COMMONWEALTH OF KENTUCKY

BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

The Electronic Application Of Kentucky Power Company For: (1) Approval Of Continuation Of Its Demand-Side Management Programs; (2) Authority To Recover Costs And Net Lost Revenues, And To Receive Incentives Associated With The Implementation Of Its Demand-Side Management Programs; (3) Acceptance Of Its Annual DSM Status Report; And (4) All Other Required Approvals And Relief	)	Case No. 2026-00311

DIRECT TESTIMONY OF

RYAN L. LAKE

ON BEHALF OF KENTUCKY POWER COMPANY

DIRECT TESTIMONY OF
RYAN L. LAKE ON BEHALF OF
KENTUCKY POWER COMPANY
BEFORE THE PUBLIC SERVICE COMMISSION OF KENTUCKY

CASE NO. 2026-00311

TABLE OF CONTENTS

SECTION		PAGE
I.	INTRODUCTION	1
II.	BACKGROUND	1
III.	PURPOSE OF TESTIMONY	3
IV.	HOME ENERGY IMPROVEMENT PROGRAM	3
V.	COMMERCIAL ENERGY SOLUTIONS PROGRAM	8
VI.	HEIP AND CESP MARKETING EFFORTS AND TRC PERFORMANCE	14
VII.	CONCLUSION	16

EXHIBIT

EXHIBIT	DESCRIPTION
EXHIBIT RLL-1	TRC Quarterly Report

DIRECT TESTIMONY OF
RYAN L. LAKE ON BEHALF OF
KENTUCKY POWER COMPANY
BEFORE THE PUBLIC SERVICE COMMISSION OF KENTUCKY

CASE NO. 2026-00311

I. INTRODUCTION

Q. PLEASE STATE YOUR NAME, POSITION, AND BUSINESS ADDRESS.

A. My name is Ryan L. Lake, and I am the External Affairs Manager for Kentucky Power Company ("Kentucky Power" or the "Company"). My business address is 1645 Winchester Avenue, Ashland, Kentucky 41101.

II. BACKGROUND

Q. PLEASE SUMMARIZE YOUR EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE.

A. I earned a Bachelor of Arts degree in Communications with a minor in Marketing from Walsh University in North Canton, Ohio in 2008. I began my career with American Electric Power as a Customer Service Representative for Appalachian Power, where I managed residential and commercial customer accounts. During this time, I focused on helping customers better understand and manage their energy usage while assisting them with billing questions and account-related concerns. I joined Kentucky Power in September of 2024 as an External Affairs Manager. In September of 2025, my role expanded to include oversight of the Company's Home Energy Improvement Program ("HEIP") and Commercial Energy Solutions Program ("CESP").

Q. WHAT ARE YOUR PRINCIPAL AREAS OF RESPONSIBILITY WITH KENTUCKY POWER?

A. My primary responsibility is to serve as the Company's liaison to local government officials, community organizations, and key stakeholders throughout our service territory. In this role, I work closely with county judges, emergency management agencies, and 911 communication centers during storm events to provide updates on outages, restoration efforts, and system impacts within affected communities.

I also support community investment initiatives by serving on contribution and foundation committees that help direct charitable giving to organizations across the Company's service territory. Additionally, I coordinate and promote employee volunteer efforts and community engagement activities, including career days, Touch-a-Truck events, and other local outreach programs.

As part of managing the HEIP and CESP, I serve as the primary liaison between the Company and TRC Companies, Inc. ("TRC"), overseeing and maintaining their working relationship. I work closely with Deborah Hill, Senior Director at TRC, who oversees the HEIP and CESP. I participate in monthly meetings wherein TRC provides updates on program activities, discusses ongoing work, and reviews overall program performance. Additionally, I review and verify TRC invoices before submitting them through the appropriate approval process for payment.

III. PURPOSE OF TESTIMONY

Q. WHAT IS THE PURPOSE OF YOUR DIRECT TESTIMONY IN THIS PROCEEDING?

A. The purpose of my Direct Testimony is to request the continuance of the HEIP and the CESP as approved by the Public Service Commission of Kentucky (the "Commission") in Case No. 2024-00115 and to provide budget and participant information for each program. I also provide an update on TRC's performance in implementing the HEIP and CESP, as well as its efforts to advertise the programs to Kentucky Power customers. I also describe the HEIP and CESP's performance based on measures implemented and kWh savings, in contrast to participant count. Finally, I request that the Commission approve increasing incentive amounts made available for certain lighting measures and the addition of new commercial kitchen and refrigeration measures to the CESP.

Q. ARE YOU SPONSORING ANY EXHIBITS?

A. Yes. I sponsor Exhibit RLL-1, which is TRC's first quarterly report, as required by the Commission's Order in Case No. 2025-00365.

IV. HOME ENERGY IMPROVEMENT PROGRAM

Q. PLEASE PROVIDE A DESCRIPTION OF KENTUCKY POWER'S HOME ENERGY IMPROVEMENT PROGRAM.

A. Under the HEIP, the Company provides an in-home energy audit at no cost to the customer. An energy auditor performs the in-home energy audit, identifying key areas of the home that are wasting energy and provides recommendations to make the home more energy efficient. The HEIP is available on a voluntary basis to individual residential customers

living in single family, multi-family, or mobile homes, receiving retail electric service from the Company, and who have an HVAC system until available funds are depleted.

Following the energy audit, the customer may receive, at no additional cost, select energy conservation measures, including but not limited to: hot water pipe insulation, water heater insulation wrap, low-flow showerheads, low-flow faucet aerators, weatherstripping, duct and air sealing, window and door caulking, and door sweep installation.

Customers will also be eligible to receive rebates for installation of qualifying HVAC equipment. Program incentives are available to help offset some of the cost of installing the more energy efficient equipment. This qualifying equipment includes: air-source heat pumps, central air conditioning ("A/C") systems, ductless heat pumps and A/C units, heat pump water heaters, and smart thermostats. Additionally, participants are eligible to receive rebates if they install certain qualifying weatherization measures such as attic and floor insulation.

Q. PLEASE PROVIDE THE CURRENT HOME ENERGY IMPROVEMENT PROGRAM BUDGET AND PARTICIPATION.

A. The 2026 budget for the HEIP is $548,607. Through September 30, 2026, $353,990 of the budget has been used.

As of September 30, 2026, there have been 188 participants in the HEIP. Table RLL-1 provides a full breakdown for HEIP participation since it began in late July 2025 and 2026 through September 30, 2026:

Table RLL-1

		2025	2026	Change	Annualized Change
Home Energy Assessments and Direct Install Measures	Completed	19	163	88%	79%
	Awaiting Customer Commitment	67	40	-68%	
	Scheduled	13	42	69%	
	Deactivated*	9	49	82%	
	Total Requests	108	227	52%	

** Deactivated refers to the customer failing to provide a scheduling commitment*

Home Energy Rebates	Completed	1	25	96%	93%
	In Review Process	5	0	N/A	
	Total Requests	6	20	70%	
	Total HEIP Participants	**20**	**188**	**89%**	**81%**

As Table RLL-1 demonstrates, the Company received 108 home energy audit requests in 2025. Of those requests, 19 energy assessments were completed, and by the end of 2025, 13 were scheduled to be implemented, and 67 were awaiting scheduling by the customer. Additionally, six customers applied for rebates, one of which had been completed with five pending additional information and were completed in January of 2026.

As of September 30, 2026, the Company received 227 new active home energy audit requests and completed a total of 163 energy assessments. Additionally, 42 are scheduled to be implemented, 40 are awaiting scheduling by the customer, and 49 have been deactivated after multiple attempts to schedule a home energy assessment. Lastly, 25 customers have received rebates with no customers awaiting review for rebate distribution.

Q. WHAT IS THE APPROVED 2027 BUDGET FOR THE HOME ENERGY IMPROVEMENT PROGRAM?

A. Consistent with the Company's Application approved by the Commission in Case No. 2024-00115, the HEIP budget for 2027 is $619,716 (an increase of $71,109 from the 2026 budget of $548,607).

Q. PLEASE DESCRIBE HOW PARTICIPATION IN THE HOME ENERGY IMPROVEMENT PROGRAM COMPARES TO THE 2026 PARTICIPATION TARGETS DESCRIBED IN CASE NO. 2024-00115.

A. The Company's original 2026 participation target for the HEIP was 958 customers. This participant target was set forth in the 2023 Market Potential Study conducted by GDS Associates Inc. (the "Market Potential Study") and presented to the Commission in Case No. 2024-00115. The Market Potential Study contemplated each customer receiving $227 in Energy Efficiency measures.

As demonstrated above, for 2026, there have been 188 participants in the HEIP as of September 30, 2026. The Company has provided TRC with lists of high-usage customers to contact regarding program opportunities and potential energy-saving measures at their home. However, many of these outreach efforts have been met with limited engagement, as customers have either expressed no interest in participating, have not responded to follow-up communications, or could not be reached because the contact information on file was no longer valid. TRC and the Company continue to conduct a variety of communications and outreach to customers.

Although individual participation levels in the HEIP have not aligned with the estimated participation identified in the Market Potential Study, the quantity of installed

measures and overall savings are in line with the results estimated in the Market Potential Study. TRC has continued to make meaningful progress and is forecasting to meet the kWh target described in the Market Potential Study.

Assessing the HEIP based on kWh saved by customers who have implemented measures offered under the Program demonstrates the value of the Program. After administering the HEIP for just over one year, the Company has gained significant insight as to how customers utilize these offerings, and how to best offer the most cost savings to those customers.

One notable trend the Company has identified is that customers are implementing more measures than the Market Potential Study anticipated per household. This has reduced the number of individual participants, but those who have participated have received a high quantity of installed measures and have realized significant cost savings. During home energy audits, TRC has seen increased customer participation in energy-efficiency incentives designed to reduce energy usage. Customers who receive a home energy audit are not taking advantage of just one incentive; instead, they are typically taking advantage of three to four measures at each location. Among the available incentives and rebates, the most frequently utilized measures include caulking and sealing around doors and windows, duct sealing, and hot water measures.

Due to the change in incentives per-participant that the Company has identified, it reviewed the performance of the HEIP on a per-kWh-savings basis. When analyzing the cost savings in this manner, rather than on a per-participant basis, the data shows that the HEIP performance is in line with the Company's targets. For example, the Company projected that it would save HEIP participants 631.52 kWh per project, but so far has saved

HEIP participants an average of 1,857.39 kWh per project. Therefore, while the total number of customers is not as high as anticipated, participating customers are seeing savings more than three times what the Company forecasted.

Q. IN LIGHT OF THE ABOVE, WHAT PARTICIPATION TARGET DOES KENTUCKY POWER RECOMMEND FOR THE HEIP?

A. Based on the above and discussion with TRC, the Company believes that the participation targets in Table RLL-2 below are reasonable for the HEIP. These targets are established by dividing the kWh savings by the realized per-project kWh through September 30, 2026.

Table RLL-2

	Actuals As of Sept. 2026	2026 Total (Actuals and Forecast)	2027 Total (Forecast)
Per Project kWh Savings	1,857.39	1,857.39	1857.39
Participants	188	290	373
kWh Savings	349,189	539,305	693,393

V. COMMERCIAL ENERGY SOLUTIONS PROGRAM

Q. PLEASE PROVIDE A DESCRIPTION OF KENTUCKY POWER'S COMMERCIAL ENERGY SOLUTIONS PROGRAM.

A. The CESP is a voluntary program for commercial customers. Under the CESP, Kentucky Power conducts a free energy audit in which the inspector identifies lighting and HVAC recommendations for improving the building's energy efficiency. Commercial customers are eligible to receive rebates when installing qualifying energy efficiency improvements or technologies. The CESP also offers no-cost assessment to determine potential eligible measures and projects for program incentives.

When the Company started the CESP in 2025, it only offered lighting incentives to limit the impact that the DSM surcharge would have on customer bills. Starting in 2026, the Company added HVAC incentives for commercial A/C systems, packaged terminal heat pumps, geothermal heat pumps, air-source heat pumps, heat pump water heaters, and smart thermostats. Consistent with Case No. 2024-00115, the following measures will be added in 2027: food service equipment incentives, including combination ovens, fryers, steam cookers, and dishwashers. The Company also offers a post-audit inspection to address any remaining customer questions and verify that all eligible equipment was correctly installed.

Currently, qualifying commercial customers may receive up to $25,000 in rebates annually. Kentucky Power will continue to monitor the CESP program, including customer responses to the CESP, to ensure that the incentives are appropriately tailored to encourage participation.

