

Attachment 5

Education Outreach & Community Events

Black Hills Power developed, managed and implemented an educational outreach strategy during the period from Sept. 1, 2014, to August 31, 2015, that became the "grassroots" approach of the overall Energy Efficiency Solutions plan. This program included easy-to-implement ways to improve the energy efficiency of a home or business.

An integrated advertising campaign was developed for the Energy Efficiency Solutions program and was implemented. The campaign includes tactics to cross-market the EES program and the individual components of the residential program – lighting, heat pumps, water heaters, appliances, recycling – small business direct install and the C&I program.

SCHOOL-BASED EDUCATION

Overview: The Living Wise school-based energy efficiency program was presented to fifth-grade students at area elementary schools. Teachers were provided a curriculum kit to guide the program, and each student was given a kit to take home that contained easy-to-use energy efficiency supplies that they could use in their home, with permission and assistance from parents. The kit contained a high-efficiency showerhead, kitchen faucet aerator, night light, compact fluorescent lamp (CFL), furnace filter alarm, digital thermostat, toilet leak detector tablets, water flow rate test bag, natural resources fact chart, tape measure and a student/parent program evaluation form. The program's goal was to provide energy efficiency education to a sample group of fifth-grade students within chosen school districts within BHP's service territory.

Reach: The Living Wise program reached 325 fifth-grade students at elementary schools in Newell (26 students), Piedmont (46), Spearfish (Creekside Elementary, 189) and Hot Springs (64) during the 2014-2015 school year.

ELECTRO-TECHNOLOGY EXPO

Overview: Black Hills Power led organization the 15th annual Electro-Technology Expo, which was held on Thursday, January 15, 2015 in Rapid City. The Expo is designed to inform professionals in the building industry, key commercial & industrial customers and trade allies about energy efficiency programs and technologies, new electric and building technologies, and energy efficiency measures and standards for residential and commercial businesses. Twenty-three class sessions were held during the 2015 Expo. The Expo offers code hours for electricians through the state electrical commissions in South Dakota and Wyoming, and CEUs for attendees from the City of Rapid City Mechanical Board. BHP's booth was staffed by Energy Services personnel and promoted the BHP Energy Efficiency Solutions program.

Energy efficiency related presentations included instruction on home energy audits and weatherization, heat pump water heaters, home automation, motors and variable-speed drives, heat pump troubleshooting and repair, LED lighting systems, home weatherization, insulation, utility energy efficiency programs, sustainability and outdoor area lighting. The local chapter of ASHRAE brought in a national distinguished speaker to present on the ASHRAE Building Efficiency Quotient (bEQ) program. The keynote speaker was Health Knakmuhs from the U.S. Chamber of Commerce's Institute for 21st Century Energy.

Reach: A total of 300 attendees and 20 vendors took part in the 2015 Expo.

COMMUNITY RETAIL HOME SHOWS

Overview: Home show participation allows BHP to remain visible at a personal level during community home shows that attract thousands of consumers. Promotion surrounded the EES program, primarily the residential lighting program, heat pump water heaters and high-efficiency heat pump systems. Other products outside of the EES program that saw limited promotion were demand controllers and the GenerLink portable generator hookup and safety switch.

BHP personnel working the company's show booth assisted customers with energy-related questions and promoting energy efficiency programs, products and services. BHP featured the Energy Efficiency Solutions promotional theme during the 2015 spring home show season to stay consistent with the overall promotional theme for the EES program.

BHP's booth was staffed by Energy Services, Construction Services and Customer Service personnel.

Reach: BHP participated in five community shows in South Dakota. BHP staff working the home shows provided feedback on attendance and rated* booth traffic as follows:

- Oct. 7-10, 2014 – South Dakota Municipal League annual conference, Spearfish: Very Good
- Feb. 10, 2015 – Rapid City Area Chamber of Commerce Business To Business Expo, Rapid City: Good
- March 7-8, 2015 – Optimist Home Show, Spearfish: Moderate
- March 7, 2015 – Custer Spring Home & Garden Show, Custer: Good
- March 27-29, 2015 – Black Hills Home Builders Association Spring Home Show, Rapid City: Very good
- April 18, 2015 – Spring Fling Home & Garden Show, Hot Springs: Good

* Ratings – "Poor, Moderate, Good, & Very Good" – based on qualitative feedback from employees working the booth

COMMUNITY EVENTS/EDUCATION

Black Hills Power uses community events and training opportunities to promote energy efficient equipment and practices to residential customers, key C&I/small business customers and trade allies. The community events include weatherization events, trade ally workshops, key C&I/small business training, community home shows and two energy efficiency events organized and run by BHP. BHP included cross-marketing information on energy efficiency programs and short presentations about BHP's Energy Efficiency Solutions program at each training program, workshop or event. The education outreach targeted specific customers and stakeholders through scheduled programs and community-wide events.

