



Filing Receipt

Filing Date - 2025-02-24 04:56:52 PM

Control Number - 38578

Item Number - 149



Southwestern Electric
Power Company
428 Travis Street
Shreveport, LA 71101
www.SWEPCO.com

February 24, 2025

Commission Filing Clerk
Public Utility Commission of Texas
1701 N. Congress Avenue
P.O. Box 13326
Austin, TX 78711

RE: Project No. 38578 – Energy Efficiency Implementation Project – Customer Outreach as a Vertically Integrated Utility

Southwestern Electric Power Company (“SWEPCO”) respectfully submits this presentation titled “Customer Outreach as a Vertically Integrated Utility” for the upcoming Winter Energy Efficiency Implementation Project (EEIP) meeting.

SWEPCO values the EEIP meeting as a vital platform for collaboration in energy efficiency. We look forward to participating in the meeting and discussing our customer outreach efforts.

If there are any questions, please contact me at 318-673-3502.

Sincerely,

Steve M. Mutiso

Steve M. Mutiso
Manager, Energy Efficiency & Consumer Programs

A person wearing a pink long-sleeved shirt is pointing their right index finger at a laptop screen. The background is blurred, suggesting an office or meeting environment. The lighting is warm, with a soft glow on the right side of the image.

CUSTOMER OUTREACH

As a Vertically-Integrated Utility

February 2025

**SOUTHWESTERN
ELECTRIC POWER
COMPANY**

An **ASP** Company

2025 Budget & Savings Projections



| PROGRAMS | BUDGET | kW | kWh |
|---------------------------------|---------------------|---------------|-------------------|
| Commercial | \$ 2,066,014 | 10,207 | 9,220,251 |
| Commercial Solutions MTP | \$ 364,706 | 358 | 1,914,322 |
| Commercial SOP | \$ 764,706 | 751 | 3,815,036 |
| Load Management SOP | \$ 294,118 | 8,428 | 107,040 |
| Open MTP | \$ 277,778 | 369 | 1,574,122 |
| SCORE MTP | \$ 364,706 | 301 | 1,809,731 |
| Residential | \$ 1,677,941 | 4,543 | 2,720,125 |
| Residential SOP | \$ 1,354,132 | 1,435 | 2,710,801 |
| Bring Your Own Device Pilot MTP | \$ 323,809 | 3,108 | 9,324 |
| Hard-to-Reach | \$ 973,529 | 1,295 | 1,208,921 |
| Hard-to-Reach SOP | \$ 973,529 | 1,295 | 2,208,921 |
| R&D | \$ 125,000 | | |
| Total | \$ 4,842,484 | 16,045 | 14,149,297 |
| | | | |
| EM&V | \$ 36,913 | | |
| | | | |
| Total | \$ 4,879,397 | | |

2026-2027 Programs



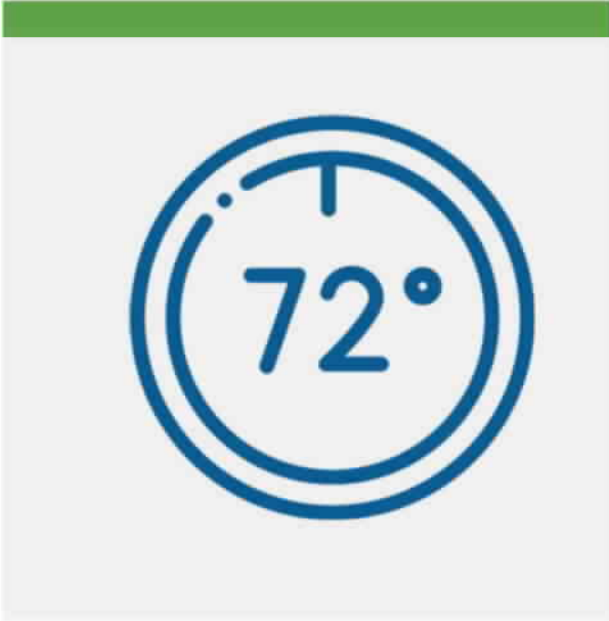
| COMMERCIAL | RESIDENTIAL | LOW-INCOME |
|----------------------------------|--|-------------------|
| Commercial SOP | Residential SOP | Hard-to-Reach SOP |
| COMPASS for Large Commercial MTP | Residential Load Management/Bring Your Own Device (BYOD) | |
| COMPASS for Schools MTP | | |
| COMPASS for Small Business MTP | | |
| Load Management SOP | | |

