

# Energy

SAN MIGUEL POWER ASSOCIATION, INC.

# WISE



YOUR ELECTRIC CO-OP MEMBER NEWSLETTER | DECEMBER 2014 | ISSUE #0064

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## Notables: New Look for Newsletter Next Year



Kevin Ritter  
SMPA General Manager

It's hard to believe, but we launched this newsletter more than five years ago in September 2009. In those 64 issues (this one included) we've discussed everything from our rates to our rebates. This newsletter is one of the most important mechanisms in our communication efforts to you.

will stay the same. You'll still hear from me each month, and the newsletter will always remain a place where we explain our member programs, highlight community energy projects, and provide important safety and efficiency information. We'll also be continuing with a new feature we recently added, the reader request questions. We keep track of questions that come in from our members and try to address them regularly in this newsletter. I encourage you to submit your questions to [energywise@smpa.com](mailto:energywise@smpa.com).

And while we sometimes have to explain tough decisions or discuss controversial issues, it's all part of keeping you, our members, informed. But, as is the case with all things in the communications world – or so I'm told – things age quickly, and our newsletter needs a makeover.

As we close out 2014 and our last issue of the current EnergyWise, I'd like to thank you for reading. By reading this newsletter you are making a choice to be an active participant in your cooperative. You are choosing to be an informed, engaged, and educated member. And that is exactly the kind of member that has made, and will continue to make, SMPA a successful, progressive, and strong cooperative.

We'll be unveiling the new look with our first issue in January 2015. The new design should make it easier for you to see exactly what's included in each issue. But don't worry, the bones of the newsletter

Have a very happy holiday season. See you next year!

### ELECTRICAL SAFETY 101

Make sure your Christmas tree is at least three feet away from any heat source, like fireplaces, radiators, candles, heat vents or lights, and is not blocking an exit. Get more Christmas tree safety tips at [www.nfpa.org](http://www.nfpa.org).

#### Contact Us:

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[www.smpa.com](http://www.smpa.com)  
[www.facebook.com/SanMiguelPower](http://www.facebook.com/SanMiguelPower)

*In the case of a power outage, contact your local SMPA office. If it is after hours, you can automatically transfer to our 24-hour dispatch.*

#### Questions or comments?

**Contact:**  
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San Miguel Power is an equal opportunity provider and employer.



### Phone Scammers Targeting SMPA Members

San Miguel Power has received recent reports that phone scammers are once again active in the area. Callers are claiming to be a power company representative, demanding immediate payment, and threatening cut off.

If you receive a similar call or feel suspicious in any way, hang up and call SMPA directly to confirm your account details. Also, report any suspicious calls to SMPA and the local authorities along with the details you were able to gather. These scams are taking place across the country and are not limited to utilities.

## Holiday CLOSINGS

*Please take notice of our...*

### CHRISTMAS

Both offices closed Thurs., Dec. 25

*Nucla office always closed Fridays.*

### NEW YEARS

Both offices closed Thurs., Jan. 1

*Ridgway office always closed Mondays.*

*Wishing you a very Merry Christmas and Happy New Year!*



# LEDs Relight Mountain Village

Four thousand, eight hundred, twenty-eight – that’s how many new uber-efficient, long-lasting, LED bulbs are now lighting up the town of Mountain Village. That’s a lot of light bulbs. In fact that’s 3.5 times more light bulbs than people in the small mountain town. But just how did Mountain Village get its citizens to swap out their old inefficient bulbs for new LEDs?

In partnership with San Miguel Power and Cooperative Business Lighting Partners, Mountain Village launched the Relight Mountain Village program this past summer, giving their citizens access to drastically discounted LED bulbs for their home or business. Cooperative Business Lighting Partners agreed to sell a variety of LED bulbs at a reduced rate to Mountain Village residents. That discount was doable thanks to a generous rebate funneled through San Miguel Power from their wholesale power provider, Tri-State Generation and Transmission Association, and a \$20,000 earmark from the town’s energy reduction projects budget.

“Think of it as a prebate, instead of a rebate,” explained SMPA Key Accounts Executive Ken Haynes. “Relight Mountain Village allowed citizens to skip the hassle of filling out and submitting rebate paperwork. The rebate was calculated into the upfront cost of the bulbs.”

Town residents were able to purchase LED bulbs at a custom on-line marketplace for rebated prices during two limited time periods throughout the summer. Participants could purchase as many as 50 standard LED bulbs, often enough for all the lighting fixtures in their homes. SMPA reimbursed Cooperative Business Lighting Partners with approximately \$35,000 in rebates at the completion of the program.

Cooperative Business Lighting Partners estimates that the overall energy-use for lighting across town will drop by 518,998 kilowatt hours annually. That equates to \$71,000. With the total cost for the 4,828 LED bulbs amounting to \$74,507, the payback period is less than 4 months.

“The response to Relight Mountain Village was incredible. It made it easy and affordable for our citizens to purchase and install LEDs, but that’s just the beginning,” explained Deanna Drew, Mountain Village’s director of environmental services. “The program was also a very important introduction to the world of energy savings for many of the participants. It’s the first step in which the town and its citizens are working together to achieve our energy reduction goals.”

## HOW IT ALL STARTED

Mountain Village was already reaping the benefits of LED lighting after installing the energy and money-saving technology throughout their facilities. And while they were setting a great example for their citizens, they were looking for a way to get community members more involved. The idea for Relight Mountain Village was born.

“Mountain Village set 2014 as our year of efficiency. We audited all of our facilities and completed all the recommended energy conservation measures. But the town’s energy use is just a small piece of the pie. We also need community engagement,” said Drew.

San Miguel Power helped bridge the gap between what LEDs cost at the store and what the town felt people would be willing to

pay for them. Working with Tri-State, SMPA secured bulb rebates up to 50% off and expanded the bulb selection to include everything from standard reading lamp bulbs to decorative pin lights and even commercial tube lights. Add in Mountain Village’s contribution and some bulbs were as much as 75% off. In total, participants could choose from approximately 75 different types of light bulbs.



**John Howe, Mountain Village town councilman and local property manager, reigned supreme as Relight Mountain Village’s number one participant. At left, Howe stands behind a second shipment of bulbs he has to deliver to the various properties he oversees. Above, the North Star multi-housing unit was one of the many associations Howe was able to outfit with LEDs through the new Relight Mountain Village program.**

“SMPA has been supporting LED technology through rebates for that last few years, so the Relight Mountain Village program was a natural fit for us. It’s not always easy to get people to adopt new technologies, because it represents change. But through this program we were able to help Mountain Village make that change easy, affordable, and hassle free,” explained Haynes.

Mountain Village plans to run the program again in 2015 and hopes to involve even more of their large commercial businesses.

“Engaging the community and getting everyone from individuals to business owners to start thinking about how their energy use impacts the region – that’s key to meeting our goals,” said Drew.

Want to launch a similar program in your community? Contact Ken Haynes, [ken@smpa.com](mailto:ken@smpa.com), (970) 626-5549 ext. 207.