



TAKE CHARGE<sup>™</sup>  
WEST VIRGINIA

# SMALL BUSINESS DIRECT INSTALL PROGRAM

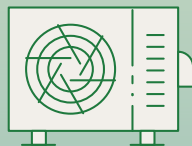
## INCENTIVES

Appalachian Power not only delivers reliable electric service at a reasonable cost but also offers cash incentives to help your small business thrive.

Take advantage of no-cost quick energy efficiency upgrades and generous incentives for larger projects that enhance your space - all while boosting your bottom line!



LIGHTING



HVAC



REFRIGERATION



KITCHEN  
EQUIPMENT

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All lighting measures must be DLC or ENERGY STAR® 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.

| Lighting   | Description  | Incentive                    |
|--|--|------------------------------|
| <b>Linear Lamp</b>                                     | LED Linear Replacement Lamp: 2 ft  | \$5.50 per lamp              |
|  | LED Linear Replacement Lamp: 4 ft  | \$7.50 per lamp              |
|  | LED Linear Replacement Lamp: 8 ft  | \$8.25 per lamp              |
| <b>Delamping</b>                                       | Permanent Fixture Removal  | \$375 per 1000 watts removed |
|  | Permanent Lamp Removal   |                              |
| <b>Screw-in Decorative</b>                             | Screw-in, Decorative Shape SS 50-340 Lumens  | \$1.65 per lamp              |
|  | Screw-in, Decorative Shape ST 250-1500 Lumens  |                              |
|  | Screw-in, LED Decorative Shapes B, BA, C, CA, DC, F, G, any base, <310 lumens, <40 watts |                              |
| <b>Pin-based</b>                                       | LED, Screw-in, LED Pin Based   | \$1.65 per kilolumen         |
| <b>Screw-in Directional</b>                            | LED, Screw-in, LED R20 Short 450-750 Lumens  | \$1.65 per lamp              |
|  | LED, Screw-in, LED MR16 Shape ≥ 800 Lumens   |                              |
| <b>Interior Lighting</b>                               | LED Luminaires: 5,000 - 9,999 Lumens   | \$12 per fixture             |
|  | LED Luminaires: 10,000 - 19,999 Lumens   | \$20 per fixture             |
|  | LED Luminaires: 20,000 - 29,999 Lumens   | \$40 per fixture             |
|  | LED Luminaires: 30,000 - 39,999 Lumens   | \$44 per fixture             |
|  | LED Luminaires: 40,000 Lumens or above   | \$44 per fixture             |
| <b>Exterior Lighting</b>                               | LED Luminaires: 5,000 Lumens or above  | \$80 per fixture             |
| <b>LED Exit Sign</b>                                   | LED Exit Sign  | \$32 each                    |
| Lighting Controls                                      | Description  | Incentive                    |
| <b>Controls</b>  | Occupancy  | \$0.05 per watt controlled   |
|  | Daylighting  | \$0.06 per watt controlled   |
|  | Personal Tuning  | \$0.07 per watt controlled   |
|  | Institutional Tuning   | \$0.08 per watt controlled   |
|  | Multiple Types   | \$0.09 per watt controlled   |
| <b>LED Refrigeration Display Case Lighting</b>         | Freezer Spaces (-35F - 20F)  | \$66 per door                |
|  | Medium-Temperature Refrigerated Spaces (20F - 40F)                                       |                              |
|  | High-Temperature Refrigerated Spaces (20F - 40F)   |                              |
| Kitchen  | Description  | Incentive                    |
| <b>Pre-Rinse Spray Valve<sup>1</sup></b>               | Low Flow Pre-Rinse Spray Valve ≤ 1.6 GPM   | \$44 each                    |
| <b>Commercial Griddle<sup>2</sup></b>                  | Commercial Griddle (Electric)  | \$222 each                   |
| <b>Commercial Steam Cooker<sup>2</sup></b>             | Commercial Steam Cooker (Electric)   | \$2,097 each                 |
| <b>Commercial Oven<sup>2</sup></b>                     | Electric Commercial Ovens: Combination, Pans < 15  | \$1,300 each                 |
|  | Electric Commercial Ovens: Combination, Pans ≥ 15  | \$2,200 each                 |
|  | Electric Commercial Ovens: Convection, Full Size   | \$320 each                   |
|  | Electric Commercial Ovens: Convection, Half Size   | \$30 each                    |
| <b>Commercial Fryer<sup>2</sup></b>                    | Electric Fryer: Large Vat  | \$390 each                   |
|  | Electric Fryer: Standard Size  |                              |
| <b>Commercial Hot Food Holding Cabinet<sup>2</sup></b> | Commercial Hot Food Holding Cabinets: 0 < Volume < 13CF                                  | \$100 each                   |
|  | Commercial Hot Food Holding Cabinets: 13 ≥ Volume < 28CF                                 | \$450 each                   |
|  | Commercial Hot Food Holding Cabinets: Volume ≥ 28  | \$800 each                   |

