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AEP Texas North Company
2015 Energy Efficiency Plan and Report
Substantive Rules § 25.181 and § 25.183

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Introduction

AEP Texas North Company (TNC or Company) presents this Energy Efficiency Plan and Report (EEPR) to comply with Public Utility Commission of Texas (PUCT or Commission) Substantive Rules 25.181 and 25.183 (EE Rule), which implement Public Utility Regulatory Act (PURA) § 39.905. As mandated by this section of PURA, the EE Rule requires that each investor-owned electric transmission and distribution utility (TDU) achieve the following demand reduction goals through market-based standard offer programs (SOPs) and targeted market transformation programs (MTPs). Substantive Rule 25.181(e)(1) provides in pertinent part as follows:

- (e)(1) An electric utility shall administer a portfolio of energy efficiency programs to acquire, at a minimum, the following:
- (B) Beginning with the 2013 program year, until the trigger described in subparagraph (C) of this paragraph is reached, the utility shall acquire a 30% reduction of its annual growth in demand of residential and commercial customers.
 - (C) If the demand reduction goal to be acquired by a utility under subparagraph (B) of this paragraph is equivalent to at least four-tenths of 1% of its summer weather-adjusted peak demand for the combined residential and commercial customers for the previous program year, the utility shall meet the energy efficiency goal described in subparagraph (D) of this paragraph for each subsequent program year.
 - (D) Once the trigger described in subparagraph (C) of this paragraph is reached, the utility shall acquire four-tenths of 1% of its summer weather-adjusted peak demand for the combined residential and commercial customers for the previous program year.
 - (E) Except as adjusted in accordance with subsection (w) of this section, a utility's demand reduction goal in any year shall not be lower than its goal for the prior year, unless the commission establishes a goal for a utility pursuant to paragraph (2) of this subsection.

The EE Rule includes specific requirements related to the implementation of SOPs and MTPs that control the manner in which TDUs must administer their portfolio of energy efficiency programs in order to achieve their mandated annual demand reduction goals. TNC's plan enables it to meet its statutory goals through implementation of energy efficiency programs in a manner that complies with PURA § 39.905 and the EE Rule. This EEPR covers the periods of time as required in the EE Rule. The following section describes the information that is contained in each of the subsequent sections and appendices.

EEPR Organization

This EEPR consists of an Executive Summary, fourteen sections, a list of acronyms, and four appendices.

- Executive Summary summarizes TNC's plans for achieving its goals and projected energy efficiency savings for program years 2015 and 2016 and highlights TNC's achievements for Program Year 2014.

Energy Efficiency Plan

- Section I describes TNC's program portfolio. It details how each program will be implemented, presents related informational and outreach activities, and provides an introduction to any programs not included in TNC's 2014 EEPR.
- Section II explains TNC's targeted customer classes, describes the estimated size of each class and the method of determining those class sizes.
- Section III presents TNC's energy and demand goals and projected savings for the prescribed planning period detailed by program for each customer class.
- Section IV describes TNC's proposed energy efficiency budgets for the prescribed planning period detailed by program for each customer class.

Energy Efficiency Report

- Section V documents TNC's demand reduction goal for each of the previous five years (2010-2014) based on its weather-adjusted peak demand and actual savings achieved for those years.
- Section VI compares TNC's projected energy and demand savings to its reported and verified savings by program for calendar years 2013 and 2014.
- Section VII details TNC's incentive and administration expenditures for each of the previous five years (2010-2014) detailed by program for each customer class.
- Section VIII compares TNC's actual 2014 expenditures with its 2014 budget by program for each customer class. It identifies funds committed but not expended and funds remaining and not committed. It also explains any cost differences of more than 10% from TNC's overall program budget and from each program budget.
- Section IX describes the results from TNC's MTPs.
- Section X describes Research and Development activities.
- Section XI documents TNC's 2015 Energy Efficiency Cost Recovery Factor (EECRF).
- Section XII documents TNC's 2014 EECRF Summary
- Section XIII documents TNC's Underserved Counties.
- Section XIV describes TNC's Performance Bonus calculation for Program Year 2014.

Acronyms

- A list of abbreviations for common terms used within this document.

Appendices

- Appendix A – Reported and verified demand and energy reductions by county for each program.
- Appendix B – Program Templates for any new or significantly modified programs and programs not included in TNC's previous EEPR.
- Appendix C – Existing energy efficiency contracts and obligations.
- Appendix D – Data, explanations, or documents supporting other sections of the EEPR.

Executive Summary – Energy Efficiency Plan (Plan)

TNC plans to achieve its 2015 mandated demand and energy goals of 4,260 kW and 7,464,000 kWh as shown in Table 1 below through residential and non-residential SOPs and MTPs. TNC will utilize a budget of \$3,010,847 to accomplish these goals.

Table 1: Summary of Goals, Projected Savings (at the Meter),¹ and Budgets

Calendar Year	Average Peak Demand at Meter (MW)	Goal Metric: 0.4% Peak Demand (MW)	Calculated Peak Demand Goal (MW)	Peak Demand Goal (MW)*	Energy Goal (MWh)	Projected Demand Reduction (MW)	Projected Energy Savings (MWh)	Projected Budget (000's)**
2015	993	3.97	3.97	4.26	7,464	5.72	11,372	\$3,011
2016	1,002	4.01	4.01	4.26	7,464	5.72	11,372	\$2,988

*Substantive Rule 25.181(e)(1)(E) - Beginning in 2009 a utility's demand reduction goal in megawatts for any year shall not be less than the previous year's goal.

**The 2015 Projected Budget includes costs associated with Evaluation, Measurement and Verification activities.

Executive Summary – Energy Efficiency Report (Report)

TNC achieved demand and energy reductions of 8,150 kW and 11,867,206 kWh, respectively, in 2014. The total energy efficiency cost for achieving these savings was \$2,810,627. TNC's achievement exceeded the 2014 mandated energy efficiency goals of 4,260 kW and 7,464,000 kWh, thus allowing TNC to earn a Performance Bonus.

A broad portfolio of residential and non-residential SOPs and MTPs was used to accomplish these savings.

¹ Average Growth in Demand figures are from Table 4; Projected Savings from Table 5; Projected Budget from Table 6.

ENERGY EFFICIENCY PLAN

I. 2015 Programs

A. 2015 Program Portfolio

TNC has implemented a variety of programs in 2015 to enable it to meet its goals in a manner that complies with PURA § 39.905 and the EE Rule. These programs target broad market segments and specific market sub-segments with significant opportunities for cost-effective energy savings.

