

Kentucky Power Company
KPSC Case No. 2025-00365
Joint Intervenors' Post-Hearing Set of Data Requests
Dated July 6, 2026

DATA REQUEST

JI PHDR_7 Provide communications between TRC and the Company concerning implementation of the HEIP and CESP. Please include in your response all presentations, meeting notes, and written updates in addition to electronic communications and phone logs.

RESPONSE

The Company objects to this request as being vague, overly-broad, and unduly burdensome. The request seeks all communications between the Company and the entity implementing two DSM programs over an undefined period of time. The breadth of the request is designed to harass and burden the Company and not to provide relevant information regarding the subject of this case which is the updated calculation of DSM surcharges. Without waiving this objection, the Company responds that it has filed a motion for extension of time to compile and produce this voluminous response. Please also see KPCO_R_JI_PHDR_2_Attachment1 for all meeting presentations.

July 22, 2026 Supplemental Response

Please see KPCO_SR_JI_PHDR_7_Attachment1 for the requested communications.

Witness: Ryan L. Lake

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, January 12, 2026 4:18 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] 2025 Project Summary
Attachment(s): "Kentucky Power 2025 Summary for Ryan 1.12.26.xlsx"

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Hi Ryan

Fran is invoicing tomorrow, so these projects completed in late December will be included there.

Thanks.
Deb

	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3			Residential					Commercial			
4			2025 # Project	kWh		Incentives		2025 # Projects	kWh		Incentives
5			October	6	8,223.96	\$ 4,414		October	0	-	\$ -
6			November	8	12,838.67	\$ 5,950		November	4	#####	\$ 12,366
7			December	6	12,271.76	\$ 4,500		December	3	30,952.28	\$ 3,522
8			Total Invoiced	20	33,334.39	\$ 14,864		Total Invoiced	7	#####	\$ 15,888
9			December - not invoiced	12	21,524.00	\$ 7,370		December - not invoiced	1	4,512.00	\$ 414
10			2025 Completed Project	32	54,858.39	\$ 22,234		2025 Completed Project	8	#####	\$ 16,302
11											
12			2025 Goal (July-December)		192,609	\$ 68,513		2025 Goal (July-December)		1,269,774	\$ 130,444
13											
14			% of 2025 Goal Achieved		28%	32%		% of 2025 Goal Achieved		19%	12%
15											
16											
17											
18											

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, October 23, 2025 5:56 PM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Accruals - checking in

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Hi Ryan

My guess is that we need to be submitting a summary of accruals to you monthly but I'm not sure of a date or format. I'll mock something up but also wanted to see if you would check on any details, so we didn't miss any deadlines.

Thanks!

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, August 12, 2025 3:53 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Keenan L Sanders <ksanders@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] Adding Contractor Link to EnergyAdvantage Pages

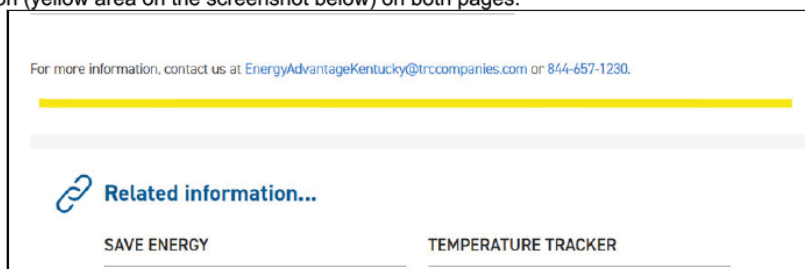
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Hi all,

When you get a chance, can you please make 2 small additions to the EnergyAdvantage at Home and EnergyAdvantage for Business pages?

We would like to add a link to apply to become a contractor under the "for more information" line and above the "related information" section (yellow area on the screenshot below) on both pages.



For the "[at home](#)" page please have it read: Interested in becoming an approved contractor for the Kentucky Power EnergyAdvantage at Home program?[Click here to apply.](#)

For the "[for business](#)" page please have it read: Interested in becoming an approved Trade Ally for the Kentucky Power EnergyAdvantage for Business program?[Click here to apply](#)

In case the link gets lost somehow in the send here is the link for them to apply at <https://trc.jotform.com/team/kpco/kentucky-power-trade-ally-app>

Let me know if you have any questions or concerns.
Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Thursday, December 11, 2025 11:18 AM EST
To: Ann Perkins <aperkins@safeharborky.org>; hwolfe@safeharborky.org <hwolfe@safeharborky.org>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] AEP LED Incentives

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Hello!

Please use the link below and create an application. Just do the first two tabs (Site information and Customer contact), I will handle the rest for you.

After that I will need the locations and invoice of the new LED lights installed, Models or spec sheets of the new lights, and wattage or models of the old lights.

Link to apply:

[Portal-OLA — Commercial Energy Solutions](#)

Please reach out with any questions!

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com



Kentucky Power's EnergyAdvantage Programs

Approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, September 24, 2025 4:53 PM EDT
To: Ryan L Lake <rllake@aep.com>; Amy J Elliott <ajelliott@aep.com>
CC: Tanner S Wolfram <tswolfram@aep.com>
Subject: [EXTERNAL] Agenda Plans for Friday - DSM call

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Hi Ryan

I have a question on the DSM meeting for Friday at 1pm EST.

We are working on a presentation but when I revisited the invite I thought that entire time may not be just for EnergyAdvantage program updates. Are we a portion of the agenda or the entire agenda?

[@Ryan L Lake](#) please let me know if you have any time to tag up for a few minutes on Thursday morning.

Thank you.
Deb

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Monday, September 22, 2025 11:33 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
CC: Voss, Jennifer <JVoss@trccompanies.com>
Subject: [EXTERNAL] Approval for Logo Use on Clothing for TRC Team

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Hi all,

Can you please confirm for me if we are able to use the Kentucky Power logo on shirts for our new outreach team member? We can send the proof for approval as needed, ensuring we follow the brand guides.

Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, November 12, 2025 2:56 PM EST
To: Ryan L Lake <rlake@aep.com>; Tanner S Wolfram <tswolfram@aep.com>; Stevi N Cobern <sncoborn@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Breakdown by month

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Hi - apologizes for the delay. Fran and were both at Trade Ally event and just found a safe place to pull over.

Fran is going to send the monthly breakdown for projects. We understand this is needed monthly going forward. We can continue to tweak the format to make sure we have the best fit for your report.

Thank you.

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, July 15, 2026 3:03 PM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Stevi N Cobern <sncobern@aep.com>; Nieto, Georgia <GNieto@trccompanies.com>
Subject: [EXTERNAL] CESP and HEIP - invoices in pdf for 2026

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Hi Ryan

Copying Georgia (TRC Finance) here and she is going to pdf the 2026 HEIP and CESP invoices that will include fixed fee and performance January – June.

Going forward, we can add you (or anyone) to the email notification of the monthly TRC services invoice.

Thanks Georgia!

Deb Hill
Senior Director

dhill@trccompanies.com
252.459.6654
252-801-6861 Cell

 **TRC** Member of **WSP**

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Tuesday, September 30, 2025 7:41 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Ryan L Lake <rlake@aep.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] Chamber Memberships

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Hi Sarah!

We were out in the field yesterday and had a good (very informal) chat with the director of the Floyd County Chamber. She was very welcoming for us to attend events and submit for the newsletter. We also offered a presentation when she had agenda availability which looks like not until 2026. However, she will share info with membership now via the newsletter and she kept some one pagers.

I wanted to check on a few things. Do you have a list of current Chamber memberships you could share, and I also wanted to be sure of any guidelines on how we are approved to engage. We will be sure to communicate with you/Ryan on all interactions and proceed with the appropriate direction and pre-approval from you.

Thank you!
Deb

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Monday, January 19, 2026 5:11 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Commercial Energy Audit

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Hey Ryan,

I apologize if this isn't necessarily a you question. I had a church contact me asking if KY Power does commercial energy audits, was not sure if that is something offered outside the program.

If not, I will get them in touch with Mountain Association.

Thanks!

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, September 24, 2025 3:38 PM EDT
To: Ryan L Lake <rllake@aep.com>
CC: Tanner S Wolfram <tswolfram@aep.com>; Phillips, Francis <FPhillips@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>
Subject: [EXTERNAL] Custom Comm Lighting Services Program contact

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Hi Ryan

How can we best coordinate with the Custom Commercial Lighting Services Program offered by Kentucky Power? Based on the description, seems like a great place to coordinate on leads for EnergyAdvantageBusiness.

Do you have a contact that we could reach out to or possible for you to facilitate a call? Or I can try this email - kysales@aep.com from the website.

Thank you!
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, November 12, 2025 9:10 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Deb OOO - please copy Fran

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Hi Ryan

I'm going to be out of the office Thursday/Friday to take my mom on a trip to visit with family. I'll be checking in but if you need anything please copy Fran because I'll be worrying here throughout the day 📞55357;📞56898;.

I've asked for the marketing costs by month, and we'll get that last bullet prepared for you to share with Tanner.

Thanks!
Deb

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, April 15, 2026 11:18 AM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Direct Install Measures kWh
Attachment(s): "Kentucky EnergyAdvantage at Home Direct Install Measures kWh and Incentives 4.15.26.xlsx"

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Hi Ryan,

Please see the attached Direct Install measures with the kWh and incentive. Some of the Direct Install measures do not have a kWh next to them because that detail is a calculation that is input during the assessment. I also have added a rebate tab to the spreadsheet; these measures are calculations input during the application process because of different factors, how many was installed, what was the existing, etc.

Let me know if you need anything else.

Thank you,
Fran

Fran Phillips
Operations Manager

C 301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://trccompanies.com)



	A	B	C	D	E	F	G
1	Program	Sub-Program	Eff Category	Eff Equip Description	Measure Code	Measure Number	Unit
2	HEI	Direct Install	Other	Advanced Power Strip - Tier 1	HEI-DI-O-2025-2	HEI-DI-O-2025-2	Each
3	HEI	Direct Install	Air Sealing	Caulking, Sealing, or Polyethylene Tape (Between Conditioned and Unconditioned Space)	HEI-DI-AS-2025-1	HEI-DI-AS-2025-1	Per Linear Foot
4	HEI	Direct Install	Air Sealing	Outlet Gasket	HEI-DI-AS-2025-2	HEI-DI-AS-2025-2	Each
5	HEI	Direct Install	Air Sealing	Switch Gasket	HEI-DI-AS-2025-3	HEI-DI-AS-2025-3	Each
6	HEI	Direct Install	Air Sealing	Door Sweep	HEI-DI-AS-2025-4	HEI-DI-AS-2025-4	Each
7	HEI	Direct Install	Air Sealing	Door Weatherstripping	HEI-DI-AS-2025-6	HEI-DI-AS-2025-6	Per Linear Foot
8	HEI	Direct Install	Air Sealing	Window Weatherstripping	HEI-DI-AS-2025-5	HEI-DI-AS-2025-5	Per Linear Foot
9	HEI	Direct Install	Air Sealing	Air Sealing with Blower Door - AC and Electric Resistance Heat	HEI-DI-AS-2025-7	HEI-DI-AS-2025-7	Per Home
10	HEI	Direct Install	Air Sealing	Air Sealing with Blower Door - Heat Pump	HEI-DI-AS-2025-9	HEI-DI-AS-2025-9	Per Home
11	HEI	Direct Install	Air Sealing	Air Sealing with Blower Door - No AC and Electric Resistance Heat	HEI-DI-AS-2025-8	HEI-DI-AS-2025-8	Per Home
12	HEI	Direct Install	Hot Water	1.0 GPM Low Flow Bathroom Faucet Aerator	HEI-DI-HW-2025-2	HEI-DI-HW-2025-2	Each
13	HEI	Direct Install	Hot Water	1.5 GPM Low Flow Kitchen Faucet Aerator	HEI-DI-HW-2025-3	HEI-DI-HW-2025-3	Each
14	HEI	Direct Install	Hot Water	1.5 GPM Low Flow Showerhead	HEI-DI-HW-2025-1	HEI-DI-HW-2025-1	Each
15	HEI	Direct Install	Hot Water	Electric Hot Water Heater Temperature Setback	HEI-DI-HW-2025-4	HEI-DI-HW-2025-4	Each
16	HEI	Direct Install	Insulation	30 Gallon Domestic Hot Water Heater Tank Wrap	HEI-DI-I-2025-3	HEI-DI-I-2025-3	Each
17	HEI	Direct Install	Insulation	40 Gallon Domestic Hot Water Heater Tank Wrap	HEI-DI-I-2025-4	HEI-DI-I-2025-4	Each
18	HEI	Direct Install	Insulation	60 Gallon Domestic Hot Water Heater Tank Wrap	HEI-DI-I-2025-5	HEI-DI-I-2025-5	Each
19	HEI	Direct Install	Insulation	80 Gallon Domestic Hot Water Heater Tank Wrap	HEI-DI-I-2025-6	HEI-DI-I-2025-6	Each
20	HEI	Direct Install	Insulation	Duct Sealing	HEI-DI-I-2025-7	HEI-DI-I-2025-7	Per Home
21	HEI	Direct Install	Insulation	R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe	HEI-DI-I-2025-1	HEI-DI-I-2025-1	Per Linear Foot
22	HEI	Direct Install	Insulation	R-3 Insulation of 1/2 thickness on 3/4" DHW Pipe	HEI-DI-I-2025-2	HEI-DI-I-2025-2	Per Linear Foot
23	HEI	Direct Install	Other	Whole Home Assessment	HEI-DI-O-2025-1	HEI-DI-O-2025-1	Per Home

Direct Install Measures kWh

	H	I	J	K
1	Savings per Unit kWh	Savings per Unit KW	Inc Rate Unit	Notes
2	80.00	0.01	\$30.00	
3	3.22	0.00	\$0.75	
4	3.76	0.00	\$5.00	
5	3.76	0.00	\$5.00	
6	58.56	0.00	\$25.00	
7	3.77	0.00	\$3.00	
8	3.77	0.00	\$3.00	
9			\$320.00	Calculation
10			\$320.00	Calculation
11			\$320.00	Calculation
12	20.84	0.03	\$10.00	
13	40.65	0.01	\$10.00	
14	234.46	0.02	\$20.00	
15	120.72	0.01	\$15.00	
16	209.00	0.02	\$75.00	
17	253.00	0.03	\$75.00	
18	273.00	0.03	\$75.00	
19	348.00	0.04	\$75.00	
20			\$150.00	Calculation
21	41.80	0.00	\$4.00	
22	52.20	0.01	\$4.00	
23			\$150.00	Calculation

	A	B	C	D	E	F	G
1	Program	Sub-Program	Eff Category	Eff Equip Description	Measure Code	Measure Number	Unit
2	HEI	Rebate	Hot Water	Heat Pump Water Heater	HEI-R-HW-2025-1	HEI-R-HW-2025-1	Each
3	HEI	Rebate	HVAC	Air Source Heat Pump - Tier 1 - Single Package	HEI-R-H-2025-6	HEI-R-H-2025-6	Each
4	HEI	Rebate	HVAC	Air Source Heat Pump - Tier 1 - Split System	HEI-R-H-2025-5	HEI-R-H-2025-5	Each
5	HEI	Rebate	HVAC	Air Source Heat Pump - Tier 2 - Single Package	HEI-R-H-2025-8	HEI-R-H-2025-8	Each
6	HEI	Rebate	HVAC	Air Source Heat Pump - Tier 2 - Split System	HEI-R-H-2025-7	HEI-R-H-2025-7	Each
7	HEI	Rebate	HVAC	Central Air Conditioner - Tier 1 - Single Package	HEI-R-H-2025-2	HEI-R-H-2025-2	Each
8	HEI	Rebate	HVAC	Central Air Conditioner - Tier 1 - Split System	HEI-R-H-2025-1	HEI-R-H-2025-1	Each
9	HEI	Rebate	HVAC	Central Air Conditioner - Tier 2 - Single Package	HEI-R-H-2025-4	HEI-R-H-2025-4	Each
10	HEI	Rebate	HVAC	Central Air Conditioner - Tier 2 - Split System	HEI-R-H-2025-3	HEI-R-H-2025-3	Each
11	HEI	Rebate	HVAC	Ductless Air Conditioner - Multi Zone	HEI-R-H-2025-10	HEI-R-H-2025-10	Each
12	HEI	Rebate	HVAC	Ductless Air Conditioner - Single Zone	HEI-R-H-2025-9	HEI-R-H-2025-9	Each
13	HEI	Rebate	HVAC	Ductless Heat Pump - Multi Zone	HEI-R-H-2025-12	HEI-R-H-2025-12	Each
14	HEI	Rebate	HVAC	Ductless Heat Pump - Single Zone	HEI-R-H-2025-11	HEI-R-H-2025-11	Each
15	HEI	Rebate	HVAC	Room Air Conditioner	HEI-R-H-2025-13	HEI-R-H-2025-13	Each
16	HEI	Rebate	HVAC	Smart Thermostat	HEI-R-H-2025-14	HEI-R-H-2025-14	Each
17	HEI	Rebate	Insulation	Attic Insulation - AC and Electric Resistance Heat	HEI-R-I-2025-1	HEI-R-I-2025-1	Per Square Foot of Conditioned Area
18	HEI	Rebate	Insulation	Attic Insulation - Heat Pump	HEI-R-I-2025-3	HEI-R-I-2025-3	Per Square Foot of Conditioned Area
19	HEI	Rebate	Insulation	Attic Insulation - No AC and Electric Resistance Heat	HEI-R-I-2025-2	HEI-R-I-2025-2	Per Square Foot of Conditioned Area
20	HEI	Rebate	Insulation	Floor Insulation	HEI-R-I-2025-4	HEI-R-I-2025-4	Per Square Foot of Conditioned Area

	H	I	J	K
1	Savings per Unit kWh	Savings per Unit KW	Inc Rate Unit	Notes
2			\$500.00	Calculation
3			\$400.00	Calculation
4			\$400.00	Calculation
5			\$500.00	Calculation
6			\$500.00	Calculation
7			\$200.00	Calculation
8			\$200.00	Calculation
9			\$250.00	Calculation
10			\$250.00	Calculation
11			\$200.00	Calculation
12			\$100.00	Calculation
13			\$400.00	Calculation
14			\$200.00	Calculation
15			\$20.00	Calculation
16			\$50.00	Calculation
17			\$0.20	Calculation
18			\$0.20	Calculation
19			\$0.20	Calculation
20			\$0.20	Calculation

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, April 08, 2026 10:29 AM EDT
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] Earth Right Promotion Document
Attachment(s): "Earth_Right_Kentucky_TRC_Document_Replies.pdf"

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Here is the document with our comments attached we discussed during the call 📞55357;📞56898;

Thanks!

Erica Tieman
Associate Marketing Director

1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 636.378.6857 | C 618.340.0773 | etieman@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](#)



Member of **WSP**



Marketing / Advertising Promotions and Programs

This document outlines proposed marketing, advertising, and outreach initiatives by Earth Right in coordination with TRC and Kentucky Power. The purpose is to ensure alignment, compliance, and approval for activities designed to increase participation in the Kentucky Power program.

1. YMCA & Community Event Collaboration

 We would like to host an event at a YMCA location where Earth Right representatives are present alongside a TRC representative. The goal is to directly educate and enroll customers into the Kentucky Power program on-site.

2. Website Landing Page Integration

 We propose creating a dedicated landing page on the Earth Right website that explains the Kentucky Power program. This page would include a direct link to Kentucky Power's official signup portal.

3. Branding & Marketing Materials

We request approval to:

-  • Wrap company vehicles using the same branding provided.
- Produce T-shirts matching approved color schemes and branding guidelines.

4. Door Hanger Adjustments

 We would like to adjust the verbiage on door hangers (while maintaining approved terminology) to include a stronger call-to-action for customer engagement.

5. Earth Right Referral Program (Independent Promotion)

 We propose offering a \$10 gift card for referrals made by Earth Right customers. This program would be clearly communicated as independent from Kentucky Power and not affiliated with the utility program.

