



Colorado DSM Roundtable

February 19, 2013

1:00 – 4:00 pm

03G01, 1800 Larimer St.
Denver, CO



Welcome and Introductions

Shawn White

Manager, DSM Regulatory Strategy & Planning

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Agenda

■ 1:00 – 1:05 p.m.

■ 1:05 – 2:15 p.m.

■ 2:15 – 3:45 p.m.

■ 3:45 – 4:00 p.m.

Welcome and Introductions

DSM Programs: Q4-2013

- Summary
- Business
- Residential
- Energy Efficiency Financing (Bus & Res)
- Low-Income

Pilots & Product Development

- Data Access & Data Privacy
- Stakeholder Idea Submissions
- Advanced Pricing Pilot
- In-Home Smart Device Pilot
- Community Energy Program

Regulatory Look-Ahead



Colorado DSM Achievements Q4-2013

**Bill Conrad
Manager, Energy Efficiency Marketing**



2013 DSM Achievements

■ Electric DSM Achievements:

- ◆ 383 GWh (Net Gen)
- ◆ 108% of goal
- ◆ 90% of budget
- ◆ Over 769,000 participants

■ Natural Gas DSM Achievements:

- ◆ 571,966 Net Dth
- ◆ 134% of goal
- ◆ 103% of budget
- ◆ Over 256,000 participants

Managed budget flexibility and kept all programs open

High-Performing Business Products

Business – Electric

219 GWh

- ◆ Lighting Efficiency **71 GWh**
- ◆ New Construction **32 GWh**
- ◆ Motors & Drives **22 GWh**
- ◆ Small Business Lighting **17 GWh**
- ◆ Computer Efficiency **13 GWh**

Business – Natural Gas

117,273 Dth

- ◆ New Construction **74,899 Dth**
- ◆ Heating Efficiency **13,145 Dth**
- ◆ Recommissioning **12,219 Dth**

High-Performing Residential Products

Residential – Electric

164 GWh

- ◆ Home Lighting & Recycling
117 GWh
- ◆ Refrigerator Recycling **5 GWh**
- ◆ School Education Kits **4 GWh**
- ◆ *Low-Income Kits **4 GWh**
- ◆ Evaporative Cooling **3.8 GWh**

Residential – Natural Gas

454,693 Dth

- ◆ ENERGY STAR[®] New Homes
100,128 Dth
- ◆ *Low-Income Single-Family
Weatherization **79,941 Dth**
- ◆ Heating System Rebates
59,462 Dth
- ◆ Insulation **44,940 Dth**

*Products are for residential customers, as part of the Low-Income Program.

Trade Allies, Contractors, & Consultants

- **Over 850 trade allies participating in Business Program**
- **Over 750 trade allies participating in Residential Program**
 - ◆ Many work in residential HVAC
 - ◆ Lighting Efficiency & Small Business Lighting had over 400 trade allies in 2013
- **Energy Efficiency Partner Award**
 - ◆ Awarded in 2011, 2012, and 2013 (and upcoming in 2014)
 - ◆ Awards based on total projects by program, total savings and rebate dollars
 - ◆ Recognition at training events
 - ◆ Use of Xcel Energy's *Efficiency Partner* logo



Business Program Highlights

Jennifer Elling
Team Lead, DSM Marketing

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DSM Business Program Highlights

Overview on Upstream/Midstream

- **What are upstream / midstream programs?**
 - ◆ **Upstream Rebates** – Incentivize manufacturers to focus on production of energy efficiency products
 - ◆ **Midstream Rebates** – Incentivize distributors or retailers to stock / sell energy efficiency products
 - ◆ **Examples:** Computer Efficiency and Home Lighting & Recycling
 - ◆ Savings potential increase because customers do not need to apply for a rebate; already received via reduced product cost

DSM Business Program Highlights New Upstream/Midstream Initiatives

■ Lighting Efficiency Product

- ◆ Midstream incentive opportunity currently in RFP stage
- ◆ LED screw-in lighting

ENERGY STAR®-Qualified Interior LED Lamps**		
5W or less	Replace Incandescent or Halogen lamps with an ENERGY STAR-qualified LED that uses 3–6 times less energy (e.g., a 20W LED lamp replace a 60W–120W incandescent).	\$7.00/lamp
Greater than 5W to 10W		\$12.00/lamp
Greater than 10W to 20W		\$15.00/lamp

■ Cooling Efficiency Product

- ◆ Upstream incentive in early stage
- ◆ Internal planning meetings

DSM Business Program Highlights

Commercial Refrigeration Efficiency

- **Commercial Refrigeration product launched July 2013**
 - ◆ On-site refrigeration focused assessments
 - ◆ Direct installation services
 - LED lamps, faucet aerators, coil cleaning
 - ◆ Prescriptive and custom measures
 - ◆ Turn-key services
- **Target market segments:**
 - ◆ Small- / mid-sized businesses
 - ◆ Grocery stores, liquor stores, restaurants, convenience



DSM Business Program Highlights

Commercial Refrigeration Efficiency

■ Participation since product launch:

- ◆ 300+ customer site assessments
- ◆ 5+ GWh pipeline established and growing
- ◆ 750,000+ kWh committed savings

■ 2014 Forecast:

- ◆ 9.25 GWh energy savings
- 

Residential & Low-Income Program Highlights

**David Hueser
Team Lead, DSM Marketing**

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DSM Residential Program Home Lighting & Recycling



- ◆ Exceeded 2013 savings goal on retail CFL sales
- ◆ 8% lower 2014 goal – reduced EISA baselines

- 76.5 GWh goal in 2014, 839K participants
- 265,000 unit sales LED in 2014 goal, roughly triple 2013 actual sales of 86,000
- 2014 retail promotions for specialty CFLs and LED lamps
- 60-Watt incandescent phase-out starting in 2014
- LED lamps likely to be included in 2014 School Ed. Kits



