

gridSMART®

From **AEP** APPALACHIAN
POWER®

**WORKING TOGETHER *to* LOWER
YOUR ENERGY COSTS.**

Appalachian Power Service Area

One million customers

- Virginia
- Tennessee
- West Virginia



Current Rate

**Current residential rate
in West Virginia is 9.7 cents
per kilowatt-hour.**

**National average is 11.43 cents
per kilowatt-hour.**

Electricity used

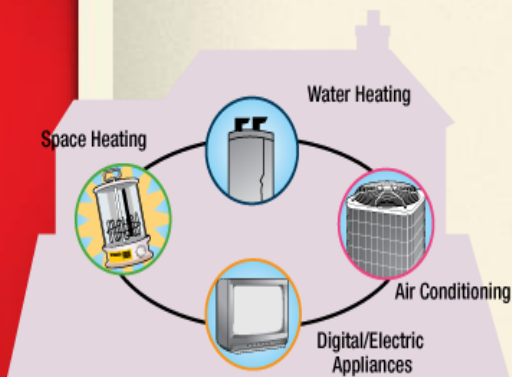
**Current residential use
in West Virginia averages 1280
kWh/month**

**National residential average
is 949 kWh/month**

Residential Customers

Increasing demand

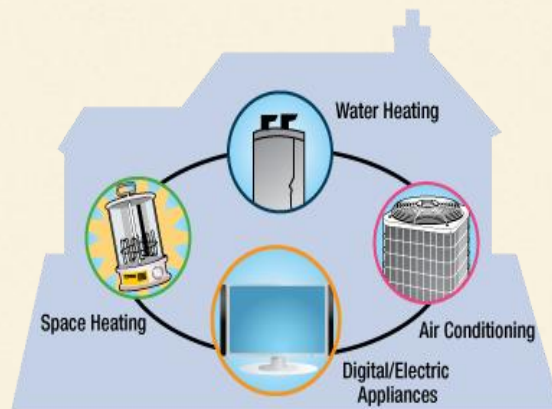
1978



Avg. home size:
1,755 sq. ft.

Avg. total use:
781 kWh/month

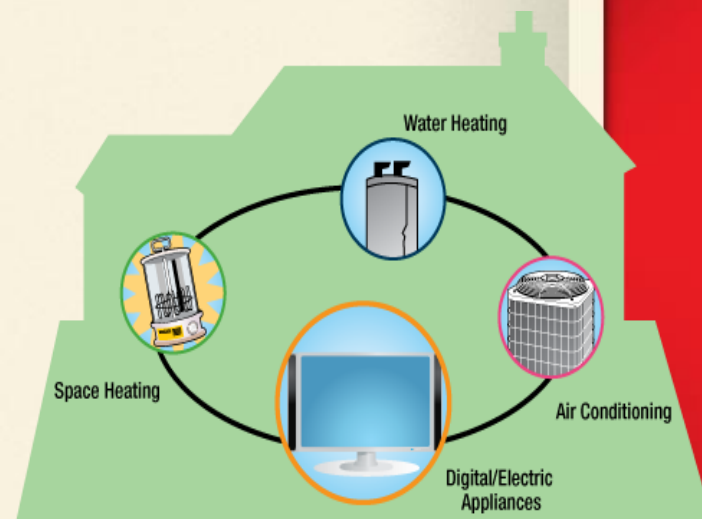
Present



Avg. home size:
2,330 sq. ft.

