

# Colorado Electric and Colorado Gas Customer Communications Overview

February 2021 Event



# February 2021 Customer Communications Summary

*Between Thursday, Feb. 11 and Wednesday, Feb. 26, Black Hills Energy shared safety reminders and energy conservation messages with Colorado customers via email, media relations, social media channels (Facebook, Twitter, LinkedIn and Instagram) and web content.*



Two all-customer emails sent to more than 600,000 customers



Two press releases distributed to nearly 600 Colorado media, influencers and public officials



Five Facebook posts with nearly 60,000 impressions



10 Tweets earning 150+ likes



Three LinkedIn posts reaching at least 3,874 and earning 96 likes

## Ongoing Commitment to Safety and Conservation Education

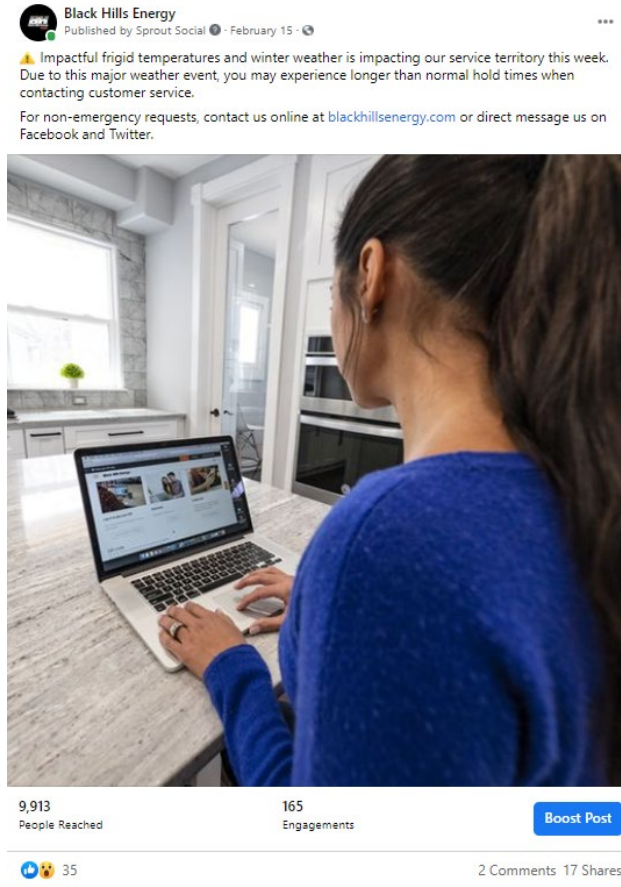
- Customer education on topics related to safety and energy conservation are part of our ongoing communications plans – ***we don't wait for extreme situations to share essential information with customers.***
- Our annual outreach efforts are intended to prepare customers for seasonal drops in temperatures and tips/tools for reducing wasted energy.
- We utilize a range of distribution channels, including (but not limited to) bill inserts, customer emails, social media content, press releases and media relations.



# Feb. 12 – Twitter



# Feb. 15 – Facebook



# Feb. 15 – Twitter



**Black Hills Energy**  
@bhenergy

...

Due to extreme cold and increased demand, we're urging customers to safely reduce their [#energy](#) usage.

Here are some tips to keep your family warm while the demand for energy is so high [bit.ly/3dfM1Dv](https://bit.ly/3dfM1Dv).



2:05 PM · Feb 15, 2021 · Sprout Social

||| View Tweet activity

10 Retweets 3 Quote Tweets 16 Likes

# Feb. 15 – LinkedIn



**Black Hills Energy**

24,135 followers

2mo •

During this extreme and widespread frigid weather, the demand for energy is very high. You can help conserve energy with these tips:

- 1 If health concerns aren't a factor, set your thermostat to 68 degrees in the winter and reduce it 2 to 3 degrees while you're away from home or sleeping.
- 2 Hold off on doing chores. If you can, only wash full loads using cold water, air dry your clothes, or even better, wait until the extreme cold weather passes to complete these activities.
- 3 Check your furnace filter – make sure it's clean and properly installed facing the correct direction.
- 4 Make sure your furnace vent, gas fireplace vent and tankless/conventional water heater vents are free from any obstructions.
- 5 Adjust your humidity. A well-humidified house at 68 degrees is as comfortable as a dry house at 75 degrees.
- 6 Use kitchen, bath and other ventilating fans only as needed. In just one hour, these fans can exhaust a house full of warmed air.
- 7 Reduce hot water usage and set the temperature on your water heater to 120 degrees or put it on the "warm" setting.

