



2022 EFFICIENCY SMART ANNUAL REPORT



2022 HIGHLIGHTS

Efficiency Smart prides itself on being an energy efficiency program that is uniquely designed to serve the needs of municipal electric utilities. Through emphasizing hands-on strategies, embodying high customer service standards, and providing solutions for energy challenges, we deliver energy efficiency services that create long-term value for participating communities and their electric customers.

This past year proved that not only is there an appetite for our services, but that appetite is as strong as ever. As we closed 2022, we nearly reached the annual megawatt-hours (MWh) and kilowatts (kW) saved in the past two years combined. Further, these results exceeded pre-pandemic levels in 2019 and were the strongest totals in six years.

Although our contracts are measured by the MWh and kW savings we deliver for participating communities, the enthusiasm for energy efficiency and our services were displayed in many ways that went beyond energy savings alone.

Renewal and Expansion

The 11 communities that have participated in Efficiency Smart since it launched in 2011 all chose to renew their participation for an additional three-year period. In addition, Hillsdale became the second community from the state of Michigan to date to participate in the program.

“Numbers-wise, Efficiency Smart definitely makes sense. It’s cheap power and it’s not a big risk because of the guarantees the program makes on meeting three-year goals. Efficiency Smart has got it down, they know what they’re doing, and they’ve always met our goals over the last four cycles.”

- Lance Willard, Columbiana City Manager



Deeper Relationships

Lighting remains a natural entry point for energy efficiency projects since it tends to be lower cost and easier to install. As companies develop trust in Efficiency Smart and the cost-effectiveness of our recommendations, they often progress to more complex technologies and system upgrades.

More of our energy savings are now coming from technologies other than lighting. Since 2018, we have seen the percentage of non-lighting projects continue to increase each year. In 2022, more than 32% of savings were from technologies other than lighting, a 47% increase from 2021.

“Efficiency Smart and the Bowling Green electric utility have always been with us. It’s more than transactional; it has always been a partnership.”

- John Johnson, General Manager, Southeastern Container



Customer Satisfaction

Efficiency Smart introduced new customer surveys for its residential and business programs at the start of 2022. The purpose of these revamped surveys was to give customers a short and simple forum to provide feedback on our services and help ensure that we are meeting their needs.

Customers shared the following feedback about our services:

- When asked how helpful the program was, more than 95% of respondents gave the program the top rating of “Very Helpful”
- When asked how likely they were to recommend the program to a friend or neighbor on a scale of 0-10, with 10 being “Extremely Likely,” respondents gave an average rating of 9.4
- When asked if they view their utility more favorably because of the Efficiency Smart service in which they participated, all respondents at least viewed their utility the same, while more than 80% of them now view their utility more favorably

“The Efficiency Smart program is such a benefit for communities! We have received low cost lightbulbs, conveniently recycled old appliances, and gotten rebates for purchasing new replacement appliances. Thank you!”

- Allison, Versailles, Ohio

Program Engagement

From our website to newsletters to social media, we continue to provide energy-saving tips, special promotions, and program information where customers are spending more time: online.

An example was the Energy for Good contest hosted on our Facebook page. The contest gave nonprofits an opportunity to win up to \$5,000 towards energy efficiency improvements while raising awareness of the services Efficiency Smart provides.

The contest generated more than 2,000 clicks, shares, likes, and comments on Efficiency Smart’s Facebook page with 90 community members nominating local nonprofits. There was a groundswell of support for the finalists, but in the end, Extended Housing earned the most votes and won the grand prize.

Extended Housing, whose mission is to prevent and end homelessness for individuals with serious mental illness, used the additional funds to complete an LED lighting upgrade at its Painesville, Ohio, facility.

Campaigns like the Energy for Good contest helped drive more interest and awareness towards our services. Compared to 2021, we realized the following increases in 2022:

- 36% increase in overall webpage traffic
- 74% increase in Facebook followers
- 21% growth in residential e-newsletter subscribers

“The Delaware Municipal Electric Corporation (DEMEC) selected Efficiency Smart as our energy efficiency provider because of its specialization with municipalities and their electric customers. Since we’ve worked with Efficiency Smart, we found that they continuously find new ways to engage with customers and promote services, including unique offerings like the Energy for Good contest.”

- Scott Lynch, DEMEC Vice President of Asset Development

Appliance Recycling Rewards



One of the most popular residential promotions in 2022 was the Appliance Recycling Rewards seasonal promotion.

From July through September, residents received a \$100 reward for each refrigerator, freezer, dehumidifier, or window air conditioner responsibly recycled through our program.

The promotion was met with great enthusiasm, as more than 700 units were scheduled for pickup during the three-month promotion, a five percent increase over last year's strong results.

“ The Efficiency Smart program helped me to realize the cost savings of upgrading my older appliances with new more efficient ones and gave me money for them to haul the old stuff away! Win-Win for me!!”

-Roy, Minster, Ohio

Efficiency Smart is committed to providing accessible services that create tangible benefits for participating municipal electric systems and their customers. We look forward to working together to build a sustainable energy future.

2022 RESULTS



3,462 kW

SUMMER PEAK SAVINGS



300,415 MWh

LIFETIME SAVINGS



\$17,665,545

TOTAL ELECTRIC UTILITY SAVINGS



35,917,348 Lbs

CARBON DIOXIDE REDUCTIONS



21,699 MWh

ANNUAL SAVINGS



\$28,987,707

LIFETIME CUSTOMER SAVINGS



GREENLITE LEDs NOW 99¢

Look 10 bulbs per customer at fluorescent prices. While supplies last.

Efficiency Smart provides discounts on LEDs to help you save energy and money on your electric bill.

Available Greenlite ENERGY STAR® Certified Options

- Standard LED Lightbulbs
- LED Globe Lightbulbs
- Dimmable LED Candelabra Lightbulbs
- Dimmable Interior Flood Lightbulbs



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