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INITIAL CONTRACT ROUTING NOTIFICATION OF RISK

This Notification of Risk has been included with the routing of a contract that has been completed for your Business Unit. Please note that the contract file will reflect this routing and that the routing will determine who receives future contract amendments and termination notices. You must notify the Contract Analyst assigned to this contract if any of these names change so that the contract documents that you have on file mirror the original contract in our files. Failure to do so may result in your copies of the contract not reflecting its current terms.

You must also be aware of the need to protect our contract documents. This need arises from a number of sources. The following are the most generally recognized sources, but do not constitute an exhaustive list:

- They are AEP business documents and should be protected as such.
- The AEP General Terms and Conditions, except for the Professional Services Terms and Conditions, include a mutual confidentiality section.
- The General Terms and Conditions for Consulting Services, for Equipment, for Labor and Services, and for Engineering, Procurement and Construction Work contain a non-disclosure article that states, "Except as required by law, regulation, or judicial or administrative order, neither party shall disclose the terms of the Contract without the consent of the other party."
- Contract Letters may include in their body or in an Agreed Exceptions attachment additional constraints regarding access to information in the Contract.
- The contract may include licenses that restrict access to the licensed materials.
- The incorporated documents may include proposals that contain protected proprietary information.

A violation of any of the above constraints can result in potentially damaged relationships with suppliers, financial costs, and/or civil and criminal proceedings. You should familiarize yourself with your contract so that you can mitigate any of the risks that may apply to your contract.

Please retain this notification with your copies of the contract and share it with those in your Business Unit that require regular access to your copies of the contract. If you need copies routed to additional individuals, please contact the individual who routed this to you.



CONFIDENTIAL

Contract Routing Slip

Please route to the next person on the list after reviewing the documents (and signing, if required). Please return to originator when routing is complete.

Sense of Urgency (High/Medium/Low): High

Effective Date (Contract/Release/Amendment): 01/01/2015

ROUTING	Mail Drop	Purpose	Initials	Date Signed	
Matt Curtis	Email	Review	MC	12/31/2014	11:07 AM ET
Scott Bishop	Email	Review	SB	12/31/2014	11:19 AM ET
EJ Clayton	Email	Review	EC	12/31/2014	12:37 PM ET
Ranie Wohnhas	Email	Review	RW	12/31/2014	12:55 PM ET
Greg Pauley	Email	Signature	GP	1/2/2015	10:29 AM ET
Jennifer Downey	GH700-04	Originator			

Date: 12/31/2014

Company: Kentucky Power Company

Contractor Name: CLEARResult Consulting, Inc.

Contract Number/Amendment: 027539190000X103

Release Number: 34

Coordinator / Contract Analyst: Jennifer Downey

Release Value: [REDACTED]

Type (Labor, Service, Material, Service): Service

Method of Procurement (Competitive Bid, Direct Source): Competitive Bid

Description of Service/Work: Efficient Products Programs

**WORK AUTHORIZATION
No. 027539190034X110**

This Work Authorization No. 027539190034X110 (“Work Authorization”) between **Kentucky Power Company (“KPCo”)** and **CLEAResult Consulting, Inc. (“CLEAResult”)**, is subject to and governed by the provisions of Contract No. 027539190000X103 (“Contract”).

A. Effective Date

This Work Authorization is effective January 1, 2015 (“Effective Date”).

B. Term

The term of this Work Authorization begins on the Effective Date and continues through December 31, 2017, unless terminated earlier in accordance with the terms of the Contract.

C. Scope of Services

CLEAResult shall provide all supervision, labor, reports and specified materials necessary to implement the Residential Products Program (“Program”) as set forth in the Scope of Work and 2015 Implementation Plan (collectively, the “Implementation Plan”) attached hereto and incorporated herein. The parties agree that any changes to the Implementation Plan shall be in made in accordance with the Change Control Plan attached hereto and incorporated herein.

D. Pricing

In consideration of the satisfactory performance of the Work, KPCo agrees to pay CLEAResult in accordance with the High Level Budget Summary, Total Budget Summary and Total Product Summary (collectively, the “Budget”).

E. Invoices

Each invoice for Work performed under this Work Authorization shall reference Work Authorization No. 027539190034X110 and shall be sent to Scott Bishop at sebishop@aep.com.

F. Notices

In accordance with Article 33 of the AEP General Terms and Conditions for Labor and Services Rev. 3 dated 6/14 in Exhibit A to the Contract and therefore incorporated herein, the representative for receipt of notice is:

For KPCo:
Scott Bishop
12333 Kevin Ave.
Ashland, KY 41102
606.929.1694
sebishop@aep.com

For CLEAResult:
Mike DelNegro
146 Chestnut Street
Springfield, Massachusetts 01103
413.731.6546
Michael.delnegro@clearesult.com

G. Order of Priority

In the event of conflicts, the contract shall be interpreted giving precedence to the document with the higher priority:

1. This Work Authorization Letter consisting of two pages;
2. Contract no. 027539190000X103;
3. Implementation Plan; and
4. Change Control Plan.

Kentucky Power Company

DocuSigned by:

Greg Pauley

Name: Greg Pauley

Title: President & COO
1/2/2015 | 10:29 AM ET

date

CLEAResult Consulting, Inc.

DocuSigned by:

Peter Feroli

Name: Peter Feroli

Title: Vice President
1/2/2015 | 2:47 PM ET

date

CLEAResult

2015 Implementation Plan Kentucky Power Company Residential Efficient Products Program As of: 11/21/14

General Overview

The CLEAResult Team (CLEAResult and Energy Federation Inc.) will provide complete program management and implementation of the Kentucky Power Company Residential Efficient Products Program. The following plan seeks to provide Kentucky Power Company with an overview of the major tasks and to demonstrate a roadmap to achieving our 2015 Program Goals. As you will see we tried to write this document with the tasks and events listed as closely to chronological order. There are some areas where we felt it necessary to provide more detail to help better describe and outline important aspects of our strategy and approach.

We view this Implementation Plan as fluid and acknowledge that it can be revised at the request of the client (based on program needs) during the year.

Identify Products to be Promoted and Anticipated Incentive Levels Completed by: 12/1/14

CLEAResult will be selecting quality compact fluorescent light bulbs and light emitting diodes from reliable and trustworthy manufacturers. Only products that are listed on the ENERGY STAR® website as a certified product will be considered for program participation. Based on our knowledge of industry actors we will eliminate products (even those that meet ENERGY STAR standards) that are not a good value for Kentucky Power Company consumers.

In addition, only manufacturers' products that have an existing (or has a pending agreement with) sales channel in place will be considered for an incentive program. This is to prevent CLEAResult and Kentucky Power Company from being used as leverage and/or to help a manufacturer gain any competitive advantage during line reviews with retail sales channels.

The specific quantities, product types and average incentive levels are outlined in table 1.1 below. These are based off our most recent contract discussions (October 2014).

For the purpose of this implementation plan, these are the numbers that we assume to be targeting. CLEAResult recognizes that we may need to "ramp up" or "ramp down" unit sales and savings (or make other changes) throughout the duration of the contract due to a shortage or excess of savings produced by Kentucky Power Company's total energy efficiency program portfolio, or due to regulatory reasons.

Table: 1.1 Lighting Measures

Measure Type	Targeted Unit Goals	Average Incentive levels	MW Saved	MWh Saved
Standard CFLs	300,000			
Standard LEDs (omni-directional)	30,000			

Specialty LEDs (directional)	7,500			
Total	337,500	NA		

For the Appliance Program, CLEAResult will be labeling the measures listed in the table below (1.2). Field representatives will place rebate forms (and corresponding rebate display stands) in close proximity to the product and/or at the sales counter.