<https://bit.ly/3rT55fV>

#coldweather #winter #cold #coldday #snow #nature #freezing #coldmornings  
#coldnight #instacold #itscold #verycold #feelingcold #frozen #socold  
#supercold #toocold #toocoldoutside



54 • 2 comments

Like Comment

Organic impressions: 3,878 Impressions

Show stats

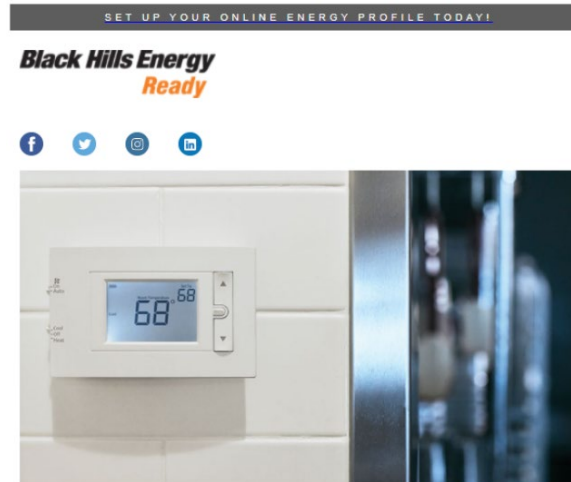


# Feb. 15 – All Customer Email

**Emails sent:**  
612,007

**CTR:**  
.9%

**Open Rate:**  
35.5%



As current arctic conditions continue to impact large sections of the country, we're closely monitoring the situation to ensure the impact on homes and businesses is minimized.

Here are some tips to keep your family warm while the demand for energy is so high:

- If health concerns aren't a factor, set your thermostat to 68 degrees in the winter and reduce it 2 to 3 degrees while you're away from home or sleeping.
- Hold off on doing chores. Doing laundry or washing dishes can use energy to heat the water and your dryer. If you can, only wash full loads using cold water, air dry your clothes, or even better, wait until the extreme cold weather passes to complete these activities.
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- Adjust your humidity. A well-humidified house at 68 degrees is as comfortable as a dry house at 75 degrees.
- Use kitchen, bath and other ventilating fans only as needed. In just one hour, these fans can exhaust a house full of warmed air.
- Reduce hot water usage. Use low-flow faucets and shower heads and take short showers instead of baths. Set the temperature on your water heater to 120 degrees or put it on the "warm" setting.

We appreciate all energy conservation efforts that can be made during these periods of extreme cold. While we always work to ensure affordable, reliable energy, please be aware that higher energy demands will likely impact your energy bill. Collectively, the steps we can all take to limit our energy usage while staying safe will help keep the energy affordable.

As a safety reminder, never use grills or cooking appliances to heat your home and be sure you have working carbon monoxide detectors. [Click here for additional safety tips](#) and for all your energy needs, [visit blackhillsenergy.com](http://blackhillsenergy.com) or give us a call at 888-890-5554.

**STAY WARM**

# Feb. 15 – Twitter



# Feb. 15 – Facebook



**Black Hills Energy**

Published by Sprout Social · February 15 ·

During this extreme and widespread frigid weather, the demand for energy is very high. You can help conserve energy with these tips:

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- 7 Reduce hot water usage. Use low-flow faucets and shower heads and take short showers instead of baths. Set the temperature on your water heater to 120 degrees or put it on the "warm" setting.

For more tips and updates please visit <https://bit.ly/37iH0WT>



BLACKHILLSENERGY.COM

**Energy conservation tips during extreme weather | Black Hills Energy**

As current arctic conditions continue to impact large sections of the country, we're closely moni...

10,145

People Reached

992

Engagements

Boost Post



96

39 Comments 114 Shares

# Feb. 15 – Press Release



## Black Hills Energy recommends efficiency to minimize impact of prolonged frigid temps in Denver, Colorado

**DENVER, Colo. – Feb. 15, 2021** - As current arctic conditions continue to impact large sections of the country, Black Hills Energy is closely monitoring the situation to ensure the impact on homes and businesses is minimized.

