

The Evolving Utility Business Model

A Cooperative Approach

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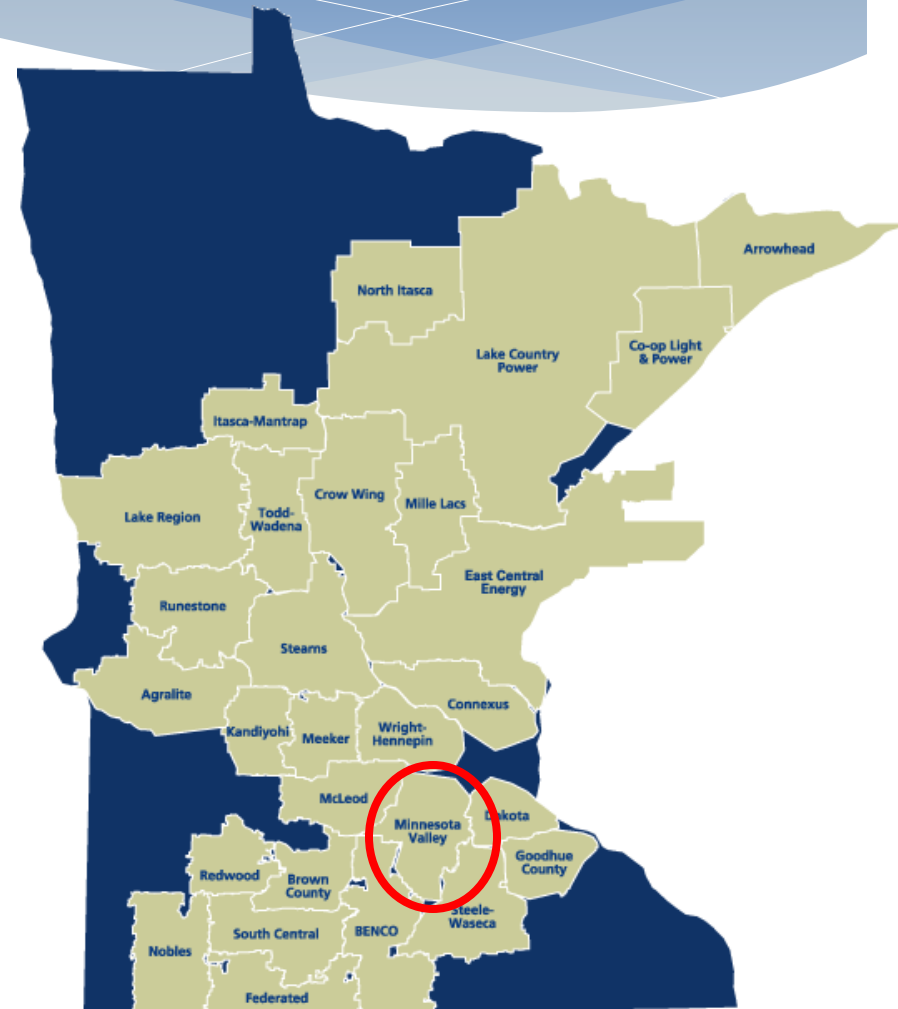
MVEEC

Minnesota Valley Electric Cooperative

Your Touchstone Energy® Cooperative 

MVEC Overview

- * Electric Distribution Cooperative
- * Based in Jordan, MN
- * 80 Employees
- * 36,000 members
- * Multiple Power Suppliers
 - * Great River Energy
 - * Basin Electric





New Prague | August 16, 1944

Gentlemen: Perhaps you would be interested in knowing my husband is now somewhere in France having served in the Army for the past twenty-seven months and overseas for two years. I've continued to live on the farm since my husband's entrance into the service and must say that without the electricity it would have been impossible for me to continue on with the farm.