Table 1.2 Non Lighting Measures

Measure Type	Targeted Unit Goals	Average Incentive levels	MW Saved	MWh Saved
Refrigerators	1,450			
Freezers	180			
Clothes Washers	1,560			
Dehumidifiers	400			
Heat Pump Water Heater	20			
Total Non-Lighting	3,610	N/A		
TOTAL All Products	341,110	N/A		

**Assign and Train Program Management Team:
Completed by: 12/1/14**

We have identified the Program Manager and support staff. They will be based in our main corporate office in Springfield, MA. The CLEAResult **INTERIM** Team lead will be **Jenny Mossey** who has all of the necessary experience and skills to assist Kentucky Power Company with the Program design and implementation functions.

Jenny has historically overseen both the Appalachian Power Company and Kentucky Power Programs. However, due to the recent expansion (and workload) of both programs, Jenny will not be able to oversee both programs long term. Our implementation plan is to hire an eventual replacement for Jenny. This person will work alongside Jenny for a finite period of time. This timeline may be altered based on the new person's learning curve and demonstrated ability to perform duties within the vision of Kentucky Power Company and CLEAResult.

Jenny (and her replacement) will be supported by **Senior Manager, Amy Reesman and Director of Operations, Mike DelNegro**. Jenny will collaborate with Amy and Mike, as well as other members of CLEAResult's Senior Management Staff for guidance and senior level

direction if/when needed or upon client request. Their ongoing level of day to day involvement will ebb and flow with program requests and needs throughout the contract period.

Hire and Train Program Field Staff:

Completed by: 12/31/14

The required field staff needed for this program have already been hired and trained. Both Earl Coleman and Mari-Beth Hausey are prepared to launch the 2015 program. While we do not anticipate any staffing changes, if needed CLEAResult will work with Kentucky Power Company to identify and define the ideal candidate credentials and background for this position. CLEAResult will post ads and conduct initial prescreen phone interviews followed up by personal interviews with job candidates. **Jim Hall our Director of Human Resources** would be the lead on this task.

For newly hired Field Staff, CLEAResult will have a three tiered training process. We follow a “tell-show-do” format. In their first week our field team will participate in a five-day group training in Springfield, MA. During that time the new field employees will participate in a classroom style didactic training on the basic functions of doing their jobs (tell step). These sessions will be conducted by several veteran members of CLEAResult’s Management Team. Following this five-day training each new Field Representative will spend a week in the field with an existing veteran field representative.

That senior field representative will be demonstrating and modeling (show step) the concepts and processes they learned in the classroom. **Earl Coleman** would be the lead trainer during these store visits. Trainees will observe Earl perform all required tasks according to company standards. Once they feel comfortable, Earl will then reverse roles with the new hire and direct them to properly perform the tasks while he observes them (do step).

Identify Targeted Retail Storefronts and Visit Frequency

Initial List Completed by: 12/1/14

Follow-up Lists: Monthly starting on February 1, 2015

We will be working with the current set of active LIGHTING retailers (from the 2014 program) as our starting point. Over the course of this upcoming program year, we will work with our industry contacts to identify any other expanded channels or opportunities (not yet identified).

In Table 2 we list the current targeted retail stores where we plan to execute active lighting and non-lighting programs in 2015. It combines both local retailer and national chains to provide your consumers with a variety of locations in a reasonable driving distance to all Kentucky Power Company consumers.

Given the feedback received from Kentucky Power Company the inclusion of local retailers is important. While these storefronts may not move large volumes of products, they do help provide added sales channels in more rural pockets of Kentucky Power Company service territory thus making the program incentives more available and convenient for those residents.

Table 2: Targeted Retail Channels

Retail Channel	# of stores	Per location # visit per/yr	Total Visits per/yr	Total Hours of Service Time per/visit
Ace Hardware	3	12.0	36.0	
Big Lots	4	12.0	48.0	
Do It Best	4	12.0	48.0	
Dollar Tree	5	12.0	60.0	
Lowe's	4	52.0	208.0	
Lowe's Appliance	4	12.0	48.0	
True Value	1	12.0	12.0	
Walmart	9	52.0	468.0	
Sears	7	12.0	84.0	
Big Sandy	3	12.0	36.0	
Plumbing Distributors	4	12.0	48.0	
	52			

Establish Frequency of Visits

Frequency of visits is based on service needs as it relates to employee and product turnover compared against available Field Representative Resources. This field visit frequency is designed assuming 1.5 (FTE) field representatives. Those stores that typically sell a great deal of product (such as Walmart) will require weekly visits in order to maintain displays and keep employees up to date on program offerings as well as to perform service visits (outlined in more detail in ongoing visits section). In comparison, some of the lower volume stores will require less frequent visits.

If we were to add additional retail store fronts then we would need to alter the frequency of visits and/or the number of promotional events that we could perform in 2015.

Schedule In-Store Promotions / Special Events First Schedule Submitted by: February 1, 2015

Special events will be implemented mostly at retail locations and usually on the weekends (when foot traffic is heaviest). Kentucky Power Company can also assign CLEARResult field staff to assist with any Kentucky Power Company sponsored: community events, home shows, corporations sponsoring Earth Day or other environmental awareness events for their employees or at meetings organized by community based organizations (CBOs).

Regardless of the venue, based on the current level of staffing and frequency of store visits, **CLEARResult field staff will conduct up to 21 promotional events in 2015.**

Table 3: Promotion Time Detail Breakout

Task	Hours/Event	Total Hours Needed per/yr
Set up		
Promo time		
Break down		
Travel to/from		
Office time		
Total Promo Time Assumed		

We can raise or lower this number commensurate with client needs. However this would potentially impact frequency of store visits. CLEARResult will work with Kentucky Power Company throughout the program year to adjust field rep resources as needed.

Set Up Toll Free 800# and Answer Phone Lines

Completed by: 1/1/15 and will be ongoing throughout the program year

CLEARResult plans to use the existing Kentucky Power Company customer service line already in place (888-448-8878). **Jenny Mossey (Program Manager)** will be the primary person responsible for answering the phone and addressing concerns from Retailers, Manufacturers or Kentucky Power Company customers who call in with questions and/or concerns.

If Jenny is not available (or on another call) we have an office of over 20 management level personnel (and an additional 20-30 general office staff) assigned to help answer the Kentucky Power Company phone lines. All administrative personnel are cross trained on all CLEARResult programs. All callers will have a live person available to have their questions answered immediately or the call is directly transferred to the proper program staff.

CLEARResult will staff Kentucky Power Company phone lines Monday through Friday (except holidays) from 8:30 am – 5:00 pm EST. Off-hour callers will be able to utilize the Automated Attendant or leave a message in a program-specific voice mailbox. Those calls will be returned within one business day.

Establish Memorandums of Understanding with Targeted Retailers

Completed by: January 1, 2015

Markdown Promotions and MOUs

Product Markdowns are provided directly to a Manufacturer and/or Retail partner with the goal of lowering first costs of product and passing the savings on to the customer. Upstream incentives will take the form of product markdowns. Specific terms of these promotions are outlined in the form of a three party agreement (between Kentucky Power Company, the

Manufacturer and the Retailer) or what we call a Memorandum of Understanding (“herein referred to as “MOU”).

Upon notification of pending contract award, CLEAResult will solicit all major industry actors (based on the targeted retailer list in Table #2) to submit a proposal to CLEAResult.

Table 4: MOU Delivery Schedule

MOU Delivery Schedule	Completed By
<i>Request Industry Proposals*</i>	10/13/14
Industry Submits Worksheets and Proposals	11/15/14
Review and negotiate terms of proposals with industry actors	11/30/14
Distribute Funding and Initiate Draft MOUs with Client and Industry	11/30/14
Obtain Retail and Manufacturer Signatures	12/4/14
Obtain Utility Signatures	12/4/14
Submit Finalized MOU Documents to EFI and Industry Actors	12/4/14
Commence Long-term Program Markdowns	01/01/15

**The timing on this process is fully contingent on our ability to receive a final signed contract from Kentucky Power Company or a letter of authorization to proceed with the execution of the RFP process and subsequent MOUs*

Review and Negotiate Proposal and Issue Draft MOUs with Industry

During the solicitation process, CLEAResult will respond to any questions industry raises and provide assistance and guidance as needed. As we receive proposals CLEAResult will organize, prepare and summarize all relevant information into our proprietary database for future reference.

