

WV Energy Efficiency Programs

2025



An AEP Company

TAKE CHARGESM



West Virginia Energy Efficiency Programs

Residential



- Home Performance Program
- Peak Reduction
- Low-Income Weatherization (Single and Multi-Family)
- School Kits

Commercial



- Small Business Direct Install

West Virginia Beneficial Electrification

Beneficial Electrification



- Go Electric

WV Residential Programs



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Home Performance Program

Residential



- An Energy Advisor visits West Virginia, single-family homes to review insulation, air sealing, ducts, lighting, heating and cooling, appliances, water heaters and more to determine energy use.
- Customer then receives free LEDs and other direct install measures, a home energy report, and recommended improvements to make the home more energy efficient.
- Improvements above and beyond the direct install measures must be performed by a member of the Quality Contractor Network (QCN), who submits any rebates on customer's behalf.
- Only homes heated by electricity qualify for rebates.
- Additional rebates available for income qualified customers.

Home Performance Program cont.

Residential

Appliance Rebates

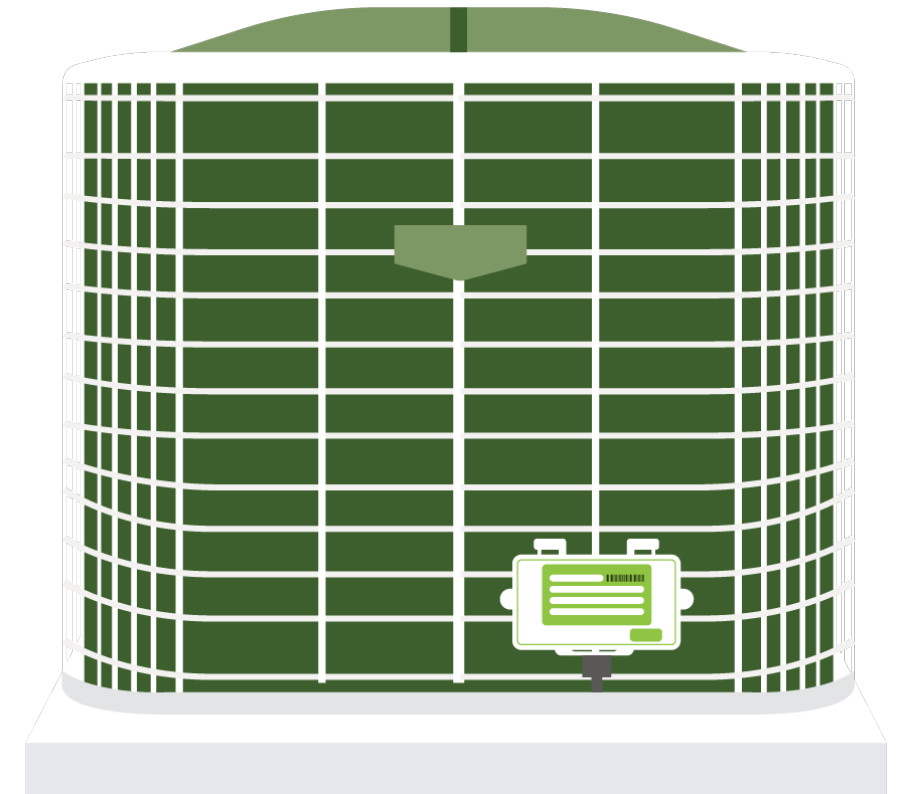
- Customer visits a retailer (local or online) to purchase an ENERGY STAR® certified appliance such as:
 - Smart Thermostats
 - Water Dispenser
 - Dehumidifiers
 - Room Air Purifiers
 - Ventilation Fans
 - And More
- Customer [submits](#) an online application for purchased appliance
- Customer receives rebate in the mail



Peak Reduction/ BYOT

Residential

- Customers who enroll have a switch installed by Appalachian Power on their outside air conditioning unit. **No longer accepting new customers.**
- Bring Your Own (BYOT) – new in 2025. Transitioning Peak Reduction program to BYOT over time. Customers receive \$50 enrollment incentive.
- DR events send a signal to the A/C unit or thermostat, normally during the hottest days of the summer.
- Events typically last 2-3 hours and never occur on holidays or weekends.
- Customers earn a year end incentive for participating in the program.