- Oct. 28, 2014 – Lion's Club, Murphy's restaurant, Rapid City, 30 attendees
- Nov. 11, 2014 – Morning Rotary Club, Howard Johnson Inn, Rapid City, 55 attendees
- Jan. 12, 2015 – Evening Rotary Club, Dakota Middle School, Rapid City, 12 attendees
 - Jul. 15, 2015 – Grocery Mart Open House through Sturgis Chamber of Commerce, Sturgis, over 50 attendees

C&I ENERGY EFFICIENCY WORKSHOP

Overview: Energy Services hosted an Energy Efficiency Workshop for key commercial and industrial customers, electrical and general building contractors, engineers and electricians on Tuesday, Sept. 18, 2014. The all-day course focused on maximizing the energy efficiency of ground source heat pump systems. Ed Lohrenz of Geo-Xergy Systems was the course instructor for the 2014 BHP Energy Efficiency Workshop. BHP also presented an overview of its Energy Efficiency Solutions program to attendees during the lunch hour.

Reach: A total of 65 key C&I customers and trade allies attended this workshop.

ENERGY EFFICIENCY AWARENESS DAY

Overview: BHP Energy Efficiency Awareness Day presentations focus on customers, utilizing a lunch-n-learn format with a Q&A session after the main presentation to promote the BHP EES program. The purpose of the event is to raise the awareness among customers about energy efficiency and the need to weatherize and conserve energy during the upcoming winter season. EEAD events in 2014 were held in Belle Fourche and Sturgis on Dec. 3 and Hot Springs and Custer on Dec. 4. The USDA was invited to help promote the events in an effort to assist small business owners, farmers, and ranchers with their energy efficiency projects. The REAP program offered by USDA Rural Development is a loan and grant program for renewable energy and energy efficiency projects. Utilizing the REAP program can reduce utility bills and get a 25% grant to help purchase and install the equipment or improvements.

- Dec. 03, 2014 – USDA Business Seminar, Belle Fourche, 10 attendees
- Dec. 03, 2014 – USDA Business Seminar, Sturgis, 10 attendees
- Dec. 04, 2014 – USDA Business Seminar, Hot Springs, 2 attendees
- Dec. 04, 2014 – USDA Business Seminar, Custer, 5 attendees

WEATHERIZATION PROGRAM

Overview: BHP normally targets the homes of elderly, disabled and low income customers during its Weatherization Program that takes place within communities in Black Hills Power's service territory. BHP worked with the organization - NeighborWorks in selecting the homes and coordinating the weatherization work.

Reach: A total of 19 homes in South Dakota were weatherized Oct. 11 to Oct. 25 – 2 in Lead, 7 in Rapid City, 5 in Sturgis, 3 in Belle Fourche and 2 in Edgemont.

REALTOR TRAINING

Overview: BHP hosted its annual Realtor Training course, *Using the Energy Factor to Sell Homes: An Energy Efficiency Course for Real Estate Professionals*, on Tuesday and Wednesday, Oct. 21-22, 2014. Realtor Training is a one-day course designed to educate area realtors, appraisers, developers, builders and home inspectors on ways to recognize and sell energy efficient homes, with a primary focus on energy efficient electric equipment and systems for homes. The course was led by BHP Energy Services professionals. The real estate commissions in South Dakota and Wyoming approved eight continuing education credits for those completing the course.

Reach: Thirty-two (32) realtors attended the 2014 Realtor Training course.

C&I POWER QUALITY WORKSHOP

Overview: Energy Services hosted its annual Power Quality Workshop for key commercial and industrial customers, electrical and general building contractors, engineers and electricians on Monday, May 20, 2015. Two half-day sessions focused on understanding and managing arc flash and renewable energy. Greg Stark from the Rural Electric Resource Council presented on arc flash. Don Martinez from BHP gave the renewable energy presentation. Martinez also presented an overview of its Energy Efficiency Solutions program to attendees during the lunch hour. Information was given to attendees on a flash drive.

Reach: A total of 60 key C&I customers and trade allies attended this workshop.

Trade Ally Program

Consumers rely on trade professionals for their expertise in selecting energy efficient equipment. BHP continues to support reputable trade professionals with incentives, advertising support, home show booth rental support and program update meetings.

BHP fosters its relationships with the trade professionals that have common goals as follows:

- Promote and educate customers on the benefits of energy efficient electric equipment
- Promote BHP Energy Efficiency Solutions program, rebates and incentives
- Partner with BHP on energy efficiency events
- Increase value for programs and services offered at BHP

HVAC CONTRACTOR TRAINING

Overview: Black Hills Power held an informational/Q&A session with HVAC contractors and technicians during HVAC demand controller training on Nov. 13 to promote to them BHP's Energy Efficiency Solutions program. The program focused primarily on the EES program and other support and benefits available to them from BHP.