Q. PLEASE PROVIDE THE CURRENT COMMERCIAL ENERGY SOLUTIONS PROGRAM BUDGET AND PARTICIPATION.

A. The 2026 budget for the CESP is $779,409. Through September 30, 2026, $395,334 of the budget has been used.

The CESP became available to customers in July 2025. The Company's original participation target in 2026 was 152 customers. This participation target is based on the Market Potential Study. As of September 30, 2026, participation in the CESP is as follows:

Table RLL-3

		2025	2026	Change	Annualized Change
Direct Install Measures and Rebates	Completed	7	30	77%	58%
	In Review Process	1	0	N/A	
	Total	8	30	72%	

As Table RLL-3 demonstrates, the Company received eight energy audit requests in 2025. Of those requests, seven were completed, with one under review at the end of 2025.

As of September 30, 2026, the Company received 29 energy audit requests in 2026. Of those requests, 30 were completed, including the one request under review at the close of 2025. All the requested projects have been completed, so there are not any currently waiting to be scheduled. TRC remains actively engaged in promoting the programs through targeted outreach efforts, field visits, listening sessions, home shows, and following leads provided by the Company's customer service team.

Through customer outreach and site visits, TRC has found that many customers have already completed some of these upgrades independently. However, the continued outreach efforts help keep the program top of mind and serve as a valuable reminder when customers are ready to make future investments, such as HVAC replacements or other energy-efficiency improvements. These interactions help ensure customers are aware of the available program incentives and support when the time comes to pursue additional upgrades.

Q. WHAT IS THE APPROVED 2027 BUDGET FOR THE COMMERCIAL ENERGY SOLUTIONS PROGRAM?

A. Consistent with the Company's Application approved by the Commission in Case No. 2024-00115, the CESP budget for 2027 is $686,862 (a decrease of $92,547 from the 2026 budget of $779,409).

Q. WHAT PARTICIPATION LEVEL DOES KENTUCKY POWER RECOMMEND FOR THE CESP?

A. As of September 30, 2026, the CESP has realized a per-project kWh savings of 58,311.07. This far exceeds the estimated 19,519.74 kWh set forth in the Market Potential Study. Accordingly, the Company believes that the participation targets in Table RLL-4 are reasonable for the CESP. Like the HEIP, these targets are established by dividing the kWh savings by the realized per project kWh through September 30, 2026. However, the Company recognizes that the CESP is exceptionally variable in terms of participation and kWh savings. This is due to the nature of the projects which can be performed by the program and how those scale in kWh savings. The measures offered under the CESP have more variation in both price and potential kWh savings. Although the Program offers up to $25,000 in rebates, it is difficult for participants to take full advantage because the measures require varying levels of investment.

Table RLL-4

	Actuals As of Sept. 2026	2026 Total (Actuals and Forecast)	2027 Total (Forecast)
Per project kWh Savings	58,311.07	58,311.07	58,311.07
Participants	30	51	58
kWh Savings	1,749,332	2,947,015	3,367,814

Q. DESCRIBE THE COMPANY'S PROPOSAL TO ADD INCENTIVES TO ENCOURAGE PARTICIPATION IN THE COMMERCIAL ENERGY SOLUTIONS PROGRAM.

A. The Company seeks to increase participation in the CESP by increasing existing incentive rates and by adding new measures for commercial customers to pursue.

Based on customer feedback and review of similar programs in nearby jurisdictions, TRC recommends increasing incentive rates for linear lamps and smart thermostats to address market conditions such as inflation and high labor costs, as well as to align with incentive rates in neighboring service territories. The Company is not asking to increase the budget, but to increase the incentives for individual measures within the existing budget.

Additionally, in accordance with Case No. 2024-00115, new measures begin in 2027 that expand the available measure options for food service establishments, supermarkets, convenience stores, and similar businesses. These new measures include kitchen and refrigeration measures, including: pre-rinse spray valves, electronically communicated ("EC") walk-in evaporator fan motors, evaporator fan motor controls, anti-sweat heater controls, display case door retrofits, ENERGY STAR® ice machines, and strip curtains.

Each of these measures were included in the Market Potential Study and included in the Company's Application in Case No. 2024-00115. These measures are commonly offered in other small business incentive programs and are currently offered by other utilities in neighboring areas, such as Appalachian Power Company in West Virginia and Virginia. Table RLL-5 summarizes each of these measures and their Total Resource Cost

score from the Market Potential Study. The only suggested measures with a Total Resource Cost score below one are display door case retrofits and strip curtains, and the impact of these two measures is not anticipated to be significant enough to adversely affect the cost-effectiveness of the CESP as a whole.

Table RLL-5

Measure Name	Existing Incentive	Proposed Incentive	TRC Score (Market Potential Study)	Incentive in APCo WV SBDI Program
Linear Lamp	$1.50 per 2 ft $3 per lamp (all other sizes)	$5.50 per 2 ft $7.50 per 4 ft $8.25 per 8 ft	20.1	$5.50 per 2 ft $7.50 per 4 ft $8.25 per 8 ft
Smart Thermostat	$50 each	$75 each (AC and Gas Heat) $125 each (Heat Pump) $150 each (AC and Electric Heat)	1.3	$80 each (AC and Gas Heat) $130 each (Heat Pump) $160 each (AC and Electric Heat)
Pre-Rinse Spray Valves	N/A	$60 each	46.4	$44 each
Anti-Sweat Heater Controls	N/A	$75 per door	7.3	$68 per door
Display Case Door Retrofit	N/A	$75 per linear ft	0.5	$67 per linear ft
LED Refrigerated Case Lighting	N/A	$10 per linear ft	3.4	$66 per door
Electronically Commutated (EC) Walk-In Evaporator Fan Motor	N/A	$150 per motor	3.5	$175 - $300 per motor
Evaporator Fan Motor Controls	N/A	$150 per motor	3.1	$600 - $750 per HP controlled
ENERGY STAR Ice Machine	N/A	$50 - $200 each	1.6	$32 - $222 each
Strip Curtains	N/A	$5 per SF	0.9	N/A

Based on customer feedback and conversations with TRC, adding these incentives will drive customer interest and participation and provide multiple project opportunities in lighting, HVAC, and commercial kitchen equipment.

VI. HEIP AND CESP MARKETING EFFORTS AND TRC PERFORMANCE

Q. DESCRIBE WHAT EFFORTS KENTUCKY POWER AND TRC HAVE MADE TO ENCOURAGE PARTICIPATION IN THE HEIP AND CESP.

A. Kentucky Power has worked diligently to secure enrollment in the programs. To increase participation, TRC has marketed the programs through a variety of methods including webinar presentations, dedicated website pages, targeted emails, in-person outreach by TRC (including door-to-door marketing with sign-up and referral incentives provided by the contractor), handouts dropped off at active locations within the communities that make up the Company's service territory (including local chambers of commerce, the YMCA, and other local businesses and restaurants), presentations, and attendance at various local events. In September, I hosted a webinar with TRC focusing on the DSM programs available to customers. To accommodate customers' schedules and maximize participation, the webinar was offered at two different times. This webinar will be distributed to customers via email and will also be posted on the Company's website and shared across its social media platforms.

Kentucky Power has likewise done its own marketing, including issuing press releases, social media posts, and targeted communications to stakeholders including school administrations, housing organizations, and local officials. The Company has served as a guest speaker for numerous area development organizations, Rotary Clubs, and senior centers. These presentations have promoted the HEIP and CESP and increased community

awareness of available resources. The Company also continues to host quarterly Community Advisory Panel meetings to discuss the importance and benefits of the HEIP and CESP. Kentucky Power has also directed its customer service representatives to proactively promote HEIP and CESP when speaking to customers about electricity usage.

Q. PLEASE EXPLAIN HOW KENTUCKY POWER EXERCISES OVERSIGHT OF TRC IN ITS ADMINISTRATION OF THE HEIP AND CESP.

A. The Company oversees TRC's advertising, marketing, and administration efforts, as well as its use of the HEIP and CESP budgets. The Company also meets with TRC on a biweekly basis to review TRC's progress in encouraging participation in the HEIP and CESP and assesses TRC's progress toward the Company's participation and outcome goals for each program.

Q. PLEASE EVALUATE TRC'S PERFORMANCE AS A THIRD-PARTY ADMINISTRATOR.

A. TRC has been a strong partner in implementing the HEIP and the CESP. Deborah Hill, Senior Director of TRC, and her team have worked diligently to promote the programs and support its successful implementation. TRC has demonstrated strong operational stability, responsiveness, and a collaborative approach throughout the process. They consistently work with the Company to ensure customer needs are met, while delivering excellent customer service and providing timely assistance to participants. TRC is integral to the success of the HEIP and CESP because it provides resources for implementing and advertising these programs that Kentucky Power does not have the resources to complete on its own.

Q. DO YOU RECOMMEND THAT KENTUCKY POWER MAINTAINS ITS WORKING RELATIONSHIP WITH TRC?

A. Yes, I do. As noted above, the Company does not have the resources to independently administer this program in its entirety. Through the Company's partnership with TRC, however, the program has expanded significantly over the past year, enabling continued growth and increased effectiveness. TRC has a proven track record of successfully implementing these programs and delivering customer savings. Retaining TRC to oversee program administration is the appropriate decision to ensure continued success in marketing, as well as the effective execution of the HEIP and CESP programs. This partnership provides the expertise, resources, and program management support necessary to maximize participation, achieve program objectives, and continue delivering value to customers. TRC, through its administration of the HEIP and CESP, is a valuable tool in Kentucky Power's efforts to reduce customer bills.

VII. CONCLUSION

Q. DOES THIS CONCLUDE YOUR DIRECT TESTIMONY?

A. Yes, it does.

KENTUCKY POWER℠

An AEP Company

QUARTER 3

2026

EnergyAdvantage

SAVING ENERGY STARTS HERE

KENTUCKY POWER
An AEP Company



01 **Quarterly Program Updates**
- EnergyAdvantage At Home
- EnergyAdvantage For Business

02 **Marketing**
- EnergyAdvantage At Home
- EnergyAdvantage For Business
- Trade Ally