Initiative Highlights

HIGH BILL OUTREACH



RESIDENTIAL BYOD



High Bill Outreach



Generate monthly report highlighting customers who contact SWEPCO about high bill concerns.



Investigate the bill to verify the high charges are a result of usage rather than non-payment.



Once a usage-based issue is confirmed, contact customer to discuss energy consumption habits.



Share energy efficiency tips with customer and determine if they could benefit from EE Programs.



Assist customer throughout participation process.

2024 High Bill Outreach Metrics



Our goal is to contact 90% of all high bill complaint customers.



100% high bill customer outreach was achieved in 2024.



Of the 74 customers contacted, 71 opted to participate in our energy efficiency programs.

Residential BYOD

GOAL

Implement cost effective energy efficiency and demand response programs that reduce energy use and peak demand for SWEPCO customers.

- Launched 2024 with smart thermostats
- Reward customers for using less energy during times of peak demand by allowing small, temporary adjustments to thermostat.
- \$50 incentive to sign up and additional \$25 incentive for participation each season.

2024 METRICS

- Total of three events all occurring in August.
- 1,291 devices registered.
- 1.4 kW avg load shed per participating device.

ENERGY STAR® Award for Excellence in Marketing

Received Excellence in ENERGY STAR® Marketing award from the EPA/DOE in 2024.



Contractor Kickoff Meetings



Conducted annual kickoff meetings for contractors to educate them on the participation process for commercial and residential energy efficiency programs.



Join us! 2024 Texas HVAC Incentive Program Kickoff

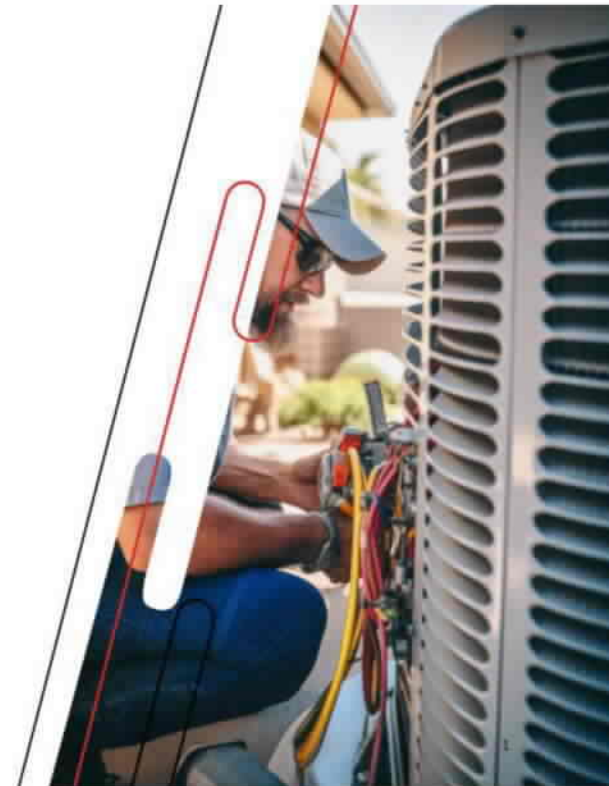
SWEPCO Longview Service Center
4421 West Loop 281, Longview, TX 75604

Thursday, November 9, 2023
9 to 10:30 a.m.

