

Data Driven Program Delivery Practices with Project Tracking Impacts

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Xcel Small Business Lighting Program

- ◆ Facilities under 400 kW peak demand
- ◆ All market segments
- ◆ Offers on-site lighting assessment
 - ◆ Franklin Energy staff
- ◆ Start-to-finish assistance with retrofit
- ◆ Participation
 - ◆ 1,200-1,400 Assessments annually
 - ◆ 20,000 kWh average project size

Achieving kWh goals through measure analysis....

- ◆ Measures Management
 - ◆ Establishing kWh goals for Measures
 - ◆ Monitoring participation

DICTATES:

- ◆ How to leverage Trade Base / Partners
- ◆ Promotions and/or Program Collateral
- ◆ Targeted Marketing Campaigns

Measure Management Summary

- ◆ **Establish Measure goals and budget:**
 - ◆ **Technical assumptions**
 - ◆ **Historical trends**
- ◆ **Monitor kWh participation through real-time tools**
 - ◆ **“Identified” Project Pipeline**
 - ◆ **“Closed” Projects**
- ◆ **Evaluate strategy/tactics for under performing measures**

Establish Measure Goals:

◆ Build up through participation

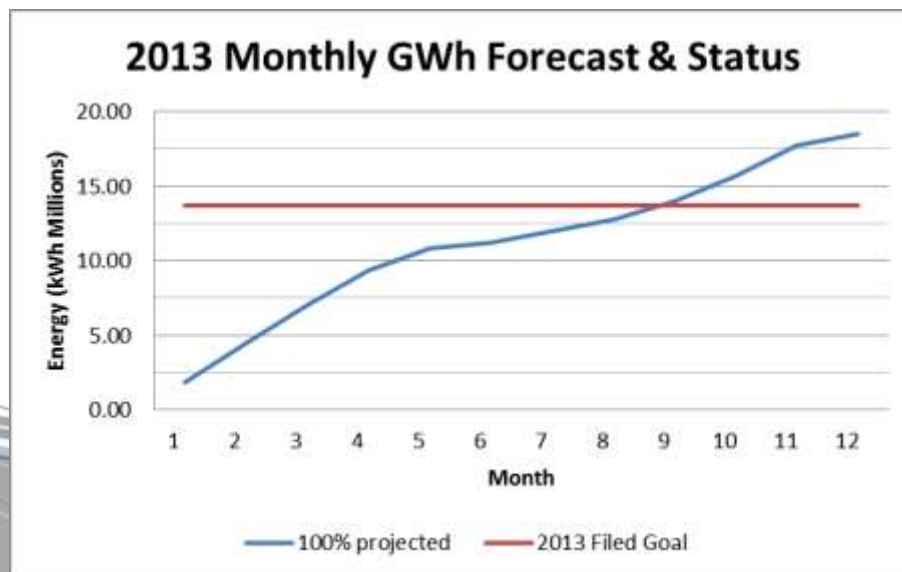
Efficient Product Description / Rating	2013 Units (-)	2013 NET Gen kW (kW)	2013 NET Gen kWh (kWh)	2013 Rebate Budget (\$)
High Bay Fluorescent fixtures with Electronic Ballasts replacing 310-400W HID Systems	2,800	507.214	2,492,669	\$350,000

◆ Measure / Monitor progress with trends

High Bay kWh Savings to Goal



2013 Monthly GWh Forecast & Status



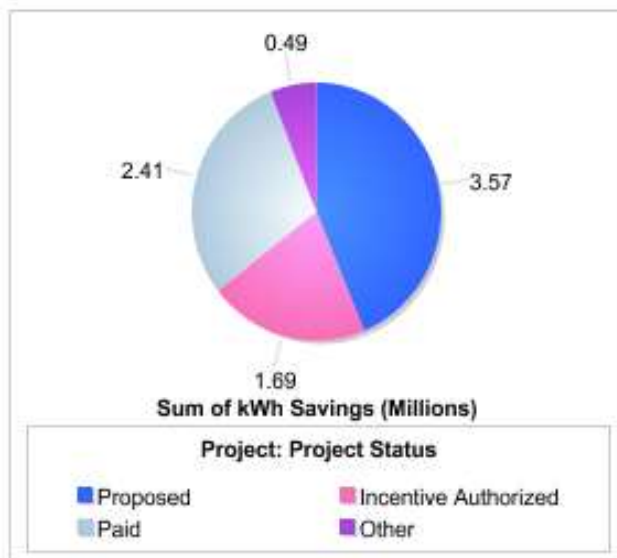
Measure participation by:

