

A photograph of a field of yellow Black-eyed Susans in the foreground. In the background, there is a tall power line tower with several power lines stretching across the sky. The sky is overcast with grey clouds. The field is lush green with many yellow flowers.

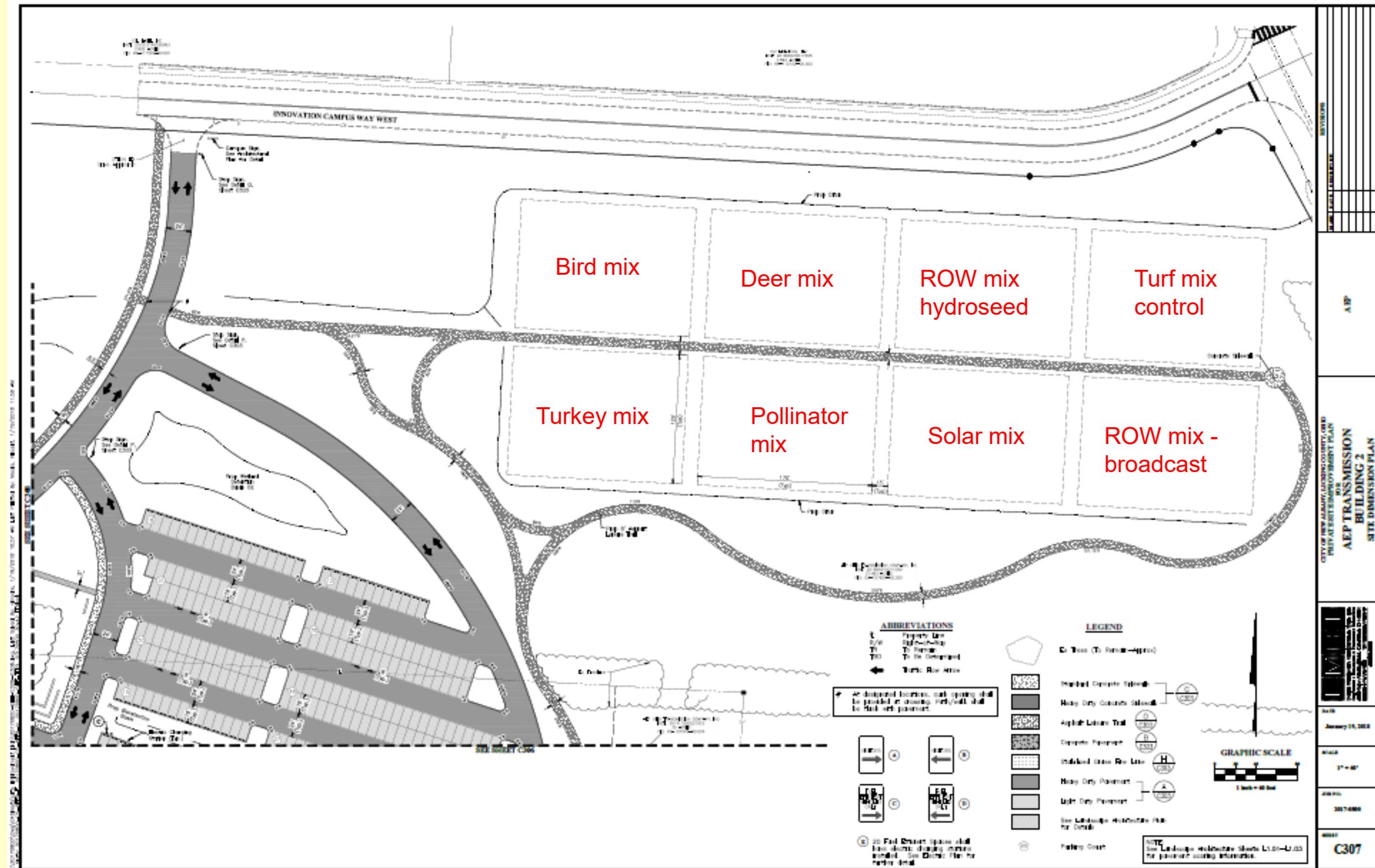
Better Seed Mixes – How Hard Can it Be?

**AMERICAN
ELECTRIC
POWER**

BOUNDLESS ENERGY™

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Business Case for ROW and Pollinator Seed Mixes

- **Cost Savings**
 - Reduced vegetation management
 - Less fire risk
 - Improved safety
- **Regulatory facilitation**
- **CCAA's, etc.**
- **Sustainability reporting**
- **Stewardship**
- **Social License**





Challenges

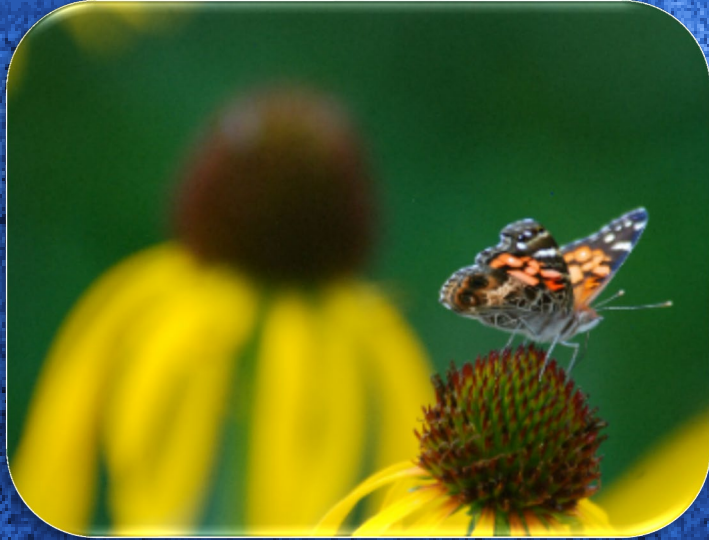
- Forestry manager concerns
- Erosion control requirements (SWPPP)
- Property owner concerns
- Cost
- Seed availability and substitutes
- Contractor performance/guarantees
- Vegetation performance



Incentives (for contractors and suppliers)

- Seed mix purchase agreements
- Endorsements
- ?

Questions



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