



TAKE CHARGE™  
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 generous incentives that enhance your space - all while boosting your bottom line!

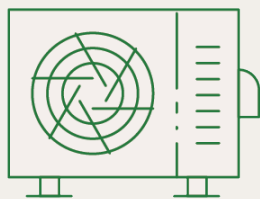
[TakeChargeWV.com](https://www.TakeChargeWV.com)



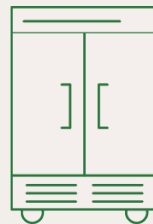
### Incentives available for various projects, including:



LIGHTING



HVAC



REFRIGERATION



KITCHEN  
EQUIPMENT

All lighting measures must be DLC or ENERGY STAR<sup>®</sup> 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 ≥ 28CF	\$800 each

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

2 Must be ENERGY STAR<sup>®</sup> certified.

<b>Kitchen (cont.)</b>	<b>Description</b>	<b>Incentive</b>
<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
<b>Refrigeration</b>	<b>Description</b>	<b>Incentive</b>
<b>Glass Door Commercial Freezer<sup>2</sup></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<sup>2</sup></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
<b>Hot Water</b>	<b>Description</b>	<b>Incentive</b>
<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
<b>Insulation<sup>5</sup></b>	<b>Description</b>	<b>Incentive</b>
<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 and water heated with electric to qualify.

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	≥ 15.2 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	5% improvement over Code EER <sup>11</sup>	\$61 per ton
<b>Heat Pumps</b>	Air Source Heat Pumps - Split and Single Package ≤ 5.4 tons	≥ 15.2 SEER2 & ≥ 7.2 HSPF2 for Packaged Units; or ≥ 7.8 HSPF2 for Split Systems	\$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	5% improvement over Code EER & COP <sup>11</sup>	\$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)	≥ 15.2 SEER2 & ≥ 7.8 HSPF2	\$29 per ton
<b>HVAC Controls</b>	<b>Description</b>	<b>Incentive</b>	
<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
<b>HVAC Misc.</b>	<b>Description</b>	<b>Incentive</b>	
<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
<b>Misc.</b>	<b>Description</b>	<b>Incentive</b>	
<b>Appliances and Plug Load</b>	ENERGY STAR <sup>®</sup> 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
	ENERGY STAR <sup>®</sup> Commercial Ice Machine 0-100 lbs/day <sup>2</sup>		\$32 each
	ENERGY STAR <sup>®</sup> Commercial Ice Machine 101-250 lbs/day <sup>2</sup>		\$71 each
	ENERGY STAR <sup>®</sup> Commercial Ice Machine 251-500 lbs/day <sup>2</sup>		\$142 each
	ENERGY STAR <sup>®</sup> Commercial Ice Machine 501-1000 lbs/day <sup>2</sup>		\$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 and all federal code requirements. AHRI certificate and specification sheets must be provided for all new HVAC equipment.

7 HVAC systems with existing economizers are not eligible.

8 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.

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<sup>®</sup> qualified vending machines, as they already have built-in controls.

11 EER and COP of eligible units must be at least 5% higher than efficiencies required by federal code. Federal code requirements are published in 10 CFR Section 431.97, Table 7 and Table 8, and vary based on the size (cooling capacity) of the unit. Please contact the program if you need assistance determining eligibility.