

EnergyAdvantage for Businesses

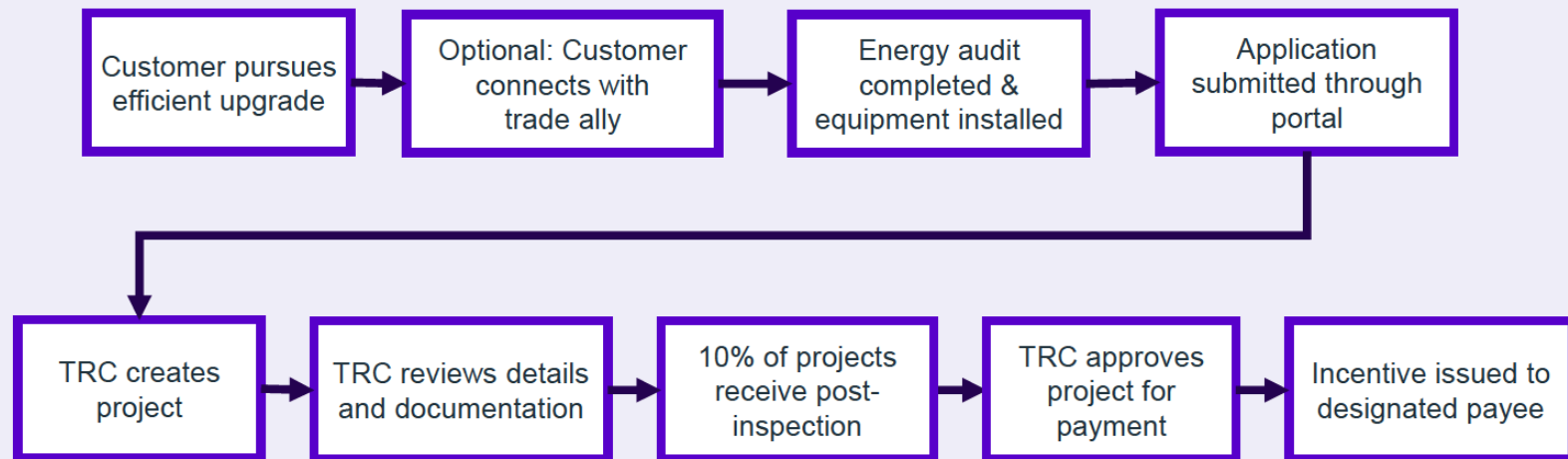
2025 Incentives



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
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	Each	\$15
	LED Fixture Integrated		
Network Lighting Controls ²	Networked Lighting Controls	Per Watt Controlled	\$0.20

Process Flow – EnergyAdvantage for Businesses

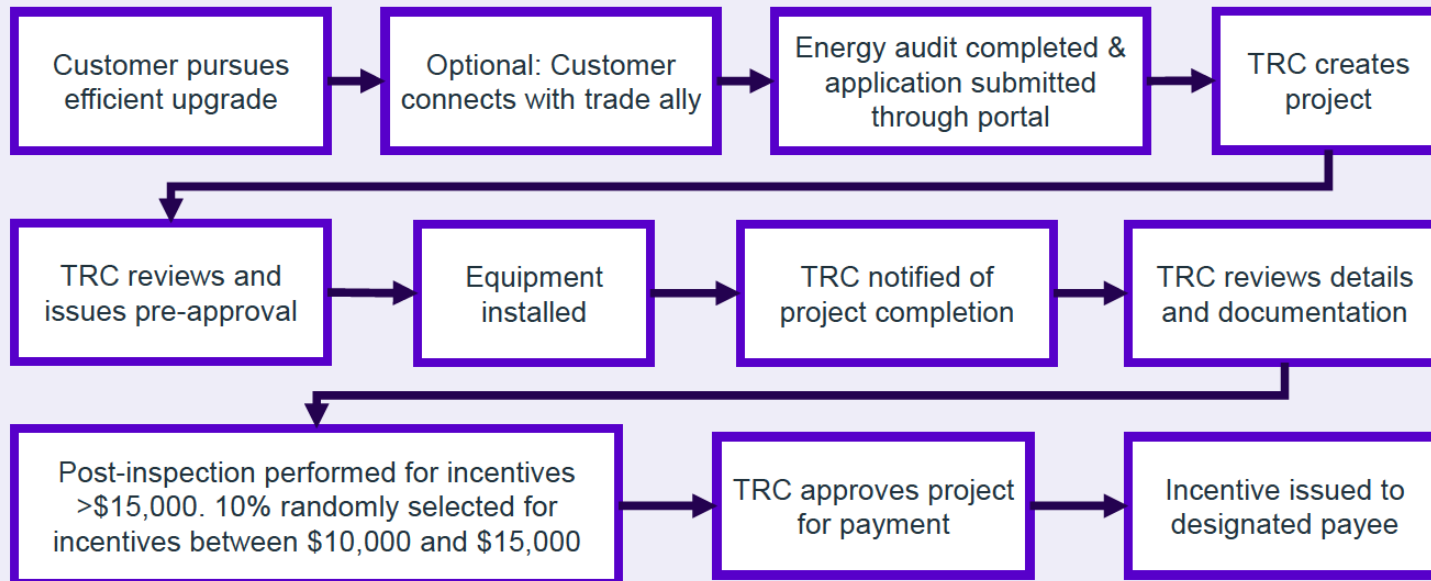
Incentive <\$10,000



Process Flow – EnergyAdvantage for Businesses



Incentive $\geq \$10,000$



EnergyAdvantage for Businesses Project Interest Form



Kentucky Power EnergyAdvantage Program for Business Customers

Program Inquiry Form

SITE INFORMATION	PRIMARY CONTACT INFORMATION
TRADE ALLY/CONTRACTOR INFORMATION	PROJECT INFORMATION
DOCUMENT UPLOAD & SIGNATURE	

Thank you for your interest in the Kentucky Power EnergyAdvantage Program!

This program provides incentives to commercial customers to help reduce the cost of energy-efficient upgrades. Details about available incentives can be found on the Kentucky Power [website](#).

If you have an upcoming project that may qualify, please complete the questions below for review.

Please note that projects with an incentive of $\geq$ \$10,000 require pre-approval *before* equipment can be purchased or installed.

Kentucky Power's EnergyAdvantage Programs are administered by TRC, a third-party implementation specialist that helps homes and businesses save energy.

Project Information

Please provide the following information about the project to be completed.

Estimated Completion Date *

MM-DD-YYYY

Date

Has an energy audit been completed for this site? To be eligible for incentives, the site must have undergone an energy audit, either by an external company or conducted internally. You'll have the option to upload the audit report at the end of this form.

- ☐ Yes
☐ No

What energy efficient equipment will be installed at the site?

- ☐ Lighting
☐ Lighting Controls

Project Details

Please provide project details, including the quantity of each proposed measure.

[Project Interest Form](#)

EnergyAdvantage for Businesses Application Portal



Key Features

- Energy Audit section
 - Enter details about building lighting, HVAC, controls, etc.
 - Information can be used for lead generation as additional measure incentives become available
- Allows for additional account numbers to be added
- Commercial specific site questions
 - Hours of operation
 - Building type
 - Number of floors

A screenshot of the EnergyAdvantage for Businesses Application Portal. The header features a banner image of a woman in a green apron working at a counter. Below the banner, the title "EnergyAdvantage for Businesses" is centered. A welcome message follows, stating: "Welcome to the Appalachian Power Company's TakeCharge Virginia Small Business Direct Install Program Portal. View and track the progress of your Energy Efficiency project applications submitted to the Program and apply for new incentives using the online application. Projects viewed in the Small Business Direct Install Portal are updated in real-time to provide up-to-date status information. We take the privacy and security of your personal information seriously. Click [here](#) to review the Appalachian Power Company's Notice at Collection relating to residents in the Appalachian Power service territory." Below this, a prompt asks the user to "Please enter the account number and site name from your Appalachian Power Company utility bill where the Energy Efficient project is being installed. If you need assistance, please contact the Small Business Direct Install Program at 1-833-402-2221." Two input fields are provided: "Account Number (First 10-digits only, No Dashes or Spaces) *" and "Account Name *". A blue "Validate Account" button is located at the bottom right of the form area.

Marketing

Collateral



KENTUCKY POWER
An AEP Company

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@TRCCCompanies.com

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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.