6. Community Outreach Locations

 We request confirmation that outreach at community centers, trailer parks, and similar locations is permitted, including coordination with property managers or community leaders.

7. Public Speaking Engagements

 We would like to speak at community organizations such as Rotary Clubs, Elks Clubs, and similar groups to educate the public about the Kentucky Power program.

8. Program Awareness Strategy

 Our goal is to ensure customers are well-informed before entering the official enrollment process. The landing page and outreach efforts are designed to improve understanding and increase successful participation.

From: Capshaw, Courtney <CCapshaw@trccompanies.com>
Sent: Tuesday, April 15, 2025 9:56 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>; Sagan, Laura <LSagan@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] EE Program Names

This Message Is From an EXTERNAL Sender

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Hi Sarah.

As we begin to develop content and outreach materials and launch the customer-facing application portal, we wanted to check in with you on the names of energy efficiency programs. You may be aware that AEP Appalachian Power uses "TakeCharge" for their EE programs and has a dedicated website for both [TakeChargeVA](#) and [TakeChargeWV](#). We're not proposing a dedicated website for KPCo, although we do have the capability to build one if additional budget is allocated. We wanted to ask about the current naming conventions. Right now, we're referencing the programs as:

- Commercial Energy Solutions Program
- Home Energy Improvement Program

Before moving forward, we'd like to confirm whether these are the final names you'd like us to use or if you'd be open to exploring new, more consumer-friendly naming options. Our team is happy to brainstorm and propose new names that might resonate better with target audiences—if that's something you're interested in. Let us know how you'd like us to proceed.

Thanks!

Courtney C. Capshaw
Marketing Director

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1144
m 347.640.1792

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, February 11, 2026 9:29 AM EST
To: Ryan L Lake <rlake@aep.com>; Tanner S Wolfram <tswolfram@aep.com>
Subject: [EXTERNAL] EM&V for HEIP and CES

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi - Has the EM&V third party contractor for the programs been selected yet? Is that ADM or someone else?

We would like to set up a call sometime in the upcoming weeks if that is okay.

Thank you!

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, January 28, 2026 2:58 PM EST
To: Ryan L Lake <rllake@aep.com>
Subject: [EXTERNAL] ENERGYADVANTAGE at HOME pdfs.
Attachment(s): "HEI Incentive Guide.pdf", "HomeLaunch.pdf", "HEI Overview Print.pdf"

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Let me know if you need anything more.

Thanks
Deb



Home Incentive Guide

Kentucky Power's EnergyAdvantage at Home Program assesses your home for energy saving opportunities. A Home Energy Improvement Advisor will visit your home, install energy saving measures at no cost to you, and provide a Home Energy Assessment Report for free! Additional energy saving measures are also eligible for incentives. Homeowners must have electric heating to qualify.

EQUIPMENT WITH REBATE INCENTIVES

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Attic Insulation^{4,9}	Attic Insulation	Per Square Foot	\$0.20	\$230 Per Home
Floor Insulation⁴	Floor Insulation	Per Square Foot	\$0.20	\$220 Per Home

HVAC	DESCRIPTION	UNIT TYPE	INCENTIVE
Central Air Conditioner⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2	Each	\$200
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2	Each	\$250
Air Source Heat Pump⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2 & ≥ 8.2 HSPF2	Each	\$400
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Each	\$500
Ductless Air Conditioner⁸	Single Zone ≥ 15.2 SEER2	Per System	\$100
	Multi-Zone ≥ 15.2 SEER2	Per System	\$200
Ductless Heat Pump⁸	Single Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$200
	Multi-Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$400
Room Air Conditioner	ENERGY STAR Room Air Conditioner	Each	\$20
Smart Thermostat⁴	ENERGY STAR listed Smart Thermostat	Each	\$50

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE
Heat Pump Water Heater	ENERGY STAR Heat Pump Water Heater	Each	\$500

KentuckyPower.com/EnergyAdvantageHome
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

ENERGY ADVANTAGE INCENTIVES AT NO COST TO HOMEOWNER

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Low Flow Showerhead^{1,2}	1.5 GPM Low Flow Showerhead	Showerhead	\$20	3 Showerheads Per Home
Aerator^{1,2}	1.0 GPM Low Flow Bathroom Faucet Aerator	Aerator	\$10	5 Aerators Per Home
	1.5 GPM Low Flow Kitchen Faucet Aerator	Aerator	\$10	2 Aerators Per Home
Hot Water Heater Temperature Setback²	Electric Domestic Hot Water Heater Temperature Setback	Hot Water Heater	\$15	2 Per Home

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Pipe Insulation²	R-3 Insulation of 1/2 thickness on 3/4" DHW Pipe	Per Linear Foot	\$4	N/A
	R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe	Per Linear Foot	\$4	N/A
Hot Water Tank Wrap^{2,3}	30 - 80 Gallon Domestic Hot Water Heater Tank Wrap	Each	\$75	2 Per Home
Duct Sealing^{4, 5}	Duct Sealing	Per Home	\$150	N/A

AIR SEALING	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Air Sealing⁴	Caulking, Sealing, or Polyethylene Tape	Linear Foot	\$0.75	N/A
	Outlet Gasket on Exterior Walls	Gasket	\$5	10 Outlet Gas-kets Per Home
	Switch Gasket on Exterior Walls	Gasket	\$5	10 Switch Gas-kets Per Home
	Door Sweep on Exterior Doors	Each	\$25	2 Door Sweeps Per Home
	Window Weatherstripping	Per Linear Foot	\$3	N/A
	Door Weatherstripping on Exterior Doors	Per Linear Foot	\$3	N/A
Air Sealing with Blower Door^{4, 6, 7}	Whole Home Air Sealing with Blower Door Test. Home must be 15+ years old	Per Home	\$320	N/A

Air sealing projects are eligible for either the the whole home air sealing with blower door incentive or individual air sealing measure incentives (caulking, sealing, or polyethylene tape; outlet gaskets; switch gasket, door sweep; window weatherstripping; door weatherstripping)

OTHER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Advanced Power Strip	Tier 1: Simple Control/Switched Outlets	Each	\$30	5 Power Strips Per Home
Assessment	Whole Home Assessment	Home	\$150	1 Assessment Per Home

1 Aerators and showerheads must be WaterSense certified

2 Home must have electric water heating to qualify

3 Existing hot water heater tank insulation must have an R value < 24 or hot water heater must feel warm to the touch. Tank wrap must have a value of R-10

4 Homes must have electric heating to qualify

5 All accessible duct joints, seams, connections, and penetrations in unconditioned spaces must be sealed with duct mastic, spray, or UL-181 tape on joints

6 Blower door test required for whole home air sealing with minimum 10% reduction. Contractors should target the highest sources of air leakage first, such as major penetrations in the attic, basement, or crawl space

7 Homes must be 15 years or older to qualify

8 Fuel switching is not permitted. Equipment must be new and ENERGY STAR certified

9 Attic insulation must increase by at least R-20 and meet the R-38 building code.





Energy incentives for Kentucky residents

The Kentucky Power EnergyAdvantage at Home program offers customers rebates for upgrading to energy saving equipment in their homes.

Eligible residential customers can receive incentives for energy saving upgrades that reduce usage while improving safety and comfort.

Three Ways to Save!

1 Home Energy Assessment

An energy audit that includes a visual inspection, energy usage analysis and efficiency report to identify ways to save energy and money.

2 Direct Install

After the Home Energy Assessment, no-cost energy saving products can be installed, such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.

3 Rebates

For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

KentuckyPower.com/EnergyAdvantageHome
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

ENERGY ADVANTAGE

SAVE SMARTER WITH THESE PROGRAM PERKS



LOWER ENERGY BILLS

Cut monthly expenses by using less energy without sacrificing performance. Energy saving upgrades keep more money in your pocket year after year.



ENHANCE SAFETY

Energy saving upgrades often include advanced safety features. Upgrades can improve indoor air quality, reduce fire hazards, and keep your family safer.



INCREASE COMFORT

Energy improvements like low-flow aerators, hot water tank wraps, and HVAC upgrades work together to boost comfort in your home.



GO GREENER

By lowering your carbon footprint, you're not only saving money – you're contributing to a cleaner, more sustainable future for your community.



An **AEP** Company

Apply Online

Apply online at
KentuckyPower.com or
call **844-657-1230**.



HOME ENERGY ASSESSMENT PROCESS

- Visual inspection to identify problem areas and energy saving opportunities
- Health & safety testing for issues like mold, water infiltration and gas leaks
- Detailed review of your electric usage and high-impact savings opportunities
- Appliance education to help reduce energy waste
- Personalized energy efficiency score
- Comprehensive efficiency plan development with tailored energy saving recommendations

KentuckyPower.com/EnergyAdvantageHome
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



Introducing EnergyAdvantage at Home

Upgrade Your Home Today and Save!

We are excited to introduce **EnergyAdvantage at Home**, a new program with our residents in mind, designed to help make your home more energy efficient. The **Kentucky Power EnergyAdvantage at Home** program offers cash rebates for upgrades that create a more comfortable, energy efficient home while lowering your energy bills.

Benefits of EnergyAdvantage at Home:

- Lowering your energy bills
- Increasing comfort
- Enhanced safety

[Click Here to Learn More](#)

Ways to save with EnergyAdvantage at Home

1. **Home Energy Assessment:** An energy audit that includes a visual inspection, energy usage analysis and efficiency report to help identify ways to save energy and money.
2. **Direct Install:** After a home assessment free energy-savings products can be installed such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
3. **Rebates:** For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

Note: A home energy assessment is required to receive direct install measures, but is not necessary to apply for rebates.

[See How We Can Help](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCcompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, October 03, 2025 11:51 AM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] EnergyAdvantage electronic copies
Attachment(s): "CES-Incentive-Guide.pdf", "CES Overview Print.pdf", "HEI Overview Print.pdf", "HEI Incentive Guide.pdf"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the '**Report to Incidents**' button. No button, forward to incidents@aep.com.

Hi Ryan!

Great to see you this week. I've attached electronic copies of the brochures. I've having a few changes for the next printing, but we will review with Sarah for approval prior of the changes. My changes are formatting and not messaging.

I was out yesterday but will get our notes typed up from visits earlier this week.

Thank you.
Deb

ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here



Energy incentives for Kentucky businesses

Kentucky Power's EnergyAdvantage Program is helping businesses shine brighter — with less energy!

Eligible commercial customers can receive incentives for energy saving lighting upgrades and advanced control systems that reduce usage and improve workspace performance. It's all about lowering costs while creating cleaner, more productive buildings.

Efficiency That Pays Off

- » Better Workplaces
- » Cut Energy Costs
- » Cash Back Incentives
- » Go Greener

Does my business qualify?

EnergyAdvantage is available to commercial customers within the Kentucky Power service territory and served by Kentucky Power.

Some commercial users may not be eligible; please contact us to confirm your eligibility.

KentuckyPower.com/EnergyAdvantageBusiness
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

ENERGYADVANTAGE

SHINE SMARTER WITH THESE PROGRAM PERKS



EARN INCENTIVES

Get cash back for installing energy saving upgrades like LEDs and smart controls - making improvements more affordable from day one.



BETTER WORKPLACES

Enhance the comfort, safety, and overall environment of your building while increasing performance and satisfaction for employees and customers.



LOWER COSTS

Reduce your monthly energy bills and operating expenses with efficient upgrades that deliver long-term savings and stronger bottom-line performance.



GO GREENER

By lowering your carbon footprint, you're not only saving money - you're contributing to a cleaner, more sustainable future for your community.



An AEP Company

Apply Online

Apply online at
KentuckyPower.com or
call **844-657-1230**.



Kentucky Power's EnergyAdvantage Program is all about making saving energy simple and affordable so you can focus on what matters most - your business.

Here's how it works:

1

SUBMIT YOUR APPLICATION

Visit **KentuckyPower.com** or call **844-657-1230** to complete the initial application. Pre-approval is required for projects with an incentive $\geq$ \$10,000.

2

INSTALL APPROVED MEASURES

Customer or Trade Ally completes the installation of approved measures.

3

PROJECT REVIEW AND INSPECTION

Once application is submitted, the completed project undergoes a quality check.

4

START SAVING!

Take advantage of energy saving upgrades that can help lower your energy use and save money.

KentuckyPower.com/EnergyAdvantageBusiness
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



ENERGY ADVANTAGE

Saving Energy Starts Here

COMMERCIAL ENERGY SOLUTIONS

Incentive Guide

Kentucky Power offers cash incentives to commercial customers for energy-efficient lighting upgrades and advanced control systems that reduce usage and improve workspace performance. It's all about lowering costs while creating cleaner, more productive buildings.

Efficiency That Pays Off

- » Better Workplaces
- » Cash-Back Incentives
- » Cut Energy Costs
- » Go Greener

PROGRAM PERKS



EARN INCENTIVES

Get cash back for installing energy-efficient upgrades like LEDs and smart controls.



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Reduce your monthly energy bills and operating expenses with efficient upgrades.



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Enhance the comfort, safety, and overall environment of your building.



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Questions? Contact us!

QR
CODE

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844-657-1230
EnergyAdvantageKentucky@TRCCompanies.com

ENERGY ADVANTAGE

COMMERCIAL LIGHTING INCENTIVES¹

Efficient Equipment Category	Description	Unit Type	Incentive
Low Bay Fixture	LED Low Bay Fixture ≤ 200W	Each	\$10
High Bay Fixture	LED High Bay Fixture ≤ 200W	Each	\$50
	LED High Bay Fixture 201 - 250W	Each	\$60
	LED High Bay Fixture 251 - 300W	Each	\$75
Troffer	LED Troffer ≤ 80W	Each	\$20
Linear Lamp	LED 2ft Linear Lamp ≤ 10W	Each	\$1.50
	LED 3ft Linear Lamp ≤ 13W	Each	\$3
	LED 4ft Linear Lamp ≤ 22W	Each	\$3
	LED 8ft Linear Lamp ≤ 43W	Each	\$3
	LED U-Bend Linear Lamp ≤ 22W	Each	\$3
Downlight	LED Recessed, Surface, Pendant Downlight	Each	\$9
Refrigerated Case Lighting	LED Refrigerated or Freezer Case Light	Per Linear Foot	\$3.50
Exterior Fixture	LED Exterior Fixture ≤ 30 W	Each	\$30
	LED Exterior Fixture 31 - 100W	Each	\$35
	LED Exterior Fixture 101 - 200W	Each	\$50
	LED Exterior Fixture 201 - 300W	Each	\$75

COMMERCIAL LIGHTING CONTROLS INCENTIVES

Efficient Equipment Category	Description	Unit Type	Incentive
Occupancy Sensor	Occupancy Sensor Wall Switch	Each	\$15
	Occupancy Sensor Fixture Mounted	Each	\$15
	Occupancy Sensor Remote or Wall Mounted	Each	\$30
	Occupancy Sensor LED Fixture Integrated	Each	\$15
Daylight Sensor	Daylight Sensor Fixture Mounted	Each	\$10
	Daylight Sensor Remote or Wall Mounted	Each	\$20
Dual Occupancy & Daylight Sensor	Dual Occupancy & Daylight Sensor Fixture Mounted	Each	\$30
	Dual Occupancy & Daylight Sensor LED Fixture Integrated	Each	\$15
Network Lighting Controls ²	Networked Lighting Controls	Per Watt Controlled	\$0.20

¹ All lighting measures must be DLC or EnergyStar certified and must replace an existing incandescent, fluorescent, CFL, or HID lamp or fixture with equivalent lumens. Retrofit kits shall replace all components of the existing fixture except the outer shell.
² Networked lighting controls systems must be DLC listed.

Questions? Contact Us!



KentuckyPower.com
844-657-1230
EnergyAdvantageKentucky@TRCCompanies.com



Home Incentive Guide

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Room Air Conditioner	ENERGY STAR Room Air Conditioner	Each	\$20
Smart Thermostat⁴	ENERGY STAR listed Smart Thermostat	Each	\$50

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE
Heat Pump Water Heater	ENERGY STAR Heat Pump Water Heater	Each	\$500

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ENERGY ADVANTAGE

INCENTIVES AT NO COST TO HOMEOWNER

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Low Flow Showerhead^{1,2}	1.5 GPM Low Flow Showerhead	Showerhead	\$20	3 Showerheads Per Home
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AIR SEALING	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Air Sealing⁴	Caulking, Sealing, or Polyethylene Tape	Linear Foot	\$0.75	N/A
	Outlet Gasket on Exterior Walls	Gasket	\$5	10 Outlet Gas-kets Per Home
	Switch Gasket on Exterior Walls	Gasket	\$5	10 Switch Gas-kets Per Home
	Door Sweep on Exterior Doors	Each	\$25	2 Door Sweeps Per Home
	Window Weatherstripping	Per Linear Foot	\$3	N/A
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Air Sealing with Blower Door^{4, 6, 7}	Whole Home Air Sealing with Blower Door Test. Home must be 15+ years old	Per Home	\$320	N/A

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Advanced Power Strip	Tier 1: Simple Control/Switched Outlets	Each	\$30	5 Power Strips Per Home
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1 Aerators and showerheads must be WaterSense certified

2 Home must have electric water heating to qualify

3 Existing hot water heater tank insulation must have an R value < 24 or hot water heater must feel warm to the touch. Tank wrap must have a value of R-10

4 Homes must have electric heating to qualify

5 All accessible duct joints, seams, connections, and penetrations in unconditioned spaces must be sealed with duct mastic, spray, or UL-181 tape on joints

6 Blower door test required for whole home air sealing with minimum 10% reduction. Contractors should target the highest sources of air leakage first, such as major penetrations in the attic, basement, or crawl space

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3 Rebates

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ENERGY ADVANTAGE

SAVE SMARTER WITH THESE PROGRAM PERKS



LOWER ENERGY BILLS

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An AEP Company

Apply Online

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KentuckyPower.com or
call **844-657-1230**.



HOME ENERGY ASSESSMENT PROCESS

- Visual inspection to identify problem areas and energy saving opportunities
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- Detailed review of your electric usage and high-impact savings opportunities
- Appliance education to help reduce energy waste
- Personalized energy efficiency score
- Comprehensive efficiency plan development with tailored energy saving recommendations

KentuckyPower.com/EnergyAdvantageHome
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Monday, February 02, 2026 9:30 AM EST
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] EnergyAdvantage for Business Small Web Changes

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Sarah,

On the business page (<https://www.kentuckypower.com/savings/business/energy-advantage/>) can you please make these 2 minor changes, asap? We'd really appreciate it! ♦55357; ♦56898;

On this section, shown below, can you please add "HVAC" as bullet, and then where it says "click here" can you please add the same link that is used for the "explore incentives" link which is this: <https://trccontenthub.com/wp-content/uploads/2025/07/CES-Incentive-Guide.pdf>

AVAILABLE INCENTIVES

Click here to view our incentives list. Available measures include:

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

Let me know if you have any questions.

Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102

w 314.898.1130
m 618.340.0773



TRCCOMPANIES.COM

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, October 29, 2025 10:27 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] EnergyAdvantage Launch Email Reporting
Attachment(s): "EnergyAdvantage Email Launch Reporting.xlsx"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi,

It was nice chatting this morning! Attached please find the email reporting for your records. I added in the subject lines and screenshots of the emails for reference as well.

Let me know if you have any questions or need anything else.

Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

	A	B	C	D	E	F	G	H	I
1	Campaign	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces
2	Home Launch	53,061	17,762	36.60%	59.60%	40.40%	733	1.50%	4569
3	Business Launch	5,235	1,891	43.80%	14.90%	85.10%	199	4.60%	918
4									
5									
6	Home Email Subject Line:	New Rebates for Home Energy Efficient Upgrades Are Here							
7	Business Email Subject Line:	Cash Incentives for Energy Efficient Upgrades Are Here							
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[Click Here to Learn More](#)

Ways to save with EnergyAdvantage at Home

1. **Home Energy Assessment:** An energy audit that includes a visual inspection, energy usage analysis and efficiency report to help identify ways to save energy and money.
2. **Direct Install:** After a home assessment free energy-savings products can be installed such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
3. **Rebates:** For larger projects, such as HVAC or heat pumps, rebates are



Upgrade Your Business Today and Save!

