospital Association) is pushing for facilities to be more efficient," he says. And with good reason—an ENERGY STAR Certified hospital saves about \$3,000 per bed annually according to an EPA study.

For his part, Moline appreciates how the Automated Benchmarking tool supports Wendy's efforts in the Better Buildings Challenge. "It encourages participation because it streamlines the information process," he said.

For building owners and managers still on the fence about benchmarking, Sullivan offers even more handholding. "We have no problem helping our customers to use the Automated Benchmarking tool," he said. "We find that once we help them through the first time, they're hooked in a good way."

It's his way of showing all commercial customers the beauty of benchmarking. ■

Business Incentive Programs

These innovative programs provide a variety of incentives and expertise to help create a long-term reduction in your energy consumption and costs. There are options for commercial and industrial customers of every size and type.



Efficient Products for Business

This versatile, simple program helps fund a wide variety of energy-saving improvements for existing buildings or those already under construction. It provides incentives that may cover up to 50 percent of project costs.

More and more energy-efficient products are available for instant incentives through our new INCENTIVENOW program.

See page 18 for more information.

Perfect for: Agribusiness, Government & Non-Profit, Retail, Grocery & Convenience Stores, Hospitals & Health Care, Manufacturing & Warehousing, Office Buildings, Small Businesses, Schools & Universities



Process Efficiency

A tailored program for businesses seeking incentives toward the installation of high-efficiency measures or processes that are not covered under AEP Ohio's Efficient Products for Business Program.

Perfect for: Agribusiness, Government & Non-Profit, Hospitals & Health Care, Manufacturing & Warehousing, Small Businesses, Schools & Universities



New Construction/Major Renovation

Built to meet the needs of building owners, architects/designers, and engineers looking for energy efficiency ideas and incentives. This program provides options for new construction and major renovation projects.

Perfect for: Agribusiness, Government & Non-Profit, Retail, Grocery & Convenience Stores, Hospitals & Health Care, Manufacturing & Warehousing, Office Buildings, Small Businesses, Schools & Universities



Networked Lighting Controls

Designed to help businesses with diverse lighting needs reduce their lighting energy use up to 70 percent or more. It provides cash incentives for eligible high-performance lighting upgrades used in combination with networked lighting controls.

Perfect for: Government & Non-Profit, Retail, Grocery & Convenience Stores, Hospitals & Health Care, Manufacturing & Warehousing, Office Buildings, Schools & Universities



Automated Benchmarking

Provides an automated flow of data to the EPA's ENERGY STAR Portfolio Manager® to give building owners invaluable information about how their facility performs via an ENERGY STAR score.

Perfect for: Government & Non-Profit, Retail, Grocery & Convenience Stores, Hospitals & Health Care, Manufacturing & Warehousing, Office Buildings, Schools & Universities



Efficient Financing for Business

A business-friendly financing program that offers multiple financing options for businesses. Get started today!

Perfect for: Any business looking to finance efficiency upgrades and enhance cash flow



Small Business Express

Designed for smaller businesses with annual usage of less than 200,000 kilo-watt hours (kWh) or 100 kW, this program provides incentives that may cover up to 80 percent of project cost. Twelve-month, zero-interest financing is available for qualifying businesses.

Perfect for: Small Businesses



Combined Heat and Power/Waste Recovery (CHP/WER)

This program supports the installation of high-efficiency, sustainable and cost-effective projects in AEP Ohio's service territory. CHP/WER is a cogeneration strategy, which involves the generation of both electricity and useful heating (or cooling).

Perfect for: Hospitals & Health Care, Manufacturing



Bid4Efficiency

An innovative online reverse auction for financial incentives for pre-qualified customers using more than 200,000 kWh/year, and solution providers looking for a competitive edge.

Perfect for: Pre-qualified customers with high annual kWh consumption and the solution providers that serve them



Data Centers

Perfect for businesses with data centers of all sizes looking to reduce the energy intensity of their IT and cooling infrastructure. This program provides incentives for energy efficiency improvements that may cover up to 50 percent of project costs.

Perfect for: Government & Non-Profit, Hospitals & Health Care, Schools & Universities, Commercial Retail



Continuous Energy Improvement (CEI)

Provides tools within a structured training program to help large-scale businesses, facilities, institutions and campuses implement strategic energy management with little or no capital investment.

Perfect for: Hospitals & Health Care, Manufacturing & Warehousing, Schools & Universities



E-motor Rewind

For facilities depending on their current large induction motors, this program provides rewinding incentives that can improve their output and longevity.