- ◆ Customer Account, Location
- ◆ Facility Characteristics (SIC Code, peak kW, Annual kWh)
- ◆ Lead Source

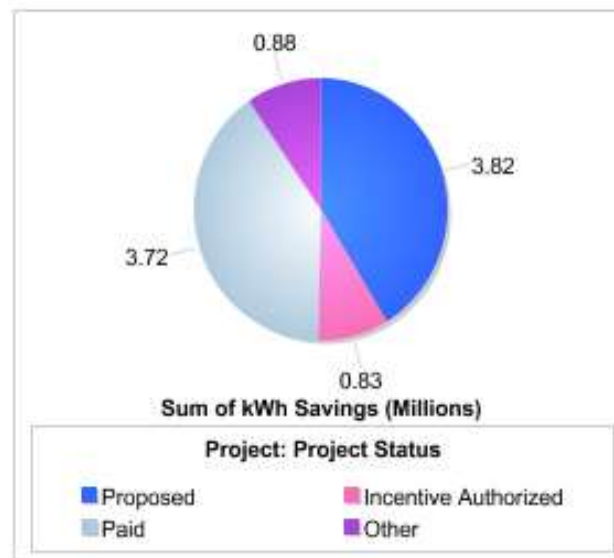
Retrofit Name	Project ID#	SIC Code	Max KW ↓	KWH	Zip Code	Total kWh Savings	Total kW Savings	Lead Source
Project Status: Proposed (159 records)						5,802,934.4000	2,235.90100000	
6to8lampt8hb	00233309	17610000	373	1,052,320	80238-5000	80,075.0000	34.00000000	Utility Call Center
4to6lampt5ho	00160466	13899912	356	1,193,280	81504-6185	63,369.0000	18.60000000	Partner
4to6lampt5ho	00134250	27520101	339	930,716	80216-4425	55,599.0000	13.30000000	Partner
4to6lampt5ho	00134250	27520101	339	930,716	80216-4425	55,599.0000	13.30000000	Partner
6to8lampt8hb	00103748	30890609	324	1,383,200	80524-8534	69,103.0000	13.80000000	Utility Call Center
2to4lampt8hb	00103748	30890609	324	1,383,200	80524-8534	69,103.0000	13.80000000	Utility Call Center
6to8lampt8hb	00360409	55119901	231	979,040	80121-8015	20,780.0000	4.80000000	Contractor
6to8lampt8hb	00249811	07420000	231	782,400	80011-1571	171,798.0000	41.00000000	Partner
6to8lampt8hb	00295428	35550000	224	831,680	80403-1826	44,762.0000	17.20000000	Partner
4lampt8hb	00238352	65310202	208	1,038,400	80203-1146	155,087.0000	22.60000000	FES Call Center
4to6lampt5ho	00236163	34490000	202	483,789	80233-3615	171,944.0000	29.10000000	Contractor
6to8lampt8hb	00210633	56990100	197	646,080	80110-1125	46,928.0000	11.90000000	Partner
4to6lampt5ho	00355636	51419901	194	539,194	80211-2317	237,883.0000	59.40000000	Utility Call Center
4to6lampt5ho	00355636	51419901	194	539,194	80211-2317	237,883.0000	59.40000000	Utility Call Center
3lampt5ho	00252063	821103000305	167	539,600	80461-3800	87,311.0000	37.10000000	Utility Call Center

Monitor Measure Participation

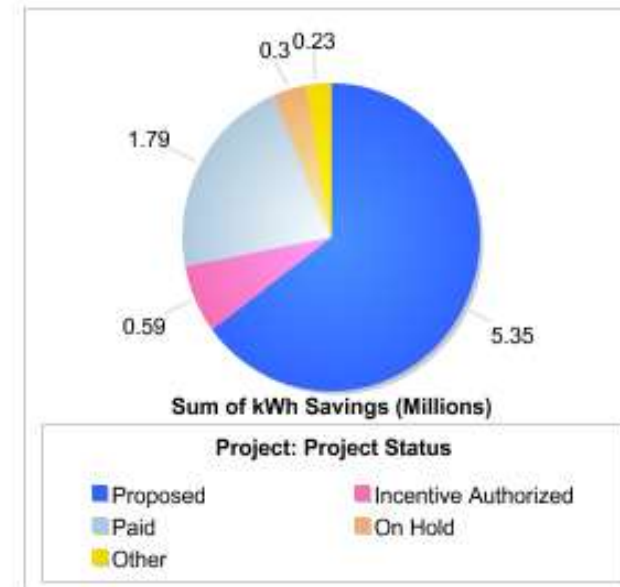
LED Retrofit Savings by Status



T8 Retrofit Savings by Status



High Bay Fluorescent Retrofit Savings by Status



- ◆ Evaluate Pipeline and progress to goal
- ◆ Establish Contingency for Trade and Marketing