We are excited to introduce **EnergyAdvantage for Business**, a new program with our business customers in mind, designed to help make your facilities more energy efficient. The **Kentucky Power EnergyAdvantage for Business** program offers cash incentives for upgrades that create a more comfortable, energy efficient work place while lowering your energy bills.

Benefits of EnergyAdvantage for Business:

- Save money on your energy bills to reinvest back into your business
- Increasing comfort for employees and customers
- Enhanced safety for your facility

[Click Here to Learn More](#)

Check Out These Available Incentives

- LED lighting
- Network lighting controls
- Occupancy sensors

	J	K	L
	Bounce Rate	Unsubscribes	Unsubscribe Rate
1			
2	8.60%	35	0.10%
3	17.50%	10	0.20%
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	A	B	C	D	E	F	G	H	I
40	available to help offset the cost.					• Daylight controls			
41	<i>Note: A home energy assessment is required to receive direct install measures, but is not necessary to apply for rebates.</i>								
42									
43	See How We Can Help						Click Here to Get Started		
44									
45	KentuckyPower.com/Savings 844-657-1230 EnergyAdvantageKentucky@TRCCompanies.com					KentuckyPower.com/Savings 844-657-1230 EnergyAdvantageKentucky@TRCCompanies.com			
46									
47	Kentucky Power 1645 Winchester Avenue Ashland, KY 41101 US					Kentucky Power 1645 Winchester Avenue Ashland, KY 41101 US			
48	Unsubscribe Update Profile Constant Contact Data Notice					Unsubscribe Update Profile Constant Contact Data Notice			
49									

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, May 14, 2026 9:56 AM EDT
To: Sarah M Lynch <sminusbaum@aep.com>
Subject: [EXTERNAL] EnergyAdvantage Marketing Meeting Follow-Up Items
Attachment(s): "Earth_Right_Kentucky_Power_Referral_Request.pdf", "[EXTERNAL] Lower Energy Costs for Your Business Starts Here.msg", "[EXTERNAL] Spring is the Perfect Time to Save Energy at Home.msg"

This Message Is From an EXTERNAL Sender

This is an EXTERNAL email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Sarah,

As a follow up from yesterday, I have a few items for you ♦55357;♦56898;

1. **Earth Right Gift Card Referral Outline:**

- Summary:** They would like to give gift cards to customers who refer others to do an HEA. It is noted on the document the will make sure it is VERY clear this is not from TRC or KPCCo
- Need:** please let me know if this is approved on your end so they can start right away

2. **April Emails**

- Summary:** the emails sent in April for your files

3. **Email Reporting:**

a.

2026			
2/5/2026 11:53Q1 2026 Business 1	5,172	1,845 42.50%	62 1.40% Prepare your Business for the Season
2/17/2026 12:14Q1 2026 Business 2	5,164	1,756 40.50%	25 0.60% Smarter Energy Savings for Your Business
3/3/2026 10:20Q1 2026 Business 3	5,156	1,692 39.20%	24 0.60% Is Your Business Ready for a More Efficient Year?
4/14/2026 8:30Bus March #1 - Lower Business Overhead	5,228	1,664 38.20%	76 1.70% Lowering Energy Costs for Your Business Starts Here
2/5/2026 11:52Q1 2026 Home 1	52,528	18,766 39.30%	350 0.70% Start the New Year with Smart Energy Savings
2/17/2026 12:13Q1 2026 Home 2	52,438	18,518 38.90%	94 0.20% Lower Bills, Greater Comfort - All Year long
3/3/2026 10:24Q1 2026 Home 3	52,345	17,036 35.90%	244 0.50% Is Your Home Ready for a More Efficient Year?
4/14/2026 6:00Home March #1 - Spring Assessment	52,208	16,549 35.10%	140 0.30% Spring is the Perfect Time to Save Energy at Home
4/23/2026 9:1704.2026 Home Assessment Calling Follow-up	601	21441.60%	9 1.70% Follow-up: Cut Energy Costs with a Free Home Energy Assessment

4. **Talking Points for Outreach team**

- Summary:** we would like to provide our outreach team with approved talking points, or point of contacts that he can send customers to who ask him questions unrelated to our programs out in the field
- Need:** please provide approved language; bullet points would even be great.

I will also be sending a separate email with some new campaign emails for review/approval. That will be coming shortly after this.

Let me know if you have any questions or need anything else.

Thank you!

Erica Tieman
Associate Marketing Director

1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 636.378.6857 | C 618.340.0773 | etieman@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](#)



From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Tuesday, April 14, 2026 9:31 AM EDT
To: jvoss@trccompanies.com <jvoss@trccompanies.com>
Subject: [EXTERNAL] Lower Energy Costs for Your Business Starts Here

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

EnergyAdvantage for Business Offers Rebates for Qualifying Upgrades

Energy costs impact every business and small upgrades can create long-term savings. **Kentucky Power's EnergyAdvantage for Business** program helps eligible commercial customers reduce energy use and improve facilities with incentives for qualifying projects.

Program benefits include:

- Rebates for energy-efficient upgrades
- Reduced operating costs
- Improved facility comfort, safety, and performance

Explore
Incentives

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Tuesday, April 14, 2026 7:03 AM EDT
To: etiemman@trccompanies.com <etiemman@trccompanies.com>
Subject: [EXTERNAL] Spring is the Perfect Time to Save Energy at Home

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

EnergyAdvantage at Home Can Help Lower Bills and Improve Comfort

Spring is a great time to make home upgrades that pay you back all year long. With **EnergyAdvantage at Home**, Kentucky Power can help you improve comfort and reduce energy waste with direct install measures and rebates designed for you.

You can further energy savings with:

- Upgrading heating and cooling equipment
- Improving insulation and air sealing
- Installing energy-saving products after an assessment

The result? A home that feels better and costs less to operate.

The EnergyAdvantage at Home program is only available to customers with electrically heated homes at this time.

[Learn More](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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Request for Approval of Contractor Referral Gift Card Program

To the Team at TRC and Kentucky Power,

Earth Right Mid-Atlantic would like to formally request approval to implement a contractor-operated customer referral incentive program related to the Kentucky Power Program.

Under this proposed program, Earth Right Mid-Atlantic would provide a **\$20 referral gift card** to existing customers who refer homeowners or renters located within the Kentucky Power service territory, provided that the referred customer ultimately moves forward and completes work through the Kentucky Power Program with our company.

We would also like to clearly establish the following terms and conditions regarding this referral incentive program:

- The referral gift card program is operated solely and independently by Earth Right Mid-Atlantic.
- The program is not sponsored, administered, funded, or endorsed by TRC or Kentucky Power.
- All marketing materials, customer communication, and terms and conditions will specifically state that the referral gift card is being provided directly by Earth Right Mid-Atlantic.
- Any questions, concerns, or communication regarding referral payments or gift cards will be handled exclusively through Earth Right Mid-Atlantic's office and staff.
- Customers will be instructed not to contact TRC or Kentucky Power regarding referral incentives, payments, or related issues.
- Earth Right Mid-Atlantic will issue referral gift cards within approximately two weeks following the successful completion and installation of the referred project.
- The referral program is intended strictly as a contractor-driven marketing initiative to help generate additional participation and enrollment within the Kentucky Power Program service area.

We believe this initiative can help increase customer participation, improve program awareness, and encourage additional energy efficiency projects throughout the Kentucky Power territory while maintaining a clear separation between contractor-sponsored marketing efforts and utility program administration.

We appreciate your consideration of this request and look forward to discussing any questions, concerns, or compliance requirements you may have regarding this proposed referral program.

Sincerely,

Corey Argentino
Owner & CEO
Earth Right Mid-Atlantic

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, December 03, 2025 9:54 AM EST
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] EnergyAdvantage Updated Social Graphics
Attachment(s): "OneDrive_2025-12-03.zip"

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Hi all,

Attached are a new set of social graphics you can use for a bit to swap out the creative some if you would like ♦55357; ♦56898;

Thanks!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

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From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, April 15, 2026 11:37 AM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Few questions for today - and follow up

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Hi Ryan

Hope your week is good. Sorry for the delay on the measures that Fran just sent. I wanted to compare to something we ran last week so I was the hold up. Let us know if you need anything more.

1 - Would you like me to go ahead and connect with Josh/Mountain today to just tag up in anticipation that you can cancel Friday? I will be sure to keep it at a high level.

2 - Let us know any preference on dates to submit incentive invoices once a month. We have some CESP that we are inputting today, but they are fine to hold. We'll show them in the pipeline for Monday's presentation.

3 - I let Erica know about the pending request for podcast, but we'll figure it out once you have more details.

4 - We just had a quick call with the residential team, and the schedule is filling up for April. They are also interviewing an additional auditor this month.

Thank you.
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, October 09, 2025 7:58 AM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Field Visit Summary and Questions for Tanner
Attachment(s): "Kentucky Power Sept Oct Visit Summary Draft 10.5.25.docx"

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Hi Ryan

It was so great to meet you last week. It's always nice to be in person when possible.

We feel like we had very productive days in the field. I've attached a summary which also includes the few questions that we discussed that needed a follow-up with Tanner.

We'll be sending over Captures id/passwords for you and Sarah and then we can schedule a overview of the database navigation and dashboards.

We have two touch bases on the calendar now. First Monday, a phone call for you/me and then third Mondays a full presentation update with the larger team.

I've included contact information for some team members in the document for your reference. For now, until we get Issac fully trained, please reach out to me or Fran for anything you need.

Let us know how we can assist.

Thank you!
Deb

Kentucky Power - EnergyAdvantage

September 29 – October 1

This document is organized to present a few questions and updates and provide a summary of field visits and contacts.

Issac Finn is starting in the field this week making customer visits, and we'll have a full report of activities included in the monthly report presentation on Monday, October 20.

For your reference, I've included contact information for several team members.

Deborah Hill Program Director dhill@trccompanies.com 252.459.6654	Fran Phillips Operations Manager fphillips@trccompanies.com 301.275.7427	Issac Finn Outreach ifinn@trccompanies.com 859.417.2802
Peter Hynson Engineering phynson@trccompanies.com 540.666.8437	Eric Tieman Sr. Marketing Manager etieman@trccompanies.com 314.898.1130	Jenifer Voss Marketing Coorindator jvoss@trccompanies.com 618.642.8171

Below are a few questions that we mentioned when we met that you offered to have a follow-up conversation with Tanner.

1. We've searched the filings and program documents but want to be 100% sure since we did receive account numbers for government and public buildings. Are government/public customers eligible to participate in EnergyAdvantage Business?

We understand explicitly that the definition of commercial is only non-residential commercial and does not include industrial accounts.

2. As mentioned on the DSM call, Mountain Association inquired when we would launch the HVAC incentives. The HVAC incentives were intended to start in Year 2 but with the mid-year start date we wanted to bring this back up for discussion on how to proceed.
3. Do you have a contact for the Commercial Lighting Design Programs? This program appears to be a good lead generator for EnergyAdvantage Business.
4. We have requested a list of Chambers and approved rules of engagement by our team.

We had several follow-up tasks from our meeting:

1. Captures accounts have been requested for both you and Sarah. We can add additional Captures accounts as needed. We will also share dashboard reports and schedule a Captures review.
2. We have the monthly presentation/update call on the 3rd Monday of each month. We have also established a separate check-in call that will be two weeks prior, so we have two monthly check-ins.

We are also available at any time for updates and questions. Just let us know!

3. I shared the current program collateral electronically. We are also setting up a site to be shared so the most recent versions of all program materials can be downloaded and easily accessed.

Listed below is a quick summary of our visits September 29-30:

Monday, September 29

Visited [REDACTED]

Shirley Sexton (Director), Marty and Josh Bills/Mountain Association

- Discussed program opportunities
- Completed lighting assessment of primary rooms at the Civic Center
- Submitted Phase 1 lighting project

Information meeting with Josh/Mountain and he provided the following leads.

[REDACTED]

[REDACTED]

[REDACTED]



Distributed commercial and residential program information at the following locations:

- Isom - Community Pharmacy
- Isom - Community Trust Bank
- Hindman- Mi-Dee-Mart
- Hindman – Primary Care Centers

Floyd County Chamber of Commerce

- Ms. Charly Wise Executive Director
- Chamber Newsletter – include program info
- April 2026 presentation opportunity at meeting

Tuesday, September 30

West Liberty Chamber of Commerce

- Patty Gibson, Treasurer (also VP, COO of Commercial Bank)
- Offered to include program info in newsletter
- Discussed speaking engagement / possibly Feb 2026

Gateway Community Action

- Melissa Arnet, LIHEAP and Weatherization
- Discussed residential program to assist with long waiting list

Carter County – Grayson City

- Met with Mayor Troy Comb
- Left commercial and residential program materials
- Secured Grayson Chamber contact
 - [Redacted]

Ashland – Northeast Kentucky Chamber of Commerce

- Sydni Pierce – COO
- Discussed “lunch and learn” opportunities and including info in newsletter

- Also introduced to: Hunter Boyd, Executive Director – Northeast Kentucky Economic Development

Identify corporate contacts for these businesses located throughout the territory:

- [REDACTED] - talked with local manager about lighting incentives
- [REDACTED] – identified lighting opportunities

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, April 23, 2026 10:08 AM EDT
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] For Review: Dual Branded Page Mockup
Attachment(s): "04.2026_KPCo_EnergyAdvantage_Website Mockup_v1.pdf", "kpco home page mockup.pdf"

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Hi Sarah,

Attached please find a second website mockup showing how both programs could be promoted on the same page
◆55357;◆56898;.

Let us know if you have any additional needs with this request.

Thanks!

Erica Tieman
Associate Marketing Director

1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 636.378.6857 | C 618.340.0773 | etieman@trccompanies.com
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MY ACCOUNT

OUTAGES

SAVINGS

COMMUNITY

CONTACT

LOG IN



Home / Savings / Home Savings / Save Energy

MONEY AND ENERGY SAVINGS FOR YOUR **HOME** & **BUSINESS**



ENERGYADVANTAGE
AT HOME



ENERGYADVANTAGE
FOR BUSINESS

WHY CHOOSE **ENERGY**ADVANTAGE?

- **LOWER ENERGY COSTS**
Identify opportunities to reduce energy use and save on monthly utility bills.
- **IMPROVE EFFICIENCY AND PERFORMANCE**
Upgrade to energy-efficient equipment and solutions tailored to your space.
- **ENHANCE COMFORT AND SAFETY**
Create a healthier, safer, and more comfortable environment year-round.
- **ACCESS INCENTIVES AND SAVINGS**
Take advantage of available incentives and receive both immediate and long-term savings.
- **GET EXPERT GUIDANCE**
Work with experienced energy advisors and a trusted network of contractors to implement improvements.

AVAILABLE INCENTIVES

[View Home Incentives](#)

AVAILABLE MEASURES INCLUDE:

- LED LIGHTING
- NETWORK LIGHTING
- CONTROLS
- HVAC
- OCCUPANCY SENSORS
- DAYLIGHT CONTROLS

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost. Projects above \$10,000 will require pre-approval prior to moving forward with equipment purchase and installation. The Commercial Energy Solutions Program provides rebates to commercial (non-residential, non-industrial) customers.

START YOUR PROJECTS TODAY!

Improve your home's comfort and energy costs with Kentucky Power.

[Schedule Your Free Energy Assessment](#)



[Apply for Rebates](#)



[Explore Available Rebates](#)



[View Business Incentives](#)

AVAILABLE MEASURES INCLUDE:

- **HOME ENERGY ASSESSMENT**
A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report with an energy score and recommendations that identify additional ways to save energy and money.
- **DIRECT INSTALL MEASURES**
Free energy-saving products installed during the home energy assessment visit, may include low-flow faucet aerators, weatherstripping, hot water tank wraps and pipe insulation for electric water heaters.
- **REBATES**
Financial incentives for deeper energy-saving upgrades such as HVAC improvements, attic insulation, and heat pump water heaters.

Note: A home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

READY TO START SAVING?

Take the first step toward a more efficient and profitable future for your business.

[Explore Incentives](#)



[Apply Now](#)



For more information, contact us at EnergyAdvantageKentucky@trccompanies.com or 844-657-1230.

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MY ACCOUNTOUTAGESSAVINGSCOMMUNITYCONTACT

LOG IN



POWERING WARMTH AND COMFORT

We're here to help you keep your home comfortable and manage your energy costs.

PAY/VIEW MY BILL

REPORT AN OUTAGE

START, STOP, MOVE SERVICE

PAYMENT ASSISTANCE

SCAM AND FRAUD SAFETY

Your safety matters to us, and that includes safeguarding you from financial scams. We want you to know how to recognize and avoid frauds before they cause harm.

[Learn more](#)

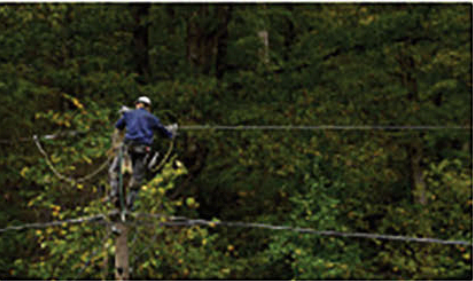


Want stable electric bills year-round?

[Enroll in AMP](#)

POWER YOU CAN RELY ON

Learn more about our projects and plans to keep the power flowing.



WHAT'S YOUR OUTAGE STATUS?

Find out the current outage status of your neighborhood.



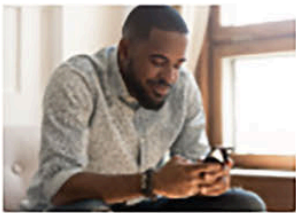
POWERING ON:

Learn what we are doing to improve reliability across eastern Kentucky.



LOWER YOUR ENERGY BILLS

Huge Savings for Home and Business



Enroll in Outage Alerts

Get automatic notifications when your power will come back with outage alerts.

[Get outage alerts](#)



Caring for Our Community

See how we're working with you to deliver brighter futures for our communities.

[How we're helping](#)



Stay Informed

All you need to know about Power Line Safety

[Learn More](#)

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Need help? Call us.

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MY ACCOUNTOUTAGESSAVINGSCOMMUNITYCONTACT

LOG IN



POWERING WARMTH AND COMFORT

We're here to help you keep your home comfortable and manage your energy costs.

PAY/VIEW MY BILL

REPORT AN OUTAGE

START, STOP, MOVE SERVICE

PAYMENT ASSISTANCE

SCAM AND FRAUD SAFETY

Your safety matters to us, and that includes safeguarding you from financial scams. We want you to know how to recognize and avoid frauds before they cause harm.

[Learn more](#)

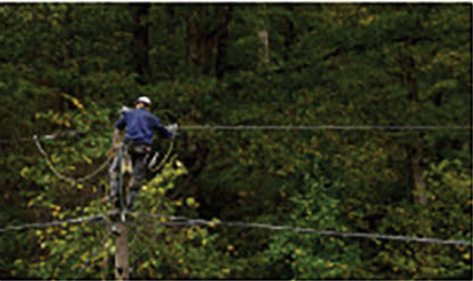


Want stable electric bills year-round?

[Enroll in AMP](#)

POWER YOU CAN RELY ON

Learn more about our projects and plans to keep the power flowing.



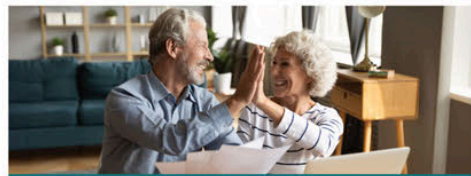
WHAT'S YOUR OUTAGE STATUS?

Find out the current outage status of your neighborhood.



