



APPA's DEED and SEP Program

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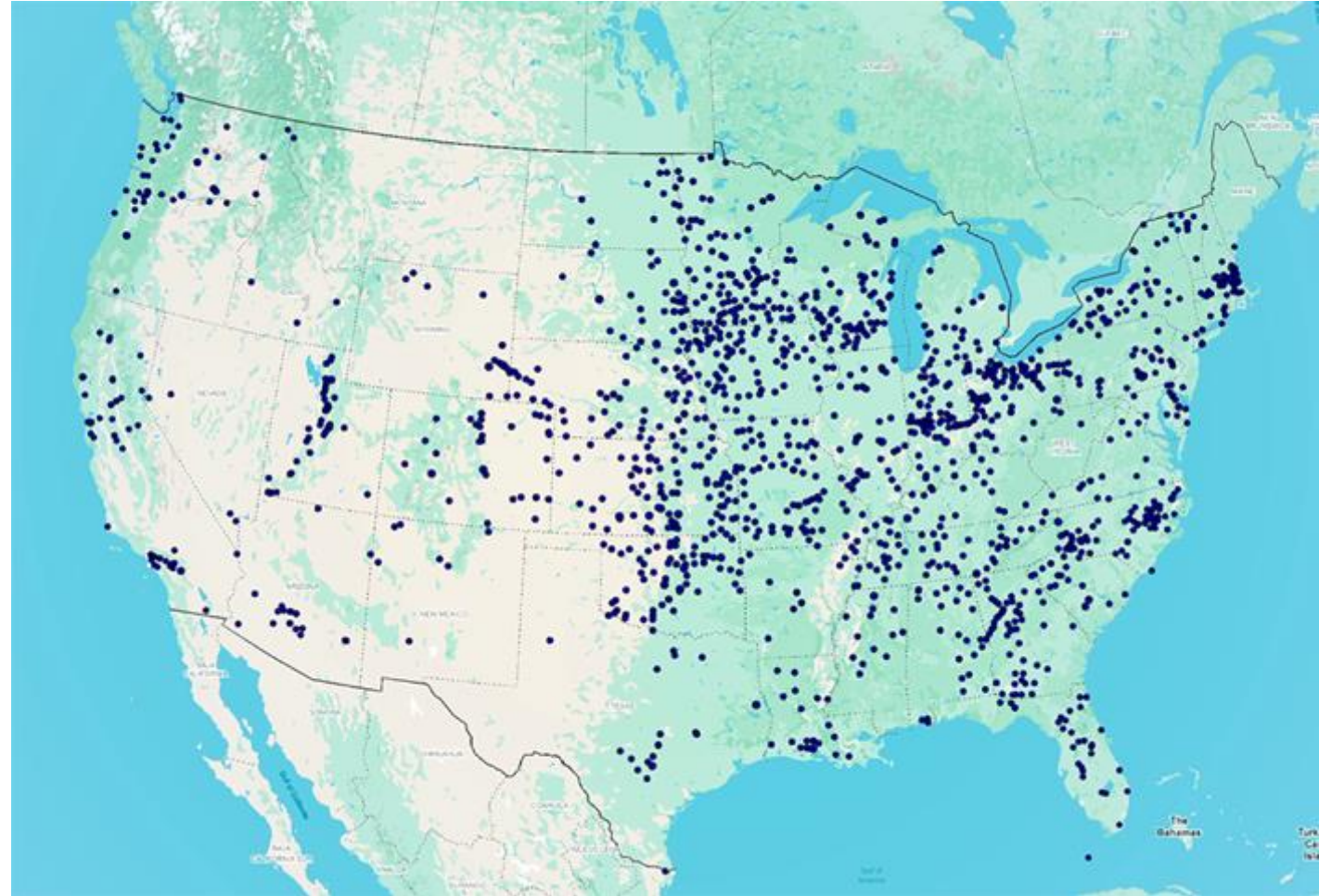
APPA: Your National Association

The leading voice for community-owned, not-for-profit electric utilities.

Serving
55M People

Across
**2,000
Communities**

Since
1940



Smart Energy Provider (SEP)