The Objective

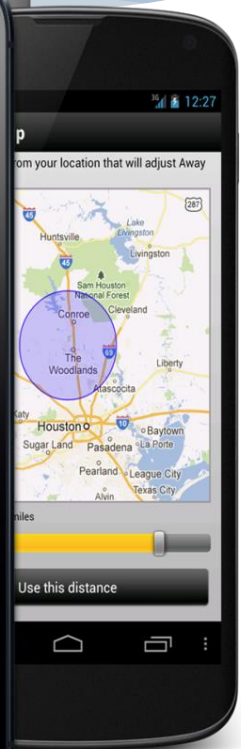
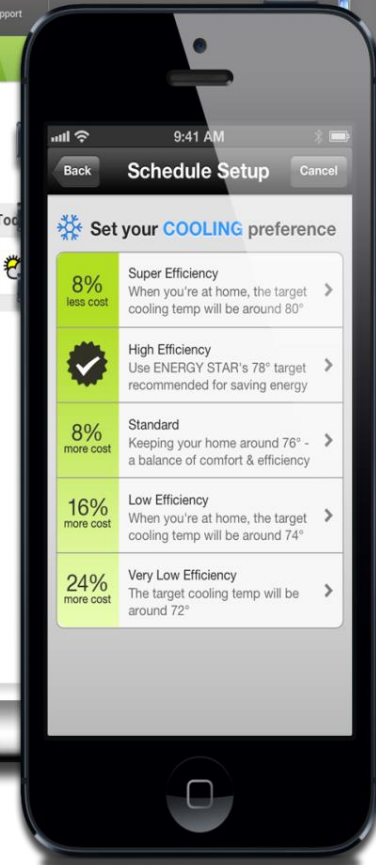
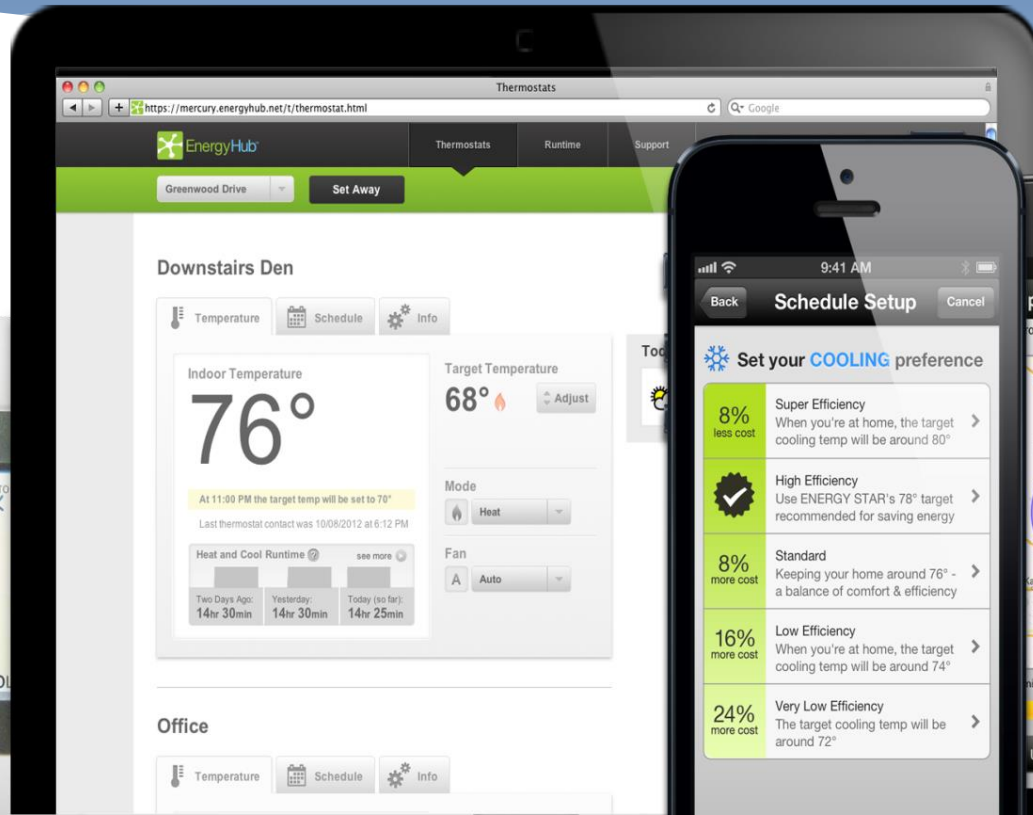
Increase member satisfaction