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:

- 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 ≥ \$10,000.
- INSTALL APPROVED MEASURES**
Customer or Trade Ally completes the installation of approved measures.
- PROJECT REVIEW AND INSPECTION**
Once application is submitted, the completed project undergoes a quality check.
- START SAVING!**
Take advantage of energy saving upgrades that can help lower your energy use and save money.

Start saving big today!

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

Interested? Contact Us!

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

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ENERGYADVANTAGE

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 ¹	Attic Insulation	Per Square Foot	\$0.20	\$200 Per Home
Floor Insulation ²	Floor Insulation	Per Square Foot	\$0.20	\$200 Per Home

HVAC	DESCRIPTION	UNIT TYPE	INCENTIVE
Central Air Conditioner ³	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 Pump ⁴	Tier 1 - Split System or Single Package ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Each	\$400
	Tier 2 - Split System or Single Package ≥ 16.2 SEER2 & ≥ 8.2 HSPF2	Each	\$500
Ductless Air Conditioner ⁵	Single Zone ≥ 15.2 SEER2	Per System	\$300
	Multi-Zone ≥ 15.2 SEER2	Per System	\$200
Ductless Heat Pump ⁶	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 Rated Room Air Conditioner	Each	\$20
Smart Thermostat ⁷	ENERGY STAR Rated Smart Thermostat	Each	\$50

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

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

1. Attic and floor insulation must be R-19 or greater.
2. Floor insulation must be R-19 or greater.
3. Cooling air conditioner must be installed in a room with a ceiling height of 8' or less.
4. Heating air conditioner must be installed in a room with a ceiling height of 8' or less.
5. Ductless air conditioner must be installed in a room with a ceiling height of 8' or less.
6. Heating air conditioner must be installed in a room with a ceiling height of 8' or less.
7. Smart thermostat must be ENERGY STAR certified.
8. All equipment must be installed by a licensed electrician or HVAC contractor.

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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!

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

ENERGYADVANTAGE COMMERCIAL LIGHTING INCENTIVES¹

Category	Description	Unit Type	Incentive
Lighting	LED Low Bay Fixture ≤ 200W	Each	\$10
	LED High Bay Fixture ≤ 200W	Each	\$50
	LED High Bay Fixture 201 - 250W	Each	\$50
	LED High Bay Fixture 251 - 300W	Each	\$75
	LED Troffer ≤ 80W	Each	\$30
	LED 2ft Linear Lamp ≤ 10W	Each	\$1.50
	LED 3ft Linear Lamp ≤ 15W	Each	\$1
	LED 4ft Linear Lamp ≤ 20W	Each	\$1
	LED 6ft Linear Lamp ≤ 30W	Each	\$1
	LED U-shaped Linear Lamp ≤ 20W	Each	\$1
Lighting Controls	LED Recessed, Surface, Pendant Downlight	Each	\$9
	LED Recessed or Recessed Case Light	Per Linear Foot	\$15.00
	LED Exterior Fixture ≤ 50 W	Each	\$30
	LED Exterior Fixture 51 - 100W	Each	\$35
	LED Exterior Fixture 101 - 200W	Each	\$50
LED Exterior Fixture 201 - 300W	Each	\$75	

COMMERCIAL LIGHTING CONTROLS INCENTIVES

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

1. All lighting incentives must be for LED or Energy Star certified and installed in existing non-emergency, fluorescent, CFL, or HID lamp or fixture with equivalent lumens. Rebate is based on the wattage of the existing fixture and the wattage of the LED fixture.
2. Networked lighting controls systems must be DDC based.

Questions? Contact Us!
KentuckyPower.com
844-657-1230
EnergyAdvantageKentucky@TRCCompanies.com

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Program Webpages

- <https://qa.kentuckypower.com/savings/home/energy-advantage/>
- <https://qa.kentuckypower.com/savings/business/energy-advantage/>

Home / Savings / Home Savings / EnergyAdvantage at Home

TRANSFORM YOUR HOME

The Kentucky Power EnergyAdvantage at Home program helps you create a more comfortable, energy-efficient home while lowering your energy bills.

WHY CHOOSE ENERGYADVANTAGE?

- 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 now.
- 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.

AVAILABLE OPPORTUNITIES

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

- Home Energy Assessment**
A comprehensive home energy audit including a visual inspection, energy usage analysis, and a detailed efficiency report 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: An home energy assessment is required to receive direct install measures but is not necessary to apply for rebates.

WHAT TO EXPECT DURING YOUR HOME ENERGY ASSESSMENT

- Visual inspection to identify problem areas and energy efficiency opportunities
- Health & Safety testing for issues like mold, water infiltration, gas leaks, and more
- 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

START YOUR PROJECTS TODAY!

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

Schedule Your Free Energy Assessment	1
Apply for Rebates	2
Explore Available Rebates	3



Home / Savings / Business Savings / EnergyAdvantage for Business

UNLOCK SAVINGS AND ENERGY EFFICIENCY FOR YOUR BUSINESS

The Kentucky Power Commercial EnergyAdvantage for Business program is designed to help businesses like yours reduce operating costs and create more efficient commercial spaces. We offer incentives to help offset the costs to your business. With our expert guidance, you can feel assured that upgrading your facility's equipment will be easier and more cost efficient than ever before.

WHY CHOOSE ENERGYADVANTAGE?

- 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 efficient solutions for your business.

AVAILABLE INCENTIVES

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

- 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.

HOW IT WORKS

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

READY TO START SAVING?

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

Explore Incentives	1
Apply Now	2





Marketing

Website Updates

- <https://qa.kentuckypower.com/savings/home/energy/Lighting>

LIGHTING

HOW TO SAVE LIGHTING YOUR HOME

One of the easiest ways to save energy at home is installing more energy efficient light bulbs like light emitting diode (LED) bulbs. LEDs use nearly 75% less energy than traditional incandescent light bulbs, and last more than 15 times longer.

Lighting can account for up to 20% of the average home's electric usage. Over time, changing to LED bulbs can add up to major savings.



Energy-Saving Lighting Tips

- Replace incandescent light bulbs with ENERGY STAR®-certified LEDs.
- Turn off lights you're not using.
- Make the most of the natural light in your home.
- Adjust lighting levels for different uses and times of the day.
- Switch to LED lights for holiday decorations and outdoor security.
- Install lighting controls like dimmers, timers, motion sensors, and photocells.
- Use ENERGY STAR®-certified lamps and fixtures.



Our Kentucky Power EnergyAdvantage at Home program helps you create a more comfortable, energy-efficient home while lowering your energy bills.

[Learn more](#)



- <https://qa.kentuckypower.com/savings/home/energy/Heating-Cooling>

HEATING & COOLING TIPS

Keeping your home cool in the summer and warm in the winter while remaining efficient is easy with these tips below.

COOLING TIPS



- Cover your windows (especially those facing south) during the day with light-colored shades and you could save 10-25% on cooling costs.
- Move furnishings away from floor or return air vents.
- Plant a tree outside to provide shade for your home.
- Repair and apply weather strips to prevent air leaks in your home.
- Nearly 10-25% of energy used to cool homes escapes via leaks.
- Add attic insulation if the joists are showing.
- Have your HVAC system serviced or tuned-up annually to maximize efficiency and comfort.
- Seal leaking ductwork throughout your home. Nearly 20% of air moving through duct systems is lost to leaks.
- Replace your HVAC filter every month.
- Install a programmable thermostat and set the temperature higher when you are not home.
- Setting your thermostat five degrees higher can save you 20% on cooling costs.
- Install ceiling fans to circulate cool air.
- Install awnings on windows that get excessive sun in the late afternoon.
- Avoid using heat-producing appliances such as ovens or dryers during the hottest parts of the day.



Our Kentucky Power EnergyAdvantage at Home program helps you create a more comfortable, energy-efficient home while lowering your energy bills.

[Learn more](#)

Marketing

Website Updates

- <https://qa.kentuckypower.com/savings/business/energy/>



SAVE ENERGY FOR YOUR BUSINESS

Let us help your business cut back on how much energy it uses. Just by following these simple tips, you make a big difference for your company's energy use for heating and cooling, lighting, refrigeration, and motors and drives.

ENERGYADVANTAGE FOR BUSINESS

Earn cash incentives for energy efficient upgrades. 🔴



Save Energy On Heating/Cooling

Explore ways to save energy (and money) on your business's heating and cooling costs.

