



# CLEAResult<sup>®</sup>

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Quality Contractor Network Training



- ✓ Appalachian Power
- ✓ WV Take Charge Programs
  - Residential
    - Home Performance
    - Appliance Rebates
    - Peak Reduction
    - Low Income Weatherization
  - Beneficial Electrification
    - Charge Forward
    - Switch and Save
- ✓ Marketing
- ✓ Home Performance rebates
- ✓ QCN Rebate Portal Demonstration
- ✓ Questions

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# Energy Efficiency Programs



TAKE CHARGE™



# West Virginia Energy Efficiency Programs

## Residential



- Home Performance Program
- Peak Reduction
- Low-Income Weatherization
  - Single
  - Multi-Family



## Beneficial Electrification



- Charge Forward EV Program
- Switch and Save Heat Pump Program

TakeChargeWV.com

# Home Performance Program

(Home Energy Assessment - HEA)

Residential



- An Energy Advisor visits West Virginia, single-family homes to review insulation, air sealing, ducts, heating and cooling, appliances, water heaters and more to determine energy use.
- Customer then receives 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.

# Home Performance Program (Appliance Rebates)

Residential

## Appliance Rebates

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





# Peak Reduction (Summer Demand Response)

Residential

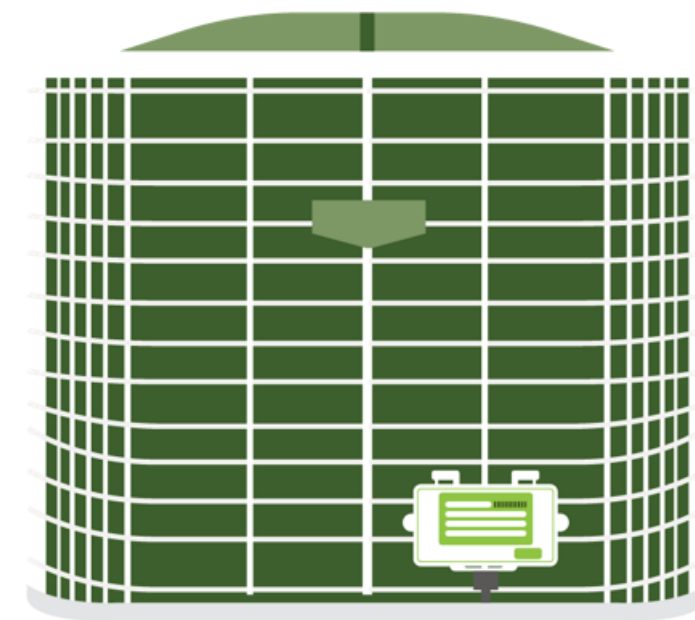
- Customers who enroll have a switch installed by Appalachian Power on their outside air conditioning unit.
- DR events send a signal to the A/C unit, reducing the compressor's runtime to 50% during peak demand periods, which typically occur on the hottest days of summer.
- Events typically last 2-3 hours and never occur on holidays or weekends.
- Customers earn a check for up to \$40 at the end of each cooling season (\$8 per month enrolled, **May-September**)

## 2022 Summary:

- 2,508 devices enrolled
- 14 demand response events
- 62,457 kWh saved



TakeChargeWV.com





# 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  
**CaD**



COMMUNITY  
HOUSING PARTNERS

# WV Beneficial Electrification Programs

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# Charge Forward

Residential

The Appalachian Power Charge Forward program offers residential customers incentives for the purchase and/or installation of an ENERGY STAR® Level 2\* (220 volt) EV charging equipment for their homes. This program offers savings and convenience while charging at home.

- Before applying, customers must purchase and/or install an ENERGY STAR® Level 2 (220 volt) EV charging station.
- This program only accepts WV customers who own an electric vehicle and ENERGY STAR® Level 2 (220 volt) EV charging station.
- The rebate check is paid within 4 to 6 weeks of final application's verification and approval. The limit per account is \$500 (\$250 for the purchase of equipment and \$250 for installation).



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

# Switch and Save

## Residential

Through Appalachian Power's Switch & Save Program, customers can save money by upgrading to a newer, smarter, and more energy-efficient system - like an electric heat pump.

Eligible customers:

- Currently heat homes with non-regulated fuel sources (propane, wood, coal, etc.)
- Live in single-family home and either own or rent with specific criteria
- Do not use natural gas as their primary source of heat
- Can receive up to \$700 (\$900 for low-income customers) when they hire a qualified contractor to replace their current, non-regulated fuel source furnace with a high-efficiency electric heat pump.

