



TAKE CHARGE™

# Small Business Direct Install Program



## INCENTIVES

Appalachian Power offers cash incentives for energy efficiency improvements, in addition to reliable electric service at a reasonable cost, can help your small business grow. You can boost your bottom-line while getting free quick energy efficiency recommendations and rebates for larger projects that improve your space.

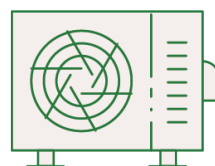
Incentives available for various projects, including:



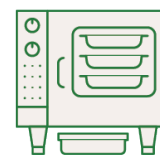
LIGHTING



REFRIGERATION



HVAC



KITCHEN EQUIPMENT

[TakeChargeVA.com](http://TakeChargeVA.com)

**Get started today!**

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>Screw-in Omnidirectional</b>	LED, Bug, Marine, Infrared: <1,500 lumens	\$5 per lamp
	LED, Bug, Marine, Infrared: 1,500 or above	\$8 per lamp
<b>Screw-in Directional</b>	LED R20 Short (450-750 lumens)	\$4 per lamp
<b>Screw-in Decorative</b>	LED Decorative (Shapes B, BA, C, CA, DC, F, G, any base, <310 lumens)	\$3 per lamp
	LED Globe (any base, <310 lumens)	\$3 per lamp
	LED Globe (any base, G8, G11, G12)	\$8 per lamp
<b>Pin-based</b>	LED Pin Based: < 1,499 lumens	\$8 per lamp
	LED Pin Based: 1,500-2,999 lumens	\$20 per lamp
	LED Pin Based: 3,000 lumens or above	\$35 per lamp
<b>Troffer Luminaire and Retrofit Kit</b>	1x4 Tube or Strip LED Troffer	\$9 per fixture
	1x8 Tube or Strip LED Troffer	\$12 per fixture
	2x2 Tube or Strip LED Troffer	\$9 per fixture
	2x4 Tube or Strip LED Troffer	\$18 per fixture
	2x8 Tube or Strip LED Troffer	\$24 per fixture
	1x4 LED Troffer Retrofit Kit	\$10 per kit
	1x8 LED Troffer Retrofit Kit	\$12 per kit
	2x2 LED Troffer Retrofit Kit	\$10 per kit
	2x4 LED Troffer Retrofit Kit	\$20 per kit
	2x8 LED Troffer Retrofit Kit	\$24 per kit
<b>Linear Lamp</b>	LED Linear Replacement Lamp: 2ft	\$4.50 per lamp
	LED Linear Replacement Lamp: 4ft	\$6.75 per lamp
	LED Linear Replacement Lamp: 8ft	\$9 per lamp
	LED Linear Replacement Lamp: 2 ft - Controlled by Occupancy Sensor <sup>1</sup>	\$8 per lamp
	LED Linear Replacement Lamp: 4 ft - Controlled by Occupancy Sensor <sup>1</sup>	\$12 per lamp
	LED Linear Replacement Lamp: 8 ft - Controlled by Occupancy Sensor <sup>1</sup>	\$16 per lamp
<b>Exterior Lighting</b>	LED Luminaires: 5,000 - 9,999 Lumens	<del>\$15</del> \$30 per fixture
	LED Luminaires: 10,000 - 19,999 Lumens	<del>\$30</del> \$60 per fixture
	LED Luminaires: 20,000 - 29,999 Lumens	<del>\$50</del> \$100 per fixture
	LED Luminaires: 30,000 - 39,999 Lumens	<del>\$90</del> \$140 per fixture
	LED Luminaires: 40,000 Lumens or above	<del>\$120</del> \$180 per fixture
<b>Refrigerated Case Lighting</b>	Refrigerated Case Lighting: 4ft- Cooler	\$33 per fixture
	Refrigerated Case Lighting: 5ft- Cooler	\$41 per fixture
	Refrigerated Case Lighting: 6ft- Cooler	\$49 per fixture
<b>Delamping</b>	Delamping	\$225 per 1000 watts removed
Lighting Controls	Description	Incentive
<b>Controls</b>	Dual Daylight & Occupancy Sensor	<del>15¢</del> 22¢ per watt controlled
	Daylight Continuous Dimming Control	<del>12¢</del> 15¢ per watt controlled
	Luminaire Level Lighting Control with Local or Cloud Server	<del>18¢</del> 30¢ per watt controlled

<sup>1</sup> All LED linear lamp replacements shall be controlled by an occupancy sensor. Occupancy sensors may be used to control multiple fixtures/lamps. This incentive may not be combined with the occupancy sensor incentive.