[Read tips](#)



Save Energy On Refrigeration

What could make your business even cooler? Saving energy on refrigeration.

[Learn more](#)



Save Energy On Motors & Drives

If you rely on motors and drives, take steps to maximize efficiency and cut costs.

[View steps](#)

Marketing

Communication Calendars



Kentucky Power - EnergyAdvantage for Home						
Tactic	July	Aug	Sept	Oct	Nov	Dec
Contractor Outreach						
Launch Webinars		X				
One-Pager "Sell Sheets"	X					
Email Newsletter				X		
Customer Outreach						
Incentive Guides	X					
Program Collateral	X					
Website Updates	X					
Email Announcement	X					
Direct Mail Announcement		X				
Program Virtual Webinar		X				
Campaign Emails			X	X	X	X
Direct Mail Campaign			X		X	

Kentucky Power - EnergyAdvantage for Business						
Tactic	July	Aug	Sept	Oct	Nov	Dec
Trade Ally Outreach						
Launch Webinars		X				
One-Pager "Sell Sheets"	X					
Email Newsletter				X		
Customer Outreach						
Incentive Guides	X					
Program Collateral	X					
Website Updates	X					
Email Announcement	X					
Direct Mail Announcement		X				
Program Virtual Webinar		X				
Campaign Emails			X	X	X	X
Direct Mail Campaign			X		X	

Marketing

Campaign Calendars



Kentucky Power - EnergyAdvantage for Home Campaign Timing				
Campaign Theme	Email Send Date	Resend to Unopens	Direct Mail	Subject Line / Postcard Focus
Email 1: Welcome to EnergyAdvantage	9/10/2025	9/12/2025		Big Savings Start Here – Introducing Energy Advantage
Email 2: How EnergyAdvantage Helps You	9/25/2025	9/29/2025	9/17/2025	Save Money. Feel Comfortable. Help the Environment.
Email 3: EnergyAdvantage For Your Home	10/14/2025	10/16/2025		EnergyAdvantage: Is Your Home Ready?
Email 4: FAQs	10/29/2025	11/3/2025		Questions about Incentives? We Can Help.
Email 5: Prepare for Winter	11/12/2025	11/17/2025	11/3/2025	Is your Home Ready for Winter?
Email 6: Comfort for Holidays	12/2/2025	12/4/2025		Make Your Home Comfortable for the Holidays
Email 7: Start Your 2025 Energy Efficient	12/16/2025	12/18/2025		Prepare Your Home for 2026 with EnergyAdvantage
Kentucky Power - EnergyAdvantage for Business Campaign Timing				
Campaign Theme	Date		Direct Mail	Subject Line / Postcard Focus
Email 1: Welcome to EnergyAdvantage	9/9/2025	9/11/2025		Cut Energy Costs & Upgrade Comfort With EnergyAdvantage for Business
Email 2: How EnergyAdvantage Helps You	9/25/2025	9/30/2025	9/17/2025	Save Money. Feel Comfortable. Help the Environment.
Email 3: EnergyAdvantage For Your Business	10/14/2025	10/16/2025		EnergyAdvantage: Is Your Business Ready?
Email 4: FAQs	10/29/2025	11/3/2025		Questions about Incentives? We Can Help.
Email 5: Prepare for Winter	11/11/2025	11/13/2025	11/3/2025	Is Your Lighting Ready for Darker Winter Months?
Email 6: Comfort for your employees	12/4/2025	12/9/2025		Lower Costs, Brighter Workspaces
Email 7: Start Your 2025 Energy Efficient	12/16/2025	12/18/2025		Prepare Your Business for 2026 with EnergyAdvantage

Outreach

- [SharePoint Folder](#) can be used to share high usage customers
- Trade ally enrollment guide
- List of organizations and companies to include in initial program announcement email
 - Chamber of Commerce
 - Downtown Associations
 - Housing Agencies
 - Homeowners Associations
 - Trade allies & contractors
- Customer Service Representative information guide



Trade Allies

- Online application to be part of the trade ally network
- Training with TRC program team required prior to approval
- Status tracked and maintained in Captures
- Listed on Kentucky Power website for customers to contact
- Separate networks for EnergyAdvantage at Home and EnergyAdvantage for Businesses
- Leverage trade allies participating in Appalachian Power programs who are represented in Kentucky
- Outreach to local contractors and trade allies



Join the Kentucky Power Trade Ally Network

Enrollment Process & Requirements

Contractors and vendors who sell, supply or install energy-efficient measures are encouraged—but not required—to enroll in Kentucky Power's Trade Ally (TA) Network. Enrollment offers valuable benefits, including training opportunities and streamlined access to program incentives and information.

To apply for enrollment in the TA Network, please:

- Complete all fields of the application form
- Submit all requested supporting documentation

Submitting this form does not guarantee acceptance into the network.

Operations



Customer Service

- EnergyAdvantageKentucky@TRCCompanies.com
- Call Center: 844-657-1230
 - Menu options to direct customer to EnergyAdvantage at Home or EnergyAdvantage for Businesses
 - Hours: 8-6 M – Th; 8-5 F
 - Manual for call center representatives to utilize

Operations Manual

- Provides step by step instructions on reviewing applications and processing projects
- Reviewed often and updated as needed to maintain accuracy

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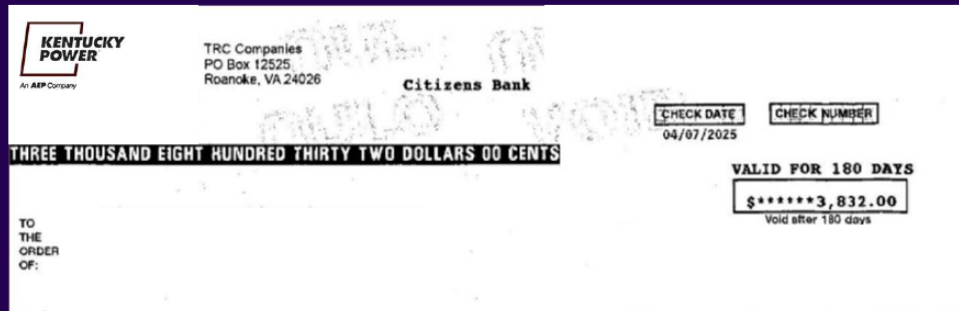
Thank you!



Payment Processing

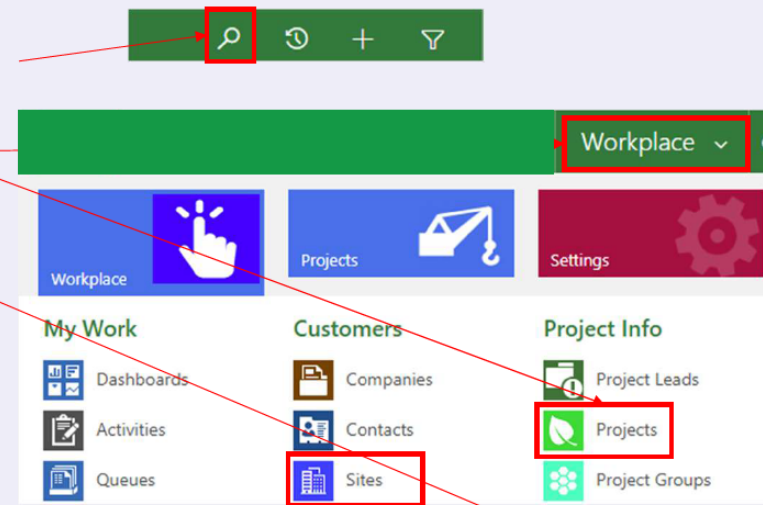


- Projects reviewed by TRC and approved for payment
- Monthly invoice sent to Kentucky Power for review and approval
- Funding sent from Kentucky Power to TRC's Citizen's account
- TRC requests checks to be sent from Citizen's to the designated payee



Searching in Captures

- Search for specific customer or project number using the magnifying glass in the upper right
- Click the desired entity (site, project, etc.) from the Workplace dropdown options. Apply filters to locate Kentucky projects
 - Utility = AEP Kentucky
 - Program Codes
 - HEI = EnergyAdvantage at Home
 - CES = EnergyAdvantage for Businesses



Application ID	Name	Utility	Program	Sub-Program...	Project Type	Account Type...	Application Status	Application Signe...	Company Name	Rela...
HEI_2592785	2592785-ZZ_Test Site DJS HEI-R	AEP KY	HEI	Direct Install	Residential	Signed			ZZ_Test Site DJS HEI-R	ZZ_Test Site ...
HER_5651643	5651643-ZZ_Test Site DJS HEI-R	AEP KY	HEI	Rebate	Residential	In Progress-not Submi...			ZZ_Test Site DJS HEI-R	ZZ_Test Site ...
HEI_2091393	2091393-ZZ_Test Site APP2 HEI	AEP KY	HEI	Direct Install	Residential	Signed			ZZ_Test Site APP2 HEI	ZZ_Test Site A...
HEI_8097452	8097452-ZZ_Test Site Laura HEI-R	AEP KY	HEI	Direct Install	Residential	HP Request Submitted			ZZ_Test Site Laura HEI-R	ZZ_Test Site L...