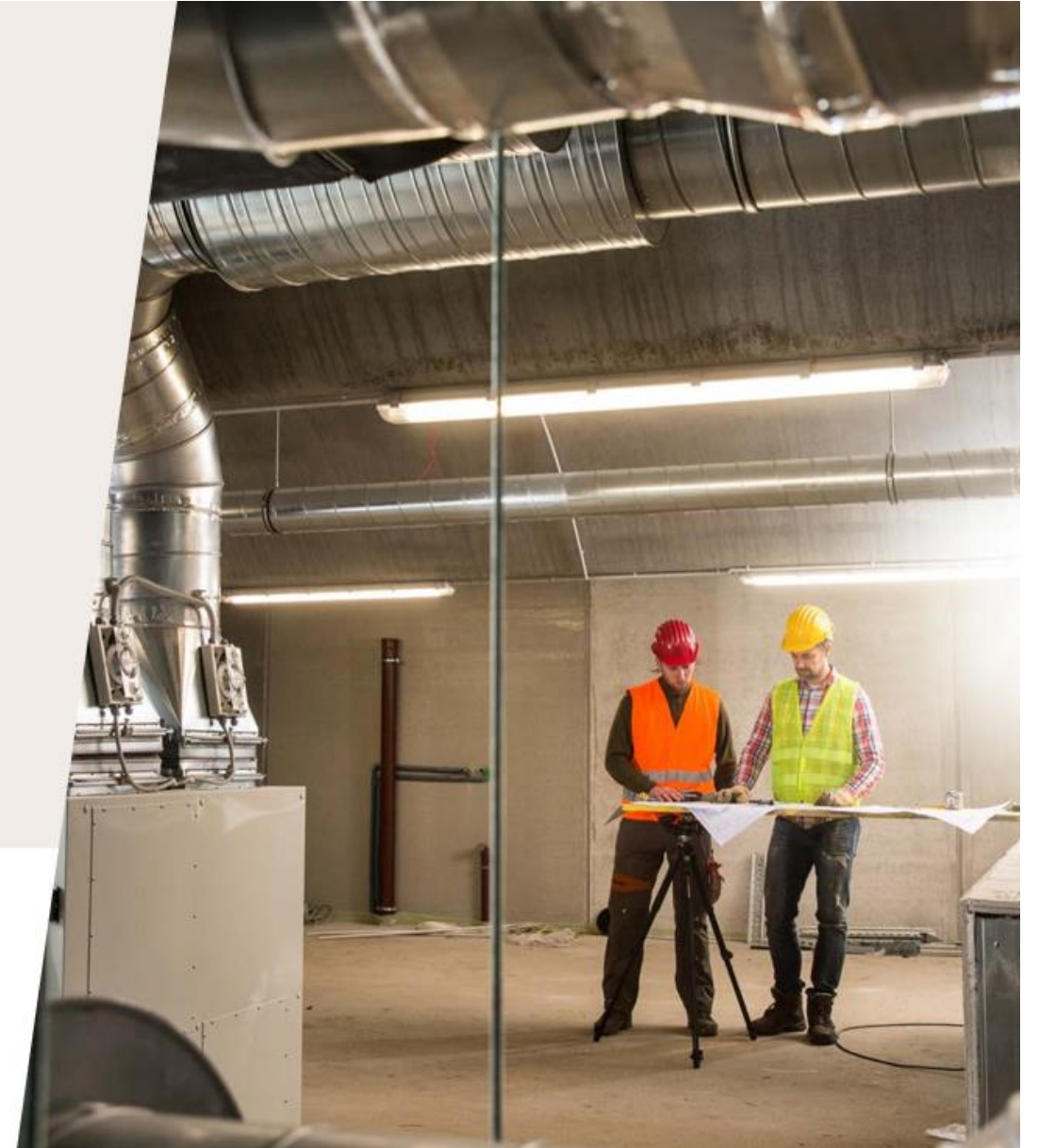




# Marketing and Campaign Metrics



TAKE CHARGE<sup>SM</sup>



# Marketing of Residential Programs

- Public Education campaign
- Bill Inserts
- Direct Mail
- Collateral
- Emails
- Social Media
- TV Spots
- Digital Ads
- Testimonials
- Webinars
- POP



# APCO – AEP |

# Paid Media Summary

The campaigns are driving awareness of key messages.

**35,030,807 impressions**

of ads delivered to target audiences in 2022.

**279,186 clicks**

took audiences to APCO-AEP WV and VA landing pages.

**5,443,157 video views**

by audiences since the start of the campaigns in 2022.

**505,427 ad engagements**

such as reactions, likes, comments, shares, and saves have been made on the ads.

APCO and AEP campaigns ran throughout 2022, targeting audiences in WV and VA territories. Campaigns ran across Facebook, Google, and digital platforms to reach and engage target audiences.

- Facebook was a dominant platform for APCO-AEP campaigns. It averaged a 2.10% CTR across all programs, which is 133% over platform benchmarks.
- Nextdoor ads performed over 2x benchmark for nearly all the programs in the APCO-AEP WV and VA territories. AEP EV performed slightly above benchmark with a 0.19% CTR.
- Connected TV, YouTube, and Native video ads drove more than 2.5 million completed video views, which drove awareness and recall to audiences.



Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Nextdoor CTR Benchmark: 0.15% | Google Video: 15% View Rate; Google Display: .50% CTR | Programmatic: .15% CTR | Textlink Native: .30% CTR | Video and Display Native: 0.15% CTR

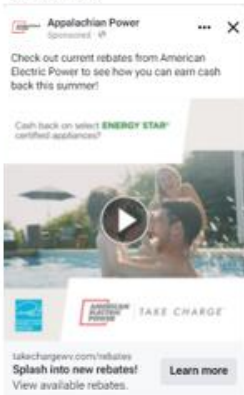


# Notable Campaign Creative

APCO WV - EV  
6.25% CTR



AEP WV - Summer Rebates  
3.86% CTR



APCO VA - Public Ed  
3.52% CTR



Example of your image ad at 300x250



APCO WV - Public Ed  
1.36% CTR



Appalachian Power - Sponsored

**The leaves are falling - so could your energy bill.**

Schedule a FREE Home Energy Assessment to maximize efficiency and save money.

[Learn More](#)



APCO VA - Public Ed  
0.36% CTR



**Here's a Bright Idea**

APCO VA Public Ed BIOTM DEC - 728x90  
0.89% CTR



APCO VA Fall Home Performance Illustrated- CTV  
98.43% VCR

AEP WV - Heat Pump  
0.41% CTR



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# Home Performance

Stephanie Lapierre



# Overview

Appalachian Power's Home Performance program provides residential customers with personalized, easy-to-use tools to make energy conservation as simple as possible.

By scoring each home on ten key areas, Home Performance empowers homeowners to achieve energy efficiency at a pace and cost that's comfortable to them.

## Quality Contractor Network

- ✓ Quality Contractor Network (QCN) to install one or more major measures and submit a rebate application to the program.
- ✓ Energy Advisor will then schedule the assessment, install several free instant savings measures, provide the Home Performance Report, and inspect the QCN installed improvements in one visit.

## Home Assessment

- ✓ Customers may request a Home Performance assessment prior to having any energy efficiency work installed.
- ✓ The customer will receive the free instant savings measures and Home Performance report.
- ✓ QCN member to install one or more major measures and submit a rebate application to the program.
- ✓ The Home Performance advisor will return to the home to perform an inspection of the installed energy efficiency improvements.





# Program Benefits

- No cost Home Performance Assessment and Instant Savings Measures
- Personalized Home Performance report, with clear steps to achieve a 10
- Rebates on major measures installed by a member of the Quality Contractor Network
- All work is inspected for quality assurance
- Online portal for customers and contractors
- Customer self-auditing tool (web and mobile)



# Customer Eligibility

- ✓ Active Appalachian Power or American Electric Power residential customers in West Virginia.
- ✓ Lives in an owner-occupied single-family residence; or lives in a separately metered rental home and has their landlord's written consent.

Eligible	NOT Eligible
Active Appalachian Power or Wheeling Power residential customer in West Virginia with all electric heat.	Multi-Family Dwelling (3 units or more; including condos and apartments)
Single Family Home; including mobile homes, modular homes, and duplexes.	Fuel switching (such as gas to electric)
Single Family Rental, where occupants have the electric service in their name on a separate meter and written owner consent.	New Construction (permanent electric service for less than 1 year)
Customers must complete a Home Performance Assessment and inspection to qualify for rebates.	Residences that are not separately metered
	Commercial or industrial property
	Used or rebuilt equipment
	Measures installed by the customer (DIY), or a non-participating contractor





# Customer Rebates and QCN Rewards

Measure Name	Criteria	Customer Rebate	QCN Rewards
Attic Insulation**	R-19	\$0.20/sf up to \$300	10% of rebate
	R-27	\$0.30/sf up to \$350	10% of rebate
	R-38	\$0.40/sf up to \$500	10% of rebate
Exterior Wall Insulation**	R -13	\$0.30/sf up to \$450	10% of rebate
Crawlspace Insulation**	R-19	\$0.30/sf up to \$300	10% of rebate
Basement Wall Insulation**	R-13 (ASHP)	\$0.30/sf up to \$350	10% of rebate
	R-13 (CAC and Elec Resistance)	\$0.30/sf up to \$400	10% of rebate
Air Sealing	30% reduction	50% up to \$250	10% of rebate
Duct sealing	ASHP	\$250.00	\$25.00
	CAC and Electric Resistance	\$300.00	\$30.00
Air Source Heat Pump* (ASHP)	15 SEER	\$120.00	\$12.00
	17 SEER	\$330.00	\$33.00
	19 SEER	\$450.00	\$45.00
	15 SEER replacing Elec Resistance heat	\$500.00	\$50.00
	17 SEER replacing Elec Resistance heat	\$600.00	\$60.00
Mini Splits*	19 SEER - replacing ASHP	\$350.00	\$35.00
	19 SEER - replacing Elec Resistance	\$750.00	\$75.00
Ground Source Heat Pump	=> EER 16.1, COP 3.1*	\$750.00	\$75.00
Tune-up for HVAC system	One (1) submissions per year, gas customers eligible	\$50.00	\$5.00
Retrofit high efficiency furnace fan motor	ECM	\$75.00	\$7.50
Smart Thermostat		\$50.00	\$5.00



# Rebate Requirements

**Home Performance Program Upgrade Information Form**

Use the information collected on this form and submit the rebate on your customer's behalf.