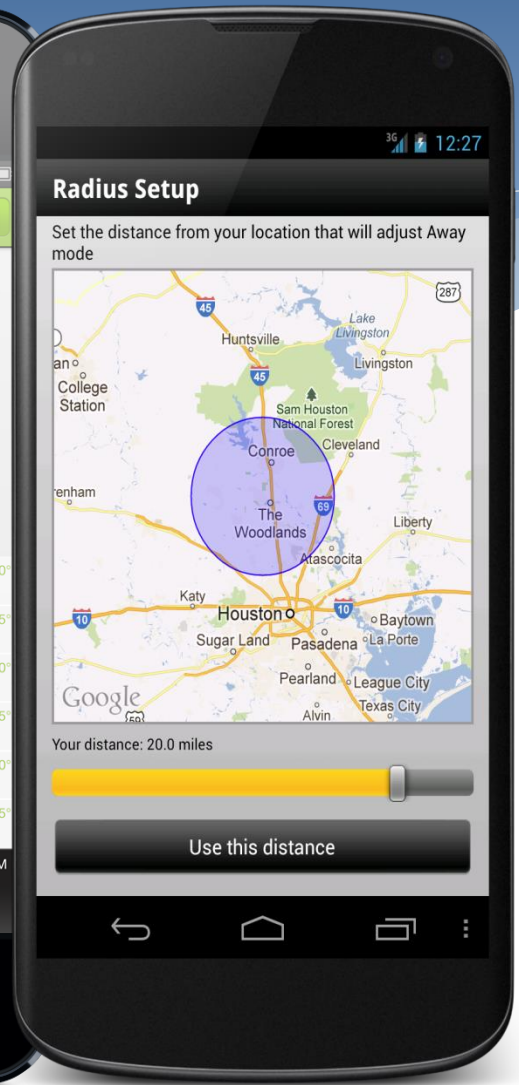
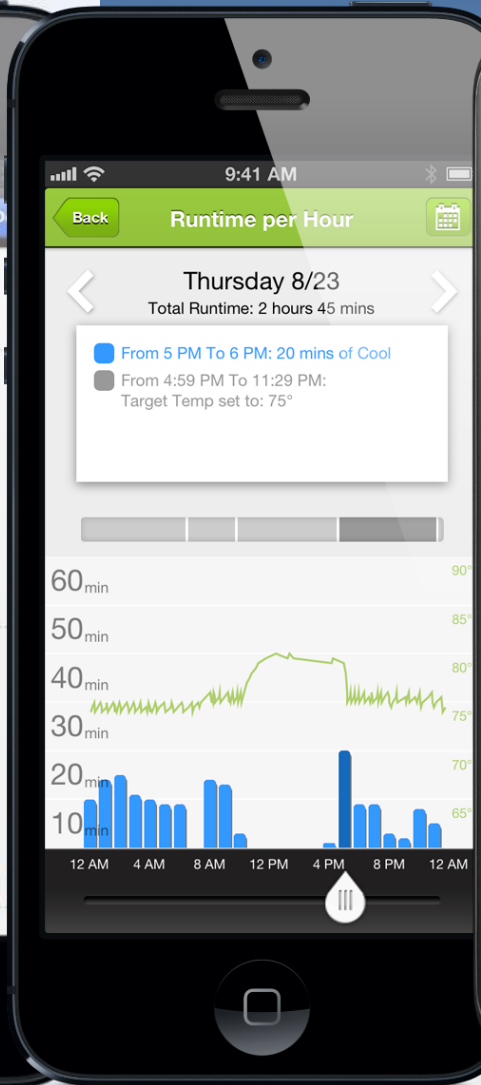


