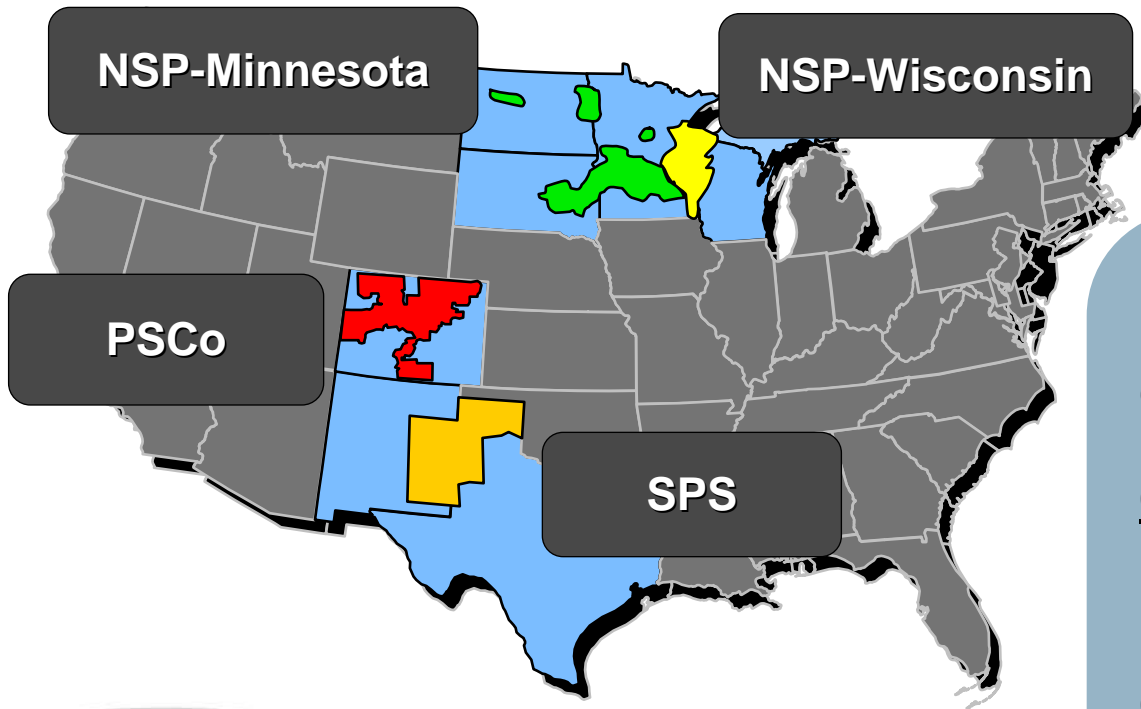


Xcel Energy Colorado DSM

**Shawn White
Manager, Energy Efficiency Marketing**

Company Profile



Fully Regulated

Operate in 8 States

Combination Utility

Electric 85% of cont. ops

Gas 15% of cont. ops

Customers

3.4 million electric

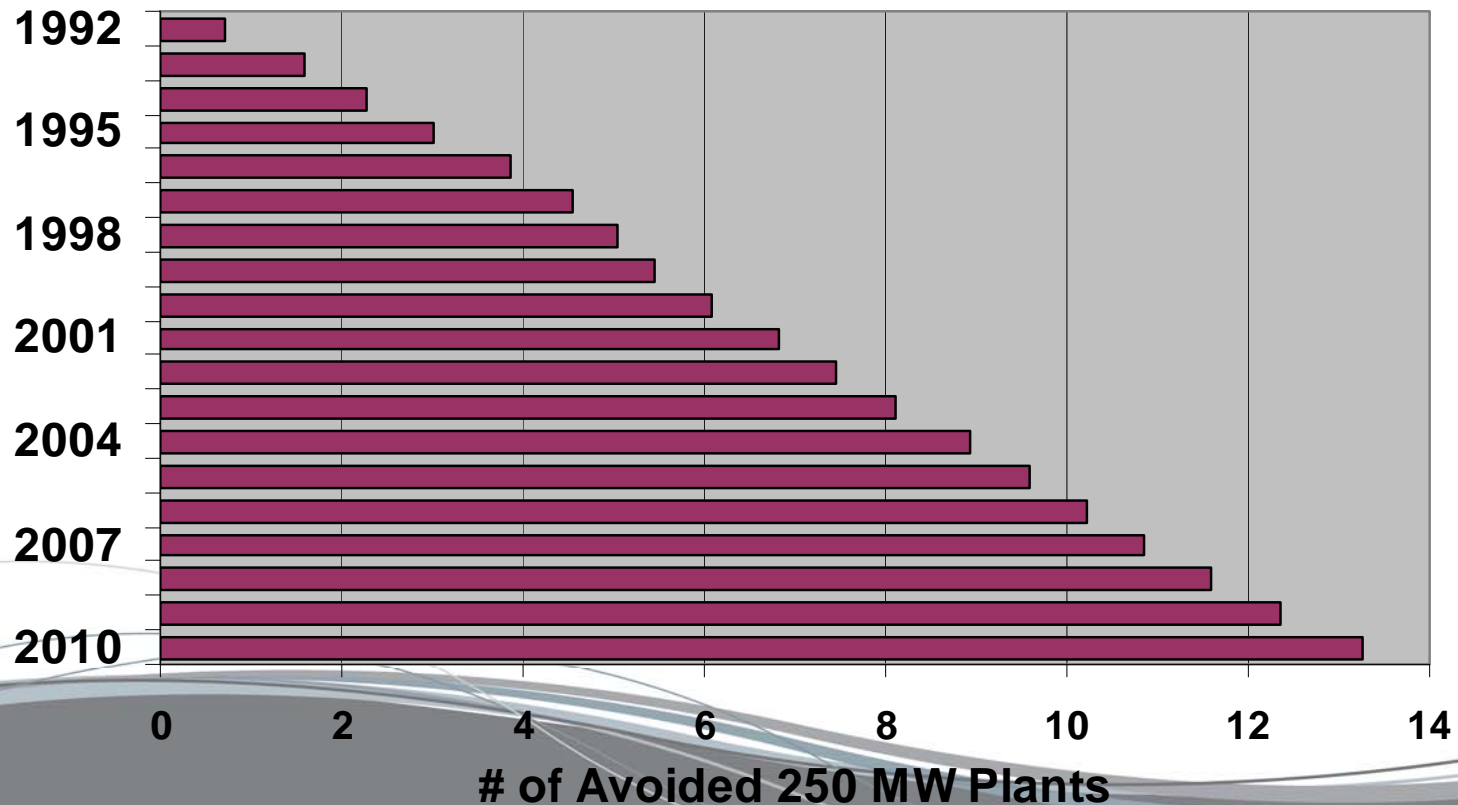
1.9 million gas

Xcel Energy's Energy Efficiency Effort

- **Minnesota: 1.5% of annual sales**
- **Colorado: Rapid Increase in Targets**
- **New Mexico and Texas: Growing effort**
- **South Dakota: Plan approval pending**

Plants Avoided by DSM — Company Total

700 Gigawatt-hours Saved in 2010



Xcel Energy's Environmental Leadership

- No. 1 wind power provider
- No. 5 solar power provider
- Windsource[®]
 - ◆ Largest voluntary green-pricing program in USA
- Industry-leading energy efficiency programs
- One of largest photovoltaic systems – 8.2 megawatts
- Solar*Rewards – 8,300 customers, 95 megawatts
- Voluntary emissions reductions

Xcel Energy Program Results

Xcel Energy Program Results in Colorado

- 2008 (Year-End)
 - ◆ 152 GWh annual energy use reduction
- 2009 (Year-End)
 - ◆ 220 GWh annual energy use reduction
 - ◆ 308,761 Dth annual gas use reduction
- 2010 (Year-End)
 - ◆ 252 GWh annual energy use reduction
 - ◆ 454,238 Dth annual gas use reduction