DSM Residential Program Home Lighting & Recycling



- ◆ Top selling CFLs in multi-packs, primarily spirals, some reflectors
- ◆ Sales distribution: warehouse clubs, home centers, grocery/drug, and deep discounters



TCP 14W Spiral 4-pack
Home Depot



GE 13W spiral 8-pack
Sams Club



Greenlite 13W spiral 2- and 4-packs
Dollar Tree, King Soopers




Feit 23W Mini Twist 6-packs
Costco



GE 26W spiral 4-pack
Sams Club

DSM Residential Program Home Lighting & Recycling

- 
- ◆ Top selling LED Lamps, primarily singles
 - ◆ A-line lamps or reflectors replace incandescent lamps
 - ◆ Sales distribution skews to warehouse clubs, home centers



**Philips 11-12W A-Line
Home Depot**



**Feit 13W BR30
Reflector Costco**



**Utilitech 13.5W
A19 Lowes**

DSM Residential Program

School Education Kits



Significant program cost savings realized in 2013 via competitive bid



- Conducted competitive bid in 2013 across three states – CO, MN, NMx
 - ◆ Selected vendor: AM Conservation Group
 - ◆ \$1.5 million savings over three-year period within three states, driving down Program costs
- In 2013, Colorado program achieved 100% of participation and 104% of electric savings goals on 97% spend
- In 2014, LED lamps, CFLs, Showerheads, Aerators and other components will be included in School Education Kits

DSM Residential Program Energy Efficient Showerheads



Achieved 108% of 2013 gas participation goal, 116% of gas savings and spend

- Two-step direct mail primarily targets participants
- Cost-effective: 5.07 Gas and 7.03 Electric MTRC in 2012
- 2013 YE: 26,440 Dth gas savings; 350,000 kWh electric savings
- In 2014, Bathroom and Kitchen Aerators added to Energy Efficient Showerheads customer kits



1.5 gallon-per-minute (GPM) showerhead

DSM Residential Program

Residential Pool Pumps (w/VSD)



Instant \$100 point-of-sale rebate for variable speed pool pump. Up to 70% energy savings



- Result of Innovative Technology RFP in 2012
- Program implemented via 60-Day Notice in January 2013
- Ecova is third-party implementer, 13 trade partners
- Under-performed goals, slow marketplace traction
- Initial \$100 rebate covered 17% of incremental costs; increasing to \$200 (34% of incremental cost) to increase participation
- Program scaled back in 2014 on lower expected participation, to strive for cost-effectiveness

DSM Residential Program

ENERGY STAR[®] DSM Products



- ◆ **ENERGY STAR[®] New Homes likely to remain open in '14**
- ◆ **Home Performance with ENERGY STAR[®] 2014 goal increased from 400 to 500**

ENERGY STAR New Homes

- **2013 actual:** 2,883 homes; 110,787 Dth; 2 GWh
- **2014 goals:** 2,544 homes; 95,294 Dth; 1.7 GWh

Home Performance with ENERGY STAR

- Comprehensive Program Evaluation near complete
- **2013 actual:** 554 homes; 18,591 Dth; 0.48 GWh
- **2014 goals:** 500 homes; 8,439 Dth; 0.3 GWh



Low-Income Program

Single-Family Weatherization



- ◆ **Achieved 135% of gas savings stretch goal**
- ◆ **Fell short of electric savings goal in 2013**

- Additional gas-savings measures added in 2012/13 Plan Settlement; goals increased
- Colorado Energy Office is the primary Program implementer
- Partnered with Energy Outreach Colorado—identified and implemented energy-savings measures in 11 Denver Housing Authority properties in Q4 2013, with significant savings. Will continue this partnership in 2014.

	Participants	kWh savings	Dth savings
Denver HA	1,944	459,545	33,073
Pueblo HA	271		4,941
Total	2,215	459,545	38,014



Colorado
Energy Office

Energy Efficiency Financing for Residential & Business Customers

■ Continuing partnership with financial allies

- ◆ *Residential:* WJ Bradley, Bank of Colorado & Elevations Credit Union
- ◆ *Commercial:* TIP Capital & Elevations Credit Union

■ Q4 2013 Highlights:

- ◆ Individual trade partner meetings to develop contractor tools, calculators & resources
- ◆ Continued collaborative marketing efforts

■ Q1 2014 Updates:

- ◆ Trade Partner trainings: 2 residential & 1 commercial
- ◆ 2014, second invitation to ally
- ◆ Program Evaluation to begin Q2-2014


DSM Data Access & Data Privacy

Drew Quirk – Product Development

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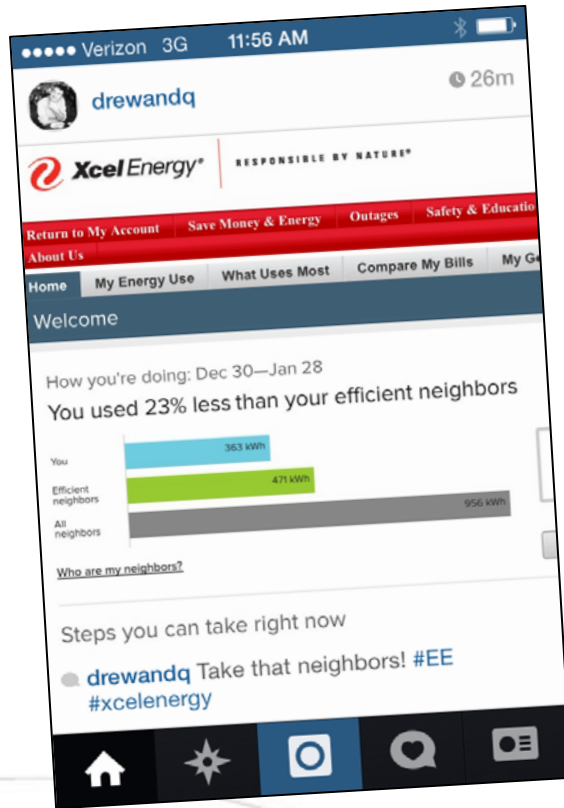
Objectives

