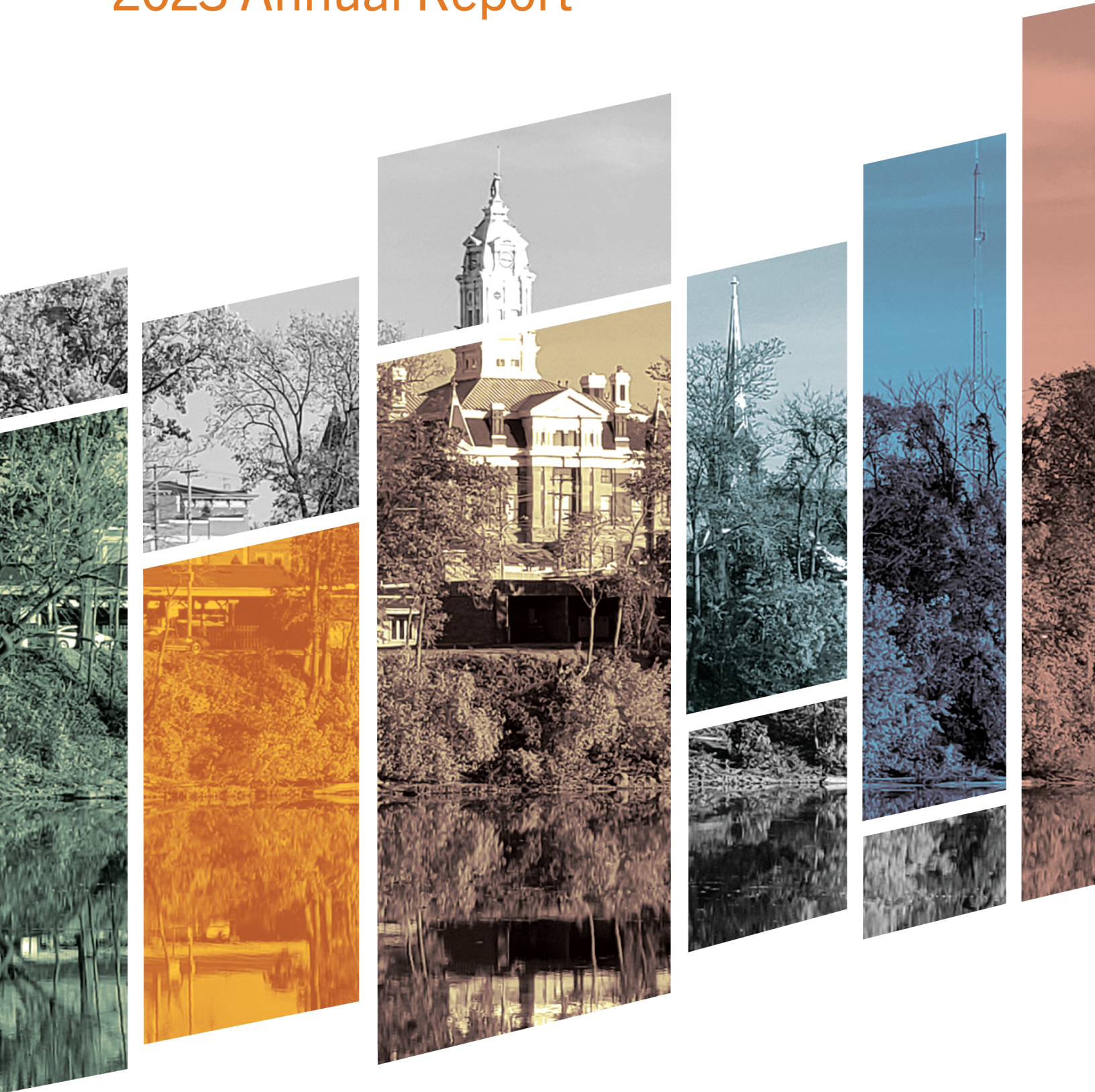


# Efficiency Smart

## 2023 Annual Report



*Many of the photos included in this report are from the 2023 Focus on Community Photo Contest. Featured on the cover is the first-place winner, submitted by Ellie in Napoleon, Ohio.*





# 2023 Highlights

As American Municipal Power, Inc.'s member service for energy efficiency, Efficiency Smart has proven to be an affordable option for participating utilities to meet their power supply needs. From 2021 – 2023, Efficiency Smart saved communities energy at a cost of \$12 per megawatt-hour (MWh), far below the market rate for new power supply.

Through offering information and financial incentives, we work with participating communities and their electric customers to promote energy efficiency improvements. In 2023, our services resulted in customers saving 18,384 annual MWh and 2,759 summer peak kilowatts (kW). Meanwhile, utilities realized nearly \$15.5 million in energy, transmission, and capacity savings.