Monetize demand reduction



WiFi Enabled Smart Thermostat





Utility load management capability

Cooling Activity 07/18/2013



07/18/2013

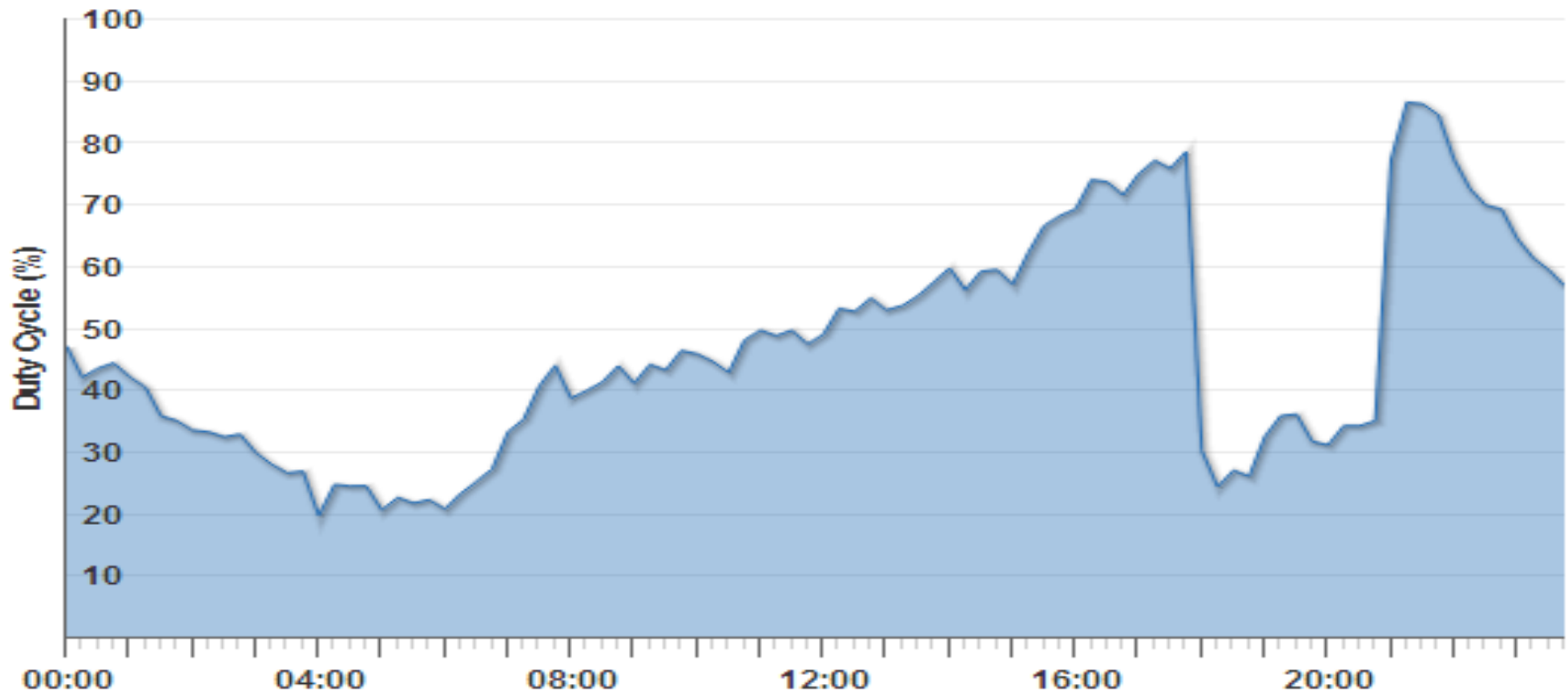


MW

%

Heating

Cooling



Data may be delayed by up to 30 minutes. All times Central Time (U.S. & Can.).