Table 2 summarizes TNC's programs and targeted customer class markets for Program Year 2015. The programs listed in Table 2 are described in further detail in Subsections B and C. TNC maintains a web site containing information on participation and forms required for project submission at www.AEPTexas.com. This site is the primary method of communication used to provide program updates and information to Retail Electric Providers (REPs), potential Energy Efficiency Service Providers (EESPs), and other interested parties.

Implementation Process

MTPs are implemented by a third-party implementer. These implementers design, market and execute the applicable MTP. Based on the specific MTP, the implementer may perform outreach activities to recruit local contractors and provide participating contractors specialized education, training/certification and tools as necessary. Implementers validate proposed measures/projects, perform quality assurance/quality control, and verify and report savings derived from the program.

SOPs are managed in-house with project sponsors providing eligible program measures. Project sponsors are typically EESPs; however, for commercial projects a TNC end-use customer may serve as its own project sponsor. Eligible project sponsors can submit an application(s) for project(s) meeting the minimum SOP requirements.

TNC monitors projects being submitted so as to not accept duplicate enrollments.

Outreach Activities

- Promote internet web sites with program information including project eligibility, end-use measures, incentives, procedures, application forms, and in some cases a list of participating project sponsors and the available program budget;
- Utilize mass e-mail notifications to inform and update potential project sponsors on TNC energy efficiency program opportunities;
- Conduct workshops as necessary to explain program elements such as responsibilities of the project participants, program requirements, incentive information and the application and reporting process;
- Conduct specific project sponsor/contractor training sessions as necessary based on the energy efficiency programs being implemented;
- Participate in local, regional, state-wide, and industry-related outreach activities as may be necessary; and
- Facilitate earned media opportunities, spotlighting successful projects and/or interesting stories as applicable.

Table 2: 2015 Energy Efficiency Program Portfolio

Program	Target Market	Application	Link to Program Manual
Commercial Solutions MTP	Commercial	Retrofit & New Construction	http://www.eeprograms.net/aep/texasnorth/commercial_solutions.php
Commercial SOP	Commercial	Retrofit & New Construction	https://www.aeptexas.com/save/business/programs/TNCPrograms.aspx
Efficiency Connection Pilot MTP	Residential	Retrofit	No website available
Hard-to-Reach SOP	Residential Hard-to-Reach	Retrofit	https://www.aeptexas.com/save/residential/programs/TNCPrograms.aspx
Load Management SOP	Commercial	Retrofit	https://www.aeptexas.com/save/business/programs/TNCPrograms.aspx
Open MTP	Commercial	Retrofit	http://eeprograms.net/aep/texasnorth/open.php
Residential SOP	Residential	Retrofit	https://www.aeptexas.com/save/residential/programs/TNCPrograms.aspx
SCORE/CitySmart MTP	Commercial	Retrofit & New Construction	http://www.eeprograms.net/aep/texasnorth/score.php http://www.eeprograms.net/aep/texasnorth/citysmart.php
SMART Source SM Solar PV MTP	Commercial; Residential	Retrofit & New Construction	http://www.txreincenives.com/apv/
Targeted Low-Income Energy Efficiency Program	Low-Income Residential	Retrofit	No Website Available

B. Existing Programs

Commercial Solutions Market Transformation Program (CS MTP)

The CS MTP targets commercial customers (other than governmental and educational entities) that do not have the in-house expertise to: 1) identify, evaluate, and undertake energy efficiency improvements; 2) properly evaluate energy efficiency proposals from vendors; and/or 3) understand how to leverage their energy savings to finance projects. Incentives are paid to customers served by TNC for eligible energy efficiency measures installed in new or retrofit applications that result in verifiable demand and energy savings.

Commercial Standard Offer Program (CSOP)

The CSOP targets commercial customers of all sizes. Variable incentives are available to project sponsors based upon deemed and/or verified demand and energy savings for eligible measures installed in new or retrofit applications.

Hard-to-Reach Standard Offer Program (HTR SOP)

The HTR SOP targets residential customers with total annual household incomes at or below 200% of current federal poverty guidelines. Incentives are paid to project sponsors for eligible measures installed in retrofit applications that result in verifiable demand and energy savings. Program incentives are higher for work performed in historically underserved counties and for identified underserved measures to encourage activity. Project comprehensiveness is encouraged and customer education materials regarding energy conservation behavior are distributed by project sponsors.

Load Management Standard Offer Program (LM SOP)

The LM SOP targets commercial customers with a peak electric demand of 500 kW or more. Incentive payments are based upon measured and verified peak demand reduction of curtailed loads during the summer peak period. Load management events are dispatched by TNC, using a one-hour-ahead notice for load reduction periods of one to four hours duration.

Open Market Transformation Program (Open MTP)

The Open MTP targets traditionally underserved small commercial customers who may not employ knowledgeable personnel with a focus on energy efficiency, who are limited in the ability to implement energy efficiency measures, and/or who typically do not actively seek the help of a professional EESP. Small commercial customers with a peak demand not exceeding 100 kW in the previous 12 consecutive billing months may qualify to participate in the program. Available incentives are paid directly to the contractor, thereby reducing a portion of the project cost for the customer.

The program is intended to overcome market barriers for participating contractors by providing technical support and incentives to implement energy efficiency upgrades and produce demand and energy savings.

The program implementer works with TNC to conduct outreach and planning activities for the Open MTP in the following manner:

- Identifies and recruits contractors who provide services to customers served by TNC to develop a network of participating contractors who will deliver the program directly to customers;
- Develops a recruitment packet with outreach information and enrollment materials, that participating contractors can use when marketing the program to customers; and
- Conducts training as necessary to explain elements of the program, such as responsibilities of the participants, project requirements, incentive information, and the application and reporting process.

Residential Standard Offer Program (RSOP)

The RSOP targets residential customers in existing homes. Incentives are paid to project sponsors for eligible measures installed in retrofit applications that result in verified demand and energy savings. Program incentives are higher for work performed in historically underserved counties to encourage activity. Project comprehensiveness is encouraged.

SCORE/CitySmart Market Transformation Program (SCORE/CS MTP)

The SCORE/CS MTP provides energy efficiency and demand reduction solutions for public and private educational entities grades K-12 as well as colleges and universities. In addition to educational facilities, SCORE/CS MTP provides these same solutions to local, state, county and federal government customers. This program is designed to help educate and assist these customers in lowering their energy use by facilitating the integration of energy efficiency into their short- and long-term planning, budgeting, and operational practices. Incentives are paid to participating customers for eligible energy efficiency measures that are installed in new or retrofit applications that result in verifiable demand and energy savings.

