

# **Energy Efficiency & Agriculture: Fertile Ground for Savings**

**Lisa Pucelik**

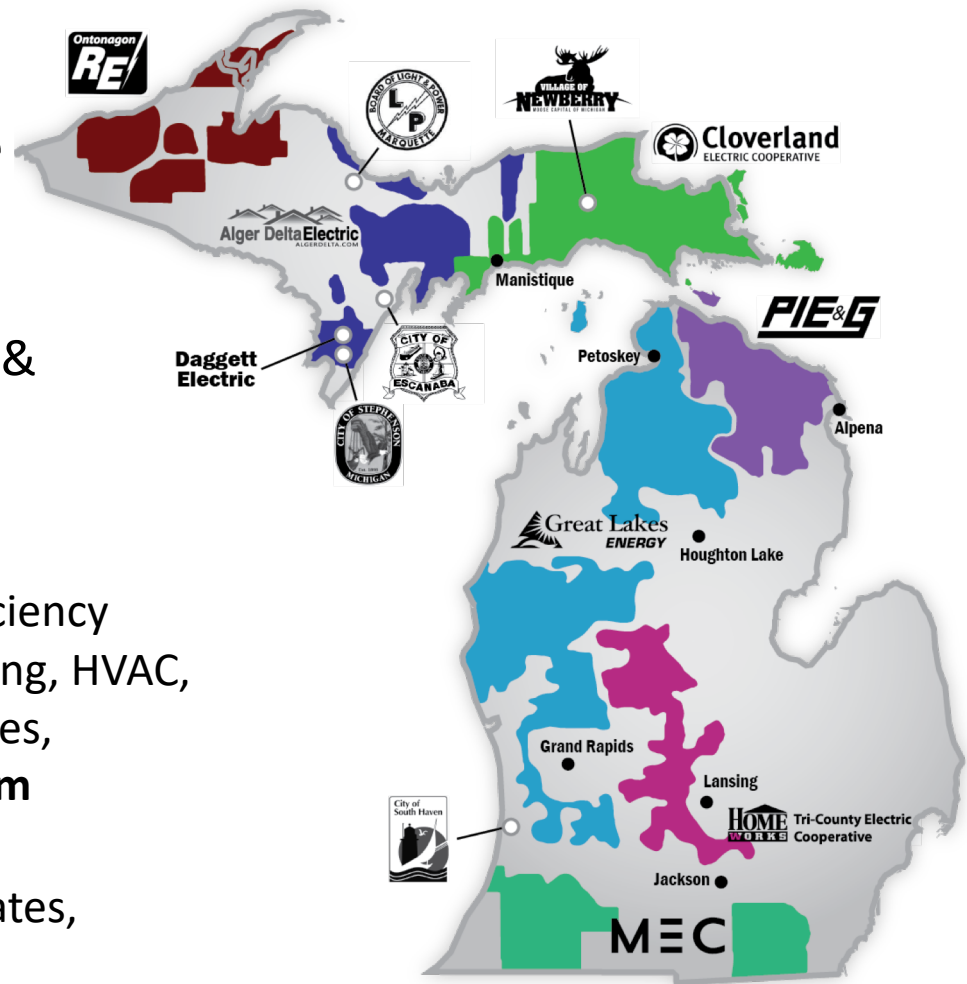
**Client Services Director**



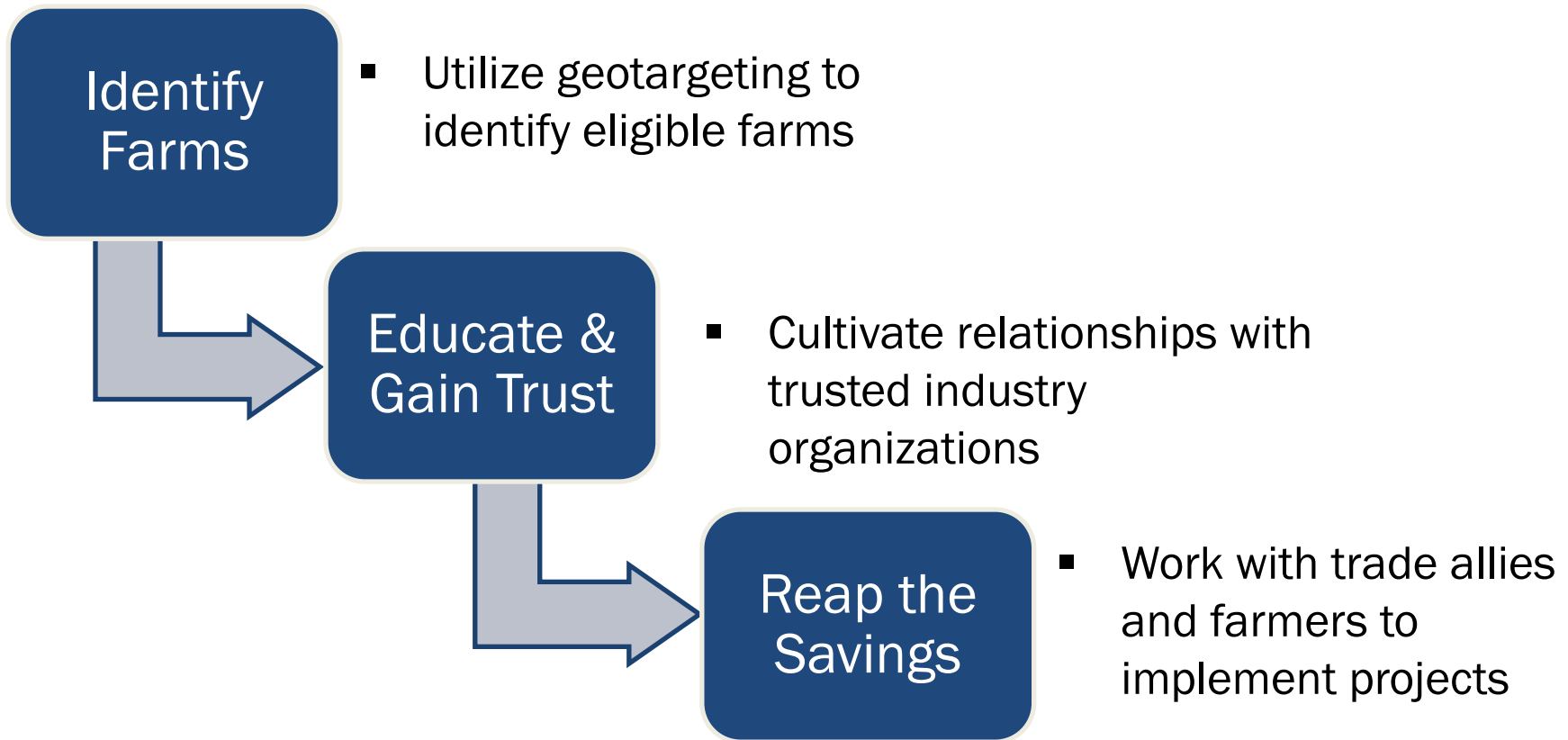
# Current Rural Efforts

## Michigan Electric Cooperative Associate (MECA)

- Over 90% of the territory is rural
- Serve roughly 750,000 members & customers
- Comprehensive set of programs
  - Residential
    - Income Qualified, High Efficiency Products, Appliance Recycling, HVAC, Audits, Manufactured Homes, Education, Pilots, Solar, **Farm**
  - Commercial
    - Custom & Prescriptive Rebates, Education, Pilots, Farm



# MECA Farm Program



# Geotargeting Process & Data



- Utility survey data
- EE program participation
- Utility customer lists

- Census Data
- County property data
- Utility customer lists
- Organization member lists

- Customer list for targeting
- Visual representation of customer locations

# Value of Geotargeting for Cooperative and Municipal Utilities

- Invaluable customer segmentation
- Targeted list of known customers
- Flexibility to test new marketing techniques



# Educate & Build Trust

- Dedicated Field Outreach Staff
- Partner with trusted industry organizations
  - Provide content for newsletters & websites
- Cultivate relationships with trade allies