While we are proud of these results, we realize it's only a part of the equation that creates long-term value in our communities. As a result, we remain committed to embracing continuous improvement, increasing customer satisfaction, building trust, and enhancing customer engagement.

## Customer Satisfaction Results

Efficiency Smart is dedicated to delivering superior customer service for participating utilities and their electric customers. One of the ways we measure our success is through providing customer surveys to program participants.

In 2023, nearly 150 customers responded to program surveys, yielding the following results:

- More than 90% of respondents rated the program that they participated in as “very helpful.”
- 77% of respondents reported a more positive perception of their utility due to its participation in Efficiency Smart, while the remaining respondents were all neutral.
- Efficiency Smart achieved a Net Promoter Score (NPS) of 77 for the year.

The Net Promoter Score is widely regarded as the gold standard for measuring customer experience. The score provides a snapshot of the overall customer experience based on the likelihood of recommending an organization to others. With a score of 77, Efficiency Smart surpasses the excellent threshold (50) and approaches the world-class benchmark (80).

“*The level of personalized service was very helpful and amazing. I highly recommend that people utilize the benefits of Efficiency Smart.*”

- Linda, Bowling Green, Ohio resident

## Appliance Recycling Rewards Pilot

Efficiency Smart's Appliance Recycling Rewards program has proven to be a popular offering for both participating utilities and their residential customers. A part of that success comes from the enhancements we've made to the program in recent years.

We piloted two drop-off events in Bowling Green and Wapakoneta where residents were able to bring their used window air conditioners, dehumidifiers, and mini-fridges for recycling. To boost participation, Efficiency Smart offered attendees an additional \$15 incentive for each unit recycled, along with an entry into a drawing for an energy efficiency kit.

The pilot was a success, with more than 120 residents recycling nearly 250 appliances across the two events. Both pilot communities also recycled more appliances during the drop-off events than they did for the entirety of the previous year's three-month campaign. This helped us achieve a nearly six percent increase in the overall number of units recycled from 2022.



“ Participating in the appliance recycling rewards service made getting rid of an older appliance a no-brainer. The money for recycling the old appliance will certainly help go toward the cost of a newer, more efficient appliance!”

- Connor, Wapakoneta, Ohio, resident

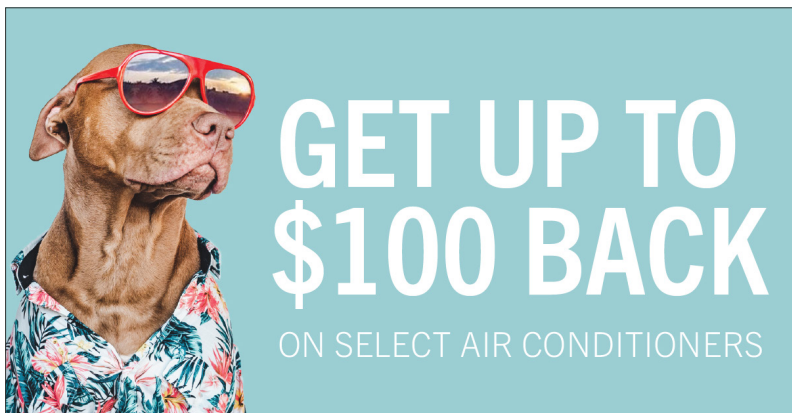




## Home Energy Rebates Expansion

Efficiency Smart regularly monitors emerging technologies and adds new products to programs based on market advancements and customer interest.

In 2023, we expanded our Home Energy Rebates program to include central and window air conditioners. Window air conditioner rebates are particularly beneficial for renters, who tend to have fewer opportunities to make energy-saving improvements in their home.



Additionally, the adoption of heat pump technology—which provides significant MWh and summer peak savings—continued to show growth. Since heat pump rebates were introduced in 2020, their submissions have continued to increase each year, with redemptions nearly tripling in 2023 compared to their inaugural year.

Compared to 2022, Home Energy Rebates produced:

- A 33% increase in MWh savings
- A 24% in summer peak savings
- A 10% increase in the total number of residential rebates redeemed

“ It is nice to have such a great program in our community to help save money on a new purchase of a home appliance.”