POWERING ON:

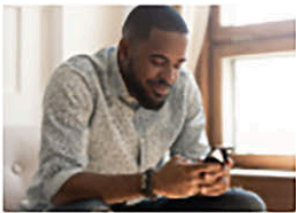
Learn what we are doing to improve reliability across eastern Kentucky.



ENERGY ADVANTAGE AT HOME



ENERGY ADVANTAGE FOR BUSINESS



Enroll in Outage Alerts

Get automatic notifications when your power will come back with outage alerts.

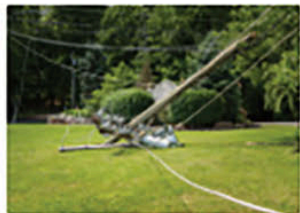
[Get outage alerts](#)



Caring for Our Community

See how we're working with you to deliver brighter futures for our communities.

[How we're helping](#)



Stay Informed

All you need to know about Power Line Safety

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From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Monday, September 22, 2025 11:24 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage at Home Customer Incentive Guide
Attachment(s): "HEI Customer Incentive Guide.pdf"

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Good morning,

We created a "customer facing" version of the incentive guide. The only difference is on the back it says "no cost to homeowner" vs. an incentive dollar amount (that typically a contractor would want to know).

Please let us know if these are approved to print, and we'll get them sent out right away.

Thank you!

Erica
Tieman
Sr.
Marketing
Manager





Homeowner Incentive Guide

Kentucky Power's EnergyAdvantage at Home Program assesses your home for energy saving opportunities. A Home Energy Improvement Advisor will visit your home, install energy saving measures at no cost to you, and provide a Home Energy Assessment Report for free! Additional energy saving measures are also eligible for incentives. Homeowners must have electric heating to qualify.

EQUIPMENT WITH REBATE INCENTIVES

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE
Attic Insulation^{4,9}	Attic Insulation	Per Square Foot	\$0.20
Floor Insulation⁴	Floor Insulation	Per Square Foot	\$0.20

HVAC	DESCRIPTION	UNIT TYPE	INCENTIVE
Central Air Conditioner⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2	Each	\$200
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2	Each	\$250
Air Source Heat Pump⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2 & ≥ 8.2 HSPF2	Each	\$400
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Each	\$500
Ductless Air Conditioner⁸	Single Zone ≥ 15.2 SEER2	Per System	\$100
	Multi-Zone ≥ 15.2 SEER2	Per System	\$200
Ductless Heat Pump⁸	Single Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$200
	Multi-Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$400
Room Air Conditioner	ENERGY STAR Room Air Conditioner	Each	\$20
Smart Thermostat⁴	ENERGY STAR listed Smart Thermostat	Each	\$50

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE
Heat Pump Water Heater	ENERGY STAR Heat Pump Water Heater	Each	\$500

ENERGY ADVANTAGE

INCENTIVES AT NO COST TO HOMEOWNER

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE
Low Flow Showerhead ^{1,2}	1.5 GPM Low Flow Showerhead	Showerhead	No Cost to Homeowner
Aerator ^{1,2}	1.0 GPM Low Flow Bathroom Faucet Aerator	Aerator	No Cost to Homeowner
	1.5 GPM Low Flow Kitchen Faucet Aerator	Aerator	No Cost to Homeowner
Hot Water Heater Temperature Setback ²	Electric Domestic Hot Water Heater Temperature Setback	Hot Water Heater	No Cost to Homeowner

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE
Pipe Insulation ²	R-3 Insulation of 1/2 thickness on 3/4" DHW Pipe	Per Linear Foot	No Cost to Homeowner
	R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe	Per Linear Foot	No Cost to Homeowner
Hot Water Tank Wrap ^{2,3}	30 - 80 Gallon Domestic Hot Water Heater Tank Wrap	Each	No Cost to Homeowner
Duct Sealing ^{4, 5}	Duct Sealing	Per Home	No Cost to Homeowner

AIR SEALING	DESCRIPTION	UNIT TYPE	INCENTIVE
Air Sealing ⁴	Caulking, Sealing, or Polyethylene Tape	Linear Foot	No Cost to Homeowner
	Outlet Gasket on Exterior Walls	Gasket	No Cost to Homeowner
	Switch Gasket on Exterior Walls	Gasket	No Cost to Homeowner
	Door Sweep on Exterior Doors	Each	No Cost to Homeowner
	Window Weatherstripping	Per Linear Foot	No Cost to Homeowner
	Door Weatherstripping on Exterior Doors	Per Linear Foot	No Cost to Homeowner
Air Sealing with Blower Door ^{4, 6, 7}	Whole Home Air Sealing with Blower Door Test. Home must be 15+ years old	Per Home	No Cost to Homeowner

Air sealing projects are eligible for either the the whole home air sealing with blower door incentive or individual air sealing measure incentives (caulking, sealing, or polyethylene tape; outlet gaskets; switch gasket, door sweep; window weatherstripping; door weatherstripping)

OTHER	DESCRIPTION	UNIT TYPE	INCENTIVE
Advanced Power Strip	Tier 1: Simple Control/Switched Outlets	Each	No Cost to Homeowner
Assessment	Whole Home Assessment	Home	No Cost to Homeowner

1 Aerators and showerheads must be WaterSense certified

2 Home must have electric water heating to qualify

3 Existing hot water heater tank insulation must have an R value < 24 or hot water heater must feel warm to the touch. Tank wrap must have a value of R-10

4 Homes must have electric heating to qualify

5 All accessible duct joints, seams, connections, and penetrations in unconditioned spaces must be sealed with duct mastic, spray, or UL-181 tape on joints

6 Blower door test required for whole home air sealing with minimum 10% reduction. Contractors should target the highest sources of air leakage first, such as major penetrations in the attic, basement, or crawl space

7 Homes must be 15 years or older to qualify

8 Fuel switching is not permitted. Equipment must be new and ENERGY STAR certified

9 Attic insulation must increase by at least R-20 and meet the R-38 building code.



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, October 31, 2025 12:59 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage Door Hanger & Next Emails
Attachment(s): "KPCo Door Hanger.pdf", "Home Email 1.pdf", "Home Email 2 (1).pdf", "Home Email 3 (1).pdf", "Business Email 1.pdf", "Business Email 2.pdf", "Business Email 3.pdf"

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Hi,

Happy Halloween! Attached please find a door hanger - once approved we will get these printed and the outreach team or TAs can start adding these to doors when they are out.

Also attached please find the next 3 emails for each program. Once these are approved, I can send over the dates/times these would be sent, and we will get them scheduled out.

Looking forward to your feedback, I hope you have a great weekend!

Thanks,

Erica
Tieman
Sr.
Marketing
Manager





Now Available: Incentives for Energy Saving Business Upgrades

EnergyAdvantage for Business, a new program from Kentucky Power, was designed to help business customers save money and energy with cash rebates and technical support to get you started.

Available measures include:

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

[Learn More](#)

It's Easy to Get Started!

With our expert guidance, you can feel assured that upgrading your facility's equipment will be easier and more cost-efficient than ever before. How to get started:

1. **Explore Incentives** – Review the incentives available for your business.
2. **Choose Your Contractor** – Select an approved trade ally from our network or use your preferred contractor.
3. **Implement Upgrades** – Complete your energy-saving upgrades.
4. **Claim Your Incentives** – Submit your application and receive your incentive.

[Contact Us Today](#)

KentuckyPower.com/Savings | 844-657-1230 |
EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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Save More with EnergyAdvantage for Business!

EnergyAdvantage for Business is built to support upgrades that reduce operating expenses, improve comfort for employees and customers, and contribute to a more sustainable future.

How EnergyAdvantage Helps your Business:

- **Maximize Energy Efficiency** - Reduce your energy and monthly utility bills with efficient upgrades tailored to your business.
- **Take Advantage of Incentives** - Incentives are available for qualifying equipment upgrades.
- **Partner with Trusted Experts** - Our network of trade ally contractors is available to assist you with implementing energy saving solutions for your business.

Learn
More

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCcompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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See How EnergyAdvantage for Business Can Help You

The **Kentucky Power Commercial EnergyAdvantage for Business** program is designed to help businesses like yours reduce operating costs and create more efficient commercial spaces for all seasons. Eligible commercial customers can receive incentives for energy saving lighting upgrades and advanced control systems that reduce usage and improve workspace performance.

[View Incentives](#)

Check Out These Program Perks!

- **Earn Incentives** – Get cash back for installing energy saving upgrades like LEDs and smart controls, making improvements more affordable from day one.
- **Lower Costs** – Reduce your monthly energy bills and operating expenses with efficient upgrades that deliver long-term savings and stronger bottom-line performance.
- **Better Workplaces** – Enhance the comfort, safety, and overall environment of your building while increasing performance and satisfaction for employees and customers.
- **Go Greener** – By lowering your carbon footprint, you're not only saving money – you're contributing to a cleaner, more sustainable future for your community.

[Click Here to Get Started](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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Cash Rebates and Comfort Upgrades with EnergyAdvantage at Home

EnergyAdvantage at Home offers cash rebates, no cost energy saving products, and expert guidance to help you make your home save energy and save money. Our professional energy advisors can help you ensure your home remains comfortable throughout the year with energy saving opportunities.

[Click Here to Learn
More](#)

Benefits of EnergyAdvantage at Home

- Up to \$2,000 in rebates for energy-efficient upgrades
- Free direct install products like faucet aerators, weatherstripping & more
- Access to a Home Energy Assessment to identify the best ways to save

A more comfortable, cost-efficient home is within reach with a little help from **Kentucky Power EnergyAdvantage at Home**.

[See How We Can
Help](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



EnergyAdvantage at Home Helps You Save!

The **Kentucky Power EnergyAdvantage at Home** program offers customers rebates for upgrading to energy saving equipment in their homes.

EnergyAdvantage at Home helps lower your energy bills, save money, improve comfort, and support a cleaner environment by consuming less energy.

[Find Out How](#)

How Eligible Residential Customers Can Save:

1. **Home Energy Assessments:** An energy audit that includes a visual inspection, energy usage analysis and efficiency report to help identify ways to save energy and money.
2. **Direct Installs:** After a home assessment free energy-savings products can be installed such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
3. **Rebates:** For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

Note: A home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

[Schedule Now](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



Prepare Your Home for the Season

The **EnergyAdvantage at Home** program was created to help Kentucky homeowners like you make smart energy upgrades, faster and more affordably.

Opportunities:

- Cash rebates for HVAC or heat pump installations
- Free direct install products after an energy assessment
- Expert advice on making your home more efficient

A Home Energy Assessment is required for direct install products but not for applying for rebates.

[Click Here to Learn More](#)

Benefits of EnergyAdvantage at Home

- **Lower Your Energy Bills:** Our professional energy advisors can help you discover energy efficient opportunities to help lower your monthly bills.
- **Increase Comfort and Safety:** Ensure your home remains healthy, safe and comfortable throughout the year.
- **Enjoy Immediate and Long-Term Savings:** We offer direct-install efficiency upgrades during your home assessment to get your home running more efficiently right away.
- **Expert Support You Can Trust:** Our network of approved contractors are available to assist you with implementing energy efficient solutions for your home.

Note: An approved contractor is required to participate in Kentucky Power's EnergyAdvantage at Home program.

[Schedule an Assessment Now](#)

EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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UPGRADE YOUR HOME

NO COST Home Energy Assessment

Get a free Home Energy Assessment Report through **Kentucky Power's EnergyAdvantage at Home Program** and see how much you could be saving on your energy bill!

SCHEDULE YOURS TODAY!



**ENERGYADVANTAGE
AT HOME**
Saving Energy Starts Here



KentuckyPower.com/EnergyAdvantageHome
844-657-1230

YOUR NEIGHBOR JUST STARTED SAVING BIG. YOU CAN TOO.



There is no cost to start saving!
Simply schedule a **Home Energy Assessment** and a Home Energy Improvement Advisor will visit your home, install energy saving measures at no cost to you, and provide a Home Energy Assessment Report for free.



SCAN the QR code to schedule your Home Energy Assessment and save on home upgrades today!

It's easy to get started. Simply visit
KentuckyPower.com/EnergyAdvantageHome



**ENERGYADVANTAGE
AT HOME**
Saving Energy Starts Here

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, May 14, 2026 9:57 AM EDT
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage Emails
Attachment(s): "[EXTERNAL] Before Summer Hits Is Your Home Ready .msg", "[EXTERNAL] Want a Personalized Home Energy Plan .msg", "[EXTERNAL] Efficiency Upgrades with Real ROI.msg", "[EXTERNAL] You Could Qualify for Rebates on Home Upgrades.msg", "[EXTERNAL] Are you still interested in free energy upgrades .msg"

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Hi again,

Here are the emails for review/approval. Please let me know if you have any changes or if these are good to get scheduled out.

Thanks!
Erica Tieman
Associate Marketing Director

1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 636.378.6857 | C 618.340.0773 | etieman@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)



From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Tuesday, April 14, 2026 2:24 PM EDT
To: etiemman@trccompanies.com <etiemman@trccompanies.com>
Subject: [EXTERNAL] Are you still interested in free energy upgrades?

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

We've been trying to reach you about your interest in the Kentucky Power EnergyAdvantage for Home program, and we don't want you to miss out.

Your interest in our **no-cost Home Energy Assessment**, includes free upgrades that can start saving you money right away, such as:

- Airway Sealing for interior and exterior windows and doors
- High-efficiency showerheads to lower water heating costs
- Faucet aerators for everyday savings
- Additional efficiency improvements based on your home

During your visit, our team will also:

- Identify energy-saving opportunities throughout your home
- Check for potential health and safety concerns
- Provide a personalized plan to help lower your energy bills

To schedule your assessment, call us at **606-268-4109**, or click the button below to request a time that works best for you.

We'd love to help you take advantage of these savings while they're still available.

**Email to Schedule a Home
Assessment**

We look forward to hearing from you!
Kentucky Power EnergyAdvantage at Home Program Team

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Approved contractor for Kentucky Powers EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Friday, May 01, 2026 10:30 AM EDT
To: etiemman@trccompanies.com <etiemman@trccompanies.com>
Subject: [EXTERNAL] Before Summer Hits: Is Your Home Ready?

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

If we want to do an A/B test with this email to see if the "pictures" have better open rate than the text? Just another option.

As the weather warms up, your home will start working harder to stay comfortable. The good news **EnergyAdvantage at Home** can help you prepare and save.

You may be eligible for:

A little planning now can make a big difference once summer arrives!

**Find Ways to
Save**

Approved contractor for Kentucky Powers EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

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From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Wednesday, April 29, 2026 2:55 PM EDT
To: etiemman@trccompanies.com <etiemman@trccompanies.com>
Subject: [EXTERNAL] Efficiency Upgrades with Real ROI

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Energy efficiency isn't just a sustainability move; it's a financial one. EnergyAdvantage for Business supports upgrades that can reduce monthly bills and deliver long-term value.

Many businesses qualify for incentives for improvements like:

1. HVAC
2. Lighting retrofits and controls
3. Building envelope upgrades
4. High-efficiency equipment improvements

Now is a great time to explore your options!

**Explore the
Options**

Approved contractor for Kentucky Powers EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Friday, May 01, 2026 9:50 AM EDT
To: etiemman@trccompanies.com <etiemman@trccompanies.com>
Subject: [EXTERNAL] Want a Personalized Home Energy Plan?

This is an **External** email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Not sure where to start? A Home Energy Assessment can help identify the best ways to improve efficiency, reduce waste, and increase comfort.

After an assessment, you may also be eligible for Direct Install energy-saving products, installed at no cost.

Projects may include:

- Weatherstripping
- Low-flow faucet aerators
- Hot water tank wraps
- Pipe insulation (for electric water heaters)

Note: A Home Energy Assessment is required for Direct Install measures, but not required to apply for rebates.

**Schedule an
Assessment**

Approved contractor for Kentucky Powers EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Thursday, April 23, 2026 4:04 PM EDT
To: etiemman@trccompanies.com <etiemman@trccompanies.com>
Subject: [EXTERNAL] You Could Qualify for Rebates on Home Upgrades

This is an External email. Do not click links or open attachments unless you validate the sender and know the content is safe.

ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

Energy upgrades don't have to feel overwhelming. EnergyAdvantage at Home offers rebates to help make bigger improvements more affordable.

Common rebate-supported upgrades include:

- Heat pumps
- HVAC improvements
- Home energy efficiency improvements tied to comfort and savings

Now is a great time to explore your options.

[Check Out Rebates & Program Details](#)

Approved contractor for Kentucky Powers EnergyAdvantage Programs. We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

[KentuckyPower.com/Savings](#) | 844-657-1230 | [EnergyAdvantageKentucky@TRCCompanies.com](#)

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From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, August 20, 2025 1:39 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage Marketing Materials
Attachment(s): "TA Contractor Recruitment Email_v1.pdf", "HEI Overview.pdf", "KPCo CES Social Media.jpg", "KPCo HEI Social Media.jpg", "KPCo CES Direct Mail Postcard.pdf", "KPCo HEI Direct Mail Postcard.pdf", "KPCo PP Template.pptx"

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Hi,

Thanks for your time this morning, it was great getting to chat! As promised, attached please find the following for review/approval:

1. TA/Contractor Recruitment Email (PDF)
2. HEI Overview (PDF) - *the business one is already approved*
3. Social Media Graphics (2 JPGs, one for each program)
4. Launch Postcard Designs (2 PDFs, one for each program)
5. Presentation Template (PowerPoint)

Please take a look and let us know if you have any changes, or if these are approved. Once approved, we'll start the next steps (sending emails, printing collateral, creating other sizes of the social graphics, etc.).

Don't hesitate to reach out with questions!

Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

ENERGY ADVANTAGE AT HOME

Saving Energy Starts Here



Energy incentives for Kentucky residents

The Kentucky Power EnergyAdvantage at Home program offers customers rebates for upgrading to energy-efficient equipment in their homes.

Eligible residential customers can receive incentives for energy-efficient upgrades that reduce usage while improving safety and comfort.

Three Ways to Save!

1 Home Energy Assessment

An energy audit that includes a visual inspection, energy usage analysis and efficiency report to identify ways to save energy and money.

2 Direct Install

After the Home Energy Assessment, no-cost energy-savings products can be installed, such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.

3 Rebates

For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

KentuckyPower.com/EnergyAdvantageHome
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

ENERGYADVANTAGE

SAVE SMARTER WITH THESE PROGRAM PERKS



LOWER ENERGY BILLS

Cut monthly expenses by using less energy without sacrificing performance. Energy-efficient upgrades keep more money in your pocket year after year.



ENHANCE SAFETY

Energy-efficient upgrades often include advanced safety features. Upgrades can improve indoor air quality, reduce fire hazards, and keep your family safer.



INCREASE COMFORT

Energy improvements like low-flow aerators, hot water tank wraps, and HVAC upgrades work together to boost comfort in your home.



GO GREENER

By lowering your carbon footprint, you're not only saving money – you're contributing to a cleaner, more sustainable future for your community.



An **AEP** Company

Apply Online

Apply online at
KentuckyPower.com or
call **844-657-1230**.



HOME ENERGY ASSESSMENT PROCESS

- Visual inspection to identify problem areas and energy efficiency opportunities
- Health & safety testing for issues like mold, water infiltration and gas leaks
- Detailed review of your electric usage and high-impact savings opportunities
- Appliance education to help reduce energy waste
- Personalized energy efficiency score
- Comprehensive efficiency plan development with tailored energy-saving recommendations

KentuckyPower.com/EnergyAdvantageHome
844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

An advertisement for Kentucky Power. The background is a photograph of a male worker wearing an orange hard hat and safety vest, reaching up to install a long, bright LED light fixture in an industrial setting. The lighting is cool blue. Overlaid on the image is the text 'CASH INCENTIVES' in large white capital letters, followed by 'FOR ENERGY-EFFICIENT UPGRADES ARE HERE' in smaller white capital letters. In the lower-left corner is the Kentucky Power logo, which consists of a stylized white 'K' outline containing the words 'KENTUCKY POWER' in bold white capital letters, with 'An AEP Company' in smaller text below it. At the bottom of the image is a solid red horizontal band containing the tagline 'Lower Bills. Greater Comfort. Real Savings.' in white italicized text.