Runtime per Hour

Download last 30 days

01/01/2013

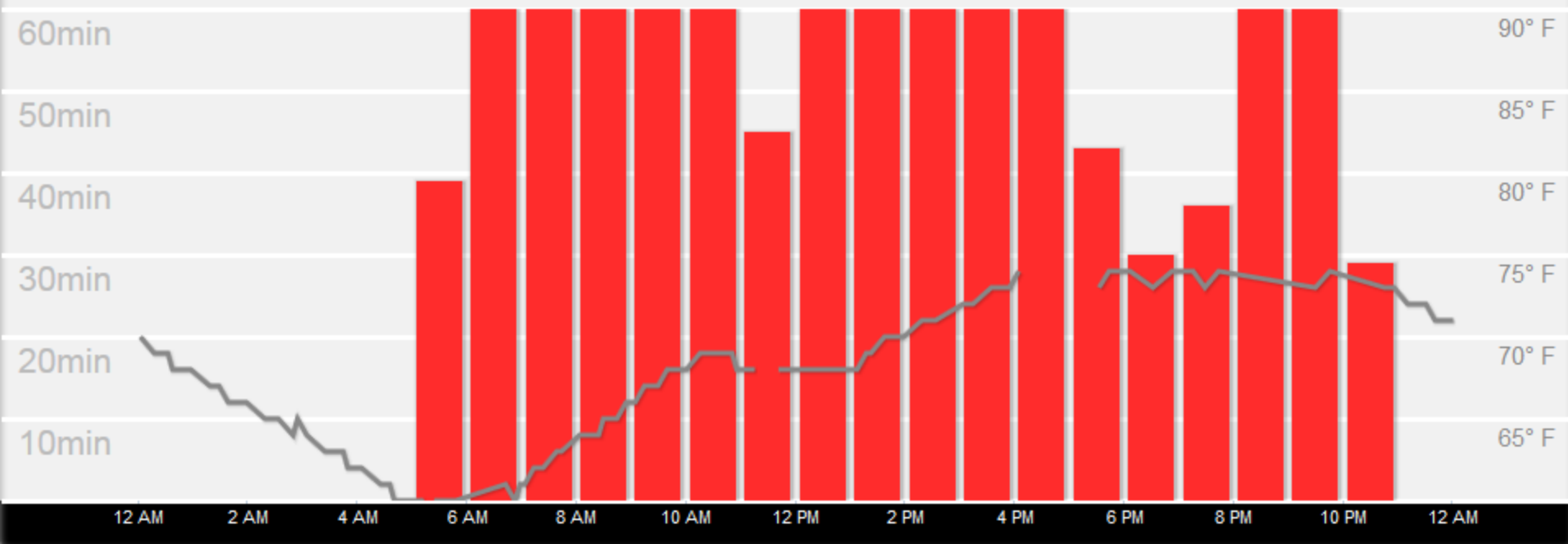


Tuesday 1/1

Total Runtime: 15 hours 42 mins

Unavailable: 32 mins [Show] ?

Indoor Temp: [Hide]



TARGET TEMPS



Runtime per Hour

Download last 30 days

01/03/2013

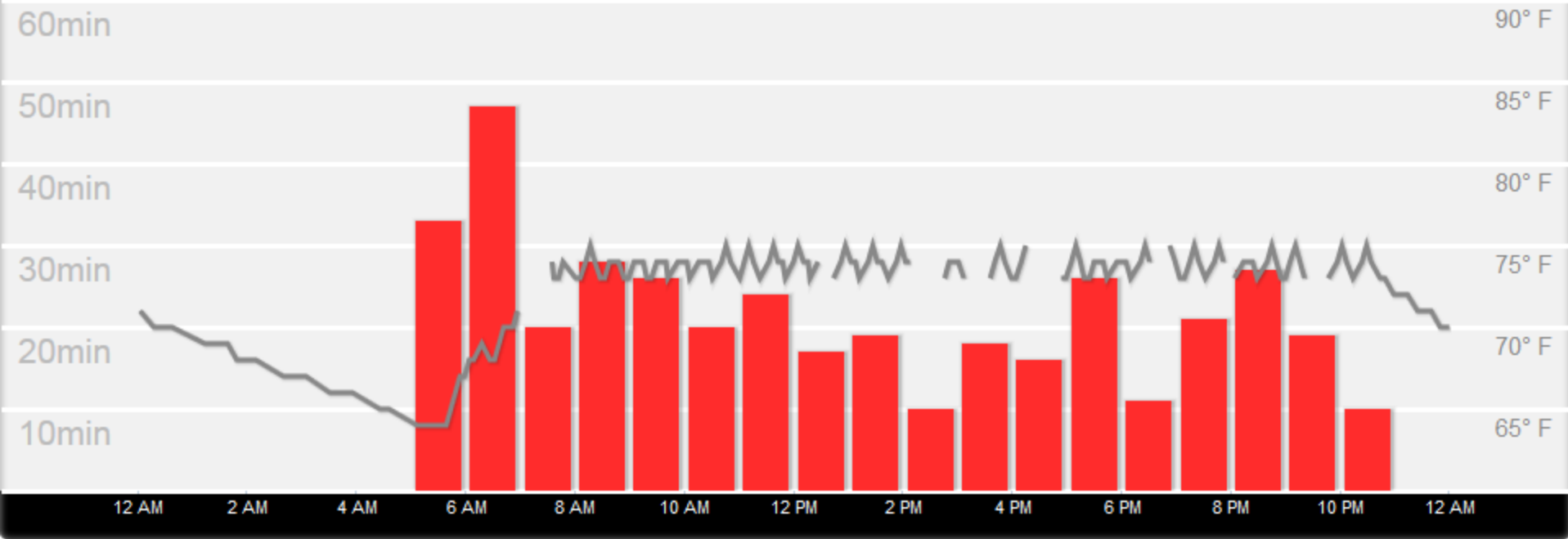


Thursday 1/3

Total Runtime: 6 hours 32 mins

Unavailable: 3 hours 5 mins [Show] ?