SMART SourceSM Solar PV Market Transformation Program (PV MTP)

The PV MTP offers incentives to customers for the installation of solar photovoltaic (PV) systems interconnected on the customer's side of the meter. The incentives help offset the initial costs of installing solar PV systems, and encourage service providers to seek more installation opportunities. In addition to demand and energy savings achieved from the installations, the PV MTP aims to transform the solar PV market by increasing the number of qualified companies offering installation services in the TNC service area, and decreasing the average installed cost of PV systems, thereby creating greater market economies of scale.

Targeted Low-Income Energy Efficiency Program (TLIP)

The TLIP is designed to cost-effectively reduce the energy consumption and energy costs for low-income residential customers in TNC's service territory. Weatherization service providers install eligible weatherization and energy efficiency measures in qualified households that meet the Department of Energy (DOE) income-eligibility guidelines of at or below 200% of the current federal poverty guidelines. A Savings-to-Investment Ratio of 1.0 or higher is required at each serviced dwelling unit.

C. New Programs for 2015

Efficiency Connection Pilot MTP (EffCon)

The Efficiency Connection Pilot MTP is a partnership with REPs to help promote energy efficiency to TNC residential customers by offering discounted LED lamps via an online marketplace. A third-party implementer facilitates customer/REP participation and aids in the selection and management of an online retailer/vendor for the program website and order fulfillment. Savings will be calculated using assumptions derived from national statistics and localizing that information to make it relevant to the local market.

D. Discontinued Programs

A/C Distributor Pilot Market Transformation Program (ACD MTP)

The objective of the ACD MTP was to increase the market penetration of high-efficiency A/C equipment for residential customers served by TNC. The program targeted a select number of A/C equipment distributors that supply A/C contractors operating in the TNC service territory. Incentives were paid to the distributor for the installation of the high-efficiency A/C equipment up to five tons in cooling capacity. Participation in the program was less than anticipated and the decision was made to discontinue the program.

Irrigation Load Management Market Transformation Program (ILM MTP)

The ILM MTP targeted commercial agricultural customers using electric drive irrigation pumps with at least 25 kW of electric peak demand. Incentive payments were based on measured and verified demand reduction of irrigation pump loads during the summer peak period. Load management events were dispatched by TNC, using a one-hour-ahead notice for curtailment periods of one to four hours duration. A key challenge of this program was meeting the program cost-effectiveness standard as described in the EE Rule. Per the Final Order in PUCT Docket No. 42509, TNC agreed to work with Commission Staff to re-evaluate the program to determine how best to proceed for Program Year 2015. As a result of discussions with Commission Staff, TNC has discontinued the ILM MTP for 2015.

E. Existing DSM Contracts or Obligations

TNC has no existing DSM contracts or obligations.

II. Customer Classes

TNC's energy efficiency programs target its Residential and Commercial customer classes. TNC's energy efficiency programs also target customer sub-classes, such as Residential Hard-to-Reach and Low-Income, Schools, Small Businesses, and Local Governments.

The annual projected savings targets are allocated among these customer classes and sub-classes by examining historical program results and by evaluating economic trends, in compliance with Substantive Rule 25.181(e)(3).

Table 3 summarizes the number of customers in each customer class and the Residential Hard-to-Reach sub-class at TNC. The numbers listed are the actual number of active electric service accounts by class that TNC served for the month of January 2015. These numbers were used to determine goal and budget allocations for each customer class and program. It should be noted however, that the actual distribution of the annual goal and budget required to achieve the goal must remain flexible based upon the conditions of the marketplace, the potential interest of a customer class, and the overriding objective of meeting TNC's mandated demand and energy reduction goals in total. TNC offers a varied portfolio of SOPs and MTPs such that all eligible customer classes have access to energy efficiency alternatives.

Table 3: Summary of Customer Classes

Customer Class	Number of Customers
Commercial	35,392
Residential	152,886
Hard-to-Reach ²	56,874*

* Hard-to-Reach customer count is a sub-set of the Residential total.

² According to the U.S. Census Bureau's Current Population Survey-2014 Annual Social and Economic Supplement, 37.2% of Texas families fall below 200% of the poverty threshold. Applying that percentage to TNC's residential customer base of 152,886, the number of Hard-to-Reach customers is estimated at TNC's residential customer base of 56,874.

III. Energy Efficiency Goals and Projected Savings

TNC's 2015 annual demand and energy reduction goals to be achieved are 4.26 MW and 7,464 MWh, respectively. These goals have been calculated as prescribed by the EE Rule.

TNC's demand goal is calculated by applying four-tenths of 1% (0.004) of its summer weather-adjusted peak demand for the combined residential and commercial customers to the average peak demand at the meter of 993 MW. This results in a calculated goal of 3.97 MW. As stated in P.U.C. SUBST. R. 25.181(e)(1)(E), except as adjusted in accordance with subsection (w), a utility's demand reduction goal shall not be lower than the previous year's goal which was 4.26 kW, with a corresponding 7,464 MWh goal.

Table 4 presents historical annual growth in demand data for the previous five years that was used to calculate TNC's goals. Table 5 presents the projected demand and energy savings for Program Years 2015 and 2016 by program, for each customer class with fully-deployed program budgets.

Table 4: Annual Growth in Demand and Energy Consumption

Calendar Year	Peak Demand (MW) @ Source						Energy Consumption (MWh) @ Meter				Energy Efficiency Goal Calculations		
	Total System		Residential & Commercial			Peak Demand at Source	Total System		Residential & Commercial		Peak Demand at Meter (11.5% line losses)*	5 year Average Peak Demand at Meter	Goal Metric: 0.4% Peak Demand at Meter
	Actual	Weather Adjusted	Actual	Weather Adjusted	Opt-Out		Actual	Weather Adjusted	Actual	Weather Adjusted			
2010	1,144	1,142	1,131	1,128	-9.5	1,119	5,042	4,909	4,918	4,785	990	NA	NA
2011	1,203	1,130	1,194	1,118	-9.5	1,109	5,304	4,963	5,178	4,837	981	NA	NA
2012	1,172	1,114	1,168	1,107	-9.5	1,098	5,145	5,055	5,016	4,926	972	NA	NA
2013	1,147	1,145	1,142	1,140	-9.6	1,130	5,221	5,131	5,084	4,994	1,000	NA	NA
2014	1,086	1,164	1,084	1,161	-9.1	1,152	5,600	5,526	5,459	5,385	1,020	NA	NA
2015	NA	NA	NA	1,183	-9.5	1,174	NA	NA	NA	NA	1,039	993	3.97
2016	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	1,002	4.01

*Line losses are derived from the loss factors determined in TNC's most recent line loss study.

