



Minnesota Power – Data Sharing/Data Privacy

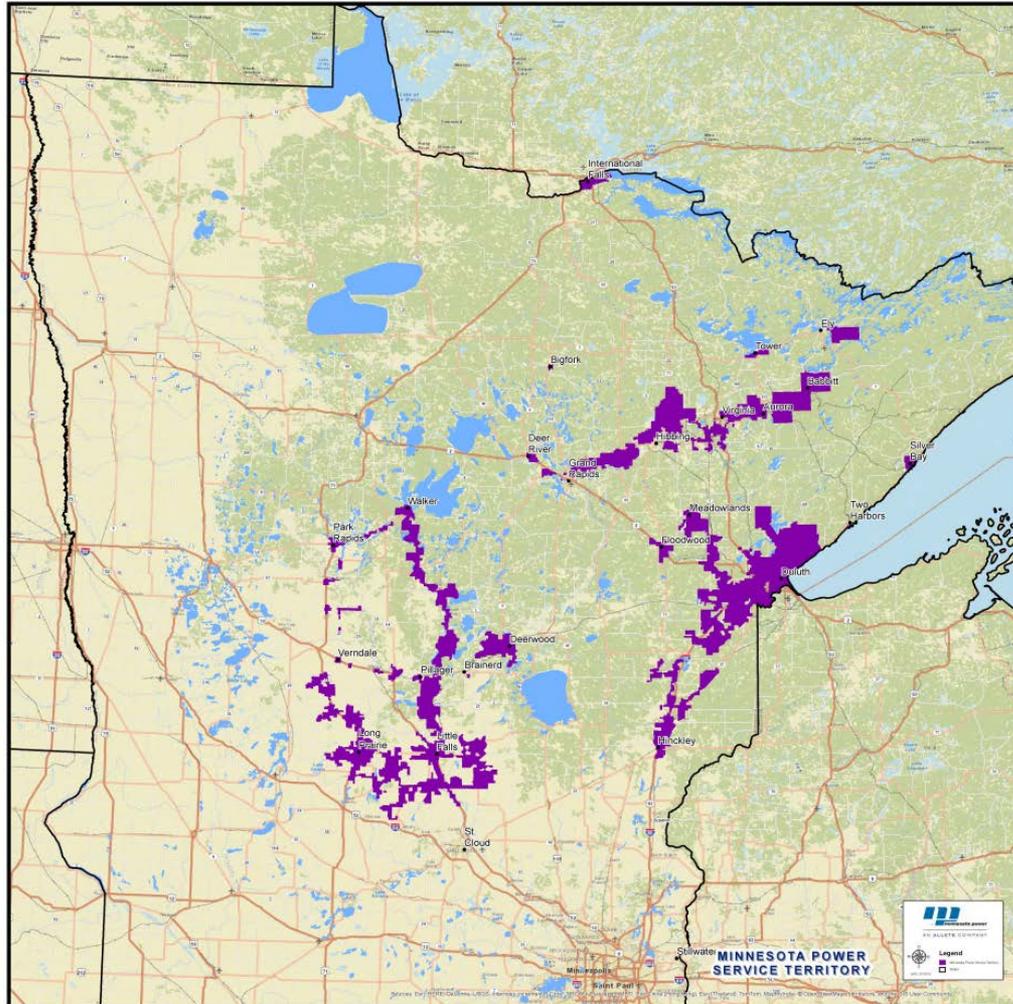
Presented by:
Luann LaValley
Director, Customer Service

