

## Education Outreach & Community Events

Black Hills Energy developed, managed and implemented an educational outreach strategy during the period from Sept. 1, 2015, to August 31, 2016, 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, recycling 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 BHE's service territory.

**Reach:** The Living Wise program reached 1360 fifth-grade students at elementary schools in Newell (28 students), Piedmont (102), Sturgis (257), Edgemont (12), Hot Springs (66), Belle Fourche (131), Deadwood/Lead (71) Rapid City Area (632) and Christian Schools (61) during the 2015-2016 school year.

### ELECTRO-TECHNOLOGY EXPO

**Overview:** Black Hills Energy organized and led 16th annual Electro-Technology Expo, which was held on Thursday, January 21, 2016 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-five class sessions were held during the 2016 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. BHE's booth was staffed by Energy Services personnel and promoted the BHE 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 Standard 189.1 and Impact of Climate Change and Urbanization on Future Building Performance. The keynote speaker was Steve Tomac, Senior Legislative Representative from Basin Electric Power Cooperative.

**Reach:** A total of 325 attendees and 28 vendors took part in the 2016 Expo.

## COMMUNITY RETAIL HOME SHOWS

Overview: Home show participation allows BHE 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.

BHE personnel working the company's show booth assisted customers with energy-related questions and promoting energy efficiency programs, products and services. BHE featured the Energy Efficiency Solutions promotional theme during the 2016 spring home show season to stay consistent with the overall promotional theme for the EES program.

BHE’s booth was staffed by Energy Services, Construction Services and Customer Service personnel.

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

- Oct. 6-8, 2015 – South Dakota Municipal League annual conference, Watertown: Very Good
- March 5, 2016 -Custer Spring Home & Garden Show, Custer: Good
- March 5-6, 2016 –Optimist Home Show, Spearfish: Moderate
- March 11-16, 2016 –Black Hills Home Builders Association Spring Home Show, Rapid City: Very good
- April 23, 2016 - 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 Energy 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 energy efficiency events organized and run by BHE. BHE included cross-marketing information on energy efficiency programs and short presentations about BHE’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.

- September 22, 2015 —Pioneer Museum Open House, Hot Springs, 15 attendees
- September 25, 2015 —Winair Open House, Rapid City, 250 attendees
- October 13, 2015 —Call Center Training, Rapid City, 30 attendees
- November 4, 2015 —Ag & Natural Resources, Rapid City, 40 attendees
- March 2, 2016 —SD CEO Workshop Rapid City, ? attendees
- March 3, 2016 —SD CEO Workshop Spearfish, ? attendees
- March 9, 2016 —Women in Science, Rapid City, 400 attendees
- April 14, 2016 —WSDCA Realtor Training, Rapid City, 21 attendees
- April 21, 2016 —Deadwood Chamber Workshop, Deadwood, 40 attendees
- May 13, 2016 —Celebrating Women, Spearfish, 250 attendees
- June 29, 2016 —Employee Open House, Rapid City, 75 attendees
- July 20-21, 2016 —Employee Open House, Rapid City, 50 attendees

- July 26, 2016—Employee Open House, Rapid City, 60 attendees
- July 27, 2016—Employee Open House, Rapid City, 40 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 Thursday, May 19, 2016. The all-day course focused discuss topics such as: Ashrae 90.1 and how this will affect the current way we design lighting. Human Centric lighting; Best retrofit applications; EPA rating method vs. Energy Star rating ratings; Smart Lighting; HID retrofits and possible new technology that we may see in the future. Howard Wolfman, PE; Lumispec Consulting; and Adjunct professor University of Illinois; was the course instructor for the 2016 BHE Energy Efficiency Workshop. BHE also presented an overview of its Energy Efficiency Solutions program to attendees during the lunch hour.

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

#### WEATHERIZATION PROGRAM

Overview: BHE normally targets the homes of elderly, disabled and low income customers during its Weatherization Program that takes place within communities in Black Hills Energy's service territory. BHE selected homes and coordinated with Young Professionals Group for weatherization work to be performed in the Wonderland community in Rapid City.

Reach: A total of 25 homes in South Dakota were weatherized Oct. 24, 2015 in Rapid City.

#### REALTOR TRAINING

Overview: BHE hosted its annual Realtor Training course, *How a House Uses Energy: An Energy Efficiency Course for Real Estate Professionals*, held at the Western South Dakota Community Action (WSDCA) building on Thursday, April 14, 2016. An evening event featuring WSDCA’s building model which demonstrates how carbon monoxide is generated in a home. The course was led by BHE Energy Services and WSDCA.

Reach: Twenty one (21) realtors attended the Realtor Training.

### Trade Ally Program

#### TRADE ALLY CO-OP ADVERTISING PROGRAM

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

### Marketing Outreach

An advertising campaign was awarded to Flynn Wright. Flynn Wright has developed energy efficiency promotions for other service areas under BHC Corp. Two TV/radio ads were run promoting Residential LED lighting and BHE’s Online Audit. The strategy also included the development of social media. This highly visible effort played a significant part in meeting energy efficiency goals.

- The Residential New Customer Handbook promotes BHE Energy Efficiency Solutions program.
- BHE EES has consistently been promoted on the BHE website located on the "home" page.
  - o Home energy audits
  - o High-efficiency HVAC rebates
  - o Residential lighting discount sales
  - o Refrigerator rebates
  - o Refrigerator recycling incentives
- BHE micro-website [www.BHESaveMoney.com](http://www.BHESaveMoney.com) promotes the EES rebate programs
- The new BHE website also has links to the BHE EES rebate programs on [www.BHESaveMoney.com](http://www.BHESaveMoney.com)
- BHE’s website also promotes the home energy usage dashboard, so customers can track their usage
- Two-sided billboard (owned by BHP) located near the BHE Service Center promotes the BHE EES program.
- BHE EES brochures are available to customers at all Black Hills Energy walk-in locations.
- BHE EES free-standing banners and wall posters are displayed at all BHE walk-in locations.
- BHE EES programs are promoted through Facebook to nearly 3,500 BHE customers
- BHE continued to give away free CFLs to promote Energy Efficiency. The wrap has a shortcut link to BHE’s online energy audit. Information on ENERGY STAR program and energy savings information from use of CFLs is also provided.
- BHE developed a portable table-top display with a watt meter energy display. Three light sources – incandescent, CFL and LED are demonstrated. This display was used extensively at community and civic group meetings to promote energy efficient lighting.

## **EESP - Future Promotional Activities under Consideration**

Black Hills Energy 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:
  - o Set up on-site training with BHE’s sales team.
  - o As part of the training effort, make identified firms aware of what systems qualify for a rebate so they can stock that specific equipment.
  - o 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 BHE’s service territory and offer training on the programs focused on explaining how BHE’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 BHE’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 BHE’s rebate programs. Offsetting the retrofit dollars with rebate dollars should decrease the payback calculation thereby facilitating increased interest in BHE’s lighting programs.
- Initiate direct mailings to process companies, including large agricultural- focused firms, to promote the motor replacement & upgrade program. Coordinate BHE’s outreach efforts with those being undertaken by motor manufacturers, including the possible use of co-branded advertising pieces.

## **GENERAL TECHNIQUES TO BUILD PARTICIPATION**

- BHE-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.
  - o Employees that are well-positioned to be effective advocates for the programs include customer service associates, energy services personnel, operations crews and local management.
  - o 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.