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

- Heating & Cooling: 46%
- Water Heating: 14%
- Appliances: 13%
- Lighting: 12%
- Electronics: 4%
- Other: 11%
Residential Programs

• On-line Energy Checkup

• Home Energy Assessment

• SMART Lighting

• Low-income Weatherization
  (to be launched soon)
Online Energy Checkup

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

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

Calculate Energy Consumption

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

Energy Savings Programs

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

Success Stories

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!

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
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?