ALLETE is an Energy Company





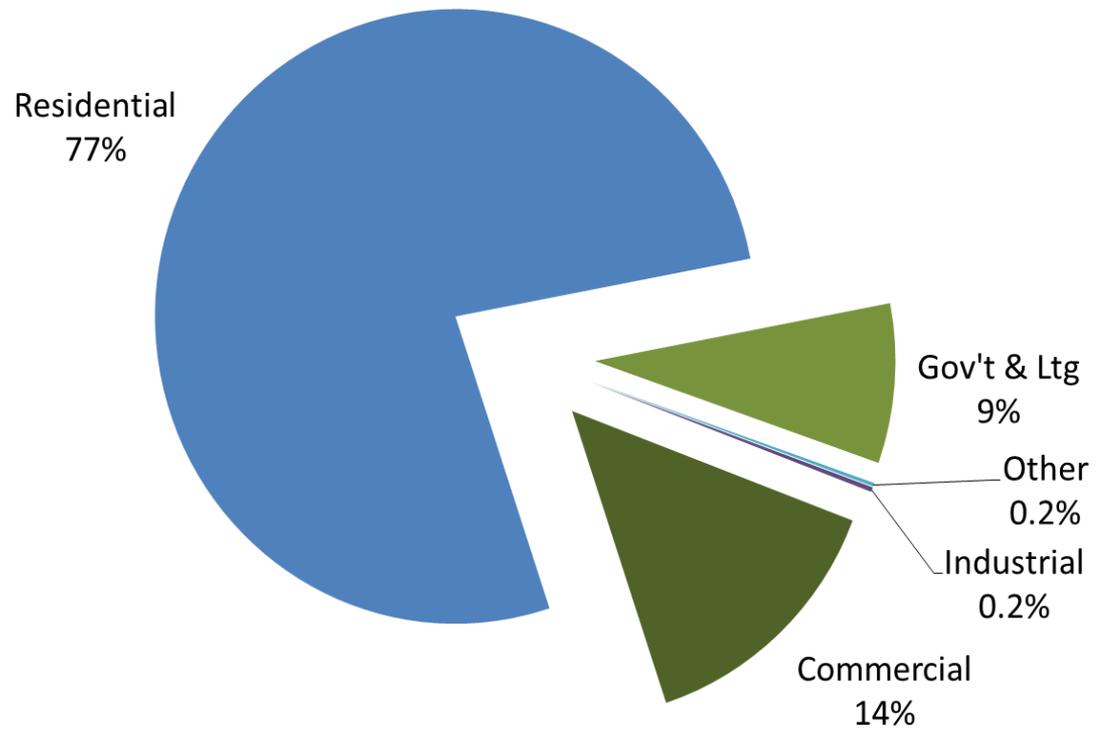
At A Glance



At A Glance

Customer Counts by Customer Class

CIS 7/31/2014



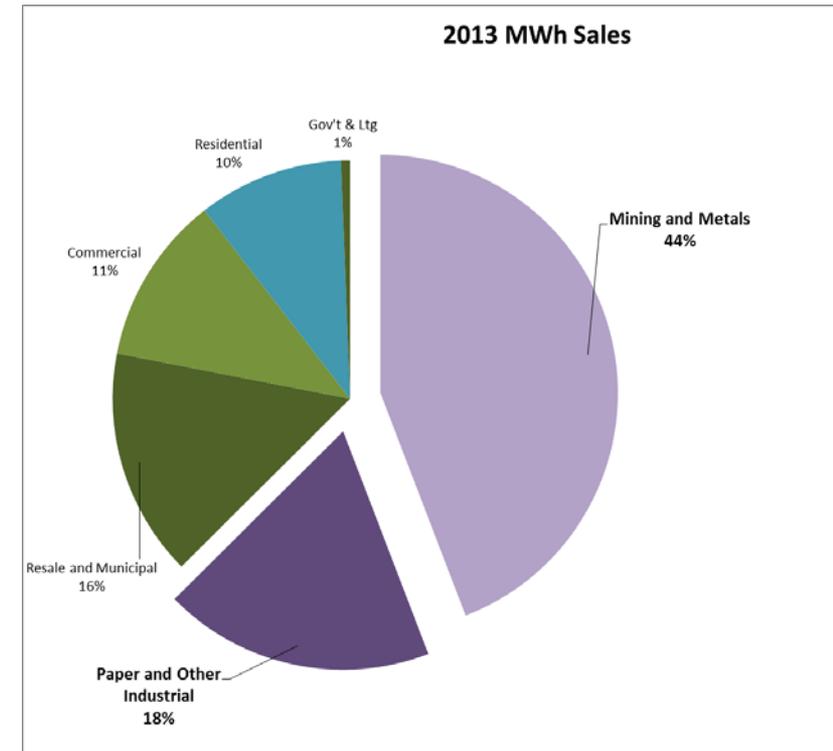
At A Glance



- Large industrial customer class



- Generation and purchased power of 1900 MW
- Service territory includes some of the world's largest known reserves of taconite, copper-nickel, and other precious metals



