

ANNUAL REPORT

2021



2021 HIGHLIGHTS

Efficiency Smart provides services that create long-term value for its participating communities. As we closed 2021 with more than 13,000 MWh and 2,000 summer peak KW savings, we reached a significant milestone that highlights the economic value of our services: surpassing \$200 million in energy, capacity, and transmission cost savings for participants since services began in 2011.

These savings keep costs down for electric customers, which has proven to be especially valuable during the uncertainties brought on by a pandemic. This was demonstrated in 2021 through:

- Two Ohio communities, Oak Harbor and Wapakoneta, choosing to subscribe to Efficiency Smart
- Four Delaware communities, Clayton, Milford, New Castle, and Seaford renewing their participation in Efficiency Smart
 - ♦ Milford chose to upgrade its participation from the Basic Performance contract to a High-Performance contract

With the successful completion of Clayton, Milford, New Castle, and Seaford's contracts, Efficiency Smart also reached its 100th consecutive savings performance guarantee. To date, Efficiency Smart has met 102 out of 102 performance guarantees.

Increasing Customer Engagement

Customers turn to their local utility for information about how to control their electric use. Efficiency Smart serves as an extension of the local utility by helping customers learn more about how they use energy and the steps they can take to save in their home or business.

Through robust social media promotions, an increased focus on digital advertising, and regular e-newsletters, we reached more people and raised awareness of our services. In 2021, we saw:

- A 104% increase in unique website visitors and a 22% increase in time spent on our website
- A 430% increase in engagements (post clicks, likes, shares, and comments) and a 479% increase in people reached on our Facebook page

Tip Jar Contest

Efficiency Smart launched the Tip Jar contest on its Facebook page to give restaurants, a group that was particularly impacted by the pandemic, an opportunity to win up to \$1,000 towards energy efficiency improvements.

Community members were asked to nominate their favorite local and independently owned restaurants to win. To help encourage participation and to offer additional support to these businesses, Efficiency Smart randomly selected three people to win a gift card to the restaurant they nominated. The gift cards were awarded to residents in New Castle, Delaware, Bowling Green, Ohio, and Edgerton, Ohio.

Over the course of the contest, the Tip Jar posts received nearly 1,000 likes, shares, and comments. Call of the Canyon in Bowling Green, Ohio, collected the most votes and won the grand prize. Due to the overwhelming support for the local restaurants, Efficiency Smart also offered consolation prizes to the other finalists: The Palace in Milford, Delaware, Flavors Around the Square in Painesville, Ohio, Every Fiber Coffee Company in Seaford, Delaware, and The Sub Station in Wadsworth, Ohio.



"Efficiency Smart's Tip Jar Contest is a great example of how Efficiency Smart helps the Chamber of Commerce achieve its mission to support the development of successful businesses within the Bowling Green area. Efficiency Smart is a strong partner in helping us support Bowling Green businesses and the community's economic development efforts."

*- Mary Hinkelman, Executive Director,
Bowling Green Chamber of Commerce*

Improving Services to Increase Savings

Home Energy Rebates

As indoor air quality has become increasingly top of mind, we introduced a new rebate for air purifiers. We also increased incentives on heat pump water heaters, dehumidifiers, and smart thermostats to boost summer peak demand savings. This resulted in a 35% increase in rebates for these products compared to 2020.

Online Savings

We revamped our online store to add advanced power strips, dehumidifiers, and air purifiers. We also worked with manufacturers to run several promotions on smart thermostats, resulting in a 381% increase in thermostats purchased compared to 2020.

Appliance Recycling Rewards

We navigated contractor challenges brought on by the pandemic to reintroduce the popular Appliance Recycling Rewards program in Ohio. This, combined with a strong promotional campaign tied to an incentive increase resulted in the most units recycled in a single year since 2013.

2021 DATA SECTION



\$10,183,478

TOTAL ELECTRIC UTILITY SAVINGS



2,019 kw

SUMMER PEAK kW SAVINGS



13,243 MWh

ANNUAL MWh SAVINGS



\$16,983,180

LIFETIME CUSTOMER SAVINGS



21,994,983

CARBON DIOXIDE REDUCTIONS (pounds)



