



# Efficiency Smart

2024 Annual Report



# Efficiency Smart is a cost-effective option for participating American Municipal Power Member utilities to meet their power supply needs.



**From 2021 – 2024, Efficiency Smart saved communities energy at a cost of \$12.96 per megawatt-hour (MWh), far below the market rate for new power supply.**

Efficiency Smart provides technical advice and financial incentives to participating communities and their electric customers to empower them to make energy-efficient improvements. For improvements completed in 2024, customers will save 12,709 MWh annually and will reduce summer peak by 2,065 kilowatts (kW). Meanwhile, utilities will realize \$11.5 million in energy, transmission, and capacity savings.

In addition to meeting our contractual goals, we remain committed to adding value in key areas that resonate with municipal electric utilities. This includes providing exceptional customer service, driving engagement, and fostering economic development in participating communities.

**“... Efficiency Smart is very knowledgeable and extremely helpful! They helped me choose the best lighting options and handled getting the rebate checks for the projects that are eligible. You will not be sorry contacting Efficiency Smart for help.”**

— Business customer from Newark, Delaware



## 2024 Highlights

- ✓ Doubled the number of Appliance Recycling Rewards pickup events from 2023
- ✓ Expanded the local retail initiative to include new types of discounted products at local retailers
- ✓ Eliminated barriers to energy efficiency for local volunteers through the Premier Volunteer Contest
- ✓ Achieved a milestone of 20 consecutive community renewals
- ✓ Received a Net Promoter Score (NPS) of 83 (NPS measures customer satisfaction on a scale of -100 to +100)

“The program is informative and easy to use. It also offers great discount options for energy-efficient appliances and items.”

— Residential customer from Bowling Green, Ohio



# 2024 Results



**\$11,554,217**  
TOTAL ELECTRIC  
UTILITY SAVINGS



**2,065 kW**  
SUMMER PEAK  
SAVINGS



**12,709 MWh**  
ANNUAL  
SAVINGS



**164,207 MWh**  
LIFETIME  
SAVINGS



**\$19,461,687**  
LIFETIME CUSTOMER  
SAVINGS



**20,799,978 lb**  
CARBON DIOXIDE  
REDUCTIONS

## 2024 Participants

The following municipal electric utilities received energy efficiency services from Efficiency Smart in 2024:

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