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Tuesday, November 11, 2025 8:53 AM EST
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Kentucky Project Status

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,

Please see below stats for, Home Energy Assessments, Rebates and Commercial submitted projects and in process of becoming a project. Let me know if you have any questions.

For EnergyAdvantage at Home see below.

Applications

- 53- Home Energy Assessment Requests
- 12- Completed
- 7- Scheduled
- 34- scheduling, multiple attempts, will continue to do outreach
- 2- rebates

For the EnergyAdvantage for Business see below.

Applications

1 submitted

- Colson Civic Center- potential kWh- 7,659- still in process of completing

4 in process

- UNIVERSITY OF PIKEVILLE- potential kWh- 60,184
- UNIVERSITY OF PIKEVILLE- potential kWh- 14,904
- PIKEVILLE COLLEGE- potential kWh- 100,137
- UNIVERSITY OF PIKEVILLE- potential kWh- 22,815

Fran Phillips
Operations Manager



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

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, July 16, 2025 10:03 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] KPCo Communication Calendar / Campaign Plan
Attachment(s): "Kentucky Power EnergyAdvantage 2025 Communication Plan.pdf", "Kentucky Power EnergyAdvantage 2025 Campaign Plan.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 morning!

Following our kick off call, attached please find copies of the communication calendar and campaign plan that were in the presentation.

Let me know if you have any questions or needs. As drafts get finalized, I will share with you for review/approval.

Looking forward to it!

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

Kentucky Power - EnergyAdvantage for Home Campaign Timing				
Campaign Theme	Email Send Date	Resend to Unopens	Direct Mail	Subject Line / Postcard Focus
Email 1: Welcome to EnergyAdvantage	9/10/2025	9/12/2025		Big Savings Start Here – Introducing Energy Advantage
Email 2: How EnergyAdvantage Helps You	9/25/2025	9/29/2025	9/17/2025	Save Money. Feel Comfortable. Help the Environment.
Email 3: EnergyAdvantage For Your Home	10/14/2025	10/16/2025		EnergyAdvantage: Is Your Home Ready?
Email 4: FAQs	10/29/2025	11/3/2025		Questions about Incentives? We Can Help.
Email 5: Prepare for Winter	11/12/2025	11/17/2025	11/3/2025	Is your Home Ready for Winter?
Email 6: Comfort for Holidays	12/2/2025	12/4/2025		Make Your Home Comfortable for the Holidays
Email 7: Start Your 2025 Energy Efficient	12/16/2025	12/18/2025		Prepare Your Home for 2026 with EnergyAdvantage

Kentucky Power - EnergyAdvantage for Business Campaign Timing				
Campaign Theme	Date		Direct Mail	Subject Line / Postcard Focus
Email 1: Welcome to EnergyAdvantage	9/9/2025	9/11/2025		Cut Energy Costs & Upgrade Comfort With EnergyAdvantage for Business
Email 2: How EnergyAdvantage Helps You	9/25/2025	9/30/2025	9/17/2025	Save Money. Feel Comfortable. Help the Environment.
Email 3: EnergyAdvantage For Your Business	10/14/2025	10/16/2025		EnergyAdvantage: Is Your Business Ready?
Email 4: FAQs	10/29/2025	11/3/2025		Questions about Incentives? We Can Help.
Email 5: Prepare for Winter	11/11/2025	11/13/2025	11/3/2025	Is Your Lighting Ready for Darker Winter Months?
Email 6: Comfort for your employees	12/4/2025	12/9/2025		Lower Costs, Brighter Workspaces
Email 7: Start Your 2025 Energy Efficient	12/16/2025	12/18/2025		Prepare Your Business for 2026 with EnergyAdvantage

Kentucky Power - EnergyAdvantage for Home						
Tactic	July	Aug	Sept	Oct	Nov	Dec
Contractor Outreach						
Launch Webinars		X				
One-Pager "Sell Sheets"	X					
Email Newsletter				X		
Customer Outreach						
Incentive Guides	X					
Program Collateral	X					
Website Updates	X					
Email Announcement	X					
Direct Mail Announcement		X				
Program Virtual Webinar		X				
Campaign Emails			X	X	X	X
Direct Mail Campaign			X		X	

Kentucky Power - EnergyAdvantage for Business						
Tactic	July	Aug	Sept	Oct	Nov	Dec
Trade Ally Outreach						
Launch Webinars		X				
One-Pager "Sell Sheets"	X					
Email Newsletter				X		
Customer Outreach						
Incentive Guides	X					
Program Collateral	X					
Website Updates	X					
Email Announcement	X					
Direct Mail Announcement		X				
Program Virtual Webinar		X				
Campaign Emails			X	X	X	X
Direct Mail Campaign			X		X	

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, March 03, 2026 1:31 PM EST
To: Sarah M Lynch <smnusbaum@aep.com>
Subject: [EXTERNAL] KPCo EnergyAdvantage Website Mockups for Home Page
Attachment(s): "kpc home page mockup.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 some website mockups that we discussed previously showing two different options of adding the program information to your homepage.

- The first mock up (page 1) is one long banner that would lead to this [pageSavings](#)
- The second mock up (page 2) is 2 smaller banners, which would then lead to each program's specific page.

Let us know your thoughts, and if you need anything else for this request for your web team.

Thank you!

Erica Tieman
Associate Marketing Director

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



TRCCOMPANIES.COM

w 314.898.1130
m 618.340.0773



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

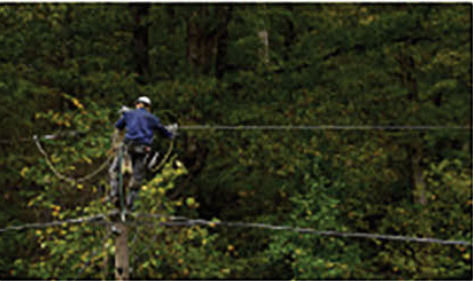


Want stable electric bills year-round?

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.



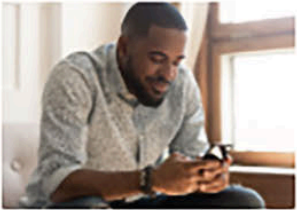
POWERING ON:

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

SAFETY

COMPANY

CLEAN ENERGY

BUSINESS

Need help? Call us.

888-592-1112

CUSTOMER HANDBOOK

VISIT [AMP.COM](#) | [INVESTORS](#) | [AMP CAREERS](#)

[ELECTRIC RATES](#) | [REQUIREMENTS FOR SERVICE](#)

One of our 100+ companies, accepted by the AMP Green Deal Coalition
[Energy Policy](#) | [Climate Goals](#) | [New Energy Center](#)
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MY ACCOUNTOUTAGESSAVINGSCOMMUNITYCONTACT

LOG IN



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

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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.

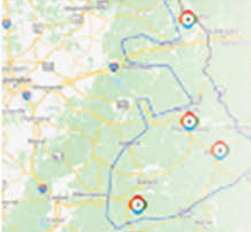
[Learn more](#)

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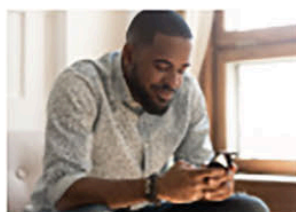
Learn what we are doing to improve reliability across eastern Kentucky.



ENERGY ADVANTAGE AT HOME



ENERGY ADVANTAGE FOR BUSINESS



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Need help? Call us.

