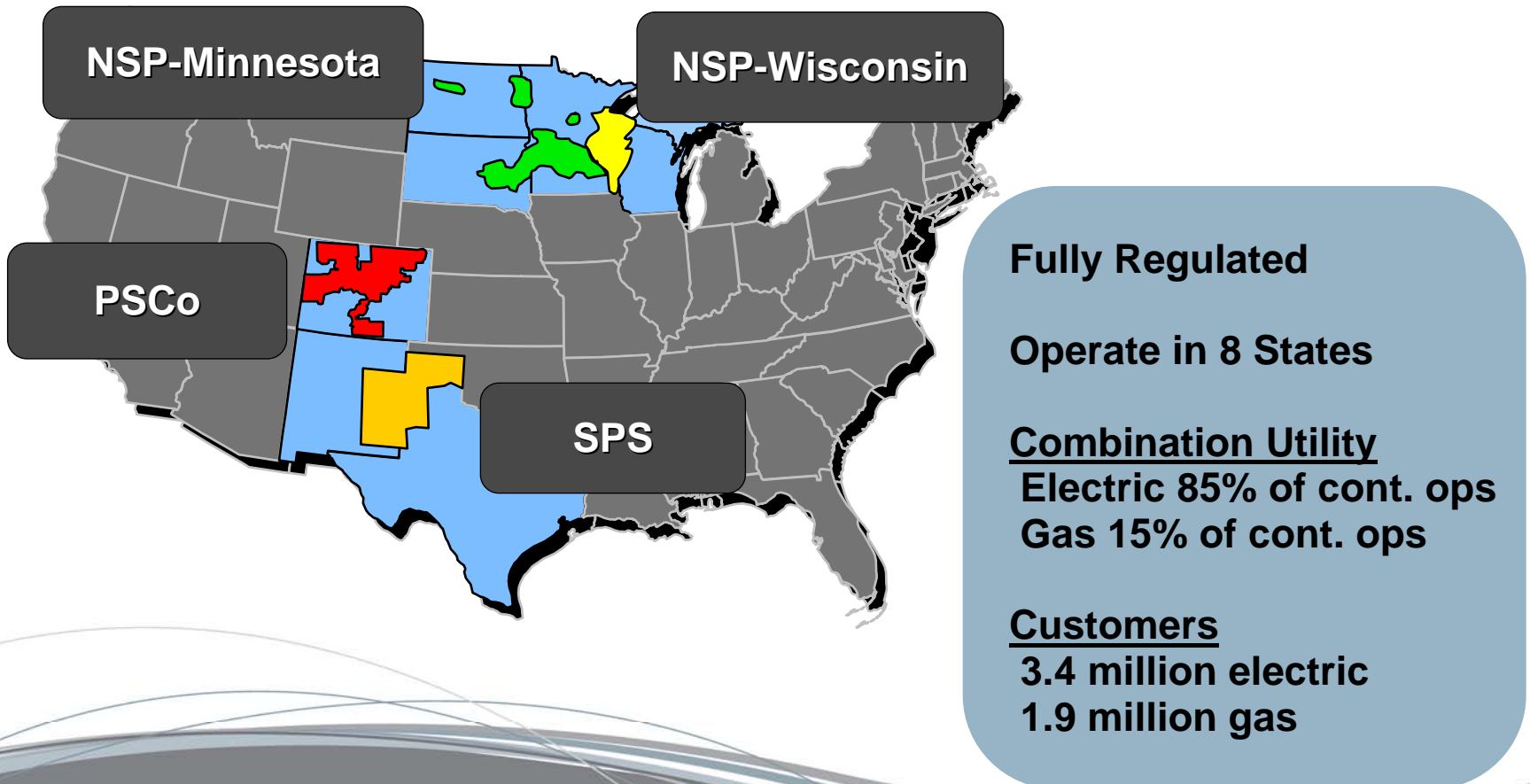


# **Xcel Energy Colorado DSM**

**Jackie Ducharme, David Hueser, Kenny Romero  
Energy Efficiency Marketing**

# Company Profile

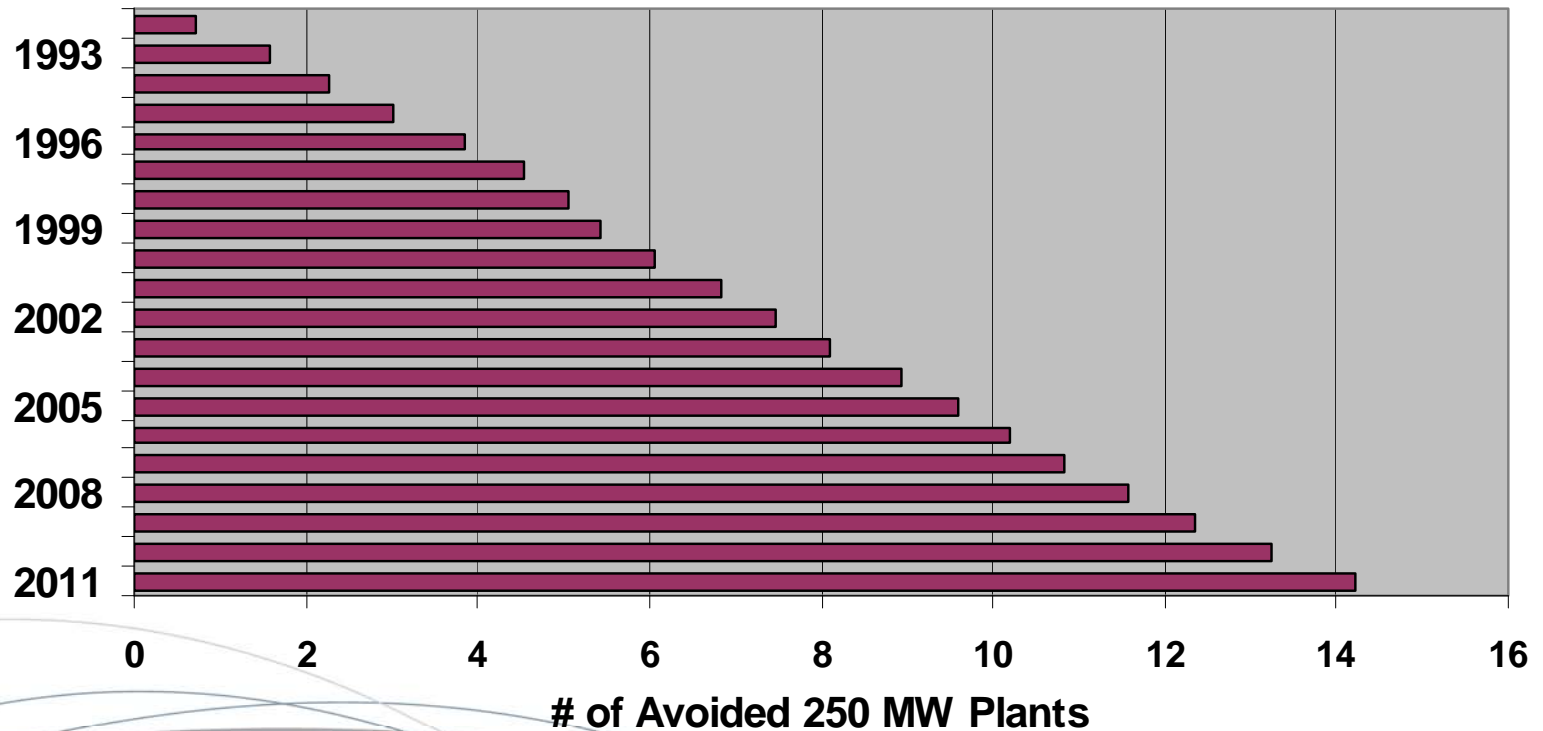


# Xcel Energy's Energy Efficiency Effort

- **Minnesota: goal of 1.5% electric and 1% of gas sales 2013-2015**
- **Colorado: Rapid Increase in Targets**
- **New Mexico and Texas: Growing effort**
- **South Dakota: Launched in 2012**

