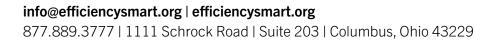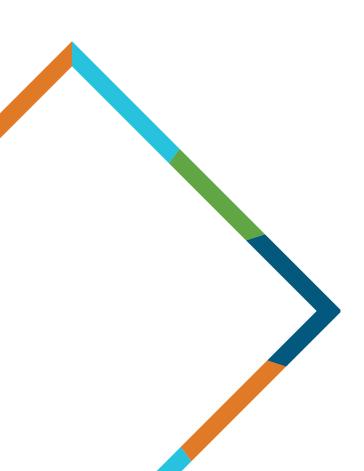# 2020

ANNUAL REPORT

EFFICIENCY
SMART™

Efficiency Smart evolves its services to meet the needs of participating communities. That's why we adapted quickly and launched several new services to help residents, businesses, and communities navigate the COVID-19 pandemic.

As many residents and businesses struggled from economic pressures, it became more important than ever for customers to control their energy use and save money. This spurred us to provide meaningful solutions for our participating communities through:

- Shifting to operating remotely to serve customers safely and with minimal disruptions
- Focusing on customers particularly impacted by the pandemic
- Providing new ways to reach customers and guide them towards lowering electric consumption

◈ TAKING ACTION TO SUPPORT COMMUNITIES

SUPPORTING SMALL BUSINESSES

Since upgrading to LEDs is a simple way to reduce energy costs, Efficiency Smart increased incentives by an average of more than 50 percent for small businesses that purchased them from designated local vendors and contractors. This made upgrading to LEDs more affordable and encouraged a second round of local economic activity through the use of these designated vendors. Phelan Insurance Agency in Versailles, Ohio, hired one of its clients, a local electrician, to install LEDs in its office.

"We were frequently replacing failing lights, which increased our maintenance costs. Efficiency Smart provided an affordable solution that reduced our costs and enabled us to support a business in our community"

- Jeff Francis, Chief Operating Officer and Executive Vice President, Phelan Insurance (Versailles, Ohio)

ENHANCING OUTREACH TO VULNERABLE COMMUNITIES

We expanded our work with community action agencies and developed additional partnerships with food banks, senior centers, and schools in 2020. As a result, we provided 25% more free energy efficiency kits to those in need than in 2019.

We are proud to partner with Efficiency Smart to provide LEDs to those who frequent our food pantry. While finances are tight for many, those who struggle to afford food also struggle to afford energy-efficient lightbulbs. The free LEDs from Efficiency Smart has helped our clients save on their electric bills and allowed them to allocate more funds towards other necessities.

- Denise Breyley, Director, St. Patrick Helping Hands Food Pantry (Wellington, Ohio)

Efficiency Smart also helped community action agencies upgrade their facilities with more energy-efficient lights. For example, Kent-Sussex Industries, Inc., (KSI), a nonprofit agency that provides services to individuals with disabilities, upgraded its lighting fixtures to LEDs. KSI will save nearly $1,500 annually and $25,000 over the lifetime of the LEDs, resulting in more funds available to serve the community.

Efficiency Smart provided the expertise and funding to help KSI replace more than 80 light fixtures to complete our transition to LED lighting. We appreciate the knowledge, professionalism, and guidance Efficiency Smart provided and look forward to working with them in the future.

- Shawn Bowman, Director of Facilities Management, KSI

INCREASING ENGAGEMENT WITH RESIDENTS

Residents spent more time at home and online in 2020, which led to increased energy use. To help, Efficiency Smart shared low and no-cost energy-saving tips and program information more frequently through digital channels such as emailed newsletters and social media platforms. We also launched the Home Energy Challenge, which rewarded residents with free energy-saving products for learning about their electric use and committing to lowering it.

Thank you for offering this challenge! It's perfect for what I'm trying to teach my kids.

- Justin, Wadsworth, Ohio resident

INTRODUCING THE ONLINE HOME ENERGY ASSESSMENT

Efficiency Smart launched a free online tool to help residents evaluate their electric use and identify energy efficiency opportunities. This tool also matched residents with available financial incentives that could make upgrades more affordable.

EXPANDING APPLIANCE RECYCLING

We introduced appliance recycling for Delaware residents, offering contactless pickup and a financial reward for dehumidifiers, freezers, refrigerators, and room air conditioners. Dehumidifiers and room air conditioners made up 65% of the appliances recycled, proving to be popular options.

OFFERING FREE SHIPPING

We paid the shipping costs on energy-saving products ordered from our Online Savings store, making products more accessible for those not wishing to leave home. This led to a 26% increase on items purchased compared to 2019.

AUGMENTING GUIDANCE FOR RENTERS

Efficiency Smart's customer support team developed energy-saving tips specifically to help renters, building on the broader residential Electric Bill Advice program that launched in 2019.