888-592-1112

 CUSTOMER HANDBOOK

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From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Wednesday, October 01, 2025 10:31 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] KPCo Marketing Update Slide Deck
Attachment(s): "Marketing Update - 10.1.25.pptx"

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,

Thanks for your time this morning! Attached is the deck we reviewed. Looking forward to all the exciting things to come!

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

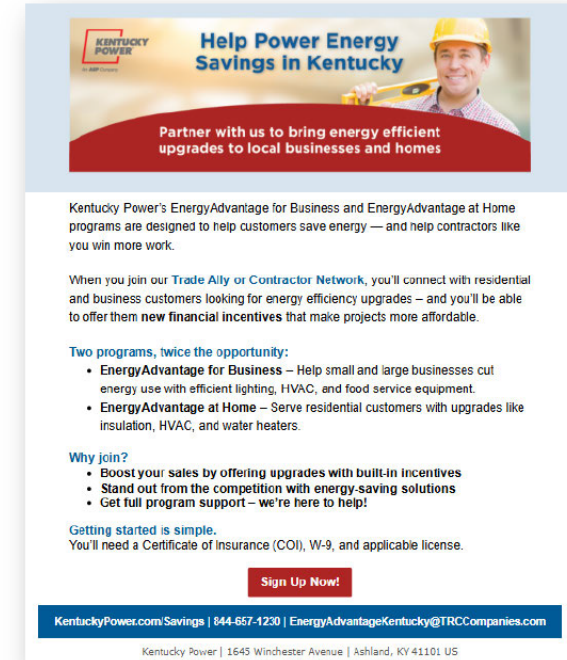
Marketing Update - TAs/Contractors

- **TA Recruitment**

- Email: designed, approved, and sent on September 24, 2025
 - 4 Applications complete

- Webinar:

- Date: October 9, 2025 at 11 am
- Emails:
 - Schedule:
 - Today
 - Resend to unopens Monday, Oct 6
 - Reminder email Wednesday, Oct 8
- Presentation: completed
- Team run through: October 7, 2025



The flyer features the Kentucky Power logo and a photo of a smiling construction worker in a hard hat. The headline reads 'Help Power Energy Savings in Kentucky'. Below this, it says 'Partner with us to bring energy efficient upgrades to local businesses and homes'. The text explains that the programs are designed to help customers save energy and help contractors win more work. It lists two programs: EnergyAdvantage for Business (helping with efficient lighting, HVAC, and food service equipment) and EnergyAdvantage at Home (helping with insulation, HVAC, and water heaters). A 'Sign Up Now!' button is prominently displayed. At the bottom, contact information is provided: KentuckyPower.com/Savings, 844-657-1230, and EnergyAdvantageKentucky@TRCCcompanies.com. The footer includes the address: 1645 Winchester Avenue, Ashland, KY 41101 US.



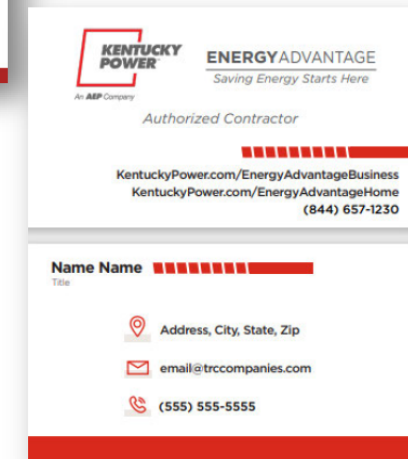
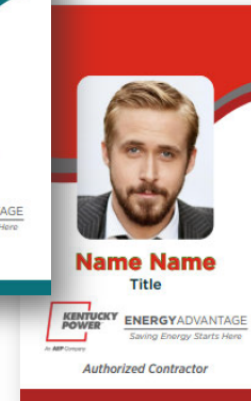
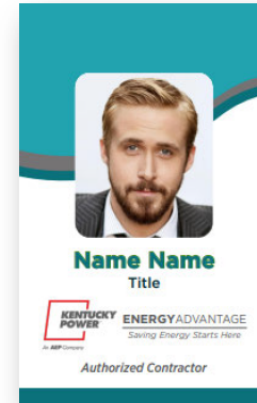
Marketing Update – Program

- **Program Collateral**
 - **Incentive guides:** designed, approved, printed, added to website
 - **One pagers:** designed, approved, printed
 - **Program Overview flyers:** designed, approved, printed



Marketing Update - Outreach

- **Program Outreach Materials**
 - PowerPoint Template: designed, approved, in use
 - Name Badges: designed, approved, printed
 - Business Cards: designed, approved, order pending
 - Clothing Items: design and order pending



Marketing Update - Campaigns

- **Launch Materials**

- **Social graphics:** designed, approved, and all sizes shared
- **Postcards:** designed, approved, print quote complete, scheduling send for HEA postcards with printer
- **Emails:** drafts pending, will schedule after approvals

- **Campaign Materials:**

- **Postcards:** content drafted for first postcard per program, designs pending after launch materials
- **Emails:** content drafted for first 3 emails per program, designs pending after launch materials
- **Social graphics:** pending designs of other campaign materials



Home Energy Assessment Updates



- **Earth Right**

- Subcontractor for Home Energy Assessments, signed and ready to go

- **Applications**

- 27 awaiting scheduling with customer
- 7 completed

- **Customer Engagement**

- 6 emails
- 25 phone calls

Questions/Discussions

- **Completed emails/PR/Customer notifications from KP?**
 - *Types, send dates*
- **Upcoming emails/PR/Customer notifications from KP?**
 - *Types, send dates*
- **Is there a calendar we need to be mindful of?**
- **Any questions for us? ʘ**



Thank You!

From: Finn, Issac <IFinn@trccompanies.com>
Sent: Tuesday, March 03, 2026 12:57 PM EST
To: Joshua.maybry@carter.kyschools.us <Joshua.maybry@carter.kyschools.us>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] KY Power LED and HVAC incentives
Attachment(s): "Kentucky Power - Commercial incentives.pdf", "KPCo Service Territory w Counties.png"

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 Josh,

Please see the incentive guide and territory information attached. Right now we are doing incentives for LED conversions and HVAC replacements. Lights must be DLC certified.

If you have any upcoming or recently completed projects, please let me know.

Thanks!

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 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.

KentuckyPower.com/EnergyAdvantageBusiness

844-657-1230 | EnergyAdvantageKentucky@TRCCompanies.com

ENERGYADVANTAGE

HVAC INCENTIVES^{3,4}

Efficient Equipment Category	Description	Unit Type	Incentive
Split or Single Packaged AC	<5.42 tons; <65 kBtu	≥ 14.7 SEER2	Ton \$40 NEW
	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 16.3 IEER	Ton \$40 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 15.6 IEER	Ton \$40 NEW
	20 ≤ tons < 63.3; 240 ≤ kBtu < 760	≥ 14.5 IEER	Ton \$40 NEW
	≥ 63.3 ton; ≥ 760 kbtu	≥ 11.8 IEER	Ton \$40 NEW
Split or Single Packaged Air Source Heat Pump	<5.42 tons; <65 kBtu	≥ 14.7 SEER2 and ≥ 7.5 HSPF2	Ton \$175 NEW
	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 15.5 IEER and ≥ 3.5 COP	Ton \$175 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 14.9 IEER and ≥ 3.4 COP	Ton \$175 NEW
	≥ 20 tons; ≥ 240 kBtu	≥ 13.8 IEER and ≥ 3.3 COP	Ton \$175 NEW
Packaged Terminal Heat Pump		≥ 11.4 EER and ≥ 3.4 COP	Ton \$250 NEW
Packaged Terminal Air Conditioner		≥ 11.4 EER	Ton \$125 NEW
Geothermal Heat Pump		≥ 16.0 EER and ≥ 3.6 COP	Ton \$500 NEW
Smart Thermostat ⁵	ENERGY STAR	Each	\$50 NEW

HOT WATER INCENTIVE

Efficient Equipment Category	Description	Unit Type	Incentive
Commercial Heat Pump Water Heater	ENERGY STAR ≤ 55 gallons	Each	\$500

³ All HVAC equipment must exceed ASHRAE 90.1-2010 requirements and federal energy efficiency requirements prescribed in Code of Federal Regulations section 10 CFR Part 431. All equipment and specification sheets must be provided for all new HVAC equipment.