- **Describe Xcel Energy's approach to Data Privacy and Confidentiality**
 - **Define Xcel Energy's current strategy for integrating data services into our portfolio of products and services**
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Data Privacy and Confidentiality: A Balancing Act



Our customers are universally....unique



Xcel Energy seeks direction





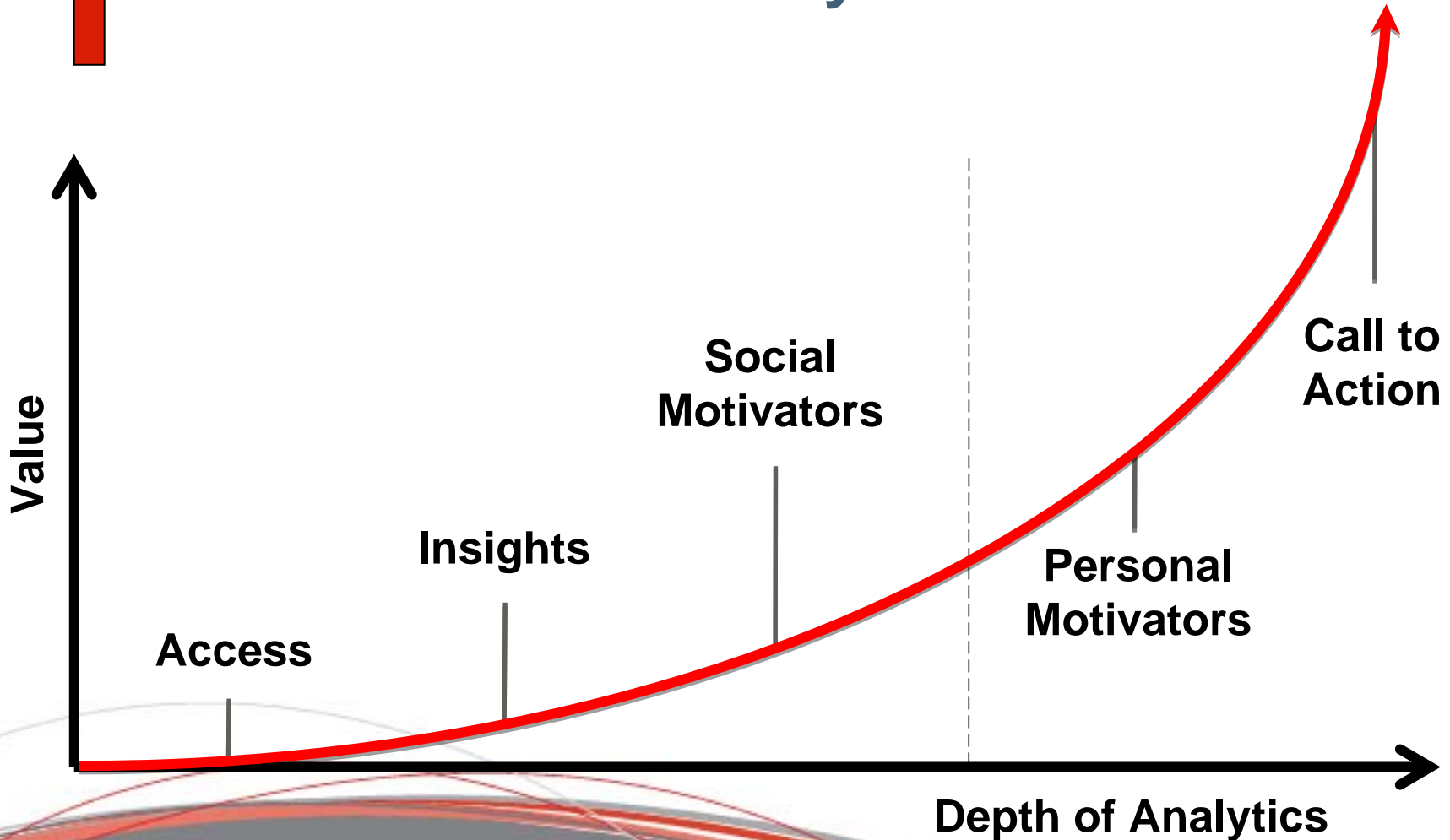
DSM Data Access



The Three Legs

1. Publicly Available Data
2. Individual Customer Access & Analytics Solutions
3. Robust DSM Offerings

Data Access and Analytics Framework






Publicly Available Datasets



Individual Customer Access & Analytics


RESPONSIBLE BY NATURE[®]

[Help](#) | [Contact Us](#) | [Sign Out](#)

Return to My Account
Save Money & Energy
Outages
Safety & Education
Environment
Energy Partners
About Us

Home
My Energy Use
What Uses Most
Compare My Bills
My Goal
My Plan
Ways to Save

Welcome





How you're doing: Dec 30—Jan 28

You used 23% less than your efficient neighbors

You	<div style="background-color: #00a0e3; height: 15px; width: 363px;"></div> 363 kWh	<div style="border: 1px solid #ccc; padding: 5px; text-align: center;"> > Great 😊 😊 Good 😊 More than average </div>
Efficient neighbors	<div style="background-color: #76b82a; height: 15px; width: 471px;"></div> 471 kWh	
All neighbors	<div style="background-color: #555; height: 15px; width: 956px;"></div> 956 kWh	