Leveraging Trade Base – Info Sessions

- ◆ Quarterly Trade Information Sessions
 - ◆ Focus on underperforming measures
 - ◆ Demos, installation issues, troubleshooting
 - ◆ Focus on Collaboration
 - ◆ Instruction / Brainstorm Selling points:
 - ◆ Ensure Benefits / Access to product

Leverage Trade – TP Tool kit

Technology specific info sheets	Provide customer with technology specific information to better inform their retrofit decisions
Customer case studies	Customer can gain insight on retrofits from actual completed projects
USB drive with program information	Gives Trade Partner one spot to locate all specific program information
Xcel Energy trade bug info sheet	Trade Partners can submit draft ideas to Xcel Energy to utilize their logo on business cards increasing legitimacy with customers
Energy at risk tool	Provides financial evaluation tool for Trade to utilize after 1x1 training with SBL program staff
Laminated savings figures guide	Instantly show customers dollar figures associated with proposed retrofits
Xcel Energy branded pen	For taking field notes and to be incorporated with metal clipboard

Technology Specific Program Collateral

Zoom out (Ctrl+Minus)



CASE STUDY
COLORADO

CONNECT

Safe and Sound: New LEDs light up American West Construction

Dark and dim

A couple of light posts near the outside entry at American West Construction LLC in Denver just didn't light up the building enough. The staff said it was too dark at night. Security, for the staff and the fleet of heavy construction vehicles in the lot, was an issue.

American West Construction had recently acquired the building and inherited the lighting problems.

"The building is mixed use," explained Rob Casagranda, Controller at American West. "We have a two-acre yard for construction equipment, a maintenance area, and a brand new office space that had been gutted and remodeled completely. Our top priority for the shop and yard was better lighting inside and out."

In the construction industry, especially during lean times, cash is king. Casagranda was not excited about spending more money on energy-efficient lights. But a rebate from Xcel Energy helped change his mind.

Energy education

"It happens all of the time," says Brian Tholl, Program Manager at Franklin Energy. Tholl helps businesses determine what lighting options are best for them, and guides them through Xcel Energy's Small Business Lighting program to ensure they get rebates for their efforts. "An incentive like cash back can make a big difference for a small business."

Tholl explains that outdoor LED fixtures have dropped significantly in price over the last year. In addition, Xcel Energy's new LED exterior wall pack rebates of \$35 to \$100 per fixture makes a lot of sense for any company's bottom line.

Casagranda learned that his existing lights were "energy hogs." Tholl explained that in addition to the rebate, the lower energy bills over time would eventually pay for the upgrade. Casagranda quickly warmed to the idea.



"Our top priority for the shop and yard was better lighting inside and out ... I think you can see us from outer space now."

ROB CASAGRANDA
Controller,
American West



FINANCIAL SNAPSHOT

Lighting project	Upgraded exterior fixtures with new LED technology. Also upgraded interior lights with high efficiency, 4 lamp T5 high bay fluorescent light fixtures
Approximate cost	\$7,960
Xcel Energy rebate	\$2,940
Cost after rebate	\$5,020
Estimated annual energy savings	\$1,520 (15,000 kWh)



INFORMATION SHEET
COLORADO

High Bay Fluorescent Lighting

LIGHTING UPGRADES CAN MEAN VALUABLE INCENTIVES AND SAVINGS



Before



After

MORE INFORMATION

Call 1-877-287-2250
or email XcelSBL@FranklinEnergy.com.
Learn more about the available rebates at
xcelenergy.com/LightingEfficiency.

High bay lighting is typically used in spaces where ceiling height exceeds 15 feet. In high bay lighting applications, replacing standard 400 watt high intensity discharge (HID) style fixtures with multi-lamp fluorescent fixtures containing electronic ballasts (e.g. 6 Lamp F32 T8) can save a significant amount of energy, in excess of 50% in some cases.

