

West Virginia Division of Energy:  
**Economic Development Through  
Energy Efficiency Conference**

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June 13, 2017

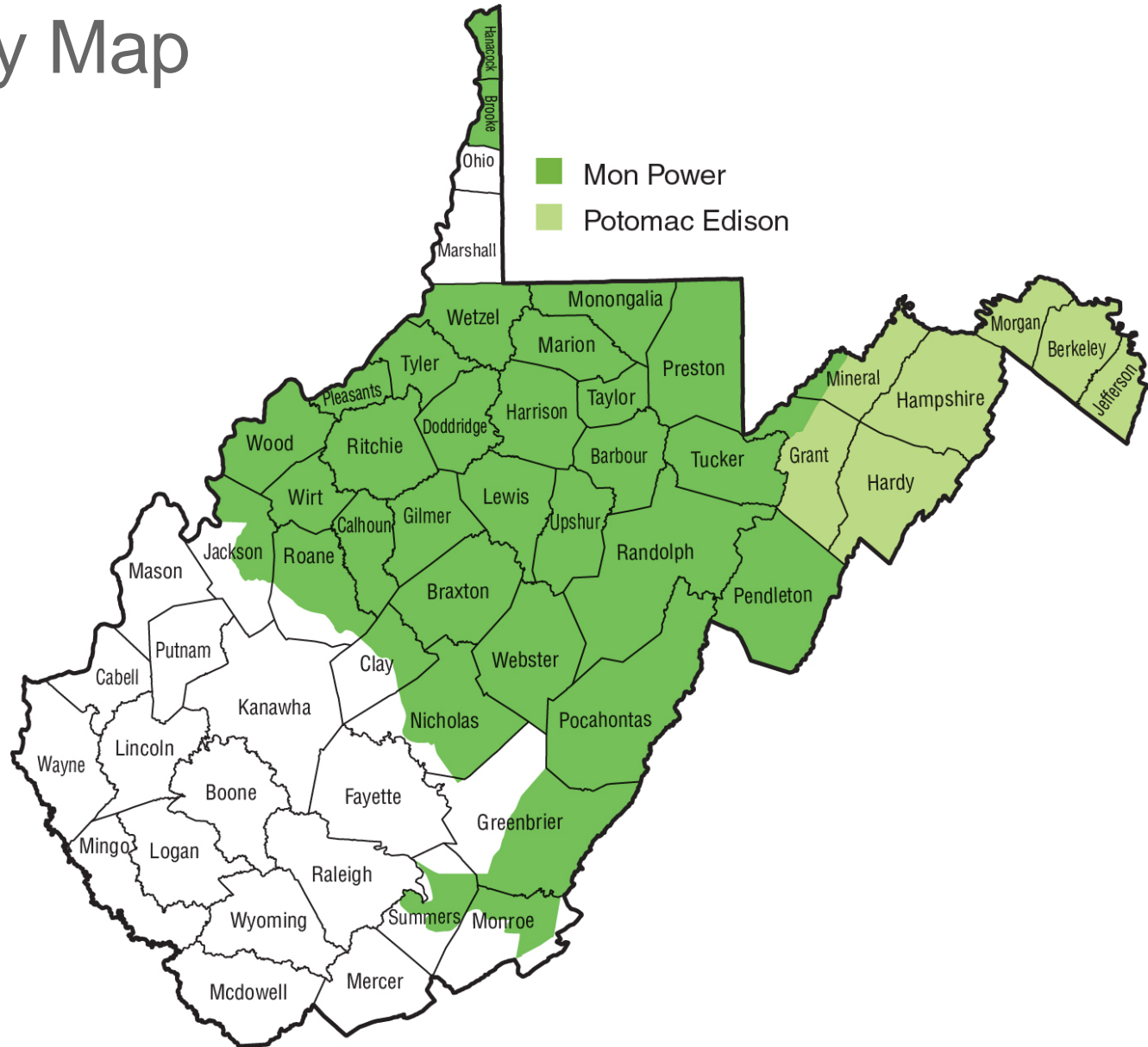


# Agenda

## □ Purpose of today's presentation

- FirstEnergy's WV Operating Companies:
  - Potomac Edison
  - Monongahela Power
- Phase I Programs and Results
- Economic Impacts of Phase I Program Results
- Phase II Programs
- FirstEnergy Utilities' Programs in:
  - Maryland (MD)
  - Ohio (OH)
  - Pennsylvania (PA)