- Kathy, Napoleon, Ohio, resident







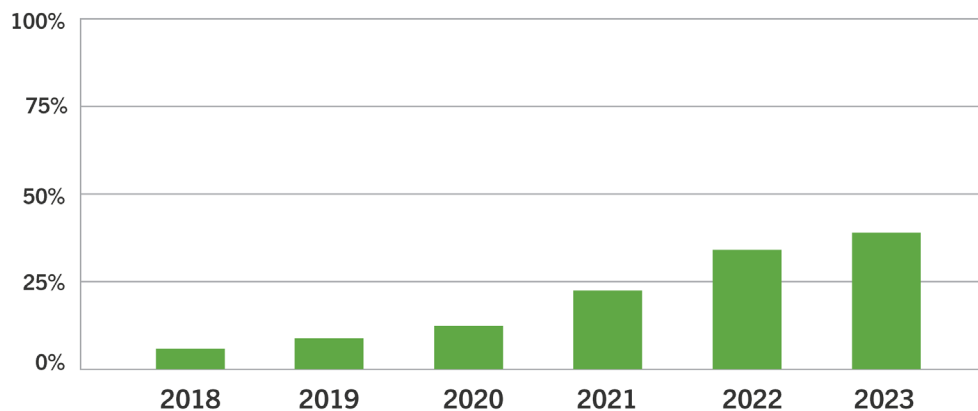
## Growth Beyond Lighting

Establishing trust with businesses paves the way for future collaboration on large-scale projects. We often work with businesses on lighting projects initially and then progress to more complex technologies as our relationship grows.

Over time, more of our energy savings have come from technologies other than lighting. In 2023, lighting projects made up only 63% of our megawatt-hours savings. This is down from 67% in 2022, and 93% in 2018.

Meanwhile, two technologies where we saw a significant uptick in energy savings in 2023 were industrial process and refrigeration projects.

### Percent MWh Savings from Non-Lighting Technologies



“ I have been involved with Efficiency Smart for many years and they have always been most helpful in my projects at a historic building on Main Street Oberlin.”

- Michael Bush, owner of the historic Hobbs building in Oberlin, Ohio. Michael has been working with Efficiency Smart on projects for several years, starting with lighting and most recently completing HVAC upgrades.

# Enhanced Customer Engagement

Efficiency Smart regularly provides program updates, energy-saving tips, and special promotions through social media and other marketing channels.

One example of this is the Extra Credit contest, which gave community members the opportunity to nominate their favorite teacher for a chance to win a home energy efficiency check-up of their home and up to \$750 toward energy efficiency improvements.

Word quickly spread among participating communities, resulting in 60 teachers being nominated from 16 Efficiency Smart communities. The enthusiasm carried into the voting stage, with nearly 1,250 votes cast to determine the winner. Calli Keplinger, an elementary school teacher at Jackson Center Local Schools, took home the top prize. The other finalists were also awarded a home energy efficiency check-up and funds to assist with the recommended energy efficiency upgrades.

Efficiency Smart also launched a series of energy efficiency best practice articles for facility managers and business owners. These articles, designed to be informative and practical, offer real-world solutions based on Efficiency Smart's experience.

Given the diverse energy efficiency needs of businesses, the articles cover a wide range of technology and industry-specific topics. The information served as a starting point for businesses to consider, with Efficiency Smart available to provide further technical assistance customized to their specific operation and goals.

“ It was rewarding to be nominated by parents of my students, and the support from the school and community during the voting phase was awesome! Thanks to the contest, I was able to replace an old appliance with a new ENERGY STAR-certified model that will lower my energy use and environmental impact. Efficiency Smart helped me throughout the process and made everything easy for me.”

- Calli Keplinger, Jackson Center, Ohio teacher and winner of the Extra Credit contest.





## 2023 Results



**\$15,465,433**

TOTAL ELECTRIC  
UTILITY SAVINGS



**2,759 KW**

SUMMER PEAK  
SAVINGS



**18,384 MWh**

ANNUAL  
SAVINGS



**259,435 MWh**

LIFETIME  
SAVINGS



**\$27,612,299**

LIFETIME CUSTOMER  
SAVINGS



**30,782,320 Lbs**

CARBON DIOXIDE  
REDUCTIONS

## 2023 Participants

The following municipal electric utilities received energy efficiency services from Efficiency Smart in 2023:

Bowling Green Municipal Utilities  
Brewster Municipal Electric  
Town of Clayton Electric  
City of Columbiana Electric Department  
Village of Edgerton Electric Department  
Georgetown Public Utilities  
Hillsdale Board of Public Utilities  
Jackson Center Municipal Electric System  
Lakeview Water and Light Company

Lewes Board of Public Works  
Town of Middletown Electric Department  
City of Milford Electric Department  
Village of Minster Utilities Department  
Napoleon Light and Power  
Municipal Services Commission of the City of New Castle  
City of Newark Electric Department  
Oak Harbor Public Power

Oberlin Municipal Light and Power  
City of Seaford Municipal Utilities  
Town of Smyrna Electric Department  
City of St. Marys Municipal Electric System  
Village of Versailles Utilities  
City of Wadsworth Electric and Communication  
Wapakoneta Electric Department  
Village of Wellington Utilities





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