Enjoy breakfast and learn how you can participate as an approved contractor in SWEPCO's 2024 Texas Residential and Small Commercial HVAC Incentive Program. Breakfast will be available at 9 a.m. and will be followed by a presentation at 9:30 a.m. The presentation will outline 2024 program details with time built in to answer questions.

Interested contractors are strongly advised to participate in this kickoff event before submitting an enrollment application.

PLEASE RSVP TO CHELSEA ADCOCK AT CADCOCK@AEP.COM BY FRIDAY, NOVEMBER 3



Home & Design Shows

- Offer great opportunities to share program information with customers in the SWEPCO service areas.
- Team annually participates in two shows for the Texas territory:
 - East Texas Builders Association (ETBA) Home & Design Show
 - Texarkana Home & Garden Show



Community Events

Team participates in multiple community events throughout the year:

- HOA meetings
- Service organizations
- Church groups
- Business events



Check Presentations

- Highlight significant projects with local businesses, schools, government properties, and manufacturing facilities.
- Showcasing these photos in social media posts enhances the credibility of our programs with other businesses.



Bill Inserts

- Distributed three to four times annually to educate customers about energy efficient programs.
- Incorporated as part of program outreach for customers who prefer paper bills over electronic bills.

WEATHERIZATION UPGRADES

We're Here to Help

If you are interested in making your home more comfortable and cutting your annual heating and cooling costs by up to 10% visit **SWEPCOsolutions.com** to have a SWEPCO-approved contractor, check your home at no cost.

Scan the QR Code for
more home energy
efficient solutions



Customer Satisfaction Survey & Post Cards

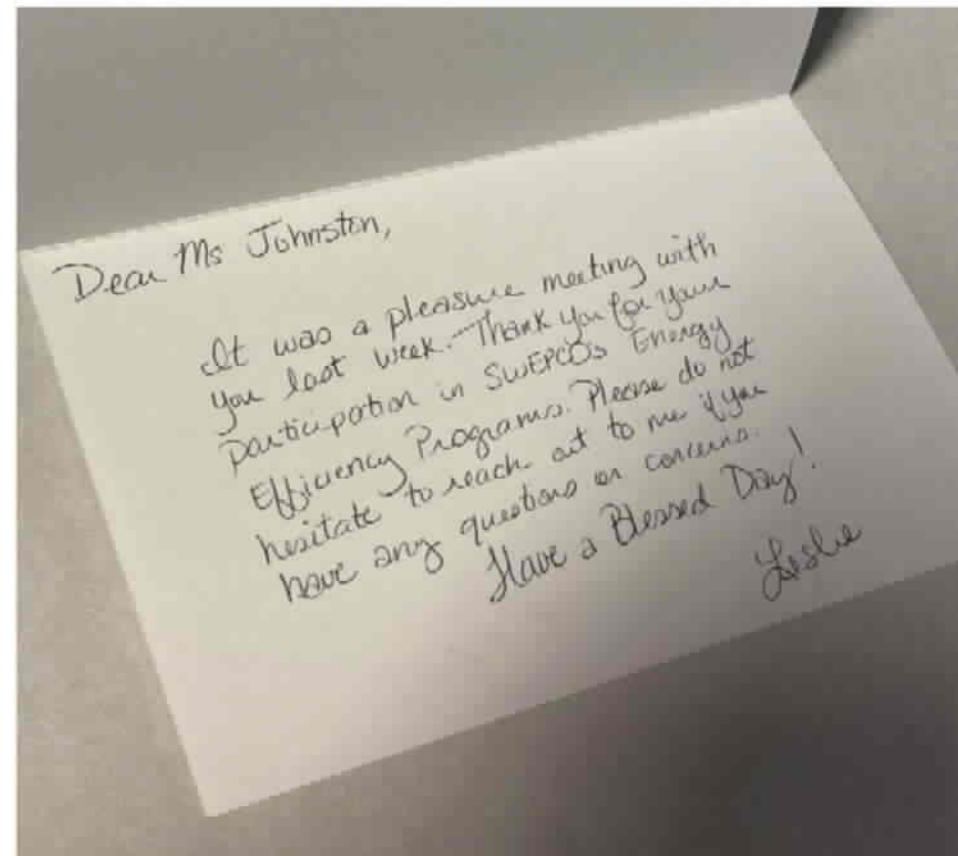


- Surveys are emailed to customers who have participated in our programs to collect feedback on their experience.
- Customers who choose not to provide an email address will receive a post card thanking them for their participation.