Table 5: Projected Demand and Energy Savings by Program for Each Customer Class for 2015 and 2016 (at the Meter)

2015 Customer Class and Program	Projected Savings	
	kW	kWh
Commercial		
Commercial Solutions MTP	323	2,000,000
Commercial SOP	740	2,920,000
Load Management SOP	2,751	19,282
Open MTP	357	1,344,000
SCORE/CitySmart MTP	161	1,000,000
SMART Source SM Solar PV MTP	61	117,000
Residential		
Efficiency Connection Pilot MTP	105	525,131
Residential SOP	800	2,451,000
SMART Source SM Solar PV MTP	71	137,143
Hard-to-Reach		
Hard-to-Reach SOP	224	589,828
Targeted Low-Income Energy Efficiency Program	122	268,166
Total Annual Projected Savings	5,715	11,371,550

**Table 5: Projected Demand and Energy Savings by Program for Each Customer Class for 2015 and 2016 (at the Meter)
(Continued)**

2016	Projected Savings	
Customer Class and Program	kW	kWh
Commercial		
Commercial Solutions MTP	323	2,000,000
Commercial SOP	740	2,920,000
Load Management SOP	2,751	19,282
Open MTP	357	1,344,000
SCORE/CitySmart MTP	161	1,000,000
SMART Source SM Solar PV MTP	61	117,000
Residential		
Efficiency Connection Pilot MTP	105	525,131
Residential SOP	800	2,451,000
SMART Source SM Solar PV MTP	71	137,143
Hard-to-Reach		
Hard-to-Reach SOP	224	589,828
Targeted Low-Income Energy Efficiency Program	122	268,166
Total Annual Projected Savings	5,715	11,371,550

IV. Program Budgets

Table 6 presents total proposed budget allocations required to meet TNC's projected demand and energy savings to be achieved for the Program Years 2015 and 2016. The budget allocations are defined by the overall projected demand and energy savings, the avoided costs of capacity and energy specified in the EE Rule, allocation of demand goals, and the incentive levels by customer class. Table 6 budget allocations are detailed by customer class, program, and the following budget categories: incentives, administration, research and development (R&D), and evaluation, measurement and verification (EM&V).

Table 6: Projected Annual Budget by Program for Each Customer Class for 2015 and 2016

2015	Incentives	Admin	R&D	EM&V	Total Budget
Commercial					
Commercial Solutions MTP	\$363,462	\$54,311			\$417,773
Commercial SOP	\$200,000	\$29,885			\$229,885
Load Management SOP	\$80,578	\$12,041			\$92,619
Open MTP	\$419,241	\$62,645			\$481,886
SCORE/CitySmart MTP	\$160,000	\$23,908			\$183,908
SMART Source SM Solar PV MTP	\$82,620	\$12,346			\$94,966
Residential					
Efficiency Connection Pilot MTP	\$150,000	\$22,414			\$172,414
Residential SOP	\$419,610	\$62,700			\$482,310
SMART Source SM Solar PV MTP	\$102,000	\$15,241			\$117,241
Hard-to-Reach					
Hard-to-Reach SOP	\$162,719	\$24,314			\$187,033
Targeted Low-Income Energy Efficiency Program	\$257,145	\$38,424			\$295,569
Research and Development (R&D)					
R&D	NAP	NAP	\$200,000	NAP	\$200,000
Evaluation, Measurement & Verification (EM&V)					
EM&V	NAP	NAP	NAP	\$55,243	\$55,243
Total Budget	\$2,397,375	\$358,229	\$200,000	\$55,243	\$3,010,847

Table 6: Projected Annual Budget by Program for Each Customer Class for 2015 and 2016

2016	Incentives	Admin	R&D	EM&V	Total Budget
Commercial					
Commercial Solutions MTP	\$363,462	\$54,311			\$417,773
Commercial SOP	\$200,000	\$29,885			\$229,885
Load Management SOP	\$80,578	\$12,041			\$92,619
Open MTP	\$419,241	\$62,645			\$481,886
SCORE/CitySmart MTP	\$160,000	\$23,908			\$183,908
SMART Source SM Solar PV MTP	\$82,620	\$12,346			\$94,966
Residential					
Efficiency Connection Pilot MTP	\$150,000	\$22,414			\$172,414
Residential SOP	\$419,610	\$62,700			\$482,310
SMART Source SM Solar PV MTP	\$102,000	\$15,241			\$117,241
Hard-to-Reach					
Hard-to-Reach SOP	\$162,719	\$24,314			\$187,033
Targeted Low-Income Energy Efficiency Program	\$257,145	\$38,424			\$295,569
Research and Development					
R&D	NAP	NAP	\$200,000		\$200,000
Evaluation, Measurement & Verification (EM&V)					
EM&V	NAP	NAP	NAP	32,247*	\$32,247
Total Budget	\$2,397,375	\$358,229	\$200,000	\$32,247	\$2,987,851

*Estimated EM&V costs for 2016 to evaluate Program Year 2015.

ENERGY EFFICIENCY REPORT

V. Historical Demand and Energy Goals and Savings Achieved for the Previous Five Years

Table 7 contains TNC's demand and energy reduction goals and actual savings achieved for the previous five years (2010-2014) calculated in accordance with the EE Rule.

Table 7: Historical Demand and Energy Goals* and Savings Achieved (at the Meter)

Calendar Year	Actual Weather Adjusted Demand Goal (MW)	Actual Weather Adjusted Energy Goal (MWh)	Savings Achieved (MW)	Savings Achieved (MWh)
2014	4.26	7,464	8.15	11,867
2013	4.26	7,464	6.93	9,087
2012	4.26	7,464	6.02	7,353
2011	(1.82)	(3,194)	4.18	8,801
2010	(1.83)	(3,202)	5.09	14,194

* Actual Weather Adjusted MW and MWh Goals as reported in TNC's EEPRs filed in years 2010-2014.