Low-Income Weatherization

Residential

- Have programs for both single-family and multi-family housing stock.
- Appalachian Power provides funding to supplement state and federal income-qualified weatherization programs.

west virginia
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COMMUNITY
HOUSING PARTNERS

School Kits

Residential

Appalachian Power proudly sponsors the TakeCharge energy education programs, designed for students in 5th grade and high school.

These programs highlight the significance of energy, natural resources, and environmental issues. As part of the program, each participating student's family receives energy-efficient technologies to install at home.

The program has been well received by teachers with over 83 schools participating.



WV Commercial Program



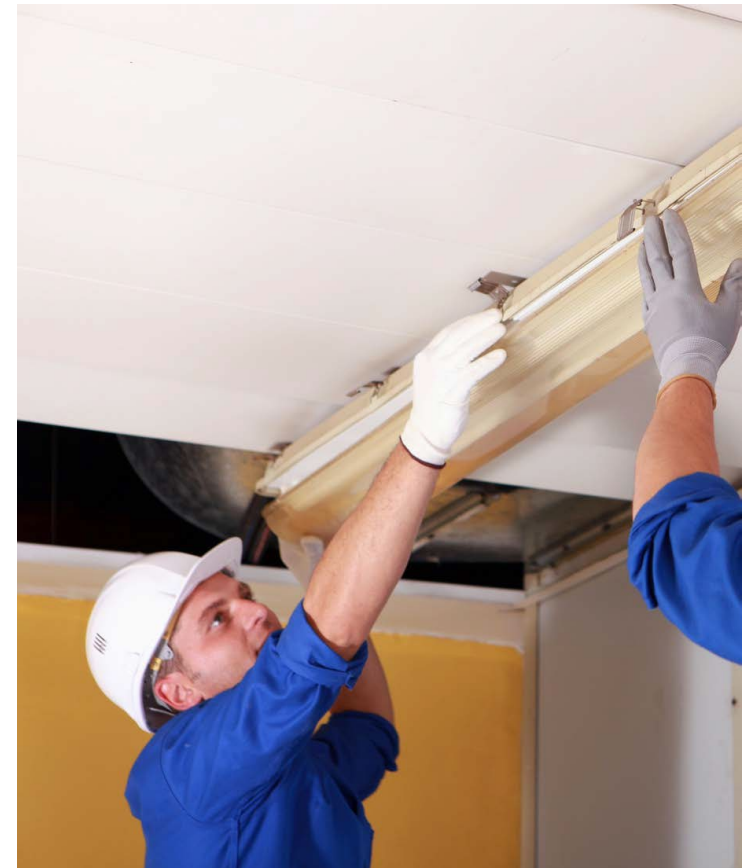
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Small Business Direct Install

Commercial

- SBDI consists of a Quick Energy Checkup and installation of low-cost measures to small business customers for immediate savings. Rebates for certain “major measures” are available if the customer wishes to pursue additional energy savings.
- **Program Incentives:**
 - \$25,000 annual incentive cap
- **Eligibility:**
 - Commercial users with a peak demand of 200 kW or less.



WV Beneficial Electrification Program



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Go Electric

Residential

Commercial

The Appalachian Power Go Electric program offers residential and small commercial customers incentives for the purchase of electric appliances and equipment. This program offers savings and convenience of using electric products.

This program encourages replacing fossil fuel (heating oil, gasoline, diesel) equipment with electric alternatives. By participating in this program, you can lower your energy costs, reduce your carbon footprint, and contribute to a cleaner environment.

Some electric product types include:

- Electric Lawn Equipment
- E-bikes
- Level 2 EV Chargers
- Residential Heat Pump Water Heaters
- Residential Heat Pumps



*This incentive is for ENERGY STAR® rated charging equipment only. Tesla EV Chargers are not ENERGY STAR certified.

Questions?



Energy Efficiency Team
takecharge@aep.com