Perfect for: Manufacturing & Warehousing

“AEP Ohio's energy efficiency programs give us a competitive advantage.”

Bob Michael,
Director of Plant Engineering,
Crown Battery



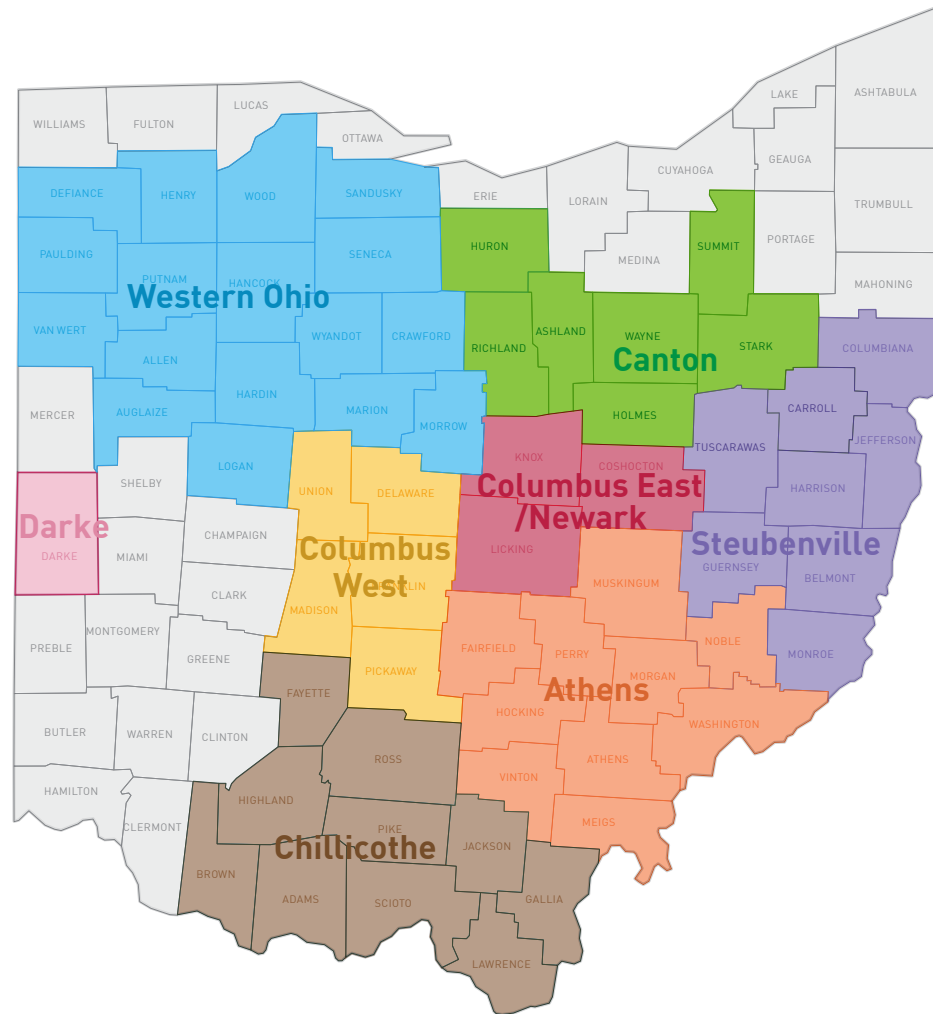
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Efficiency is in the neighborhood