03 **Operations**

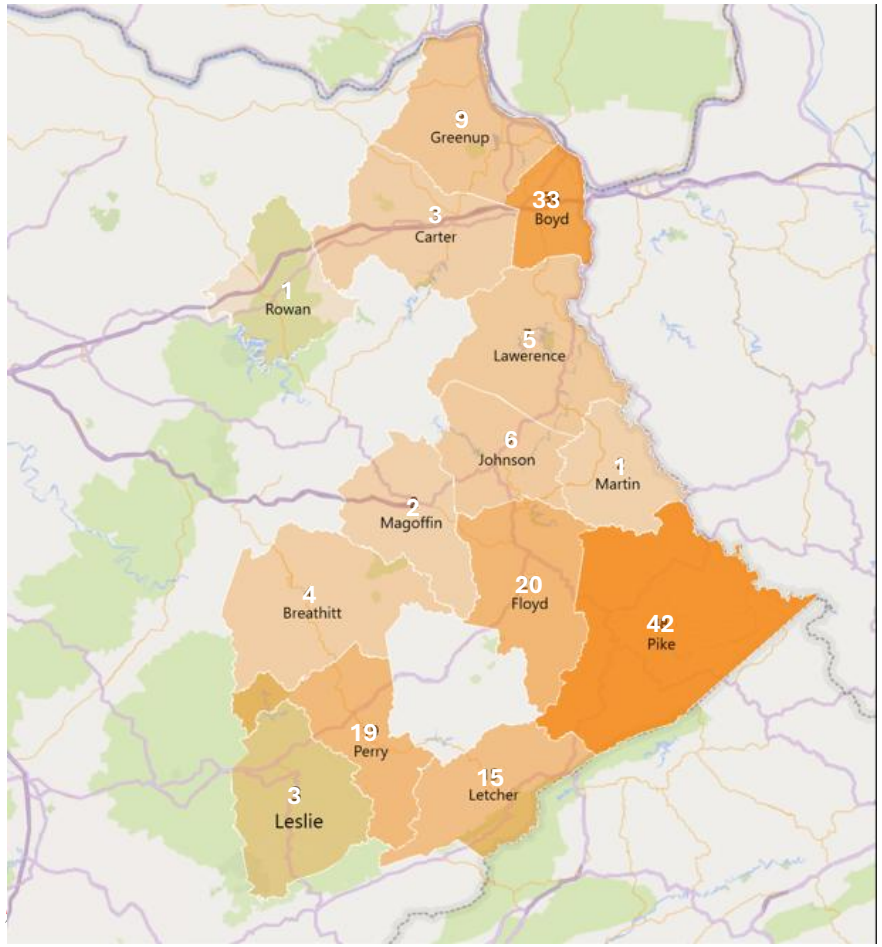
KENTUCKY POWER
An AEP Company

ENERGY ADVANTAGE AT HOME

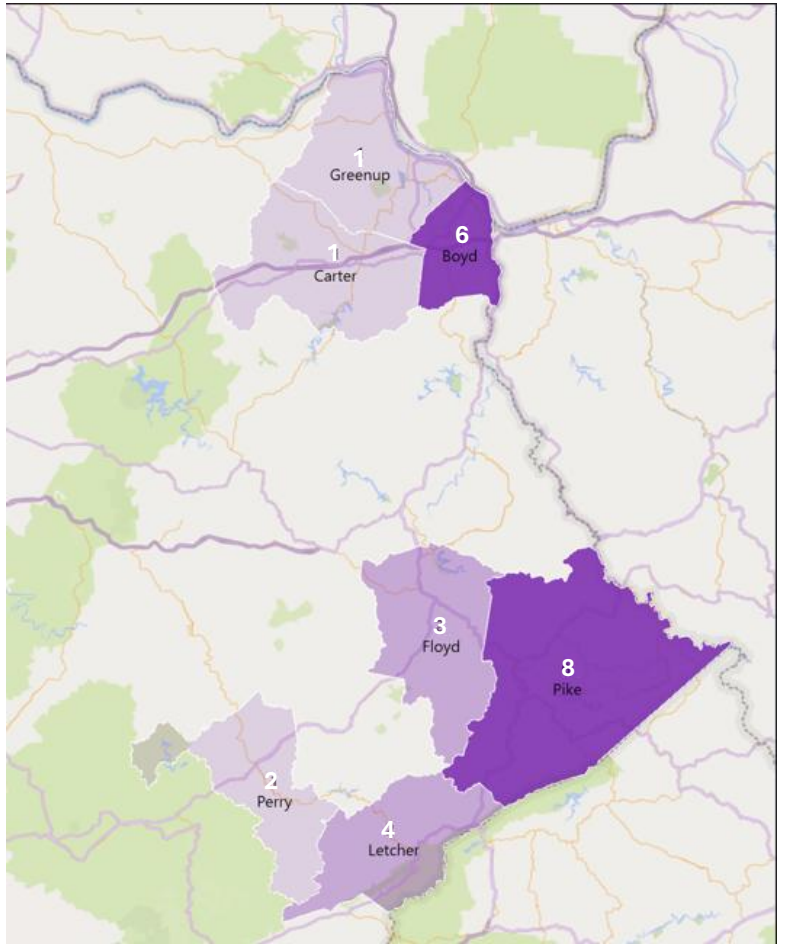


Home Energy Assessments by County

2026 Year to Date By County (163)

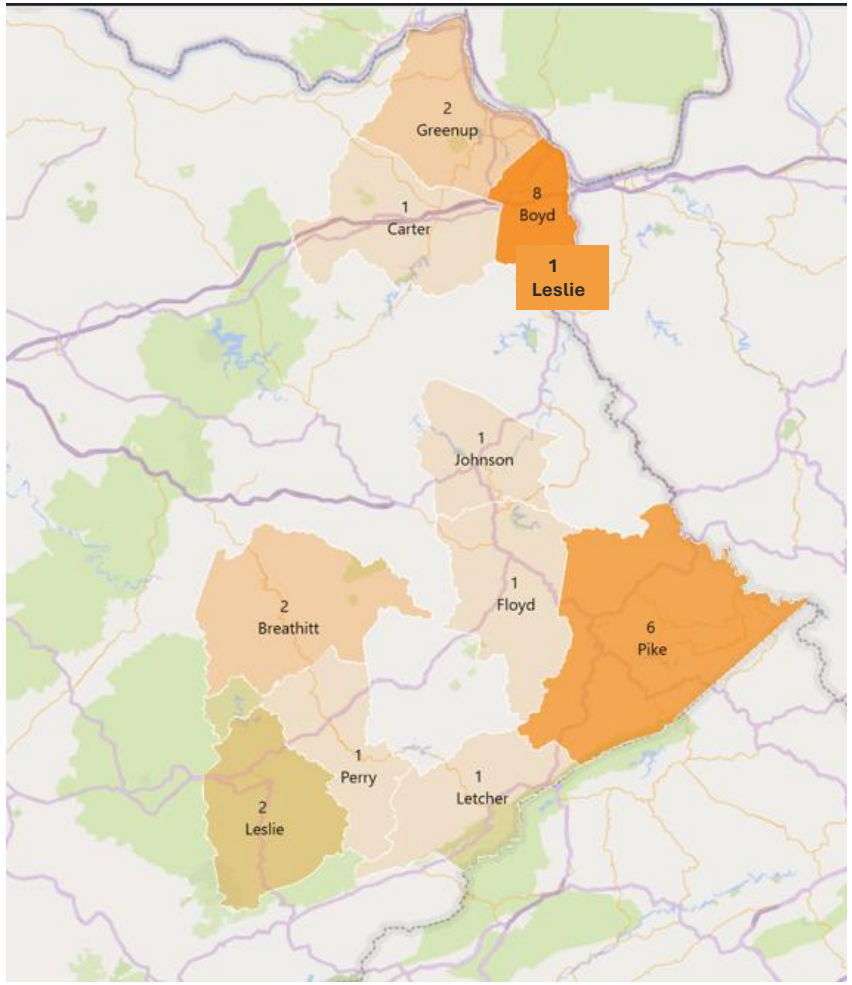


Quarter 3 by County (25)

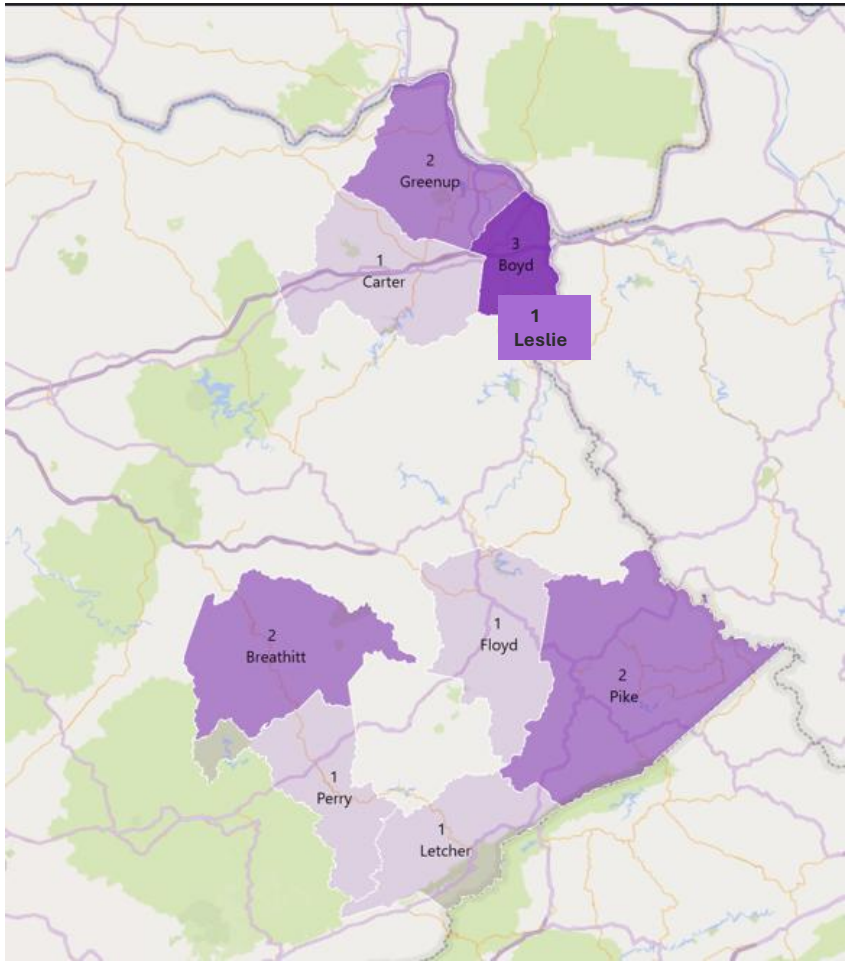


Home Energy Rebates by County

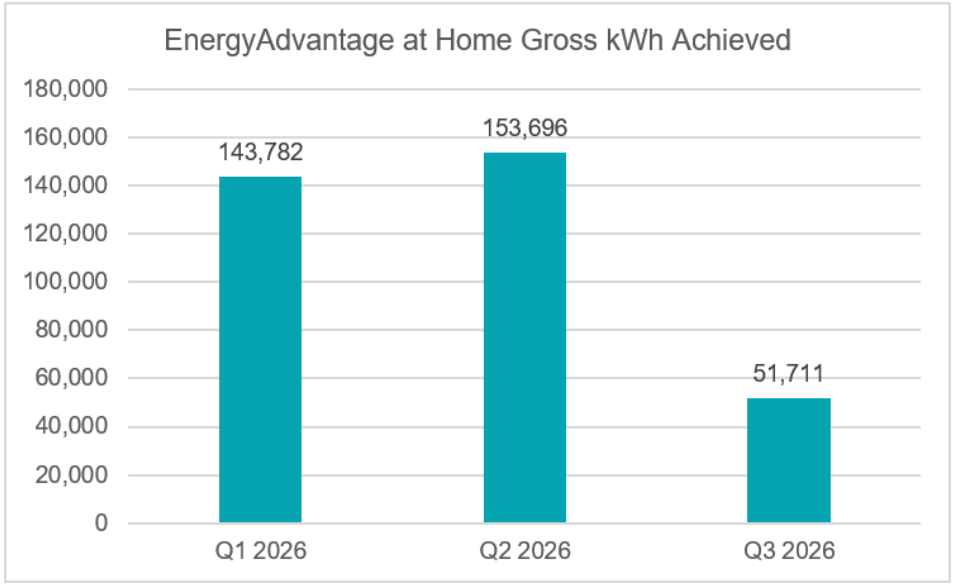
2026 Year to Date By County (25)



Quarter 3 by County (14)



EnergyAdvantage At Home –Projects



Invoice Quarter	Projects	Gross kWh	Incentives	Gross KW	Avg. Gross kWh	Avg. Incentives	Avg. $/Gross kWh
Q1 2026	72	143,782	$ 45,463	54.72	1,997	$ 631	$ 0.32
Q2 2026	77	153,696	$ 48,001	37.12	1,996	$ 623	$ 0.31
Q3 2026	39	51,711	$ 18,840	12.30	1,326	$ 483	$ 0.36
YTD	**188**	**349,189**	**$ 112,304**	**104.14**	**1,857**	**$ 597**	**$ 0.32**

Data Query as of 9.30.26

EnergyAdvantage at Home Assessments- Q3

Project Number	Project Status	Savings kWh	Total	Invoice Date
HEI2026_010361	Completed	4,114	$620	7/1/2026
HEI2026_010360	Completed	3,434	$620	7/1/2026
HEI2026_010359	Completed	1,806	$620	7/1/2026
HEI2026_010341	Completed	1,417	$670	7/1/2026
HEI2026_010340	Completed	1,512	$695	7/1/2026
HEI2026_010339	Completed	1,669	$620	7/1/2026
HEI2026_010902	Completed	1,542	$750	8/5/2026
HEI2026_010896	Completed	1,539	$750	8/5/2026
HEI2026_010901	Completed	1,222	$750	8/5/2026
HEI2026_010900	Completed	1,820	$750	8/5/2026
HEI2026_010899	Completed	944	$750	8/5/2026
HEI2026_011067	Completed	1,199	$750	9/3/2026
HEI2026_011018	Completed	1,566	$750	9/3/2026
HEI2026_011066	Completed	400	$300	9/3/2026
HEI2026_011105	Completed	2,019	$750	9/3/2026
HEI2026_011017	Completed	1,544	$750	9/3/2026
HEI2026_011112	Completed	1,153	$525	9/3/2026
HEI2026_011110	Completed	1,615	$750	9/3/2026
HEI2026_011015	Completed	1,288	$750	9/3/2026
HEI2026_011016	Completed	1,502	$450	9/3/2026
HEI2026_011065	Completed	699	$620	9/3/2026
HEI2026_011104	Completed	2,339	$750	9/3/2026
HEI2026_011064	Completed	400	$300	9/3/2026
HEI2026_011076	Completed	2,436	$470	9/3/2026
HEI2026_011019	Completed	2,606	$750	9/3/2026
TOTAL		**41,787**	**$16,260**	