VI. Projected, Reported and Verified Demand and Energy Savings

Table 8: Projected versus Reported and Verified Savings for 2014 and 2013 (at the Meter)

2014 Customer Class and Program	Projected Savings		Reported and Verified Savings	
	kW	kWh	kW	kWh
Commercial				
Commercial Solutions MTP	340	1,500,000	429	2,148,768
Commercial SOP	760	3,009,000	656	2,928,946
Irrigation Load Management MTP	800	38,400	454	3,636
Load Management SOP	2,751	19,282	4,654	31,961
Open MTP	340	1,344,000	341	1,517,443
SCORE/CitySmart MTP	340	1,500,000	316	1,024,498
SMART Source SM Solar PV MTP	62	120,000	28	53,992
Residential				
A/C Distributor Pilot MTP	102	251,201	86	307,653
Residential SOP	870	1,899,000	791	2,684,792
SMART Source SM Solar PV MTP	62	120,000	61	118,296
Hard-to-Reach				
Hard-to-Reach SOP	240	418,000	224	788,742
Targeted Low-Income Energy Efficiency Program	60	97,000	110	258,479
Total Annual Savings	6,727	10,315,883	8,150	11,867,206

**Table 8: Projected versus Reported and Verified Savings for 2014 and 2013 (at the Meter)
(Continued)**

2013	Projected Savings		Reported and Verified Savings	
Customer Class and Program	kW	kWh	kW	kWh
Commercial				
Commercial Solutions Pilot MTP	340	1,075,000	237	984,202
Commercial SOP	400	1,752,000	282	1,251,684
Irrigation Load Management MTP	800	51,200	569	4,554
Load Management SOP	2,751	19,282	3,543	32,461
Open MTP	340	1,344,000	285	1,292,355
SCORE/CitySmart MTP	340	826,000	382	1,569,701
SMART Source SM Solar PV Pilot MTP	50	106,000	81	156,016
Residential				
A/C Distributor Pilot MTP	102	251,201	98	338,769
Residential SOP	752	2,043,110	962	2,385,466
SMART Source SM Solar PV Pilot MTP	50	106,000	33	62,800
Hard-to-Reach				
Hard-to-Reach SOP	240	653,561	349	767,152
Targeted Low-Income Energy Efficiency Program	55	221,613	111	241,639
Total Annual Savings	6,220	8,448,967	6,932	9,086,799

VII. Historical Program Expenditures

This section documents TNC's incentive and administration expenditures for the previous five years (2010-2014) detailed by program for each customer class.

Table 9: Historical Program Incentive and Administrative Expenditures for 2010 through 2014 (000's)

	2014			2013			2012			2011			2010		
	Incent.	Admin		Incent.	Admin		Incent.	Admin		Incent.	Admin		Incent.	Admin	
Commercial															
AEP Texas CARE\$ Energy Efficiency for Not-for-Profit Agencies SOP	NAP	NAP		NAP	NAP		\$52.12	\$14.36		\$82.61	\$17.55		\$67.17	\$11.95	
Commercial Solutions MTP	\$296.58	\$31.42		\$177.64	\$20.69		\$231.71	\$29.01		\$210.21	\$20.02		\$239.94	\$18.27	
Commercial SOP	\$196.10	\$35.58		\$132.02	\$29.32		\$64.17	\$18.66		\$158.97	\$26.77		\$219.53	\$24.66	
Irrigation Load Management MTP	\$ 50.00	\$ 6.59		\$140.00	\$18.25		NAP	NAP		NAP	NAP		NAP	NAP	
Load Management SOP	\$ 41.50	\$ 8.64		\$ 96.30	\$18.30		\$50.00	\$11.27		\$40.03	\$8.12		\$49.04	\$6.57	
Load Management SOP – Expanded	NAP	NAP		NAP	NAP		\$14.46	\$3.18		NAP	NAP		NAP	NAP	
Open MTP	\$421.18	\$48.23		\$374.73	\$50.56		NAP	NAP		NAP	NAP		NAP	NAP	
SCORE/CitySmart MTP	\$216.14	\$23.49		\$230.35	\$26.39		\$184.17	\$24.48		\$226.73	\$19.27		\$236.03	\$26.82	
SMART Source SM Solar PV MTP	\$ 44.29	\$ 4.32		\$ 67.74	\$ 8.90		\$79.44	\$10.76		\$96.41	\$8.02		\$90.90	\$5.61	

(Table continued on next page)

Table 9: Historical Program Incentive and Administrative Expenditures for 2010 through 2014 (000's)
(Continued)

	2014		2013		2012		2011		2010	
	Incent.	Admin	Incent.	Admin	Incent.	Admin	Incent.	Admin	Incent.	Admin
Residential										
A/C Distributor Pilot MTP	\$139.28	\$21.69	\$133.59	\$22.28	\$41.01	\$9.38	NAP	NAP	NAP	NAP
Residential SOP	\$414.45	\$57.48	\$364.19	\$62.57	\$362.49	\$59.73	\$318.35	\$43.28	\$412.13	\$39.82
SMART Source SM Solar PV MTP	\$102.04	\$ 9.96	\$ 68.73	\$ 9.03	\$100.70	\$13.45	\$122.04	\$10.11	\$218.16	\$13.47
Hard-to-Reach										
Hard-to-Reach SOP	\$160.60	\$23.69	\$177.12	\$32.97	\$213.45	\$36.82	\$239.01	\$32.63	\$293.43	\$31.10
Targeted Low-Income Energy Efficiency Program	\$248.23	\$32.82	\$251.37	\$37.13	\$199.29	\$40.23	\$198.47	\$34.57	\$118.38	\$20.11
Research and Development (R&D)	NAP	\$122.51	NAP	\$86.56	NAP	\$108.66	NAP	\$106.98	NAP	\$95.01
Evaluation, Measurement & Verification (EM&V)	NAP	\$53.82	NAP	\$68.34	NAP	NAP	NAP	NAP	NAP	NAP
Total Expenditures	\$2,330.39	\$480.24	\$2,213.78	\$491.29	\$1,593.01	\$379.99	\$1,692.83	\$327.32	\$1,944.71	\$293.39

VIII. Program Funding for Calendar Year 2014

As shown in Table 10, the total projected budget in 2014 was \$2,854,961 and the actual total funds expended in 2014 were \$2,810,627, an overall total program expenditure difference of 2% from the amount budgeted. The following program expenditures differed from the respective proposed program budgets by more than 10%. The differences are explained below.

The CS MTP exceeded its budget due to higher than expected demand from customers for energy efficiency project support, resulting in higher than expected customer incentive payments.

The LM SOP did not expend its entire budget due to lower than expected participation by Project Sponsors.