⁴ Fuel switching is not permitted.

⁵ Replacing manual/programmable thermostat with new ENERGY STAR smart thermostat.

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

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.

ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here



Incentive Guide

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

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

PROGRAM PERKS



EARN INCENTIVES

Get cash back for installing energy saving 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.

KentuckyPower.com/EnergyAdvantageBusiness
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
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	LED High Bay Fixture 251 - 300W	Each	\$75
Troffer	LED Troffer ≤ 80W	Each	\$20
Linear Lamp	LED 2ft Linear Lamp ≤ 10W	Each	\$1.50
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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
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COMMERCIAL LIGHTING CONTROLS INCENTIVES

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	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.

ENERGY ADVANTAGE

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ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here

**KENTUCKY
POWER**

An AEP Company

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 upgrades that reduce usage and improve workspace performance.

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

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.

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.

Apply Online

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





From: Finn, Issac <IFinn@trccompanies.com>
Sent: Tuesday, March 03, 2026 1:02 PM EST
To: Joshua.mabry@carter.kyschools.us <Joshua.mabry@carter.kyschools.us>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] KY Power LED and HVAC incentives
Attachment(s): "Kentucky Power - Commercial incentives.pdf", "KPCo Service Territory w Counties.png"

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Hey Josh,

Please see the incentive guide and territory information attached. Right now we are offering incentives for LED conversions and HVAC replacements. Lights must be DLC listed. HVAC must be AHRI certified.

If you have any upcoming or recently completed projects, please let me know.

Thanks!

ENERGY ADVANTAGE

COMMERCIAL LIGHTING INCENTIVES¹

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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.

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

ENERGYADVANTAGE

HVAC INCENTIVES^{3,4}

Efficient Equipment Category	Description	Unit Type	Incentive
Split or Single Packaged AC	<5.42 tons; <65 kBtu	≥ 14.7 SEER2	Ton \$40 NEW
	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 16.3 IEER	Ton \$40 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 15.6 IEER	Ton \$40 NEW
	20 ≤ tons < 63.3; 240 ≤ kBtu < 760	≥ 14.5 IEER	Ton \$40 NEW
	≥ 63.3 ton; ≥ 760 kbtu	≥ 11.8 IEER	Ton \$40 NEW
Split or Single Packaged Air Source Heat Pump	<5.42 tons; <65 kBtu	≥ 14.7 SEER2 and ≥ 7.5 HSPF2	Ton \$175 NEW
	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 15.5 IEER and ≥ 3.5 COP	Ton \$175 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 14.9 IEER and ≥ 3.4 COP	Ton \$175 NEW
	≥ 20 tons; ≥ 240 kBtu	≥ 13.8 IEER and ≥ 3.3 COP	Ton \$175 NEW
Packaged Terminal Heat Pump		≥ 11.4 EER and ≥ 3.4 COP	Ton \$250 NEW
Packaged Terminal Air Conditioner		≥ 11.4 EER	Ton \$125 NEW
Geothermal Heat Pump		≥ 16.0 EER and ≥ 3.6 COP	Ton \$500 NEW
Smart Thermostat ⁵	ENERGY STAR	Each	\$50 NEW

HOT WATER INCENTIVE

Efficient Equipment Category	Description	Unit Type	Incentive
Commercial Heat Pump Water Heater	ENERGY STAR ≤ 55 gallons	Each	\$500

3 All HVAC equipment must exceed ASHRAE 90J-2010 requirements and federal energy efficiency requirements prescribed in Code of Federal Regulations section 10 CFR Part 431, AHRI certificate and specification sheets must be provided for all new HVAC equipment.
4 Fuel switching is not permitted
5 Replacing manual/programmable thermostat with new ENERGY STAR smart thermostat

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

Issac Finn -Associate Outreach Consultant

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

1645 Winchester Ave, Ashland, KY 41101



An AEP Company

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.

ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here



Incentive Guide

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

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

PROGRAM PERKS



EARN INCENTIVES

Get cash back for installing energy saving 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.

KentuckyPower.com/EnergyAdvantageBusiness
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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 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.

ENERGY ADVANTAGE

HVAC INCENTIVES^{3,4}

Efficient Equipment Category	Description	Unit Type	Incentive
Split or Single Packaged AC	<5.42 tons; <65 kBtu	≥ 14.7 SEER2	Ton \$40 NEW
	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 16.3 IEER	Ton \$40 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 15.6 IEER	Ton \$40 NEW
	20 ≤ tons < 63.3; 240 ≤ kBtu < 760	≥ 14.5 IEER	Ton \$40 NEW
	≥ 63.3 ton; ≥ 760 kbtu	≥ 11.8 IEER	Ton \$40 NEW
Split or Single Packaged Air Source Heat Pump	<5.42 tons; <65 kBtu	≥ 14.7 SEER2 and ≥ 7.5 HSPF2	Ton \$175 NEW
	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 15.5 IEER and ≥ 3.5 COP	Ton \$175 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 14.9 IEER and ≥ 3.4 COP	Ton \$175 NEW
	≥ 20 tons; ≥ 240 kBtu	≥ 13.8 IEER and ≥ 3.3 COP	Ton \$175 NEW
Packaged Terminal Heat Pump		≥ 11.4 EER and ≥ 3.4 COP	Ton \$250 NEW
Packaged Terminal Air Conditioner		≥ 11.4 EER	Ton \$125 NEW
Geothermal Heat Pump		≥ 16.0 EER and ≥ 3.6 COP	Ton \$500 NEW
Smart Thermostat⁵	ENERGY STAR	Each	\$50 NEW

HOT WATER INCENTIVE

Efficient Equipment Category	Description	Unit Type	Incentive
Commercial Heat Pump Water Heater	ENERGY STAR ≤ 55 gallons	Each	\$500

³ All HVAC equipment must exceed ASHRAE 90.1 - 2010 requirements and federal energy efficiency requirements prescribed in Code of Federal Regulations section 10 CFR Part 431. AHRl certificate and specification sheets must be provided for all new HVAC equipment.

⁴ Fuel switching is not permitted

⁵ Replacing manual/programmable thermostat with new ENERGY STAR smart thermostat

ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here

**KENTUCKY
POWER**

An AEP Company

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 upgrades that reduce usage and improve workspace performance.

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

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.

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.

Apply Online

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





From: Finn, Issac <IFinn@trccompanies.com>
Sent: Monday, December 29, 2025 12:12 PM EST
To: chris@stendomachine.com <chris@stendomachine.com>
CC: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] KY Power LED Incentives
Attachment(s): "Kentucky Power - CES 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.

Hey Chris,

Please see the incentive guide attached. **The new lights must be DLC certified and lower wattage than the old lights.**

Once work is in progress please reach back out and we can start the process on our end.

Thanks!

Issac Finn - Associate Outreach Consultant

 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.



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!



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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

From: Tieman, Erica <ETieman@trccompanies.com>
Sent: Tuesday, October 21, 2025 10:14 AM EDT
To: Sarah M Nusbaum <smnusbaum@aep.com>; Michelle N Strickland <mstrickland@aep.com>
CC: Capshaw, Courtney <CCapshaw@trccompanies.com>
Subject: [EXTERNAL] Launch Emails 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,

Exciting news - the launch emails will be going out this afternoon! As promised, for the targets we focused on customers and businesses in the following counties:

1. Boyd
2. Pike
3. Perry
4. Floyd
5. Greenup
6. Letcher

I'll share reporting for the two emails about a week post-send. Let me know if you have any questions in the meantime.

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

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Tuesday, September 30, 2025 7:17 AM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Monday - good meeting

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Hi Ryan

All was good yesterday. We spent some time with Colson Civic Center to do walk through and enter a project. All was good with Josh and we spent a few minutes with him afterwards. I think he realizes now there are two programs.

We made some good contacts in several other locations and headed out again today to other areas.

See you tomorrow! Let me know if you have a favorite lunch location!
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Monday, November 03, 2025 8:37 AM EST
To: Ryan L Lake <rlake@aep.com>
CC: Phillips, Francis <FPhillips@trccompanies.com>
Subject: [EXTERNAL] Monthly Data File - requesting phone number

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Hi Ryan

I hope you had a great weekend.

Our IT lead for Captures (Denise Shearer) is going to copy you a request for customer phone numbers to be added to the monthly account data file we use to populate Captures. We do receive some emails, but we need phone numbers to assist with outbound calls (particularly residential).