KENTUCKY POWER An AEP Company TRC Member of WSP

Q3 - Home Energy Assessments Completed - 25

Data Query as of 9.30.26

EnergyAdvantage at Home Rebates- Q3

Project Number	Project Status	Savings kWh	Total	Invoice Date
HER2026_010485	Completed	851	$100	7/1/2026
HER2026_010825	Completed	1,266	$500	8/5/2026
HER2026_010552	Completed	829	$230	8/5/2026
HER2026_010548	Completed	969	$500	8/5/2026
HER2026_011167	Completed	221	$50	9/3/2026
HER2026_011166	Completed	221	$50	9/3/2026
HER2026_011168	Completed	221	$50	9/3/2026
HER2026_011154	Completed	703	$50	9/3/2026
HER2026_011169	Completed	221	$50	9/3/2026
HER2026_011170	Completed	221	$50	9/3/2026
HER2026_011089	Completed	850	$50	9/3/2026
HER2026_011172	Completed	221	$50	9/3/2026
HER2026_011171	Completed	221	$50	9/3/2026
HER2026_011075	Completed	2,906	$800	9/3/2026
Total		**9,924**	**$2,580**	

Q3 - Home Energy Rebate Projects - 14

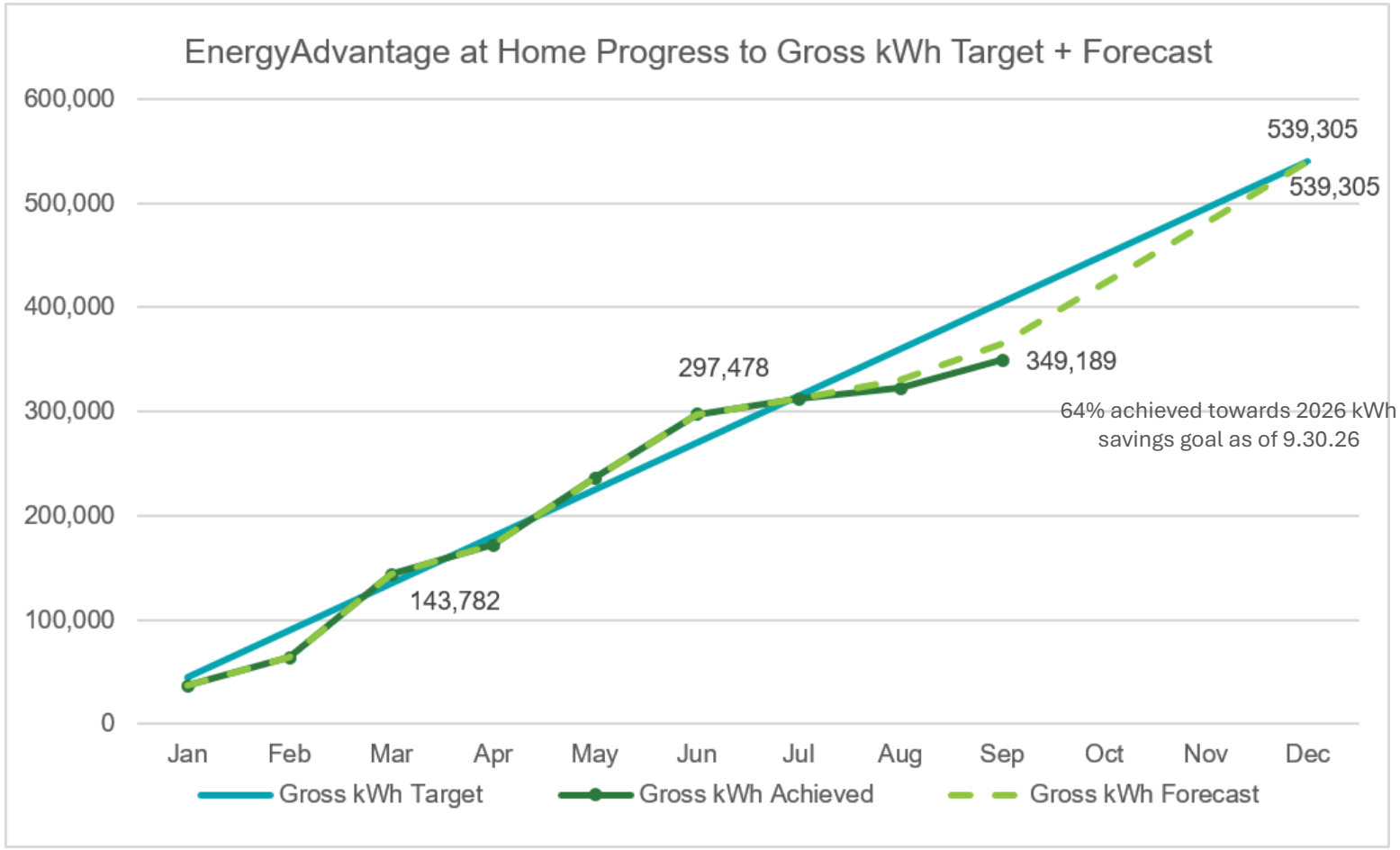
Data Query as of 9.30.26

Project Pipeline – End of Q3

Project Number	Project Status	Current Gross Savings kWh	Current Incentive Total	Estimated Installation Completion Date
HEI2026_011212	6-Payment Pending	2,206	$680	9/2/2026
HEI2026_011203	6-Payment Pending	1,428	$710	9/3/2026
HEI2026_011206	6-Payment Pending	1,134	$655	9/3/2026
HEI2026_011194	6-Payment Pending	1,027	$750	9/7/2026
HEI2026_011174	6-Payment Pending	2,118	$750	9/7/2026
HEI2026_011207	6-Payment Pending	1,427	$695	9/7/2026
HEI2026_011173	6-Payment Pending	1,495	$745	9/7/2026
HEI2026_011201	6-Payment Pending	1,279	$750	9/7/2026
HEI2026_011240	6-Payment Pending	400	$300	9/7/2026
HEI2026_011193	6-Payment Pending	1,877	$750	9/7/2026
HEI2026_011310	6-Payment Pending	867	$750	9/10/2026
HEI2026_011313	6-Payment Pending	966	$375	9/11/2026
HEI2026_011305	6-Payment Pending	658	$360	9/18/2026
		16,882	**$8,270**	

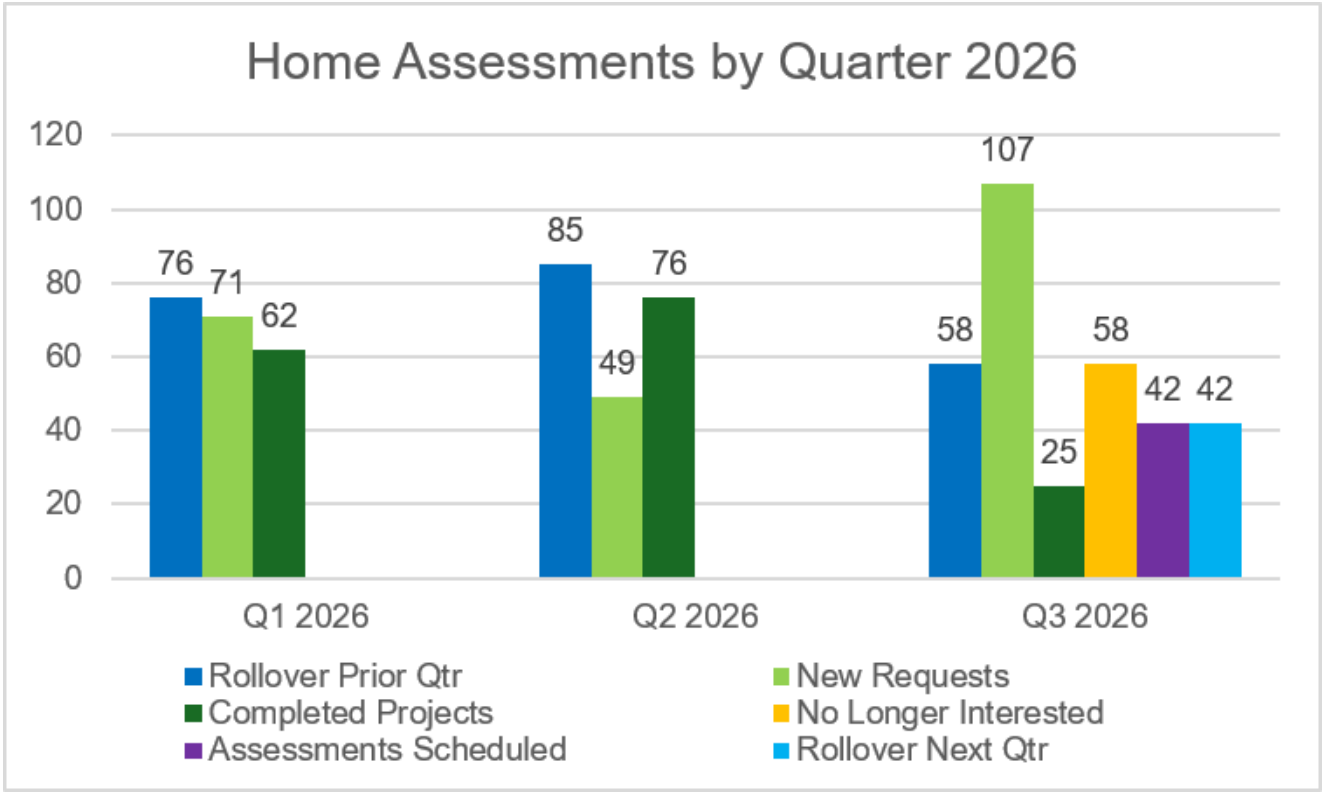
Represents Pipeline as of September 30, 2026.
Projects with September completion dates will be invoiced in October

EnergyAdvantage At Home kWh Achieved by Quarter



Data Query as of 9.30.26

Home Energy Assessment Requests By Quarter



Data Query as of 9.30.26
Note: Request indicated as no longer interested after multiple attempts to schedule

EnergyAdvantage At Home – Projects

EnergyAdvantage at Home Direct Install and Rebate Invoiced 2026

	Direct Install			Rebate			Grand Total		
	Projects	kWh Savings	Incentives	Projects	kWh Savings	Incentives	Projects	kWh Savings	Incentives
Q1	62	112,505	$40,283	10	31,277	$5,180	72	143,782	$45,463
Q2	76	149,896	$47,771	1	3,800	$230	77	153,696	$48,001
Q3	25	41,787	$16,260	14	9,924	$2,580	39	51,711	$18,840
Total	**163**	**304,187**	**$104,314**	**25**	**45,002**	**$7,990**	**188**	**349,189**	**$112,304**

2026 Goal	**539,305**	**$217,383**
% Achieved	**65%**	**52%**

Data Query as of 9.30.26

EnergyAdvantage At Home- Measures

Measure Detail Pipeline as of Q3 2026, Actual 2026 by Quarter and YTD

	Pipeline			Q1 2026			Q2 2026			Q3 2026			2026 YTD Total		
Eff Equip Description	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives
60 Gallon Domestic Hot Water Heater Tank Wrap	4	1,092	$ 290	3	819	$ 225	8	2,184	$ 600	2	546	$ 150	13	3,549	$ 975
Advanced Power Strip - Tier 1	44	3,520	$ 1,220	125	10,000	$ 3,300	93	7,440	$ 2,269	90	7,200	$ 2,315	308	24,640	$ 7,884
Air Sealing with Blower Door - AC and Electric Resistance Heat	1	705	$ 320	10	12,352	$ 3,200	4	3,758	$ 1,280	3	4,576	$ 960	17	20,686	$ 5,440
Air Sealing with Blower Door - Heat Pump	9	3,790	$ 2,880	46	42,103	$ 14,720	63	63,228	$ 20,100	18	11,360	$ 5,760	127	116,691	$ 40,580
Air Sealing with Blower Door - No AC and Electric Resistance Heat				1	814	$ 320	2	1,846	$ 640				3	2,661	$ 960
Air Source Heat Pump - Tier 1 - Single Package										2	2,906	$ 800	2	2,906	$ 800
Air Source Heat Pump - Tier 1 - Split System				6	5,835	$ 2,400							6	5,835	$ 2,400
Air Source Heat Pump - Tier 2 - Single Package				1	1,846	$ 500				1	969	$ 500	2	2,814	$ 1,000
Air Source Heat Pump - Tier 2 - Split System				5	13,375	$ 500				1	1,266	$ 500	6	14,641	$ 1,000
Attic Insulation - AC and Electric Resistance Heat							1	3,800	$ 230				1	3,800	$ 230
Attic Insulation - Heat Pump				1	604	$ 230							1	604	$ 230
Attic Insulation - No AC and Electric Resistance Heat										1	829	$ 230	1	829	$ 230
Caulking, Sealing, or Polyethylene Tape (Between Conditioned and Unconditioned Space)	380	1,224	$ 285	129	415	$ 97	663	2,135	$ 497	100	322	$ 75	892	2,872	$ 669
Central Air Conditioner - Tier 1 - Split System				1	242	$ 200							1	242	$ 200
Door Sweep	6	351	$ 140	22	1,288	$ 550	14	820	$ 320	4	234	$ 100	40	2,342	$ 970
Door Weatherstripping				52	196	$ 156	6	23	$ 18				58	219	$ 174
Duct Sealing	8	6,200	$ 1,185	54	44,178	$ 7,965	71	67,727	$ 10,550	21	17,549	$ 3,150	146	129,454	$ 21,665
Ductless Heat Pump - Multi Zone				1	1,618	$ 400							1	1,618	$ 400
Ductless Heat Pump - Single Zone				2	1,770	$ 400							2	1,770	$ 400
Heat Pump Water Heater				1	5,188	$ 500							1	5,188	$ 500
Outlet Gasket				45	169	$ 225	25	94	$ 100				70	263	$ 325
R-3 Insulation of 1/2 thickness on 1/2" DHW Pipe							13	543	$ 52				13	543	$ 52
Smart Thermostat				1	799	$ 50				4	2,404	$ 200	5	3,203	$ 250
Switch Gasket				45	169	$ 225	26	98	$ 105				71	267	$ 330
TA USE ONLY - LTO DI ES Air Purifier/Cleaner										7	1,550	$ 350	7	1,550	$ 350
Whole Home Assessment	13		$ 1,950	62		$ 9,300	75	0	$ 11,240	25		$ 3,750	162	0	$ 24,290
Grand Total	**465**	**16,882**	**$ 8,270**	**613**	**143,782**	**$ 45,463**	**1,064**	**153,696**	**$ 48,001**	**279**	**51,711**	**$ 18,840**	**1,956**	**349,189**	**$ 112,304**