Customer Information	New Equipment Information
First Name: _____ Last Name: _____ Phone: _____ Email: _____ Address: _____ City: _____ State: <b>WV</b> ZIP: _____ Housing Type: _____ Home Type: _____	<b>Existing HVAC System</b> Existing Heating System Type: _____ <b>New HVAC System</b> Date Installed: _____ AHRI Number: _____ Heating Capacity (Btu/hr): _____ Cooling Capacity (Btu/hr): _____ Efficient HSPF: _____ Efficient SEER: _____ Efficient EER: _____ Quantity: _____ Outdoor Unit Make: _____ Outdoor Unit Model Number: _____ Indoor Unit Make: _____ Indoor Unit Model Number: _____ Outdoor Unit Serial Number: _____ Indoor Unit Serial Number: _____

Equipment Being Removed	Insulation Upgrades
Electric Account Number: _____ Existing Heating System Type: _____ Existing Cooling System Type: _____ Water Heater Fuel Type: _____	Square Footage: _____ Beginning R-Value: _____ Ending R-Value: _____

Questions? Call 888-261-4567 or email [takecharge@clearresult.com](mailto:takecharge@clearresult.com).

**Now you're ready for the next step!**  
Call 888-261-4567 to schedule your upgrade inspection and Home Energy Assessment.

Inspections and assessments may also be scheduled online.  
Visit [TakeChargeWV.com/HomePerformance](http://TakeChargeWV.com/HomePerformance).

**APPLICANT POWER**  
**TAKE CHARGE**

## Information

- Customer Information
  - First and Last Name
  - Service Address
  - Contact Phone number
- New HVAC Equipment
  - Model Number
  - Project Cost
  - AHRI Number
  - Serial Number
    - Indoor
    - Outdoor
- Heating and Cooling type
- Insulation Installation
  - Square Footage
  - R-value
    - Beginning
    - Ending

## Documentation

- Project invoice
  - Customer information
  - Measure information
- Project Photos
  - Before
  - After
- AHRI Certificate



# Customer Payment Timeline

47 Days

✓ Energy Upgrade Installation

31 Days

✓ QCN Submitted Rebate

15 Days

✓ Home Assessment with  
Energy Upgrade Inspection

24 Days

✓ Appalachian Power Approval

10 Days

✓ Payment Printed and Mailed

✓ Check Receipt to Clearing



# Quality Contractor Network

Stephanie Lapierre





# Quality Contractor Network (QCN)

The Quality Contractor Network (QCN) consists of approved, participating contractors who have agreed to promote the installation of energy efficient upgrades and products in existing single-family homes through Appalachian Power's residential Home Performance program

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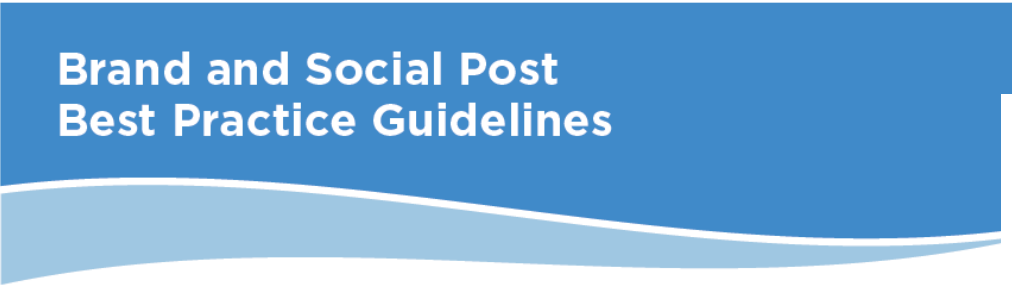
## Privilege and responsibilities

- ✓ Listed on Appalachian Power's program portal – “choose a contractor.”
- ✓ Customer rebates can only be offered by QCN members
- ✓ QCN Rewards (equal to 10% of the customer's rebate amount)
- ✓ CLEAResult will provide continued education and training opportunities





