

OTTER TAIL POWER COMPANY

Docket No: EL21-015

Response to: SD Public Utilities Commission

Analyst: SD PUC Staff

Date Received: May 21, 2021

Date Due: June 04, 2021

Date of Response: June 04, 2021

Responding Witness: Jason A. Grenier, Manager Market Planning - (218) 739-8639

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Data Request:

Otter Tail claims its various programs are targeted to customers “currently using or considering the installation of less efficient” options. Explain how Otter Tail targets its programs toward these individuals.

Attachments: 0

Response:

Otter Tail made this claim on the Residential Air Source Heat Pump and Commercial Geothermal Heat Pumps, although it could be viewed as the intention of all of Otter Tail’s programs. For the Heat Pump programs, Otter Tail does this by offering rebates for the high-efficiency equipment. Along with bill inserts, information on the Company’s website and a *Programs and Services Guide* sent to contractors, Otter Tail’s Energy Management Representatives (EMRs) are trusted energy advisory services for customers. EMRs are the eyes and ears out in the field and help customers who are using inefficient equipment or who may be considering or in need of updating their current equipment. Otter Tail’s EMRs are trained annually on all energy efficiency and load management programs offered, including the latest technologies. When meeting with customers the EMR will review EEP programs and provide educational support to help identify energy efficient equipment and the benefits of selecting this option. Often the EMR will provide a high-level energy audit as well. Likewise, if the EMRs know a commercial customer is considering an update to their current building or system, they will work to stay engaged through the entire construction phase. They often work directly with contractors to ensure energy efficient equipment options are presented to residential and commercial customers along with long-term energy cost comparisons. Without this presence, Otter Tail has found contractors and customers defaulting to the cheapest upfront equipment options or selecting equipment they are most familiar with. This equipment often is the least efficient option available on the market.