Handwritten Thank You Notes

- After completing a project with a customer, a handwritten note is sent expressing our gratitude for permitting a post-project inspection in their home.
- This personal touch fosters a connection with our customers and assures them that we are available to assist with any future SWEPCO-related requests.



Program Information Videos

Videos featuring our team members were produced for our website to educate customers on how energy-efficient upgrades can improve their home's comfort and affordability.



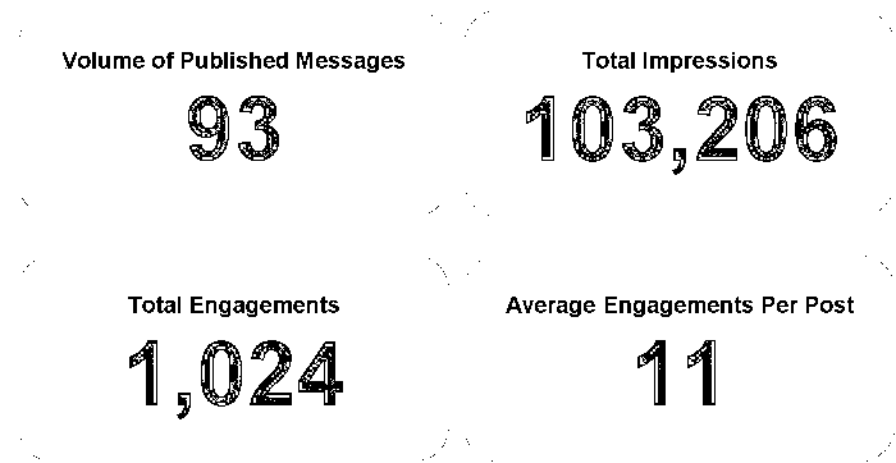
What's in your walls? Insulation 101

Social Media Marketing



- Monthly posts for ENERGY STAR® certified appliance rebates.
- Regularly post updates that highlight our programs and share energy efficient tips.
- Monitor results to assess which posts have the greatest impact.

SWEPCO EE Social Metrics



Ways to Save Video Series

- Maintain an ongoing partnership with a local TV station to produce a segmented series titled Ways to Save.
- Segments air on local news; also available on YouTube and SWEPCO's social media platforms.
- To date, eight segments focusing on energy efficiency have been produced, with more scheduled to air later this year.
- During these segments, we provide energy-saving tips and highlight our programs.



👉 Safe & Energy-Efficient Holiday Decorating Tips with SWEPCO! 🌟

Welcome Series

- Each new SWEPCO customer receives a set of four welcome emails to showcase the various services our company offers.
- The final email in this series promotes our energy efficiency programs and includes a link to our website for additional information.



SOUTHWESTERN ELECTRIC POWER COMPANY
An AEP Company

SIMPLE WAYS TO HELP
LOWER YOUR ELECTRIC BILL

You've Got the Power to Save

[My Energy Use](#) shows when you are using energy by the hour, day, month or year. You can look at your usage in both dollars and kilowatt-hours (kWh), plus set alerts to help you manage your budget and energy goals.

When it comes to saving energy (and money!) – you're in control. Let us help you take charge with these [energy-saving programs](#) and resources.



Energy Star efficient Appliance Incentives

SWEPCO's Energy Efficiency Programs offers money back on certain Energy Star Certified appliances. Learn more below.

