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American Electric Power  
1 Riverside Plaza  
Columbus, OH 43215  
AEP.com

March 12, 2010

Betty McCauley  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215-3793

**RE: Documents for the 12/21/09 filing in Case No. 09-1411-EL-EEC**

Matthew J. Satterwhite  
Legal Counsel –  
Regulatory Services  
(614) 716-1915 (P)  
(614) 716-2014 (F)  
mjsatterwhite@aep.com

Dear Ms. McCauley:

On December 21, 2009, Columbus Southern Power Company, dba American Electric Power ("CSP") filed a Joint Application for Approval of a Special Arrangement between Columbus Southern Power Company with Consolidated Stores in this case. It was brought to our attention that the filing was missing the attachments referenced in the document.

Please find the appropriate attachments included with this letter. CSP apologizes for any confusion caused by this oversight. Should you have any questions, please do not hesitate to contact me.

Cordially,

A handwritten signature in black ink, appearing to read "MJS", followed by a long horizontal line.

Matthew J. Satterwhite, Legal Counsel

Attachments

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business  
Technician                      Date Processed 3/16/10

RECEIVED-SOCKETING DIV  
2010 MAR 16 AM 8:56  
PUCO

## Self Direct Project Overview & Commitment

<b>Project Name:</b>	Consolidated Stores
<b>Project Number:</b>	112
<b>AEP Account Number</b>	1087121920
<b>Benchmark kWh</b>	159240
<b>Date Received</b>	6/26/09
<b>Project Installation Date</b>	4/03/2006
<b>kWh Reduction:</b>	75,042 kWh
<b>Peak KW Demand Reduction:</b>	13.5 KW
<b>Total Project Cost</b>	\$47,112.96
<b>Lighting/Custom Incentive Total</b>	\$5,537.40
<b>Eligible Self Direct Incentive (75%)</b>	\$4,153.05
<b>EE/PDR Exemption Option (months)</b>	204 months (after PUCO approval)
<b>Simple Payback</b>	5.6 years

### Project Overview:

After reviewing the Big Lots #0037 Self Direct Lighting projects requested incentive and scope of work, we were able to determine that the project being applied for was the replacement of F96T12 fixtures to New 4' T8 fixtures. Existing fixtures involved both 8' and 4' lamps and were converted to 4' T8 lamps.

Even though occupancy sensors were installed the contractor is unsure of the number of connected watts and decided to waive incentives for the occupancy sensors. 12 LED exit signs were also installed to replace incandescent ones.

The documentation that was provided proved the quantities that were applied for were installed, and provided proof of purchase of the lighting system.

*By signing this document, the Mercantile customer affirms its intention to commit and integrate the above listed demand reduction, response, and/or energy efficiency resources into the utility's demand reduction, demand response, and energy efficiency programs. By signing, the Mercantile customer also agrees to serve as a joint applicant in any filings necessary to secure approval of this arrangement by the Public Utilities Commission of Ohio, and comply with any information and compliance reporting requirements imposed by rule or as part of that approval.*

Columbus Southern Power Company

Consolidated Stores

By: 

By: 

Title: Manager

Title: Director, Energy & Engineering

Date: 11/25/09

Date: 11-25-09

**AEP OHIO**

*A unit of American Electric Power*

## **Self-Direct Program Project Application**

### **Application Instructions**

- Complete the application form for each installation account number.
- Complete the appropriate Self-Direct Program Excel spreadsheet fully describing each measure replaced and installed along with project costs, existing and new equipment inventories/operation descriptions, baseline and new usage measurements or detailed calculations, total energy and demand savings, and other specified information. It shall be the customer's responsibility to provide all necessary documentation, calculations, and energy impact and summer peak demand saving verification in order to justify the project for incentives. Select the appropriate spreadsheet based on the project:
  - The Self-Direct Custom Spreadsheet for lighting improvements not covered in the Lighting Program and for any other energy efficiency installation.
  - The Self-Direct Lighting Spreadsheet for lighting conversions and installations covered in the Lighting Program.
- Complete the Self-Direct Program project description and include all required documentation including detailed customer-approved invoices, proof of purchase, receipts, technical specifications, studies/proposals, etc. Please submit up to five photos of the new equipment and the removed equipment (if available).
- NOTE: Sending inadequate invoice documentation, incomplete/incorrect forms, or incomplete backup information, including detailed energy and summer peak demand calculations, will delay review of the application. Contact AEP Ohio if you require additional assistance in completing the application.
- Submit all information to AEP Ohio. All completed submissions become the property of AEP Ohio. Make a copy of all documents for your records.

**FORM SUBMITTAL:** Please note all Rules and Requirements.

Emailed submissions with attachments are preferred.