The commercial component of the PV MTP did not fully utilize its incentive budget during the program year due to lower than expected participation.

TNC's combined 2014 expenditures for the TLIP and the HTR SOP constituted 17% of its energy efficiency budget for the 2014 Program Year. TNC's 2014 expenditure for the TLIP constituted 10% of its energy efficiency budget for the 2014 Program Year.

Table 10: Program Funding for Calendar Year 2014 (Dollar amounts in 000's)

	Total Projected Budget ³	Numbers of Customers Participating	Actual Funds Expended (Incentives)	Actual Funds Expended (Admin)	Research & Development	Evaluation, Measurement & Verification	Total Funds Expended	Funds Committed (Not Expended)	Funds Remaining (Not Committed)
Commercial									
Commercial Solutions MTP	\$234.00	19	\$296.58	\$31.42			\$328.00	\$0	\$0
Commercial SOP	\$222.22	8	\$196.10	\$35.58			\$231.68	\$0	\$0
Irrigation Load Management MTP	\$55.56	8	\$50.00	\$6.59			\$56.59	\$0	\$0
Load Management SOP	\$107.00	13	\$41.50	\$8.64			\$50.14	\$0	\$56.86
Open MTP	\$465.82	86	\$421.18	\$48.23			\$469.40	\$0	\$0
SCORE/CitySmart MTP	\$234.00	19	\$216.14	\$23.49			\$239.63	\$0	\$0
SMART Source SM Solar PV MTP	\$ 90.00	2	\$44.29	\$4.32			\$48.61	\$0	\$41.39
Residential									
A/C Distributor Pilot MTP	\$166.67	109	\$139.28	\$21.69			\$160.97	\$0	\$5.7
Residential SOP	\$466.23	765	\$414.45	\$57.48			\$471.93	\$0	\$0
SMART Source SM Solar PV MTP	\$111.11	10	\$102.04	\$9.96			\$112.01	\$0	\$0
Hard-to-Reach									
Hard-to-Reach SOP	\$180.80	247	\$160.60	\$23.69			\$184.29	\$0	\$0
Targeted Low-Income Energy Efficiency Program	\$279.49	73	\$248.23	\$32.82			\$281.05	\$0	\$0
Research and Development	\$182.00	NAP	NAP	NAP	\$122.51	NAP	\$122.51	\$0	NAP
EM&V									
Statewide EM&V Contractor	\$60.06	NAP	NAP	NAP	NAP	\$53.82	\$53.82	NAP	NAP
Total Expenditures	\$2,854.96	NAP	\$2,330.39	\$303.91	\$122.51	\$53.82	\$2,810.63	NAP	NAP

³ Projected Budget from the EEPR filed April 2014, Project No. 42264.

IX. Market Transformation Program Results

A/C Distributor Pilot MTP

The goal for the ACD MTP was to acquire 102 kW demand savings in 2014. A total of 86 kW was actually achieved.

Commercial Solutions MTP

For 2014, TNC projected to acquire 340 kW demand savings from CS MTP. TNC's verified and reported results are 429 kW. This included participation by 19 customers in four counties.

Irrigation Load Management MTP

The ILM MTP was implemented in the spring of 2013. The program goal was to enable a total of eight sites with an expected average load reduction per site of 100 kW. A total of eight sites were fully enabled and ready to respond in 2014. The ILM MTP was dispatched three times for a total of eight hours. This resulted in a total energy savings of 3,636 kWh and an average hourly load reduction of 454 kW.

Open MTP

The Open MTP goal was to acquire 340 kW demand savings and 1,344,000 in energy savings. A total of 341 kW and 1,517,443 kWh were achieved in 2014. Reported savings included 86 small commercial customers and 11 participating contractors across 10 counties.

SCORE/CitySmart MTP

For 2014, TNC projected to acquire 340 kW demand savings from this program. TNC verified and reported 316 kW. This included participation by 19 customers in eight counties.

SMART SourceSM Solar PV MTP

The 2014 PV MTP projected to acquire a 124 kW in demand savings and 240,000 kWh in energy savings from the residential and non-residential components. A total of 12 residential and non-residential solar PV projects were completed in six counties within the program, resulting in a peak demand reduction of 89 kW and 172,288 kWh of energy savings.

X. Research and Development

In 2014, R&D activities and projects accounted for 4% of TNC's total program expenses. R&D activities are intended to help TNC meet future energy efficiency goals by researching new technologies, program options and developing better, more efficient ways to administer current programs. The following is a summary of TNC's R&D activities for 2014:

Energy Games

AEP Texas and the Energy Systems Transformation (EST) group at The University of Texas at Austin under direction of Professor Varun Rai applied insights from established research in information systems, technology adoption, social psychology, and behavioral economics to design a web-based energy game to facilitate customer learning and behavior change in energy conservation, efficiency, and new technology adoption. This research was in participation with the DOE Solar Energy Evolution and Diffusion Studies (SEEDS) program.

The goals of Energy Games were to:

1. Increase awareness of AEP Texas' incentive programs, particularly solar incentives
2. Develop methodologies for successful interventions for solar adoption, including impact of motivation, social comparisons, and goal setting
3. Provide actionable information for energy efficiency measures and upgrades to participants
4. Increase participant knowledge and reduce uncertainties with solar technology

Prior research indicates that uncertainties and non-monetary costs (UNMCs), such as information search costs and uncertainty regarding performance and maintenance and operations costs, may be significant barriers to adoption of solar. While financial barriers have been studied extensively and are addressed through incentive programs, the role of non-financial barriers in solar adoption remains understudied.

Using the Ringorang® platform, an interactive trivia-style game for smartphones and PCs, we studied the use of gamification to convey information on energy efficiency measures and residential solar PV to address UNMCs.

Energy Games had an 85% participation rate, with 69% of participants intending to implement some of the energy efficiency tips and upgrades as a result of participating in the game.

Program Research and Development

In 2014, TNC dedicated resources to develop a new electronic data collection and management system for current programs. In addition, TNC participated with Electric Utility Marketing Managers of Texas (EUMMOT) in researching potentially new deemed savings measures for various programs.

Informational Activities

TNC continues its best efforts to encourage and facilitate the involvement of REPs and EESPs in the delivery of its programs to customers. TNC utilizes local, regional and national conferences, trade shows, and other events for outreach and information exchange with participating REPs and EESPs. TNC again presented detailed program information at its annual AEP Texas Competitive REP workshop in October 2014. TNC also provides new and existing energy efficiency program information to the REPs and EESPs throughout the year on a timely basis via e-mail.