Data Query as of 9.30.26

KENTUCKY POWER
An AEP Company

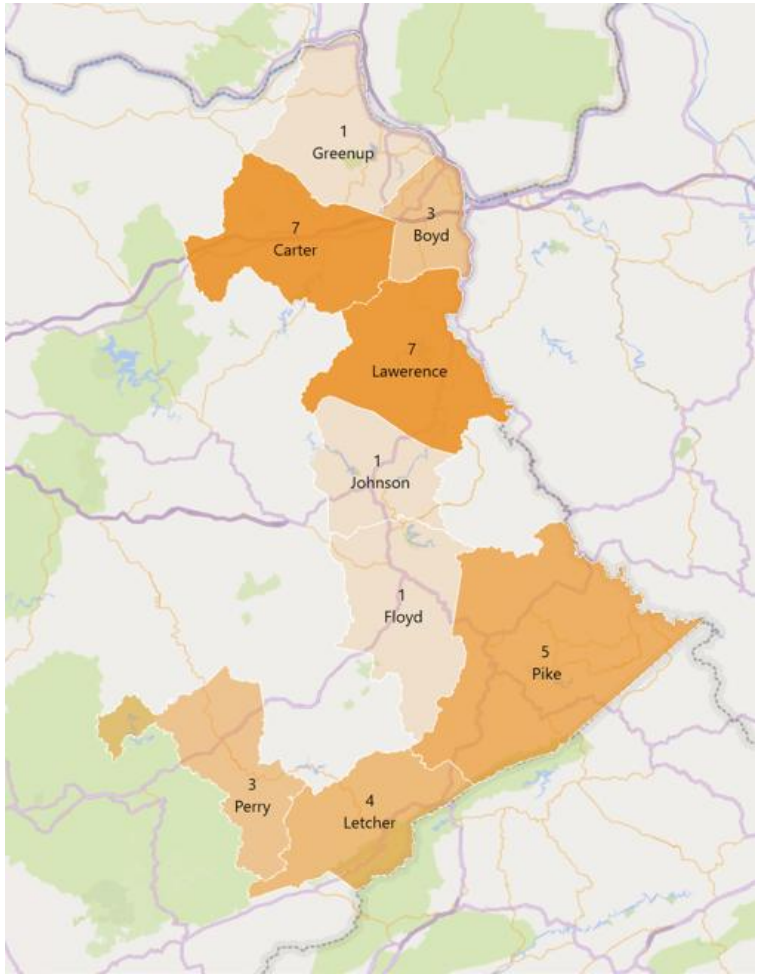
ENERGY ADVANTAGE

FOR BUSINESS

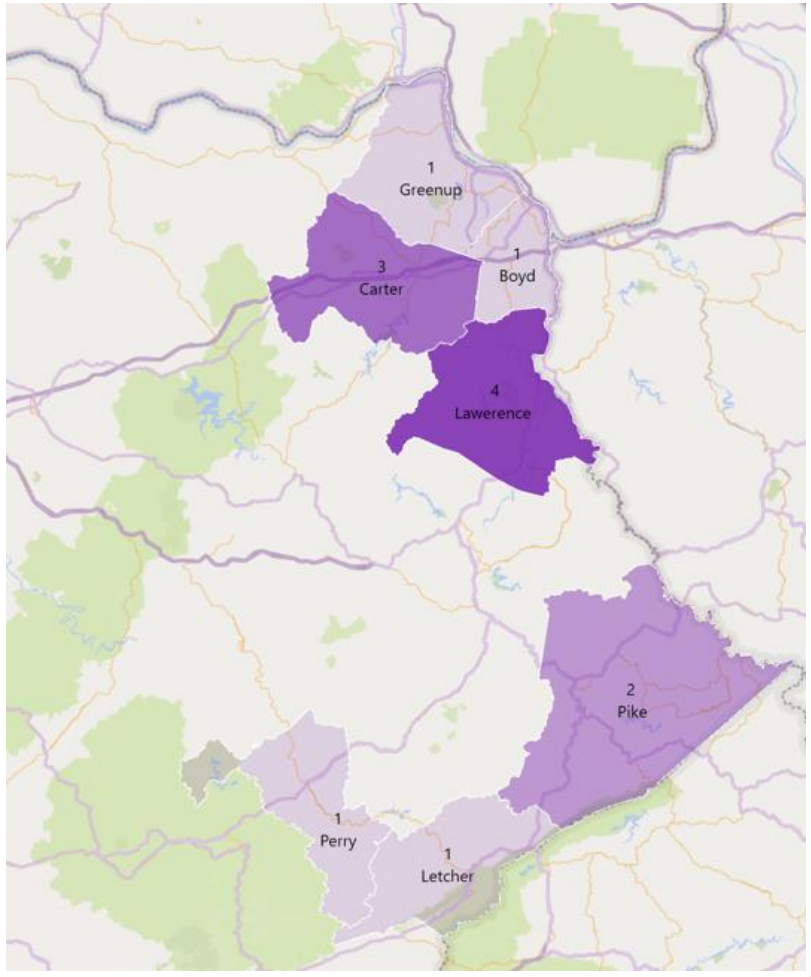


Commercial Projects by County

2026 Year to Date By County (30)

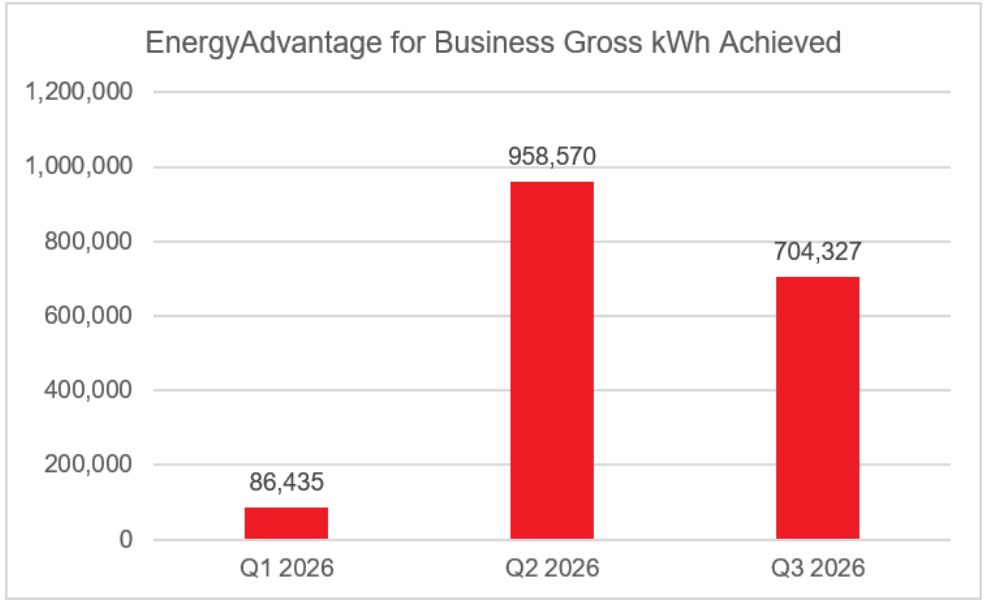


Quarter 3 By County (13)



KENTUCKY POWER
An AEP Company
TRC
Member of WSP

EnergyAdvantage For Business – kWh Achieved



Invoice Quarter	Projects	Gross kWh	Incentives	Gross KW	Avg. Gross kWh	Avg. Incentives	Avg. $/Gross kWh
Q1 2026	9	86,435	$ 6,294	20.49	9,604	$ 699	$ 0.07
Q2 2026	8	958,570	$ 27,510	174.22	119,821	$ 3,439	$ 0.03
Q3 2026	13	704,327	$ 29,928	154.03	54,179	$ 2,302	$ 0.04
YTD	**30**	**1,749,332**	**$ 63,732**	**348.74**	**58,311**	**$ 2,124**	**$ 0.04**

Data Query as of 9.30.26

EnergyAdvantage for Business Projects- Q3

Project Number	Project Status	Savings kWh	Incentive Total	Invoice Date
CES2026_010358	Completed	1,900	$100	7/1/2026
CES2026_010460	Completed	326,841	$4,578	7/1/2026
CES2026_010682	Completed	3,873	$450	8/5/2026
CES2026_010723	Completed	15,428	$2,743	8/5/2026
CES2026_010724	Completed	16,305	$1,980	8/5/2026
CES2026_010725	Completed	121,057	$9,900	8/5/2026
CES2026_010852	Completed	8,859	$1,740	8/5/2026
CES2026_010989	Completed	10,044	$388	8/5/2026
CES2026_009561	Completed	22,194	$1,188	9/3/2026
CES2026_010461	Completed	22,864	$1,625	9/3/2026
CES2026_011023	Completed	11,992	$207	9/3/2026
CES2026_011150	Completed	135,723	$4,494	9/3/2026
CES2026_011156	Completed	7,248	$535	9/3/2026
Total		**704,327**	**$29,928**	

Q3 - Business Projects Completed (13)