[Who are my neighbors?](#) Explore my usage

Steps you can take right now

<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;">  <p>Turn off lights when not needed</p> <p>👤 4,321 people do this</p> <p style="display: flex; justify-content: space-between; font-size: 0.8em;"> I'll do it Already do it No thanks </p> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;">  <p>Turn off your computer at night</p> <p>👤 3,802 people do this</p> <p style="display: flex; justify-content: space-between; font-size: 0.8em;"> ✅ Added to your completed tips Undo </p> </div>
<div style="border: 1px solid #ccc; padding: 5px;">  <p>Wash clothes with cold water</p> <p>👤 3,490 people do this</p> <p style="display: flex; justify-content: space-between; font-size: 0.8em;"> I'll do it Already do it No thanks </p> </div>	<div style="border: 1px solid #ccc; padding: 5px;">  <p>Talk about savings</p> <p>👤 2,563 people do this</p> <p style="display: flex; justify-content: space-between; font-size: 0.8em;"> I'll do it Already do it No thanks </p> </div>


More ways to save

Account Preferences

[Tell us about your home](#)

See the best ways to save for your area

- [Free steps to take](#)
- [Smart purchases](#)
- [Great investments](#)
- [View all tips](#)



Green Button
 Download
 My Data

DSM Offerings



Summary

- **Xcel Energy looks forward to...**
 - ◆ **...continuing the regulatory discussion and generating guidelines that work for everyone in the area of Customer Data Privacy and Confidentiality**
 - ◆ **...delivering more products and services in the future that our customers and communities want and value**



Product Development 2014 Overview

Kerry Klemm

*Create choices to help customers
save on energy, support their
environmental values and improve their
overall experience with Xcel Energy*

2013 New Products

New Products Filed in 2013	29.8 GWh
<i>Commercial Refrigeration</i>	9.0 GWh
LED Parking Garages Lamps	5.8 GWh
Business Energy Feedback	5.5 GWh
Online Energy Feedback	4.2 GWh
<i>Pool Pumps</i>	2.2 GWh
<i>DEPACC</i>	1.7 GWh
Building Tune-up	1.4 GWh
<i>Community EE Partnerships</i>	0.0 GWh

PD Outlook Across Xcel Energy

- Facilitated process to prioritize DSM product development efforts for 2014
 - ◆ Opportunities vs. concepts
 - ◆ Screening criteria
 - ◆ Market insight
 - ◆ Top ideas prioritized for 2014 development



Where do ideas come from?



- External stakeholders
- Conference & market intelligence
- Utility organizations
- Customers
- Sales & customer care teams
- Trade partners & consulting firms
- Regulators
- Potential vendors
- And more!

Which Ideas to Pursue?

- Size of Opportunity (GWh, Dth)
- Market Advantage (alignment with market, industry trends)
- Strategic Fit
- Product Advantage (likely market share)
- Feasibility (ease of development and approval)
- Customer Choice (impact to customers)



The Best of the Best

2014 Development Plan (impacts 2015+)	37GWh*	PD Stage
LED Troffers	1.1 GWh	4
Large C&I Data Analytics	6.0 GWh	3
Holistic Multifamily	4.5 GWh	3
Smart Thermostats	2.5 GWh	3
SME Direct Install	3.9 GWh	3
Midstream LED Rebates	3.0 GWh	3
LED Area Lighting	2.1 GWh	3
Upstream strategy & DOE RTU Challenge	0.0 GWh	3
Process Efficiency for SME	6.0 GWh	2
Convenience Store Comprehensive Offering	4.4 GWh	2
Advanced Lighting Design	2.5 GWh	2
Whole House Revamp	1.0 GWh	2

Early projections of savings may change during development.
 Not all concepts will progress into filed products.

NEW: PD Express



2014 PD Express

Potential Products

- LED high bay lighting
- Energy recovery ventilators
- Home Energy Squad
- LED area lighting
- Pool equipment (pumps, gas heaters, covers)
- EC plug fans in data centers
- Mini-split ductless air conditioning
- DEPACC for Refrigeration
- Commercial refrigerator/freezer rebates
- Western cooling control device
- Rooftop unit controls
- Air source heat pump to replace electric resistance heat

Stakeholder DSM Idea Submissions


■ Presented by Pat Goggin

Program ideas can be submitted on Xcel Energy's DSM website at:

[http://www.xcelenergy.com/About Us/Rates & Regulations/Regulatory Filings/CO DSM](http://www.xcelenergy.com/About%20Us/Rates%20&%20Regulations/Regulatory%20Filings/CO%20DSM)



Stakeholder DSM Idea Submissions

1. Fluorescent to LED Retrofits in Reach-in Display Cases via GE
 2. ShowerStart via ShowerStart LLC
 3. MasterMetered Multi-Family via SmartWatt
- 

1. Fluorescent to LED Retrofits

■ ***Description:***

- ◆ Provide a prescriptive incentive for LED light bars used in open deck refrigerated cases

■ ***Evaluation Result:***

- ◆ We offer rebates for vertical case lights, a horizontal option makes sense
- ◆ Estimated Energy Savings:
 - 304.6 kW
 - 2.33 GWh

■ ***Move to Concept Evaluation***

2. ShowerStart

■ ***Description:***

- ◆ Prescriptive program to offer incentives for the installation of SmartStart device in residential showers

■ ***Evaluation Result:***

- ◆ SmartStart showerhead closes water flow to a trickle once the water reaches bathing temperature; once customer is ready to begin shower they pull a tab and water flow returns to normal
- ◆ Estimated Energy Savings:
 - 0.33 GWh
 - 8,714 Dth

