



ENERGY EFFICIENCY AND CONSERVATION POSITION

Great River Energy is a not-for-profit electric cooperative that supplies electricity to 28 customer-owned electric cooperatives across Minnesota and part of Wisconsin. Our company measures its corporate performance based on a triple bottom line: affordable rates, reliable energy service and environmental stewardship.

To ensure that we deliver strong performance in each of these vital areas for the benefit of our members, Great River Energy utilizes a broad mix of energy sources, including wind, coal, natural gas, oil, hydropower and biomass. We believe this diversified generation portfolio is essential to our continued ability to provide our members with electricity that is environmentally compliant, reliable and affordable.

Our Commitment to Energy Conservation

Great River Energy has adopted conservation and energy efficiency as a major focus of our business. We have implemented programs to help reduce the current rate of growth in energy demand within our service areas, and to help our customers be more efficient energy users. At the same time, we're working on ways to improve our own efficiency as energy producers. We believe that conservation and energy efficiency programs are just as important as power plants in reducing the environmental impacts of electricity production. Our mission is to meet our environmental stewardship commitment while continuing to provide our customers affordable, reliable energy.

Our Conservation Improvement Programs (CIP)

Great River Energy coordinates a number of rebate and loan programs that offer incentives for energy conservation in residential, commercial, industrial and agricultural operations. For 2009, we budgeted \$9.5 million and expect to save an estimated 95 million kilowatt-hours of energy through the awarding of rebates and incentives through a variety of initiatives such as the High-Efficiency Commercial Lighting and Motor Program, Ground Source Heat Pump Program and Refrigerator Harvest Program.

Our Conservation and Demand Response Programs

Great River Energy and its member co-ops are achieving some impressive results through various conservation and energy efficiency initiatives. In 2010, we set a goal of achieving 165 million kilowatt-hours of annual energy savings. This goal will allow Great River Energy and its members to meet Minnesota's energy conservation goals and reduce summer peaks by more than 350 megawatts (MW) or nearly 13 percent.

Here's a sampling of some of the successful efforts that have helped Great River Energy and its members to reduce energy demand:

- **The Cycled Air Source Heat Pump and Air Conditioning Program** is designed to help reduce electricity demand during periods of high temperatures and humidity. Approximately 129,000 residential co-op members participate in the program that provides the potential to reduce our critical summer peak usage by approximately 129 MW.
- **The High-Efficiency Air Conditioning and Heat Pump Programs** provide rebates for customers that install a high-efficiency air conditioner or heat pump. The installation of central air conditioners and heat pumps must also meet industry installation standards, which ensure more energy savings. The program rewarded approximately 13,000 homeowners with nearly \$2.2 million in rebates.
- **The Community Action Program** partnership offers special programs for low-income households, including energy assessments, weatherization, Habitat for Humanity, air conditioning tune-ups and the installation of energy efficient water heaters and appliances. Great River Energy has budgeted \$1.5 million for funding this partnership in 2010.
- **Through ENERGY STAR® promotions**, Great River Energy provided approximately \$400,000 in energy conservation rebates and grants to members who purchase high-efficiency washing machines, refrigerators, dishwashers, air conditioning units and compact fluorescent light bulbs. Through a partnership with Sears, Great River Energy offers rebates on ENERGY STAR refrigerators and clothes washers. Co-op members can receive \$125 off of ENERGY STAR refrigerators (with recycling) and \$75 off of washers.
- **Through various energy saving lighting efforts**, approximately 200,000 compact fluorescent lamps (CFLs) were sold. Great River Energy established relationships with 45 of the 64 Wal-Mart stores in Minnesota to provide instant in-store markdowns on select GE CFL bulbs, as well as provided co-op members with a \$2-off coupon for any retailer that sells GE CFLs. In addition, Great River Energy and its members continue to participate in the ENERGY STAR Change a Light, Change the World program.
- **The ChargeWise® program** offers an off-peak rate for plug-in hybrid electric vehicle (PHEV) owners. Created in 2009, the program essentially uses excess electricity during the night hours for daytime use.
- **www.MNBrighterIdeas.com** is an energy efficiency and conservation portal that educates co-op members about important steps to take to save energy. It contains information about the Next Generation Energy Act, tools to save energy, videos, promotional information, a Kids Club and much more.

Other demand-side management and conservation initiatives include interruptible programs for commercial and industrial customers; interruptible irrigation; air and ground source heat pump programs; commercial and industrial energy grants; and residential and commercial energy assessments.

Our Energy-Efficient Headquarters

Under the Leadership in Energy and Environmental Design (LEED) program, our Mpale Grove headquarters building is the first building in Minnesota to receive platinum certification, the highest level a building can attain. The LEED rating system is a voluntary national standard for developing high-performance, sustainable buildings.

Our new, four-story, 166,000-square-foot building utilizes the latest energy conservation technologies, such as extensive use of daylight to reduce the need for artificial lighting, a geothermal heating and cooling system combined with under-floor displacement ventilation. The building also includes solar panels, rain gardens and a wind turbine.