Black Hills Power also promoted its Energy Efficiency Solutions program to contractors during an afternoon session of the 2014 Electro-Technology Expo, held Jan. 16, 2014 in Rapid City.

Reach: Nine (9) HVAC contractors and technicians attended the informational/Q&A session during the demand controller training. Twelve (12) HVAC contractors/technicians and building construction professionals attended the BHP EES session during the 2015 Electro-Tech Expo.

TRADE ALLY MEETINGS

Overview: Black Hills Power held an informational/Q&A session with electrical contractors and electricians to promote to them BHP's Energy Efficiency Solutions program. The meeting focused primarily on the EES program and other support and benefits available to them from BHP.

Reach: Don Martinez and Keith Gade met with personnel from Mick's Electric on Jan. 29, 2015, to promote the BHP EES program.

DEALER INCENTIVE PROGRAM

Overview: BHP offers a dealer incentive program to promote energy efficiency heat pump and water heater systems to consumers at the retail level. This program offers personal contact at a retail consumer level in promoting high level of energy efficient products over the standard product. Qualified participation include: electrical contractors, plumbing contractors, heating/ventilation/air-conditioning contractors and appliance dealers. The cash incentive is designed for the individual sales person at a respected business. Incentives are \$10 per ton on heat pumps and \$5 per water heater.

Reach: BHP paid out a total of \$560 in incentives during the 2014-2015 period – \$535 spiff for heat pump incentives and \$25 water heater incentives.

TRADE ALLY CO-OP ADVERTISING PROGRAM

Overview: BHP will reimburse 50 percent of advertising costs to trade ally businesses that promote energy efficiency products and services that include recognition of BHP Energy Efficiency Solutions rebates and incentives. Businesses taking part were required to display BHP's logo and have a tagline in the ad promoting BHP's Energy Efficiency Solutions program. The co-op advertiser program caps at \$500 per business per calendar year.

Reach: Swiftec Electric in Rapid City used the co-op advertising program to support advertising campaigns during the 2014-2015 period of the BHP Energy Efficiency Solutions program. BHP reimbursed Swiftec \$551.94 through the Trade Ally Co-op Advertising Program for radio advertising promoting residential LED indoor lighting and energy-efficient outdoor lighting.

TRADE ALLY CO-OP HOME SHOW PROGRAM

Overview: Black Hills Power will reimburse 50 percent of booth rental costs for trade ally businesses taking part in home shows within BHP's service territory. Businesses taking part in the co-op home show program are required to display BHP Energy Efficiency Solutions program brochures to qualify for reimbursement. The co-op home show program caps booth rental support at \$500 per business per calendar year.

Reach: One distributor –Radiant Systems Inc. (\$455) – used the co-op home show booth rental program during 2014-2015, with support from the BHP Energy Efficiency Solutions program.

Marketing Outreach

- Black Hills Power placed advertising promoting the BHP EES program monthly in Black Hills Builder magazine. The magazine is distributed by the Black Hills Home Builders Association and targets residential home owners and building, electrical, HVAC and plumbing contractors.
 - September 2014 – Home energy audits
 - October 2014 – High efficiency heat pump rebates
 - November 2014 – Refrigerator recycling incentives
 - December 2014 – High efficiency water heaters rebates
 - January 2015 – Residential lighting discount sales
 - February 2015 – Residential lighting discount sales
 - March 2015 – High efficiency HVAC system rebates
 - April 2015 – HVAC service check and demand controller program
 - May 2015 – Energy Star refrigerator rebate
 - June 2015 – Residential lighting discount sales
- Black Hills Power placed bill inserts into customer bill invoices as follows:
 - January 2015 – Residential lighting discount sales
 - March 2015 – High efficiency HVAC system rebates
 - April 2015 – Energy Star refrigerator rebate
 - May 2015 – High efficiency HVAC system rebates
- One-off advertising placements include
 - September 2014 – St. Thomas More High School fall sports game programs – Residential lighting
 - September 2014 – Rapid City Stevens High School fall sports game programs – Residential lighting