■ ***Include in next concept prioritization round***

3. Master-Metered Multifamily Program

- Received November 18, 2013
- **Description:**
 - ◆ Turnkey program to install prescriptive energy efficiency measures in master-metered multi-family buildings and complexes
- **Evaluation Result:**
 - ◆ Master-metered multi-family properties already participate in our programs
 - ◆ Company agreed to launch a pilot for multi-family housing as part of the 2014 Plan Settlement – October 29, 2013
 - ◆ Estimated Energy Savings: Insufficient data to estimate
- **Concept already included in multi-family pilot**

Pilot Updates

Andre Gouin
Ryan Matley
David Hueser



SmartGridCity™ Pricing Pilot

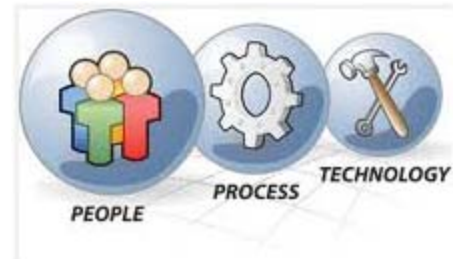
Overview

- Three-year pilot concluded September 2013
- Three Pricing Options; Shift & Save (TOU), Peak Plus Plan (CPP), Reduce-Your-Use Rebate (PTR)
- Customers within SmartGridCity were eligible to participate
- Goal to determine if time differentiated pricing reduces peak demand and energy consumption
- Results filed with Commission in December 2013

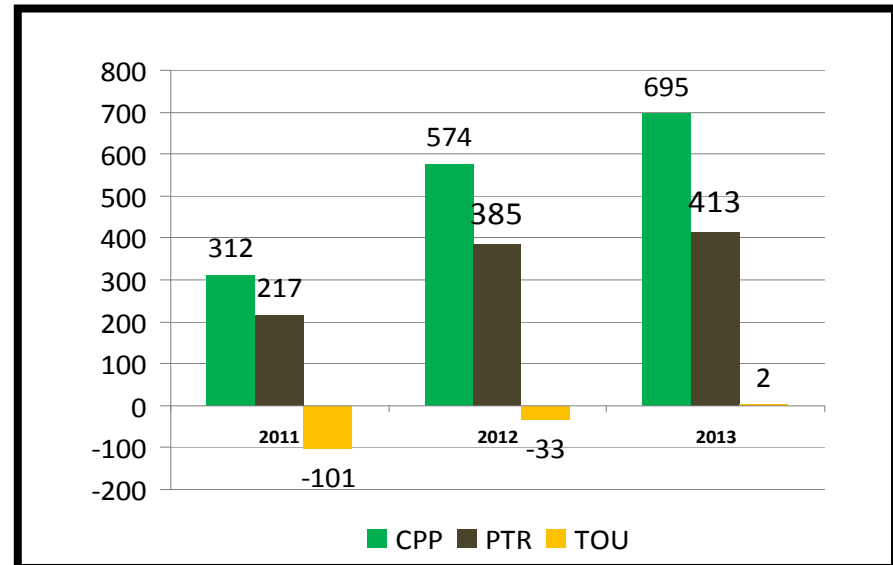
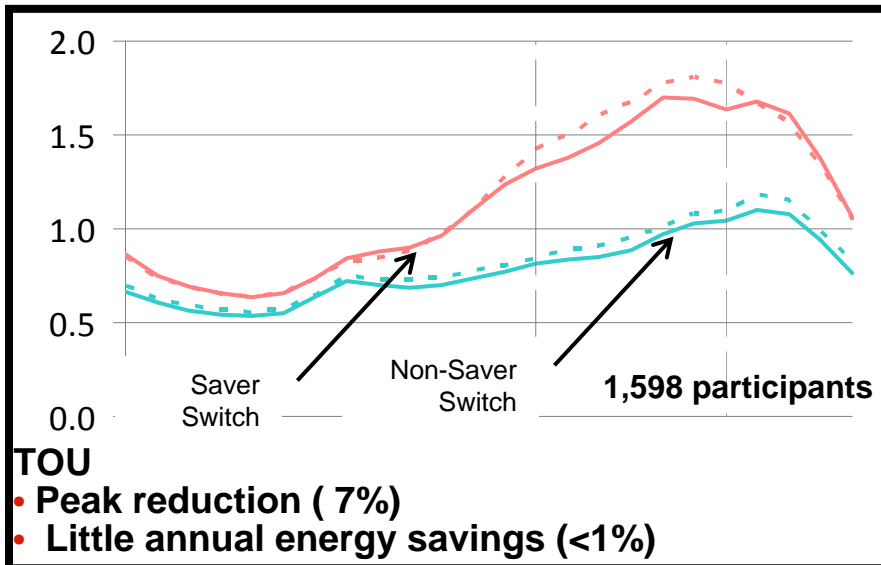
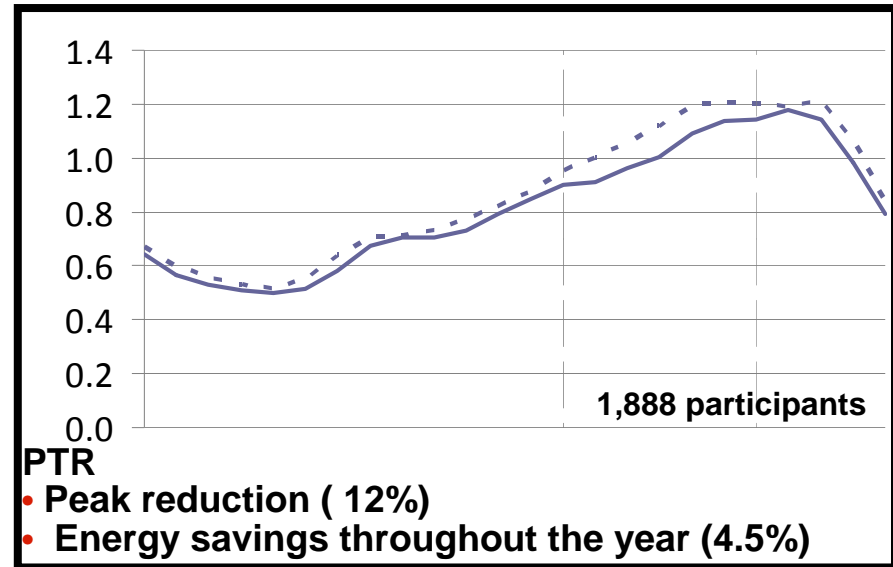
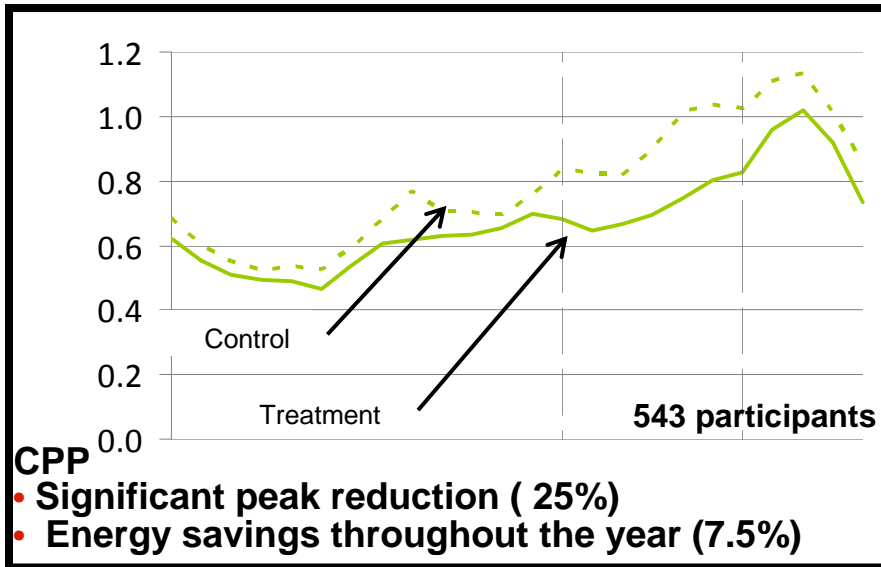
SmartGridCity™ Pricing Pilot Results Summary