Thank you.
Deb

From: Hill, Deborah <DHill@trccompanies.com>
Sent: Thursday, January 29, 2026 4:08 PM EST
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] New Commercial - ready to print
Attachment(s): "CES Incentive Guide HVAC.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

This is the new commercial brochure that was just approved for print. A new 4- page format and addition of HVAC incentives.

Thanks!

ENERGY ADVANTAGE FOR BUSINESS

Saving Energy Starts Here



Incentive Guide

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

- » Better Workplaces
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PROGRAM PERKS



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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
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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.

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ENERGY ADVANTAGE

HVAC INCENTIVES^{3,4}

Efficient Equipment Category	Description	Unit Type	Incentive
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	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 16.3 IEER	Ton \$40 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 15.6 IEER	Ton \$40 NEW
	20 ≤ tons < 63.3; 240 ≤ kBtu < 760	≥ 14.5 IEER	Ton \$40 NEW
	≥ 63.3 ton; ≥ 760 kbtu	≥ 11.8 IEER	Ton \$40 NEW
Split or Single Packaged Air Source Heat Pump	<5.42 tons; <65 kBtu	≥ 14.7 SEER2 and ≥ 7.5 HSPF2	Ton \$175 NEW
	5.42 ≤ tons < 11.25; 65 ≤ kBtu < 135	≥ 15.5 IEER and ≥ 3.5 COP	Ton \$175 NEW
	11.25 ≤ tons < 20; 135 ≤ kBtu < 240	≥ 14.9 IEER and ≥ 3.4 COP	Ton \$175 NEW
	≥ 20 tons; ≥ 240 kBtu	≥ 13.8 IEER and ≥ 3.3 COP	Ton \$175 NEW
Packaged Terminal Heat Pump		≥ 11.4 EER and ≥ 3.4 COP	Ton \$250 NEW
Packaged Terminal Air Conditioner		≥ 11.4 EER	Ton \$125 NEW
Geothermal Heat Pump		≥ 16.0 EER and ≥ 3.6 COP	Ton \$500 NEW
Smart Thermostat ⁵	ENERGY STAR	Each	\$50 NEW

HOT WATER INCENTIVE

Efficient Equipment Category	Description	Unit Type	Incentive
Commercial Heat Pump Water Heater	ENERGY STAR ≤ 55 gallons	Each	\$500

³ All HVAC equipment must exceed ASHRAE 90.1 - 2010 requirements and federal energy efficiency requirements prescribed in Code of Federal Regulations section 10 CFR Part 431. AHRI certificate and specification sheets must be provided for all new HVAC equipment.

⁴ Fuel switching is not permitted

⁵ Replacing manual/programmable thermostat with new ENERGY STAR smart thermostat

ENERGY ADVANTAGE FOR BUSINESS

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- 3 PROJECT REVIEW AND INSPECTION**
Once application is submitted, the completed project undergoes a quality check.
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Take advantage of energy saving upgrades that can help lower your energy use and save money.

Does my business qualify?

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

Apply Online

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



From: Hill, Deborah <DHill@trccompanies.com>
Sent: Friday, September 26, 2025 12:43 PM EDT
To: Ryan L Lake <rlake@aep.com>
Subject: [EXTERNAL] Next week plans

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Hi

Let me know if you would like to meet up next week. We are working on plans to be out around in various places Monday and Tuesday but planning to stay closer to Ashland on Wednesday if that works out.

If its too busy a week I certainly understand.

Have a great weekend.
Deb

From: Phillips, Francis <FPhillips@trccompanies.com>
Sent: Wednesday, December 10, 2025 12:06 PM EST
To: Ryan L Lake <rlake@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>
Subject: [EXTERNAL] Numbers

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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,

The numbers for program projects are below.

- Commercial projects – 7
- Residential projects- 20

Let me know if you need anything else.

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: Friday, February 13, 2026 10:01 AM EST
To: Ryan L Lake <rlake@aep.com>; Tanner S Wolfram <tswolfram@aep.com>; Sarah M Lynch <smnusbaum@aep.com>; Misty A Baker <mabaker1@aep.com>; Paula A Gwinn <pagwinn@aep.com>; Richard D Chriscinske <rdchriscinske@aep.com>; Ryan M Howell <rmhowell@aep.com>; Drew Mack <samack@aep.com>; Amy J Elliott <ajelliott@aep.com>; Michelle N Strickland <mstrickland@aep.com>; Stevi N Cobern <sncobern@aep.com>; Shane D Allen <sdallen2@aep.com>
CC: Hill, Deborah <DHill@trccompanies.com>; Finn, Issac <IFinn@trccompanies.com>; Hynson, Peter <PHynson@trccompanies.com>; Tieman, Erica <ETieman@trccompanies.com>
Subject: [EXTERNAL] PDF for Feb. 11 Presentation
Attachment(s): "KPCo TRC Monthly EnergyAdvantage 2.11.26.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,

It was wonderful meeting all of you, please see attached PDF presentation.

We want to thank everyone for joining us for lunch and going through our presentation for the EnergyAdvantage at Home Program and EnergyAdvantage for Business Program.

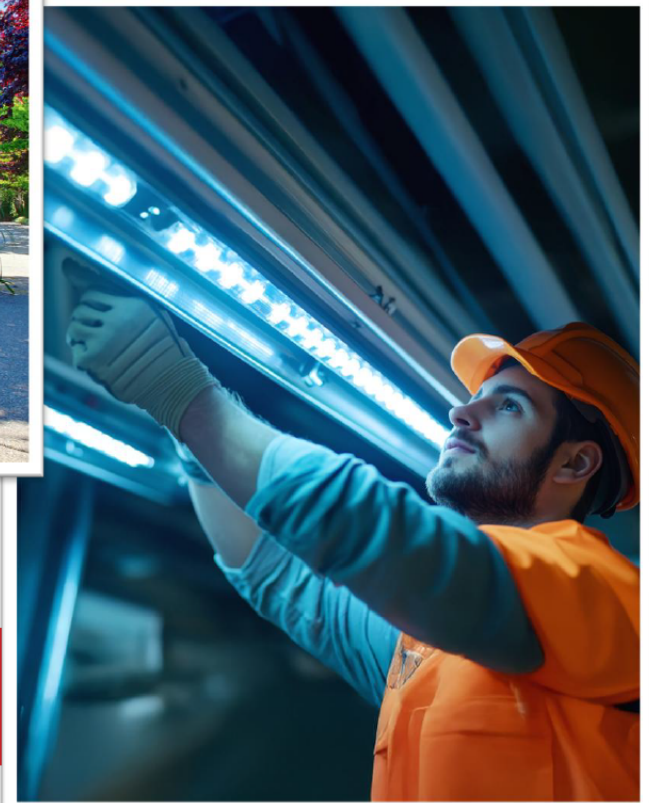
Please reach out if you have any questions.

Thank you,
Fran

Fran Phillips
Operations Manager



C301.275.7427 | FPhillips@trccompanies.com
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ENERGY ADVANTAGE

February 11, 2026



SAVING ENERGY STARTS HERE

Agenda

- Safety Moment
- Meet the Team
- Who is TRC
- Program Design
- Marketing
- Program Overviews
 - EnergyAdvantage At Home
 - EnergyAdvantage For Business
- Operations
- Discussion / Collaboration



Safety Moment

Strategies to prevent heart disease

- Get moving: Aim for at least 30 to 60 minutes of activity daily
- Eat a heart-healthy diet
- Maintain a healthy weight
- Get quality sleep
- Manage stress
- Get regular health screening tests



TRC – Program Implementation Team



Deborah Hill
Program Director



Fran Phillips
*Operations
Manager*



Peter Hynson
*Engineering
Manager*



Issac Finn
Outreach



Erica Tieman
Sr. Marketing Manager



Mark Louris
Residential QA QC



Courtney Capshaw
Marketing Director



Patricia Reed
Operations



Donna Flippin
Data Analyst



Jennifer Voss
*Marketing
Coordinator*



Laura Sagan
JumpStart

Who is TRC?