- November 2014 – Rapid City Central High School winter sports game programs – Residential lighting (no-cost placement through Black Hills Power Shootout basketball tournament sponsorship – see below)
 - November 2014 – Rapid City Stevens High School winter sports game programs – Residential lighting
 - January 2015 – Black Hills Pioneer Black Hills Stock Show special section – EES cross marketing
 - February 2015 – Black Hills Power Shootout basketball tournament – Residential lighting (no-cost placement through sponsorship)
 - March 2015 – Black Hills Home Builders Association Spring Home Show program booklet – High-efficiency HVAC rebates
 - March 2015 – Seaton Publishing – Spearfish Home Show
 - April 2015 – Black Hills Playhouse playbill advertising – Residential lighting (no-cost placement through sponsorship)
 - April 2015 – Southern Hills Publishing – Custer Home Show
 - May 2015 – Allied Art Funds – Residential lighting
 - May 2015 – St. Elizabeth Seton School Mayfest program booklet – Residential lighting (no-cost placement through sponsorship)
 - May 2015 – Rapid City Journal Allied Arts Fund special section – Residential lighting
 - May 2015 – Black Hills Pioneer Spring Home & Garden special section – Residential lighting
 - May 2015 – Black Hills Parent magazine, summer edition – Residential lighting
 - June 2015 – Black Hills LaCrosse Association – Residential lighting
 - July 2015 – Print Promotions Plus – Fall Issue
 - July 2015 – Bolt Companies
 - September 2015 – St. Thomas More High School fall sports game programs – Residential lighting
- The Residential New Customer Handbook promotes BHP Energy Efficiency Solutions program.
 - BHP EES has consistently been promoted on the BHP website located on the “home” page.
 - Home energy audits
 - High-efficiency HVAC rebates
 - Residential lighting discount sales
 - Refrigerator rebates
 - Refrigerator recycling incentives
 - BHP micro-website www.BHPSaveMoney.com promotes the EES rebate programs
 - The new BHP website also has links to the BHP EES rebate programs on www.BHPSaveMoney.com
 - BHP’s website also promotes the home energy usage dashboard, so customers can track their usage
 - Two-sided billboard (owned by BHP) located near the BHP Service Center promotes the BHP EES program.
 - BHP EES brochures are available to customers at all Black Hills Power walk-in locations.
 - BHP EES free-standing banners and wall posters are displayed at all BHP walk-in locations.
 - BHP EES programs are promoted through Facebook to nearly 3,500 BHP customers
 - BHP continued to give away free CFLs to promote Energy Efficiency. The wrap has a shortcut link to BHP’s online energy audit. Information on ENERGY STAR program and

energy savings information from use of CFLs is also provided.

- BHP made a portable table-top light display with a watt meter energy display. This display was used extensively at community and civic group meetings to promote energy efficient lighting.

EESP – Future Promotional Activities under Consideration

Black Hills Power is confident that its proposed suite of programs will find widespread acceptance among its customers. The primary focus for any future promotional activities will be to determine and find new ways of engaging customers and building program participation.

RESIDENTIAL PROGRAMS

- Ensure that all key service territory HVAC retrofit and replacement firms/companies have been identified:
 - Set up on-site training with BHP's sales team.
 - As part of the training effort, make identified firms aware of what systems qualify for a rebate so they can stock that specific equipment.
 - Supply firms with usage data so customers can see the energy usage comparisons when making their buying decision.
- Identify the major geothermal firms/companies that specialize in new construction and those that focus primarily on retrofits and train both accordingly.

CUSTOM PROGRAMS

Custom programs usually have the highest benefit-cost ratio when compared to the other programs in the typical plan portfolio. The potential measures outlined in the custom programs are:

- Geothermal Heat Pumps – Identify the key commercial heat pump installation companies within BHP's service territory and offer training on the programs focused on explaining how BHP's rebates serve to offset the initial cost of a new GHP system.
- High Efficiency Refrigeration Equipment – Identify the top refrigeration installation companies and offer training to their sales/engineering personnel on the rebate qualifications.
- Process-related equipment for Industrial customers – Ramp up BHP's efforts to promote its programs to this group, including determining the education efforts that would be most effective in reaching this specialized customer group.
- Energy Management & Control Systems – Once the qualifying energy management & control systems have been determined, identify the distributors for those qualifying systems and offer training to their sales teams.

PRESCRIPTIVE PROGRAMS

- Identify and then contact the major lighting installation companies, distributors and manufacturers and provide education on BHP's rebate programs. Offsetting the retrofit dollars with rebate dollars should decrease the payback calculation thereby facilitating increased interest in BHP's lighting programs.
- Initiate direct mailings to process companies, including large agricultural- focused firms, to promote the motor replacement & upgrade program. Coordinate BHP's outreach efforts with those being undertaken by motor manufacturers, including the possible use of co-branded advertising pieces.

GENERAL TECHNIQUES TO BUILD PARTICIPATION

- BHP-provided “lunch and learn” sessions with various target audiences
- Initiate cold calls with key companies not engaged in programs.
- Invite key participating trade allies (as well as non-participants) to vendor roundtables to discuss what processes and practices have been helpful/could be improved within a specific program.
- Refine and enhance front-line employee training across the company.
 - Employees that are well-positioned to be effective advocates for the programs include customer service associates, energy services personnel, operations crews and local management.
 - Complete energy efficiency presentations to BHC Corp employees on incentives available to customers. The goal would be to encourage BHC Corp employees to promote energy efficiency in the community.