



Energy Efficiency Program: *Educational Outreach and Partnerships*

Presented by:

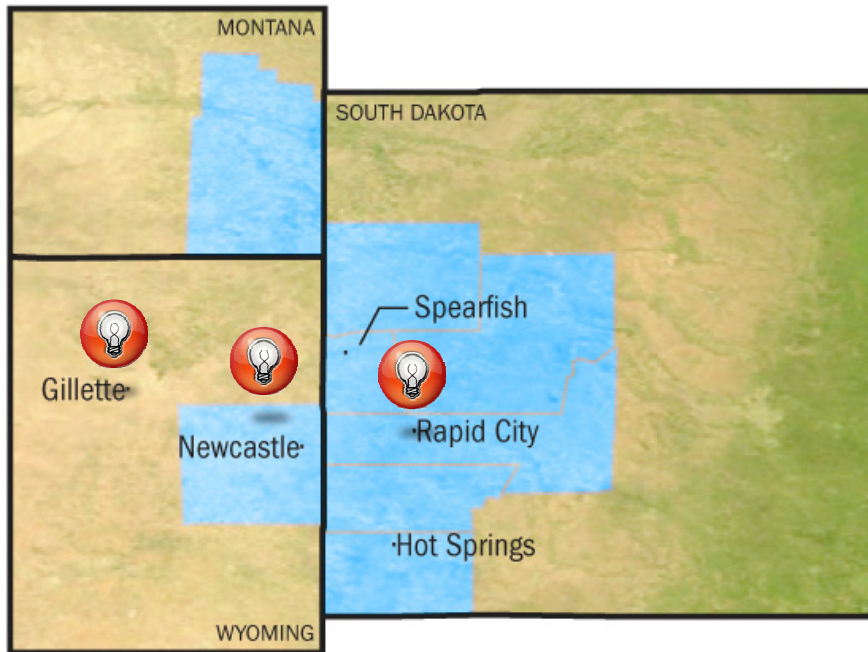
Mutch Usera

Director, Energy Services & External Affairs

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Black Hills Power



- **Total Customers: ~69,000**
 - Residential: ~54,000
 - Commercial/Industrial: ~12,000
 - Other: ~3,000
- **Employees: ~343**
- **BHP owned transmission line miles: ~497**
- **Distribution line miles: ~2,834**
- **Jointly owned transmission line miles: ~47**
- **Power Generation located in Rapid City, SD, Gillette, WY and Osage, WY**

Communities We Serve:

South Dakota

- Belle Fourche
- Box Elder
- Custer/Hill City/Keystone
- Deadwood/Lead
- Hot Springs/Edgemont
- Newell/Nisland
- Rapid City
- Spearfish
- Summerset
- Sturgis
- Whitewood

Wyoming

- Colony
- Newcastle
- Osage
- Upton

Montana

- Alzada
- Belle Creek

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Educational Outreach & Partnership

Objective:

To bring awareness and understanding to our customers, including trade and community organizations, about the wise use of energy.



Target Audiences

- Residential Customers
- Commercial and Industrial Customers
- Trade Allies – Builders, Realtors, Contractors
- Professional Trade – Commercial Energy Managers, Architects, Engineers
- Educational Institutions – K-College
- Community and Civic Organizations

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Energy Efficiency Programs

Educational Outreach

- Weatherization Program
- Power of Trees Program
- Energy Efficient Lighting and Motor Workshops
- Realtor Training
- HVAC Efficiency Workshops
- Demand Controller Installation Certification
- Residential Energy Audit Program
- Home Energy Suite: www.blackhillspower.com
- School Programs – Safety, Environment & Energy Efficiency

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Energy Efficiency Programs Community Partnerships



- Energy Efficiency Awareness Day
- Electro-Technology Expo
- Community Area Home & Garden Shows
- Wind for School Partnerships - Douglas and Sturgis High Schools
- SDSM&T/BHP Renewable Energy Research Facility
- Rapid City Green City Committee - Earth Day Event

“Energy Partners of Choice.”

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Residential Customer Outreach:

Black Hills Power Weatherization Program

- **QUICK FACTS:**

- Low to moderate income family homes
- Weatherized 50+ homes from 2008- 2010
- Educate home owners about low-cost energy saving measures and energy efficient applications
- Perform HVAC service check
- Other performance measures include: Caulking, water heater blanket, install programmable thermostat, weather strip doors and windows, change bulbs to CFL, install smoke and carbon-monoxide detectors
- Partner with NeighborWorks, Inc. , Church Response, WSDCA and community volunteers
- Employees are involved in weatherizing homes
- Great local media coverage!



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Consumer Outreach: Energy Efficiency Awareness Day



- QUICK FACTS:
 - 4th Annual – Kick-off for National Energy Conservation Month
 - Produced by Black Hills Power, MDU, SDPUC, City of Rapid City, SDSM&T, Rushmore Mall
 - Rushmore Mall in Rapid City
 - Mayor Proclamation – Recognizing the event and sponsors
 - Exhibitors are energy experts:
 - Energy Conservation
 - HVAC Efficiency
 - Windows and Insulation tips
 - Alternative Energy
 - Recyclable Tips
 - Water Conservation
 - Hundreds of consumers stopped by throughout the day
 - Media – Co-Sponsors include: Rushmore Radio, Rapid City Journal and KEVN-FOX TV



Commercial & Industrial Outreach: Electro-Technology Expo

- **QUICK FACTS:**

- 10th Year!
- Target attendees: C&I Customers and Trade Allies
- Sponsored by: Black Hills Power, West River Electric, Western Area Power Administration, Black Hills Home Builders Association
- Over 300 in attendance, annually!
- Energy Experts and Speakers:
 - HVAC Technology
 - Energy Management
 - State and Federal Codes and Regulations
 - Lighting and Motor Technology
 - National Trends
- 25+ Exhibitors representing products and services in electric technologies
- Evening includes dinner and speaker hosted by the BHHBA
- Media coverage



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Trade Ally Educational Outreach:

Realtor Training: *Using the Energy Factor to Sell Homes*



• QUICK FACTS:

- Educate and inform real estate professionals and appraisers about energy efficiency features within the home
- Implemented in 1995; sold out every year!
- 7 Hour Course – 8 CEU Credits for Realtors
- Two courses a year with 35 participants
- Conducted by BHP Energy Services Professionals
- Course topics include:
 - HVAC Systems basic applications and Energy Efficiency factors
 - Windows, doors, attic and wall insulation factors
 - Energy terminology
 - Water heating systems
 - Heat Loss/Heat Gain Analysis
 - New heating and cooling technologies - Geothermal Heat Pump Systems , In-floor Heating Systems, etc.
 - Energy Efficient Incentives – from retail, utilities to state and Federal levels



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Community Outreach:

BHP Power of Trees Program



- **QUICK FACTS:**

- Third year with over 300 trees planted in the Black Hills
- Late Spring season
- 2010 – Partnered with SDSM&T celebrating their 125th Year Anniversary
- Educational: Proper planting, energy efficiency, power line safety and environment
- Well received by schools and community!
- Great Media coverage
- A memorable experience for the kids, teachers and community!

Thank You!

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