GENERAL DATA SHARING PRACTICES

Data Sharing

MP Driven: Business Purpose/Customer Service

- Contracted Services
- Billing
- Portal applications
- Low income programs
- Conservation programs
- Regulatory reporting

Third Party Requests: Require a release/authorization

- Homebuyers/real estate agents
- Solar installers
- Outside vendors
- Other – generally aggregate and not predominant

Examples of data Sharing projects



- Georgetown University Energy Prize
- Energy Center of Wisconsin – Residential High Energy User Study
- Smart Grid Investment Grant – Consumer Behavior Study

Georgetown University Energy Prize - Duluth



LEADING THE WAY IN ENERGY EFFICIENCY



The Prize | Take Action | Financial Incentives | Inspiring Stories | Partners | Contact Us | Events

That's where the **GEORGETOWN UNIVERSITY ENERGY PRIZE** comes in.

Join Team Duluth

Join Team Duluth to win \$5 million!

Duluth's Dash-to-the-Cash

50 days + 5 actions + 5% = \$5 million

Duluthians could save 5 MILLION DOLLARS A YEAR if we worked together to reduce our energy use by 6%. To kick off Duluth's quest for the 5 million dollar Georgetown University Energy Prize, we're asking everyone to sign up for the Duluth Dash-to-the-Cash. During the first 50 days, each household is encouraged to reduce energy in 5 areas by completing free/low-



Georgetown University Energy Prize

The Georgetown University Energy Prize challenges small- to medium-size towns, cities, and counties to rethink their energy use, and implement creative strategies to increase efficiency. Currently, a select group of communities, including Duluth, are leading the way by bringing together their local governments, residents, utilities, and community organizations to demonstrate success in reducing energy consumption over a

Data Reporting

GEORGETOWN UNIVERSITY ENERGY PRIZE

ENERGY DATA COLLECTION INFORMATION

The following form is an adaptation of the optional attachment many communities submitted along with their Application utility commitment letters. The purpose of this form during the Quarterfinals (August – November 2014) is to gather data that will help communities, utilities and the Georgetown University Energy Prize (GUEP) team to standardize data collection procedures for all competing communities prior to the January 2015 start of data collection.

Community Name: _____

Utility Name: _____

Utility Type (check one):

- Investor Owned
- Municipally Owned
- Co-op

Energy Type (check all that apply):

- Gas
- Electricity

The community
(Semifinal)
energy

The community and utility understand that, during the two-year energy competition (Semifinals), the utility must report at least quarterly to GUEP the total (aggregate) monthly energy directly supplied to all of their residential and municipal customers.

Aggregate data will be reported separately for the residential and municipal sectors. A given month's aggregate energy use is defined as the total of the energy billed during that month.

The quarterly reports are due within 45 days of the quarter's end. When submitting the first quarterly report, the utility must also report the community's baseline energy use: the monthly aggregate residential and monthly aggregate municipal energy supplied during the 24 months prior to the start of the Semifinals.

Energy Center of Wisconsin – Residential High Energy User Study



<http://www.ecw.org/mnenergystudy2014>



This research was supported in substantial part by a grant from the Minnesota Department of Commerce, Division of Energy Resources through the Conservation Applied Research and Development program, which is funded by Minnesota ratepayers. ComfortSystems, Minnesota Energy Resources, Minnesota Power, and Rochester Public Utilities are providing invaluable project support as study partners.

Study – Data Privacy

- Personally identifiable information included with the billing histories will be treated in confidence and used only for assessing dwelling types and recruitment of eligible households into the characterization study. No personally identifiable customer information will be provided to any other entity, including the State of Minnesota, unless required by law.

Background
The Energy Center of Wisconsin is conducting research about how Minnesota residents use energy-using equipment in their homes. The study is supported by the Minnesota Department of Commerce, Division of Energy Resources and Minnesota Power. The information collected from this study will help MN utilities design effective and appropriate energy efficiency programs and equipment rebates for their customers. Below are details regarding the study.