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# Educate & Build Trust

- Showcase trusted advisor role
  - Build on strong relationship cooperatives have with members
- Attend industry events
  - Conferences
  - Meetings



# MECA Farm Program Highlights

- **Coulter Farms**
  - Built new state of the art fruit and vegetable storage facility
  - 200,000 kWh/year savings
- **Coveyou Scenic Farm Market**
  - Installed 2 geothermal systems
  - 185,000 kWh/year savings
- **Friske Orchards**
  - Built new, energy efficient housing for seasonal staff
  - 43,000 kWh/year savings
- **Sklarczyk Seed Farm**
  - Installed numerous energy efficiency measures at their potato seed farm
  - 212,446 kWh/year savings



# Award Winning Projects

## Michigan Governors Energy Excellence Awards

The prestigious awards honor Michigan organizations and individuals for their commitment to responsible energy production, usage and solutions.

### 2015

- Marquette Food Coop - WINNER
- LaBar Poultry - WINNER

### 2016

- Miller Family Farm - Finalist
- Odawa Casino – WINNER

### 2017

- Sklarczyk Seed Farm – Finalist
- Don Earl Heating & A/C – Finalist
- Friske Orchard - WINNER
- Holland Energy Fund - WINNER

### 2018

- Albert Heating and Cooling – Finalist
- Stump Family – WINNER



# Questions?

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