



Efficiency Smart is a portfolio of energy efficiency services offered to a network of public power communities who are members of American Municipal Power, Inc. (AMP). The program assists residential, commercial and industrial customers in lowering their power bills by providing technical assistance and financial incentives for equipment and systems that improve electrical efficiency. The program will also help to keep power bills lower for everyone by avoiding higher priced power in the future.



## WHAT IS THE GOAL?

**WORKING TOGETHER  
TO SAVE MONEY FOR  
HOMES & BUSINESSES**

Forty-seven municipalities have elected to join Efficiency Smart in order to achieve a specified energy savings target by the end of 2013.

Each community's savings target is based on the characteristics of the community. The savings from energy efficiency will be cost-effective and cheaper than new power supply costs.

All residential, commercial and industrial customers of the community are eligible to receive services; however, participation in the program is completely voluntary.

# HOW EFFICIENCY SMART OPERATES

## For Your Home

There are many efficient products that can save you money right away:

- **Compact Fluorescent & LED Lights**
  - A full range of light bulbs including interior, exterior, recessed and dimmable
  - 30% to 50% off the retail price for qualifying products
  - Reduced pricing available in your community starting in the Spring of 2011
  - For more information about home lighting, use the following Efficiency Smart online store: [www.efi.org/efficiencysmart](http://www.efi.org/efficiencysmart)
- **Efficient Refrigerators & Clothes Washers**
  - Upgrade at the time of purchase to an energy efficient appliance for a \$50 rebate
  - Rebate forms are available at: [www.energysmart.org/for\\_your\\_home](http://www.energysmart.org/for_your_home)
- **Secondary Refrigerator & Freezer Retirement**
  - Do you have a second working refrigerator in the garage or basement? Turn it in and receive \$35 in return!
  - Visit [www.energysmart.org](http://www.energysmart.org) or call 877-341-2192 to schedule a FREE pick-up today!

## For Your Small to Medium-Sized Business

Getting ready to expand, upgrade or replace some failing equipment? Now is the time to upgrade to higher efficiency:

- Check out the Efficiency Smart rebate incentive forms for over 75 types of rebates for lighting and lighting control, efficient motors, electric heating, cooling and ventilation equipment and other measures
  - Rebate forms are available at: [www.energysmart.org/for\\_your\\_business](http://www.energysmart.org/for_your_business)

## For Large Commercial, Institutional, Government & Industrial Enterprises

- Efficiency Smart offers completely customizable services and incentives for existing or new facilities that use over 500,000 kWh of electricity annually
- Contact us with your project or plans, or call to discuss how we can work with your business with one of our Key Account Managers

## ARE YOU PLANNING AN EXPANSION, UPGRADE OR REPLACEMENT RIGHT NOW?

We are available to talk with you about your 2011 projects right now.

- Look for special promotions starting in March of 2011
- Check your utility bill insert and local papers for special promotions that will be coming to your community

Visit the website at

[www.energysmart.org](http://www.energysmart.org)  
or call 877-889-3777



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