# Marketing – QCN Benefit



Vehicle Magnet / Window Cling



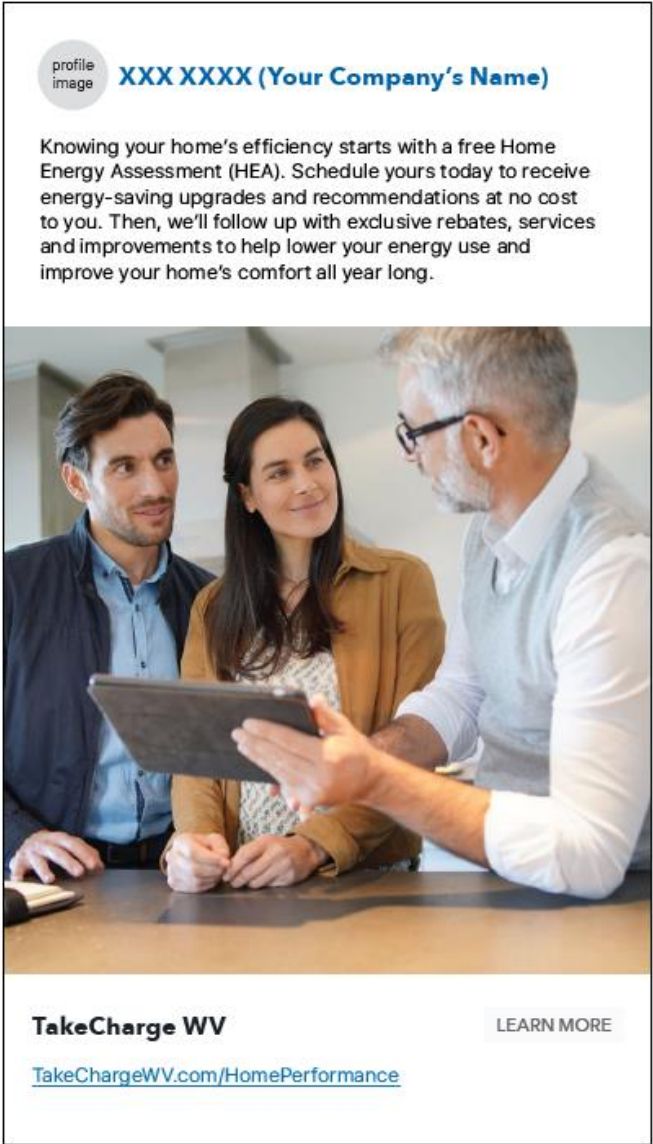
TAKE CHARGE™

*Authorized Contractor*

Approved – logo use



QCN Certified Saver Seal



Social Post examples



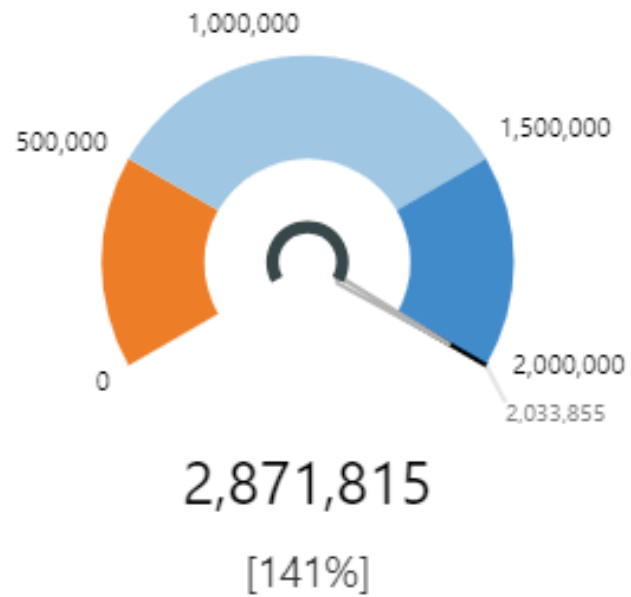
# Program Achievements

Stephanie Lapierre