CASH INCENTIVES

FOR ENERGY-EFFICIENT UPGRADES ARE HERE

**KENTUCKY
POWER**
An **AEP** Company

Lower Bills. Greater Comfort. Real Savings.

**Save with the new
EnergyAdvantage for
Business program from
Kentucky Power!**

The Kentucky Power EnergyAdvantage for Business program offers cash incentives for upgrades that create a more comfortable, energy efficient work place while lowering your energy bills.

Benefits of EnergyAdvantage for Business:

- » Lower Energy Bills
- » Increase Comfort
- » Enhance Safety



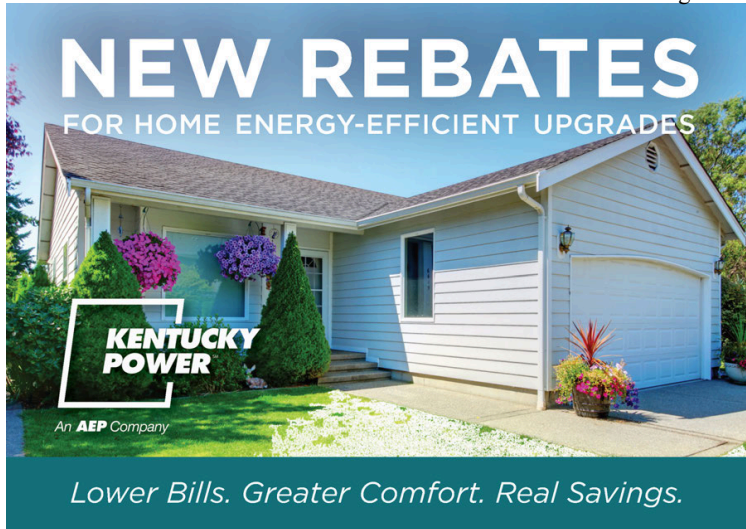
To learn more, call 844-657-1230 or visit:
KentuckyPower.com/EnergyAdvantageBusiness

CASH INCENTIVES FOR ENERGY-EFFICIENT UPGRADES ARE HERE



An **AEP** Company

Lower Bills. Greater Comfort. Real Savings.



NEW REBATES
FOR HOME ENERGY-EFFICIENT UPGRADES

**KENTUCKY
POWER**

An **AEP** Company

Lower Bills. Greater Comfort. Real Savings.

Save with the new EnergyAdvantage at Home program from Kentucky Power!

EnergyAdvantage at Home offers cash rebates and free energy-saving upgrades to help you improve comfort, cut costs, and use less energy.

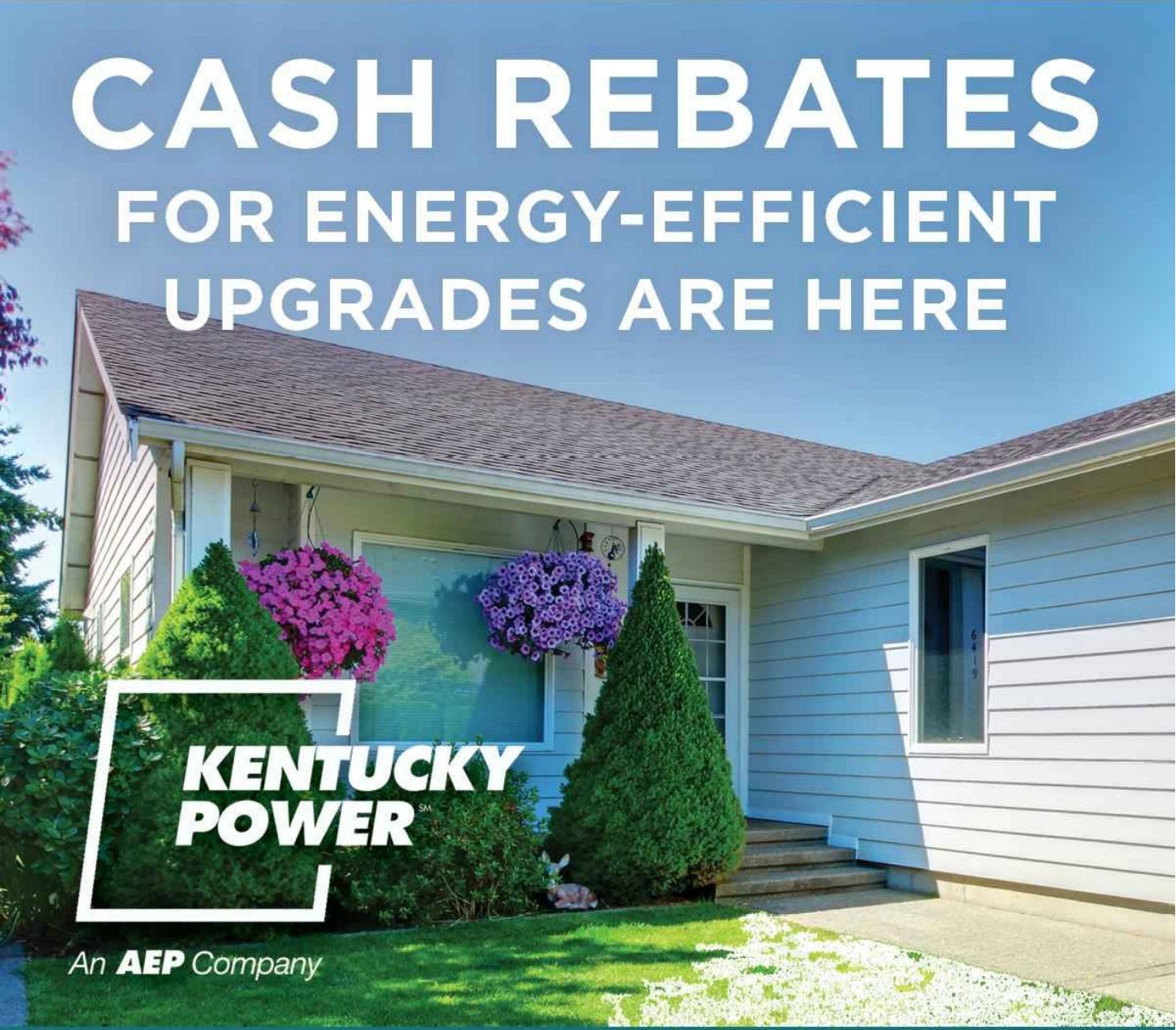
Benefits of EnergyAdvantage at Home:

- » Lower Energy Bills
- » Increase Comfort
- » Enhance Safety



To learn more, call 844-657-1230 or visit:
KentuckyPower.com/EnergyAdvantageHome

CASH REBATES FOR ENERGY-EFFICIENT UPGRADES ARE HERE



**KENTUCKY
POWER** SM

An **AEP** Company

Lower Bills. Greater Comfort. Real Savings.



An **AEP** Company

ENERGY ADVANTAGE FOR BUSINESS

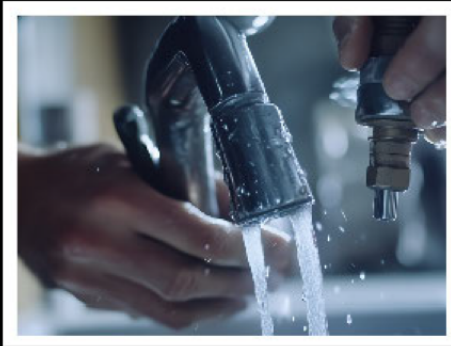
*SAVING ENERGY STARTS
HERE*



ENERGY ADVANTAGE

AT HOME

*SAVING ENERGY STARTS
HERE*

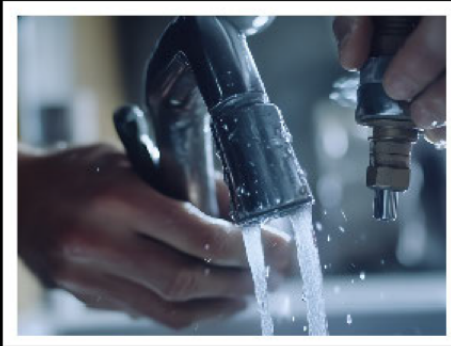




*SAVING ENERGY STARTS
HERE*



*SAVING ENERGY STARTS
HERE*



Thank You!



Kentucky Power's EnergyAdvantage for Business and EnergyAdvantage at Home programs are designed to help customers save energy — and help contractors like you win more work.

When you join our **Trade Ally or Contractor Network**, you'll connect with residential and business customers looking for energy efficiency upgrades – and you'll be able to offer them **new financial incentives** that make projects more affordable.

Two programs, twice the opportunity:

- **EnergyAdvantage for Business** – Help small and large businesses cut energy use with efficient lighting, HVAC, and food service equipment.
- **EnergyAdvantage at Home** – Serve residential customers with upgrades like insulation, HVAC, and water heaters.

Why join?

- **Boost your sales** by offering upgrades with built-in incentives
- **Stand out from the competition** with energy-saving solutions
- **Get full program support** – we're here to help!

Getting started is simple.

You'll need a Certificate of Insurance (COI), W-9, and applicable license.

Sign Up Now!

KentuckyPower.com/savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, August 13, 2025 9:15 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] For Review: EnergyAdvantage One Pagers
Attachment(s): "CES One-Pager.pdf", "HEI One-Pager.pdf"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Sarah,

Attached please find drafts of "one-pagers" for both programs. The idea is to be able to provide these to contractors, or even customers, as a short "sell sheet" for the programs. Take a look and let us know if you see any changes or if these are approved. I look forward to your feedback.

Thanks!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here



Business Energy Incentives

The Kentucky Power EnergyAdvantage for Business program offers businesses incentives to offset the cost of upgrading to energy efficient equipment.

Benefits of installing energy efficient equipment:

- 1 Save money** on energy bills to reinvest into your business
- 2 Increased comfort** for employees and customers
- 3 Enhanced safety** at your facility

Popular Ways to Save

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost.

Projects above \$10,000 will require pre-approval from the Program prior to moving forward with equipment purchase and installation.

ENERGY ADVANTAGE AT HOME

Saving Energy Starts Here

**KENTUCKY
POWER**

An AEP Company

Home Energy Rebates

The Kentucky Power Energy Advantage at Home program offers customers rebates for upgrading to energy-efficient equipment in their homes.

Three Ways to Save!

1 Home Energy Assessment

An energy audit that includes a visual inspection, energy usage analysis and efficiency report to identify ways to save energy and money.

2 Direct Install

After the Home Energy Assessment, no-cost energy-savings products can be installed, such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.

3 Rebates

For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

Home Energy Assessment Process

- Visual inspection to identify problem areas and energy efficiency opportunities
- Health & safety testing for issues like mold, water infiltration and gas leaks
- Detailed review of your electric usage and high-impact savings opportunities
- Appliance education to help reduce energy waste
- Personalized energy efficiency score
- Comprehensive efficiency plan development with tailored energy-saving recommendations

Benefits of energy efficient equipment in your home:

- » Lower Energy Bills
- » Increase Comfort
- » Enhance Safety

KentuckyPower.com/EnergyAdvantageHome

844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, September 23, 2025 1:55 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] For Review: KPCo Business Card Draft
Attachment(s): "KPCo_Business Card.pdf"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi,

Attached please find a draft of the business cards for our team to use out in the field. Please review and let me know if you have any changes or if this is approved to start using.

Thanks!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



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m 618.340.0773

KPSC Case No. 2025-00365
Joint Intervenors' Post Hearing Data Requests
Dated July 6, 2026
Item No. 7
Supplemental Attachment 1
Page 121 of 729



An AMP Company

ENERGYADVANTAGE

Saving Energy Starts Here

Authorized Contractor



KentuckyPower.com/EnergyAdvantageBusiness

KentuckyPower.com/EnergyAdvantageHome

(844) 657-1230

KPSC Case No. 2025-00365
Joint Intervenors' Post Hearing Data Requests
Dated July 6, 2026
Item No. 7
Supplemental Attachment 1
Page 122 of 729

Name Name [REDACTED]
Title

 Address, City, State, Zip

 email@trccompanies.com

 (SSS) SSS-SSSS



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Monday, July 07, 2025 12:00 PM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
Subject: [EXTERNAL] For Review: KPCCo Collateral Designs
Attachment(s): "CES Overview.pdf", "CES Incentive Guide.pdf", "HEI Incentive Guide.pdf"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi Sarah,

I am not sure if you have seen these yet, so I wanted to pass along via email just in case. Attached here please find design drafts of a "program overview" collateral piece and then 2 incentive guides - one for each program. I think they turned out very nice. The idea is to have each program have their own "color scheme" but still look cohesive. Looking forward to hearing your thoughts and feedback. Apologies if I missed your review/feedback of these already. I was out of the office all last week 📞55357;📞56898;.

Thank you!

Erica
Tieman
Sr.
Marketing
Manager





ENERGYADVANTAGE

Saving Energy Starts Here

COMMERCIAL ENERGY SOLUTIONS

Incentive Guide

Kentucky Power offers cash incentives to commercial customers for energy-efficient lighting upgrades and advanced control systems that reduce usage and improve workspace performance. It's all about lowering costs while creating cleaner, more productive buildings.

Efficiency That Pays Off

- » Better Workplaces
- » Cash-Back Incentives
- » Cut Energy Costs
- » Go Greener

PROGRAM PERKS



EARN INCENTIVES

Get cash back for installing energy-efficient upgrades like LEDs and smart controls.



LOWER COSTS

Reduce your monthly energy bills and operating expenses with efficient upgrades.



BETTER WORKPLACES

Enhance the comfort, safety, and overall environment of your building.



GO GREENER

By lowering your carbon footprint, you're contributing to a more sustainable future.

Questions? Contact us!

QR
CODE

KentuckyPower.com
844-657-1230
EnergyAdvantageKentucky@TRCCompanies.com

ENERGYADVANTAGE

COMMERCIAL LIGHTING INCENTIVES¹

Efficient Equipment Category	Description	Unit Type	Incentive
Low Bay Fixture	LED Low Bay Fixture ≤ 200W	Each	\$10
High Bay Fixture	LED High Bay Fixture ≤ 200W	Each	\$50
	LED High Bay Fixture 201 - 250W	Each	\$60
	LED High Bay Fixture 251 - 300W	Each	\$75
Troffer	LED Troffer ≤ 80W	Each	\$20
Linear Lamp	LED 2ft Linear Lamp ≤ 10W	Each	\$1.50
	LED 3ft Linear Lamp ≤ 13W	Each	\$3
	LED 4ft Linear Lamp ≤ 22W	Each	\$3
	LED 8ft Linear Lamp ≤ 43W	Each	\$3
	LED U-Bend Linear Lamp ≤ 22W	Each	\$3
Downlight	LED Recessed, Surface, Pendant Downlight	Each	\$9
Refrigerated Case Lighting	LED Refrigerated or Freezer Case Light	Per Linear Foot	\$3.50
Exterior Fixture	LED Exterior Fixture ≤ 30 W	Each	\$30
	LED Exterior Fixture 31 - 100W	Each	\$35
	LED Exterior Fixture 101 - 200W	Each	\$50
	LED Exterior Fixture 201 - 300W	Each	\$75

COMMERCIAL LIGHTING CONTROLS INCENTIVES

Efficient Equipment Category	Description	Unit Type	Incentive
Occupancy Sensor	Occupancy Sensor Wall Switch	Each	\$15
	Occupancy Sensor Fixture Mounted	Each	\$15
	Occupancy Sensor Remote or Wall Mounted	Each	\$30
	Occupancy Sensor LED Fixture Integrated	Each	\$15
Daylight Sensor	Daylight Sensor Fixture Mounted	Each	\$10
	Daylight Sensor Remote or Wall Mounted	Each	\$20
Dual Occupancy & Daylight Sensor	Dual Occupancy & Daylight Sensor Fixture Mounted	Each	\$30
	Dual Occupancy & Daylight Sensor LED Fixture Integrated	Each	\$15
Network Lighting Controls²	Networked Lighting Controls	Per Watt Controlled	\$0.20

1. All lighting measures must be DLC or EnergyStar certified and must replace an existing incandescent, fluorescent, CFL, or HID lamp or fixture with equivalent lumens. Retrofit kits shall replace all components of the existing fixture except the outer shell.
2. Networked lighting controls systems must be DLC listed.

Questions? Contact Us!



KentuckyPower.com
844-657-1230
EnergyAdvantageKentucky@TRCCompanies.com



ENERGYADVANTAGE
Saving Energy Starts Here

BRIGHT IDEAS BIG SAVINGS

Energy-smart incentives for Kentucky businesses

Kentucky Power's EnergyAdvantage Program is helping businesses shine brighter — with less energy!

Eligible commercial customers can receive incentives for energy-efficient lighting upgrades and advanced control systems that reduce usage and improve workspace performance. It's all about lowering costs while creating cleaner, more productive buildings.

Efficiency That Pays Off

- » Better Workplaces
- » Cut Energy Costs
- » Cash-Back Incentives
- » Go Greener

Does my business qualify?

EnergyAdvantage is available to commercial customers within the Kentucky Power service territory and served by Kentucky Power.

Some commercial users may not be eligible; please contact us to confirm your eligibility.

Interested? Contact Us!



KentuckyPower.com
844-657-1230
EnergyAdvantageKentucky@TRCCompanies.com

ENERGYADVANTAGE

SHINE SMARTER WITH THESE PROGRAM PERKS



EARN INCENTIVES

Get cash back for installing energy-efficient upgrades like LEDs and smart controls – making improvements more affordable from day one.



BETTER WORKPLACES

Enhance the comfort, safety, and overall environment of your building while increasing performance and satisfaction for employees and customers.



LOWER COSTS

Reduce your monthly energy bills and operating expenses with efficient upgrades that deliver long-term savings and stronger bottom-line performance.



GO GREENER

By lowering your carbon footprint, you're not only saving money – you're contributing to a cleaner, more sustainable future for your community.



**Start saving
big today!**

Apply online at
KentuckyPower.com
or contact a program
representative at
844-657-1230.

Kentucky Power's EnergyAdvantage Program is all about making energy efficiency simple and affordable so you can focus on what matters most – your business.

Here's how it works:

- 1 SUBMIT YOUR APPLICATION**
Visit **KentuckyPower.com** or call **844-657-1230** to complete the initial application. Pre-approval is required for projects with an incentive $\geq$ \$10,000.
- 2 INSTALL APPROVED MEASURES**
Customer or Trade Ally completes the installation of approved measures.
- 3 PROJECT REVIEW AND INSPECTION**
Once application is submitted, the completed project undergoes a quality check.
- 4 START SAVING!**
Take advantage of energy saving upgrades that can help lower your energy use and save money.

Interested? Contact Us!



KentuckyPower.com
844-657-1230
EnergyAdvantageKentucky@TRCCompanies.com



ENERGY ADVANTAGE

Saving Energy Starts Here

HOME ENERGY IMPROVEMENT

Home Incentive Guide

Kentucky Power's Home Energy Improvement (HEI) Program assesses your home for energy-saving opportunities. A Home Energy Improvement Advisor will visit your home, install energy saving measures at no cost to you, and provide a Home Energy Assessment Report for free! Additional energy saving measures are also eligible for incentives. Homeowners must have electric heating to qualify.