# Plants Avoided by DSM — Company Total

838 Net Gigawatt-hours Saved in 2011



# Xcel Energy's Environmental Leadership

- **No. 1 wind power provider: Windsource<sup>®</sup> is the largest voluntary green-pricing program in USA**
- **No. 7 solar power provider: Solar\*Rewards (CO, MN, NM) has 10,000+ customers, 130+ megawatts**
- **One of largest photovoltaic systems – 8.2 megawatts**
- **Industry-leading energy efficiency programs**
- **2012 ENERGY STAR Sustained Excellence Award**
- **Voluntary emissions reductions**

# **Xcel Energy Program Results**

# Xcel Energy Program Results in Colorado (Business + Residential)

- 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
- 2011 (Year-End)
  - ◆ 312 GWh annual energy use reduction
  - ◆ 483,090 Dth annual gas use reduction

# Currently Operating Under A Two Year Plan For 2012/2013

## ■ 2012 Goals

- ◆ 329.3 GWh electric savings on \$78.1M budget
  - 6/30: 183.7 GWh (56%), \$32.3M spend (41%)
- ◆ 435,054 Dth gas savings, \$13.2M budget
  - 6/30: 185,044 Dth (42%), \$5.2M spend (39%)

## ■ 2013 Goals

- ◆ 356 GWh electric savings, \$83M budget
- ◆ 428,312 Dth gas savings, \$13.3M budget



# 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
  - Evaporative 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

2012/2013

# Key Business Trends in 2011

- For business prescriptive products
  - ◆ Overall kWh energy savings achievement was higher
  - ◆ Overall opportunity size was generally lower
  - ◆ Customer participation was higher for most DSM products
  - ◆ Opportunity to expand existing and add new rebates measures
- Retail, Grocery/Supermarket segments making a comeback
- 2012 opportunity pipeline more robust than 2011
- 2012 system enhancements, Salesforce CRM, EnergyOrbit
- Required Net To Gross ratios impact achievement
- Federal efficiency standards & local energy codes will have a continued effect on DSM programs

# Business Programs – 2012/2013

- In the 2012/13 DSM plan: CFL screw-in lamp rebates removed Jan. 2012. Fluorescent T-12 bonus rebates be phased out in 2012-13
- Prescriptive rebates for electronically commutated motors (ECM's) and Constant Speed Motor Controllers starting in 2012
- Pumping systems, and custom integrated pump/motor/VFD projects

# Business Programs - 2012

- **2012 Rebate Bonuses**
  - ◆ **Lighting; Compressed Air; EMS; Data Centers**
- **2012 New Measures, 60-day notice process**
  - ◆ **Business Heating Efficiency evaluated in 2011**
  - ◆ **Cooling measure changes: Plate & Frame Heat Exchangers, Variable Speed Drives on chillers**
  - ◆ **LED lighting pricing and measure additions**

## **New Business Program – Computer Efficiency**

- **Third Party Administrator Ecos PLS targets high efficiency computer power supplies, pays \$5-20 per unit prescriptive incentive upstream to manufacturers**
- **PSCo targets business customers who use desktop computer virtualization, pays \$60 prescriptive rebate per desktop PC removed.**
- **Both measures use Energy Star 3.0 as a baseline**
- **Product introduced via 60-Day Notice effective June 23, 2011; filed in 2012-13 biennial.**
- **Similar, successful track record in Minnesota**

# Residential Programs - 2012

- Increasing participation in A/C & Evaporative Cooling
- Successful community partnerships
- Additional measures added to LI Single Family Weatherization
- Refrigerator recycling added primaries and freezers
- Working towards adding best practices into Insulation rebate program for 2013
- Energy Concierge Pilot



# Residential Programs – 2012/2013

- **Insulation program**
  - ◆ **BPI Certification required**
  - ◆ **Air Sealing required, test-in & test-out**
  - ◆ **CAZ test required**
  - ◆ **Field inspections a part of M&V**
- **High Efficiency Air Conditioning**
  - ◆ **Implementing program evaluation recommendations**
  - ◆ **Subsidized NATE training**

# 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; ECM for Furnaces; Multi-family residential program; Home Energy Squad; Continuous Commissioning**
- **RFP for Innovative Programs: 52 submissions; currently evaluating 12 and targeting new 2013 launches**
- **Customer segmentation and predictive modeling; 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?**

**Thank you**

