



CITY OF LOUISVILLE COMMUNITY ENERGY SAVERS

The AEP Ohio Community Energy Savers program engages residents and businesses in increasing awareness of the benefits of energy efficiency and AEP Ohio's energy efficiency programs.

Communities set goals and develop strategies to grow participation in AEP Ohio's energy efficiency programs with marketing support, meeting facilitation and technical assistance from AEP Ohio. When successful, they earn awards including financial incentives towards a community project.

"AEP Ohio continually seeks to improve the quality of life in the communities where we live and work. That's why we are enthusiastic about joining with communities in our Community Energy Savers program."

Jon Williams,
Energy Efficiency and Consumer Programs Manager
for AEP Ohio

COMMUNITY SNAPSHOT

Louisville, also known as the Constitution Town, is a city of over 9,000 residents located in Stark County, Ohio. The city participated in the AEP Ohio Community Energy Savers (CES) program from January to July 2014.

Community Project for Award	Lighting Upgrades at the YMCA and the Old Post Office
Number of AEP Ohio Customers	4,090 Customers
Participation Goal	300 Participation Points
Actual Results	349 Participation Points
Awards Received	Technical assistance towards the development of a Sustainability Roadmap and \$30,000 cash award for energy efficiency projects.

COMMUNITY PROJECT FOR AWARD

As a charming, historical and proud city, Louisville is committed to maintaining these characteristics while continuously improving the well-being of its residents. The city thoughtfully chose two energy efficiency lighting upgrade projects: gymnasium and pool lighting at the highly frequented local YMCA, and lighting at the Old Post Office, one of the best known historical buildings in the city and now part of the local library.



ENGAGEMENT APPROACH

With over 4,000 AEP Ohio customers, Louisville selected a participation goal of 300, an increase of 3.5 times over their baseline participation.

To achieve its goal, Louisville identified a ‘program champion,’ a recognized and active community member to promote this initiative and spur action. A number of community volunteers assisted with this effort.

The approach included door-to-door outreach to businesses, one-on-one communications with residents, and group presentations at local organizations, including the YMCA, Rotary and Kiwanis clubs. Additionally, the local newspaper published articles regarding the challenge and progress toward goal on a weekly basis. The local library and schools played a key role in increasing community awareness by providing information to their visitors, students and parents and by helping them take the ENERGY STAR® Pledge to save energy at home. The strong community spirit helped Louisville exceed their goal by the end of the program participation period.

“The Community Energy Savers pilot program was a great way for Louisville residents and businesses to learn more about energy efficiency and the incentives available through AEP Ohio,” said Patricia Falot, Mayor of Louisville. “We were confident that our town could reach the participation goal and are thankful that we could use award funds towards the completion of energy efficiency upgrades at the YMCA and Old Post Office.”

FUTURE PLANS

Participation in the AEP Ohio CES program has provided Louisville with assistance in the form of the Sustainability Roadmap to help the City continue its commitment to sustainable practices for its community.

With an energized residential community and a strong cultural presence, Louisville is poised to continue to grow and prosper while being a responsible steward of its resources.

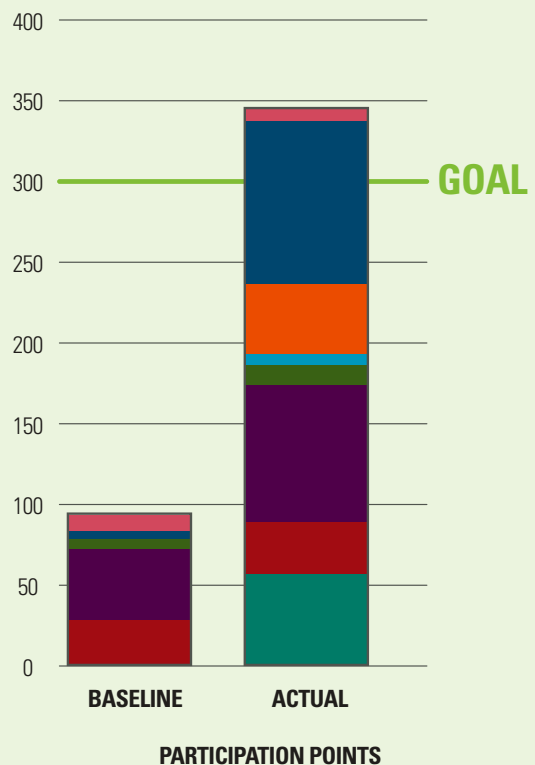


RESULTS

Louisville’s success was led by the small business sector. Over 100 participation points came from local businesses that participated in the Express program. Through this program, businesses received a fully funded facility assessment and became eligible for incentives up to 80% of the total project cost to implement identified projects. Additionally, over 55 residents completed AEP Ohio’s online energy assessment questionnaire, earning a free energy saving kit that included compact fluorescent light bulbs and other products to help them get started in their energy savings efforts.

As a consequence of its outstanding performance, Louisville was able to secure two significant awards for the city, including the development of a Sustainability Roadmap and \$30,000 in incentives toward their selected community projects.

LOUISVILLE COMMUNITY ENERGY SAVERS



- ENERGY STAR® Pledge Campaign
- ENERGY STAR® Appliance Rebate
- In Home - Audit
- Express
- Mutifamily Direct Install
- Appliance Recycling
- In Home Energy - Assessment
- In Home Energy - Online Checkup
- Prescriptive