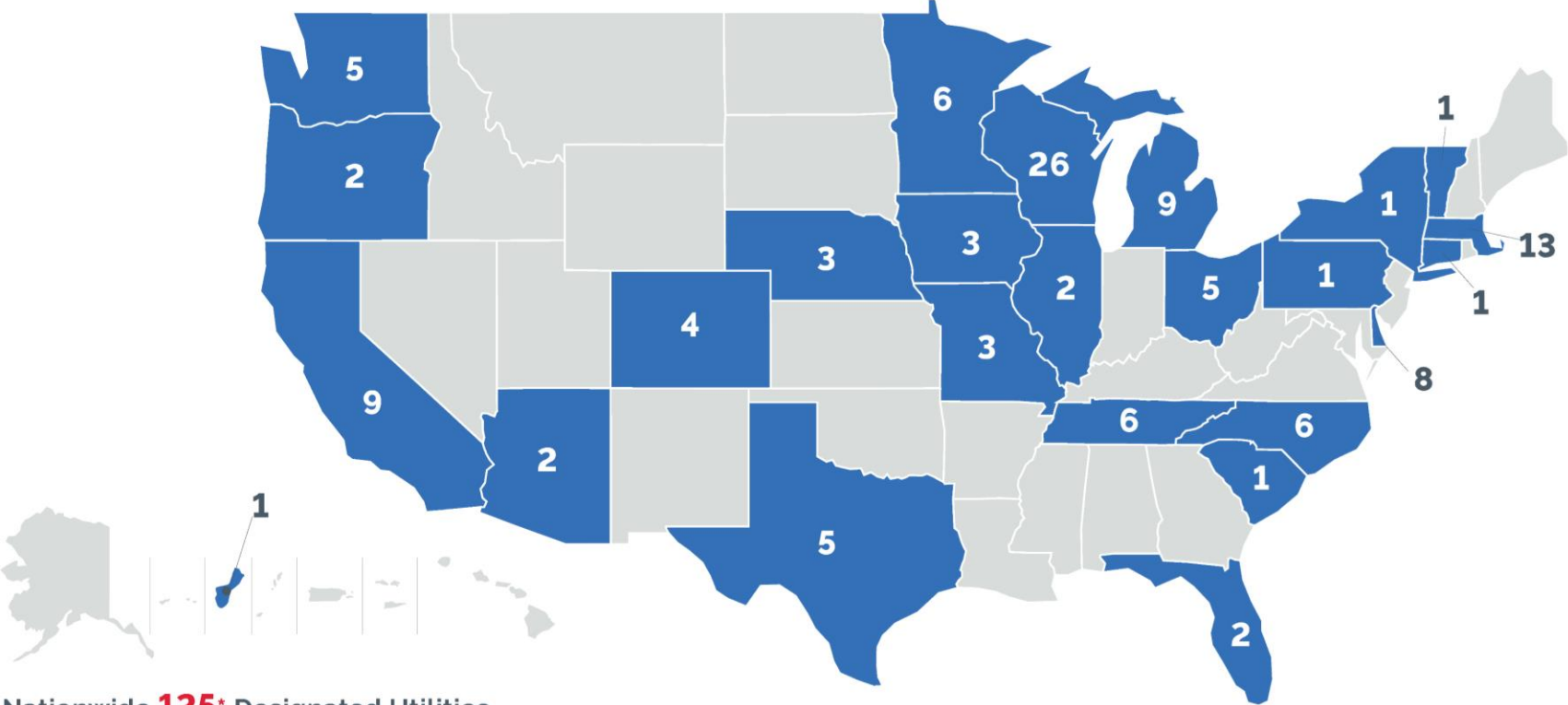
Best Practices Designation: Recognizes utilities for commitment to energy efficiency, distributed energy resources, and sustainability

Four Key Disciplines: Smart energy planning, energy efficiency and DER, environmental programs, and customer communication

125+ utilities currently hold the SEP designation, benchmarking their work against industry best practices



SEP Designee Map

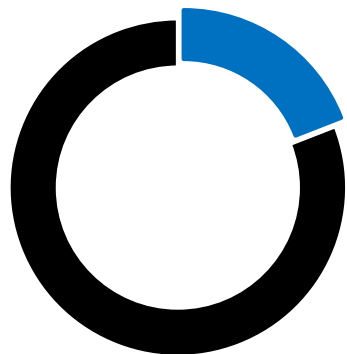


Nationwide **125*** Designated Utilities
*Numbers include SEP Utilities with designations in 2023, 2024, and 2025.



SEP application overview

- The SEP Application evaluates utility efforts in **four** areas:



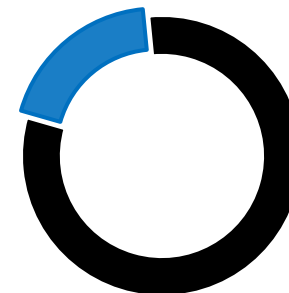
Smart Energy
Information (20%)



Energy Efficiency &
Distributed Energy
Resources (37%)



Environmental &
Sustainability Programs and
Initiatives (23%)



Communication,
Education & Customer
Experience (20%)

- SEP Designation**

- Lasts for **three** years (12/1/2026 – 11/30/2029)
- Reports on activities from 5/1/2024 to 4/30/2026
- Is a pass-or-fail system
- A utility with a total score of 70 or higher on their application receives a designation

Tips for applying

Answer all parts of the question

Double-check that you've answered all parts of the question. Ask yourself if SEP Review Panel members will be able to easily understand the information you've given.

Check your attachments

Make sure the SEP Panel can easily understand your attachments by **highlighting** relevant sections, providing the **page numbers** of relevant information, or screenshotting **specific** sections of documents or websites instead of providing hyperlinks.