Avg. total use:
949 kWh/month

2030



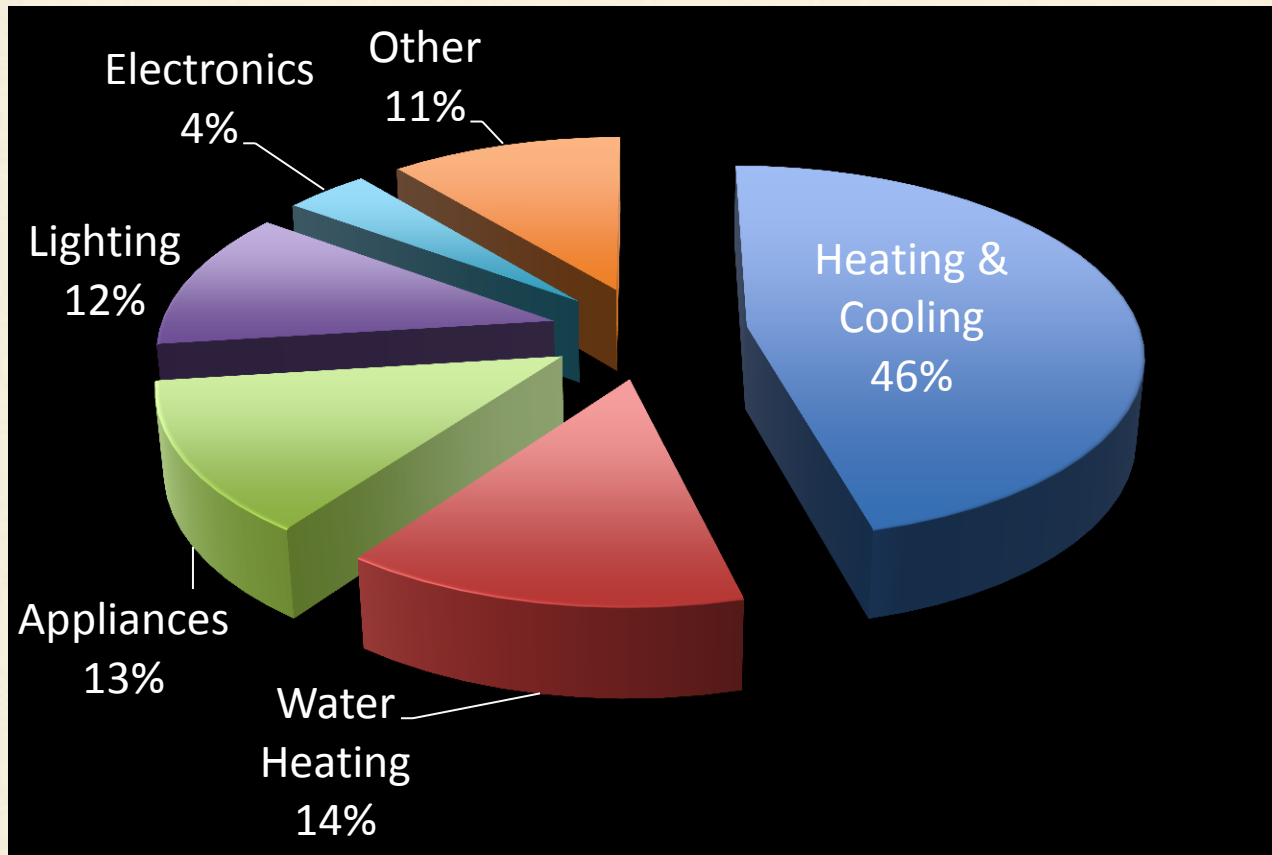
Avg. total use:
1059 kWh/month

Why conserve?