Return the signed, completed form and all required detailed documentation to:

**Email:** gridSMARTohio@kema.com

**Mail:** AEP Ohio  
6031 East Main Street, Suite 190  
Columbus, OH 43213

**Fax:** 877-607-0740

**Questions:** 877-607-0739

Visit **gridSMARTohio.com** for more information on the Self-Direct Program and other energy efficiency incentive programs offered by AEP Ohio.

**AEP OHIO**

A unit of American Electric Power

## Self-Direct Program Project Application

THIS INCENTIVE APPLICATION FORM IS VALID THROUGH DECEMBER 31, 2010.

Project ID provided by AEP Ohio

**PROJECT ID:** \_\_\_\_\_

**Account Qualification** (Check one or both if applicable)

☐ 700,000 kWh per year      ☐ National Account or Multiple Facilities (under the same name in Ohio)

### SECTION 1: CUSTOMER INFORMATION

Company Name		Contract Date of Acceptance	
Mailing Address		Contact E-mail*	
City	State	Zip Code	
Contact Name (print)	Phone	Fax	
Taxpayer ID # of Recipient (if not a Corporation or Tax Exempt)		Tax Status: <input type="checkbox"/> Corporation (Incl. INC, PC, etc.) <input type="checkbox"/> Tax Exempt (may receive 1099) <input type="checkbox"/> Individual <input type="checkbox"/> Other	

### SECTION 2: COMPLETION AND PAYMENT INFORMATION (who will receive incentive payment)

Attention to	Total Incentive Amount Requested \$		
Taxpayer ID # of Recipient (if not a Corporation or Tax Exempt)	Total Project Cost \$	Total Incremental Cost \$	
Tax Status: <input type="checkbox"/> Corporation (Incl. INC, PC, etc.) <input type="checkbox"/> Tax Exempt (may receive 1099) <input type="checkbox"/> Individual <input type="checkbox"/> Other	Total Annual kWh Claimed	kW Demand Reduction Claimed	

### SECTION 3: JOB SITE INFORMATION (where equipment was installed)

Job Site Name			Project Contact Name		
Job Site Address (physical location)			Project Contact Telephone		
City	State	Zip Code	Project Contact Email		
Job Site Account Number			Primary Account Number (if different than Job Site)		
Construction Type: <input type="checkbox"/> New Construction <input type="checkbox"/> Existing Building <input type="checkbox"/> Major Renovation					

Building Type: ☐ Office ☐ School (K-12) ☐ College ☐ Retail/Service ☐ Restaurant ☐ Hotel/Motel ☐ Medical  
☐ Grocery ☐ Warehouse ☐ Light Industry ☐ Heavy Industry ☐ Government/Municipal ☐ Other \_\_\_\_\_

### SECTION 4: CONTRACTOR INFORMATION (equipment or service provider/ installer)

Contractor Name				
Contractor Street Address		City	State	Zip Code
Contractor Contact Name		Contact Telephone	Contact Email	

### SECTION 5: CUSTOMER ELECTION (CHOOSE ONE OPTION AND COMPLETE ASSOCIATED INFORMATION)

Option #1	<input type="checkbox"/> Incentive Payment	Incentive Calculation: \$ _____
Option #2	<input type="checkbox"/> Exemption From EE/PDR Rider	# of Months Exempted: _____ months (calculation provided by AEP Ohio)

By signing here, I acknowledge the information on this application is accurate and complete. I confirm I have read, agree with and understand the Rules and Requirements of this application and I have the authority to execute on behalf of my company / corporation.

**Customer Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

\* By providing your e-mail address, you are granting AEP Ohio permission to send further e-mails regarding our programs and services.

# Self-Direct Program

## Retrospective Projects / Rules and Requirements

Columbus Southern Power Company and Ohio Power Company are collectively known as AEP Ohio ("AEP Ohio"). AEP Ohio provides energy-efficiency incentives for the purchase and installation of qualifying cost-effective equipment in the customer's facility (the customer's "Commitment of Resources") under the Rules and Requirements provided in this incentive application and subject to regulatory approvals.

### Customer Qualifications

The Self-Direct Program (the "Program") applies to customers served at AEP Ohio's retail electric rates who meet the minimum energy usage requirements of 700,000 kWh per year or who are part of a national account involving multiple facilities in one or more states. This application defines the Date of Acceptance.

