

Becoming Energy Smart

Crisis or Renaissance?

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Obligatory Slide

- U.S. demand to increase by 40% in next 20 years. Efficiency could meet half of future load growth, at half the cost of new generation, saving \$100 billion.
- Could save 500 million tons of CO2 annually (same as taking 90 million cars off the road).
- Simple as buildings and light bulbs.



Where did we start?

- Few Commission-approved efficiency efforts
- Little attention paid to building codes
- Some industry leadership
- Ranked 48th in 2006 ACEEE report



Response? SD Energy Smart

Partners

- Investor-owned utilities, municipal power providers (Heartland, MRES, SDMEA), SD Rural Electric Association

Supporters

- Homebuilder, engineering, community action, architecture, education, and agricultural groups



SD Energy Smart Efforts

1. Education and outreach
 - Website (www.sdenergysmart.com)
 - Ad campaign
 - Presentations
2. Regulatory activity
3. Legislation



Education and Outreach

- Website with thousands of views
- Commissioners have spoken to thousands about efficiency
- Fairs and home shows
- “Change a Light”



Regulatory Activity

- Plans approved for MidAmerican, Otter Tail Power, Montana-Dakota Utilities
- Significant new efforts rolled out by MRES and Heartland
- Strong tradition of efficiency efforts by rural electric providers
- Other plans expected soon



Legislative Activity

- Recognition for efficiency efforts in state REO – PASSED
- Greatly expanded loan program to local governments – STIMULUS
- Building code disclosure for new residential construction – PASSED
- Awareness of efficiency of older homes – EDUCATION



Where to next?

- What activities or efforts should the SDPUC and the South Dakota Energy Smart Collaborative undertake?
- Want efforts to be effective, efficient, and consistent with political and fiscal reality



THANK YOU

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