EQUIPMENT WITH REBATE INCENTIVES

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Attic Insulation^{4,9}	Attic Insulation	Per Square Foot	\$0.20	\$230 Per Home
Floor Insulation⁴	Floor Insulation	Per Square Foot	\$0.20	\$220 Per Home

HVAC	DESCRIPTION	UNIT TYPE	INCENTIVE
Central Air Conditioner⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2	Each	\$200
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2	Each	\$250
Air Source Heat Pump⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2 & ≥ 8.2 HSPF2	Each	\$400
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Each	\$500
Ductless Air Conditioner⁸	Single Zone ≥ 15.2 SEER2	Per System	\$100
	Multi-Zone ≥ 15.2 SEER2	Per System	\$200
Ductless Heat Pump⁸	Single Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$200
	Multi-Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$400
Room Air Conditioner	ENERGY STAR Room Air Conditioner	Each	\$20
Smart Thermostat⁴	ENERGY STAR listed Smart Thermostat	Each	\$50

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE
Heat Pump Water Heater	ENERGY STAR Heat Pump Water Heater	Each	\$500

ENERGY ADVANTAGE

INCENTIVES AT NO COST TO HOMEOWNER

HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Low Flow Showerhead^{1,2}	1.5 GPM Low Flow Showerhead	Showerhead	\$20	3 Showerheads Per Home
Aerator^{1,2}	1.0 GPM Low Flow Bathroom Faucet Aerator	Aerator	\$10	5 Aerators Per Home
	1.5 GPM Low Flow Kitchen Faucet Aerator	Aerator	\$10	2 Aerators Per Home
Hot Water Heater Temperature Setback²	Electric Domestic Hot Water Heater Temperature Setback	Hot Water Heater	\$15	2 Per Home

INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Pipe Insulation²	R-3 Insulation of 1/2 thickness on 3/4" DHW Pipe	Per Linear Foot	\$4	N/A
	R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe	Per Linear Foot	\$4	N/A
Hot Water Tank Wrap^{2,3}	30 - 80 Gallon Domestic Hot Water Heater Tank Wrap	Each	\$75	2 Per Home
Duct Sealing^{4, 5}	Duct Sealing	Per Home	\$150	N/A

AIR SEALING	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Air Sealing⁴	Caulking, Sealing, or Polyethylene Tape	Linear Foot	\$0.75	N/A
	Outlet Gasket on Exterior Walls	Gasket	\$5	10 Outlet Gaskets Per Home
	Switch Gasket on Exterior Walls	Gasket	\$5	10 Switch Gaskets Per Home
	Door Sweep on Exterior Doors	Each	\$25	2 Door Sweeps Per Home
	Window Weatherstripping	Per Linear Foot	\$3	N/A
	Door Weatherstripping on Exterior Doors	Per Linear Foot	\$3	N/A
Air Sealing with Blower Door^{4, 6, 7}	Whole Home Air Sealing with Blower Door Test. Home must be 15+ years old	Per Home	\$320	N/A

Air sealing projects are eligible for either the the whole home air sealing with blower door incentive or individual air sealing measure incentives (caulking, sealing, or polyethylene tape; outlet gaskets; switch gasket, door sweep; window weatherstripping; door weatherstripping)

OTHER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Advanced Power Strip	Tier 1: Simple Control/Switched Outlets	Each	\$30	5 Power Strips Per Home
Assessment	Whole Home Assessment	Home	\$150	1 Assessment Per Home

1 Aerators and showerheads must be WaterSense certified

2 Home must have electric water heating to qualify

3 Existing hot water heater tank insulation must have an R value < 24 or hot water heater must feel warm to the touch. Tank wrap must have a value of R-10

4 Homes must have electric heating to qualify

5 All accessible duct joints, seams, connections, and penetrations in unconditioned spaces must be sealing with duct mastic, spray, or UL-181 tape on joints

6 Blower door test required for whole home air sealing with minimum 10% reduction. Contractors should target the highest sources of air leakage first, such as major penetrations in the attic, basement, or crawl space

7 Homes must be 15 years or older to qualify

8 Fuel switching is not permitted. Equipment must be new and ENERGY STAR certified

9 Attic insulation must increase by at least R-20 and meet the R-38 building code.

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, October 14, 2025 11:06 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] For Review: Launch Emails & Chamber Content
Attachment(s): "HomeLaunch.pdf", "BusinessLaunch.pdf", "KPCo Chamber Content.docx"

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi,

Attached please find drafts of "launch" emails we'd like to send to customers. Please review and let me know if you have any changes or if these are approved to be sent out. Once approved, we can work together on an appropriate date based on when your email is going out ♦55357; ♦56898;.

Also attached, please find a draft of content that we would like to share with local chambers that they can add to their newsletters or publications. Once approved our team will share with the contacts.

Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102

w 314.898.1130
m 618.340.0773



TRCCOMPANIES.COM



Upgrade Your Business Today and Save!

We are excited to introduce **EnergyAdvantage for Business**, a new program with our business customers in mind, designed to help make your facilities more energy efficient. The **Kentucky Power EnergyAdvantage for Business** program offers cash incentives for upgrades that create a more comfortable, energy efficient work place while lowering your energy bills.

Benefits of EnergyAdvantage for Business:

- Save money on your energy bills to reinvest back into your business
- Increasing comfort for employees and customers
- Enhanced safety for your facility

[Click Here to Learn More](#)

Check Out These Available Incentives

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

[Click Here to Get Started](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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Upgrade Your Home Today and Save!

We are excited to introduce **EnergyAdvantage at Home**, a new program with our residents in mind, designed to help make your home more energy efficient. The **Kentucky Power EnergyAdvantage at Home** program offers cash rebates for upgrades that create a more comfortable, energy efficient home while lowering your energy bills.

Benefits of EnergyAdvantage at Home:

- Lowering your energy bills
- Increasing comfort
- Enhanced safety

[Click Here to Learn More](#)

Ways to save with EnergyAdvantage at Home

1. **Home Energy Assessment:** An energy audit that includes a visual inspection, energy usage analysis and efficiency report to help identify ways to save energy and money.
2. **Direct Install:** After a home assessment free energy-savings products can be installed such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
3. **Rebates:** For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

Note: A home energy assessment is required to receive direct install measures, but is not necessary to apply for rebates.

[See How We Can Help](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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KPCo Chamber Newsletter Content

Long Version

Save More with Kentucky Power's EnergyAdvantage for Business

Kentucky Power is helping local businesses lower operating costs and improve comfort through the new EnergyAdvantage for Business program. This initiative provides cash incentives for energy saving upgrades that make your workplace more comfortable, safe, and cost-effective.

With expert guidance and rebates for upgrades like:

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

...it's easier than ever to improve your facility and see long-term savings.

Getting started is simple:

1. Explore incentives available for your business.
2. Choose a contractor (from our approved trade allies or your own).
3. Complete your upgrades.
4. Submit your application and receive your incentive.

[Learn more about EnergyAdvantage for Business](#)

Don't forget: Kentucky Power also offers EnergyAdvantage at Home, helping residential customers improve efficiency, save money, and enjoy greater comfort. Learn more at [EnergyAdvantage at Home](#).

Plan Ahead for Bigger Savings: In 2026, new HVAC & water heating incentives will make energy saving upgrades even more affordable.

For more information, contact:

EnergyAdvantageKentucky@trccompanies.com
844-657-1230

Contractors: Interested in joining the EnergyAdvantage Trade Ally Network? Apply now

Short Version

KPCo Chamber Newsletter Content

Cut Costs with EnergyAdvantage for Business

Kentucky Power's EnergyAdvantage for Business program helps businesses save with cash incentives for upgrades like LED lighting, controls, and sensors. Boost comfort, improve safety, and reinvest your savings back into your business. [Learn More](#)

Also available: EnergyAdvantage at Home for residential customers. Learn more [here](#).

Coming in 2026: Look for HVAC & water heating incentives to expand your savings opportunities!

For more information:

EnergyAdvantageKentucky@trccompanies.com | 844-657-1230

Contractors: Interested in joining the EnergyAdvantage Trade Ally Network? Apply now

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, September 30, 2025 10:17 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] For Review: TA Webinar Invite Emails
Attachment(s): "TA Webinar Invite 1 (1).pdf", "TAWebinarInvite2 (1).pdf"

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Good morning!

We are hosting a TA/contractor webinar in a few weeks. We'd like to get the word out with email invites. Can you please take a look at these and let me know if they are approved to get sent out?

Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773



Register now for our upcoming virtual webinar!

Kentucky Power's **EnergyAdvantage for Business** and **EnergyAdvantage at Home** programs are designed to help customers save energy — and help contractors like you win more work. Join us to learn more about the programs and how we can help Kentucky customers together.

Thursday, October 9, 2025
11:00 AM – 12:00 PM EST

Agenda:

Presentation: 11:00 AM – 11:45 AM EST

Questions & Answers: 11:45 AM – 12:00 PM EST

[Register Now](#)

EnergyAdvantage for Business – Help small and large businesses cut energy use with efficient equipment.

EnergyAdvantage at Home – Serve residential customers with upgrades like insulation, HVAC, and water heaters.

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



There's still time to register for our upcoming virtual webinar!

Join us to learn more about Kentucky Power's **EnergyAdvantage for Business** and **EnergyAdvantage at Home** programs.

Thursday, October 9, 2025
11:00 AM – 12:00 PM EST

Agenda:
Presentation: 11:00 AM – 11:45 AM EST
Questions & Answers: 11:45 AM – 12:00 PM EST

[Register Now](#)

EnergyAdvantage for Business – Help small and large businesses cut energy use with efficient equipment.

EnergyAdvantage at Home – Serve residential customers with upgrades like insulation, HVAC, and water heaters.

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, December 12, 2025 9:33 AM EST
To: Sarah M Lynch <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
CC: Voss, Jennifer <JVoss@trccompanies.com>
Subject: [EXTERNAL] For Review:: EnergyAdvantage Pull Up Banners / Email Reporting
Attachment(s): "Kentucky Power Email Reporting December.csv", "KPCo Banner.pdf"

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Hi,

Apologies for my delay - attached please find the email report we reviewed earlier this week and then the pull up banners for approval. Please let us know if you have any changes or if the banners are approved to get printed.

I've cc'd in Jennifer to help move the project along while I am out early next week.

Thank you!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

Time Sent	Campaign Name
11/20/2025 9:27	Business Email 1
12/2/2025 12:04	Business Email 2
11/20/2025 9:30	Home Email 1
12/2/2025 12:12	Home Email 2

Business Email 1 Subject Line:
Business Email 2 Subject Line:
Home Email 1 Subject Line:
Home Email 2 Subject Line:

Sends

	Opens	Open Rate
5218	1687	38.40%
5204	1726	39.40%
52937	18279	37.90%
52824	17092	35.50%

Cut Energy Costs & Upgrade Comfort With EnergyAdvantage for Business
Save Money. Feel Comfortable. Help the Environment.
Big Savings Start Here – Introducing EnergyAdvantage
Save Money. Feel Comfortable. Help the Environment.

Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
20.80%	79.20%	53	1.20%
22.30%	77.70%	51	1.20%
55.20%	44.80%	363	0.80%
49.70%	50.30%	207	0.40%

ENERGY ADVANTAGE FOR BUSINESS



Savings for Your Business

**The Kentucky Power
Energy Advantage for Business**
program provides incentives
for equipment upgrades that
reduce operating expenses,
improve comfort, and contribute
to a more sustainable future.

844-657-1230

KentuckyPower.com/EnergyAdvantageBusiness



ENERGY ADVANTAGE
Saving Energy Starts Here

ENERGY ADVANTAGE AT HOME



Savings for Your Home

The Kentucky Power Energy Advantage at Home

program offers free Home Energy Assessments, no-cost direct install measures, and rebates for upgrading to energy saving equipment in your home.

844-657-1230

KentuckyPower.com/EnergyAdvantageHome



ENERGY ADVANTAGE
Saving Energy Starts Here

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, May 22, 2026 1:08 PM EDT
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] Fw: EnergyAdvantage Marketing Meeting Follow-Up Items
Attachment(s): "Earth_Right_Kentucky_Power_Referral_Request.pdf", "[EXTERNAL] Lower Energy Costs for Your Business Starts Here.msg", "[EXTERNAL] Spring is the Perfect Time to Save Energy at Home.msg"

This Message Is From an EXTERNAL Sender

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Hi,

I wanted to follow up mostly on the Earth Right gift card referral program - they followed up with me to see if this is approved. If you could let me know as soon as you get a chance, I'd really appreciate it!

Thanks and I hope you have an amazing weekend!

Erica Tieman
Associate Marketing Director



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, May 14, 2026 8:56 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Subject: EnergyAdvantage Marketing Meeting Follow-Up Items

Hi Sarah,

As a follow up from yesterday, I have a few items for you ♦55357;♦56898;.

1. **Earth Right Gift Card Referral Outline:**

- Summary:** They would like to give gift cards to customers who refer others to do an HEA. It is noted on the document the will make sure it is VERY clear this is not from TRC or KPCCo
- Need:** please let me know if this is approved on your end so they can start right away

2. **April Emails**

- Summary:** the emails sent in April for your files

3. **Email Reporting:**

a.

				2026
2/5/2026 11:53 Q1 2026 Business 1	5,172	1,845	42.50%	62 1.40% Prepare your Business for the Season
2/17/2026 12:14 Q1 2026 Business 2	5,164	1,756	40.50%	25 0.60% Smarter Energy Savings for Your Business
3/3/2026 10:20 Q1 2026 Business 3	5,156	1,692	39.20%	24 0.60% Is Your Business Ready for a More Efficient Year?
4/14/2026 8:30 Bus March #1 - Lower Business Overhead	5,228	1,664	38.20%	76 1.70% Lowering Energy Costs for Your Business Starts Here
2/5/2026 11:52 Q1 2026 Home 1	52,528	18,766	39.30%	350 0.70% Start the New Year with Smart Energy Savings
2/17/2026 12:13 Q1 2026 Home 2	52,438	18,518	38.90%	94 0.20% Lower Bills, Greater Comfort - All Year long
3/3/2026 10:24 Q1 2026 Home 3	52,345	17,036	35.90%	244 0.50% Is Your Home Ready for a More Efficient Year?
4/14/2026 6:00 Home March #1 - Spring Assessment	52,208	16,549	35.10%	140 0.30% Spring is the Perfect Time to Save Energy at Home
4/23/2026 9:17 04.2026 Home Assessment Calling Follow-up	601	214	41.60%	9 1.70% Follow-up: Cut Energy Costs with a Free Home Energy Assessment

4. **Talking Points for Outreach team**

- Summary:** we would like to provide our outreach team with approved talking points, or point of contacts that he can send customers to who ask him questions unrelated to our programs out in the field
- Need:** please provide approved language; bullet points would even be great.

I will also be sending a separate email with some new campaign emails for review/approval. That will be coming shortly after this.

Let me know if you have any questions or need anything else.

Thank you!
Erica Tieman
Associate Marketing Director

1000 Clark Avenue, FL 4, St. Louis, MO 63102
T 636.378.6857 | C 618.340.0773 | etieman@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](#)



From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Tuesday, April 14, 2026 9:31 AM EDT
To: jvoss@trccompanies.com <jvoss@trccompanies.com>
Subject: [EXTERNAL] Lower Energy Costs for Your Business Starts Here

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

EnergyAdvantage for Business Offers Rebates for Qualifying Upgrades

Energy costs impact every business and small upgrades can create long-term savings. **Kentucky Power's EnergyAdvantage for Business** program helps eligible commercial customers reduce energy use and improve facilities with incentives for qualifying projects.

Program benefits include:

- Rebates for energy-efficient upgrades
- Reduced operating costs
- Improved facility comfort, safety, and performance

Explore
Incentives

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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From: Kentucky Power EnergyAdvantage <energyadvantagekentuckymarketing-trccompanies.com@shared1.ccsend.com>
Sent: Tuesday, April 14, 2026 7:03 AM EDT
To: etiemman@trccompanies.com <etiemman@trccompanies.com>
Subject: [EXTERNAL] Spring is the Perfect Time to Save Energy at Home

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ALWAYS hover over the link to preview the actual URL/site and confirm its legitimacy.

EnergyAdvantage at Home Can Help Lower Bills and Improve Comfort

Spring is a great time to make home upgrades that pay you back all year long. With **EnergyAdvantage at Home**, Kentucky Power can help you improve comfort and reduce energy waste with direct install measures and rebates designed for you.

You can further energy savings with:

- Upgrading heating and cooling equipment
- Improving insulation and air sealing
- Installing energy-saving products after an assessment

The result? A home that feels better and costs less to operate.

The EnergyAdvantage at Home program is only available to customers with electrically heated homes at this time.

[Learn More](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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Request for Approval of Contractor Referral Gift Card Program

To the Team at TRC and Kentucky Power,

Earth Right Mid-Atlantic would like to formally request approval to implement a contractor-operated customer referral incentive program related to the Kentucky Power Program.

Under this proposed program, Earth Right Mid-Atlantic would provide a **\$20 referral gift card** to existing customers who refer homeowners or renters located within the Kentucky Power service territory, provided that the referred customer ultimately moves forward and completes work through the Kentucky Power Program with our company.

We would also like to clearly establish the following terms and conditions regarding this referral incentive program:

- The referral gift card program is operated solely and independently by Earth Right Mid-Atlantic.
- The program is not sponsored, administered, funded, or endorsed by TRC or Kentucky Power.
- All marketing materials, customer communication, and terms and conditions will specifically state that the referral gift card is being provided directly by Earth Right Mid-Atlantic.
- Any questions, concerns, or communication regarding referral payments or gift cards will be handled exclusively through Earth Right Mid-Atlantic's office and staff.
- Customers will be instructed not to contact TRC or Kentucky Power regarding referral incentives, payments, or related issues.
- Earth Right Mid-Atlantic will issue referral gift cards within approximately two weeks following the successful completion and installation of the referred project.
- The referral program is intended strictly as a contractor-driven marketing initiative to help generate additional participation and enrollment within the Kentucky Power Program service area.

We believe this initiative can help increase customer participation, improve program awareness, and encourage additional energy efficiency projects throughout the Kentucky Power territory while maintaining a clear separation between contractor-sponsored marketing efforts and utility program administration.

We appreciate your consideration of this request and look forward to discussing any questions, concerns, or compliance requirements you may have regarding this proposed referral program.

Sincerely,

Corey Argentino
Owner & CEO
Earth Right Mid-Atlantic

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Monday, November 10, 2025 1:00 PM EST
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: [EXTERNAL] Fw: For Review: EnergyAdvantage Door Hanger & Next Emails
Attachment(s): "KPCo Door Hanger.pdf", "Home Email 1.pdf", "Home Email 2 (1).pdf", "Home Email 3 (1).pdf", "Business Email 1.pdf", "Business Email 2.pdf", "Business Email 3.pdf", "HEI Half Sheet.pdf"

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Hi,

Following up on the approvals for the door hanger and emails. Please let me know when you get a chance.

To help keep everything together I am also adding here a draft of the half pager leave behind as well. Please review and let me know if you have any changes or if this is approved to get printed and out to the outreach team.

Thanks!

Erica
Tieman
Sr.
Marketing
Manager



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, October 31, 2025 11:59 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
Subject: For Review: EnergyAdvantage Door Hanger & Next Emails

Hi,

Happy Halloween! Attached please find a door hanger - once approved we will get these printed and the outreach team or TAs can start adding these to doors when they are out.

Also attached please find the next 3 emails for each program. Once these are approved, I can send over the dates/times these would be sent, and we will get them scheduled out.

Looking forward to your feedback, I hope you have a great weekend!

Thanks,
Erica
Tieman
Sr.
Marketing
Manager





Now Available: Incentives for Energy Saving Business Upgrades

EnergyAdvantage for Business, a new program from Kentucky Power, was designed to help business customers save money and energy with cash rebates and technical support to get you started.

Available measures include:

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

[Learn More](#)

It's Easy to Get Started!

With our expert guidance, you can feel assured that upgrading your facility's equipment will be easier and more cost-efficient than ever before. How to get started:

1. **Explore Incentives** – Review the incentives available for your business.
2. **Choose Your Contractor** – Select an approved trade ally from our network or use your preferred contractor.
3. **Implement Upgrades** – Complete your energy-saving upgrades.
4. **Claim Your Incentives** – Submit your application and receive your incentive.

[Contact Us Today](#)

KentuckyPower.com/Savings | 844-657-1230 |
EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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Save More with EnergyAdvantage for Business!

