

# Attachment B

## Education Outreach & Community Events

Black Hills Power developed, managed and implemented an educational outreach strategy that became the “grassroots” approach of the overall Energy Efficiency Solutions plan. This program included easy-to-implement ways to improve the efficiency of a home and promoted these improvements as a family activity.

### School-Based Education

**Overview:** The Living Wise school-based energy efficiency program was presented to fifth-grade students at Belle Fourche, Spearfish, and Sturgis 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 a chosen school district within BHP’s service territory.

**Reach:** The Living Wise program reached 246 fifth-grade students and 7 teachers at three elementary schools in Belle Fourche, Spearfish, and Sturgis during the 2012-2013 academic year.

### Community Events

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

### **C&I Energy Efficiency Workshop**

**Overview:** Energy Services hosted an Energy Efficiency Workshop for key commercial and industrial customers, contractors, engineers and electricians on Thursday, Sept. 13, 2012. The one-day course was titled “Effective Energy Audits for Key Account Customers” and focused on how commercial & industrial customers can improve energy efficiency through the use of energy efficient motors and variable frequency drives. Doug ‘Lit’ Litwiler and Mark Kingland from Energy Solutions-OTB were the course instructors for the 2012 BHP workshop. BHP also presented an overview of its Energy Efficiency Solutions program to attendees during the lunch hour.

**Reach:** A total of 50 Key C&I Customers and trade allies attended this workshop.

### **Energy Efficiency Awareness Day**

**Overview:** Energy Efficiency Awareness Day is held on a Saturday each year in October. The 2012 EEAD was held on Saturday, Oct. 20. 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. Black Hills Power partnered with Montana-Dakota Utilities, the City of Rapid City, Rushmore Mall and Western South Dakota Community Action Agency to offer educational vendor booths at Rushmore Mall in a home-show style setting. BHP’s booth was staffed by Energy Services personnel.

**Reach:** Estimates place EEAD visitors at approximately 200 and fourteen vendors took part.

### **Weatherization Program**

**Overview:** BHP 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. This program partners with NeighborWorks Dakota Home Resources, Rapid City Central High School, Box Elder Job Corp, the American Red Cross and Western South Dakota Community Action Agency during selection and weatherization on the selected homes. This program was held Oct. 6, 2012 in Rapid City and Oct 9, 2012 in Hot Springs.

**Reach:** A total of 24 homes were weatherized in South Dakota – 9 in Rapid City and 15 in Hot Springs.

### **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 Oct 23<sup>rd</sup> and 24th, 2012. 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-nine realtors attended the 2012 Realtor Training course.

### **Electro-Technology Expo**

**Overview:** Black Hills Power organized the Electro-Technology Expo, which was held on Thursday, Jan. 17, 2013 in Rapid City. The Expo is designed to inform professionals in the building industry, key commercial & industrial customers and trade allies about new electric technologies, energy efficient building programs, and energy efficiency measures and standards for residential and commercial business applications. Twenty-three class sessions were held during the day. 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.

**Reach:** Approximately 300 attendees and 20 vendors took part in the 2013 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. BHP's booth and staff working the booth work in conjunction to assist customers in answering their energy questions and promoting energy efficiency programs, products and services. BHP featured the "Save Money" theme during the 2013 spring home show season, providing information about BHP's Energy Efficiency Solutions programs. BHP participated in seven community shows in South Dakota. BHP's booth was staffed by Energy Services, Construction Services and Customer Service personnel. In addition to providing customers with information on the Energy Efficiency Solutions program, BHP gave away nearly 2,000 CFL bulbs to booth visitors.

**Reach:** Feedback from staff working the home shows rated booth traffic as follows: Rapid City Area Chamber of Commerce Business To Business Expo, Rapid City, moderate; Sturgis Home & Ranch Show, Sturgis, moderate; Optimist Home Show, Spearfish, moderate; Custer Spring Home & Garden Show, Custer, good; Black Hills Home Builders Association Spring Home Show, Rapid City, very good; Spring Fling Home & Garden Show, Hot Springs, very good.

## 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

### 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, \$20 per ton for geothermal heat pumps and \$5 per water heater.

**Reach:** BHP paid out a total of \$495 in incentives during Year 2 of the EES program -- \$330 in heat pump incentives (13), \$65 in water heater incentives (7), and \$100 in geothermal incentives (1).

### 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:** No vendors used the co-op advertising program to support advertising campaigns during Year 2 of the BHP Energy Efficiency Solutions program.

**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 were required to display the 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:** No vendors used the Trade Ally Co-op Home Show Program in Year 2.