# Territory Map



# Phase I

# Phase I Programs

## □ Residential Low-Income “Home Check-Up” Program

- Targeted residential low-income customers at 200% of Federal Poverty Income Guidelines (FPIG)
- Provided direct installation of EE measures, such as CFLs, faucet aerators and refrigerators

## □ Implementation Partner:

- Dollar Energy Fund, Inc. (DEF)
  - History of Running Low-Income Programs
  - DEF holds contracts with several State Weatherization agencies
- State Weatherization Agencies
  - Provided direct installation of measures
  - Coordinated this program with the State Weatherization Assistance program audit which provides HVAC and insulation measures.

# Phase I Programs

## □ **Non-Residential Lighting Program**

- Available to all eligible commercial, industrial and governmental customers
- Provided customer incentives for high efficiency lighting installations

## □ **Implementation Partner:**

- Leidos
  - Experienced multi-state Commercial & Industrial Energy Efficiency implementation vendor
  - Conducted marketing, customer outreach and support, application processing and incentive payment
  - Developed and supported customer website for program promotion and on-line application processing

# Low Income EE Program Performance

## □ 2012 – 2016 Cumulative results:

| Company        | Number of Participants |                  |            | MWh Energy Savings |                  |            |
|----------------|------------------------|------------------|------------|--------------------|------------------|------------|
|                | 2012-2016 Plan         | 2012-2016 Actual | %          | 2012-2016 Plan     | 2012-2016 Actual | %          |
| Mon Power      | 3,370                  | 3,366            | 100%       | 3,729              | 3,434            | 92%        |
| Potomac Edison | 1,521                  | 1,383            | 91%        | 1,683              | 1,863            | 111%       |
| <b>Total</b>   | <b>4,891</b>           | <b>4,749</b>     | <b>97%</b> | <b>5,413</b>       | <b>5,297</b>     | <b>98%</b> |

## □ Implementation Activity:

- In 2013 increased number of measures (CFLs, showerheads, aerators) eligible for direct installation and adjusted refrigerator replacement to increase kWh savings
- In 2013 Dollar Energy Fund began targeting multi-family buildings
- In 2014 added new measures to increase kWh savings: LED nightlights, smart power strips, hot water pipe insulation, furnace whistles and water heater tank temperature setback

# Non-Residential Lighting Program Performance

## □ 2012 – 2016 Cumulative results:

| Company        | Number of Participants |                  |            | MWh Energy Savings |                  |             |
|----------------|------------------------|------------------|------------|--------------------|------------------|-------------|
|                | 2012-2016 Plan         | 2012-2016 Actual | %          | 2012-2016 Plan     | 2012-2016 Actual | %           |
| Mon Power      | 3,125                  | 425              | 14%        | 46,347             | 54,359           | 117%        |
| Potomac Edison | 1,063                  | 162              | 15%        | 15,678             | 28,091           | 179%        |
| <b>Total</b>   | <b>4,189</b>           | <b>587</b>       | <b>14%</b> | <b>62,024</b>      | <b>82,450</b>    | <b>133%</b> |

## □ Implementation Activity:

- Conducted Multiple Customer seminars
- Program Ally engagement through direct outreach and seminars
- Leidos actively engaged customer in completion of projects