EnergyAdvantage for Business is built to support upgrades that reduce operating expenses, improve comfort for employees and customers, and contribute to a more sustainable future.

How EnergyAdvantage Helps your Business:

- **Maximize Energy Efficiency** - Reduce your energy and monthly utility bills with efficient upgrades tailored to your business.
- **Take Advantage of Incentives** - Incentives are available for qualifying equipment upgrades.
- **Partner with Trusted Experts** - Our network of trade ally contractors is available to assist you with implementing energy saving solutions for your business.

Learn
More

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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See How EnergyAdvantage for Business Can Help You

The **Kentucky Power Commercial EnergyAdvantage for Business** program is designed to help businesses like yours reduce operating costs and create more efficient commercial spaces for all seasons. Eligible commercial customers can receive incentives for energy saving lighting upgrades and advanced control systems that reduce usage and improve workspace performance.

[View Incentives](#)

Check Out These Program Perks!

- **Earn Incentives** – Get cash back for installing energy saving upgrades like LEDs and smart controls, making improvements more affordable from day one.
- **Lower Costs** – Reduce your monthly energy bills and operating expenses with efficient upgrades that deliver long-term savings and stronger bottom-line performance.
- **Better Workplaces** – Enhance the comfort, safety, and overall environment of your building while increasing performance and satisfaction for employees and customers.
- **Go Greener** – By lowering your carbon footprint, you're not only saving money – you're contributing to a cleaner, more sustainable future for your community.

[Click Here to Get Started](#)

KentuckyPower.com/Savings | 844-657-1230 |
EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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Upgrade Your Home Today!



NO COST Home Energy Assessment

Get a free Home Energy Assessment Report through **Kentucky Power's EnergyAdvantage at Home Program** and see how much you could be saving on your energy bill!



**ENERGYADVANTAGE
AT HOME**
Saving Energy Starts Here

YOUR NEIGHBOR JUST STARTED SAVING BIG. YOU CAN TOO.

There is no cost to start saving! Simply schedule a **Home Energy Assessment** and a Home Energy Improvement Advisor will visit your home, install energy saving measures at no cost to you, and provide a Home Energy Assessment Report for free.



SCAN the QR code to schedule your Home Energy Assessment and save on home upgrades today!

Benefits of energy efficient equipment in your home:

- » Lower Energy Bills
- » Increase Comfort
- » Enhance Safety



KentuckyPower.com/EnergyAdvantageHome

844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



Cash Rebates and Comfort Upgrades with EnergyAdvantage at Home

EnergyAdvantage at Home offers cash rebates, no cost energy saving products, and expert guidance to help you make your home save energy and save money. Our professional energy advisors can help you ensure your home remains comfortable throughout the year with energy saving opportunities.

[Click Here to Learn
More](#)

Benefits of EnergyAdvantage at Home

- Up to \$2,000 in rebates for energy-efficient upgrades
- Free direct install products like faucet aerators, weatherstripping & more
- Access to a Home Energy Assessment to identify the best ways to save

A more comfortable, cost-efficient home is within reach with a little help from **Kentucky Power EnergyAdvantage at Home**.

[See How We Can
Help](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



EnergyAdvantage at Home Helps You Save!

The **Kentucky Power EnergyAdvantage at Home** program offers customers rebates for upgrading to energy saving equipment in their homes.

EnergyAdvantage at Home helps lower your energy bills, save money, improve comfort, and support a cleaner environment by consuming less energy.

[Find Out How](#)

How Eligible Residential Customers Can Save:

1. **Home Energy Assessments:** An energy audit that includes a visual inspection, energy usage analysis and efficiency report to help identify ways to save energy and money.
2. **Direct Installs:** After a home assessment free energy-savings products can be installed such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.
3. **Rebates:** For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

Note: A home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

[Schedule Now](#)

KentuckyPower.com/Savings | 844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com



Prepare Your Home for the Season

The **EnergyAdvantage at Home** program was created to help Kentucky homeowners like you make smart energy upgrades, faster and more affordably.

Opportunities:

- Cash rebates for HVAC or heat pump installations
- Free direct install products after an energy assessment
- Expert advice on making your home more efficient

A Home Energy Assessment is required for direct install products but not for applying for rebates.

[Click Here to Learn More](#)

Benefits of EnergyAdvantage at Home

- **Lower Your Energy Bills:** Our professional energy advisors can help you discover energy efficient opportunities to help lower your monthly bills.
- **Increase Comfort and Safety:** Ensure your home remains healthy, safe and comfortable throughout the year.
- **Enjoy Immediate and Long-Term Savings:** We offer direct-install efficiency upgrades during your home assessment to get your home running more efficiently right away.
- **Expert Support You Can Trust:** Our network of approved contractors are available to assist you with implementing energy efficient solutions for your home.

Note: An approved contractor is required to participate in Kentucky Power's EnergyAdvantage at Home program.

[Schedule an Assessment Now](#)

EnergyAdvantageKentucky@TRCCompanies.com

Kentucky Power | 1645 Winchester Avenue | Ashland, KY 41101 US

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UPGRADE YOUR HOME

NO COST Home Energy Assessment

Get a free Home Energy Assessment Report through **Kentucky Power's EnergyAdvantage at Home Program** and see how much you could be saving on your energy bill!

SCHEDULE YOURS TODAY!



ENERGYADVANTAGE
AT HOME
Saving Energy Starts Here



KentuckyPower.com/EnergyAdvantageHome
844-657-1230

YOUR NEIGHBOR JUST STARTED SAVING BIG. YOU CAN TOO.



There is no cost to start saving!
Simply schedule a **Home Energy Assessment** and a Home Energy Improvement Advisor will visit your home, install energy saving measures at no cost to you, and provide a Home Energy Assessment Report for free.



SCAN the QR code to schedule your Home Energy Assessment and save on home upgrades today!

It's easy to get started. Simply visit
KentuckyPower.com/EnergyAdvantageHome



**ENERGYADVANTAGE
AT HOME**
Saving Energy Starts Here

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Friday, August 22, 2025 11:31 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
Subject: [EXTERNAL] Fw: For Review: EnergyAdvantage One Pagers
Attachment(s): "CES One-Pager.pdf", "HEI One-Pager.pdf"

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Hi,

Adding this back to the top of your inbox. Similar to the other documents, we can swap out "energy-efficient" for "energy saving" but please take a look and let me know if you see any other changes or if these are approved to get printed.

Thank you!

Erica
Tieman
Sr.
Marketing
Manager



From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, August 13, 2025 8:15 AM
To: Sarah M Nusbaum <smnusbaum@aep.com>
Cc: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: For Review: EnergyAdvantage One Pagers

Hi Sarah,

Attached please find drafts of "one-pagers" for both programs. The idea is to be able to provide these to contractors, or even customers, as a short "sell sheet" for the programs. Take a look and let us know if you see any changes or if these are approved. I look forward to your feedback.

Thanks!

Erica Tieman
Sr. Marketing Manager

1000 Clark Avenue, FL 4
St. Louis, MO 63102



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773

ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here



Business Energy Incentives

The Kentucky Power EnergyAdvantage for Business program offers businesses incentives to offset the cost of upgrading to energy efficient equipment.

Benefits of installing energy efficient equipment:

- 1 Save money** on energy bills to reinvest into your business
- 2 Increased comfort** for employees and customers
- 3 Enhanced safety** at your facility

Popular Ways to Save

- LED lighting
- Network lighting controls
- Occupancy sensors
- Daylight controls

Incentives are capped at \$25,000 annually per electric service account number per year. Incentives will not exceed the total project cost.

Projects above \$10,000 will require pre-approval from the Program prior to moving forward with equipment purchase and installation.

ENERGY ADVANTAGE AT HOME

Saving Energy Starts Here

**KENTUCKY
POWER**

An AEP Company

Home Energy Rebates

The Kentucky Power Energy Advantage at Home program offers customers rebates for upgrading to energy-efficient equipment in their homes.

Three Ways to Save!

1 Home Energy Assessment

An energy audit that includes a visual inspection, energy usage analysis and efficiency report to identify ways to save energy and money.

2 Direct Install

After the Home Energy Assessment, no-cost energy-savings products can be installed, such as low-flow faucet aerators, weatherstripping, hot water tank wraps, and pipe insulation for electric water heaters.

3 Rebates

For larger projects, such as HVAC or heat pumps, rebates are available to help offset the cost.

Home Energy Assessment Process

- Visual inspection to identify problem areas and energy efficiency opportunities
- Health & safety testing for issues like mold, water infiltration and gas leaks
- Detailed review of your electric usage and high-impact savings opportunities
- Appliance education to help reduce energy waste
- Personalized energy efficiency score
- Comprehensive efficiency plan development with tailored energy-saving recommendations

Benefits of energy efficient equipment in your home:

- » Lower Energy Bills
- » Increase Comfort
- » Enhance Safety

KentuckyPower.com/EnergyAdvantageHome

844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Thursday, March 05, 2026 9:37 AM EST
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] Fw: Question about KY Website

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Hi Sarah,

Please see Fran's note below - would it be possible to add the "Contractors" or similar to the dropdown of the website as well?

Thank you!
Erica Tieman
Associate Marketing Director



From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, March 5, 2026 8:29 AM
To: Tieman, Erica <ETieman@trccompanies.com>
Cc: Hill, Deborah <DHill@trccompanies.com>
Subject: Question about KY Website

Hi Erica,

On the KY website on both the Home and Commercial pages, at the bottom of the page is where contractors would need to look to apply to be an approved contractor (see below).

START YOUR PROJECTS TODAY!

Improve your home's comfort and energy costs with Kentucky Power.

Schedule Your Free Energy Assessment 

Apply for Rebates 

Explore Available Rebates 

For more information, contact us at EnergyAdvantageKentucky@trccompanies.com or 844-657-1230.

Interested in becoming an approved contractor for the Kentucky Power EnergyAdvantage at Home program? [Apply now.](#)

Is there a way it can be added in the drop down (see below) of each program so the contractor can click on it and it take them to the application?

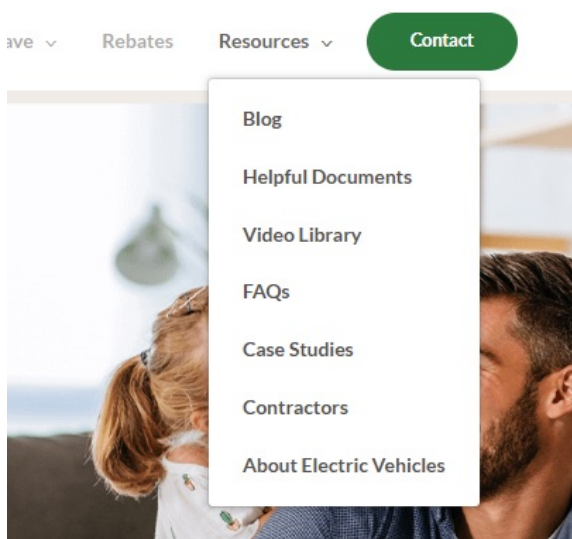
Home Energy Savings

EnergyAdvantage at Home
Heating & Cooling
Lighting
Landscaping
Appliances & Electronics

Business Savings

EnergyAdvantage for
Business
Energy Saving Tips
Industry Solutions

The TakeCharge website has it under Resources (see below) but the KY webpage doesn't have a resources page.



Thank you,
Fran

Fran Phillips
Operations Manager

 C301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://trccompanies.com)

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Wednesday, November 12, 2025 3:07 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] HEIP invoice for contractor incentive payments - status

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Ryan

Do you have an update on the deposit being processed for the contractor incentives that were invoiced last month? We are preparing now to submit another invoice on Monday.

I want to make sure our process is good and also provide an update to the contractor on when they can expect payment. We had a chance to talk with Earthright today at the trade ally event (Virginia) and they said the team had a good week in Kentucky!

Thank you.
Deb

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, April 14, 2026 12:03 PM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] HEIP-20108

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Hi Ryan,

I just sent over HEIP-20108 invoice.

Thank you,
Fran

Fran Phillips
Operations Manager

C 301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, January 19, 2026 8:14 AM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] High Usage Accounts - new list and request to mail flyer

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Good morning

We had a couple questions on high usage accounts.

With your approval, we'll mail a residential flyer to anyone who has not responded to our prior outreach. Any concerns with that approach?

Do you have another new list to share? We'll get on those calls right away.

Thanks!
Deb

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Friday, April 10, 2026 3:58 PM EDT
To: Amanda Gaugler <amanda.gaugler@light-serve.com>
CC: Ryan L Lake <rlake@aep.com>; tswolffran@aep.com <tswolffran@aep.com>; Hill, Deborah <DHill@trccompanies.com>; Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Hold off on entering Food City Projects

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hey Amanda,

Let's hold off right now. The accounts on the bills are not popping up, we need to figure out internally why and we need these to go to the accounts on the bills. So if you don't mind, just wait to enter anything until we get this sorted. **They should qualify** it's just for some reason they aren't in TRC's system.

Thanks!

Issac Finn -Associate Outreach Consultant

C 859-417-2802 | IFinn@trccompanies.com

1645 Winchester Ave, Ashland, KY 41101



Kentucky Power's EnergyAdvantage Programs

TRC is the approved contractor for Kentucky Power's EnergyAdvantage Programs . We can assist you with your energy efficiency project application and work with you to secure your program incentives. This service is at no charge to you.

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Sunday, December 14, 2025 7:12 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>
Subject: [EXTERNAL] Home Energy Assessment - Gift Card Campaign 2026

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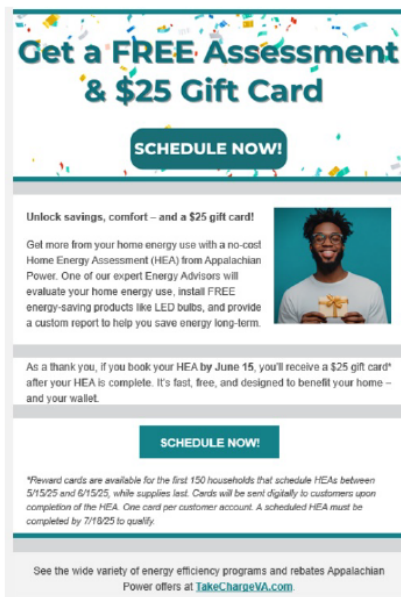
Hi Ryan

Provided below is information on the \$25 gift card promotion that we would like to discuss for Q1 2026 for EnergyAdvantage At Home. We typically give a date range for customers to go online and request the Home Energy Assessment and then a date that they must schedule/complete the assessment with a contractor. So, we create some urgency to act but also set some guidelines/limitations on the limited time offer. The \$25 (at completion only) is issued electronically, but we can also issue hard copy for customers that are more comfortable with a card. We use a third-party vendor and can easily track the issue/redemption. We'll take care of all the steps and then include the costs as a line item on the incentive invoice.

Below is an example of the Virginia email we sent out May 12 as well as a graphic showing the immediate increase in requests. We had an 88% conversion rate on the customers who requested the assessment and then completing the process. Pretty great stats!

We can mockup a Kentucky Power email and set some dates for your review and approval to proceed. I think we should let people get over the holidays and into the new year and create a buzz.

Let us know if you have initial questions or if you would like to proceed with dates for your consideration.



Get a FREE Assessment & \$25 Gift Card

SCHEDULE NOW!

Unlock savings, comfort – and a \$25 gift card!

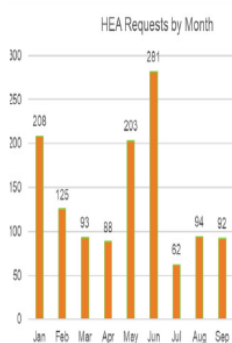
Get more from your home energy use with a no-cost Home Energy Assessment (HEA) from Appalachian Power. One of our expert Energy Advisors will evaluate your home energy use, install FREE energy-saving products like LED bulbs, and provide a custom report to help you save energy long-term.

As a thank you, if you book your HEA by June 15, you'll receive a \$25 gift card* after your HEA is complete. It's fast, free, and designed to benefit your home – and your wallet.

SCHEDULE NOW!

*Reward cards are available for the first 150 households that schedule HEAs between 5/15/25 and 6/15/25, while supplies last. Cards will be sent digitally to customers upon completion of the HEA. One card per customer account. A scheduled HEA must be completed by 7/19/25 to qualify.

See the wide variety of energy efficiency programs and rebates Appalachian Power offers at [TakeChargeVA.com](https://www.takechargeva.com).



Thank you!
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, September 26, 2025 1:29 PM EDT
To: Tanner S Wolfram <tswolfram@aep.com>; Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] HVAC discussion

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Hi

I will set up time to discuss HVAC in detail. We do have it planned now for open network and self-install provided all other requirements are met. We can revise as needed before launching HVAC measures.

Thank you.

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Thursday, April 30, 2026 10:48 PM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Invoices

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Ryan,

I uploaded invoices for May 1st.

- CESP- 10107
- HEIP- 20109

Please let me know if you have any questions, have a great weekend!

Fran

Fran Phillips
Operations Manager

C 301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | TRCcompanies.com



From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, February 25, 2026 7:31 PM EST
To: Ryan L Lake <rlake@aep.com>; Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Invoices

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi Ryan,

I submitted invoices CESP 10105 and HEIP 20105, let me know if you have any questions.

Thanks,
Fran

Fran Phillips
Operations Manager



C301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, January 27, 2026 8:26 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Invoices

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi Ryan,

I just sent over two invoices, see below.

- CESP-010104- EnergyAdvantage for Business
- HEIP-020104- EnergyAdvantage at Home

Let me know if you have any questions.

Thank you,
Fran

Fran Phillips
Operations Manager



C301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, January 13, 2026 6:40 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Invoices

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi Ryan,

I just uploaded the invoices for you.

- CESP-010103
- HEIP-020103

Have a great evening!

Fran Phillips
Operations Manager



C301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, December 16, 2025 2:01 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Invoices

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the 'Report to Incidents' button. No button, forward to incidents@aep.com.

Hi Ryan,

I am sending invoices now, keep a look out for them, I put the invoice number in the title of the invoice, see below.

KY HEIP Project Invoice 20102
KY CESP Project Invoice 10102

Fran Phillips
Operations Manager



C301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://trccompanies.com)

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, November 21, 2025 11:40 AM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Invoices and Accruals today

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the '**Report to Incidents**' button. No button, forward to incidents@aep.com.

Hi Ryan

We will be submitting incentive invoices for both Business and Home today. Yay! The invoices include the first 4 commercial projects and then the residential projects include a customer rebate.

Have you been able to work out processing the incentives to the TRC bank account? We need to pay the contractor for that initial batch but even more important with these invoices that will go direct to customers.

After we wrap up invoices, we will send over the accruals in the same format we do for APCo, and you can let me know if that works for you.

Thank you! Happy Weekend.
Deb

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Monday, June 29, 2026 6:36 PM EDT
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Invoices

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Ryan,

I am sending over invoices see below.

CESP- 10109
HEIP-20111

Fran Phillips
Operations Manager

C 301.275.7427 | FPhillips@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, March 02, 2026 1:09 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>
Subject: [EXTERNAL] Items for our next check ins - confirmations and requests

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This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Hi Ryan

For discussion/confirmation, please as follow up on items to our in-person February meeting.

1 - Were you able to confirm if we can serve Government and/or School buildings with the commercial incentives? We discussed this a bit in Ashland, but I think we all felt like we needed confirmation. Misty mentioned a 911 dispatch center that we want to follow-up but want to be 100% sure since this is probably a county facility.

2 - This is not immediate need but there was also a question on when the program could start to advertise the details of the commercial food equipment incentives for 2027. Ideally, maybe by September to share the details so hopefully people start thinking about follow-up projects or plan for renovations.

3 - Do you think it is possible to schedule a call with Drew Mack with our team? We want to engage properly with National Accounts based on his direction and also hopefully he can make some introductions.

