



# Energy Efficiency 2010 Programs & Lessons Learned

## Colorado Utility Efficiency Exchange

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October 2010

# Overview

- ▶ **2010 Programs**
- ▶ **Summary by Segment**
  - ▶ **Residential**
  - ▶ **Low Income**
  - ▶ **Business**
- ▶ **Experiences and Lessons Learned**

# Residential

## Electric Programs

- ▶ **Home Lighting & Recycling** – CFL's available via web, inserts and retail events; CFL recycling at Ace Hardware stores
- ▶ **Refrigerator Recycling** – Seasonal campaigns offering a rebate for recycling secondary refrigerators
- ▶ **Saver's Switch** – Cycled air conditioner demand response summer program
- ▶ **Evaporative Cooling Rebates** – Tiered rebates based on efficiency and cubic feet/minute



# Residential

## Gas Programs

- ▶ **Insulation Rebates** - Rebates for additional wall, attic and attic bypass insulation
- ▶ **Heating System Rebates** - Prescriptive tiered rebates for high efficient furnaces and boilers
- ▶ **Water Heater Rebates** - Prescriptive tiered rebates for high efficiency water heaters (storage & tankless)
- ▶ **Energy Efficient Showerheads** - Encouraging use of energy and water saving showerheads by free distribution of units

# Residential

## Electric & Gas Programs

- ▶ **School Education Kits** – Teacher’s lesson plan and kit with low cost measures & educational materials
- ▶ **Home Energy Audits** - Tiered audit offering (Standard/Blower Door/Infrared)
- ▶ **ENERGY STAR® New Homes** - Test performance and provide scaled rebates for new homes
  - ▶ Modeled shell design and tested performance
  - ▶ Performance modeling of heating and cooling systems
- ▶ **Home Performance with ENERGY STAR®**
  - ▶ Whole house approach to existing homes; bundled rebates



# Residential

## Market Transformation Programs

- ▶ **ENERGY STAR<sup>®</sup> Retailer Incentive** – Pilot program providing rebates for a variety of electric home appliances and televisions
- ▶ **Customer Behavioral Change** - Indirect impact program focused on building awareness of general energy efficiency through community events, promotions, advertising and outreach

# Experiences & Lessons Learned

## Residential

- ▶ **Lead time to build new channels**
  - ▶ **Trade allies & Community channels (ARRA)**
- ▶ **Economy is impacting equipment purchases**
  - ▶ **Increased service calls/parts vs. replacement**
- ▶ **Trade ally incentives to drive programs; fewer customer bonus incentives**
- ▶ **High demand for tankless water heaters**
- ▶ **Majority of furnace rebates are for 94% AFUE**
- ▶ **Lower interest to recycle secondary refrigerators**
- ▶ **Energy Star Homes performing strong despite economy**

# Experiences & Lessons Learned

## Residential

- ▶ **Working with new third-party contractors to support program implementation**
- ▶ **Participation Infrared Audit option exceeding plans**
- ▶ **CFL retail sales starting slowly**
- ▶ **NATE certification required for Central AC Quality Installation program**
- ▶ **Increasing interest in financing options**
- ▶ **Future program activities in waiting mode due to ARRA funding**
- ▶ **Customer awareness is low with new programs and services**
  - ▶ **Using new marketing approach to build awareness in**





# Lessons Learned

## New Marketing Approaches

- ▶ **Customer segmentation (Claritas)**
- ▶ **Advertising “Manifesto”**
- ▶ **Event marketing**
- ▶ **Community workshops**
- ▶ **Partnerships**
- ▶ **Proactive media activity**
- ▶ **Social media**

# New Marketing Approaches

## Advertising 'Manifesto'

EXPERIENCE THE  
WARM GLOW  
THAT COMES WITH SLIPPING  
250 SMACKEROOS  
INTO YOUR WALLET.

Visit [ResponsibleByNature.com](http://ResponsibleByNature.com) and find out how to earn rebates up to \$250 when you upgrade to a new, high-efficiency furnace or boiler.