# Phase I Economic Impact

- **87,747 MWh Saved**
- **Yearly Energy Bill Savings:**
  - \$ 6.1 M \*
- **Total Participants:**
  - 5,336
- **Equivalent CO<sub>2</sub> \*\* Emissions from:**
  - 6.9 M gallons of gasoline consumed
  - 9,106 homes' electricity use for one year
  - 2.1 M incandescent lamps replaced
- **Cost Effectiveness:**
  - Total Resource Cost Test (TRC) = 1.6 (as filed)

\* Averaged C&I Rate of 7.375¢/kWh & Residential Rate of 9.85¢/kWh for WV Customer –Source: ElectricityLocal.com

\*\* Source: Environmental Protection Agency (EPA)

# Phase II

# Phase II Plan, Energy Efficiency and Demand Response Impacts, Objectives and Overview

**The Phase II Plan was designed to achieve the Energy Efficiency targets for the period January 1, 2017, through May 31, 2018**

- Approved by the WV PSC on September 23, 2016**
- Programs began on January 1, 2017**
- Designed to achieve 59,616 MWh savings for the period**
- Expanded programs to include Residential Programs**
- Total Resource Cost Test (TRC) value of 1.6 (as filed)**

# Phase II Low Income Program

## □ **Low-Income Home Check-Up Program:**

- Provides eligible qualifying customers with the following:
  - Energy evaluation and energy-savings plan
  - Opportunity to receive energy-saving home improvements installed in the home
  - No payment is required for these installations/services
- Developed and Implemented Comprehensive Low-income Energy Efficiency Network Enrollment System
- Implementation Partners:
  - **Dollar Energy Fund, Inc.**
  - **State Weatherization Agencies**

# Phase II Residential Programs

## □ **New for Phase II**

- Mid-Stream Appliance Program
- Energy Conservation Kit Program
- Point of Sale Lighting Program
- Online Audit Program

## □ **Implementation Partners:**

- **Aclara / Power Direct**: Home Energy Analyzer
- **Honeywell**: Energy Efficient Products
- **Power Direct**: Energy Conservation Kit



# Phase II Commercial & Industrial Program

## □ Non-Residential Lighting Program Measures:

- CFL Fixtures & Lamps
- Lighting Controls
- Linear Fluorescents
- Linear LED
- LED Lamps ( *A19 / R20 / PAR20* )
- Internal & External LED Fixtures
- LED Traffic Signals
- LED Reach In Refrigerator / Freezer Lights
- Street & Area Lighting ( *Customer Owned* )

## □ Implementation Partner:

- **Leidos**

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## Mon Power

### For Your Home

- [Home Energy Analyzer](#)
- [Low-Income Home Check-Up Program](#)
- [Energy Conservation Kit](#)
- [Energy Efficient Products](#)

### For Your Business

[Lighting Incentive Program\\*](#)

*\*This is a link to a third-party site. The site is maintained by the third-party vendors administering these programs on behalf of Mon Power and The Potomac Edison Company (FirstEnergy's West Virginia utilities).*