Data Query as of 9.30.26

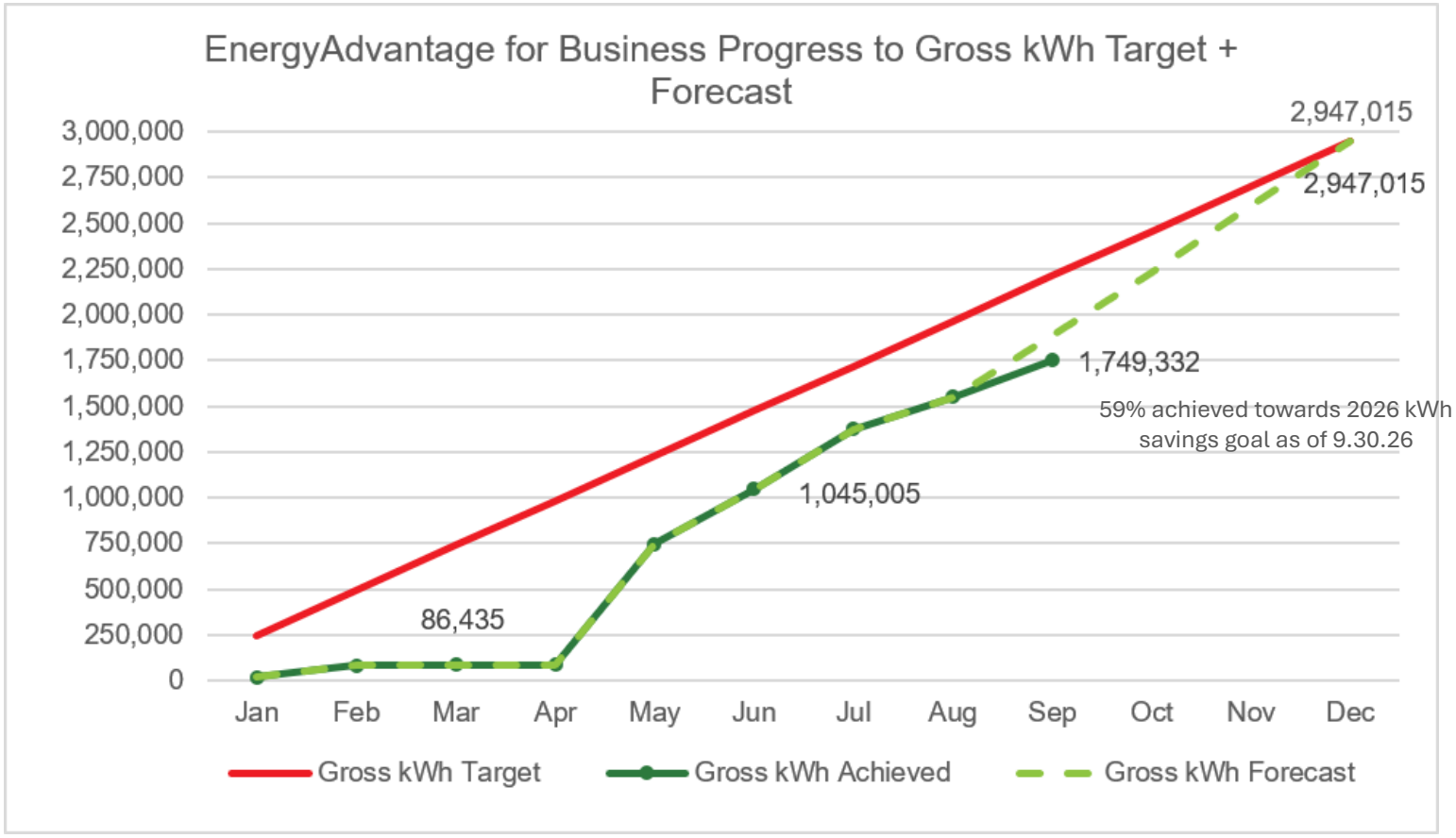
Project Pipeline – End of Q3

Project Number	Project Status	Current Gross Savings kWh	Current Incentive Total	Estimated Installation Completion Date
CES2026_011278	6-Payment Pending	33,627	$4,620	9/21/2026
CES2026_011256	6-Payment Pending	102,475	$11,627	9/30/2026
CES2026_011255	5-Installed	22,822	$7,070	11/19/2026
TOTAL		**158,924**	**$23,317**	

Represents Pipeline as of September 30, 2026.
Projects with September completion dates will be invoiced in October

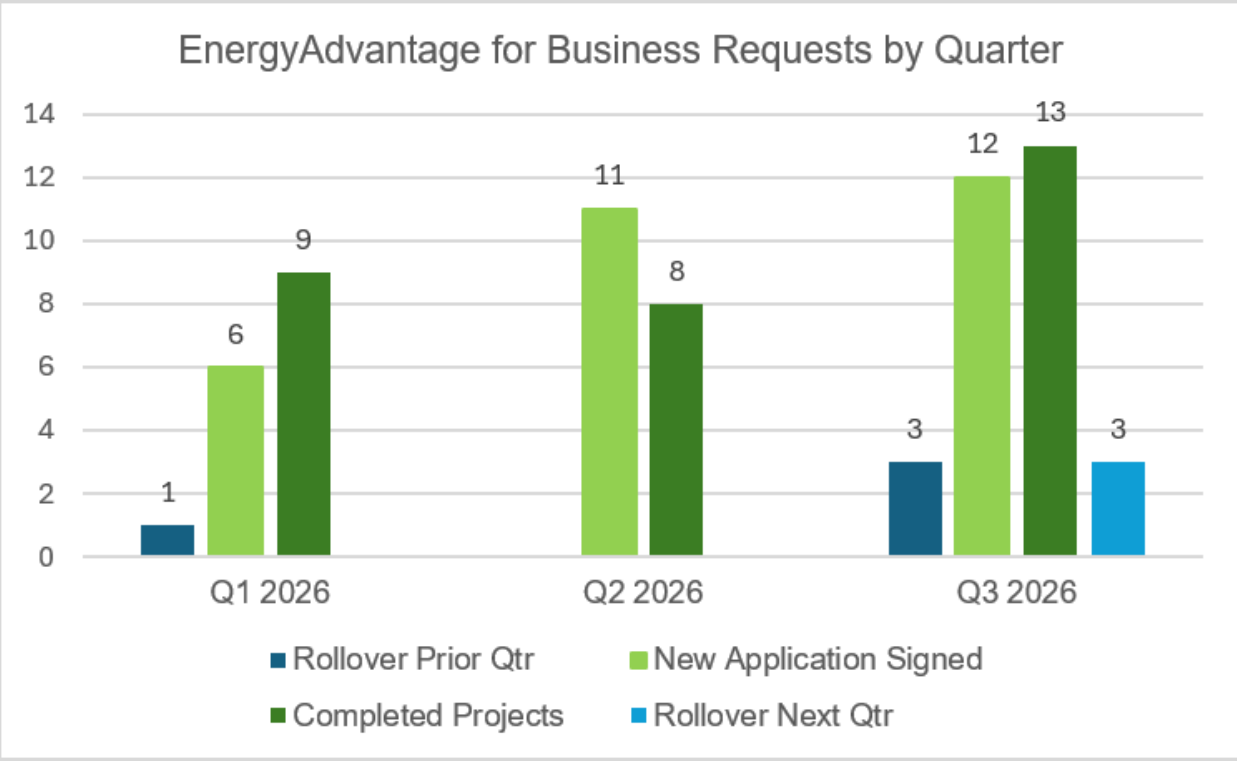
Data Query as of 9.30.26

EnergyAdvantage For Business- kWh Achieved by Quarter



Data Query as of 9.30.26

EnergyAdvantage For Business- kWh Achieved by Quarter



Data Query as of 9.30.26

EnergyAdvantage For Business- Measures

Measure Detail Pipeline as of Q3 2026, Actual 2026 by Quarter and YTD

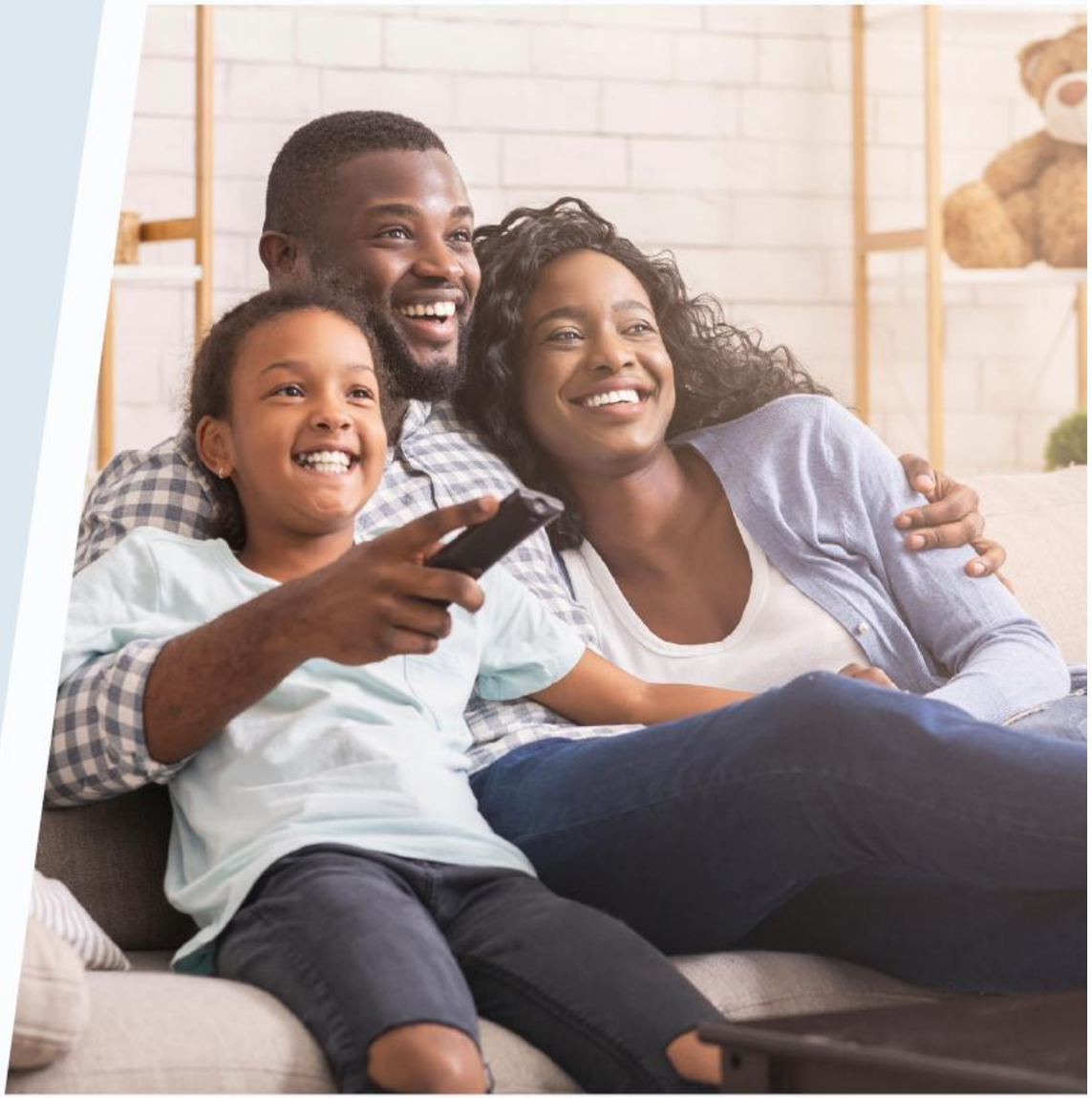
	Pipeline			Q1 2026			Q2 2026			Q3 2026			2026 YTD Total		
Eff Equip Description	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives	Units	Gross Savings kWh	Incentives
LED 2ft Linear Lamp <= 10W										$4	163	$ 6	4	163	$ 6
LED 3ft Linear Lamp <= 13W										$50	4,192	$ 150	50	4,192	$ 150
LED 4ft Linear Lamp <= 22W	501	50,879	$ 1,503				6,692	672,375	$ 20,076	$3,229	280,149	$ 9,687	9,921	952,524	$ 29,763
LED 8ft Linear Lamp <= 43W							838	171,128	$ 2,514	$689	239,811	$ 2,067	1,527	410,939	$ 4,581
LED Exterior Fixture 101 - 200W				26	5,250	$ 1,300				$3	3,356	$ 150	29	8,606	$ 1,450
LED Exterior Fixture 201 - 300W										$6	3,873	$ 450	6	3,873	$ 450
LED Exterior Fixture 31 - 100W										$50	8,907	$ 1,750	50	8,907	$ 1,750
LED High Bay Fixture <= 200W				44	33,506	$ 2,200				$45	32,074	$ 2,250	89	65,579	$ 4,450
LED High Bay Fixture 201 - 250W	77	33,627	$ 4,620							$30	9,858	$ 1,800	30	9,858	$ 1,800
LED Recessed, Surface, Pendant Downlight	36	1,555	$ 324	46	4,152	$ 414				$27	2,730	$ 243	73	6,881	$ 657
LED Troffer <= 80W	490	50,041	$ 9,800	92	41,857	$ 1,840	236	112,513	$ 4,720	$545	114,437	$ 10,900	873	268,806	$ 17,460
Occupancy Sensor LED Fixture Integrated				36	1,672	$ 540				$25	2,878	$ 375	61	4,550	$ 915
Smart Thermostat							4	2,554	$ 200	$2	1,900	$ 100	6	4,453	$ 300
Split System < 5.42 tons; < 65 kBtu	1	479	$ 117										0	0	$ -
Split or Single Packaged Air Conditioner: >= 11.25 tons - < 20 tons; >= 135 - <240 kBtu	10	19,118	$ 6,107										0	0	$ -
Split or Single Packaged Air Conditioner: >= 5.42 tons - < 11.25 tons; >= 65 - < 135 kBtu	3	3,225	$ 847										0	0	$ -
Grand Total	**1,118**	**158,924**	**$ 23,317**	**244**	**86,435**	**$ 6,294**	**7,770**	**958,570**	**$ 27,510**	**4,705**	**704,327**	**$ 29,928**	**12,719**	**1,749,332**	**$ 63,732**