1 Must meet GPM requirements and facility must use electric hot water.

2 Must be ENERGY STAR certified and replace an existing unit.

| Kitchen (cont.)                          | Description  | Incentive                     |
|--|--|-------------------------------|
| <b>Commercial Dishwasher<sup>2</sup></b> | High Temperature Multi Tank Conveyor (Electric Hot Water Only)             | \$970 each                    |
|  | High Temperature Single Tank Conveyor (Electric Hot Water Only)            | \$840 each                    |
|  | High Temperature Stationary Single Tank Door (Electric Hot Water Only)     | \$990 each                    |
|  | High Temperature Under Counter (Electric Hot Water Only)                   | \$290 each                    |
|  | Low Temperature Multi Tank Conveyor (Electric Hot Water Only)              | \$970 each                    |
|  | Low Temperature Stationary Single Tank Door (Electric Hot Water Only)      | \$660 each                    |
|  | Low Temperature Under Counter (Electric Hot Water Only)                    | \$230 each                    |
|  | Pot, Pan, and Utensil (Electric Hot Water Only)                            | \$300 each                    |
| Refrigeration                            | Description  | Incentive                     |
| <b>Glass Door Commercial Freezer</b>     | Glass Door Commercial Freezer < 15 cubic feet (AHAM interior volume)       | \$19 each                     |
|  | Glass Door Commercial Freezer 15 - < 30 cubic feet (AHAM interior volume)  | \$56 each                     |
|  | Glass Door Commercial Freezer 30 - < 50 cubic feet (AHAM interior volume)  | \$89 each                     |
|  | Glass Door Commercial Freezer 50 - 90 cubic feet (AHAM interior volume)    | \$50 each                     |
| <b>Solid Door Commercial Freezer</b>     | Solid Door Commercial Freezer < 15 cubic feet (AHAM interior volume)       | \$27 each                     |
|  | Solid Door Commercial Freezer 15 - < 30 cubic feet (AHAM interior volume)  | \$57 each                     |
|  | Solid Door Commercial Freezer 30 - < 50 cubic feet (AHAM interior volume)  | \$119 each                    |
|  | Solid Door Commercial Freezer 50 - 90 cubic feet (AHAM interior volume)    | \$196 each                    |
| <b>Auto-Closer</b>                       | Walk-in Cooler   | \$122 each                    |
|  | Walk-in Freezer  | \$331 each                    |
| <b>Door Gasket</b>                       | Walk-in Cooler   | \$32 per door                 |
|  | Walk-in Freezer  | \$45 per door                 |
| <b>ECM Motor Retrofit</b>                | Cooler <0.0667 HP [<1/15 HP]   | \$175 per motor               |
|  | Cooler >0.0667 HP [>1/15 HP]   | \$300 per motor               |
|  | Freezer <0.0667 HP [<1/15 HP]  | \$220 per motor               |
|  | Freezer >0.0667 HP [>1/15 HP]  | \$300 per motor               |
| <b>Controls</b>                          | Evaporator Fan Motor Control Walk-in or Reach-in Cooler                    | \$600 per total HP controlled |
|  | Evaporator Fan Motor Control Walk-in or Reach-in Freezer                   | \$750 per total HP controlled |
|  | Floating Head Pressure Controls  | \$170 per ton                 |
|  | Anti-sweat Heater Controls: Cooler   | \$68 per door                 |
|  | Anti-sweat Heater Controls: Freezer  | \$68 per door                 |
| <b>Compressor</b>                        | Variable Speed Refrigeration Compressor                                    | \$85 per ton                  |
| <b>Night Cover<sup>3</sup></b>           | Night Covers for Vertical Refrigerated Cases                               | \$3.50 per linear foot        |
| <b>Refrigeration Display Case Doors</b>  | Refrigeration Display Case Doors on Open Display Cases                     | \$67 per linear foot          |
| Hot Water                                | Description  | Incentive                     |
| <b>Water Heater</b>                      | ENERGY STAR Heat Pump Electric Storage Water Heater > 55 Gallons           | \$144 each                    |
|  | ENERGY STAR Heat Pump Electric Storage Water Heater ≤ 55 Gallons           | \$130 each                    |
| <b>Water Heater Setback</b>              | Water Heater Setback - Electric Only                                       | \$5 each                      |
| <b>Low Flow Showerhead<sup>4</sup></b>   | Low Flow Showerhead 1.5 gpm  | \$12 each                     |
| Insulation <sup>5</sup>                  | Description  | Incentive                     |
| <b>Outlet Gaskets</b>                    | Install Insulation Gaskets on Switch and Outlet Plates on Exterior Walls   | \$5 per gasket                |
| <b>Caulking Penetrations</b>             | Window/Door Caulking/Weatherstripping - AC with Electric Resistance Heat   | \$5 per linear foot           |
|  | Window/Door Caulking/Weatherstripping - Heat Pump                          | \$1.65 per linear foot        |
|  | Window/Door Caulking/Weatherstripping - AC with Fossil Fuel Furnace/Boiler | \$0.64 per linear foot        |
| <b>Pipe Insulation</b>                   | Insulate Exposed Water Heater Pipes  | \$1.45 per linear foot        |

