

Building Up



Building your business on energy efficiency

A message from ...

the Power of One® Energy Conservation Team

Our Power of One® energy conservation programs are designed to empower our customers to save energy in their homes, businesses and communities. Through these programs, we reach out to many segments of our customers and bring together communities with the common goal of saving energy. When Duluth was chosen as one of 50 cities and counties nationwide to compete for the \$5 million Georgetown University Energy Prize, we knew it was a perfect opportunity to further leverage our Power of One® programs. The bid for the prize spans two years and the winner will be judged on the creativity of programs offered, program design and on energy savings for homes, schools and businesses.

Minnesota Power is partnering with the City of Duluth's ComfortSystems and the nonprofit Ecolibrium3 on multiple initiatives, including a pilot neighborhood energy challenge in Morgan Park. Each participating resident that completes a Home Energy Analysis or Advanced Home Energy Analysis creates business opportunities for residential builders, contractors and suppliers who specialize in high performance homes. Go to www.mnpower.com/EnergyChallenge to learn more about the Duluth Energy Challenge and your potential role.

We also have a new tool available to answer customer's questions about installing solar energy on their home or business. The Consumer Guide to Solar Power helps customers understand how solar works, determine if solar is the right fit for them and explains the steps to installing solar. Download or order your free copy of Minnesota Power's Consumer Guide to Solar Power at www.mnpower.com/Solar



Energy Challenge Opens Doors for Home Improvements

Minnesota's walleye fishing opener traditionally is spent trying to land a lunker, but a team of volunteers in Morgan Park devoted the day to a different effort, hoping to hook friends and neighbors on energy efficiency. The goal was to sign up residents for a combined electric and gas Home Energy Analysis (HEA) or Advanced Home Energy Analysis (AHEA) with Building Diagnostics—both of which can mean business for home construction professionals.

The group gathered at Morgan Park Community Center for an early morning training on home energy analyses and door-to-door canvassing. Members learned to identify different types of residential heating systems and to estimate the size and age of homes. They practiced engaging residents in a scripted conversation that included questions from Minnesota Power's Your Home Energy Report survey—a gateway to resources available through the utility's Power of One® energy conservation improvement program.

“Morgan Park is a perfect spot for the energy challenge. Many of the homes are nearly 100 years old and can greatly benefit from an energy audit.”

**John Strongitharm,
Energy Champion**

Ecolibrium3, Minnesota Power and ComfortSystems organized the campaign as part of the Duluth Energy Challenge, a community-wide effort to win the \$5 million Georgetown University Energy Prize. Duluth is one of 50 small- to medium-sized communities nationwide competing for the award over the course of two years.

“Many homes lack proper insulation and are leaky or have inefficient lighting and heating systems. There are great opportunities for builders and contractors to provide services and help reduce energy use in the community.”


Eric Schlacks,
Gas and Energy Coordinator
ComfortSystems



“Morgan Park is a perfect spot for the energy challenge. Many of the homes are nearly 100 years old and can greatly benefit from an energy audit,” said resident John Strongitharm, an Energy Champion. “By understanding what you can do to make your home more energy efficient, you can plan for improvements and have a quick return on investment. I was very pleased with my audit and the suggestions given.”

“So much of Duluth’s housing stock was built at a time when energy was not a major concern,” said Eric Schlacks, gas and energy coordinator, Comfort Systems. “Many homes lack proper insulation and are leaky or have inefficient lighting and heating systems. There are great opportunities for builders and contractors to provide services and help reduce energy use in the community.”

“Contractors have a large role as Duluth pursues the Georgetown prize,” said Gallagher, noting that Minnesota Power’s Power of One® rebates often require that work be completed by participating contractors who have met high program standards. “This network brings experience in high performance design and construction, energy-efficient equipment and quality installation so the work meets customers’ expectations.”

To learn more about the Duluth Energy Challenge and how your business could benefit while helping the community win \$5 million, go to www.mnpower.com/EnergyChallenge 

Featured Incentives

Educate your customers about Minnesota Power’s conservation incentives.

Advanced Home Energy Analysis with Building Diagnostics: \$200 rebate for electrically heated homes; \$100 rebate for non-electrically heated homes—blower door test and infrared thermal scan to identify leaks and reduced insulation levels plus a standard home energy analysis (through Dec. 31, 2015)

\$500 Rebate on Mini-Split Ductless Air Source Heat Pump (ASHP) for homes that do not have ducts; electricity must be the existing primary heating source (through Dec. 31, 2015)

\$375 Combo Rebate on New Forced Air Furnace with Electronically Commutated Fan Motor (ECM) and Central Air Conditioning (through Dec. 31, 2015)

\$600 Combo Rebate on New Forced Air Furnace with ECM Fan Motor and properly installed ENERGY STAR® ASHP (through Dec. 31, 2015)

Visit www.mnpower.com/rebates for complete information on rebates and other energy-saving tools to help your customers make effective energy choices and build your business on energy efficiency.

“The Morgan Park Energy Challenge is a pilot, so we will take what we learn and improve upon it as we go through the city and accomplish the goals of the Georgetown competition,” said Tim Gallagher, supervisor, program implementation. “Every neighborhood has unique strengths and challenges.”

Morgan Park is a historic planned community built by U. S. Steel in the early 1900s. Many of its original concrete block homes still stand, and the aging structures have plenty of room for energy improvements.

The entire neighborhood was canvassed over three weekends, including follow-up visits. Community leaders, dubbed Energy Champions, were mobilized to help open doors and inspire fellow residents. The Morgan Park Community Club earned rewards from Minnesota Power for each HEA and AHEA. The money earned will benefit community center programs.

Contact Information

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Bright Prospects for Solar Energy

Are your customers asking about solar energy? Minnesota Power is piloting a free Solar Energy Analysis program to educate customers about the interconnection process and assess site-specific conditions that could affect an installation. These include shading from nearby trees or buildings, existing service details, current energy consumption, expectations and other factors. Minnesota Power wants to ensure that solar energy projects are the right fit for homes and businesses—and that energy-efficiency measures are taken first so customers get the most for their investment.

Find more information about the Solar Energy Analysis Pilot Program at www.mnpower.com/Solar