High Bay Benefits

In addition to significant energy cost savings, high performance fluorescent fixtures have the following advantages over HID fixtures, such as metal halide and high pressure sodium:

- More light output per watt
- Consistent light output over rated life of the lamps
- Better color rendering and visual acuity
- Instant on/off and multi-level dimming capability
- Lower maintenance costs due to less frequent lamp changes
- Better lighting control options

High Bay Occupancy Sensors

The greatest impact of lighting controls on energy usage occurs in areas that are occupied sporadically, where lights can be shut off or dimmed without creating a problem for occupants.

Occupancy sensors are an effective way to control high bay fluorescent lighting in seldom occupied spaces such as:

- Schools
Gymnasiums, auditoriums

Want More Lighting Control?

Lighting controls measure the movement of people within a space. When movement is detected, the lights turn on automatically. The lights then shut off when the control no longer senses movement.

Multi-lamp lighting fixtures can be wired such that the occupancy sensor turns off only a portion of the lamps so that the area is never

completely without light. In addition, each occupancy sensor's shut-off time can be preset, given the needs of the space being controlled.

The use of lighting controls is growing as energy costs increase and national and local codes demand more capabilities in new facilities.

Average Annual Savings/Fixture* Xcel Energy Rebate per Unit

Leveraging Trade - New TP Scorecard

- ◆ Establish baseline participation
 - ◆ Sets program expectations
 - ◆ Allows coaching / mentoring
 - ◆ Scores on:
 - ◆ Projects / kWh submitted
 - ◆ Quarterly increase in activity
 - ◆ Installed Measures
 - ◆ Custom vs. Prescriptive

Drive Pipeline: High Bay Neighborhood Blitz

CONNECT     

SCHEDULE *your* FREE LIGHTING ASSESSMENT

WE'RE IN YOUR NEIGHBORHOOD

August 14 and 15.

A free, thirty-minute lighting assessment can deliver thousands in savings—sign up now to get your spot!



- ◆ SIC Code
- ◆ Mailing = Site Address
- ◆ Zip Code + 4 Digit

FIND OUT HOW MUCH YOU CAN SAVE.

Sign up for your free lighting assessment today.

Franklin Energy, in partnership with Xcel Energy, will be in Southwest Denver on August 14 and 15, to give businesses like yours a **FREE** lighting assessment. Sign up and we'll show you how you can reduce your monthly energy costs and earn cash back with Xcel Energy rebates, just by making lighting efficiency improvements.

A lighting assessment can deliver savings.

After OrePac, a building material distributor in Denver, received our lighting assessment, they were able to save thousands by implementing the recommended, energy-efficient upgrades.

- ◆ Gained \$25,000 in annual estimated energy cost savings after replacing inefficient lighting with six-lamp T8 high bay fixtures with motion sensors.
- ◆ The lighting upgrades qualified for rebates, resulting in more than \$36,000 cash back.
- ◆ A fast project cost payback of 1.3 years.

Join hundreds of other businesses that have discovered ways to save energy and money—contact us today to get started.



SIGN UP.

We'll help you with the rest.

- ◆ **No cost, no obligation.** As an Xcel Energy small business customer, the lighting assessment is available to you for **FREE**, and it's up to you to decide whether to make any of the recommended lighting improvements.
- ◆ **It's fast.** On average, the lighting assessment conducted at your business will only take a half hour.
- ◆ **Get advice from experts.** An energy advisor will show you what lighting upgrades can have the biggest impact in reducing your energy costs, identify rebates, and provide estimated annual energy savings.
- ◆ **Easy implementation.** If you decide to move forward with a lighting efficiency upgrade, we'll oversee your project and take care of submitting your rebate paperwork.

LET US HELP YOU SAVE.

Schedule your free lighting assessment today!

Call in, email or fax us this information:

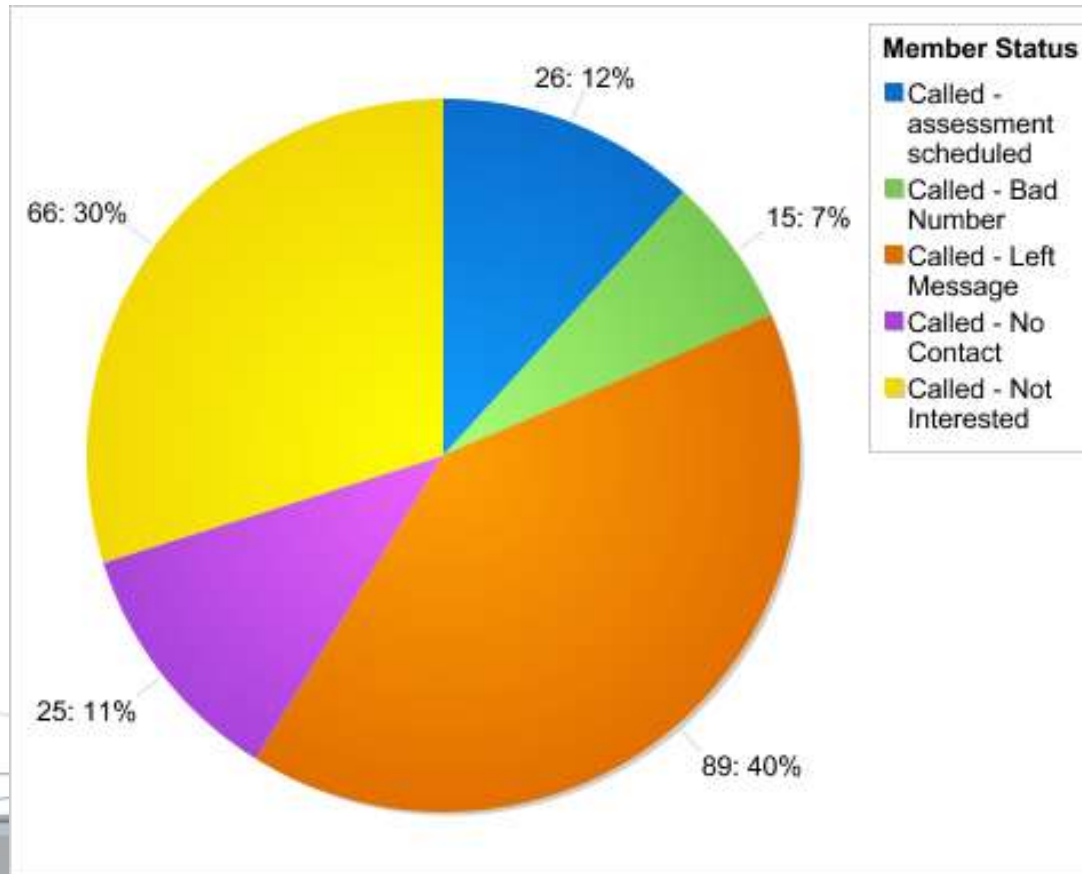
Company name, Contact name, Address, City, State, ZIP, Email, Phone

Phone: 303-297-3410
Email: XcelSBL@FranklinEnergy.com
Fax: 303-297-3358

Visit ResponsibleByNature.com/Small-Business to learn more about our Small Business Lighting Efficiency program.