Last Modified: June 10, 2015

### Need Help? Energy-Saving Tips



#### Home **Energy Analyzer**

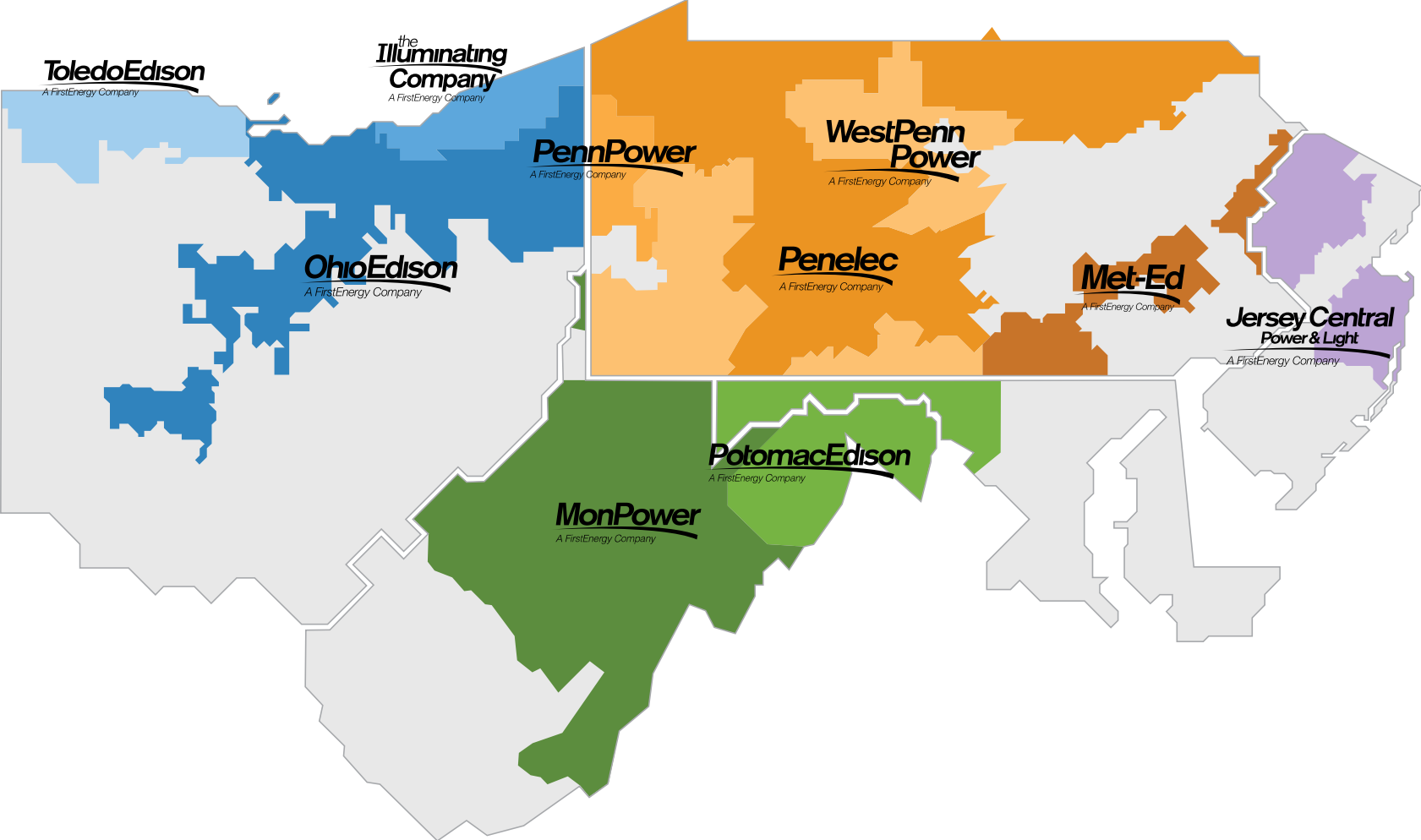
Save energy and money  
by improving the energy  
efficiency of your home.

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# Energy Efficiency in **MD / OH / PA**



# FirstEnergy's Utilities



# Energy Efficiency Programs

- **In Ohio, Pa. and Md., energy efficiency requirements result from individual state legislative mandates**
- **Programs offered in W. Va. are core components of programs offered in other states**
  - W. Va. Phase II programs were selected based on success of Phase I Plan with consideration of stakeholder input, savings, costs and cost-effectiveness considerations
- **Examples of additional programs offered in other states include:**
  - Behavioral
  - Energy Audits
  - Appliance Recycling
  - HVAC and Water Heating
  - Prescriptive and Custom Equipment

# Thank You

The letters 'QA' are rendered in a bold, blue, sans-serif font. The 'Q' is a solid circle with a short tail at the bottom right. The 'A' is a solid, blocky letter with a triangular cutout in the center. The two letters are positioned close together, with the 'Q' slightly overlapping the 'A'.