Wherever you're located, we make it our business to help yours save energy

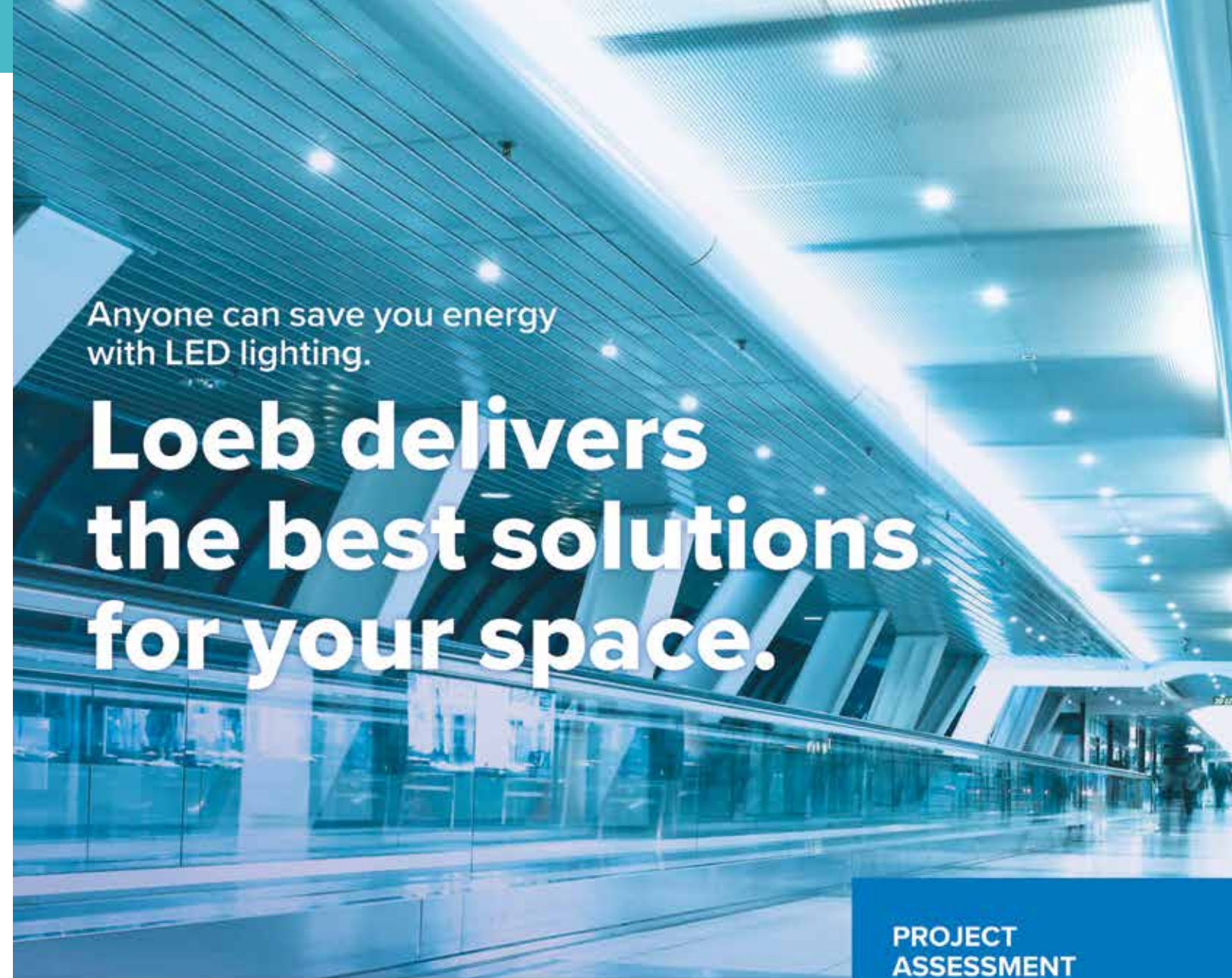
Find your local Energy Advisor and see how they can help boost your bottom line with the AEP Ohio Business Incentive Program

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	LIZ HERZBERG Columbus East/ Newark Columbus West
	ANGELA PETERS Steubenville
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Contact our Energy Advisor team at **877-541-3048** or AEPOhioSolutions@aep.com or visit our website at AEPOhio.com/Solutions



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Click and compare, confidently

AEP Ohio rolls out shopping tools for efficiency at home and on wheels

AEP Ohio customers shopping for ways to save energy, money and time can cross all three off their list with these online tools: the AEP Ohio Energy Efficiency MarketPlace and the AEP Ohio Cars MarketPlace.

On the MarketPlace portal, customers can explore more than 50,000 top-rated home appliances and electronics, including televisions, water heaters, thermostats, washers and dryers, dehumidifiers and more. Customers can access consumer reviews and product ratings and save product searches. They can also sign up for price drop alerts, ensuring they find the most efficient products at the lowest prices.

