

### Program Overview

The Self-Direct Program offers energy efficiency credits to qualified business customers for previously completed energy efficiency projects that have resulted in energy savings and peak demand reduction.

### Customer Eligibility

AEP Ohio business (non-residential) customers in the state of Ohio with annual electricity usage greater than 700,000 kWh or who are part of a national or regional account with multiple facilities in one or more states are eligible to apply. Participants should have experience in energy management projects and are responsible for project documentation costs.

### Project Eligibility

Projects are accepted into the Self-Direct Program by AEP Ohio and the Public Utilities Commission of Ohio (PUCO) on a case-by-case basis. For 2010 program applications, projects must have an installation date between January 1, 2007 and the date of acceptance into the program. Projects should produce verifiable and persistent energy savings (kWh) and/or peak demand reduction (kW) for at least five years from the date of installation. Projects should have a payback period between one and seven years without the incentive applied or pass cost-effectiveness tests determined by AEP Ohio.

If your project does not meet the above requirements, you are still encouraged to apply as all non-standard projects will be individually considered for approval.



### Four Easy Steps to Participate

#### 1. Submit Application

Complete and submit the application, calculation spreadsheet(s) and supporting documentation to AEP Ohio.

#### 2. Application Reviewed by AEP Ohio

AEP Ohio reviews your application and supporting documentation for eligibility.

#### 3. Application Reviewed by the PUCO

The application package is submitted to the PUCO for review and approval.

#### 4. EEC One-time Payment or Rider Exemption Applied

The one-time payment or EE/PDR rider exemption is processed upon PUCO approval.

### Energy Efficiency Credit (EEC) Options

Upon acceptance into the Self-Direct Program, you will have a choice of EEC options:

#### Option One: One-time Payment

- The payment is 75% of the calculated incentive under the Prescriptive Program or Custom Program (kWh only).
- You would stay in the EE/PDR rider and would be eligible to participate in other energy efficiency programs offered by AEP Ohio.
- You are encouraged to use EEC payments to help fund future energy efficiency and demand reduction projects.

#### Option Two: EE/PDR Rider\* Exemption

- An exemption from the EE/PDR rider for a specified number of months.
- You would not be eligible to participate in any other energy efficiency programs offered by AEP Ohio during the period of exemption.

\*The Energy Efficiency/Peak Demand Reduction (EE/PDR) rider is an additional fee based on usage that is added to all customer bills for recovery of implementation and payment costs for energy efficiency and peak demand reduction programs.

### Learn More

Visit [gridSMARTohio.com](http://gridSMARTohio.com) for application forms and instructions. Contact your customer service account manager, or contact the gridSMART team at [gridSMARTohio@kema.com](mailto:gridSMARTohio@kema.com) or 877-607-0739.

### Other Opportunities

Ready to invest in more energy efficiency improvements? AEP Ohio offers other energy efficiency programs through gridSMART.