CLEAResult will then determine appropriate allocation levels for each industry actor that submits a qualified proposal. In general, selection and funding levels of any submitted proposal will be based on:

- Ability to provide accurate, thorough and complete Markdown Workbook.
- Ability to provide accurate, complete and verifiable store-level sales data – preference will be given to computerized point of sales (POS) data and to those proposers that are able to provide pre and post promotional activity sales data.
- Product quality – Only products that have successfully passed and complied with the current ENERGY STAR specifications will be considered for the promotion.
- Ability to agree to The Companies Memorandum of Understanding (MOU) format and terms and conditions.
- Proposed POP materials and displays used to enhance messaging and education at retail. These materials should reinforce brand recognition and generate awareness of Kentucky Power Company efforts.
- Ability of the Manufacturer and Retailer to keep products in stock and on the shelf.
- Ability of the Manufacturer or Retailer to submit timely and accurate invoicing.
- Ability of the Manufacturer and Retailer to maintain the correct promotional pricing on shelf throughout the duration of the promotion.
- Ability of the Manufacturer and Retailer to correct store level pricing and stock issues in a timely manner.

- Ability of the Manufacturer and Retailer to maintain regular communication and follow-up with the program implementer.

Distribute Funding and Initiate Draft MOUs with Industry

A draft allocation table will be created over viewing the total allocation of available funds per retailer. This table will keep a running summary of cumulative dollars encumbered and will not exceed the budgeted dollars available in this program year.

Once allocations have been reviewed and approved internally, CLEARResult will write draft MOUs or Addenda for each proposal and submit to client for review and approval to forward to industry actors for participation signatures.

Industry actors will review and sign the MOU or Addendum and send back to CLEARResult. CLEARResult will then forward the signed MOU or Addendum to the client for utility signature. Upon receipt of the utility signed MOU or Addendum, CLEARResult will forward a copy of the fully executed agreement (with all signatures) back to industry actors and to EFI (our incentive fulfillment vendor).

Ongoing MOU Maintenance

Once all MOU language, incentive levels and allocations have been agreed upon and signed off by all parties, CLEARResult will be in constant contact with Manufacturers and/or Retailers on a daily basis. This communication begins during the initial receipt of the implementation plan phase and carries through to the completion of promotions. Communication takes various forms, including:

- Coordinating the development of signage in accordance with both industry and client requirements;
- Clearly communicating MOU status and signature deadlines;
- Clearly communicating start and end date of promotions to Manufacturer, Corporate, and Store(s);
- Verify price reductions are activated and accurate on the agreed upon launch date;
- Ensuring product is advertised at proper price (where selling price has been negotiated as part of the MOU phase) and if not, working to get any issues corrected;
- Verifying compliance with product purchase limits (no bulk sales);
- Tracking the progress of promotions to ensure they are on track, and making promotion modifications as required and;
- Ensuring invoices are submitted in a timely fashion, working with the rebate fulfillment vendor to address problems identified with data or supporting documents.
- Immediately alerting Kentucky Power Company of any issues discovered throughout process.

Closing out MOUs after scheduled end dates expire

CLEARResult will keep track of when MOUs are scheduled to end. We will provide a summary of all MOUs in the monthly field reports (see details below). All MOUs with industry actors include start and end dates within the agreement.

However, to remove all doubt, CLEARResult will also send out a notification letter to industry actors 30 days prior to the scheduled end date notifying/reminding them of the promotion's end.

Develop In-Store Collateral Materials Completed By: 12/31/14

CLEAResult has established agreements in place with every major retail industry actor defining the specific types of materials and dimensions that they will allow in their store. CLEAResult's graphic design team will work with Kentucky Power Company to incorporate their branding guidelines into what the retail channels will allow at each store. Once materials are produced they will be shipped to our field team for placement in the stores. We will be modifying branding guidelines previously used during the 2014 program.

Table 5: Marketing Delivery Schedule

Task Description	Deadline
Provide Draft Point-of-Purchase (POP) Materials to Kentucky Power*	11/1/14
POP Approval	11/15/14
Send Final POP EPS to the printers	11/16/14
Initial POP shipped to field team	12/31/14
Monitor POP inventory levels and re-order as needed	Quarterly

The timing on this process is fully contingent on our ability to receive a final signed contract from Kentucky Power Company or a letter of authorization to proceed with materials development.

Develop Program Performance Monitoring and Tracking System Data Portal for Kentucky Power Active: January 31, 2015

Energy Federation Incorporated (herein referred to as "EFI") will be responsible for capturing, tracking, and reporting the retailer invoiced sales data for the Kentucky Power Company Residential Efficient Products Program. **Jill Deso will be the project lead at EFI** who will directly work with CLEAResult and Kentucky Power Company on all fulfillment and database activities.

EFI has developed a data portal for Kentucky Power Company staff (herein referred to as "force.com"). This will allow Kentucky Power Company to have daily access to the most up to date summary of lighting sales invoiced and processed through EFI. EFI/CLEAResult will work with Kentucky Power Company to determine savings assumptions so that we can also measure cumulative MWh savings associated with the specific units sold YTD.

Table 6: EFI Delivery Schedule

Task Description	Deadline
Develop/Update online store through EFI	12/10/14
Finalize Force.com dashboard features	12/31/14
Launch online store through EFI	1/1/15
Force.com dashboard active	1/1/15

Develop Monthly Invoice Process

First Invoice: January 2014

CLEAResult will provide Kentucky Power Company with a monthly invoice that clearly identifies all program labor and direct expenses. CLEAResult will work with Kentucky Power Company to establish the invoice form as well as the level of detail that will be necessary for backup. An invoice for incentive processing will be issued every two weeks commensurate with our monthly invoicing for administrative costs.

Conduct Retailer Field Visits

Start Date: January 2, 2015

Having well-trained Field Representatives visit retailers and to be available to address both consumer and retailer questions about the Kentucky Power Company program is key to program success. These personalized touch points with Kentucky Power Company consumers are a big part of what gives the program credibility. Having field staff visit retailers on a regular basis also allows them to identify any recent market trends and helps us adjust how the program can better serve them. In addition to the establishment of these personal relationships the field team will also perform other task. A general summary of the major tasks that will be performed during each visit is described below.

Place / Refresh Marketing Materials and solicit supplemental displays

During each store visit, a field representative will refresh the display materials at each retailer location.

This task is done to maximize/maintain visibility of Kentucky Power Company's program as well as provide consumers with features and benefits of products. Field representatives will:

Audit all products in stock

1. Verify products meet program guidelines and regulations
2. Verify promoted products are properly displayed with the Kentucky Power Company approved program signage
3. Ensure sales associates understand what products the program is intended to subsidize
4. Use the supply of POP to set-up and/or label products and replenish store displays
5. Work with each store front to facilitate, maintain or supplement end-cap displays devoted to qualified products
6. Help identify and create other prominent displays that showcase program materials.

Train New Retail Sales Staff:

When a store enters into an MOU with CLEAResult they agree to allow us to train all relevant employees at each participating location. This includes:

7. Sales associates
8. Department managers
9. Store managers

10. Cashiers

11. Consumers

CLEARResult has developed a complete set of Training Topics or “Modules” that are utilized by the field representatives to ensure trainings are performed in a complete and consistent manner across all participating retailers. The modular training program is designed to be delivered formally or informally.

During the course of implementation, CLEARResult staff will provide ongoing training for new hires (unfortunately turnover in major retail chains tends to be quite high), to update longer term sales associates on any new program procedures, guidelines or offerings, and try to increase the participation of reluctant sales associates.

A cumulative summary of the training sessions conducted will be provided in our monthly field report to Kentucky Power Company.