TRC partners with utilities to design and manage energy efficiency programs. We provide full-service support across the program lifecycle:

- Program Design & Management
- Application Intake & Project Qualification
- Incentive Calculation & Fulfillment
- Engineering Reviews
- Customer Support Services
- Contractor & Partner Management
- Outreach & Marketing Support



TRC National Reach



Program Design



Program Design

Inputs:

- Stakeholder priorities
- Data (historical participation, market analysis)
- Utility data - customer count, usage, class
- Technical reference manuals (IL TRM)
- Final rulings, goals, and budgets

Outputs:

- What-if scenarios
- Cost-effectiveness testing (CSPM)
- Demand-focused incentive structure
- Iterative stakeholder feedback process



Program Design

Home Energy Improvement: Goals

	2025	2026	2027	2028	Total
Gross Energy Savings (kWh)	192,609	539,305	693,393	192,609	1,617,916

Commercial Energy Solutions: Goals

	2025	2026	2027	2028	Total
Gross Energy Savings (kWh)	1,269,774	2,947,015	3,367,814	1,269,775	8,854,378

Engineering Support

Engineering's role in the program:

- Adding new measures to online application
- Verifying calculations comply with TRM
- QAQC of projects (technical review, inspections)
- Working with EM&V to verify savings

TRC engineering support available for customers:

- Application technical assistance
 - Equipment/measure eligibility
 - Online application questions
- Energy savings calculations
- Incentive estimates
- Simple Payback Period & Return on Investment (ROI) calculations



Project Summary



Project Cost Without Incentive	\$	20,000.00
Estimated Incentive	\$	5,000.00
Annual Energy Savings (kWh)		50,000.00
Measure Effective Useful Life (yrs)		10
Electricity Cost (\$/kWh)	\$	0.12
Project Cost with Incentive	\$	15,000.00
Annual Cost Savings	\$	6,000.00
Simple Payback (yrs)		2.5
Simple Return on Investment (ROI)		300%
Annualized Return on Investment (ROI)		29%

Impact Summary

Savings
50,000 kWh



is equivalent to...



9.4
gas vehicles removed
from the road



49.2
homes powered
for one month



15.6
tons of landfill CO₂
emissions eliminated

Marketing



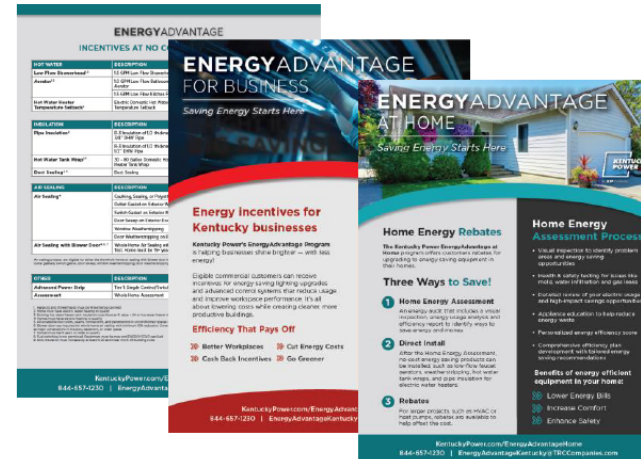
Marketing – Collateral / Materials

• Program Collateral

- Incentive guides
- One pagers
- Home program half-pager
- Home program door hanger
- TA Truck Magnets
- Folders

• Outreach Materials

- PowerPoint Template
- Name badges
- Business Cards
- Pull-Up Banners
- Tablecloth



Marketing – 2026 Calendar

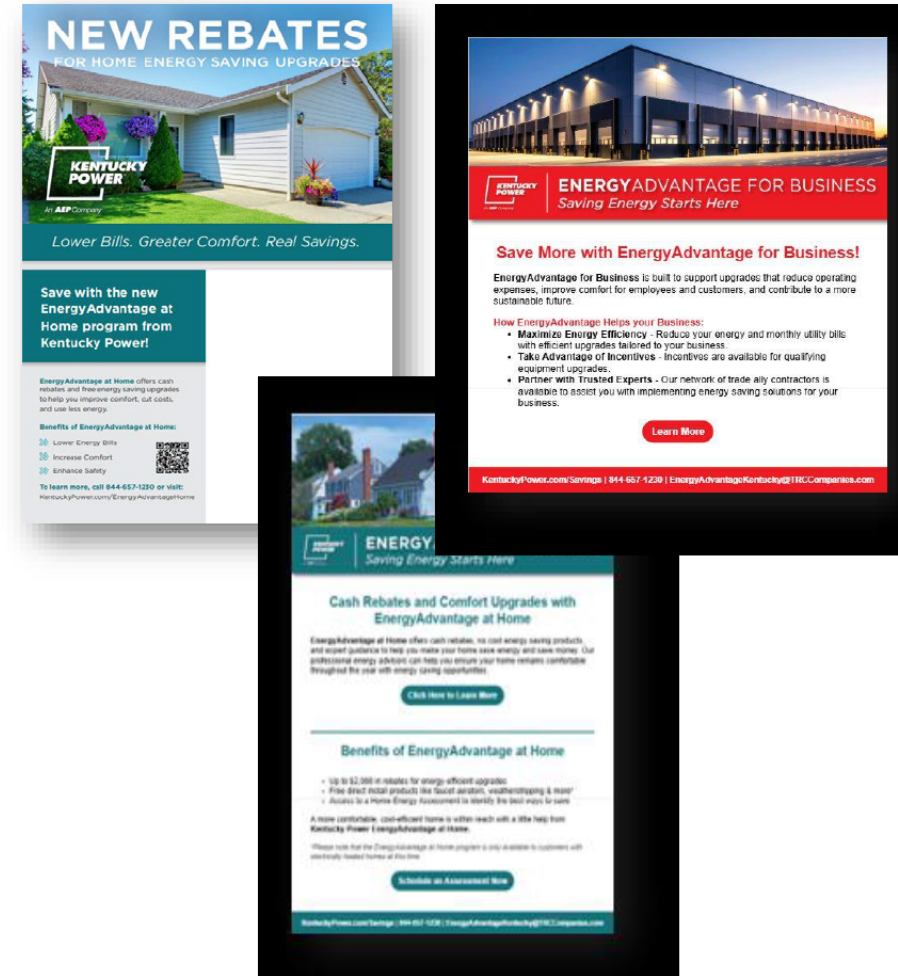
Kentucky Power - EnergyAdvantage for Home												
Tactic	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Contractor Outreach												
Recruitment	X	X	X	X	X	X	X	X	X	X	X	X
Virtual Webinar				X					X			
Email Newsletter			X			X			X			X
Award Event											X	
Customer Outreach												
Email	X	X	X	X	X	X	X	X	X	X	X	X
Social Posts	X	X	X	X	X	X	X	X	X	X	X	X
Direct Mail		X			X					X		
Webinar				X								

Kentucky Power - EnergyAdvantage for Business												
Tactic	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Trade Ally Outreach												
Recruitment	X	X	X	X	X	X	X	X	X	X	X	X
Virtual Webinar				X					X			
Email Newsletter			X			X			X			X
Award Event											X	
Customer Outreach												
Email	X	X	X	X	X	X	X	X	X	X	X	X
Social Posts	X	X	X	X	X	X	X	X	X	X	X	X
Webinar								X				
Chamber of Comm. "Kit"		X			X					X		



Marketing - Campaigns

- **Launch Materials – first notifications of the programs**
 - Emails
 - Social graphics
 - Postcard designs
- **Campaign Materials – ongoing notifications**
 - Emails
 - Social graphics
 - Postcard designs



Marketing – Email Performance

Time Sent	Campaign Name	Sends	Opens	Open Rate	Clicks	Click Rate	Subject Lines
11/20/2025 9:27	Business Email 1	5218	1687	38.40%	53	1.20%	Cut Energy Costs & Upgrade Comfort With EnergyAdvantage for Business
12/2/2025 12:04	Business Email 2	5204	1726	39.40%	51	1.20%	Save Money. Feel Comfortable. Help the Environment.
12/17/2025 8:38	Business Email 3	5190	1671	38.30%	24	0.50%	Prepare your business for the season
11/20/2025 9:30	Home Email 1	52937	18279	37.90%	363	0.80%	Big Savings Start Here – Introducing EnergyAdvantage
12/2/2025 12:12	Home Email 2	52824	17092	35.50%	207	0.40%	Save Money. Feel Comfortable. Help the Environment.
12/17/2025 8:36	Home Email 3	52716	17314	36.10%	148	0.30%	EnergyAdvantage: Is Your Home Ready?

