



ECOMETRIC
CADMUS

2023 DSM Evaluation Findings

Developed for the Xcel Energy
Colorado Roundtable

May 8, 2024

2023 Business Program Evaluations

1. Small Business Energy Solutions Direct Install Program

2. Midstream Lighting Program

Small Business Energy Solutions Direct Install



SBES DI Key Findings



- Customers and trade partners were **highly satisfied** with the SBES DI offerings (22 of 25 customers rated a value of 8 or higher on a 1-to-10 scale).

- Project **completion timeline and cleanliness** of the job site were the **highest** rated program components.



- Changes to **outreach approaches** had an appreciable effect on small business participation.

- Community-based partnerships and door-to-door direct interactions increased participation.



- Implementers find it **challenging to encourage deeper retrofits** and upgrades beyond the free measures provided.

- Current rate of additional measure installation after assessment is **25%**.



- Underserved small businesses experience **barriers based on location and business type.**

- Businesses in **lower population density** areas are less likely to participate, as are **restaurant** and **liquor stores.**



- While businesses in lower populated regions tended to have **greater efficiency needs**, implementers struggled to maintain **adequate staffing** levels and needed more time and resources to serve remote areas of the Xcel Energy service territory.

Impact Evaluation – Gross Savings

Program Overview – Small Business Energy Solutions Direct Install (2021-2023)

Measure Name	Number of Projects	Verified Gross Customer Savings		
		kWh	kW	Therms
LED Linear Tubes	1,671	10,143,201	3,326	0
Other Lighting	1,105	2,349,189	725	0
Smart Thermostats	594	295,538	349	22,128
Faucet Aerators	85	41,003	4	6,446
Low Flow Showerheads	3	1,368	0	42
Total	3,458	12,830,299	4,404	28,616



- Retrospective and Prospective NTG Ratio: **88%**

SBES DI Recommendations



1. Continue to **build on the outreach** approaches that are working well.
 - Partner with community-based leaders and organizations, chambers of commerce.
 - Use the “business walks” to interface directly with businesses in the communities.
2. Increase rates of **follow-on deeper retrofits** by SBES DI assessment participants.



- Clarify next steps and benefits associated with recommended improvements.
- Identify ways to track SBES influence on subsequent participation in other Xcel Energy business programs.



3. **Develop effective outreach** with underrepresented communities
 - Train implementer staff in specific barriers underrepresented communities face.
 - Target community and business organization partnerships in underrepresented areas.
 - Where budgets allow, increase staffing and resources in underrepresented communities.



4. **Deprioritize A-lamp** screw-based products and diversify non-lighting products in coordination with trade ally market insights

Midstream Lighting



Midstream Lighting Key Findings



- Distributors are **satisfied** with the Midstream Lighting program overall and generally found it **easy to participate** in the Midstream program, with a few exceptions.
 - Participants were challenged by **multiple exchanges** in the application and eligibility verification processes.
 - Participating is more **challenging for distributors based outside of Colorado**.



- Distributors wanted **a broader selection of measures**, such as additional linear and non-screw-based LEDs, fixtures, lighting controls, and non-lighting measures (motors/drives, HVAC, water heaters, refrigeration/kitchen).
 - Distributors were concerned about ~20% of current **lighting measures phasing out**.
 - “Energize Denver” building ordinances represent **growth opportunity** for area businesses.



- Some distributors desired greater Xcel Energy **program support** from implementers.
 - Consistent program implementer **point of contact**, increased leads and **referrals**, efficiency measure sales **training**, increased **incentives**.

Impact Evaluation – Gross Savings

Program Overview – Midstream Lighting (2023)

Measure Name	Units Incentivized	Verified Gross Customer Savings		Percentage of Total kWh
		kWh	kW	
LED Linear Tubes	139,771	11,756,411	2,048	57%
LED Interior Lamps	54,076	6,290,818	1,096	30%
LED Pin Type Replacement	9,221	1,927,497	336	9%
HID – LED Replacement	442	448,340	78	2%
LED Retrofit Kits	7	282,505	49	1%
LED U-Bend Tubes	12	79,402	14	1%
Total	206,265	20,784,973	3,621	



- Retrospective and Prospective NTG Ratio: **64%**

Midstream Lighting Recommendations

1. Investigate the possibility of expanding the Midstream program to include more **comprehensive measures**, focusing on **fixtures and controls**.



- Discuss the logistics and cost-effectiveness of adding more eligible fixtures, controls, and newer technologies with implementers and distributors.
- Consider deprioritizing A-lamp screw-based products.
- Explore additional opportunities to partner with communities that have energy sustainability goals (such as Energize Denver).

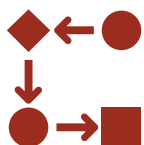


2. Provide **training/onboarding** for distributors that do not have a physical presence in Colorado.

- Host virtual trade partner events to increase collaboration.
- Provide sales training featuring efficiency measures.

3. Improve **program processes and delivery**:

- Support distributors with easier ways to verify Xcel Energy **customer eligibility**.
- Reduce the number of exchanges involved with **rebate processing**.
- Increase customer **awareness** of participating distributors and trade partners.
- Streamline communication and provide an **implementer point of contact** for distributor questions on the Midstream Lighting offerings.
- Consider **increasing rebate incentive** amounts.



Questions?



EcoMetric

41 Leopard Road, Suite 104

Paoli, PA 19301

610-400-8600

www.ecometricconsulting.com

Mike Frischmann, P.E.

VP

mike@ecometricconsulting.com

608-799-8266

Jake Fuller

Senior Managing Consultant

jake@ecometricconsulting.com

972-365-9542

Next Generation Energy Solution Providers

CADMUS Cadmus

2490 Junction Place, Suite 400

Boulder, CO 80301

303-389-2550

www.cadmusgroup.com

Cheryl Winch

Senior Associate

cheryl.winch@cadmusgroup.com

303-389-2519

Morgan Adams

Senior Associate

morgan.adams@cadmusgroup.com

303-389-2489