

# Efficiency Smart

## Enhancing Municipal Electric Utilities

**Efficiency Smart is the least expensive way to meet your power supply needs. The program has proven to reduce power supply costs while adding benefits that no other form of power supply provides.**

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Efficiency Smart is designed to address the challenges and serve the unique needs of municipalities and their customers. Efficiency Smart adds value in several ways, from driving customer engagement and satisfaction to creating a powerful tool for business retention and attraction.



**For Residents:** We help homeowners and renters lower their electric bills and make their homes more comfortable. This includes guidance on how to reduce electric use and rebates for energy-saving products.



**For Businesses:** We assign each of our communities a dedicated account manager who, along with our engineering consultants, works in person to guide businesses through all phases of their energy efficiency projects. This includes identifying and prioritizing opportunities to save energy, reviewing proposals, recommending solutions, and more.



**For Municipalities:** We offer the same services to help municipalities reduce their electric use as we do for businesses, including assistance for city buildings, street lighting, and water and wastewater treatment facilities.



**For Communities:** Our staff works within communities to build relationships with contractors, retailers, community agencies, and other key stakeholders. These partnerships help us to engage customers locally and leverage any additional energy efficiency and peak reduction opportunities that are available.

## Truth in Numbers

Efficiency Smart is the most affordable way to meet your utility's power supply needs, regardless of your current power supply portfolio.

Efficiency Smart is a tool to help your utility save money. Energy efficiency reduces costs, it reduces waste, and it reduces the overall rate at which you buy power. Simply put, the least expensive form of power is the one that you don't have to buy.



**\$14**  
per MWh

From 2023-2025, Efficiency Smart saved energy at less than \$14 per MWh—far below the market rate for new power supply.

## Fueling Customer Engagement and Satisfaction

Helping utility customers save energy and money is certainly a driver of customer satisfaction. However, there are many additional ways we engage with customers and influence their level of satisfaction with our program and your utility.



Our program surveys show that **over 80% of responding customers** evaluate their utility more favorably because it participates in Efficiency Smart.

Providing customers with the information they need to meet their energy-saving needs and control their costs is at the core of what we do, but it's how we do it that often leaves a lasting impression. We treat individuals and businesses like people rather than applicants or account numbers. This personalized touch reflects the values and service level of public power.

Having a strong local presence is critical for our hands-on, consultative approach to succeed. To this end, Efficiency Smart staff are located in and around the communities we serve, which allows us to interact directly with your customers. We also connect with customers across several other means, such as through our social media channels and our customer support team.

Our proactive engagement with your customers allows us to build trust and loyalty with our program and your utility. We learn about your customers' challenges so that we can help you solve problems or stop them before they materialize. Our participating communities view our team as an extension of their utility because we build relationships with their customers and share valuable customer insights and feedback with them.

Ultimately, participation in Efficiency Smart demonstrates the utility's investment back in the community.





## Bolstering Economic Development

Whether your community is looking to attract new businesses, retain existing ones, or simply help those businesses that already call your town home continue to grow and prosper, Efficiency Smart will work closely with your municipality to make your economic development efforts a success.

### Keeping Existing Businesses Prosperous

Efficiency Smart is a tool for your community to retain and grow existing businesses. We provide companies with the technical advice and financial incentives they need to reduce costs and become more competitive and resilient. This frees up funds for businesses to reinvest in your community through facility expansion or job creation. Additionally, Efficiency Smart offers targeted programs that encourage spending locally.

### Attracting New Businesses

An effective energy efficiency program can be a key selling point when a business is deciding between multiple locations. That's why communities with Efficiency Smart commonly include the program as part of the sales package when working to attract a new business. Businesses understand the impact that energy costs can have on their bottom line. Efficiency Smart gives your municipality a leg up over the competition.

### Helping Businesses Achieve Sustainability Goals

For companies that either have or want to define sustainability goals, Efficiency Smart can support them in these endeavors. Energy efficiency often plays a leading role in companies' sustainability efforts, and having a comprehensive energy efficiency program can help them achieve their goals.

Efficiency Smart can also enable your municipality to achieve recognition for responsible energy stewardship. For example, participation in Efficiency Smart helps municipalities meet the criteria for the American Public Power Association's Smart Energy Provider designation.



## Program Options

Efficiency Smart offers energy and peak reduction goals with MWh and kW savings guaranteed at 70% of your utility's established goal. All claimed savings undergo independent savings verification through a third-party evaluation, measurement, and verification company hired by American Municipal Power (AMP). The table below highlights the performance options available to your community and the rate and deliverable for each option.

## Performance Options

Service Option	Rate	Rate Basis	Deliverable
Enhanced Performance	\$1.65	Most recent year's retail electric sales (MWh) data	0.5% annual load and 0.6% annual peak reduction
High Performance	\$1.40	Most recent year's retail electric sales (MWh) data	0.5% annual load and 0.4% annual peak reduction
Basic Performance	\$0.90	Most recent year's retail electric sales (MWh) data	0.25% annual load reduction
Commercial & Industrial (C&I)	\$1.30	Most recent year's C&I retail sales (MWh) data	0.5% annual C&I load reduction

*Efficiency Smart is AMP's Member service for energy efficiency and peak reduction. VEIC, a nonprofit organization that has worked in partnership with AMP since 2008, administers Efficiency Smart on behalf of AMP. Since 2011, Efficiency Smart has served more than 65 of AMP's Member utilities in Delaware, Michigan, Ohio, and Pennsylvania.*

## Get Started with Efficiency Smart

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