Indoor Temp: [Hide]



TARGET TEMPS 60° 74° 60°



MVEC's *Beat the Peak
Energy Challenge*

The Energy Challenge

- 1 Energy reduction in a game format
- 2 \$25,000 in cash prizes
- 3 Members competed as individuals and some banded together as teams:



The Energy Challenge

- 1 Focused on reducing 5 p.m. to 9 p.m.
- 2 Members decided how they would reduce

Survey says. . .

MVEC asked “What are you doing to save during Beat the Peak reduction days?”

96% limit the use of electric appliances

85% turn off unnecessary lights, appliances or electronics

78% use shades or blinds on their windows

64% delay using hot water heater

62% increase their A/C thermostat by 4 degrees

58% participate in Energy Wise program(s)

49% use their ceiling fan to circulate cool air

Facebook

**Minnesota Valley Electric Cooperative** July 16 near Minneapolis ✨

Ready to Beat the Peak tonight? Get outside, go downstairs, take in a movie - whatever it takes to stay cool and save on your electric use between 5 and 9 p.m. this evening. Remember, some fabulous prizes are at stake for those who go the distance each evening this week!


Like · Comment · Share 2

**Reta Lind** Head to Henderson for the Classic Car Roll-In from 6-9 pm 😊
July 16 at 12:00pm via mobile · Like · 1

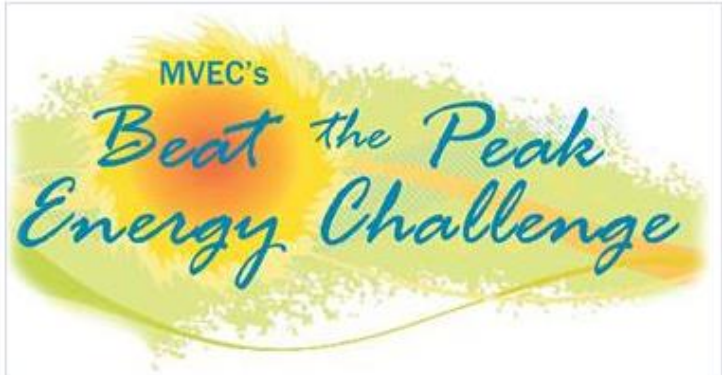
**Minnesota Valley Electric Cooperative** Great idea!
July 16 at 12:02pm · Like

 Write a comment... 

252 people saw this post Boost Post

**Minnesota Valley Electric Cooperative** shared a link. June 24 near Minneapolis ✨

Are you ready? The first energy reduction period for the Beat the Peak Energy Challenge is today! Cut back on electric use from 5 p.m. until 9 p.m. and see how much electricity you can save. This is the first chance to begin earning cash pr... See More



MVEC's
*Beat the Peak
Energy Challenge*

Beat the Peak Energy Challenge
www.mvec.net

MVEC's Beat the Peak Energy Challenge is a free and easy way to earn cash prizes (over \$20,000 in total) – either for yourself, a favorite charity, or organization – while you manage energy use and lower your monthly bill.

Like · Comment · Share 3

143 people saw this post Boost Post

Grab their attention

Fun and clever ways to explain mega-watt hour reduction

Corndogs and kilowatts

What's the connection?