Data Query as of 9.30.26

KENTUCKY POWER
An AEP Company

Q3

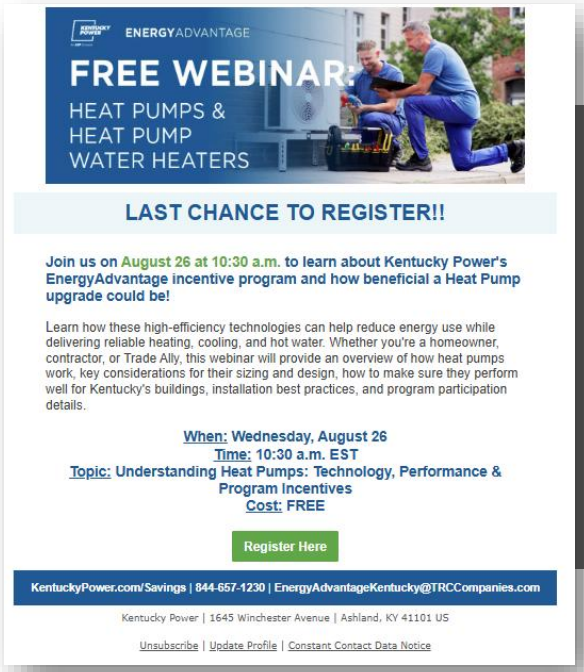
MARKETING



MARKETING: Q3 Webinars

Heat Pump Webinar

August 26, 2026



Registered:

50

Attended:

15

EnergyAdvantage Listening Sessions

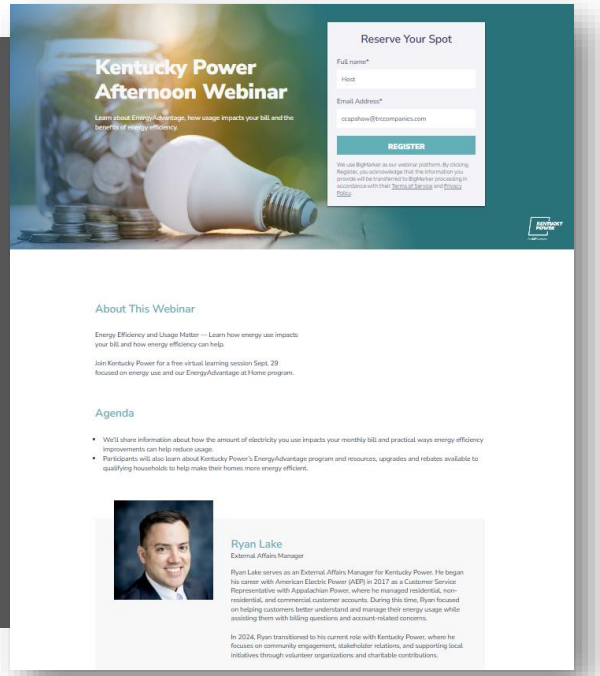
September 29, 2026

Afternoon Session:

Registered: 172
Attended: 58

Evening Session:

Registered: 216
Attended: 41



MARKETING: EnergyAdvantage *at Home* Collateral



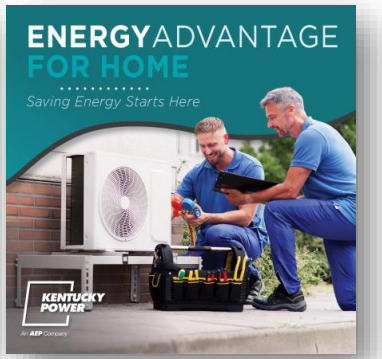
BILL INSERTS

SOCIAL MEDIA POSTS











OUTREACH POSTER

MARKETING: Free Air Purifier Campaign



Email Send #1: 6/18/2026

Sends: 52,179
Opens: 16,447 (35%)
Clicks: 320

Email Send #2: 7/1/2026

Sends: 52,082
Opens: 15,232 (33%)
Clicks: 485

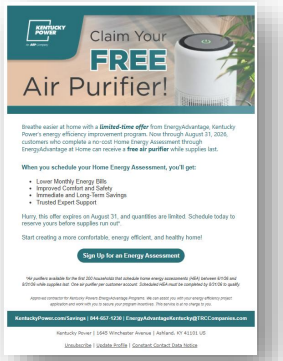
Email Send #3: 9/17/2026

Sends: 52,438
Opens: 16,019 (34%)
Clicks: 399

KENTUCKY POWER
An AEP Company
TRC
Member of WSP

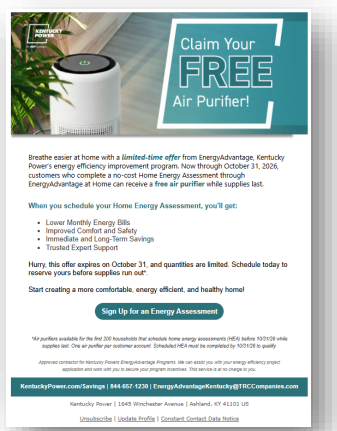
MARKETING: EnergyAdvantage Home Q3 EMAILS