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# Low Income

## Electric and Gas Programs

### ▶ **Single & Multi-Family Weatherization programs**

- ▶ Menu of options for existing homes
  - ▶ Attic, wall, floor, crawl space insulation
  - ▶ Air infiltration reduction and duct sealing
  - ▶ High efficiency furnaces and CFL's
  - ▶ Variable speed furnace fan motor with furnace replacements
  - ▶ Replace inefficient refrigerators
  - ▶ Secondary savings from shell improvements

# Low Income

## Electric and Gas Programs

- ▶ **Easy Savings Energy Kits** - Partner with GEO and third parties to identify and distribute educational materials and a kit containing low cost measures to customers
- ▶ **Non-Profit Energy Efficiency Program** - Partner with Energy Outreach Colorado for auditing and upgrading efficiency within buildings of non-profit businesses that serve low-income customers

# Experiences & Lessons Learned

## Low Income

- ▶ **Identifying income qualified customers for the kits program**
- ▶ **Customer response to marketing efforts for kit program**
- ▶ **Participation is down for single-family weatherizations**
- ▶ **Projects for multi-family weatherizations exceed expectations**
- ▶ **Long lead time for non-profit weatherization projects to be completed**

# Business

## Electric Programs

- ▶ **Lighting Efficiency** – Rebates for new and retrofit lighting installations
- ▶ **Motor Efficiency** – Rebates for NEMA premium motors and drives
- ▶ **Cooling Efficiency** – Rebates for cooling equipment and chillers
- ▶ **Compressed Air Efficiency** – Studies and rebates for identifying and fixing compressed air systems

# Business

## Electric Programs

- ▶ **Small Business Lighting** – Third party offering providing lighting assessment, turnkey services and rebates targeted to customers under 400kW
- ▶ **Data Center Efficiency** – Studies and rebates for servers and cooling within new and retrofit centers
- ▶ **Self Direct** – Eligible to large customers (10GWh+) who assess and perform their own efficiency upgrades; portion of DSM costs repaid as rebates

# Business

## Gas Programs

- ▶ **Boiler Efficiency** – Prescriptive rebates for high efficiency boilers, boiler tune-ups, and ancillary energy efficiency components
- ▶ **Furnace Rebates** – Prescriptive rebates for commercial-sized forced-air high-efficiency furnaces



# Business

## Electric & Gas Programs

- ▶ **Custom Efficiency:** Allow customers to submit unique energy efficiency projects
- ▶ **Energy Design Assistance:** Assist customers with adding energy efficiency measures into the construction of new buildings. Will include optional LEED certification and a component for smaller buildings (<50,000 sq-ft)
- ▶ **Recommissioning** – Fund the review of existing systems for proper operation

# Business

## Electric & Gas Programs

- ▶ **Energy Management Systems** – Custom rebates available for building energy control systems
- ▶ **Process Efficiency** – Extensive study funding to uncover conservation projects over 2 GWh
- ▶ **Segment Efficiency Programs** – Focus on packaging efficiency options to Commercial Real Estate customers
- ▶ **Standard Offer Program** - Performance contracting primarily focused on schools and government buildings

# Business

## Market Transformation Programs

- ▶ **Energy Analysis** – A program to help fund audits and engineering studies to identify energy savings
- ▶ **Customer Behavioral Change** - Indirect impact program focused on building awareness of energy efficiency through corporate events, promotions, advertising and outreach

# Experiences & Lessons Learned

## Business

- ▶ **Longer time than expected to build pipeline of new gas projects**
  - ▶ **Transport customers are ineligible**
- ▶ **Existing electric programs strong due to previously trained trade allies**
- ▶ **Strong measurement and verification requirements can interfere with customer willingness to participate**
- ▶ **Need online applications and rebate automation**
- ▶ **Economy is impacting budget flexibility for efficiency improvements**
- ▶ **Industrial programs have 1+ year sales cycle**
- ▶ **Product overlap creates confusion**



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