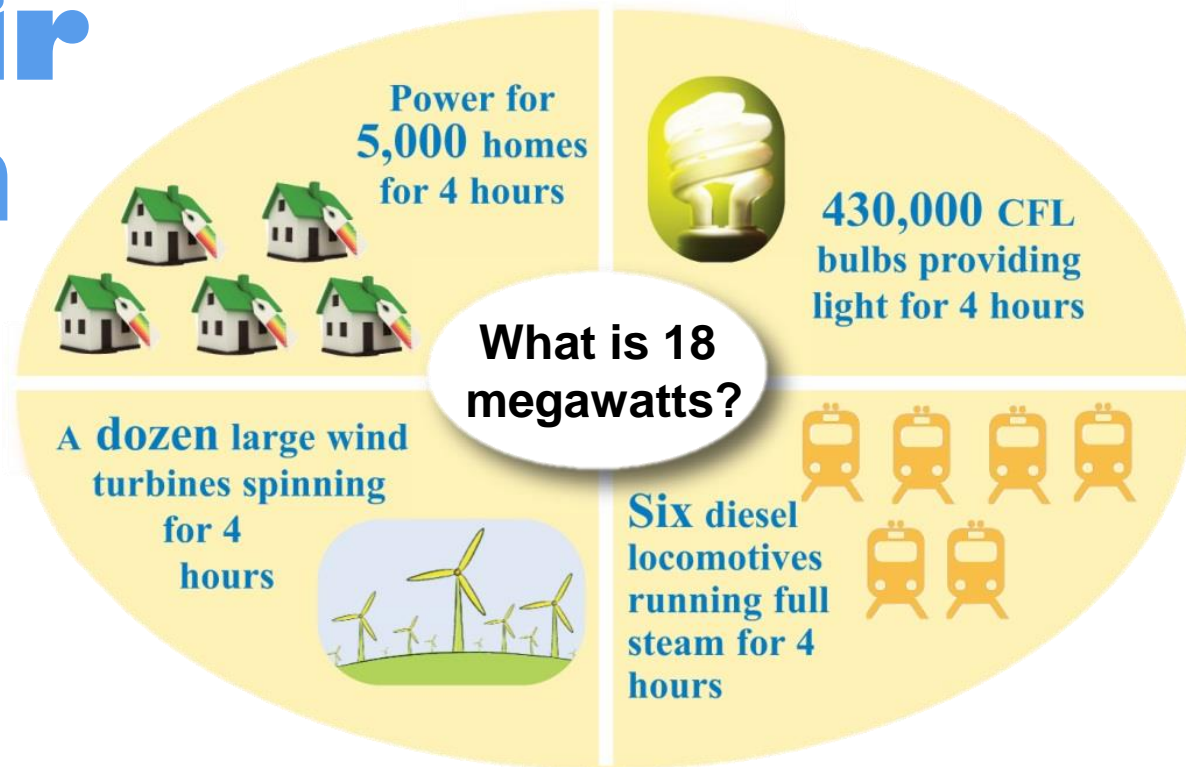
According to a smart guy on our engineering staff, kilowatt units can be compared with calories. He said the 3.4 MWh saved during last night's conservation efforts is equivalent to going to the State Fair and eating 4,000 corndogs each second for four hours.

Aren't you glad you just saved some electricity last night instead!



Grab their attention

Fun and clever ways to explain mega-watt hour reduction



Member comments

(and photo contest entries)

“Our 3 kids are so excited about Beat the Peak that sometimes the littlest one ends up in tears because he is not fast enough to beat his siblings to the switch to shut it off. They are also excited because it usually means we get to go to the lake and swim.”



Member comments

(and photo contest entries)

“My kids are so into this they even unplugged my alarm clock. Thanks for doing this. We were talking about this tonight and we think this is a brilliant program. Thanks for being a coop that cares about all of us!”



Outcome

of 2013's Beat the Peak

- Lower member bills
 - 38 MWh reduced during events
- Lower MVEC power bill
 - \$51,000 reduced power costs
- Gave money back to community
 - Over \$25,000 to individuals and their causes



Residential Battery Storage

- * Participated in the Department of Energy Smart Grid Demonstration Program
 - * Develop economic analysis of battery storage at residential locations
 - * Develop operational framework for initiating control of residential battery storage devices
 - * Evaluate the benefits of residential battery storage on residential electric service reliability.
 - * Evaluate the benefits of residential battery storage together with renewable energy sources.
 - * Identify other system or grid benefits such as volt/VAR control and participation in the Midwest Independent System Operator (MISO) Ancillary Services market

Residential Battery Storage



Image a utility program that...

- * 9 of 10 participants rate good or excellent
- * 8 of 10 look at the utility more favorably after enrolling
- * 96% of participants would sign up for program again if given the choice
- * 95% report the program has made it easier to manage their electric bill so it fits their budget
- * 82% said that participation has helped them better understand what factors impact the size of their electric bill
- * 7 of 10 report they waste a lot less electricity since enrolling in the program
- * 59% indicate their electric costs are noticeably lower under the program
- * Paid the participant for reducing usage at key times





- * MVEC's prepay billing program
 - * Optional billing program
 - * Information: With PayGO you have more information about your energy usage. You'll learn how much you use each day and see trends over time.
 - * Control: You are in control of when you pay for electricity. Pay weekly, monthly and any day or time you choose.
 - * Conservation: Knowing how much you are spending on electricity leads to lower use – studies indicate between 10 and 12%! You may even find yourself pinching that last penny on the account to make it last as long as possible.
 - * \$5 credit for those that reduce usage on key days





Thank You

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