**Currently Operating Under A One Year Plan For
2011**

2012/13 DSM Plan Filed on August 1, 2011

Current Business Programs

- ◆ Data centers
- ◆ Heating Efficiency
- ◆ New construction
- ◆ Process efficiency
- ◆ Small business lighting
- ◆ Self-directed
- ◆ Commercial Real Estate
- ◆ Standard offer
- ◆ Computer Efficiency
- ◆ Cooling*
- ◆ Lighting Efficiency
- ◆ Energy Management Systems
- ◆ Compressed Air
- ◆ Recommissioning
- ◆ Energy Analysis
- ◆ Custom
- ◆ Motors & Drives

Current Residential Programs

- Energy Efficient Showerheads
 - Energy Star® New Homes
 - Evap Cooling
 - Heating System Rebates
 - High Efficiency A/C
 - Home Lighting & Recycling
 - Home Performance with Energy Star®
 - Insulation Rebate
 - Refrigerator Recycling
 - School Education Kits
 - Water Heating Rebates
 - Saver's Switch
 - Home Energy Audits
- Low Income**
- Energy Savings Kit
 - Multi-Family Weatherization
 - Non Profit Energy Efficiency
 - Single Family Weatherization

Individual Programs

**2011 News
&
2012/2013 Proposed**

Business Programs - 2011

- **2011 Rebate bonuses**
 - ◆ **Lighting; Compressed Air; EMS; Data Centers**
- **2011 New Measures & Programs**
 - ◆ **Advance Evap; Plate & Frame Heat Exchangers; VFD's for Chillers**
 - ◆ **LED measures**
 - ◆ **Computer Efficiency**

Business Programs – 2012/2013

- Proposed in the 2012/13 DSM plan: CFL screw-in lamp rebates removed Jan. 2012. T-12 bonus rebates will decrease through 2012, and removed Dec. 2012
- Proposed in the 2012/13 DSM Plan: prescriptive rebates for ECM's and Constant Speed Motor Controllers starting in 2012
- Focus on irrigation systems, pumping systems, and custom integrated pump/motor/VFD projects

Programs – Computer Efficiency

- **New program introduced in 2011, and included in the 2012/13 DSM Plan for Computer Efficiency**
- **“Upstream” manufacturers incentive for energy efficient ENERGY STAR rated desktop power supplies sold into the market**
- **Business customer incentive of \$60 per desktop PC removed from their system and replaced with a “thin-client” or “zero-client device”**

Residential Programs - 2011

- Energy Feedback Pilot – Launched early Fall
- Increasing participation in A/C
- Launched Feedback Pilot
- Successful community partnerships
- Energy Star® New Homes hitting its stride
- Retailer incentive for Evap Cooling
- 52% conversion rate for Home Energy Audits

Residential Programs – 2012/2013

■ Home Energy Audits

- ◆ Open program to auditors w/standard software
- ◆ Rebate to customer vs. subsidized

■ Home Performance w/Energy Star®

- ◆ Increased Rebate Levels
- ◆ Requires BPI certification
- ◆ Cooling system rebates added

Looking Ahead - Challenges

- **Rising Codes**
- **CFL & T-12 Baselines**
- **Rising goals require rapid market penetration**
- **Current natural gas prices**
- **Free Ridership measurement**
- **Political Climate**

Looking Ahead - Opportunities

- **New Product Concepts – Code Adoption; Utility Infrastructure; Behavior Change expansion; Upstream Incentives; Continuous Commissioning**
- **Customer segmentation; campaign design; social marketing; solutions based marketing; community partnerships**
- **Stable gas portfolio**
- **Work with stakeholders to develop appropriate policy**
- **Ensure EE is credible & defensible**



Questions?