View scoring breakdown

In the top right-hand corner of each online application question, there is a blue box with a “?” inside. Click on this box to read through specific instructions and scoring breakdowns for each question.

Ask for help

The SEP Staff and Panel are always happy to help! If you would like to review the application with the Panel members, please contact SEP Staff at SEP@PublicPower.org.

If you have questions or need assistance during the application process, email SEP@PublicPower.org.

DEED - Innovation & Grid Modernization Support

Grant funding – up to \$125K - for innovative energy projects and emerging technology research

Scholarships and internships to develop the next generation of public power professionals

DEED Project Library with access to completed research and best practices

American Public Power Association



About DEED

- DEED stands for “Demonstration of Energy & Efficiency Developments”.
- DEED is APPA’s research and development program that funds public power research, pilot projects, and education to improve the operations and services of public power utilities.
- For over 45 years, DEED has helped in the development of major innovations for the public power community.
- DEED is a separate membership program from APPA’s regular utility membership and is supported through voluntary dues contributions by APPA members.
- If your utility is a member of APPA’s DEED program, you’re a DEED member.

DEED Program Governance

- The DEED program is governed by 11 Board Members and 2 ex-officio officers
- DEED Board Members serve as regional authorities representing all 50 states
- The DEED Board helps set policy, award grants & scholarships, and support members in developing successful proposals
- Board Members are appointed by the Chair of the APPA Board
- Board Members are eligible to serve two full terms
- DEED Board acts in an advisory capacity and do not have liability insurance in their capacity as Board Members

DEED Membership Benefits

- Grants
- Product Discounts
- DEED Project Library
- Energy Innovator Award
- DEED Idea Exchange
- Points on your utility's SEP and RP3 applications

DEED Project Grants

Overview: DEED members are eligible to apply and receive up to \$125,000 for early commercialization and pilot projects; new technology demonstrations; or the development of best practices, services, tools, and publications that strengthen public power utilities and their communities.

Eligibility: Only DEED members are eligible to apply for grant funding.

Funding Range: DEED grant amounts can range from as little as \$1,000 up to a maximum of \$125,000 per application.

Application Cycles: There are two application cycles each year – spring and fall. The spring cycle is open from November 1 to February 15, and the fall cycle is open from May 1 to August 15.

Evaluation Criteria: A 13-member board of directors reviews and evaluated applications based on the following criteria:

Project is unique, innovative, and broadly applicable to public power utilities, in particular DEED members

Project costs and budget include sizeable cost-sharing contributions from one or more organizations

Deliverables include the development of analytical tools, methodologies, software/hardware, services

Project addresses challenges specific to small utilities

Project will benefit your utility operations and customers

How to Apply: Members must contact DEED@PublicPower.org to obtain log-in credentials to access application materials.

DEED Student Internships

Overview: DEED members are eligible to apply and receive up to \$4,000 per application to hire and support a student interested in gaining hands on experience working as an intern in the utility industry.

Key Information on Student Internship Grants:

\$4,000 paid to the utility; utility pays the student.

Up to \$1,000 in additional funding in travel reimbursement for student to attend an approved public power conference. Application must include official transcripts sent from the authorizing college or university and letter of recommendation. Student will work at an APPA/ DEED member utility and submit written reports on experience and accomplishments.

Eligibility: Student must be enrolled at an accredited technical/trade school, community college, or university in the United States. High school seniors are eligible to apply as long as they have been accepted into a post-secondary education institution.

How to Apply: Members must contact DEED@PublicPower.org to obtain log-in credentials to access application materials.

DEED Lineworker and Educational Scholarships Grants

Overview: DEED members are eligible to apply for up to \$2,000 per application to cover education-related expenses and introduce students to public power and energy-related careers. Scholarships are paid directly to student's school.

Key Information on Lineworker and Educational Scholarships:

DEED members serve as a resource/mentor to the student sponsored and must provide the student with more knowledge of career opportunities in public power. The utility and student must complete at least one of the following to receive the scholarship award:

The utility will provide an opportunity for the student to shadow an employee on staff

The utility will share information on the electric utility industry and career opportunities in public power with the recipient, such as by conducting a tour and briefing at the sponsor's utility.

The utility will offer the recipient an opportunity to assist and participate in special events the utility hosts such as programs during Public Power Week or at local schools.

Provide a mentor to the recipient who can share information on appropriate public power career paths and be a resource to the student at least during the time frame of the DEED scholarship.

Eligibility: Applicant must be a high school senior, high school graduate, or in a post-secondary program.

How to Apply: Members must contact DEED@PublicPower.org to obtain log-in credentials to access application materials.

Get the most out of your DEED Membership

Check if your utility is a DEED member: You can reach out to DEED@PublicPower.org to check if your utility is a DEED member or you can visit the following webpage to confirm your utility's DEED membership status: [DEED Members](#).

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