Table 7: Training Topics

Training Topics that will be covered during store visits	
<ul style="list-style-type: none"> • Sponsor Message • Values Summary • Markdown/Buy-down Training • What is ENERGY STAR • Product Recognition • Features and Benefits of Product 	<ul style="list-style-type: none"> • POP Materials • Retailer Manual Introduction • Industry/Program Updates • Initial Enrollment • CFL and Mercury Remediation • EISA Implications to consumer

Monitor MOU Compliance:

In many instances, field representatives will find that a product has been delivered, but is still in the back room or has been placed in unreachable overhead racking. The CLEARResult field team will ensure all promotional products are placed on the sales floor in a timely manner.

Other times, during a special promotion (such as an end-cap or front end displays) the field representative will notify relevant store personnel of specific details such as: start date, plan-o-gram, skus and signage. Advanced notice to the departmental staff will position the store to prepare for the upcoming changes.

Vendor field representatives will also verify that all terms and conditions of the MOU are followed and each promotion is successful in delivering the anticipated results. Specifically, the Vendor’s team will:

1. Verify all products on the MOU are in stock
2. Verify products are at agreed upon price points
3. Verifying that price points on shelf match with price consumer will pay at the register.
4. Compare any disparities in price with the department manager
5. Call the office and communicate any disparities in price.

The field team will also collaborate with Vendor office staff to help empower sales associates with any pricing updates (or other corporate correspondence) needed to take action at the store level.

Program Reporting

First Field Report Issued: February 15, 2015 (for January Activity)

CLEAResult staff will meet bi-weekly via conference calls with the Kentucky Power Program Manager to review the program activities and to outline the activities for the upcoming weeks. This task will also cover other ad hoc meetings and ongoing communication with Kentucky Power Company.

CLEAResult will provide monthly and ad hoc reports, as needed, to measure progress toward Program goals. Reports will provide information on the past month's activities, reach of training marketing efforts, and projected energy savings for all approved incentives.

Table 8: Monthly Reporting

Monthly Reporting Progress KPI's
Monthly Update/Executive Summary
YTD Pending and Active MOU Allocations Summary
YTD Invoiced Sales Summary with Product Detail
Retailer Training Summary:
1. The number of training sessions conducted
2. The types or job functions of who the trainees were
3. The retailers that received the training.
4. The topics or training segments that were covered
Retailer Summary
YTD In Store Promotions Summary
1. YTD Promotions dates of Events and locations
2. Promotion – Details and pictures
Site Visits (with photos)

Design and Distribute 2016 RFPs to Industry:

On an annual basis CLEAResult will issue a Request for Proposal (RFP) to a comprehensive list of local, regional, and national efficient lighting suppliers and re-sellers. This list has been compiled by CLEAResult through many years of implementing efficient lighting programs around the country.

The RFP process allows all potential industry partners to participate in Kentucky Power Company's Residential Efficient Lighting Program. This includes any retail channel that sells lighting products such CFLs and/or LED bulbs

Table 9: 2016 RFP Schedule

2016 RFP Solicitation Schedule	
Establish/confirm 2016 target products, incentive levels, unit goals, etc.	5/1/15
Create draft RFP to Industry Actors- submit to Kentucky Power for approval	9/15/15
Issue final approved RFP to Industry	10/15/15
Receive industry responses	11/1/15
Review and negotiate terms of proposals with industry actors	11/15/15
Distribute Funding and Initiate Draft MOUs with Industry	11/15/15
Obtain Retail and Manufacturer Signatures	12/1/15
Kentucky Power Company signs final Agreements	12/2/15
Submit Finalized MOU Documents to EFI and Industry Actors	12/3/15
Commence Long-term Program Markdowns	01/01/16

**Draft 2016 Implementation Plan
Completed by: 12/1/15**

A document similar to this one will be drafted and reviewed with Kentucky Power Company on or around 12/1/15. It will take into consideration any lessons learned from 2015 as well as account for any program changes pertaining to products, budgets, goals etc.

Kentucky Power

SCOPE OF WORK

The CLEAResult Team (CLEAResult and Energy Federation Inc.) will provide complete program management and implementation of the Kentucky Power Residential Products Program. Services will include assisting Kentucky Power with final program design considerations, managing retailer/manufacturer interactions with the program, field outreach services, and associated incentive/rebate processing services.

The efficient products program is designed to work with key market actors including retailers and manufacturers to move energy efficient products by providing upstream incentives. Common barriers to adoption of energy efficient products include:

- High initial costs
- Lack of customer information or awareness on the energy and non-energy benefits of energy efficient measures
- Lack of retailer awareness
- Low stocking and promotion of energy efficient products at sales channels

The program will seek to overcome these barriers and maximize energy savings through:

- Upstream incentives designed to reduce initial cost and stimulate sales of energy efficient products.
- Midstream and/or Downstream incentives designed to reduce initial cost of non-lighting measures.
- Downstream initiatives revolving around customer education on how to use and where to use products while also helping them to understand their benefits. (This will help create the market and demand for energy efficient products.)

The major components of the program will include:

- ENERGY STAR lighting markdown incentives
- Non-Lighting Incentives
- In store Point-of-Purchase (POP) materials
- Sales associate and customer education
- In-store events

TASKS & DELIVERABLES

The below goals are based on our average budget scenario.

Program Goals (unit sales)

Lighting Products	2015	2016	2017	Total
Standard CFL	300,000	300,000	300,000	900,000
Standard LEDs (omni-directional)	30,000	40,000	45,000	115,000
Specialty LEDs (directional)	7,500	12,000	12,000	31,500
Total Units- Lighting	337,500	352,000	357,000	1,046,500
Non-Lighting Products	2015	2016	2017	Total
Refrigerators	1,450	1,500	1,550	4,500

Freezers	180	190	200	570
Clothes Washers	1,560	1,600	1,650	4,810
Dehumidifiers	400	450	500	1,350
Heat Pump Water Heater	20	30	40	90
Total Units - Non-Lighting Products	3,610	3,770	3,940	11,320
Total Units - ALL Products	341,110	355,770	360,940	1,057,820

Program Goals (MWh savings)

Lighting Products	2015	2016	2017	Total
Standard CFL				
Standard LEDs (omni-directional)				
Specialty LEDs (directional)				
Total MWh Savings- Lighting				
Non-Lighting Products	2015	2016	2017	Total
Refrigerators				
Freezers				
Clothes Washers				
Dehumidifiers				
Heat Pump Water Heater				
Total Non-Lighting MWh Savings				
Total MWh Savings				

Program Goals (MW savings)

Lighting Products	2015	2016	2017	Total
Standard CFL				
Standard LEDs (omni-directional)				
Specialty LEDs (directional)				
Total Lighting MW Savings				

Non-Lighting Products	2015	2016	2017	Total
Refrigerators				
Freezers				
Clothes Washers				
Dehumidifiers				
Heat Pump Water Heater				
Total Non-Lighting MW Savings				
Total MW Savings				

Task 1: Program Design Finalization

Task 1.1: Development of an Implementation Plan

The Implementation Plan will be the roadmap for the activities that will occur throughout 2015. The CLEAResult Team will work collaboratively with Kentucky Power to develop the Implementation Plan to reflect the ongoing services that will be provided in visiting participating retail locations as well as expectations for in-store events, community-based CFL (Food Bank) distributions, and supporting Kentucky Power through other community-based activities. The Implementation Plan will also identify opportunities for quarterly meetings and other ongoing weekly/monthly meetings.

Task 1.2: Negotiate Memorandums of Understanding (MOUs) for lighting markdowns

The CLEAResult Team will work with Kentucky Power to facilitate lighting industry partner promotions. CLEAResult will solicit submittals from industry and distribute available incentive funds. CLEAResult will negotiate final promotion details with retailers/manufacturers and ensure that all parties sign the Memorandum of Understanding (MOU) that will be required to participate in the program. Based on available funding, promotion performance, and other market factors it may be necessary to release a formal industry RFP or issue addenda on an annual or other agreed upon timeframe.