CONTINUING TO DELIVER CORE SERVICES

We have proven programs that help residents save energy and money and improve their home's comfort. This was evident during the pandemic as many residents focused on home improvement projects. The Home Energy Rebates program guided residents towards energy-efficient products and made purchasing these items more affordable. This resulted in a 35% increase in residential rebates compared to 2019.

Additionally, partnerships with local retailers made LEDs available for $0.99 in participating communities. Efficiency Smart drove the sale of more than 26,500 LEDs, providing a boost in sales for local retailers while helping residents save on electric costs.

◇ 2020 KEY HIGHLIGHTS

We helped residents and businesses save 8,935 megawatt-hours (MWh) annually through energy efficiency upgrades. These savings are the equivalent of removing the annual electric use of 1,070 homes. This will result in customer savings of more than $10.5 million over the lifetime of the installed products.

Participating utilities also saved more than $7 million in 2020. This helps keep electric costs low and allows utilities to pass savings onto their electric customers.

Electricity Savings
1,070 homes

Participating Utilities Savings
$7 million

◇ MOVING FORWARD

Efficiency Smart has a track record of delivering value for participating utilities. Wapakoneta, Ohio, recognized this when the community decided to join Efficiency Smart in 2021 to address rising transmission costs and to help residents and businesses navigate a challenging economic climate. Similarly, four communities in the state of Delaware renewed their Efficiency Smart participation for an additional three years after experiencing the benefits of participating. One of those communities, Milford, Delaware, upgraded its participation from the Basic Performance Contract to a High-Performance Contract.
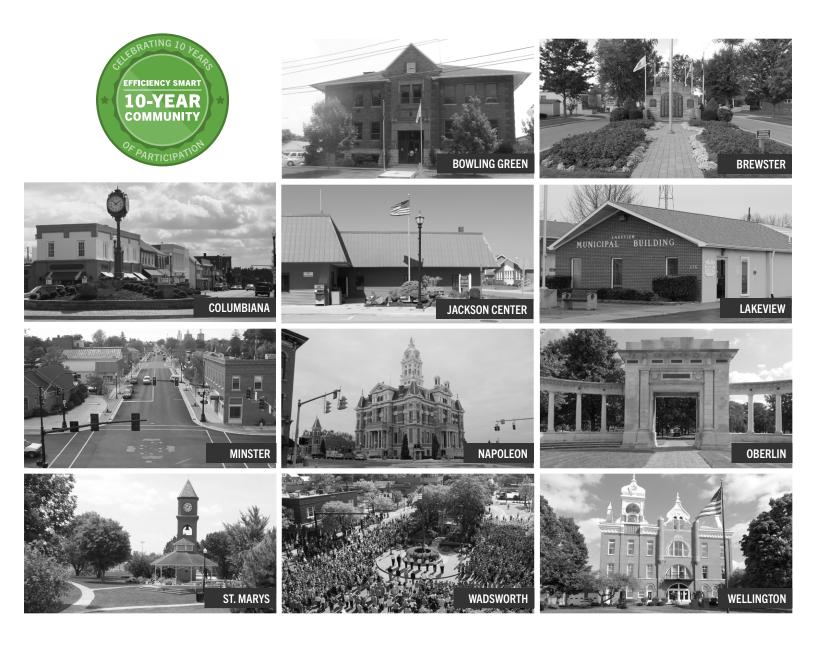
Whether it's working with customers during a pandemic or helping them emerge from it, Efficiency Smart will continue to adapt its services to meet the needs of its participating communities. We are committed to making our services accessible and driving local economic activity in our participating communities.

◇ A DECADE OF SERVICE

Efficiency Smart marked its 10th year of serving American Municipal Power, Inc. (AMP) member utilities in 2020. Over the past 10 years, we have helped more than 77,000 customers of 65 AMP member utilities across four states complete energy efficiency improvements.

These energy-saving projects have resulted in annual savings of more than 246,850 megawatt hours, annual savings of nearly $21 million, and will result in savings of more than $275 million over the lifetime of the installed energy-saving products.

From the first residential rebate check issued in 2011 to the one-millionth energy-efficient product installed in 2020, Efficiency Smart has been proud to serve as the energy efficiency guide for AMP's member communities. We look forward to continuing to make an impact for many years to come.

CELEBRATING 10 YEARS

EFFICIENCY SMART
10-YEAR COMMUNITY

OF PARTICIPATION

BOWLING GREEN

BREWSTER

COLUMBIANA

JACKSON CENTER

LAKEVIEW

MINSTER

NAPOLEON

OBERLIN

ST. MARYS

WADSWORTH

WELLINGTON

◇ 2020 RESULTS

$7,009,993
TOTAL ELECTRIC UTILITY SAVINGS

1,417 kW
SUMMER PEAK kW SAVINGS

8,935 MWh
ANNUAL MWh SAVINGS

110,123 MWh
LIFETIME MWh SAVINGS

$10,529,378
LIFETIME CUSTOMER SAVINGS

15,287,553 LBS
CARBON DIOXIDE REDUCTIONS