Neighborhood Blitz - Call Results

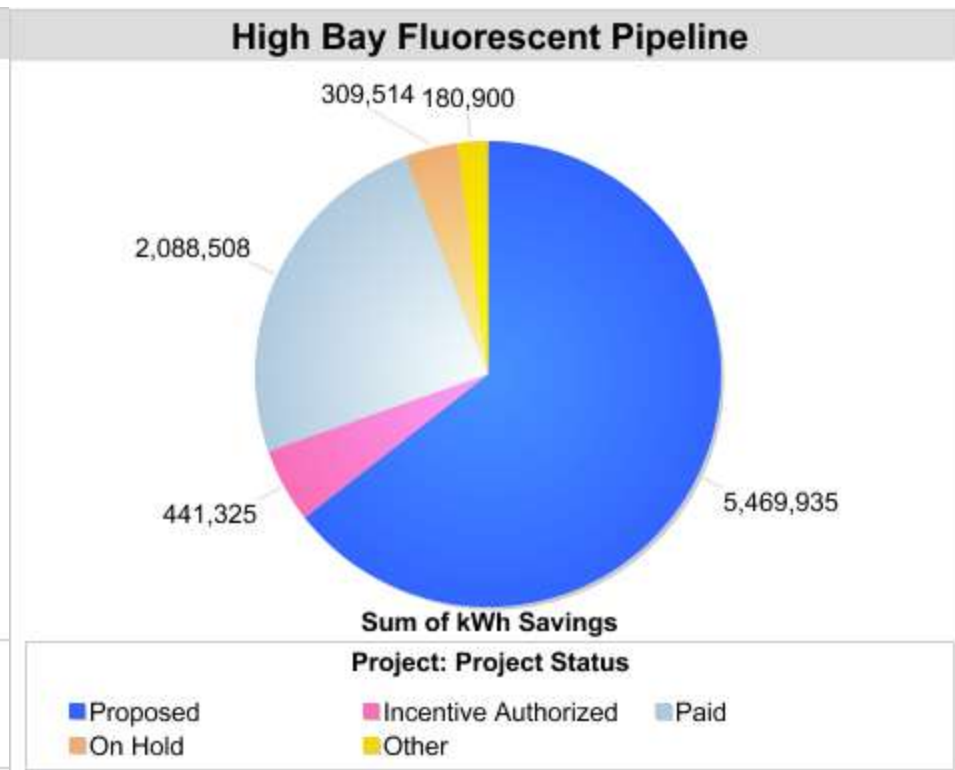
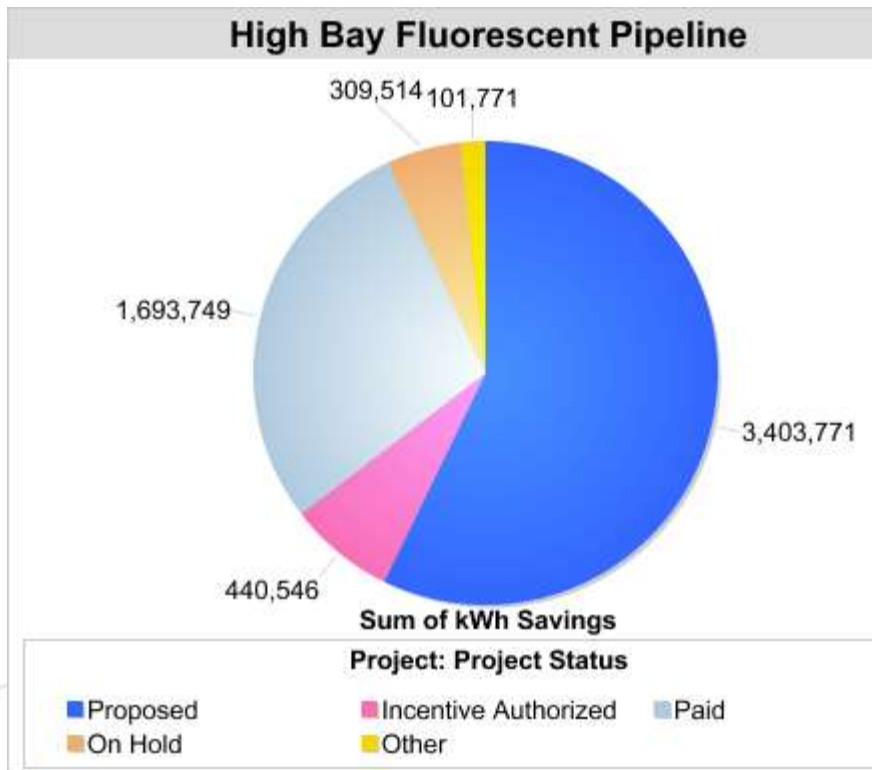
Commerce City, CO



Measure Pipeline – Neighborhood Impacts

Before Marketing

After Marketing





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Marketing Examples – LED Wall Pack

- ◆ Technology Specific – New Measure Awareness
- ◆ Barrier: Off Site, Property Management
- ◆ Better targeted through Trade, Service Contracts

NEW REBATES AVAILABLE FOR EXTERIOR LED WALL MOUNTED FIXTURES.



Replace your outdoor lighting with exterior LED wall mounted fixtures and **earn rebates** ranging **from \$35 to \$100 per fixture**. Take advantage of this offer, then enjoy all the other perks LED technology delivers:

- **Reduce your operating and maintenance costs** with superior efficiency and life-cycle performance.
- **Improve the appearance of your building's exterior** with high-quality, directional lighting output.
- **Increase the security of your outdoor space** by creating brightly-lit, shadow-free environments.

New construction installations can also qualify for rebates—don't miss the opportunity to earn cash back on your next project.

Note: Rebates are subject to full program eligibility and participation requirements, restrictions and limitations available at xcelenergy.com/Rebates.



1900 Larimer Street
Denver, CO 80202

For more information and a **free** lighting assessment, contact **Franklin Energy** at 1-877-333-3333. Visit ResponsibleByNature.com.

REBATES
New
for
ENERGY-EFFICIENT
LIGHTING

EARN CASH BACK AND SAVE ENERGY BY INSTALLING EXTERIOR LED WALL MOUNTED FIXTURES.



Measure Pipeline