[Learn More](#)

RESIDENTIAL & COMMERCIAL NEWSLETTERS

- Monthly electronic newsletters are sent to our customers featuring energy-saving tips and available programs.
- A dedicated article featuring Energy Efficiency is included in SWEPCO's corporate communication monthly newsletter.
- The quarterly commercial newsletter features an Energy Efficiency section tailored for schools, businesses of all sizes, government entities, and industrial customers.
- In 2024 a total of 1,149,679 residential newsletters were sent, resulting in 125,840 opens and 12,125 clicks.
- Additionally, 42 commercial newsletters were sent in 2024, yielding 12 opens and one click.





5 High-Impact home Energy Upgrades

Energy-efficiency upgrades can save you money, but where's the best place to start?

[READ MORE](#)

YOU MAY ALSO ENJOY



Commercial, Government and School Programs Available

If you manage a company, government facility or school in SWEPCO territory, we have programs to help improve your energy efficiency.

[LEARN MORE](#)



Restart: Change Your Energy Routine and Save

It's a new year — a time for starting over, making resolutions and setting goals. One worthy goal is to conserve energy.

[READ MORE](#)

YOU MAY ALSO ENJOY



SWEPCO Reminds Customers to Apply Now for Federal Winter LIHEAP Grants

Help is available from the federal Low Income Home Energy Assistance Program (LIHEAP) to pay winter heating bills.

[LEARN MORE](#)

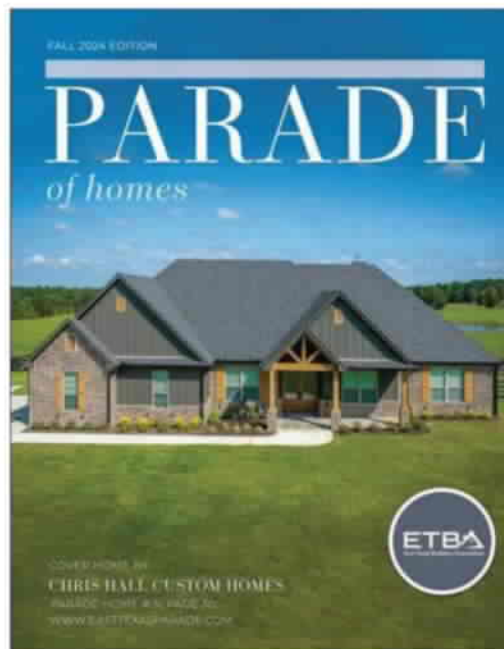
Distributor Displays

- Engage with distributors to promote energy-efficient products.
- Distributors agree to set up energy-efficient product displays in their businesses aimed to highlight the products to contractors and customers.



Magazine Ads

- Annually develop an ad for the Parade of Homes magazine published by the East Texas Builders Association (ETBA).
- By partnering with the ETBA, we strengthen our ties with local contractors and promote awareness of our programs within the community.



BUILDING BRIGHTER FUTURES TOGETHER

We're working with building partners to construct energy efficient homes that reduce energy use by as much as 15-30% compared to conventionally built houses.

Homeowners will enjoy brighter futures with greater savings, comfort, and value.

GET STARTED TODAY.

**SOUTHWESTERN
ELECTRIC POWER
COMPANY**
An AMP Company

www.SWEPCOsolutions.com

The image is an advertisement for Southwestern Electric Power Company. It features a background image of a house under construction, showing the wooden frame. The text is arranged in a clean, professional layout. At the top, the headline reads 'BUILDING BRIGHTER FUTURES TOGETHER'. Below this, two paragraphs of text describe the company's commitment to energy efficiency and the benefits for homeowners. A call to action 'GET STARTED TODAY.' is followed by the Southwestern Electric Power Company logo, which includes the text 'An AMP Company'. At the bottom, the website address 'www.SWEPCOsolutions.com' is displayed on a red background.

SWEPCOsolutions.com



- Updated SWEPCO's website interface that went live in late 2024.
- Residential and commercial customers can better access information and engage with our programs through the website.



Tips

Tools

Programs

About

Support

REBATES





Questions?

**SOUTHWESTERN
ELECTRIC POWER
COMPANY**

An AEP Company