- 4,029 Participants recruited (Nearly 20% of eligible population)
- **Outreach** – Recruitment plan and materials developed and deployed
- **Education & Engagement** – Developed strategic plan, deploy tactics
- **People** – Cross-functional effort with Business Systems, Metering, Billing, Customer Care, Marketing Operations, Product Development, Regulatory, Community Relations
- **Process** – Developed process to effectively deliver the program.
- **Technology** – Leveraged infrastructure to deliver rates and event notification.
- Consistent with findings from other pricing studies
- “Stick” (CPP) beat “Carrot” (PTR) for peak kW reduction (22-29% vs. 8-14%)
- Behavior change generated year round energy savings (~5%)
- TOU load reduction of 5-9% across the life of the pilot



Pricing Pilot – kW Reduction, kWh Savings



Pricing Pilot - Lessons Learned



Lessons
Learned



Lessons
Learned



LESSONS
LEARNED



- All rates encourage behavior change year round
- **CPP** provides **greatest savings**
- Non-summer events provide little load relief
- Opt-in out performs opt-out
- **Cost-effectiveness - significant hurdles to overcome** before rates can be offered on a broader basis
- **Customers with A/C** and high loads benefited most, **provided the most benefit**
- PTR baseline presents significant challenges in this climate
- 2:00 – 8:00 **event window** is **appropriate**
- **Attrition** driven by customer **moves not** customer **choice**
- Event impact lessened over time, implies the **need for automated controls**