"To date, our system has performed as intended. We have worked to ensure homes stay warm, but we need your help," said Vance Crocker, vice president for Colorado utility operations at Black Hills Energy "There are steps you can take today to minimize the financial burden and reduce increased energy use generated by these frigid temperatures."

Here are some tips to keep your family warm while the demand for energy is so high:

- If health concerns aren't a factor, set your thermostat to 68 degrees in the winter and reduce it 2 to 3 degrees while you're away from home or sleeping.
- Hold off on doing chores. Doing laundry or washing dishes can use energy to heat the water and your dryer. If you can, only wash full loads using cold water, air dry your clothes, or even better, wait until the extreme cold weather passes to complete these activities.
- Check your furnace filter - make sure it's clean and properly installed facing the correct direction.
- Make sure your furnace vent pipe flashes out and



## Black Hills Energy recommends efficiency to minimize impact of prolonged frigid temps in Pueblo, Colorado

**PUEBLO, Colo. – Feb. 15, 2021** - As current arctic conditions continue to impact large sections of the country, Black Hills Energy is closely monitoring the situation to ensure the impact on homes and businesses is minimized.

"To date, our system has performed as intended. We have worked to ensure homes stay warm, but we need your help," said Vance Crocker, vice president for Colorado utility operations at Black Hills Energy "There are steps you can take today to minimize the financial burden and reduce increased energy use generated by these frigid temperatures."

Here are some tips to keep your family warm while the demand for energy is so high:

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- Check your furnace filter - make sure it's clean and properly installed facing the correct direction.
- Make sure your furnace vent pipe flashes out and



*Press releases distributed across Colorado Gas and Colorado Electric service territories*

# Feb. 16 – Twitter



**Black Hills Energy**  
@bhenergy



There's a widespread energy demand across the country, and our resilient system and team is ready to respond to the historic cold. We applaud 🙌🙌 and appreciate the businesses who have scaled down to allow more capacity for homes. [#winterstorm2021](#)

8:01 AM · Feb 16, 2021 · Sprout Social

||| View Tweet activity

4 Retweets 8 Likes




# Feb. 16 – Facebook

**Black Hills Energy**  
Published by Sprout Social · February 16 ·

There's a widespread energy demand across the country, and our resilient system and team is ready to respond to the historic cold. We applaud and appreciate the businesses who have scaled down to allow more capacity for homes.

For more energy conservation tips during extreme weather visit <https://bit.ly/37iH0WT>



31,379  
People Reached

3,192  
Engagements

Boost Post

532

59 Comments 105 Shares

Like Comment Share

# Feb. 16 – Twitter





# Feb. 17 – Twitter



**Black Hills Energy**  
@bhenergy

...

Hold off on the chores today. Doing laundry and washing dishes can use energy to heat the water and your dryer. Only wash full loads using cold water if possible, air dry your clothes or even better - wait until the extreme cold weather passes to complete these activities.



12:24 PM · Feb 17, 2021 · Sprout Social

||| [View Tweet activity](#)

4 Retweets 3 Likes






# Feb. 17 – Twitter



**Black Hills Energy**  
@bhenergy



Who's down for a cup of  hot chocolate right about now?  

4:40 PM · Feb 17, 2021 · Sprout Social

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 View Tweet activity

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**2** Retweets   **11** Likes

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# Feb. 17 – Web Content



## Energy conservation tips during extreme weather

As current arctic conditions continue to impact large sections of the country, we're closely monitoring the situation to ensure the impact on homes and businesses is minimized.

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- Reduce hot water usage. Use low-flow faucets and shower heads and take short showers instead of baths. Set the temperature on your water heater to 120 degrees or put it on the "warm" setting.

We appreciate all energy conservation efforts that can be made during these periods of extreme cold. While we always work to ensure affordable, reliable energy, please be aware that higher energy demands will likely impact your energy bill. Collectively, the steps we can all take to limit our energy usage while staying safe will help keep the energy affordable. Visit [blackhillsenergy.com/efficiency-and-savings](https://blackhillsenergy.com/efficiency-and-savings) for more information on how to save money and energy.

As a safety reminder, never use grills or cooking appliances to heat your home and be sure you have working carbon monoxide detectors.

For all of your energy needs, give us a call at [888-890-5554](tel:888-890-5554).