Survey Alert
Minnesota Power
Minnesota Energy Use Study

On-site Building Audits and Interview.
Residential customers will be asked to participate in a site visit of their home and an in-person interview. Customers will receive a monetary incentive of \$75 (a Visa gift card or equivalent) for participation.

Number field visits: 100 site visits to residential homes

Type of data collection: field visit by one or two researchers

How customers were selected: randomly selected

Time frame: May 1, 2014 to October 15, 2014

How phone recruiters and audit implementers will identify themselves: Recruiters and audit implementers will identify themselves as staff members of the Energy Center of Wisconsin doing a study for Minnesota Power. Field teams will carry identifying information including but not limited to a printed ID or a letter/pamphlet stating purpose of the visit.

What customers will be asked to do: Permit a walk-through of the home to do an inventory of all energy-using equipment and an investigation of building characteristics. Grant access to attics, basements crawl spaces, garages and out-buildings (where applicable). Allow researcher to do a blower door test to test for air leakage. Participate in an interview about household practices, attitudes, and perceptions concerning energy usage. The site visit, including interview, will take approximately 2.5 hours; although the customer is not expected to stay with the auditor for the entire duration of the audit, they can if they prefer.

How the information will be used: This information will be aggregated and individual customer responses will remain confidential and be used only for purposes of this study. Customers will not be added to any marketing lists as a result of their participation in this study and their responses will not be shared outside the study team. The field researcher may provide high-level advice on energy savings practices, but customers will not receive a formal audit report.

Contacts for questions or concerns:
Utility contact:
Ali Lian
Alian@mnpower.com
218-355-3090

The study's project manager at the Energy Center of Wisconsin is:
Ingo Bensch
ibensch@ecw.org
608-210-7145
Please visit us at: www.ecw.org/mnenergystudy2014

ECW Study – Website Reference



Minnesota residential energy use study

We are conducting research about how Minnesota residents use energy in their homes. The study is supported by the Minnesota Department of Commerce, Division of Energy Resources and a number of Minnesota utilities including Minnesota Power, ComfortSystems, Minnesota Energy Resources and Rochester Public Utilities. The information collected from this study will help Minnesota's utilities design and tweak their program offerings so they best fit customer needs and interest.

Below is more detail about the study and what you might expect if you are asked to participate.

PARTNER 8



their home and an in-person interview. Customers invited for participation. We are conducting 100 such chosen, it represents thousands of other Minnesota

ventory of all energy-using equipment and an t, we ask your permission to grant access to attic, able). Also, as part of the audit, our researchers will

e frame of an exterior door (typically your front able to determine leakage levels in the house and t.

doors, open all interior doors, and close any later heaters are not running. The test should take approximately 40 minutes, which includes room set-up and take-down of the equipment.

What kind of questions will be asked during the interview?
Researchers will ask participants about household practices, attitudes and perceptions concerning energy usage. We may ask about building age and maintenance of energy-using equipment. We also may ask your thoughts about energy efficiency programs offered by your utility company.

How will information from the audits be used?
This information will be aggregated and individual customer responses will remain confidential and be used only for purposes of this study. Customer responses will not be shared outside the study team. The field researcher may provide high-level advice on energy savings practices (if desired), but customers will not receive a formal audit report.

If you have any questions or concerns, please don't hesitate to contact the study's researchers or your utility.

For specific questions about the study, contact:
The study's project manager at the Energy Center of Wisconsin:
Ingo Bensch
ibensch@ecw.org
608.210.7145
Minnesota Department of Commerce, Division of Energy Resources
1 Alton Road