Thank you!
Deb

From: Sagan, Laura <LSagan@trccompanies.com>
Sent: Friday, July 11, 2025 11:50 AM EDT
To: Tanner S Wolfram <tswolfram@aep.com>; Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>; Misty A Baker <mabaker1@aep.com>; Richard D Chriscinske <rdchriscinske@aep.com>; Malcolm Saunders <ssaunders@aep.com>; Tammy C Stafford <tcstafford@aep.com>; Paula A Gwinn <pagwinn@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Kentucky Power Program Update Slides
Attachment(s): "Kentucky Power Program Updates 7.10.25.pdf"

This Message Is From an EXTERNAL Sender

This is an **EXTERNAL** email. **STOP. THINK** before you click links or open attachments. If suspicious, please click the **'Report to Incidents'** button. No button, forward to incidents@aep.com.

Good afternoon,

Thank you for meeting with us yesterday to kick-off the Kentucky Power EnergyAdvantage programs. I have attached a copy of the slides that we covered. We look forward to working together to make EnergyAdvantage a success!

Best,

Laura Sagan
Project Manager II



Ames, IA
T816.579.4875 | LSagan@trccompanies.com
[LinkedIn](#) | [Instagram](#) | [TRCcompanies.com](https://www.trccompanies.com)

Kentucky Power Program Updates

EnergyAdvantage at Home
EnergyAdvantage for Businesses

TRCCOMPANIES.COM



Agenda

- Introductions
- Safety Moment
- Start-Up Tasks
- Program Overviews
- Application Portal
- Captures
- Marketing
- Outreach
- Trade Allies
- Operations



TRC Team



Deborah Hill
Program Director



Laura Sagan
JumpStart



Fran Phillips
Operations Manager



Peter Hynson
Project Engineer III



Joel McManus
Key Account Rep



Ben Hande
Delivery Services Manager



Heather Lee
Financial Analyst



Courtney Capshaw
Marketing Director



Erica Tieman
Sr. Marketing Manager



Jennifer Voss
Marketing Coordinator



Hiring
Operations



Hiring
Outreach

Safety Moment



Use sunscreen: Apply broad-spectrum sunscreen with SPF 30+



Avoid peak sun hours: Stay indoors or find shade between 10 A.M and 4 P.M

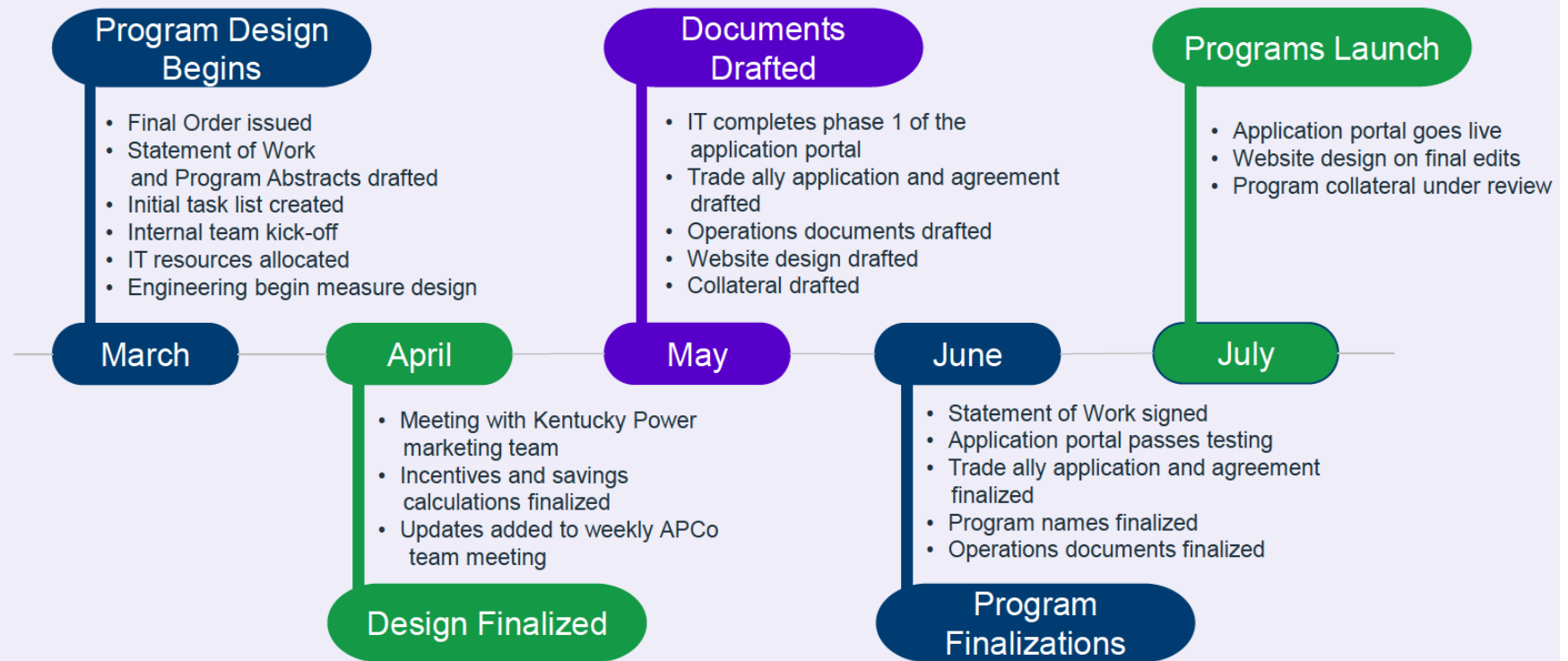


Wear sunglasses: Choose sunglasses that block 100% of UV rays



Cover up: Wear protective clothing

Timeline



JumpStart Tasks



- | | |
|---|---|
| ☒ Task List & Timeline | ☒ IT Coordination & Testing |
| ☒ Internal Kick-Off | ☒ Operations Planning |
| ☒ Weekly meetings with APCo | ☒ Trade Ally Planning |
| ☒ Meetings with Kentucky Power Marketing Team | ☒ Review Marketing |
| ☒ Program Design | |

Captures

- TRC's project management system
- Houses Kentucky Power customer data
- Connected to the program application portals
- Track leads, applications, projects, sites, QA/QC, payments, contractors, trade allies
- Customizable program dashboards
- Milestone driven
- Role based access



HP OLA - Assessment Requested - TA Assignment Needed									
Search for records									
HP Request Da...	Application ID...	Name	Program	Sub-Program	Income Eligibil...	Application Status	TA		
7/7/2025	HEA_6089346	6089346-Engelbert Andrade	HP	Direct Install	Moderate In...	HP Request Sub...			
7/8/2025	HEA_1565982	1565982-Nicholas B Jensen	HP	Direct Install	Standard Inc...	HP Request Sub...			

HP OLA - Assessment Requested - TA Assigned - HEA Scheduled									
Search for records									
HEA Schedule...	Revised HEA S...	HEA Note	Application ID...	Name	Program	Sub-Program	Income		
6/6/2025	7/11/2025	5/15/2025 2...	HEA_6845726	6845726-Melissa E Hipple	HP	Direct Install	Starv		
7/2/2025	7/14/2025	6/20/2025 1...	HEA_2551712	2551712-Whitney N Keen	HP	Direct Install	Starv		
7/9/2025	6/13/2025 2...	HEA_3000327	3000327-Shannon Hiller	HP	Direct Install	Starv			

Project Lead ...	Project Type	Project Lead Description	Program	Sub-Program...	Last Touch Da...	Next Follow ...	
PL_2213	Lighting	Vinton location- interior/exterior lighting LED upgrade	BES	Commercial	7/8/2025	7/15/2025	
PL_2250	Lighting	Abington location - lighting upgrade Qty 80 metal halid...	BES	Commercial	7/3/2025	7/1/2025	
PL_2115	Add-On	Upgrades to Coaters - phase 1 (2025 completion)	CCIP	Custom	7/1/2025	7/15/2025	
PL_2251	Lighting	Vinton location - LED to LED lighting upgrade -metal hali...	CCIP	Custom	7/1/2025	7/1/2025	
PL_2291	Lighting	Russell County Industrial Development Authority - lighting	BES	Commercial	7/1/2025	7/22/2025	
PL_1717	New Constr...	Custom Chiller/EC Motors on CRAC Units - New Constr...	CCIP	Custom	6/26/2025	6/3/2025	
PL_1724	Lighting	LED lighting	BES	Commercial	6/24/2025	6/24/2025	

EnergyAdvantage at Home Overview

- Residential customers with electric heating
- Projects are required to use an approved Contractor

Pathways

- Home Energy Assessment & Direct Install
 - Limited to 1 per account
 - Measures free to customer
 - Direct Install measures capped at \$600
 - \$150 assessment fee included in Contractor payment
 - Incentive paid to Contractor
- Rebates
 - Assists with offsetting a portion of the project costs
 - Capped at \$1,500 per account number
 - Incentive paid to Contractor or customer



EnergyAdvantage at Home

2025 Direct Install Incentives



HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Low Flow Showerhead^{1,2}	1.5 GPM Low Flow Showerhead	Showerhead	\$20	3 Showerheads Per Home
Aerator^{1,2}	1.0 GPM Low Flow Bathroom Faucet Aerator	Aerator	\$10	5 Aerators Per Home
	1.5 GPM Low Flow Kitchen Faucet Aerator	Aerator	\$10	2 Aerators Per Home
Hot Water Heater Temperature Setback²	Electric Domestic Hot Water Heater Temperature Setback	Hot Water Heater	\$15	2 Per Home
INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Pipe Insulation²	R-3 Insulation of 1/2 thickness on 3/4" DHW Pipe	Per Linear Foot	\$4	N/A
	R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe	Per Linear Foot	\$4	N/A
Hot Water Tank Wrap^{2,3}	30 - 80 Gallon Domestic Hot Water Heater Tank Wrap	Each	\$75	2 Per Home
Duct Sealing^{4,5}	Duct Sealing	Per Home	\$150	N/A
AIR SEALING	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Air Sealing⁴	Caulking, Sealing, or Polyethylene Tape	Linear Foot	\$0.75	N/A
	Outlet Gasket on Exterior Walls	Gasket	\$5	10 Outlet Gas-kets Per Home
	Switch Gasket on Exterior Walls	Gasket	\$5	10 Switch Gas-kets Per Home
	Door Sweep on Exterior Doors	Each	\$25	2 Door Sweeps Per Home
	Window Weatherstripping	Per Linear Foot	\$3	N/A
	Door Weatherstripping on Exterior Doors	Per Linear Foot	\$3	N/A
Air Sealing with Blower Door^{4,6,7}	Whole Home Air Sealing with Blower Door Test. Home must be 15+ years old	Per Home	\$320	N/A
OTHER	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Advanced Power Strip	Tier 1: Simple Control/Switched Outlets	Each	\$30	5 Power Strips Per Home
Assessment	Whole Home Assessment	Home	\$150	1 Assessment Per Home

EnergyAdvantage at Home

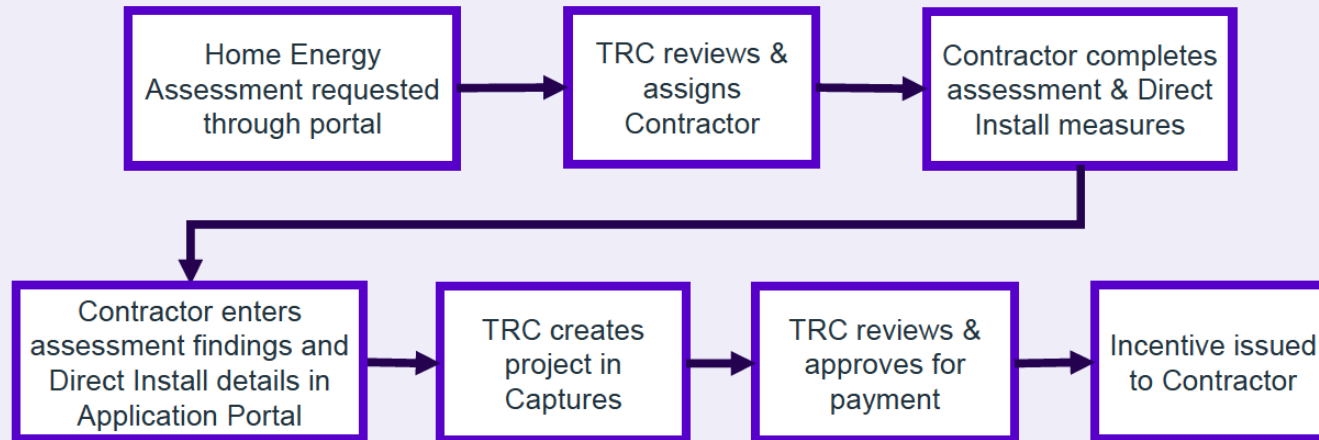
2025 Rebate Incentives



INSULATION	DESCRIPTION	UNIT TYPE	INCENTIVE	MAXIMUM
Attic Insulation^{4, 9}	Attic Insulation	Per Square Foot	\$0.20	\$230 Per Home
Floor Insulation⁴	Floor Insulation	Per Square Foot	\$0.20	\$220 Per Home
HVAC	DESCRIPTION	UNIT TYPE	INCENTIVE	
Central Air Conditioner⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2	Each	\$200	
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2	Each	\$250	
Air Source Heat Pump⁸	Tier 1 - Split System or Single Package ≥ 15.2 SEER2 & ≥ 8.2 HSPF2	Each	\$400	
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Each	\$500	
Ductless Air Conditioner⁸	Single Zone ≥ 15.2 SEER2	Per System	\$100	
	Multi-Zone ≥ 15.2 SEER2	Per System	\$200	
Ductless Heat Pump⁸	Single Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$200	
	Multi-Zone ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Per System	\$400	
Room Air Conditioner	ENERGY STAR Room Air Conditioner	Each	\$20	
Smart Thermostat⁴	ENERGY STAR listed Smart Thermostat	Each	\$50	
HOT WATER	DESCRIPTION	UNIT TYPE	INCENTIVE	
Heat Pump Water Heater	ENERGY STAR Heat Pump Water Heater	Each	\$500	

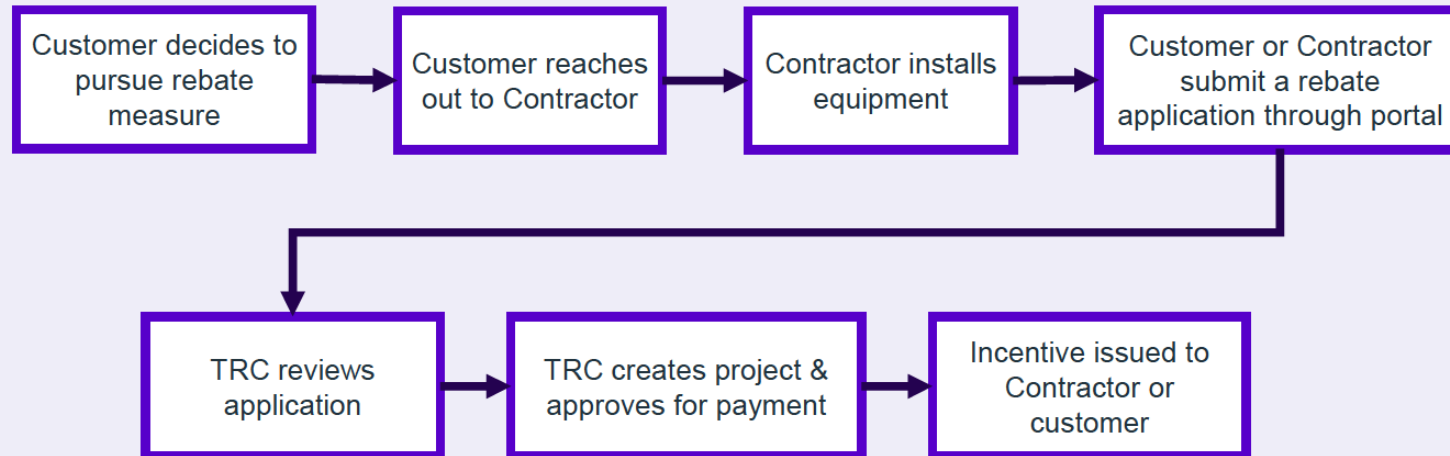
Process Flow – EnergyAdvantage at Home

Home Energy Assessment + Direct Install



Process Flow – EnergyAdvantage at Home

Rebate



Application Portals



EnergyAdvantage at Home

Welcome to the AEP Kentucky Power Home Energy Improvement Program Portal. Here you can request a Home Energy Assessment or a rebate and view the application progress. A new application will need to be submitted for a Home Energy Assessment or each rebate.

We take the privacy and security of your personal information seriously. Click [here](#) to review the Kentucky Power Notice at Collection relating to residents in the service territory.

Please enter the account number and site name from your Kentucky Power utility bill where the Home Energy Assessment is being performed and efficient measures installed. If you need assistance, please contact us at 844-657-1230 or EnergyAdvantageKentucky@trccompanies.com

Account Number (First 10-digits only, No Dashes or Spaces) *

Account Name *

Validate Account

Site Details

How did you first hear about the Home Energy Improvement Program? *

Appalachian Power TakeCharge

Do you own this home? *

No

Please indicate type of home *

Single-Family Detached

What is the square footage of your home? *

1500 - 2999 sq. ft.

What is your primary heating fuel type? *

Electric

What is your primary heating equipment type? *

Heat Pump

What is your Water Heat Source? *

Electric

**What type of thermostat do you have? *

Programmable Thermostat

What is your primary cooling system? *

Central AC Ducted

How old is the existing central air conditioner? *

2-5 Years

Is there a second refrigerator or freezer in the building? *

No

Is there a pool on the premises? *

No

Do you own a plug-in Electric Vehicle? *

No

How old is your primary heating system? *

2-5 Years

What equipment is controlled by the thermostat? *

Heating and Cooling Equipment

When was the home built? *

2022

[EnergyAdvantage at Home](#)

EnergyAdvantage at Home Contractor Portal



Application Status:	Signed	Site Address:	Avenue A Ashland KY 44007
Estimated Incentive:	\$152.75	Estimated kWh Saved:	740.73
Site Information Customer Information Trade Ally Information Payee Information Assessment Health & Safety Assessment Measures File Upload Review and Submit			

Assessment

You must complete all required fields for at least one Assessment for each required Measure category before you can proceed to the next page.

Lighting

% of Lighting that is LED
20-30

Add Lighting Assessment

Location*	Watts*	Qty*	Notes
Kitchen	250	1-10	Test

Heating

Add Heating Assessment

Location*	Equipment Type*	Approx. Age*	Fuel Source*	Heating Capacity (Btu)*	Efficiency (AFUE)*	Qty*	Func
Living Room	Electric Furnace	2-5 Year	Electric	15		1	Yes

Measure Summary

Program	Category	Measure Group	Efficient Equipment	Quantity	Estimated Incentive	Estimated kWh Savings
Direct Install	Other	Advanced Power Strip	Advanced Power Strip - Tier 1	1	\$30.00	80.00
Direct Install	Insulation	Hot Water Heater Tank Wrap	40 Gallon Domestic Hot Water Heater Tank Wrap	1	\$75.00	253.00
Direct Install	Insulation	Domestic Hot Water Pipe Insulation	R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe	1	\$4.00	41.80
Direct Install	Hot Water	Low Flow Showerhead	1.5 GPM Low Flow Showerhead	1	\$20.00	234.46
Program	Category	Name				
Recommended	HVAC	Smart Thermostat				
Recommended	HVAC	Air Source Heat Pump				

EnergyAdvantage for Businesses Overview



- Commercial customers
- Measures can be installed by a trade ally or self-installed by the customer
- Incentives paid to payee listed on the application
- Lighting & lighting control incentives available in 2025
- Pre-approval required for projects with an incentive $\geq \$10,000$
- Customers capped at \$25,000 in incentives per year
- Engineering review
 - Confirm equipment details match provided spec sheets
 - Verify proposed savings align with customer usage