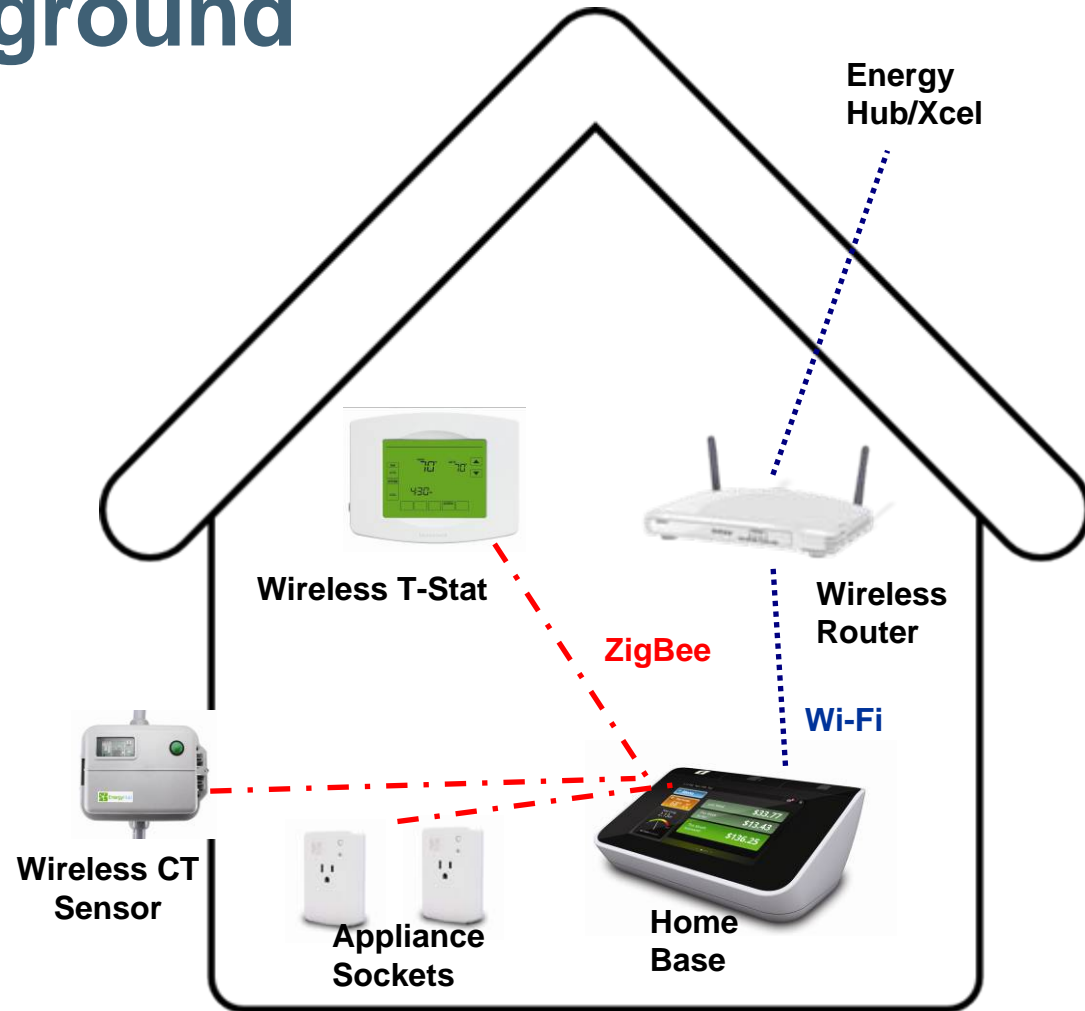
In-Home Smart Device (IHD) Pilot

■ Presented by Ryan Matley

IHD Pilot Background

Objectives:

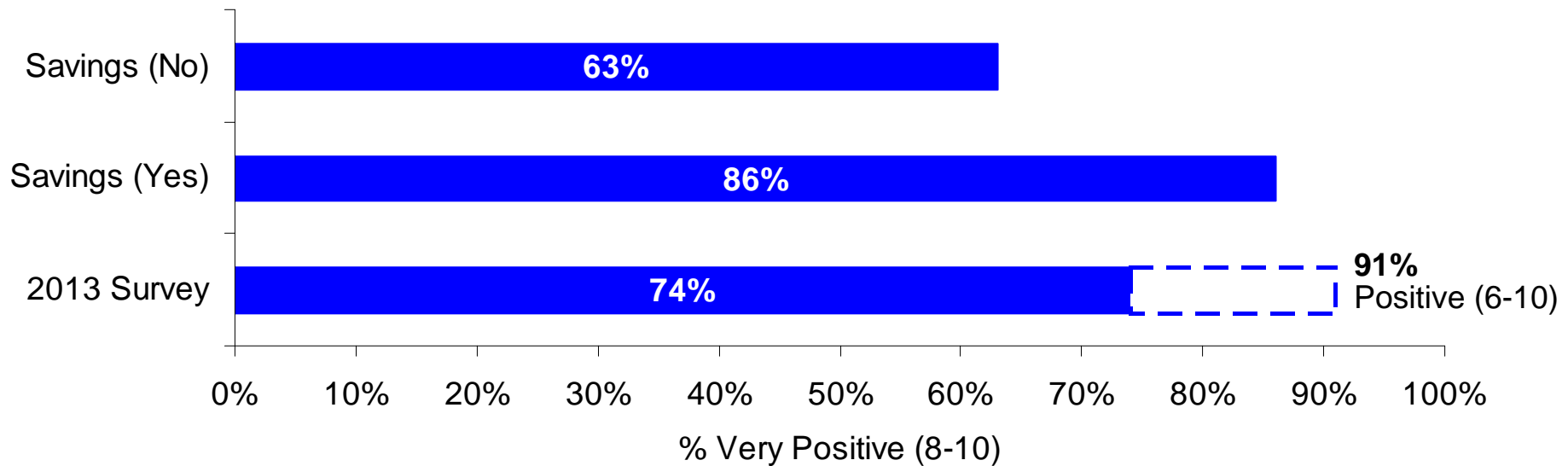
- **Energy savings:**
 - ◆ IHD feedback induces behavior change
- **Demand savings:**
 - ◆ Thermostat setback: 5 degrees for 6 hours
 - ◆ Appliance sockets disabled
 - ◆ No participation incentives offered
 - ◆ Participants can opt-out at any time
- **Understand customer perception of device/pilot structure**