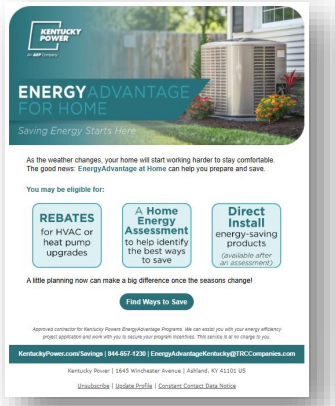




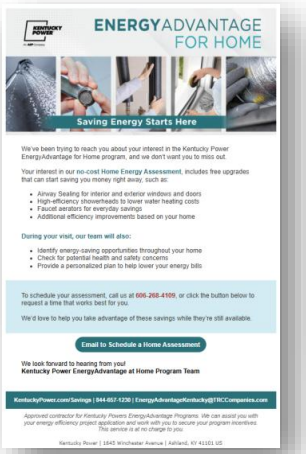


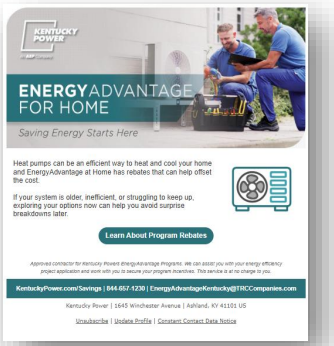






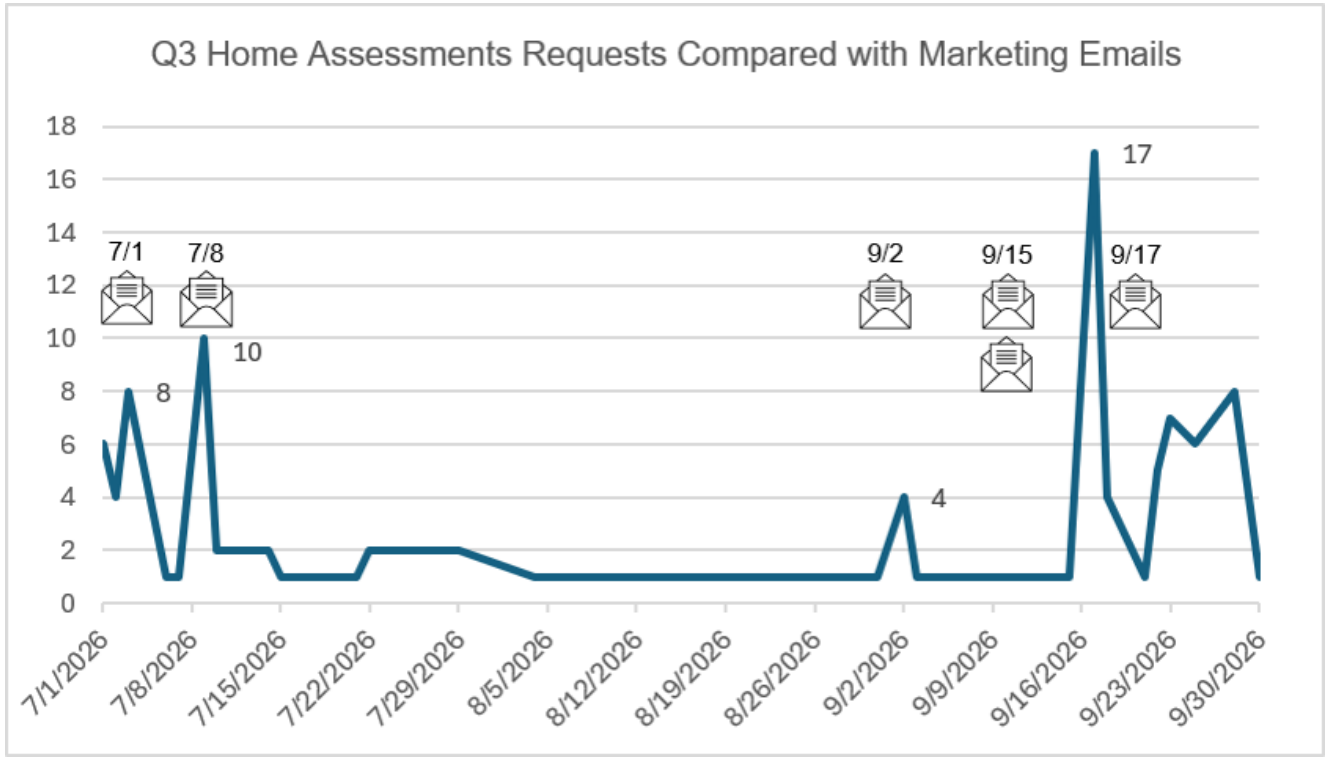






KENTUCKY POWER
An AEP Company
TRC
Member of WSP

Q3 Marketing: Assessment Requests



Data Query as of 9.30.26

Marketing All Email Stats Year to Date

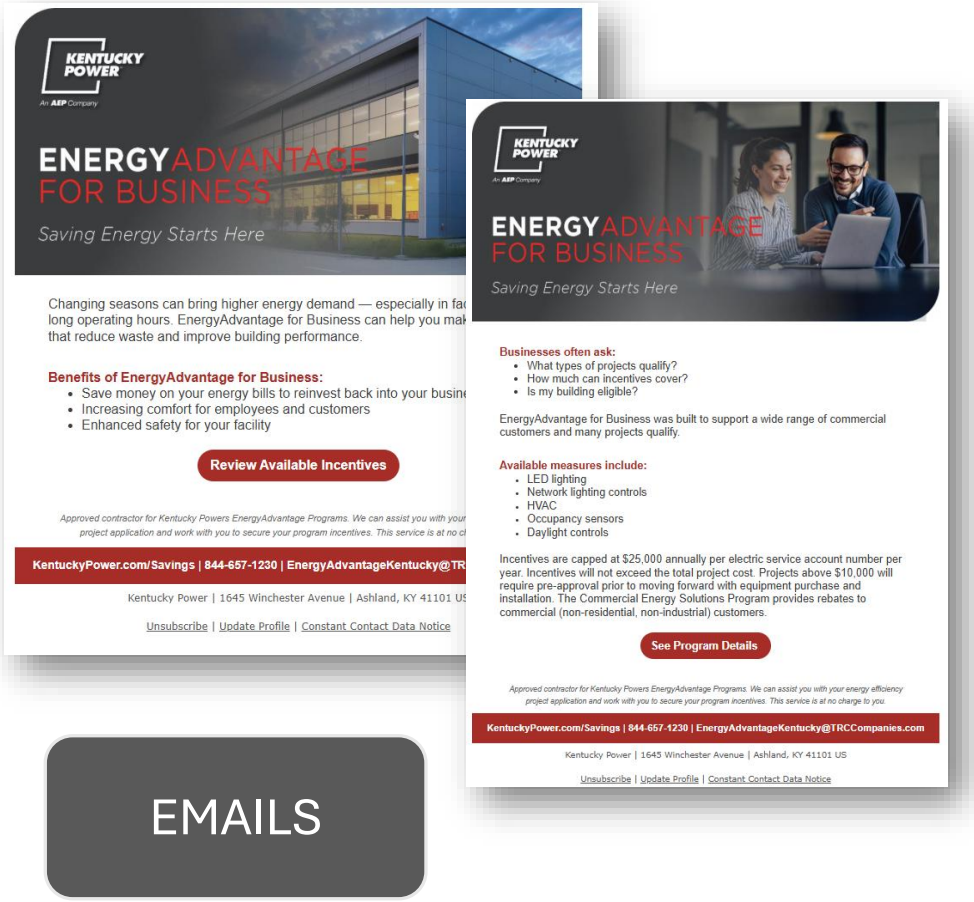
Type	Send Date	Email Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Email	2/5/2026 11:52	Q1 2026 Home 1	52,528	18,766	39.30%	43.50%	56.50%	350	0.70%
Email	2/5/2026 11:53	Q1 2026 Business 1	5,172	1,845	42.50%	24.50%	75.50%	62	1.40%
Email	2/17/2026 12:13	Q1 2026 Home 2	52,438	18,585	39.00%	50.80%	49.20%	96	0.20%
Email	2/17/2026 12:14	Q1 2026 Business 2	5,164	1,758	40.60%	16.30%	83.70%	25	0.60%
Email	3/3/2026 10:20	Q1 2026 Business 3	5,156	1,729	40.00%	22.10%	77.90%	24	0.60%
Email	3/3/2026 10:24	Q1 2026 Home 3	52,345	17,406	36.70%	53.60%	46.40%	253	0.50%
Email	4/14/2026 6:00	Home March #1 - Spring Assessment	52,208	16,752	35.50%	46.10%	53.90%	143	0.30%
Email	4/14/2026 8:30	Bus March #1 - Lower Business Overhead	5,228	1,687	38.80%	15.60%	84.40%	76	1.70%
Email	4/23/2026 9:17	04.2026 Home Assessment Calling Follow-up	601	216	41.90%	11.10%	88.90%	9	1.70%
Email	5/19/2026 10:31	05.2026 Home Assessment Calling Follow-up 2	351	128	41.00%	20.80%	79.20%	3	1.00%
Email	6/5/2026 9:00	06.2026 Home Energy Assessment Follow-up 1	35	18	54.50%	11.80%	88.20%	0	0.00%
Email	6/18/2026 8:00	04.2026 BUSINESS Rebate Spotlight + ROI	5,225	1,807	41.90%	15.50%	84.50%	47	1.10%
Email	6/18/2026 9:03	06.2026 HOME Free Air Purifier HEA Email 1	52,179	16,447	35.10%	49.20%	50.80%	320	0.70%
Email	6/24/2026 9:00	04.2026 HOME Rebate Spotlight	52,241	17,783	38.00%	44.00%	56.00%	822	1.80%
Email	7/1/2026 8:45	06.2026 HOME Free Air Purifier HEA Email 2 FOLLOW UP	52,082	15,228	32.50%	54.20%	45.80%	485	1.00%
Email	7/8/2026 16:00	05.2026 HOME Energy Assessment + Direct Install	52,119	16,532	35.40%	29.10%	70.90%	374	0.80%
Email	8/13/2026 10:45	07.2026 TA & Contractor Recruitment_Email 1	189	67	44.70%	8.80%	91.20%	2	1.30%
Email / Webinar	8/18/2026 12:58	08.2026 TA Webinar Invite #1	52,371	12,801	27.40%	36.10%	63.90%	90	0.20%
Email / Webinar	8/20/2026 8:45	08.2026 TA Webinar Invite #2	52,036	16,091	34.60%	43.70%	56.30%	125	0.30%
Email	8/21/2026 9:15	07.2026 TA & Contractor Recruitment_Email 2	307	128	48.30%	10.30%	89.70%	22	8.30%
Email	8/28/2026 10:15	06.2026 BUSINESS How EnergyAdvantage Works	5,444	1,474	32.70%	10.10%	89.90%	57	1.30%
Email	9/1/2026 10:00	07.2026 TA & Contractor Recruitment_Email 3	339	184	62.40%	3.20%	96.80%	23	7.80%
Email	9/2/2026 9:15	08.2026 HOME Season Changing + Upgrade planning	51,791	12,687	27.40%	41.90%	58.10%	133	0.30%
Email	9/10/2026 8:45	06.2026 BUSINESS Prepare your Facility for Summer Demand	5,436	1,525	33.90%	12.80%	87.20%	82	1.80%
Email	9/15/2026 10:15	08.2026 HOME Summer Energy Efficient Upgrades	51,743	12,320	26.70%	39.50%	60.50%	148	0.30%
Email	9/15/2026 11:20	09.2026 Home Energy Assessment Follow-up 2	80	34	45.90%	30.80%	69.20%	0	0.00%
Email	9/17/2026 7:15	10.2026 HOME Free Air Purifier HEA_EXTENDED #1	52,438	15,535	33.30%	55.70%	44.30%	368	0.80%

MARKETING: EnergyAdvantage For Business Collateral

BILL INSERTS



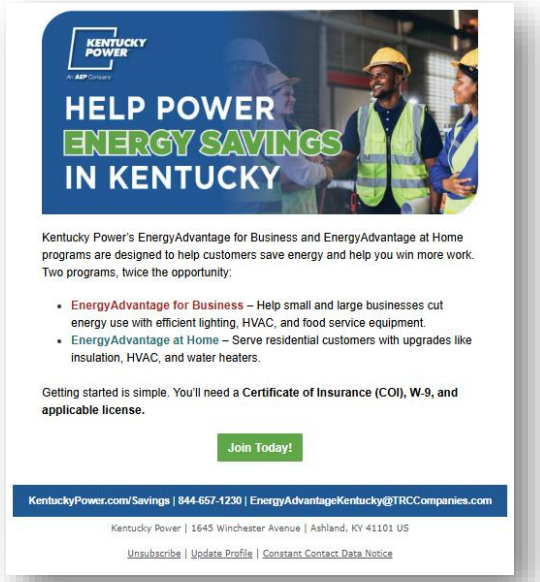
EMAILS

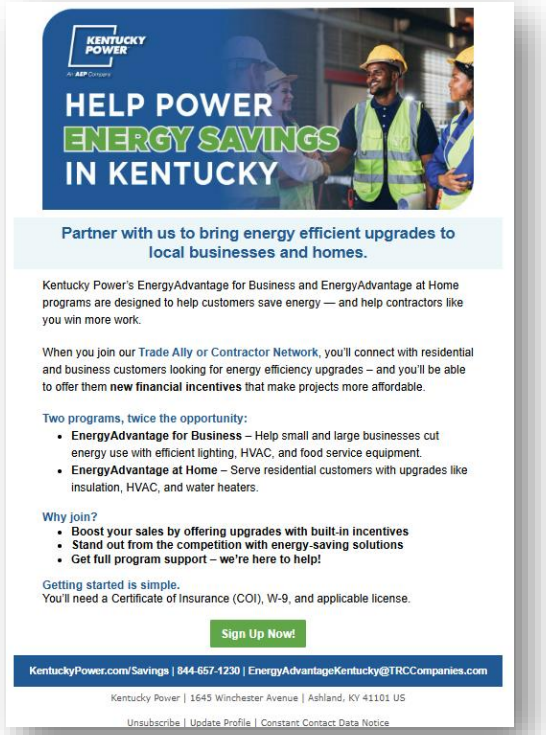


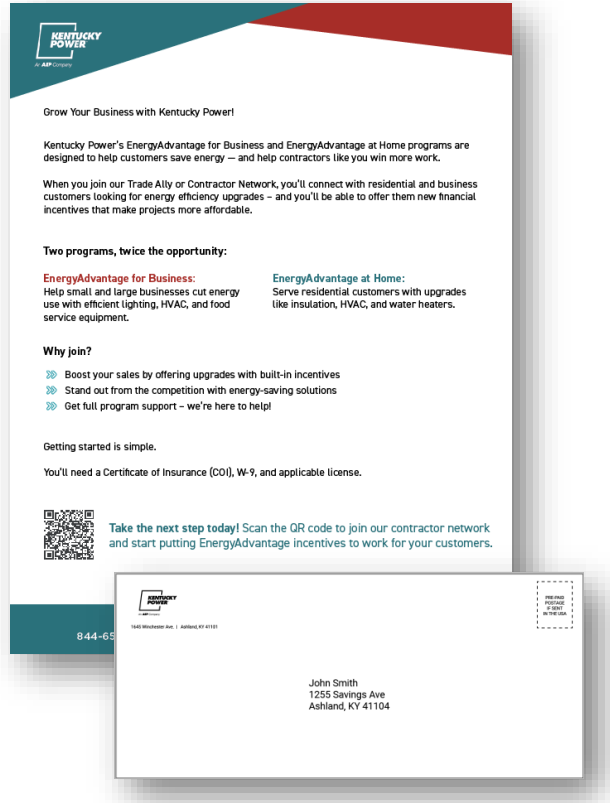
KENTUCKY POWER An AEP Company
TRC Member of WSP

MARKETING: Trade Ally Recruitment

Trade Ally Recruitment Emails







Trade Ally Recruitment Letter

KENTUCKY POWER An AEP Company | TRC Member of WSP

Marketing Contractor Outreach Stats Year to Date

Type	Send Date	Email Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Email	8/13/2026 10:45	07.2026 TA & Contractor Recruitment_Email 1	189	67	44.70%	8.80%	91.20%	2	1.30%
Email / Webinar	8/18/2026 12:58	08.2026 TA Webinar Invite #1	52,371	12,801	27.40%	36.10%	63.90%	90	0.20%
Email / Webinar	8/20/2026 8:45	08.2026 TA Webinar Invite #2	52,036	16,091	34.60%	43.70%	56.30%	125	0.30%
Email	8/21/2026 9:15	07.2026 TA & Contractor Recruitment_Email 2	307	128	48.30%	10.30%	89.70%	22	8.30%
Email	9/1/2026 10:00	07.2026 TA & Contractor Recruitment_Email 3	339	184	62.40%	3.20%	96.80%	23	7.80%

Type	Event Date	Event Name	Registrations
Virtual Webinar	8/26/2026 9:30	Understanding Heat Pumps: Technology, Performance, Incenti	50

Type	Event Date	Event Name	Contacts Letter was sent to
Letter	September 2026	TA Recruitment Letter	533

Commercial Trade Ally: as of Q3 2026

Air Power Energy- Rebate Processor

Energy Management Collaborative, LLC

BriteSwitch Rebate Processor

ROI Energy- Rebate Processor

Appalachian Refrigeration, Heating & Cooling- Lighting, Fixtures, and Controls Lighting - Interior HVAC (C&I)

Wesco- Lighting, Fixtures, and Controls

EAG-LED- Lighting, Fixtures, and Controls

Diggs Lighting- Rebate Processor

Incentive Rebate360
Rebate Processor

American Heating & Cooling
HVAC

LightServe- Rebate Processor

MW Co. LLC- Lighting, Fixtures, and Controls

Commercial Lighting

Utility Metering Solutions, LLC- Lighting, Fixtures, and Controls

Residential Trade Ally / Subcontractor: as of Q3 2026

American Heating & Cooling
HVAC- Trade Ally

Appalachian Refrigeration, Heating & Cooling-
Lighting, Fixtures, and Controls Lighting - Interior HVAC,
Insulation- Trade Ally

Residential Subcontractor
Home Energy Assessments
Direct Install

KENTUCKY POWER
An AEP Company

Q3

OPERATIONS



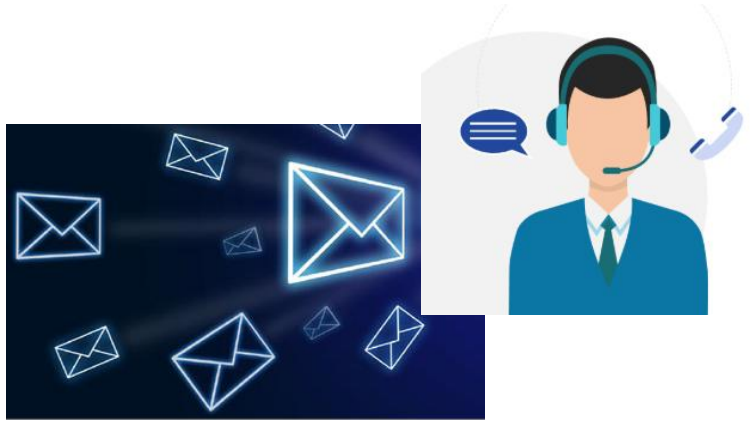
OPERATIONS: Q3 Program

EnergyAdvantage for Business

- Phone Calls, emails- 211
- Site Visits- 54
- Virtual Meetings- 64

EnergyAdvantage at Home

- Phone Calls- 1,773 outbound calls
- Site Visits- 27
- Virtual Meetings- 2



Data Query as of 9.30.26

KENTUCKY POWER
An AEP Company

CONTACT US

TRC PROGRAM PHONE
(844) 657-1230

EnergyAdvantageKentucky@TRCcompanies.com



VERIFICATION

The undersigned, Ryan L. Lake, being duly sworn, deposes and says he is an External Affairs Manager for Kentucky Power, that he has personal knowledge of the matters set forth in the foregoing testimony and the information contained therein is true and correct to the best of his information, knowledge, and belief after reasonable inquiry.

Ryan L. Lake

Commonwealth of Kentucky)
)
County of Boyd)

Case No. 2026-00311

Subscribed and sworn to before me, a Notary Public in and before said County and State, by Ryan L. Lake, on 10/23/26.

Marilyn Michelle Caldwell
Notary Public

MARILYN MICHELLE CALDWELL
Notary Public
Commonwealth of Kentucky
Commission Number KYNP71841
My Commission Expires May 5, 2027

My Commission Expires May 5, 2027

Notary ID Number KYNP71841