

Residential Demand Service Rate Program





Demand Management Objective

- To shift residential home's peak demand for electricity to other (off-peak) times of the day.
- Through participation in this program and how they change their energy usage, customers could experience an average monthly electricity cost savings of up to 30%.

The Customer

- Customers averaging over 1,000 kWh per month may qualify for the Residential Demand Service Rate. As a result, most qualifying customers residing in larger homes or have electric heat/or electric water heating may qualify.





BHP Residential Rates

□ Residential Service

- Customer Charge \$8.00
- kWh Charge 8.41 cents per kWh

□ Residential Total Electric

- Customer Charge \$10.50
- kWh Charge 6.81 cents per kWh

□ Residential Demand Service Rate

- Customer Charge \$11.50
- kWh Charge 3.26 cents per kWh
- kW Demand Charge 5.65 cents per kW



Program Results to Date

- ❑ Program began in late 1980's.
- ❑ 3,600 customers – 7% of total residential customers
- ❑ Anticipate 16% of new customer connections will qualify for the demand service rate.
- ❑ Estimated winter peak reduction of 7.2 MW (2kW) per customer and summer peak reduction of 1.8 MW.
- ❑ We have experienced increased energy sales when customers participate in the Residential Demand Energy Rate program.

How does it work?

- Energy Sentry - Demand Controller
 - An energy management device, Demand Controller by Brayden Automation, is used to control the customer's large energy loads during peak periods of the day.
 - The customer does all of the controlling—it is not controlled by Black Hills Power.





The Off-Peak/On-Peak Periods

- The Demand Controller allows customers three-times the On-Peak demand during weekends and designated holidays, including nightly off-peak periods.
 - Summer Season – April 31 through October 31
 - Off-Peak 10:00 pm to 10:00 am
 - Winter Season – November 1 through March 31
 - Off-Peak 11:00 pm to 7:00 am

What does it control?

- ❑ Any and all heating circuits (240 Volts)
- ❑ Radiant heating units
- ❑ Heat Pumps
- ❑ Central Air Conditioning
- ❑ Electric Water Heating – Not “instant hot” or “on-demand” water heaters
- ❑ Hot Tubs (240 Volt models)





What it does not control...

- ❑ Home lighting
- ❑ Small kitchen appliances
- ❑ White appliances – Range, Refrigerator, dishwasher, microwave
- ❑ Clothes washer
- ❑ Fans
- ❑ Shop tools
- ❑ 120 Volt hot tubs
- ❑ Standard 120 Volt outlets
- ❑ Entertainment devices (computers, TV, sound systems, etc)



The Product

- ❑ Energy Sentry Demand Controller
- ❑ Manufactured by Brayden Automation, Fort Collins, CO.
- ❑ Three year warranty by Brayden Automation
- ❑ Extended warranty available at BHP at \$36 per year.
- ❑ Price Range - \$747 to \$807
- ❑ 0% Financing
- ❑ FREE Installation for existing homes
- ❑ Pre-inspection to ensure home qualifies for Rate and proper size controller is being installed.
- ❑ \$200 Rebate for New Home Construction
- ❑ Certified licensed electricians are used for every installation!

Demand Controller Promotions

- ❑ Direct Mail
- ❑ DVD for customers and trade allies
- ❑ BlackHillsPower.com
- ❑ Customer Service Representatives
- ❑ Builder and Contractor referrals
- ❑ Customer monthly newsletter
- ❑ Customer referrals and testimonials

If your electricity bill is \$100 or more each month...
THEN A DEMAND CONTROLLER COULD REALLY SAVE YOU MONEY.

It works like this: The demand controller monitors your overall usage, including peak time usage. It makes sure you don't go over a preset peak level, in return, you qualify for special or lower Black Hills Power rates.

FREE INSTALLATION
FREE SERVICE CHECKS & INSPECTIONS
FREE INSTRUCTIONAL ASSISTANCE
FREE RATE COMPARISON ANALYSIS
FINANCING OPTIONS
WARRANTY

The Maximum-Value DEMAND controller SOLUTION

The bottom line is that you can save up to 30% on your electric bill, and because you control your demand limit, the amount you save is completely up to you!

**THANK
YOU**