XI. 2015 Energy Efficiency Cost Recovery Factor (EECRF)

The total amount approved to be collected through TNC's 2015 EECRF is \$2,213,822, which consists of the following components:

- recovery of \$1,542,138 in energy efficiency expenses budgeted for 2015 (TNC's actual projected budget for energy efficiency expenses for 2015 is \$2,955,604, which is reduced by \$1,294,430 in energy efficiency costs expressly included in base rates and \$119,036 of load growth);
- recovery of a performance bonus in the amount of \$888,677 for achieving energy efficiency goals in Program Year 2013;
- return to customers in the amount of \$283,963 in energy efficiency program costs over-collected through TNC's EECRF in 2013;
- recovery of \$55,243 in projected EM&V costs for evaluation of Program Year 2014;^f and
- recovery of \$11,727 for 2013 EECRF proceeding expenses incurred in Docket No. 41539 by municipalities as authorized by P.U.C SUBST. R. 25.181(f)(3)(B).

Table 11: 2015 EECRF

Customer Class	EECRF
Residential Service	\$0.000616 per kWh
Secondary Service (less than or equal to 10 kW)	(\$0.000084) per kWh
Secondary Service (greater than 10 kW)	\$0.000661 per kWh
Primary Service	(\$0.000031) per kWh
Transmission Service	(\$0.000136) per kWh

XII. 2014 EECRF Summary

2014 Collections for Energy Efficiency

TNC collected \$1,474,733 through its 2014 base rates and \$1,286,522 through its 2014 EECRF for a total of \$2,761,255. The amount of \$362,935 returned to customers is reflected in the total amount collected in 2014. A performance bonus was not included in the 2014 EECRF revenue requirement.

Energy Efficiency Program Costs Expended

TNC expended a total of \$2,810,627 for its 2014 energy efficiency programs. The amount expended is \$44,334 less than TNC's 2014 projected budget of \$2,854,961 for energy efficiency programs.

Over-Recovery of Energy Efficiency Costs

TNC's actual 2014 energy efficiency program costs (including EM&V costs) less municipal rate case expenses are \$2,793,672 and actual energy efficiency program revenues are \$3,124,190. These associated 2014 costs and revenues result in an over-recovery of energy efficiency costs of \$330,517. This is the amount that TNC will request be returned to customers within its 2016 EECRF.

XIII. Underserved Counties

TNC has defined Underserved Counties as any county in the TNC service territory for which TNC reported no demand or energy savings through any of its 2014 SOPs or MTPs. Per Substantive Rule 25.181(n) (2) (U), a list of the Underserved Counties is as follows:

Baylor	Edwards	Mason	Sutton
Briscoe	Gillespie	McCullouch	Throckmorton
Brown	Hall	Pecos	Upton
Coleman	Kent	Stephens	
Crane	King	Sterling	
Dickens	Knox	Stonewall	

XIV. Performance Bonus

TNC achieved a 8,150 kW reduction in peak demand from its energy efficiency programs offered in 2014. This achievement represents 191% of its 2014 demand reduction goal of 4,260 kW. TNC also achieved 11,867,206 kWh, which represents 159%, of its energy reduction goal of 7,464,000. These results qualify TNC for a Performance Bonus. Per Substantive Rule 25.181(h), TNC is eligible for a Performance Bonus of \$518,092, which it will request within its June 1, 2015 EECRF Filing for recovery in 2016.

In 2014, TNC's total spending on energy efficiency programs was \$2,810,627. This includes actual EM&V expenditures to the EM&V contractor of \$53,819. Per the PUCT, the total program costs to be used in the Performance Bonus calculation should include the EM&V cost allocation provided by the EM&V contractor for Program Year 2014, instead of the actual EM&V contractor expenditures. As a result, the total program expenditures for the bonus calculation will not match the actual total program expenditures exhibited in the applicable tables in this EEPR. For the purposes of the Performance Bonus calculation, TNC's 2014 total program costs equaled \$2,829,007.

Table 12: Energy Efficiency Performance Bonus Calculation for 2014

	kW	kWh
2014 Goals	4,260	7,464,000
2014 Savings		
<i>Reported/Verified Total (including HTR and measures with <10yr EUL)</i>	8,150	11,867,206
<i>Reported/Verified Hard-to-Reach</i>	334	
2014 Program Costs	\$2,829,007	
2014 Performance Bonus	\$518,092	

Performance Bonus Calculation

191%	Percentage of Demand Reduction Goal Met (Reported kW/Goal kW)
159%	Percentage of Energy Reduction Goal Met (Reported kWh/Goal kWh)
TRUE	Met Requirements for Performance Bonus?
\$8,009,927	Total Avoided Cost (Reported kW * PV (Avoided Capacity Cost) + Reported kWh * PV(Avoided Energy Cost))
\$2,829,007	Total Program Costs
\$5,180,920	Net Benefits (Total Avoided Cost - Total Expenses)

Bonus Calculation

\$2,365,630	Calculated Bonus ((Achieved Demand Reduction/Demand Goal - 100%) / 2) * Net Benefits
\$518,092	Maximum Bonus Allowed (10% of Net Benefits)
\$518,092	Bonus (Minimum of Calculated Bonus and Bonus Limit)

Acronyms

ACD MTP	A/C Distributor Pilot Market Transformation Program
CARE\$ SOP	AEP Texas CARE\$ Energy Efficiency for Not-for-Profit Agencies Standard Offer Program
CSOP	Commercial Standard Offer Program
CS MTP	Commercial Solutions Market Transformation Program
DR	Demand Response
DSM	Demand Side Management
EECRF	Energy Efficiency Cost Recovery Factor
EEPR	Energy Efficiency Plan and Report
EE Rule	Energy Efficiency Rule, PUCT Substantive Rules 25.181 and 25.183
EESP	Energy Efficiency Service Providers
EffCon	Efficiency Connection Pilot Market Transformation Program
EUMMOT	Electric Utility Marketing Managers of Texas
HTR	Hard-To-Reach
HTR SOP	Hard-to-Reach Standard Offer Program
ILM MTP	Irrigation Load Management Market Transformation Program
LM SOP	Load Management Standard Offer Program
MTP	Market Transformation Program

Acronyms (Continued)