Task 1.3: Finalize incentive processing procedures with EFI

CLEAResult and EFI will coordinate all aspects of setting up the incentive processing procedures for lighting markdowns.

Task 1.4: Launch Lighting and Non Lighting Incentives Program

Subject to Kentucky Power approval, CLEAResult will launch the 2015 Products Program. CLEAResult will coordinate with retailers/manufacturers and Kentucky Power to ensure that the incentives and marketing materials necessary for launching the lighting product program are created, approved, and distributed. CLEAResult will also hire all field staff necessary (where applicable) for retail visits to begin on 1/1/15.

Task 1.5: Customer Service

CLEAResult will maintain and staff a toll-free telephone number for Kentucky Power customers, retailers, and/or manufacturers to call if they have questions related to the program. CLEAResult will also be

available to train Kentucky Power customer service staff to answer questions related to the Residential Products Program.

Task 1.1-1.5 Deliverables and Delivery Schedule

Submit Draft Implementation Plan	11/14/14
Kentucky Power Comments on Draft Implementation Plan	11/21/14
Submit Final Implementation Plan	11/26/14
Final Implementation Plan Approved	12/5/14
Request Industry Proposals	10/13/14
Obtain Retail and Manufacturer Signatures	12/2/14
Obtain Utility Signature	12/2/14
Submit Finalized Documents to EFI and Industry Actors	12/3/14
Commence Long-term Program Markdowns	1/1/15
Finalize payment processing with EFI	12/15/14
Finalize Force.com dashboard features	12/31/14
Force.com dashboard active	1/1/15

Task 2: Marketing Plan Development and Implementation

This task will involve CLEAResult working with Kentucky Power to effectively educate customers on available lighting discounts and drive them to participate in program. The CLEAResult Marketing Team will also work with Kentucky Power to define the vision of any educational outreach outside of the retail storefronts.

Task 2.1: Place POP and Program Materials

This task will involve the placement of all necessary POP materials (such as sign backers, stickers, hang tags, etc.).

Task 2: Deliverables and Delivery Schedule

Provide Draft POP Materials	11/1/14
POP Approval	11/15/14
Produce POP	12/9/14
Commence Placement of POP at Retail	1/1/15

Task 3: Retail Outreach

Task 3.1: Retailer and Manufacturer Recruitment

CLEAResult will draw upon existing relationships with lighting manufacturers and retailers to facilitate field staff visiting stores to gain their active participation and educate them on all aspects of the 2015 Kentucky Power Products Program.

Task 3.2: Training and Technical Support

CLEAResult will design a Retailer Training Manual in electronic format. The Manual will be presented to each participating retailer and will be designed to be a resource for information on Kentucky Power's program offerings.

Task 3.3: Field Service

CLEAResult will develop an Implementation Plan. Typically, the plan emphasizes targeted field visits, concentrating on retail storefronts that have the ability to move large amounts of products and/or provide the best opportunity to reach underserved markets. The training of retail sales associates and ensuring that the visibility of the Kentucky Power Program through proper placement of POP will be the focal point of all field visits.

Task 3.3.1: Monitor Product Shipment, Pricing, & Signage

CLEAResult Field Representatives will ensure that all promotional products are placed on the sales floor in a timely manner. CLEAResult Field Representatives will verify that incentivized products have been delivered to the correct stores, that they are priced correctly, and that they receive prominent placement in stores, alongside appropriate program POP materials. Finally, CLEAResult Field Representatives will verify that promoted products are properly displayed with the approved program signage and make sure sales associates understand what products the program is intending to subsidize.

Task 3.3.2: Place/Refresh Marketing Materials and Rebate Forms

CLEAResult Field Representatives will replace and refresh POP materials at each retail location as needed.

Task 3.3.3: In-store / Community-based Events

CLEAResult Field Representatives will stage special events and promotions to heighten awareness and participation in the program working with Kentucky Power staff for coordination and approval. These will be held at various locations including, but not limited to, retail locations, home shows, corporate sponsored earth days, and community fairs.

Task 3: Deliverables and Delivery Schedule

Retailer/Manufacturer Recruitment	12/2/14 and ongoing
Training and Technical Support	Ongoing
Sales Data QA/QC	Ongoing
Monitor Product Shipment, Pricing, and Signage	Ongoing
Replace Marketing Materials	Ongoing
In-store Promotions	1/1/15 and ongoing

Task 4: Program Management and Reporting

CLEAResult staff will meet bi-weekly via conference calls with the Kentucky Power Program Manager to review the program activities and to outline the activities for the upcoming weeks. This task will also cover other ad hoc meetings and ongoing communication.

CLEAResult will provide the Kentucky Power Program Manager with monthly and ad hoc reports, as needed, to measure progress toward program goals. Reports will provide information on the past month's activities, reach

of training and marketing efforts, and projected energy savings for all approved incentives.

Task 4: Deliverable and Delivery Schedule

Establish Reporting Format/Protocol	1/1/15
Data Extract Capability Finalized	1/1/15
Submit First Monthly Field Report to Kentucky Power	2/14/15
Kick-off Meeting	TBA
Quarterly Program Planning Meetings	Beginning 3/15
Commence Bi-weekly Team Conference Calls (Kentucky Power, CLEARresult, & EFI)	1/1/15

Task 5: Additional Program Support Services

In addition to the above referenced items, CLEARresult will be available to offer additional program support services including:

- Providing Kentucky Power with regular updates to the list of participating retail locations for use in website applications.
- Assisting with developing program related information for use in website applications.
- Providing program related data for use in internal, regulatory, and/or utility filing proceedings.
- Providing updates from industry conferences and the ENERGY STAR® Partner Meeting.

Change Control Plan

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This document will outline an approved process for handling Change Control including, but not limited to, documentation, approval, rejection and reporting.

A. Change Control Board

A formally constituted group of stakeholders responsible for reviewing, evaluation, approving, delaying, or rejecting changes to a project, with all decisions and recommendations being recorded.

A Change Control Board (CCB) will be defined to review, approve, reject and disposition any submitted changes to the project. The CCB will include a representative from AEP and a representative from the vendor. The representatives from the AEP and the vendor will have the decision making responsibility in the CCB. The CCB will have authority to approve, reject or delay any submitted Change Order at any step in the process and the decision will be recorded.

a. CCB Matrix

AEP Approver	Vendor Approver
E. J. Clayton – Mgr. EE & Consumer programs	Peter Feroli – vice President

B. Change Order Form

Requests to expand or reduce the project scope, modify policies, processes, plans, or procedures, modify costs or budgets, or schedules.

The Change Order Form is the formally approved document used in the Change Order process. Any supporting documentation for the change should be attached to the Change Order and retained according to this Change Order Plan. Change Orders will be numbered based on the date of the Change Order and the incremental number of the orders. The first Change Order will be 1. For example on 12/9/2013 the first Change order will be numbered CO1209131.

C. Change Order Manager

A Change Order Manager will be established to help facilitate the movement of changes for the project. The Change Order Manager will monitor the changes from creation to closure and will be the administrator responsible for the changes.

Change Order Manager	Scott Bishop - Kentucky Power
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	Mike Del Negro – Director – East Business Unit
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D. Change Control Log

The Change Control Log will be used to document changes associated with this project. It will keep the following information at a minimum:

- a. Date of Creation*
- b. Number of the Change Order*
- c. Date Submitted to CCB*
- d. Disposition*
- e. Short Description*

E. Change Order Process

a. Identify Change

Any stakeholder in the project may identify a need for a change in the project or the product.

b. Initiate Change Order

The stakeholder that identifies the change may initiate the process by completing the section identified in the Change Order Form. The stakeholder that identifies the change may also defer to another stakeholder to complete the form but that stakeholder should be involved in the completion of the form to ensure the change is captured correctly.

c. Submit Change Order

Once the Change Order has been initiated and the sections identified in the Change Order Form have been completed the form will be submitted to Change Order Manager. The Change Order Manager will log the change and include it in the weekly meetings, defined in the Communication Plan, for the CCB to complete an initial review. This initial review will allow the CCB to analyze the change and determine if it is something that should be investigated.