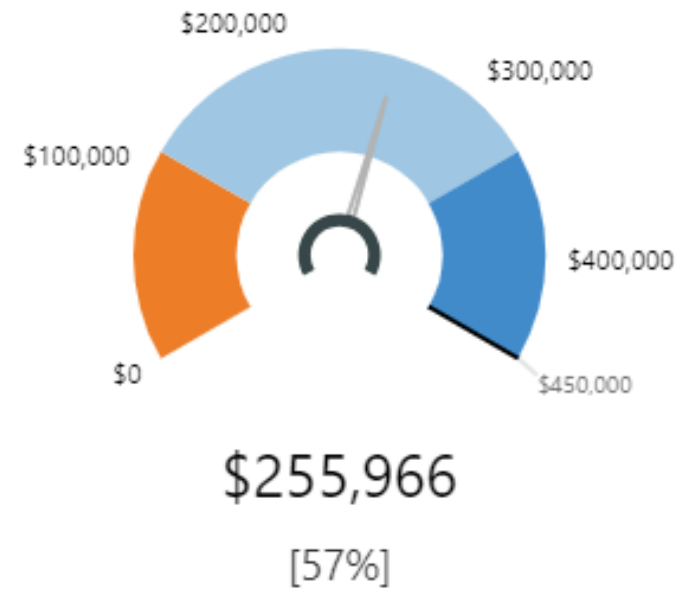


# Home Performance Goals

WV HEA Total Savings to Goal



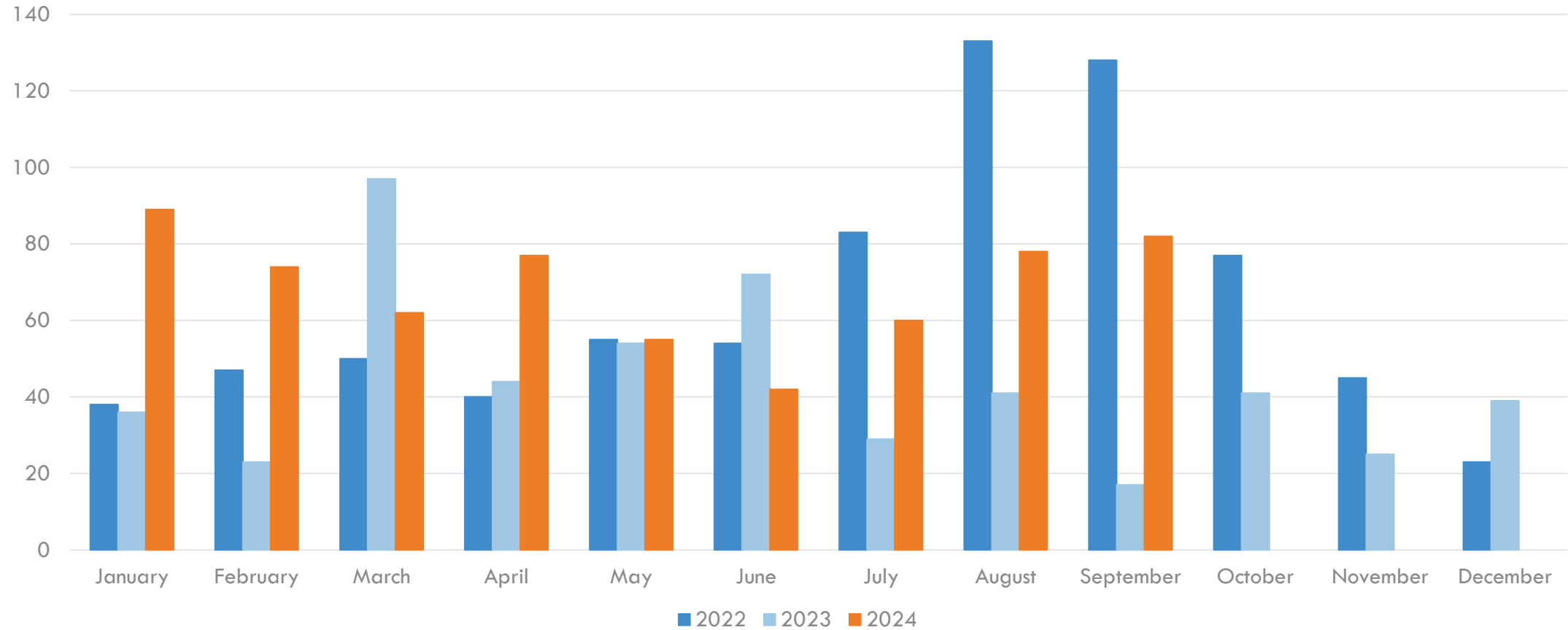
WV HEA Total Incentive to Goal





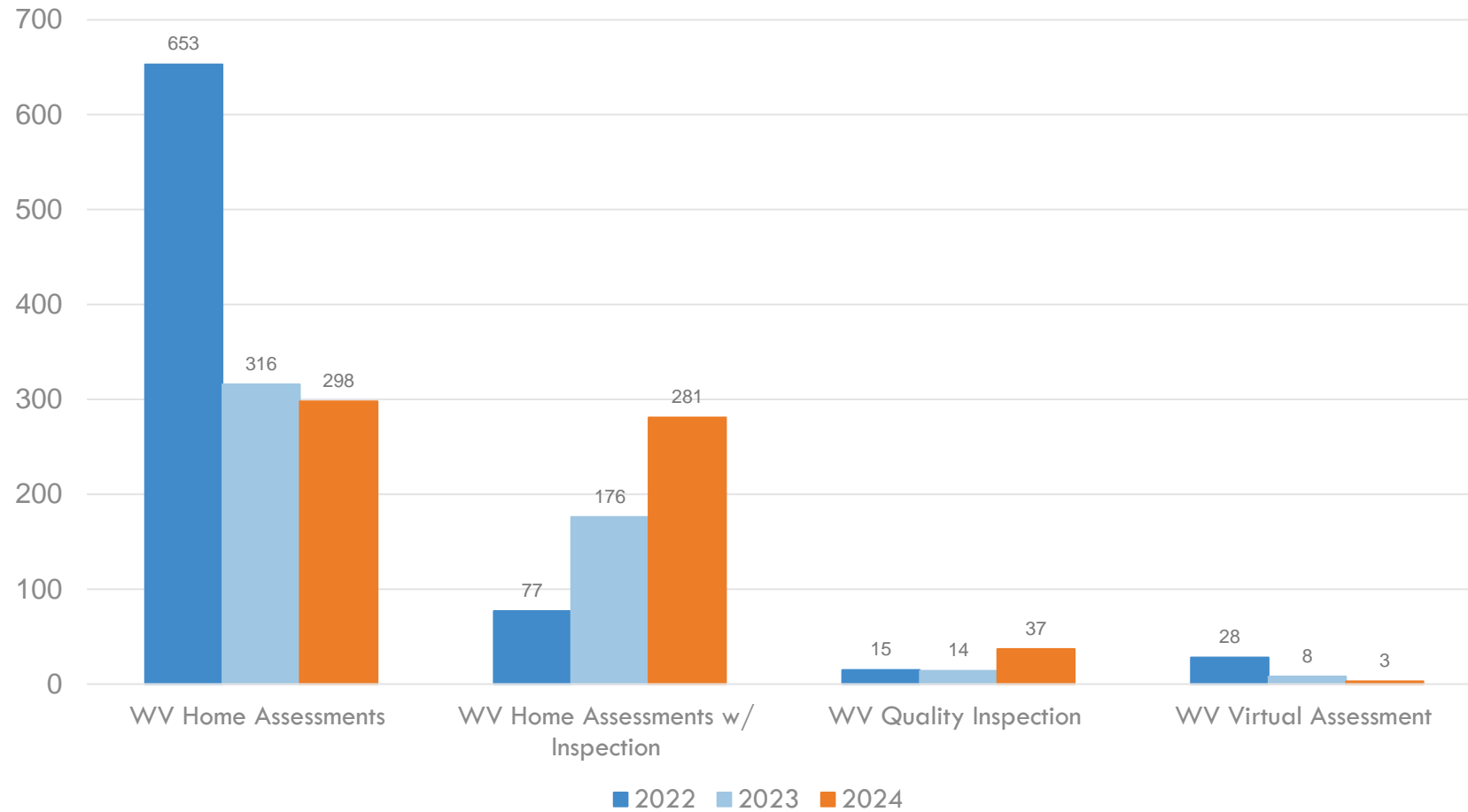


# Home Assessments - Completed



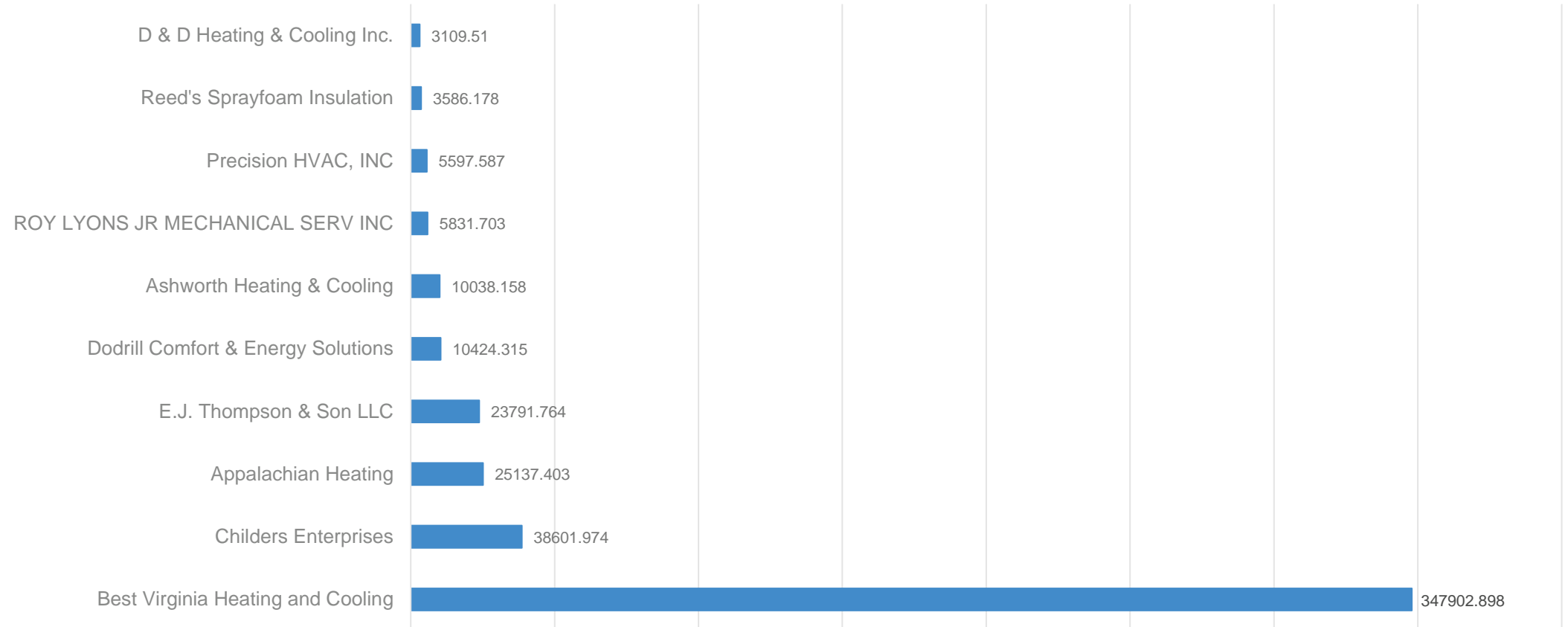