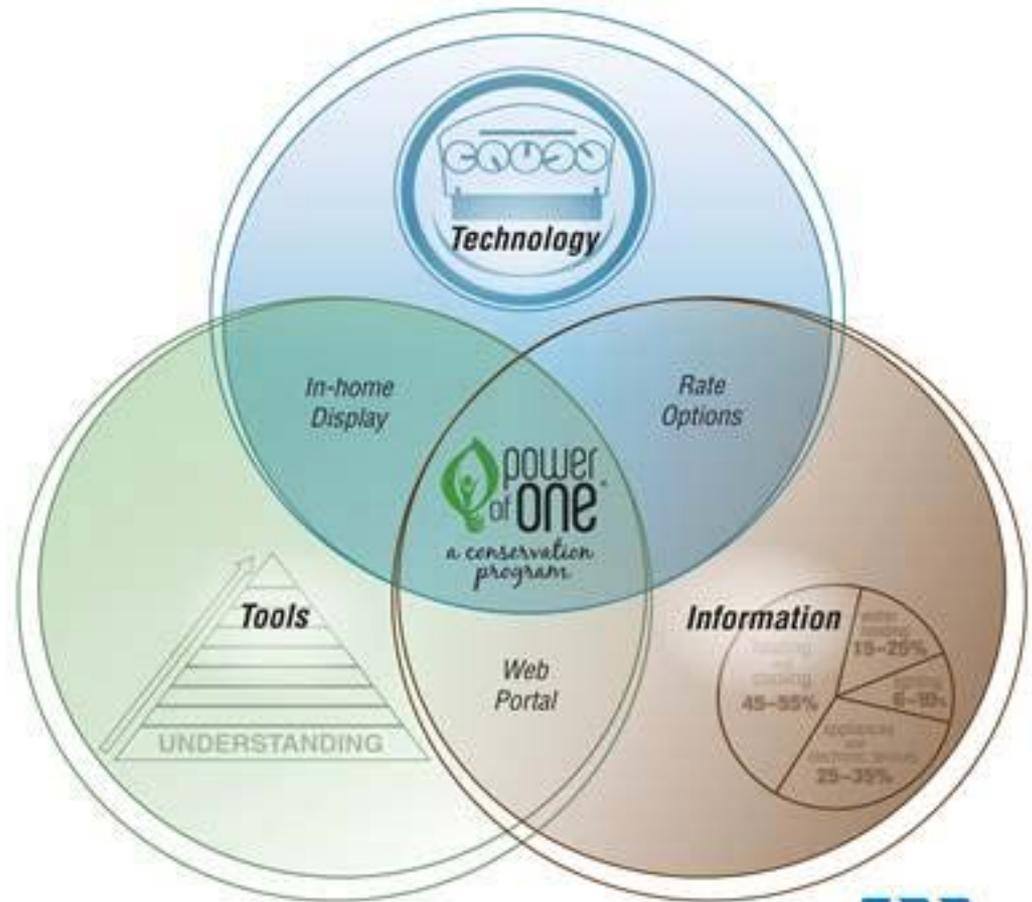
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Consumer Behavior Study Plan (CBSP)

Goal – Use Advanced Metering Infrastructure to:

- Provide enhanced usage information and tools to residential customers
- Introduce a residential Time-of-Day Rate Pilot program
- Gauge customer interest in new tools and rate options for future program development
- Understand customer response to time-based rates



Power of One Choice Portal



My Home | My Report History | My Action Plan | My Profile | My Requests | FAQ | Admin |

Personal Information | Home Information | Heating & Cooling | Water Heating, Kitchen & Laundry | Other Energy | Finish