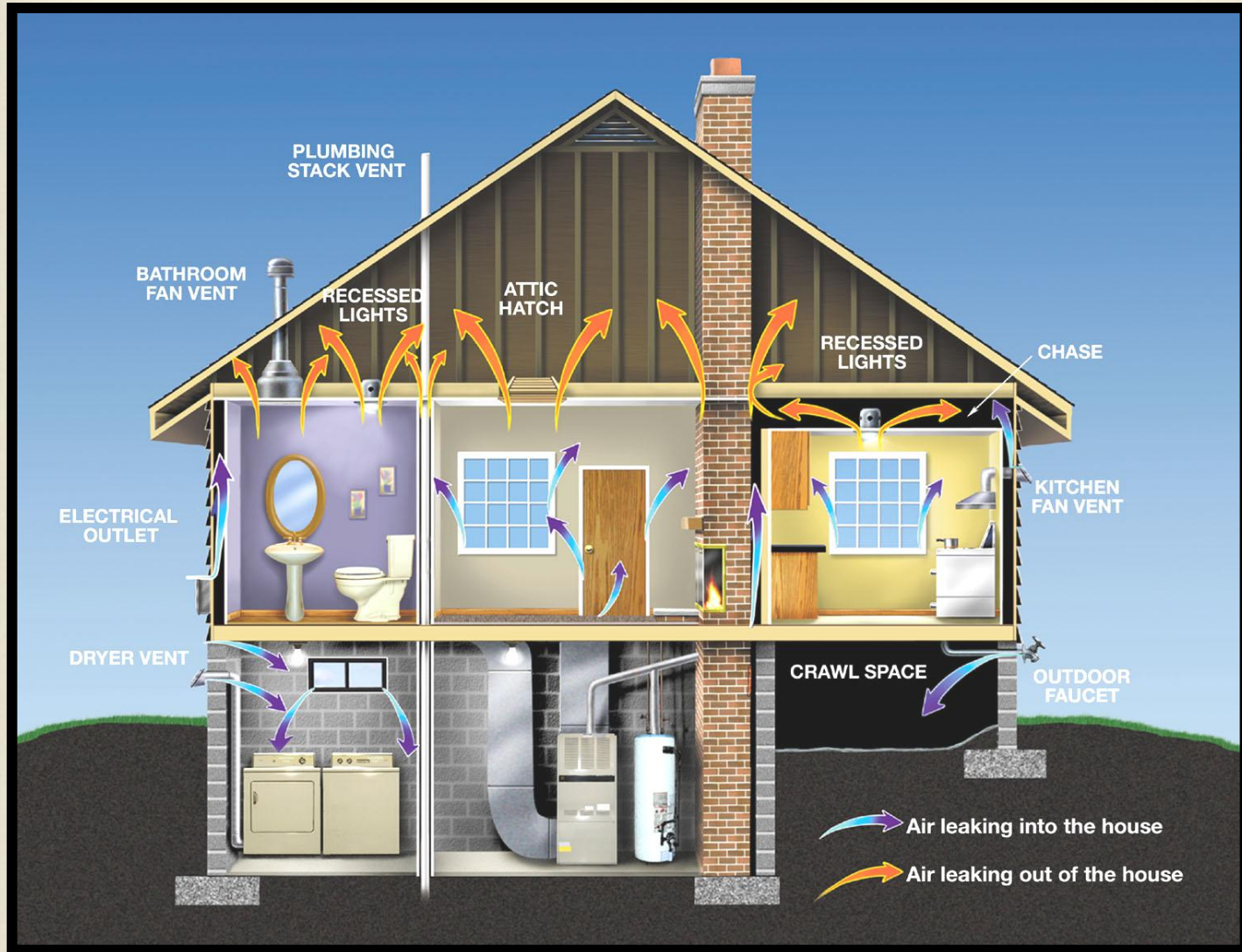
Balancing demand and supply



Residential energy use



Air Leaks



Residential Programs

- On-line Energy Checkup
- Home Energy Assessment
- SMART Lighting
- Low-income Weatherization
(to be launched soon)

Online Energy Checkup



[Home](#)

[Your Account](#)


[Outages & Problems](#)

[Service Requests](#)

[Safety](#)

[Save Money & Energy](#)

Save Money & Energy

 [Save Money & Energy](#)

Logged Out / [Log In](#)

Switch to: [Business Customer](#)

[Learn Energy Efficiency](#)

[Calculate Energy Consumption](#)

[Energy Saving Programs](#)

[Watt, Why & How e-Newsletter](#)

[Electric Vehicles](#)

[Weather Information](#)

[Success Stories](#)

[Need To Reduce Payments?](#)

Be Part Of The Solution

Appalachian Power wants to partner with you to be a smart user of energy in your home. Learning and adopting new energy efficient behaviors saves you money. And, it helps us all be part of the solution to reduce energy consumption.

Learn Energy Efficiency



[Read More](#)

Find tips, videos, and links to more information on ways to be more energy efficient.

Calculate Energy Consumption



[Read More](#)

Handy calculators let you plug in numbers to determine areas where you can cut back on your electricity usage.

Energy Savings Programs



[Read More](#)

Save money with Appalachian Power's energy efficient incentive programs.

Success Stories



[Read More](#)

Read about customer habits and efforts to save money and energy.



Home Energy Assessment



SMART Lighting Program

- Large retailers
- Hardware stores

SPECIAL PRICING

on ENERGY STAR® Qualified Lighting



Look for
this tag!

Some package limits may apply. See store for details.

Appalachian Power wants to help you save money and energy.
That's why we're offering instant discounts on ENERGY STAR qualified
lighting at participating stores.

Low-income Weatherization Program

www.goeo.wv.gov or call 211



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From **AEP APPALACHIAN
POWER**[®]

Commercial & Industrial Programs

- Program designed to promote the use of high efficient lighting & HVAC products
- Participants receive rebates on qualifying products
- Goal for the first two years of the program is reduced energy usage of 75,548,000 kWh



For more information

**Visit aeprebates.com
or 1-888-446-7719**

AppalachianPower.com



Questions?

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