On determination that the change should be further investigated the CCB will accept the Change Order by assigning it a number.

If the Change Order is rejected it will follow the steps listed in the Change Order Rejection section.

d. Assign Change Order

Once the Change Order has been accepted by the CCB the Change Order Manager will work with representatives from the appropriate organization to assign it to the appropriate Subject Matter Expert(s) (SME). The appropriate SME(s) will be determined by the point of contact for the corresponding group as identified in the Communication Plan.

e. Create High Level Estimate for Investigation

The assigned SME(s) will be responsible for creating a top down estimate on the hours and material required to investigate the Change Order. The SME(s) will provide this information to the Change Order Manager to be recorder in the appropriate section of the Change Order Form.

f. Approve Investigation

Once the Change Order Form has been updated, the CCB will review the estimate to approve the investigation into the change.

If the Change Order is rejected it will follow the steps listed in the Change Order Rejection section.

g. Change Impacts Reported

Once the Change Order is approved, the SME(s) will investigate, from a bottom up level, the impact to the following as a minimum to the CCB for review of the Change Order. The Change Order Manager will enter this information into the Change Order Form in the appropriate sections.

i. Cost

All costs associated with the change must be reported on the Change Order Form. These may include, but are not limited to, labor costs, material costs or consulting costs.

ii. Schedule

All impacts to the schedule must be reported. This includes, but is not limited to, float days, critical path, completion date and adjustments needing to be made because of holidays and vacations.

iii. Hierarchy of Changes

Once the project has started it is understood that there may be multiple Change Orders that are open, being worked on or waiting for resources. It must be communicated where this change will fall on the priority list and how that impacts the hierarchy of changes.

iv. Open Changes

Once the project has started it is understood that there may be multiple Change Orders that are open, being worked on or waiting for resources. It is understood that a change can impact specific items associated with open changes. This includes, but is not limited to, tasks, deliverables, milestones or resources allocation. The impacts to the other open changes must be communicated.

h. CCB Approves/Rejects Change

After the SME(s) have updated the Change Order document the CCB will review the document. During this review the CCB is given the opportunity to ask additional questions to the SME(s) to obtain further clarity on the change and its impacts.

The SME(s) will be given additional time if needed to provide answers to these questions. This length of time given will be agreed on by both the CCB and the SME(s). The CCB will be given 5 business days to approve the change. This duration does not include time for the SME(s) to respond to questions about the change. Once the SME(s) respond the time for the CCB to approve the change will reset and the CCB will have 5 business days to approve the change.

If the CCB cannot approve the change within the 5 day time period the change will be passively rejected. If the Change Order is rejected it will follow the steps listed in the Change Order Rejection section.

If one of the CCB members is unavailable during the approval period of the change, the missing member can either select a replacement to fill in or the member may choose to delay all approvals until they return. The max duration for a CCB member to be absent and select to delay all approvals is 5 business days. The CCB member must select a replacement for any planned absence beyond five (5) days. In the event of an unexpected absence, the CCB's supervisor may select a replacement.

It is the role of the Change Order Manager to track the dates and timing of the change in the Change Order Log.

i. Project Baseline Update/Distribution

Once the change has been approved the Change Order Manager will work with the project leaders to update the cost and delivery baselines in the Project Plan. After this has been completed the Change Order Manager will send an email to the appropriate stakeholders to notify them of the changes to the baseline. The Change Order Manager may attach any supporting document required to help the recipients understand the change.

The Change Order Manager will facilitate a meeting to update the Risk Register based on the change. The Change Order Manager will work with the appropriate groups to identify the attendees required for this meeting. During this meeting the Risk Register will be reviewed and updated.

F. Change Order Rejection

At any time the Change Order can be rejected. If the Change Order is rejected, it will be updated in the appropriate section and the Change Order will follow the document retention section of this document. Any rejected Change Order can be resubmitted to the CCB at any time. The resubmitted Change Order will be assigned a new number and the Change Order will be treated as a new Change Order but will be noted as a resubmission.

G. Document Retention

All Change Order Forms and supporting documents will be kept through the life of the project. These documents will be stored in a manner that allows easy access to any stakeholder. At the completion of the project, in the closing phase, the team should review the changes and update the lessons learned document from lessons learned based on the changes to the project. After this has been completed the Change Order Manager can disposition the Change Orders and the associated documentation.

H. Glossary

Risk Register – The document containing the results of the qualitative risk analysis, quantitative risk analysis, and risk response planning. The risk register details all identified risks, including description, category, cause, probability of occurring, impacts(s) on objectives, proposed responses, owners, and current status.

HIGH LEVEL BUDGET SUMMARY
 Kentucky Power Residential Efficient Products Program
 January 1, 2015 - December 31, 2017

1

INCENTIVE BUDGET	Product Quantity				Avg. Incentive Levels			Total Budget			Total 3 Year Program Budget
	Cost Elements	2015	2016	2017	2015	2016	2017	2015	2016	2017	
		Product Quantity	Product Quantity	Product Quantity	Total Program Product Quantity	Incentive Per Product	Incentive Per Product	Incentive Per Product	Total Costs	Total Costs	
Product Incentives											
CFLs											
Standard CFLs	300,000	300,000	300,000	900,000							
Specialty CFLs	0	0	0	0							
Total Retail Based CFLs	300,000	300,000	300,000	900,000							
LEDs											
Standard LEDs	30,000	40,000	45,000	115,000							
Specialty LEDs	7,500	12,000	12,000	31,500							
Total Retail Based LEDs	37,500	52,000	57,000	146,500							
Total Retail Based CFLs & LEDs	337,500	352,000	357,000	1,046,500							
Miscellaneous Bulb Distribution											
Miscellaneous CFL Distribution	0	0	0	0							
Community Based Bulb Distribution											
Community Based CFL Distribution	0	0	0	0							
Fixtures											
Ceiling Fans	0	0	0	0							
Occupancy Sensors											
Occupancy Sensors	0	0	0	0							
Total Lighting	337,500	352,000	357,000	1,046,500							
Non-Lighting Products											
Refrigerators	1,450	1,500	1,550	4,500							
Freezers	180	190	200	570							
Clothes Washers	1,560	1,600	1,650	4,810							
Room Air Purifiers	0	0	0	0							
Dehumidifiers	400	450	500	1,350							
Televisions	0	0	0	0							
Air Source Heat Pumps	0	0	0	0							
Ground Source Heat Pumps	0	0	0	0							
Ductless Heat Pumps	0	0	0	0							
ECM Fan Motor Central A/C	0	0	0	0							
Heat Pump Water Heater	20	30	40	90							
VSD Pool Pumps	0	0	0	0							
Programmable Thermostats	0	0	0	0							
Smart / Advanced Thermostats	0	0	0	0							
TBD	0	0	0	0							
Total Non-Lighting Products	3,610	3,770	3,940	11,320							
Total Product Incentives	341,110	355,770	360,940	1,057,820							

NON-INCENTIVE BUDGET	
APT Field Implementation	
EFI Incentive Processing	
Other Miscellaneous	
Total Non-Incentive Budget	
Grand Total Budget Including Product Incentives	

		2015	2016	2017	Total
Allocation of Dollars:	Incentive Percentage				
	Non-Incentive Percentage				
Total Savings:	Total Annual Savings Gross MWh				
	Total Demand Savings Gross kW				
Cost of Conserved Energy:	Total Annual Cost Per kWh (Gross)				

Total Budget Summary
Kentucky Power Residential Efficient Products Program
January 1, 2015 - December 31, 2017