Additional news and information



[Home](#) / [Billing and payments](#) / [Keeping energy affordable after widespread historic cold](#)

## Winter storm FAQs on supply and pricing

### General FAQ

#### Did the extreme cold impact Black Hills Energy and its customers?

Black Hills Energy stood ready to respond to dramatic increases in customer energy demand on our electric and natural gas infrastructure. Our team members continually monitored energy supply and adjusted as needed to support system integrity and meet extraordinary customer demand.

While widespread customer demand for energy increased, our teams continued to deliver the most cost-effectively priced energy available. Our safe and reliable gas and electric infrastructure across our eight-state footprint performed well during this historic event.

#### What was the initial response?

Black Hills Energy's planning began far ahead of the event with careful consideration that sufficient energy supply would be available during extreme cold and dangerous temperatures. As the cold set in and customer demands for energy increased, our teams continued to deliver the most cost-effectively priced energy available. As the event progressed, we requested that our large volume natural gas customers begin curtailing load to ensure overall system reliability. We communicated with all customers via email and direct outreach on limiting their energy use, as well as providing that information over web and social media postings for the following week.

#### Was Black Hills Energy prepared for such an event?

Black Hills Energy prepares for all emergency situations, including extreme weather. We have a plan in place and will execute that plan in partnership with local officials, state agencies, local employees, and employees from other states to provide customers the safe, reliable energy they've come to expect. We continually invest in safe and reliable infrastructure to prepare for periods of peak usage and we do request certain large volume and 'interruptible use' customers, during these types of events, to decrease usage as needed to allow our residential customers to continue receiving service.

#### How is Black Hills Energy preventing this from happening again in the future?

Our teams will continue to assess and learn from this event and will continue to be proactive in our communications as new information develops.

# Feb. 18 – Twitter

**Black Hills Energy**

@bhenergy



To reduce the impact of cost from the drastic increase in nationwide usage, we need everyone's help in safely conserving energy. The steps we all take to limit usage will help keep everyone warm and the energy affordable during this historic cold snap. [bit.ly/3dfM1Dv](https://bit.ly/3dfM1Dv)

10:20 AM · Feb 18, 2021 · Twitter Web App

||| View Tweet activity

1 Retweet 3 Likes

**Black Hills Energy** @bhenergy · Feb 18

Replying to @bhenergy

For customers in need of payment assistance, we offer a number of resources. Learn more at [blackhillsenergy.com/assistance](https://blackhillsenergy.com/assistance)



# Feb. 18 – LinkedIn



## Black Hills Energy

24,135 followers

2mo •

We appreciate everyone for their energy conservation efforts and encourage all customers to continue minimizing energy usage wherever possible. We always strive to provide affordable, reliable energy, but we know the drastic increase in nationwide usage will drive up costs. To reduce this impact, we need everyone's help in safely conserving energy. The steps we all take to limit usage will help keep everyone warm and the energy affordable during this historic cold snap.

For customers in need of payment assistance, we offer a number of resources. Learn more at <https://lnkd.in/dJabFst>

#community #caring #supportingourcommunity #energy #wecare  
#wevegotyouto #assistance #programs #energyconservation #conserveenergy  
#saveenergy #affordable #coldweather #winter #cold #coldday #snow #nature  
#freezing #coldmornings #coldnight #instacold #itscold #verycold #feelingcold  
#frozen #socold #supercold #toocold #toocoldoutside



## Assistance programs | Black Hills Energy

blackhillsenergy.com • 1 min read

53 • 1 comment

# Feb. 18 – Facebook

**Black Hills Energy**

Published by Sprout Social · February 18 ·

We appreciate everyone for their energy conservation efforts and encourage all customers to continue minimizing energy usage wherever possible. We always strive to provide affordable, reliable energy, but we know the drastic increase in nationwide usage will drive up costs. To reduce this impact, we need everyone's help in safely conserving energy. The steps we all take to limit usage will help keep everyone warm and the energy affordable during this historic cold snap.

For customers in need of payment assistance, we offer a number of resources. Learn more at [blackhillsenergy.com/assistance](https://blackhillsenergy.com/assistance)



8,712  
People Reached

298  
Engagements

[Boost Post](#)

97

28 Shares

# Feb. 25 – Twitter



**Black Hills Energy**  
@bhenergy

...