# Home Assessments – Completed



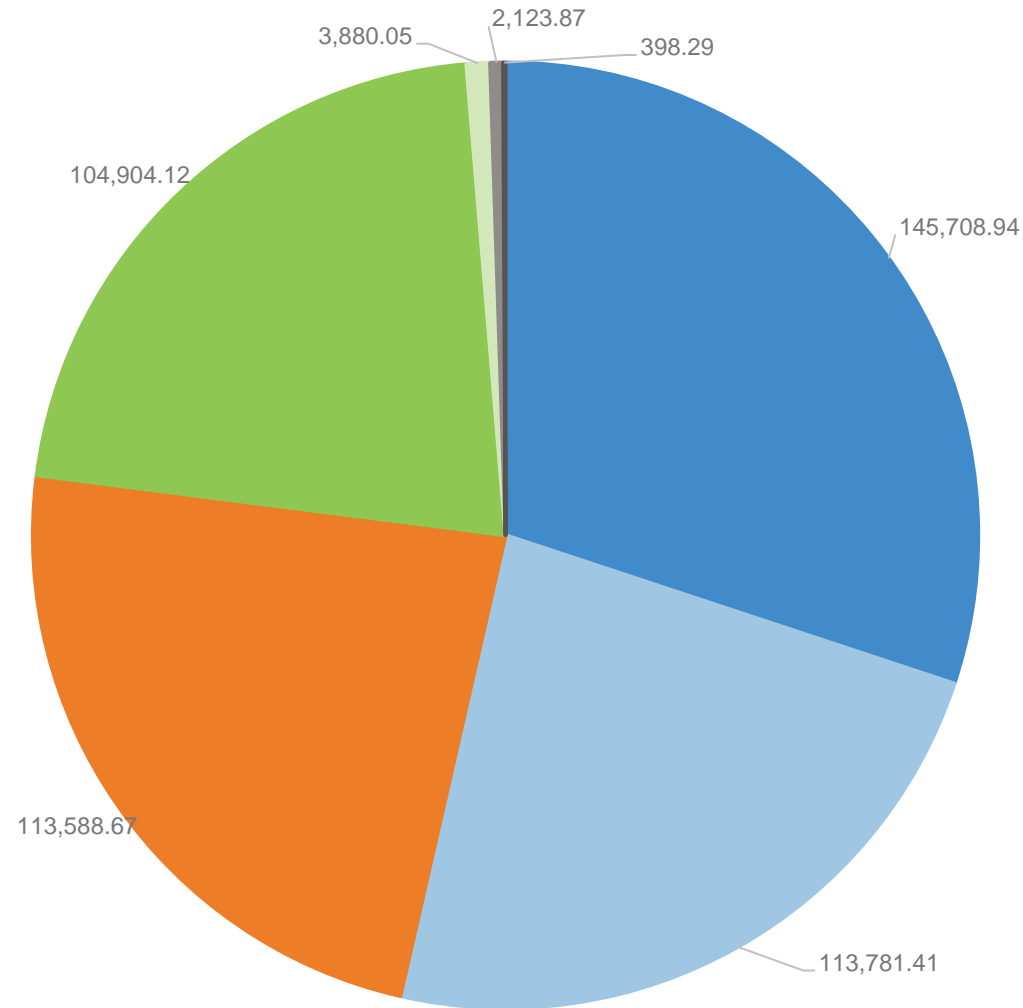
# Major Measure Upgrades – Completed

Top 10 QCN members submitted kWh





# Major Measure – Completed



- Air Source Heat Pump
- HVAC Maintenance
- Smart Thermostat
- Mini Split Heat Pump
- Attic Insulation
- Crawlspace Insulation
- Duct Sealing





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## THANK YOU

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Contact: Stephanie Lapierre, Senior Program Manager Appalachian Power

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