NAP	Not Applicable
Open MTP	Open Market Transformation Program
PUCT	Public Utility Commission of Texas
PURA	Public Utility Regulatory Act
PV	Photovoltaic
PV MTP	SMART Source SM Solar PV Market Transformation Program
R&D	Research and Development
REP	Retail Electric Provider
RES	Residential
RSOP	Residential Standard Offer Program
SCORE	Schools Conserving Resources
SCORE/CS MTP	SCORE/CitySmart Market Transformation Program
SOP	Standard Offer Program
TDU	Transmission and Distribution Utility
TLIP	Targeted Low-Income Energy Efficiency Program
TNC	AEP Texas North Company

APPENDIX A:

REPORTED AND VERIFIED DEMAND AND ENERGY REDUCTION BY COUNTY

CALENDAR YEAR 2014

A/C DISTRIBUTOR PILOT MTP

County	Reported Savings	
	kW	kWh
Brewster	3.77	12,863
Callahan	2.64	10,276
Shackelford	1.32	4,961
Taylor	72.04	256,932
Tom Green	6.44	22,621
Total	86	307,653

COMMERCIAL SOLUTIONS MTP

County	Reported Savings	
	kW	kWh
Reagan	5.10	24,368
Runnels	16.80	131,825
Taylor	187.50	889,265
Tom Green	219.80	1,103,310
Total	429	2,148,768

COMMERCIAL SOP

County	Reported Savings	
	kW	kWh
Childress	19.69	112,653
Haskell	99.58	385,195
Kimble	15.33	80,047
Reagan	14.04	76,092
Taylor	503.61	2,254,552
Tom Green	3.56	20,407
Total	656	2,928,946

HARD-TO-REACH SOP

County	Reported Savings	
	kW	kWh
Coke	3.79	19,120
Crockett	2.125	10,225
Jones	1.056	8,762
Runnels	15.907	29,361
Taylor	165.321	608,075
Tom Green	36.036	113,199
Total	224	788,742

IRRIGATION LOAD MANAGEMENT MTP

County	Reported Savings	
	kW	kWh
Reeves	454	3,636
Total	454	3,636

LOAD MANAGEMENT SOP

County	Reported Savings	
	kW	kWh
Taylor	4,370.00	30,884
Tom Green	258.00	919
Wilbarger	26.00	158
Total	4,654	31,961

OPEN MTP

County	Reported Savings	
	kW	kWh
Callahan	1.3	6,070
Coke	10.3	48,461
Concho	1.6	5,905
Irion	1.7	12,585
Menard	8.4	49,335
Runnels	28.9	119,084
Schleicher	2.0	9,502
Taylor	137.2	577,423
Tom Green	148.4	682,576
Wilbarger	1.6	6,502
Total	341	1,517,443

RESIDENTIAL SOP

County	Reported Savings	
	kW	kWh
Callahan	7.96	20,014
Concho	0.73	3,321
Fisher	32.62	55,439
Jones	1.30	5,957
Runnels	7.30	21,392
Schleicher	7.72	12,703
Shackelford	1.29	1,525
Taylor	591.34	2,174,110
Tom Green	140.54	390,331
Total	791	2,684,792

SCORE/CITYSMART MTP

County	Reported Savings	
	kW	kWh
Callahan	16.30	40,484
Childress	43.30	300,425
Coke	0.90	1,204
Jones	6.50	36,906
Kimble	10.10	54,848
Runnels	1.60	7,870
Taylor	135.90	262,542
Tom Green	101.20	320,219
Total	316	1,024,498

SMART SOURCESM SOLAR PV MTP

County	Reported Savings	
	kW	kWh
Brewster	30.51	58,816
Callahan	35.225	67,904
Eastland	9.761	18,816
Jeff Davis	2.324	4,480
Jones	8.765	16,896
Tom Green	2.789	5,376
Total	89	172,288

TARGETED LOW-INCOME ENERGY EFFICIENCY PROGRAM

County	Reported Savings	
	kW	kWh
Childress	8.54	25,912
Concho	1.52	4,457
Cottle	4.21	9,039
Eastland	4.94	10,733
Fisher	5.29	6,201
Foard	1.81	1,444
Hardeman	1.57	1,390
Jeff Davis	0.45	1,257
Jones	6.67	14,298
Motley	0.03	241
Nolan	0.53	912
Presidio	3.56	12,244
Runnels	2.62	5,865
Shackelford	6.45	18,386
Taylor	30.49	58,037
Tom Green	30.85	88,064
Total	110	258,480

APPENDIX B:

PROGRAM TEMPLATES

TNC does not have any Program Templates to report this year.

APPENDIX C:

EXISTING CONTRACTS OR OBLIGATIONS

TNC has no Existing Contracts or Obligations documentation to provide.

APPENDIX D:

OPTIONAL SUPPORT DOCUMENTATION

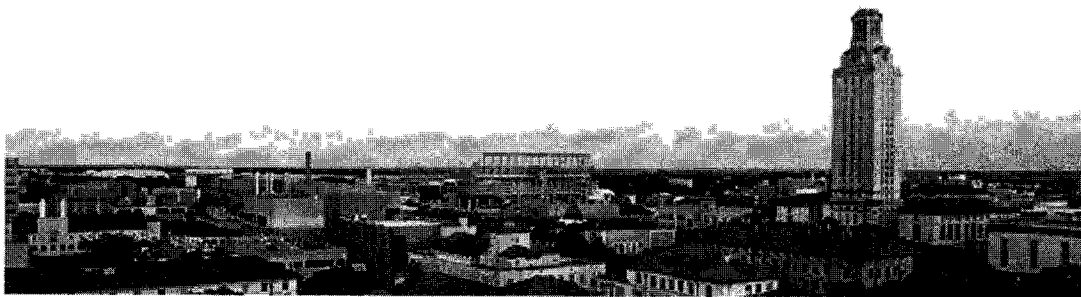
TNC provides the following Optional Supporting Documentation.



A kickoff meeting for contractors was held on January 21, 2014. The 2014 Open MTP was the primary focus of the meeting, which described the program and changes for the 2014 program year.



TNC presented an incentive check to the Wylie Independent School District in Abilene for a variety of energy efficiency projects completed through the SCORE/CS MTP in 2014.



THE UNIVERSITY OF
TEXAS
AT AUSTIN

AEP TEXAS*
A unit of American Electric Power

Summer is coming! AEP Texas and The University of Texas at Austin are launching Energy Games, a real-time trivia game hosted on the Ringorang® app, available for mobile devices (iOS and Android). Every question provides easy, helpful tips to help save you money.

AEP Texas and the University of Texas at Austin collaborated to launch Energy Games, an interactive real-time trivia game played on mobile devices designed to facilitate consumer learning in energy efficiency.