



*"Saving you money while saving our environment"*

**Senate Energy & Natural Resources Committee**  
**November 29, 2016**  
**Opponent Testimony- Senate Bill 320**  
**Greg Smith, CEO of Energy Optimizers, USA**

Chairman Balderson and Energy & Natural Resources Committee Members:

Thank you for the opportunity to share my concerns about the efforts in Ohio to drastically modify Ohio's energy efficiency standards. We have continued to monitor the activity and are greatly concerned about the efforts currently being considered.

To make the energy efficiency standards "goals" instead of requirements would essentially gut support for our industry. What you are considering today will have a drastic negative impact on my business as well as that of tens of thousands of others who are dedicated to the energy efficiency industry.

I am the founder and CEO of Energy Optimizers, USA based in Tipp City, Ohio. We specialize in helping Ohio schools, government agencies, and commercial/ industrial facilities identify, finance, and implement energy saving projects. We are a turnkey solutions provider of energy savings projects with an objective to save our customers operating costs while providing a positive cash flow after the cost of implementing the projects is complete.

Make no mistake—this issue is about jobs and economic impact to the State of Ohio. Our company alone has been responsible for creating over 400 jobs since 2011. We have saved over \$25M for Ohio K-12 schools. We have also saved over 365 teacher jobs with the savings we have created for local school districts.

According to the Clean Jobs Midwest survey, Ohio boasts over 78,000 energy efficiency jobs, growing the sector by 39% and making the state a leader in manufacturing energy efficiency products. These changes would be a huge step back for our industry.

I recognize that the SB221 program has positioned Ohio as a national leader in Renewable Energy and Energy Efficiency standards. While it is not a perfect program, I strongly oppose the language in this legislation which makes damaging modifications.





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The SB 221 program has created jobs, reduced consumer costs through energy efficiency and allowed the state to retain young professionals to stay employed in our state. By initiating the freeze, thousands of people who work in these industries were negatively impacted. Now is the time to correct this.

However, making these standards "goals" is not the way to achieve this.

Investor owned utilities are monopolies. They have no incentive to respond to customers wishes without standards. The customers have to use them. Unfortunately, we need carrot and stick incentives to get them to respond to customer needs. "Goals" will allow the large utility companies to run roughshod over their individual and small company customers. Standards make them have some consideration for their customers, not just their investors.

Energy efficiency and renewable energy will continue to be a high growth market niche in the United States and the world. For our legislators to negatively modify the clean energy standards, which were purposely set to be obtainable without placing a large burden on utilities and consumers, would be ill-advised. It will be detrimental to the state of Ohio's economy and our future.

I do believe that the SB 221 program needs to be modified. I also believe that the utility companies, operating as for-profit organizations, should have the ability to be made "whole" for their revenue losses as a result of the requirements set by the SB 221 program and/or the modified legislation, including shared savings.

Please stand up for those of us in the energy industry and oppose this damaging effort to reform energy efficiency standards.

Thank you for the opportunity to share the impact of this legislation on the energy efficiency industry.