### Terms and Conditions

- THIS INCENTIVE APPLICATION FORM IS VALID FOR SUBMITTAL BY SELF-DIRECT CUSTOMERS UNTIL DECEMBER 31, 2010. AEP Ohio incentive programs may be changed or cancelled at any time without notice. The Customer and its contractor are solely responsible for contacting AEP Ohio to ask whether or not the program is still in effect and to verify program parameters.
- Customer agrees to commit all energy and demand resources identified in this application to AEP Ohio's energy and demand target / benchmarks as identified in Senate Bill 221.
- Incentive payments are available while program funding lasts.
- To ensure maximum program participation, AEP Ohio reserves the right to limit funding on a per project basis.
- Pre-approval by AEP Ohio is required.
- Incentive items must be installed on the AEP Ohio electric account listed on the application.
- The incentive payment shall be:
  - 75% of the calculated incentive under the Business Lighting or Custom Program, whichever is applicable to this project.
- In lieu of a one-time incentive payment, the customer may elect to seek an exemption from the Energy Efficiency / Peak Demand Reduction (EE/PDR) Rider for the associated electric account(s) for a defined period of time as stated on this Application. For this exemption, and as defined in the table below, the incentive payment amount is compared to the estimated net present value (NPV) of the customer's estimated EE/PDR rider obligation, as calculated by AEP Ohio. If exemption is elected, the customer is not eligible for other programs offered by AEP Ohio during the period of exemption. Unless additional resources are committed, the customer will, after the specified number of months on this Application, be subject to the EE/PDR Rider.
- If an incentive is elected, the customer remains in the EE/PDR rider for the period of time that an exemption would have been in effect and may also participate in other AEP Ohio programs.
- All equipment must be new; used or rebuilt equipment is not eligible for an incentive.
- Eligible measures must produce verifiable and persistent energy and/or demand reduction, for a period of no less than five (5) years from the date of installation, through an increase in efficiency or through the use of load-shifting technologies. Measurement and verification may be required.
- Ineligible measures:
  - Rely solely on changes in customer behavior and require no capital investment, or merely terminate existing processes, facilities and/or operations.
  - Are required by state or federal law, building or other codes, or are standard industry practices.
  - Involve fuel switching, plug loads, or generate electricity.
  - Are easily reverted / removed or are installed entirely for reasons other than improving energy efficiency.
  - Include other conditions to be determined by AEP Ohio.
- Projects submitted for retrospective claims must be installed and operating between January 1, 2006 and the Date of Acceptance into the Self-Direct Program. Incentive levels, as shown in the table below, are based on the calendar year of installation / operation. Customer shall provide proof of equipment installation / operation start-up.
- All applications are subject to AEP Ohio, its contractor(s) / agent(s), and the Public Utility Commission of Ohio (PUCO) review and approval prior to any incentives paid or exemption from the EE/PDR Rider under this program.

- Customer is allowed and encouraged to consider using all or a portion of the incentive payment, as received from AEP Ohio under this program, to help fund other customer-initiated energy efficiency and demand reduction projects in the future. Future projects can also qualify for incentives under the Business Lighting or Custom program.
- A signed final application with documentation verifying installation of the project including, but not limited to, equipment, invoices, approvals, and other related information must be submitted to AEP Ohio prior to application approval.
- The summer peak period is defined as weekday peak-demand hours (7:00 AM to 9:00 PM, May through September).
- Customers are encouraged to submit projects that warrant special treatment (i.e., non-typical projects) to be considered on a case-by-case basis by AEP Ohio.
- AEP Ohio reserves the right to randomly inspect customer facility(ies) for installation of materials listed on this incentive application and will need access to survey the installed project. Customer understands and agrees that Program installations may also be subject to inspections by the PUCO or their designee, and photographs of installation may be required. All documentation and verification is subject to strict confidentiality.
- If the inspection finds that customer did not comply with program rules and requirements, any incentive received under this Program must be returned to AEP Ohio including interest. Exemption from the rider will be voided as well. In addition, AEP Ohio reserves the right to withhold payment or exemption for projects that do not meet reasonable industry standards as determined by AEP Ohio.
- AEP Ohio reserves the right to refuse payment and participation if the customer or contractor violates program rules and procedures. AEP Ohio is not liable for incentives promised to customers as a result of program misrepresentation.
- The customer understands and agrees that all other terms and conditions, as specified in the application, including all attachments and exhibits attached to this application, which will serve as a contract for the customer's commitment of energy and demand resources to AEP Ohio, shall apply.
- AEP Ohio reserves the right to request additional backup information, supporting detail, calculations, manufacturer specification sheets or any other information prior to any incentive payment.
- Equipment could have been installed in retrofit, replacement, or new construction applications and must meet reasonable industry standards. All equipment / measures must meet minimum cost effectiveness requirements as defined or determined by AEP Ohio. Customer must also provide evidence of measure life.
- AEP Ohio will issue any approved incentives in the form of checks.
- Customer can not apply for incentives for future projects and elect after the fact to apply for exemption under this program.
- All documentation and verification is subject to strict confidentiality.
- All completed submissions become the property of AEP Ohio.