2

Cost Elements	Product Quantity				Avg. Incentive Levels			Total Budget			Total 3 Year Program Budget
	2015	2016	2017	Total Proc.	2015	2016	2017	2015	2016	2017	
	Product Quantity	Product Quantity	Product Quantity	Product Quantity	Incentive Per Product	Incentive Per Product	Incentive Per Product	Total Costs	Total Costs	Total Costs	
Product Incentives											
CFLs											
Standard CFLs	300,000	300,000	300,000	900,000							
Specialty CFLs	0	0	0	0							
Total Retail Based CFLs	300,000	300,000	300,000	900,000							
LEDs											
Standard LEDs	30,000	40,000	45,000	115,000							
Specialty LEDs	7,500	12,000	12,000	31,500							
Total Retail Based LEDs	37,500	52,000	57,000	146,500							
Total Retail Based CFLs & LEDs	337,500	352,000	357,000	1,046,500							
Miscellaneous CFL Distribution	0	0	0	0							
Community Based CFL Distribution	0	0	0	0							
Ceiling Fans	0	0	0	0							
Occupancy Sensors	0	0	0	0							
Total Lighting	337,500	352,000	357,000	1,046,500							
Non-Lighting Products											
Refrigerators	1,450	1,500	1,550	4,500							
Freezers	180	190	200	570							
Clothes Washers	1,560	1,600	1,650	4,810							
Room Air Purifiers	0	0	0	0							
Dehumidifiers	400	450	500	1,350							
Televisions	0	0	0	0							
Air Source Heat Pumps	0	0	0	0							
Ground Source Heat Pumps	0	0	0	0							
Ductless Heat Pumps	0	0	0	0							
ECM Fan Motor Central A/C	0	0	0	0							
Heat Pump Water Heater	20	30	40	90							
VSD Pool Pumps	0	0	0	0							
Programmable Thermostats	0	0	0	0							
Smart / Advanced Thermostats	0	0	0	0							
TBD	0	0	0	0							
Total Non Lighting	3,610	3,770	3,940	11,320							
Total Product Incentives	341,110	355,770	360,940	1,057,820							
EPI Incentive Processing Budget								2015	2016	2017	Total 3 Yr Budget
								Total Budget	Total Budget	Total Budget	
Total Incentive Processing Budget								\$47,739	\$44,633	\$45,727	\$138,099
APT Program Field Implementation Budget	2015	2016	2017	Total Proc.	2015	2016	2017	2015	2016	2017	Total 3 Year Budget
	Annual Hours	Annual Hours	Annual Hours	Total Hours	Hourly Rate	Hourly Rate	Hourly Rate	Total Costs	Total Costs	Total Costs	
Direct Labor											
Senior Management											
Program Management											
Program Administration											
Senior Field Representative											
Field Representative											
Field Representative											
Graphic Designer											
Total Direct Labor											
Administrative Fee											
Total Labor											
General Program Expenses											
In-Store Marketing Materials											
Corp Travel											
Mileage, Parking and Tolls											
Mileage											
Parking											
Tolls											
Total Mileage, Parking and Tolls											
Miscellaneous								\$0	\$0	\$0	\$0
Total APT Program/Field Implementation Budget											
Other Miscellaneous								\$0	\$0	\$0	\$0
Total Field Implementation and Incentive Processing Budget											
Grand Total Budget Including Product Incentives											

Total Product Summary
Kentucky Power Residential Efficient Products Program
January 1, 2015 - December 31, 2017

3

Cost Elements	Total Product Quantity				Average Incentive Levels			Total Budget			Total 3 Year Program Budget
	2015	2016	2017	Total	2015	2016	2017	2015	2016	2017	
	Product Quantity	Product Quantity	Product Quantity	All Years	Incentive Per Product	Incentive Per Product	Incentive Per Product	Total Costs	Total Costs	Total Costs	
CFLs											
Standard CFLs	300,000	300,000	300,000	900,000							
Specialty CFLs	0	0	0	0							
Total Retail Based CFLs	300,000	300,000	300,000	900,000							
LEDs											
Standard LEDs	30,000	40,000	45,000	115,000							
Specialty LEDs	7,500	12,000	12,000	31,500							
Total Retail Based LEDs	37,500	52,000	57,000	146,500							
Miscellaneous Bulb Distribution											
CFLs											
Miscellaneous CFL Distribution	0	0	0	0							
Total Miscellaneous CFL Distribution	0	0	0	0							
Community Based Bulb Distribution											
CFLs											
Community Based CFL Distribution	0	0	0	0							
Total Community Based CFL Distribution	0	0	0	0							
Fixtures											
Ceiling Fans	0	0	0	0							
Total Fixtures	0	0	0	0							
Occupancy Sensors											
Occupancy Sensors	0	0	0	0							
Total Occupancy Sensors	0	0	0	0							
Non-Lighting Products											
Refrigerators	1,450	1,500	1,550	4,500							
Freezers	180	190	200	570							
Clothes Washers	1,560	1,600	1,650	4,810							
Room Air Purifiers	0	0	0	0							
Dehumidifiers	400	450	500	1,350							
Televisions	0	0	0	0							
Air Source Heat Pumps	0	0	0	0							
Ground Source Heat Pumps	0	0	0	0							
Ductless Heat Pumps	0	0	0	0							
ECM Fan Motor Central A/C	0	0	0	0							
Heat Pump Water Heater	20	30	40	90							
VSD Pool Pumps	0	0	0	0							
Programmable Thermostats	0	0	0	0							
Smart / Advanced Thermostats	0	0	0	0							
TBD	0	0	0	0							
Total Non Lighting	3,610	3,770	3,940	11,320							
Total All Products	341,110	355,770	360,940	1,057,820							

**Annual Energy Savings Summary
 Kentucky Power Residential Efficient Products Program
 January 1, 2015 - December 31, 2017**

Measure	2015			2016			2017			TOTALS		
	Annual kWh Savings/Unit	Product Quantity	Total Annual Gross MWh Savings	Annual kWh Savings/Unit	Product Quantity	Total Annual Gross MWh Savings	Annual kWh Savings/Unit	Product Quantity	Total Annual Gross MWh Savings	Average Annual kWh Savings/Unit	Total Product Quantity	Total Annual Gross MWh Savings
Standard CFLs		300,000			300,000			300,000			900,000	
Specialty CFLs		0			0			0			0	
Standard LEDs		30,000			40,000			45,000			115,000	
Specialty LEDs		7,500			12,000			12,000			31,500	
Miscellaneous CFL Distribution		0			0			0			0	
Community Based CFL Distribution		0			0			0			0	
Ceiling Fans		0			0			0			0	
Occupancy Sensors		0			0			0			0	
Lighting Sub Total		337,500			352,000			357,000			1,046,500	
Refrigerators		1,450			1,500			1,550			4,500	
Freezers		180			190			200			570	
Clothes Washers		1,560			1,600			1,650			4,810	
Room Air Purifiers		0			0			0			0	
Dehumidifiers		400			450			500			1,350	
Televisions		0			0			0			0	
Air Source Heat Pumps		0			0			0			0	
Ground Source Heat Pumps		0			0			0			0	
Ductless Heat Pumps		0			0			0			0	
ECM Fan Motor Central A/C		0			0			0			0	
Heat Pump Water Heater		20			30			40			90	
VSD Pool Pumps		0			0			0			0	
Programmable Thermostats		0			0			0			0	
Smart / Advanced Thermostats		0			0			0			0	
TBD		0			0			0			0	
Appliance Sub Total		3,610			3,770			3,940			11,320	
ANNUAL SAVINGS TOTALS		341,110			355,770			360,940			1,057,820	

Demand Savings Summary
Kentucky Power Residential Efficient Products Program
January 1, 2015 - December 31, 2017