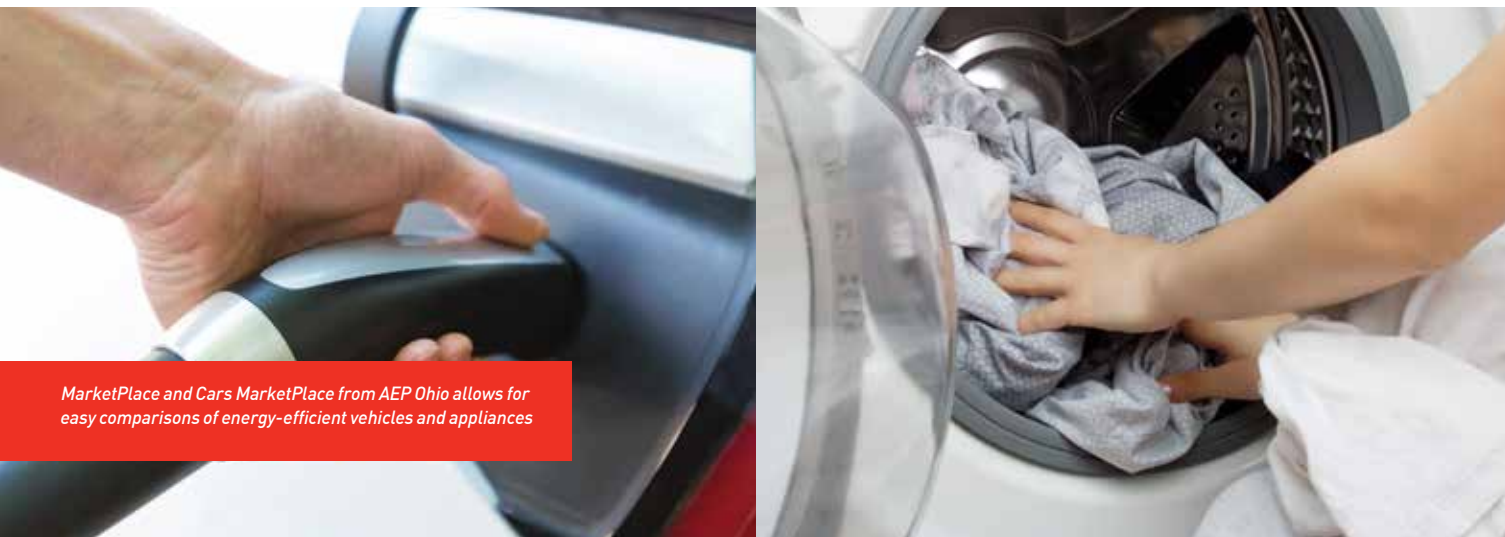
The AEP Ohio Cars MarketPlace helps car buyers compare the cost of owning and operating electric vehicles (EV) with the cost of a traditional gasoline- or diesel-powered vehicle. Customers can personalize annual fuel cost estimates with their commute information, annual miles driven and the gasoline and electric charging rates they pay. Beyond cost, customers can also see which EVs have the

battery capacity to handle their daily commute. The platform also provides a map of public EV charging stations nearby.

Both programs analyze data on energy-efficient products, allowing customers to easily compare prices, energy efficiency scores and other product details. "We're excited to offer these advisory services to our customers. Comparing products can be time-consuming and cumbersome," said Julie Volpe-Walker, AEP Ohio MarketPlace Program Manager. "Our new MarketPlace programs do all of the homework for our customers by streamlining the comparison process between products."

Shoppers can also easily see which products currently have money-saving rebates and incentives. "This can help customers save money immediately," said Volpe-Walker, "even before they see the ongoing savings associated with energy-efficient products."

To learn more, visit AEPOhioMarketPlace.com and AEPOhioCars.com. ■



MarketPlace and Cars MarketPlace from AEP Ohio allows for easy comparisons of energy-efficient vehicles and appliances

Huntington Bank



A car charges at a Level 2 EV station at Huntington's Easton Corporate Office in Columbus

A driving force for EVs

When we last looked in on Huntington Bank, Rebecca Karason was 100 percent locked in on all things energy efficiency.

Nothing has changed in 2019 and for the foreseeable future for Huntington and Karason, their Senior Vice President and Director of Energy and Sustainability.

Huntington has embraced AEP Ohio's Electric Vehicle (EV) Charging Program, installing Level 2 charging stations at 39 parking spots at 12 Columbus branches, and three corporate office spaces including the Gateway Center on Cleveland Avenue.

"We're proud of our partnership with Smart Columbus, and committing to EVs is a big part of that," said Karason. "AEP Ohio's EV Charging Program was a big help in making the installations happen," she adds.

Huntington has taken the added step of making the stations at the branches free to the public during operating hours. "Installing charging stations helps to educate the public about EVs," said Karason. "It piques their interest to learn more."

By all accounts, Huntington has become a driving force for energy efficiency in the communities they serve. ■

LOOKING FOR AN ENERGY-EFFICIENT VEHICLE?



Check out the AEP Ohio Cars MarketPlace, a virtual showroom that allows you to “kick the tires” on different vehicles based on fuel efficiency, available incentives and cost of ownership.

Visit AEPOhioCars.com to learn more.

AEPOhioCars.com