### Disclaimers

#### AEP Ohio:

- Does not endorse any particular manufacturer, product or system design by offering these incentives.
- Will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives. AEP Ohio will report incentives greater than \$45 income on IRS form 1099. Such incentives shall be taxable unless Customer 600 meets acceptable tax exemption criteria. Customers are encouraged to consult with their tax advisors about the taxability of any incentive payments.
- Does not expressly or implicitly warrant the performance of installed equipment (contact your contractor for detailed equipment warranties).
- Is not responsible for the proper disposal/recycling of any waste generated as a result of this project.
- Is not liable for any damage caused by the operation or malfunction of the installed equipment.
- Does not guarantee that a specific level of energy or cost savings will result from the implementation of energy conservation measures or the use of products funded under this program.

### OPTION #1 - ONE-TIME INCENTIVE PAYMENT

Incentive Levels (for retrospective projects completed since January 1, 2006)	75% of the calculated incentive payment under the current Business Lighting or Custom Programs, whichever is applicable.
Min / Max payback w/o incentive applied	1 year Min / 7 Year Max

### OPTION #2 - EXEMPTION

Exemption from the EE/PDR rider is determined by comparing the value of the one-time incentive payment with the estimated net present value (NPV) of the EE/PDR rider payments, as calculated by AEP Ohio, for the customer's associated electric account. This NPV is defined as the customer's financial contribution to AEP Ohio's efforts to reach EE/PDR targets. Exemption term will be rounded to the nearest month.

## Self-Direct Program

### Retrospective Project Description: Project \_\_\_\_\_ of \_\_\_\_\_

Project Descriptive Name	Project In-service Date
Affected Electric Account Number(s)	

Claimed Project Baseline (AEP Ohio will make the final determination of applicable baseline):

\_\_\_\_ Retrofit (the project was an elective retrofit and the equipment was still operable)

\_\_\_\_ Replacement (the project was a replacement of equipment at or near the end of its useful life)

\_\_\_\_ New (the project was an addition of new equipment in an existing facility or new construction)

Describe the project including detail of energy savings equipment. Attach additional sheets if needed.

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Describe the removed equipment and operating strategy. Please provide up to five photos of the equipment, if available. Attach additional sheets if needed.

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Describe the installed equipment and operating strategy. Please provide up to five photos of the equipment. Attach additional sheets if needed.

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Describe your calculation method for energy savings. Attach additional sheets if needed.

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In addition to electrical energy and/or demand reduction, other benefits of proposed project include:

\_\_\_\_ Conserves other utilities (gas, water, etc.)

\_\_\_\_ Meets environmental regulations

\_\_\_\_ Improves process flow

\_\_\_\_ Reduces labor

\_\_\_\_ Improves product quality

\_\_\_\_ Saves energy

\_\_\_\_ Increases production capacity

\_\_\_\_ Uses fewer raw materials

\_\_\_\_ Other \_\_\_\_\_

## Project Technical Specifications

(This sheet provides an example of required data collection. The Self-Direct spreadsheet provides additional guidance and streamlines the process for collecting, documenting and reporting this information to AEP Ohio, and it follows the format of this sheet. Please provide as much detail as possible on the Self-Direct spreadsheet to expedite review and processing of the requested incentive).

Please complete the Self-Direct spreadsheet for each measure installed and provide supporting documentation including engineering or equipment supplier studies, customer-approved invoices, purchase orders, detailed calculations of baseline and energy and peak summer demand savings. A detailed proposal and complete package will expedite review of application. This information is required by AEP Ohio and/or its consultants for project analysis.

	EQUIPMENT REMOVED OR LOWER EFFICIENCY OPTION	INSTALLED EQUIPMENT OR HIGHER EFFICIENCY OPTION
Equipment type		
Manufacturer of equipment		
Model number(s)		
Date of Removal / In-Service Date		
Age of equipment at removal		
Estimated remaining useful life at time of removal or installation		
Efficiency rating		
Nameplate data: kW, tons, HP, watts, etc.		
Quantity		
Annual operating hours		
Annual energy savings (kWh)		
Summer peak reduction (kW)*		
Annual electric bill savings (\$)		
<b>COST BREAKOUT</b>		
Equipment		
Engineering		
Installation		
Other (explain)		
<b>TOTAL PROJECT COST</b>		
Incremental Cost = Installed Option Total Cost – Removed Equipment or Lower Efficiency Option Total Cost		
<p>* Determination of peak demand reduction (kW) from non-HVAC equipment: For non-HVAC measures, calculate the average kW reduction over the period from 7 a.m. to 9 p.m., weekdays, from May 1 through September 30. The preferred calculation method will estimate hourly kW demands over the peak demand period, and average the results. However, if measures do not vary significantly during those hours, a less rigorous estimation process may be applied if approved in advance by the program.</p>		
<p>* Determination of peak demand reduction (kW) within HVAC systems: Calculate the maximum HVAC peak demand reduction that occurs between 7 a.m. to 9 p.m. on a weekday from May 1 through September 30.</p>		