<b>Kitchen</b>	<b>Description</b>	<b>Incentive</b>
<b>Pre-Rinse Spray Valve<sup>2</sup></b>	Pre-Rinse Spray Valve 1.15 GPM: Electric Water Heating: Full Service Restaurant	\$200 each
	Pre-Rinse Spray Valve 1.15 GPM: Electric Water Heating: Limited Service (Fast Food) Restaurant	\$200 each
	Pre-Rinse Spray Valve 1.15 GPM: Electric Water Heating: Other Facility	\$200 each
<b>Commercial Hot Food Holding Cabinet<sup>3</sup></b>	Commercial Hot Food Holding Cabinets: 0 < Volume < 13CF	\$200 each
	Commercial Hot Food Holding Cabinets: 13 ≤ Volume < 28CF	\$400 each
	Commercial Hot Food Holding Cabinets: Volume ≥ 28	\$600 each
<b>Commercial Griddle<sup>3</sup></b>	Electric Commercial Griddle	\$700 each
<b>Commercial Fryer<sup>3</sup></b>	Electric Fryer: Standard Size	\$230 each
	Electric Fryer: Large Vat	\$230 each
<b>Commercial Steam Cooker<sup>3</sup></b>	Steam Cooker: Steam Generator Baseline	\$1,300 each
	Steam Cooker: Boiler Based Baseline	\$1,300 each
<b>Refrigeration</b>	<b>Description</b>	<b>Incentive</b>
<b>Vending Machine Controls<sup>4</sup></b>	Vending Machine Control: Refrigerated	\$120 each
	Vending Machine Control: Non Refrigerated	\$25 each
<b>Night Cover<sup>5</sup></b>	Night Cover for Vertical Refrigerated Case	\$29 per linear foot
<b>Display Case Doors</b>	Display Case Doors on Open Display Cases	\$30 per linear foot
<b>Automatic Door Closer</b>	Refrigeration Automatic Door Closer Automatic Door Closer: Cooler	\$125 each
	Refrigeration Automatic Door Closer Automatic Door Closer: Freezer	\$150 each
<b>Controls</b>	Glass Front Refrigerated Cooler Control	\$90 each
	Floating Head Pressure Controls	\$65 per ton
	Evaporator Fan Motor Control Walk-in or Reach-in Cooler	\$60 per motor
	Evaporator Fan Motor Control Walk-in or Reach-in Freezer	\$75 per motor
<b>Compressor</b>	Variable Speed Refrigeration Compressor	\$250 per ton
<b>Hot Water</b>	<b>Description</b>	<b>Incentive</b>
<b>Water Heater</b>	Hot Water ENERGY STAR Heat Pump Electric Storage Water Heater ≤ 55 Gallons	\$100 each
	Hot Water ENERGY STAR Heat Pump Electric Storage Water Heater > 55 Gallons	\$120 each
<b>Water Heater Setback</b>	Water Heater Setback: Electric	\$5 each
<b>Low Flow Showerhead<sup>6</sup></b>	Low Flow Showerhead	\$12 each
<b>Insulation<sup>7</sup></b>	<b>Description</b>	<b>Incentive</b>
<b>HW Pipe Insulation</b>	Insulate Exposed Water Heater Pipes	\$13 each
<b>Outlet Gasket</b>	Install Insulation Gaskets on Switch and Outlet Plates on Exterior Walls	\$2 per gasket
<b>Reduce Air Infiltration</b>	Reduce Air Infiltration Using Caulk and Spray Foam	25¢ per linear foot

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

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

4 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.