3 Must be installed on a unit with no existing night cover.

4 Showerheads must be WaterSense certified.

5 Building must be heated with electric heat to qualify.

| HVAC <sup>6</sup>                   | Description   | Minimum Requirements                                | Incentive    |
|-------------------------------------|---|---|--------------|
| <b>Air Conditioners</b>             | Split and Single Package ≤ 5.4 tons   | ≥ 17.5 SEER or 16.7 SEER2                           | \$28 per ton |
|                                     | Split and Single Package > 5.4 and ≤ 11.25 tons                                 | ≥ 17 IEER   | \$28 per ton |
|                                     | Split and Single Package > 11.25 and ≤ 20 tons                                  | ≥ 16 IEER   | \$19 per ton |
|                                     | Single Package Vertical Air Conditioners (SPVAC) ≤ 5.4 tons                     | ≥ 13 EER  | \$33 per ton |
|                                     | Single Package Vertical Air Conditioners (SPVAC) > 5.4 and ≤ 11.25 tons         | ≥ 13 EER  | \$33 per ton |
|                                     | Packaged Terminal Air Conditioners  | ≥ 13 EER  | \$61 per ton |
| <b>Heat Pumps</b>                   | Air Source Heat Pumps - Split and Single Package ≤ 5.4 tons                     | ≥ 17.5 SEER or 16.7 SEER2 & ≥ 9.2 HSPF or 7.9 HSPF2 | \$29 per ton |
|                                     | Air Source Heat Pumps - Split and Single Package > 5.4 and ≤ 11.25 tons         | ≥ 17.0 IEER & ≥ 3.6 COP                             | \$38 per ton |
|                                     | Air Source Heat Pumps - Split and Single Package > 11.25 and ≤ 20 tons          | ≥ 16.0 IEER & ≥ 3.4 COP                             | \$38 per ton |
|                                     | Air Source Heat Pumps - Split and Single Package > 20 tons                      | ≥ 15.0 IEER & ≥ 3.4 COP                             | \$46 per ton |
|                                     | Packaged Terminal Heat Pumps  | ≥ 13.0 IEER & ≥ 3.3 COP                             | \$80 per ton |
|                                     | Single Package Vertical Heat Pumps (SPVHP) ≤ 5.4 tons                           | ≥ 13.0 IEER & ≥ 3.3 COP                             | \$39 per ton |
|                                     | Single Package Vertical Heat Pumps (SPVHP) > 5.4 and ≤ 11.25 tons               | ≥ 13.0 IEER & ≥ 3.3 COP                             | \$39 per ton |
|                                     | Ductless, Mini Split Heat Pumps ≤ 5.4 tons (Single Zone)                        | ≥ 17.5 SEER or 16.7 SEER2 & ≥ 9.2 HSPF or 7.9 HSPF2 | \$29 per ton |
| HVAC Controls                       | Description   | Incentive   |              |
| <b>Economizer<sup>7</sup></b>       | Dual Enthalpy Economizer  | \$0.15 per sq ft conditioned area                   |              |