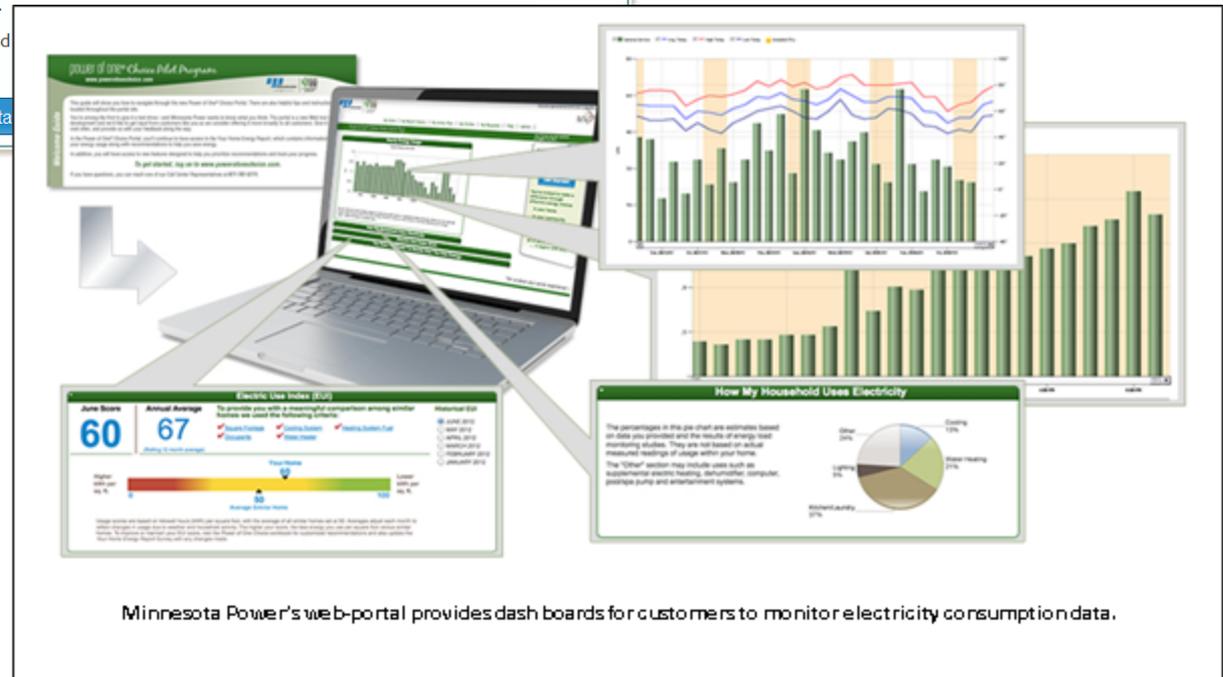
Thank you for being a part of the Power of One® Choice Pilot Program. Before you begin exploring the portal, we ask that you take a few minutes to complete this brief survey.

If you have previously completed the Your Home Energy Report, please answer the questions that have been newly added for this pilot. These are highlighted in **BOLD**. You are also encouraged to review your previous responses, which are pre-populated, and update them if there have been any changes since you last completed your survey.

If you have not previously completed the Your Home Energy Report, the full survey will take approximately 10 minutes to complete. Please answer the questions as completely and accurately as possible.

Your complete answers will help to ensure you receive up-to-date and

Sta



The dashboard displays several key metrics and charts:

- Electric Use Index (EUI):** Shows a June Score of 60 and an Annual Average of 67. A color-coded scale ranges from 50 (blue) to 100 (red).
- How My Household Uses Electricity:** A pie chart showing the breakdown of electricity usage:

Category	Percentage
Other	2%
Lighting	1%
Refrigeration	1%
Water Heating	1%
Heating	1%
Other	2%
Refrigeration	1%
Lighting	1%
Water Heating	1%
Heating	1%
- Historical EUI:** A bar chart showing electricity usage trends from June 2012 to June 2013.
- Energy Use Comparison:** A line chart comparing energy usage across different months and years.

Minnesota Power's web-portal provides dash boards for customers to monitor electricity consumption data.

Data Reporting and Privacy

Data Reporting and Privacy

Minnesota Power follows its standard operational privacy guidelines and practices for all customers, including those participating in this rate. This voluntary rate is being offered as part of a Department of Energy (DOE) grant.

Reporting of certain data, along with customer usage information, is required of Minnesota Power under the terms of the grant. A unique customer study identification number will be assigned for any customer level data, in accordance with DOE guidance documents. Individual customer names, account numbers, and addresses will not be included in reports to the DOE. For more details about the data reporting requirements and privacy of the Time-of-Day Rate Pilot, refer to Minnesota Power's rate book at www.mnpower.com/RateBook or call 877-707-5771.

Wrap Up!

- MP Driven – Professional Services Agreement with non-disclosure clause
- Third Party Requests – Release/authorizations by the customer
- Emerging Trends – Aggregated Data
- One-off Requests – Reviewed as received

[Questions?

