

An aerial photograph of a town. In the upper left, there is a large green sports field with a baseball diamond and a soccer field. A tall, white water tower stands prominently in the center-left. Below the field are several large, low-rise buildings, possibly a school or government complex. A main road runs vertically through the center-right of the image, lined with trees and some commercial buildings. Residential houses with green roofs are visible in the lower-left quadrant. The overall scene is a mix of urban and suburban development with significant green space.

Efficiency Smart[®]

2025 Annual Report

Efficiency Smart® remains the most cost-effective option for participating American Municipal Power Member utilities to help meet their power supply needs.

From 2023 to 2025, Efficiency Smart saved communities energy at \$14 per megawatt-hour (MWh) and at \$4 per kW-month. Both are far below market rate.

Efficiency Smart provides technical advice and financial incentives to participating communities and their electric customers to help them make energy-efficient improvements. In 2025, customers saved 16,950 annual MWh and 2,437 summer peak kilowatts (kW). As a result of these improvements, participating utilities will realize more than \$20 million in energy, transmission, and capacity savings.



In 2025, contracts for 18 of the 25 communities participating in Efficiency Smart were up for renewal, and all 18 chose to continue their participation. Efficiency Smart also welcomed Dover, Delaware, which began services on July 1. With the addition of Dover, all nine Delaware Municipal Electric Corporation (DEMEC) member utilities now participate in Efficiency Smart. Both Clinton, Michigan, and Marshall, Michigan, also elected to join the program in 2025, with services beginning in 2026.

“Efficiency Smart has helped me understand the efficient way to save electricity by using products that use less energy but give you the same output.

- Vipul, Residential Customer, Middletown

These renewals and new enrollments demonstrate the proven value of energy efficiency and the effectiveness of Efficiency Smart's approach. The program's impact is also reflected in customer feedback. Over the past three years, the program has achieved an average Net Promoter Score of 82. In addition, survey data shows that participation in Efficiency Smart significantly enhances customers' perception of their local utility.



As it completed its 15th year of service, Efficiency Smart is proud of its long-standing partnership with AMP and values the continued trust of AMP and its Member utilities. Whether a community is new to Efficiency Smart or has participated since the beginning, the program remains committed to helping utilities meet their power supply needs while providing exceptional customer service, driving engagement, and supporting local economic development.

2025 Highlights

- Achieved a Net Promoter Score of 84.
- Ran a window air conditioner incentive increase promotion, which drove a 533% increase in rebates claimed compared to 2024.
- Recycled more appliances through the Appliance Recycling Rewards program than in any previous year.
- Broadened energy efficiency projects for businesses, with non-lighting technologies accounting for more than 40% of total energy savings.



“ Thanks to Efficiency Smart, we were able to improve our lighting, reduce our energy use, and invest in the long-term sustainability of our business. This kind of support not only benefits businesses like ours but also strengthens the community as a whole. We couldn't be happier with our experience.

- Victor Robinson, Ben Franklin and MindFair Books, Oberlin



2025 Results



\$20,291,946

TOTAL ELECTRIC
UTILITY SAVINGS



2,437 kW

SUMMER PEAK
SAVINGS



16,950 MWh

ANNUAL SAVINGS



223,154 MWh

LIFETIME SAVINGS



\$24,231,595

LIFETIME CUSTOMER
SAVINGS



28,818,903 lb

CARBON DIOXIDE
REDUCTIONS

2025 Participants

The following municipal electric utilities received energy efficiency services from Efficiency Smart in 2025:

Bowling Green Municipal Utilities
Brewster Municipal Electric
Town of Clayton Electric
City of Columbiana Electric
Department
City of Dover Electric
Village of Edgerton Electric
Department
Georgetown Electric Department
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
Minster Electric Department
Napoleon Power & Light
Municipal Services Commission of
the City of New Castle
City of Newark Electric Department
Oak Harbor Public Power

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