We understand customers may have questions about their energy bill after last week's historic cold temperatures, and we're here to help.

If you're worried about affording your bill, please visit [blackhillsenergy.com/assistance](https://blackhillsenergy.com/assistance) to see all available resources.



4:12 PM · Feb 25, 2021 · Sprout Social

||| View Tweet activity

4 Retweets 6 Likes


# Feb. 25 – Facebook

**Black Hills Energy**  
Published by Sprout Social · February 25 ·

We understand customers may have questions about their energy bill after last week's historic cold temperatures, and we're here to help.

Usage is the single largest portion of energy billing, and weather is the biggest factor in increased usage. When temperatures are exceptionally low, and usage increases dramatically, the law of supply and demand creates a temporary increase in commodity prices. While last week's unprecedented demand for electricity and natural gas will impact customer bills, we're committed to supporting reasonable energy costs and helping customers in need – today and every day.

If you're worried about affording your bill, please visit [blackhillsenergy.com/assistance](https://blackhillsenergy.com/assistance) to see all available resources.



8,191  
People Reached

411  
Engagements

Boost Post

22

24 Comments 17 Shares

Like Comment Share

# Feb. 25 – LinkedIn



**Black Hills Energy**

24,135 followers

2mo •

We understand customers may have questions about their energy bill after last week's historic cold temperatures, and we're here to help.

Usage is the single largest portion of energy billing, and weather is the biggest factor in increased usage. When temperatures are exceptionally low, and usage increases dramatically, the law of supply and demand creates a temporary increase in commodity prices. While last week's unprecedented demand for electricity and natural gas will impact customer bills, we're committed to supporting reasonable energy costs and helping customers in need – today and every day.

If you're worried about affording your bill, please visit <https://lnkd.in/d/JabFst> to see all available resources.

#community #caring #supportingourcommunity #energy #wecare  
#wevegotsyou #assistance #programs #energyconservation #conserveenergy  
#saveenergy #affordable #coldweather #winter #cold #coldday #snow #nature  
#freezing #itscold



Assistance programs | Black Hills Energy

blackhillsenergy.com • 1 min read

13



Like



Comment

Be the first to comment on this

Organic impressions: 1,165 Impressions

Show stats ▼



# Feb. 26 – Customer Email

**Emails sent:**

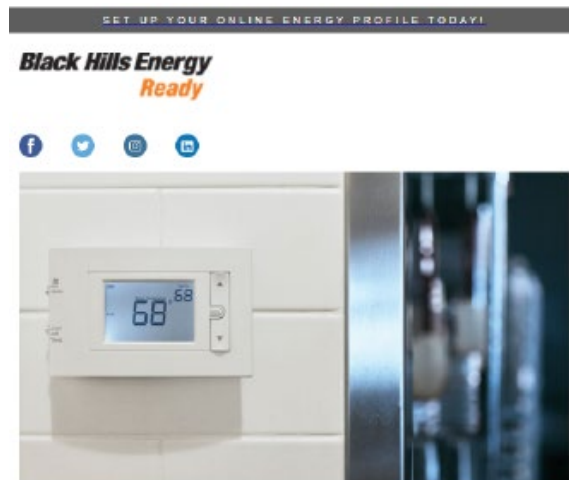
609,325

**CTR:**

1.4%

**Open Rate:**

30.685%



As a historic arctic cold event gripped much of the country, we stood ready to respond to dramatic increases in customer energy demand on our electric and natural gas infrastructure. Our team continually monitored energy supply and adjusted as needed to support system integrity and meet extraordinary customer demand. Locally, technicians bundled up to physically inspect and monitor key infrastructure to be ready to respond.

Usage is the single largest portion of energy bills and weather is the biggest factor in increased usage. When temperatures are exceptionally low and usage increases dramatically across the country, the law of supply and demand creates a temporary increase in commodity prices.

Customers can expect to see an increase in March bills directly related to their increased consumption of energy in Feb. This increase would be attributed to the additional usage as a result of the extreme temperatures, and not related to the increased natural gas prices during the winter event.

We'll continue to work closely with the Public Service Commission to determine the best path forward to manage the long-term impact of increase natural gas pricing for our customers, which will take time.

Black Hills energy provides payment assistance options to customers in need, for

[STAY WARM](#)

