Lake Crystal Beats Summer Peak Loads with Energy Competition

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#2018CERTs
LAKE CRYSTAL BEAT THE PEAK ENERGY COMPETITION

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GOAL #1: USE ENERGY MORE EFFICIENTLY
GOAL #2: REDUCE PEAK ENERGY DEMAND
GOAL #3: REDUCE COST OF PURCHASED POWER
GOAL #4: REDUCE CUSTOMERS’ ELECTRIC BILL
HOW?

• Educate public
• Promote solutions
• Involve public in solutions
• Provide incentives
ENERGY AUDITS
REDUCE ENERGY USAGE WHEN NOTIFIED
PRIZES/INCENTIVES

• Load management credit(s)
• Individual prizes
• Team prizes
• Drawing
COMPETITION SCORING

• Focuses on promotion and awareness

• Points awarded for:
  • Sign up
  • Completing home energy consultation
  • Sign up for text/email alerts
  • Like/follow social media pages/posts
  • Apply for CIP rebate
SCORING

• Enrollment in load management program
• Program referral
• Reply to text/email alert
• Social media tag/share promoting program
• Social media post promoting program
• Letter-to-the editors
TIMELINE

• Hired intern
• Developed promotional materials, sign up info, etc.
• Promoted, gathered initial sign ups
• Held kick-off meeting
• Competition held Memorial Day – Labor Day
RESULTS

• Positive Media Coverage/Public Response
• 50 Households Participated in Competition
• 127 Load Management Sign-ups
• Estimated 50 kW savings per month
• Estimated 64,000 kWh savings
LOOKING FORWARD

• Increase residential participation
• Expand program to business customers
• Measure reduction in individual consumption
  • Added way to score points