| <b>Smart Thermostat<sup>8</sup></b> | AC and Electric Resistance Heat   | \$160 each  |              |
|                                     | AC and Heat Pump  | \$130 each  |              |
|                                     | AC and Gas Heat   | \$80 each   |              |
| HVAC Misc.                          | Description   | Incentive   |              |
| <b>Fan Belts</b>                    | Notched Belt for HVAC   | \$2 each  |              |
|                                     | Synchronous Belt for HVAC   | \$20 each   |              |
| <b>Tune-up<sup>9</sup></b>          | HVAC Tune-up (Condenser Cleaning, Evaporator Cleaning, Refrig. Charge Off ≥20%) | \$8 per ton   |              |
|                                     | HVAC Tune-up (Condenser Cleaning, Evaporator Cleaning, Refrig. Charge Off >20%) | \$10 per ton  |              |
| Misc.                               | Description   | Incentive   |              |
| <b>Appliances and Plug Load</b>     | ENERGY STAR Computers   | \$20 each   |              |
|                                     | Small Network PC Controller   | \$12 per controlled PC                              |              |
|                                     | Advanced Power Strip Tier 1   | \$10 each   |              |
|                                     | Advanced Power Strip Tier 2   | \$15 each   |              |
|                                     | Commercial Ice Machine 0-100 lbs/day  | \$32 each   |              |
|                                     | Commercial Ice Machine 101-250 lbs/day  | \$71 each   |              |
|                                     | Commercial Ice Machine 251-500 lbs/day  | \$142 each  |              |
|                                     | Commercial Ice Machine 501-1000 lbs/day   | \$222 each  |              |
|                                     | Vending Machine Control - Glass Front Refrigerated Cooler <sup>10</sup>         | \$200 each  |              |
|                                     | Vending Machine Control - Refrigerated <sup>10</sup>                            | \$267 each  |              |
|                                     | Vending Machine Control - Non Refrigerated <sup>10</sup>                        | \$56 each   |              |

6 All HVAC equipment must meet or exceed ASHRAE 90.1 - 2013 requirements. AHRI certificate and specification sheets must be provided for all new HVAC equipment.

7 HVAC systems with existing economizers are not eligible.

8 Thermostat shall be an ENERGY STAR certified smart thermostat.

9 Tune-Up projects require completion of the program Tune-Up checklist.

10 Must be installed on an existing standard refrigerated beverage vending machine that does not contain control systems to shut down the refrigeration components and lighting during times of low customer use. This measure can not be applied to ENERGY STAR® qualified vending machines, as they already have built-in controls.