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

6 Showerheads must be WaterSense certified and water heated by electric.

7 Building must be heated with electric heat to qualify.

HVAC <sup>8</sup>	Minimum Requirements	Incentive
Packaged Terminal Heat Pumps < 7 kBtu/h	≥ 13 EER & ≥ 3.5 COP	\$20 \$24 per unit
Packaged Terminal Heat Pumps ≥ 7 and < 15 kBtu/h	≥ 12 EER & ≥ 3.4 COP	
Packaged Terminal Heat Pumps ≥ 15 kBtu/h	≥ 10.7 EER & ≥ 3.4 COP	
Packaged Terminal Air Conditioners < 7 kBtu/h	≥ 13 EER	\$15 \$24 per unit
Packaged Terminal Air Conditioners ≥ 7 and < 15 kBtu/h	≥ 12 EER	
Packaged Terminal Air Conditioners ≥ 15 kBtu/h	≥ 10.1 EER	
Single Package Vertical Heat Pumps ≤ 5.4 tons	≥ 12 EER & ≥ 3.5 COP	\$20 \$30 per ton
Single Package Vertical Heat Pumps > 5.4 and ≤ 11.25 tons	≥ 12 EER & ≥ 3.5 COP	
Single Package Vertical Air Conditioners ≤ 5.4 tons	≥ 12 EER	\$15 \$26 per ton
Single Package Vertical Air Conditioners > 5.4 and ≤ 11.25 tons	≥ 12 EER	
Air Source Heat Pumps - Split and Single Package ≤ 5.4 tons	≥ 15.2 SEER2 & ≥ 7.2 HSPF2 for Packaged Units; ≥ 7.8 HSPF2 for Split Systems	\$20 \$24 per ton
Air Source Heat Pumps - Split and Single Package > 5.4 and ≤ 11.25 tons	≥ 17 IEER & ≥ 3.6 COP	\$25 \$40 per ton
Air Source Heat Pumps - Split and Single Package > 11.25 and ≤ 20 tons	≥ 16 IEER & ≥ 3.4 COP	
Air Source Heat Pumps - Split and Single Package > 20 tons	≥ 15 IEER & ≥ 3.4 COP	
Air Conditioners - Split and Single Package ≤ 5.4 tons	≥ 15.2 SEER2	\$20 \$30 per ton
Air Conditioners - Split and Single Package > 5.4 and ≤ 11.25 tons	≥ 17 IEER	
Air Conditioners - Split and Single Package > 11.25 and ≤ 20 tons	≥ 16 IEER	
Ductless, Mini Split Air Conditioners ≤ 5.4 tons	≥ 15.2 SEER2	\$12 \$22 per ton
Ductless, Mini Split Heat Pumps ≤ 5.4 tons	≥ 15.2 SEER2 & ≥ 7.8 HSPF2	\$18 \$27 per ton

HVAC Controls	Description	Incentive
<b>Economizers<sup>9</sup></b>	Dual Enthalpy Economizer ≤ 5 tons	\$20 \$40 per control
	Dual Enthalpy Economizer > 5 tons	\$60 \$125 per control
<b>Smart Thermostats<sup>10</sup></b>	Smart Thermostat - AC and Electric Resistance Heat	\$40 \$70 each
	Smart Thermostat - AC and Heat Pump	\$25 \$45 each
	Smart Thermostat - AC and Gas Heat	\$20 \$28 each
<b>EC Motors</b>	EC Motors-Hydronic Heating Pumps <1 HP	\$100 each
	EC Motors-Hydronic Heating Pumps ≥ 1HP and ≤ 10 HP	\$320 per HP
	EC Motors-Hydronic Cooling Pumps <1 HP	\$40 each
	EC Motors-Hydronic Cooling Pumps ≥ 1HP and ≤ 10 HP	\$130 per HP
	EC Motors-Hydronic DHW Pumps <1 HP	\$55 each
	EC Motors-Hydronic DHW Pumps ≥ 1HP and ≤ 10 HP	\$170 per HP
<b>HVAC Misc.</b>	<b>Description</b>	<b>Incentive</b>
<b>Fan Belts</b>	Notched Belt for HVAC	\$40 each
	Synchronous Belt for HVAC	\$90 each
<b>Tune-Up<sup>11</sup></b>	HVAC Tune-Up	\$5.50 per ton
<b>Misc.</b>	<b>Description</b>	<b>Incentive</b>
<b>Appliances &amp; Plug Load</b>	Advanced Power Strip	\$2 each
	Commercial Ice Machines 0-100 lbs/day	\$12 each
	Commercial Ice Machines 101-250 lbs/day	\$25 each
	Commercial Ice Machines 251-500 lbs/day	\$50 each
	Commercial Ice Machines 501-1000 lbs/day	\$100 each
	ENERGY STAR Computers	\$10 each
	ENERGY STAR Imaging	\$20 each
	ENERGY STAR Uninterruptible Power Supplier (UPS)	\$15 per kVA
	Small Network PC Controller	\$30 per PC Controlled

<sup>8</sup> All HVAC equipment must meet or exceed ASHRAE 90.1 - 2019 requirements. AHRI certificate and specification sheets must be provided for all new HVAC equipment.

<sup>9</sup> HVAC systems with existing economizers are not eligible.

<sup>10</sup> Eligible thermostats are limited to the control of HVAC unitary equipment and must exceed the performance of conventional programmable thermostats through automated control capabilities. The device must automatically maintain temperature schedules and setpoints based on device inputs or environmental data beyond basic time and temperature data, provide two-way communication, and allow centralized or remote supervisory control (e.g., EMS, cloud platform, or BAS). The device must not rely solely on manual user programming.

<sup>11</sup> Tune-Up projects require completion of the program Tune-Up checklist.