

Attachment 5

Education Outreach & Community Events

Black Hills Power developed, managed and implemented an educational outreach strategy during the period from Sept. 1, 2013, to June 10, 2014, 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.

SCHOOL-BASED EDUCATION

Overview: The Living Wise school-based energy efficiency program was presented to fifth-grade students at Rapid City 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 449 fifth-grade students at elementary schools in Rapid City (279), Spearfish Black Hills Christian School (10), Piedmont (79), Hot Springs (66) and Whitewood (15) during the 2013-2014 school year.

ELECTRO-TECHNOLOGY EXPO

Overview: Black Hills Power led organization the 14th annual Electro-Technology Expo, which was held on Thursday, Jan. 16, 2014 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 2014 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.

Reach: A total of 250 attendees and 15 vendors took part in the 2014 Expo. Energy efficiency-related presentations provided instruction on 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.

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 personnel working the company's show booth assist customers by answering energy-related questions and promoting energy efficiency programs, products and services. BHP featured the "Life Sponsored By Energy" energy efficiency theme during the 2014 spring home show season, providing information about BHP's Energy Efficiency Solutions programs. 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. The bulb container was branded for the BHP EES program and included an energy efficiency message.

Reach: BHP participated in five community shows in South Dakota. Home shows attended and 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
- Optimist Home Show, Spearfish: Good
- 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.

(*) (Ratings – "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.

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. 17, 2013. The two half-day courses energy efficiency can be improved through the use of energy efficient lighting technology. Scott Fergen, Senior Sales Manager for GE Lighting was the course instructor for the 2013 BHP

workshop. BHP also presented an overview of its Energy Efficiency Solutions program to attendees during the lunch hour.

Reach: A total of 67 key C&I customers and trade allies attended this workshop.

ENERGY EFFICIENCY AWARENESS DAY

Overview: The format changed for Energy Efficiency Awareness Day, which was held annually in October for 10 years. Instead of being a blended event like past years, with Montana-Dakota Utilities as the other EEAD co-sponsor, BHP chose to focus EEAD efforts on its customers, utilizing a lunch-n-learn format with a Q&A session after the main presentation. 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. Due to Winter Storm Atlas, the only EEAD event in 2013 was held Dec. 6, 2013, at Canyon Lake Senior Center. Events in Spearfish, Custer and Hot Springs had to be cancelled due to restoration efforts tied to Winter Storm Atlas.

Reach: Approximately 50 people attended the EEAD lunch-n-learn at Canyon Lake Senior Center.

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. BHP reached out to the Wonderland Homes Water Association to target total electric, moderately sized homes during the selection process.

Reach: A total of 18 homes were weatherized Nov. 7-9, 2013 in South Dakota – 12 in the Wonderland Homes development in Rapid City and six in Belle Fourche.

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 Thursday, Nov. 16, 2013. 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: Sixteen realtors attended the 2013 Realtor Training course.

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 and \$5 per water heater.

Reach: BHP paid out a total of \$200 in incentives during 2014 – \$155 in heat pump incentives and \$45 in 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: No contractors or distributors used the co-op advertising program to support advertising campaigns during the 2013-2014 period 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 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 – Brayden Automation – used the co-op home show booth rental program during 2014, with support from the BHP Energy Efficiency Solutions program.

HVAC CONTRACTOR MEETINGS

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 retro-commissioning program, but attendees received a full overview of 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: Ten HVAC contractors and technicians attended the informational/Q&A session during the HVAC demand controller training.

Fifteen HVAC contractors/technicians and building construction professionals attended the BHP EES session during the 2014 Electro-Tech Expo.

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.
 - Electric water heaters and heat pumps
 - Home energy audits
 - Commercial & industrial energy efficiency
- Black Hills Power placed bill inserts
 - www.BHPSaveMoney.com website promotion – June 2014
 - Refrigerator recycling – March 2014
 - Heating system service check – September 2013
- The Residential New Customer Handbook promotes BHP Energy Efficiency Solutions program.
- BHP EES has consistently been promoted on the home page of the BHP website.
 - Home energy audits have been a mainstay.
 - 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
- BHP EES brochures are available to customers at all Black Hills Power walk-in locations.
- Free-standing banners promoting the BHP EES program are displayed at all BHP walk-in locations.
- CFLs given away during area home shows and energy efficiency events are branded to promote the BHP EES program and contain an energy-saving tip on

the container wrap and ENERGY STAR energy and CO2 emissions savings information on CFLs.

EESP -- Promotional Activities under Consideration for 2014 – 2016 Portfolio

Black Hills Power is confident that its proposed suite of programs will find widespread acceptance among its customers. Based on the evaluation of the initial program period, the primary focus during the 2014 – 2016 period is to determine 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.