GROSS DEMAND	2015			2016			2017			TOTALS			
	Measure	Demand kW Savings/Unit	Product Quantity	Total Gross Demand kW Savings	Demand kW Savings/Unit	Product Quantity	Total Gross Demand kW Savings	Demand kW Savings/Unit	Product Quantity	Total Gross Demand kW Savings	Demand kW Savings/Unit	Product Quantity	Total Gross Demand kW Savings
Standard CFLs		300,000				300,000			300,000			900,000	
Specialty CFLs		0				0			0			0	
Standard LEDs		30,000				40,000			45,000			115,000	
Specialty LEDs		7,500				12,000			12,000			31,500	
Miscellaneous CFL Distribution		0				0			0			0	
Community Based CFL Distribution		0				0			0			0	
Ceiling Fans		0				0			0			0	
Occupancy Sensors		0				0			0			0	
Lighting Sub Total		337,500				352,000			357,000			1,046,500	
Refrigerators		1,450				1,500			1,550			4,500	
Freezers		180				190			200			570	
Clothes Washers		1,560				1,600			1,650			4,810	
Room Air Purifiers		0				0			0			0	
Dehumidifiers		400				450			500			1,350	
Televisions		0				0			0			0	
Air Source Heat Pumps		0				0			0			0	
Ground Source Heat Pumps		0				0			0			0	
Ductless Heat Pumps		0				0			0			0	
ECM Fan Motor Central A/C		0				0			0			0	
Heat Pump Water Heater		20				30			40			90	
VSD Pool Pumps		0				0			0			0	
Programmable Thermostats		0				0			0			0	
Smart / Advanced Thermostats		0				0			0			0	
TBD		0				0			0			0	
Appliance Sub Total		3,610				3,770			3,940			11,320	
DEMAND SAVINGS TOTALS		341,110				355,770			360,940			1,057,820	

Non-Lighting Product Summary
Kentucky Power Residential Efficient Products Program
January 1, 2015 - December 31, 2017

Cost Elements	Total Product Quantity			Incentive Levels			Total Budget			Total 3 Year Program Budget
	2015	2016	2017	2015	2016	2017	2015	2016	2017	
	Product Quantity	Product Quantity	Product Quantity	Incentive Per Product	Incentive Per Product	Incentive Per Product	Total Costs	Total Costs	Total Costs	
Non-Lighting Products										
Refrigerators	1,450	1,500	1,550							
Freezers	180	190	200							
Clothes Washers	1,560	1,600	1,650							
Room Air Purifiers	0	0	0							
Dehumidifiers	400	450	500							
Televisions	0	0	0							
Air Source Heat Pumps	0	0	0							
Ground Source Heat Pumps	0	0	0							
Ductless Heat Pumps	0	0	0							
ECM Fan Motor Central A/C	0	0	0							
Heat Pump Water Heater	20	30	40							
VSD Pool Pumps	0	0	0							
Programmable Thermostats	0	0	0							
Smart / Advanced Thermostats	0	0	0							
TBD	0	0	0							
Total Non Lighting Products	3,610	3,770	3,940							

Certificate of Completion

Envelope Number: 27C293902367408783254F8F378E9AFE	Status: Completed
Subject: Kentucky Power Company Work Authorization No. 027539190034X110 Efficient Products	
Source Envelope:	
Document Pages: 36	Signatures: 2
Certificate Pages: 3	Initials: 5
AutoNav: Enabled	
Envelopeld Stamping: Enabled	
	Envelope Originator:
	Jennifer Downey
	Transmission & Distribution Procurement700
	Morrison Road, 4th Floor
	Gahanna, OH 43230
	jldowney@aep.com
	IP Address: 167.239.222.238

Record Tracking

Status: Original 12/31/2014 10:59:47 AM ET	Holder: Jennifer Downey jldowney@aep.com	Location: DocuSign
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Signer Events

Matt Curtis
mpcurtis@aep.com
Mgr, T & D Contracts

American Electric Power Service Corporation
Security Level: Email, Account Authentication (None)

Electronic Record and Signature Disclosure:
Not Offered
ID:

Scott Bishop
sebishop@aep.com

Security Level: Email, Account Authentication (None)

Electronic Record and Signature Disclosure:
Accepted: 12/31/2014 11:09:00 AM ET
ID: 1477c2e8-a1c4-4fa5-8d85-0cab2b6468bc

EJ Clayton
ejclayton@aep.com

Security Level: Email, Account Authentication (None)

Electronic Record and Signature Disclosure:
Accepted: 12/31/2014 12:34:16 PM ET
ID: b18b0716-adc0-44d9-acb0-8ac177c70885

Ranie Wohnhas
rkwohnhas@aep.com

Managing Director Regulatory and Finance
Security Level: Email, Account Authentication (None)

Electronic Record and Signature Disclosure:
Accepted: 12/31/2014 12:54:29 PM ET
ID: 979ff6cb-b880-4ee7-88b8-ad4c9bbf3a70

Signature

Using IP Address: 71.72.97.117
Signed using mobile

Using IP Address: 167.239.222.239

Using IP Address: 69.23.47.180
Signed using mobile

Using IP Address: 167.239.222.235

Timestamp


Sent: 12/31/2014 11:04:36 AM ET
Viewed: 12/31/2014 11:07:22 AM ET
Signed: 12/31/2014 11:07:29 AM ET

Sent: 12/31/2014 11:07:31 AM ET
Viewed: 12/31/2014 11:09:00 AM ET
Signed: 12/31/2014 11:19:44 AM ET

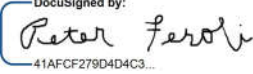
Sent: 12/31/2014 11:19:46 AM ET
Viewed: 12/31/2014 12:34:16 PM ET
Signed: 12/31/2014 12:37:10 PM ET

Sent: 12/31/2014 12:37:13 PM ET
Viewed: 12/31/2014 12:54:29 PM ET
Signed: 12/31/2014 12:55:00 PM ET

Signer Events	Signature	Timestamp
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<p>Greg Pauley ggpauley@aep.com President & COO Security Level: Email, Account Authentication (None)</p>	<p>DocuSigned by:  1CEC37744A884AE...</p> <p>Using IP Address: 167.239.222.234</p>	<p>Sent: 12/31/2014 12:55:04 PM ET Viewed: 1/2/2015 10:29:05 AM ET Signed: 1/2/2015 10:29:57 AM ET</p>
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Electronic Record and Signature Disclosure:
 Accepted: 1/2/2015 10:29:05 AM ET
 ID: cbeeb478-a95b-4658-b4bd-92680d73eb29

<p>Peter Feroli Peter.Feroli@cleareresult.com Security Level: Email, Account Authentication (None)</p>	<p>DocuSigned by:  41AFCF279D4D4C3...</p> <p>Using IP Address: 8.24.186.62</p>	<p>Sent: 1/2/2015 2:29:44 PM ET Viewed: 1/2/2015 2:38:38 PM ET Signed: 1/2/2015 2:47:53 PM ET</p>
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Electronic Record and Signature Disclosure:
 Accepted: 1/2/2015 2:44:37 PM ET
 ID: 51be0b9a-79a7-4427-8c31-d928f321a1c9

In Person Signer Events	Signature	Timestamp
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Editor Delivery Events	Status	Timestamp
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Agent Delivery Events	Status	Timestamp
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Intermediary Delivery Events	Status	Timestamp
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Certified Delivery Events	Status	Timestamp
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Carbon Copy Events	Status	Timestamp
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<p>Judy Stasack judy.stasack@cleareresult.com Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Not Offered ID:</p>	<p>COPIED</p>	<p>Sent: 1/2/2015 2:29:48 PM ET Viewed: 1/2/2015 2:40:33 PM ET</p>
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Notary Events	Timestamp
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Envelope Summary Events	Status	Timestamps
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Envelope Sent	Hashed/Encrypted	1/2/2015 2:29:48 PM ET
Certified Delivered	Security Checked	1/2/2015 2:38:38 PM ET
Signing Complete	Security Checked	1/2/2015 2:47:53 PM ET
Completed	Security Checked	1/2/2015 2:47:53 PM ET

Electronic Record and Signature Disclosure
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ELECTRONIC RECORD AND SIGNATURE DISCLOSURE

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement are intended to authenticate this writing and to have the same force and effect as manual signatures. Electronic signature means any electronic sound, symbol or process attached to or logically associated with a record and executed and adopted by a party with the intent to sign such record.

Please confirm your agreement by clicking the 'I agree' button at the bottom of this document.