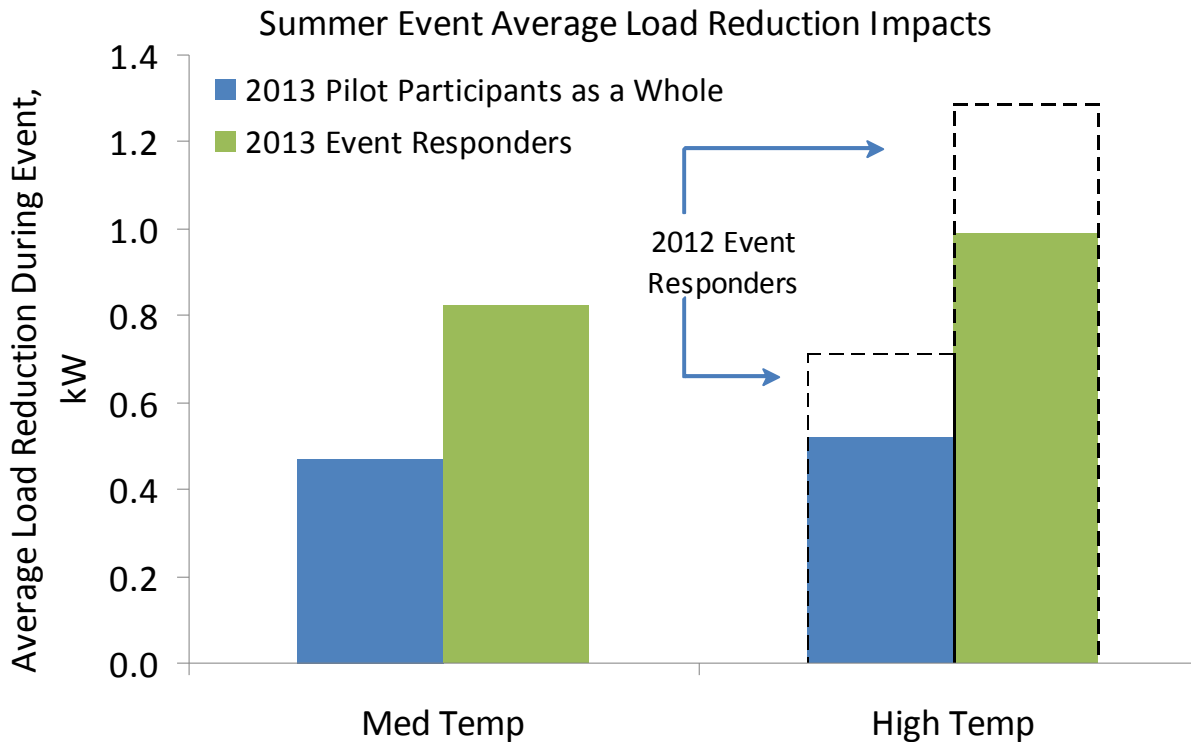
Customer Satisfaction

- Perception of savings using an IHD is critical to satisfaction

Overall Satisfaction with IHD Pilot



Demand Savings



Bookends of IHD Savings (2013):

0.52 kW
(All IHDs in pilot)

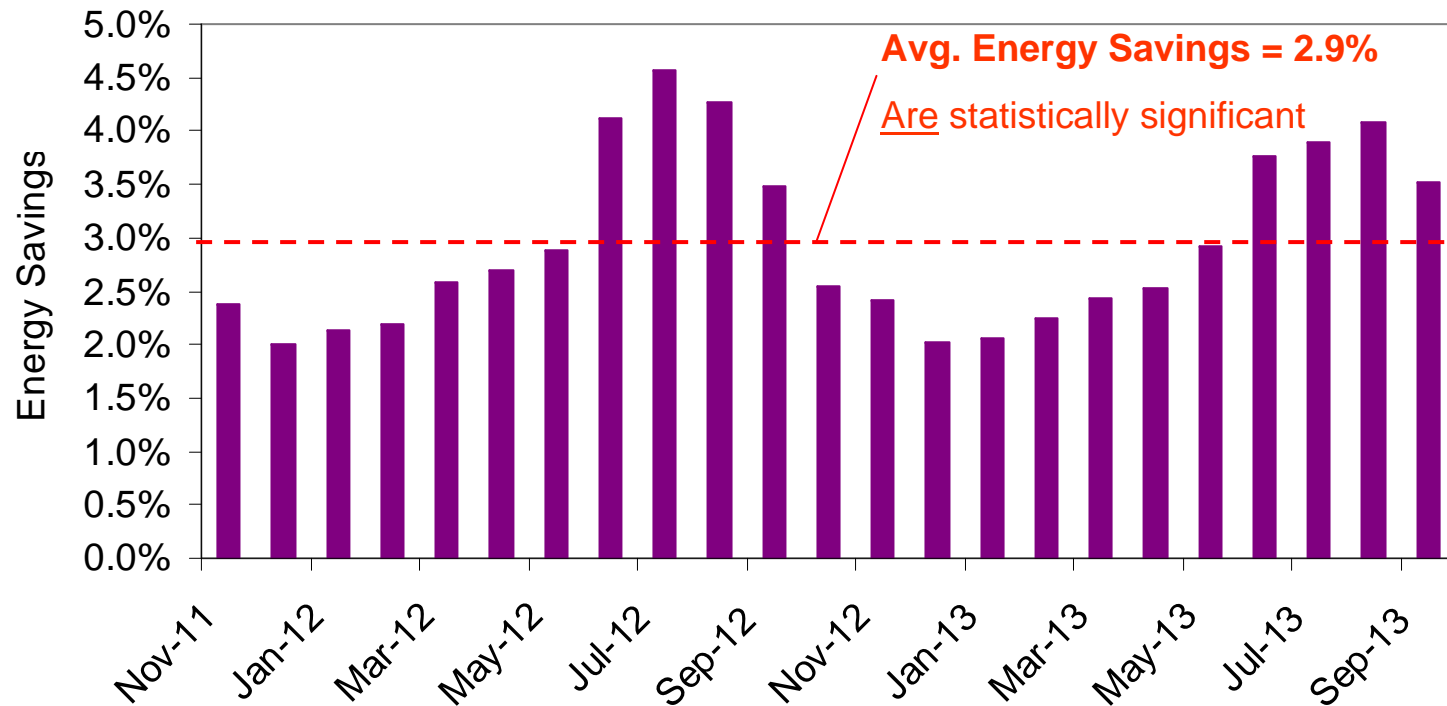
→ Increased event participation

0.99 kW
(Event Participants)

Energy Savings

Fixed Effects
Regression Analysis

Monthly Savings



Cost-effectiveness: Now and Future

- **The pilot was not cost effective – MTRC ~ 0.3**
- **The bigger question is what do the pilot results say about the cost-effectiveness of a future program?**
 - ◆ Results are promising
 - ◆ Focusing only on the thermostat reduces cost significantly
 - ◆ Increasing event participation rates raises demand savings
- **Results of the pilot are informing our smart thermostat pilot design**
- **Pilot evaluation published early Q2 2014**



Community Energy Program

■ Presented by David Hueser

Product Development Update

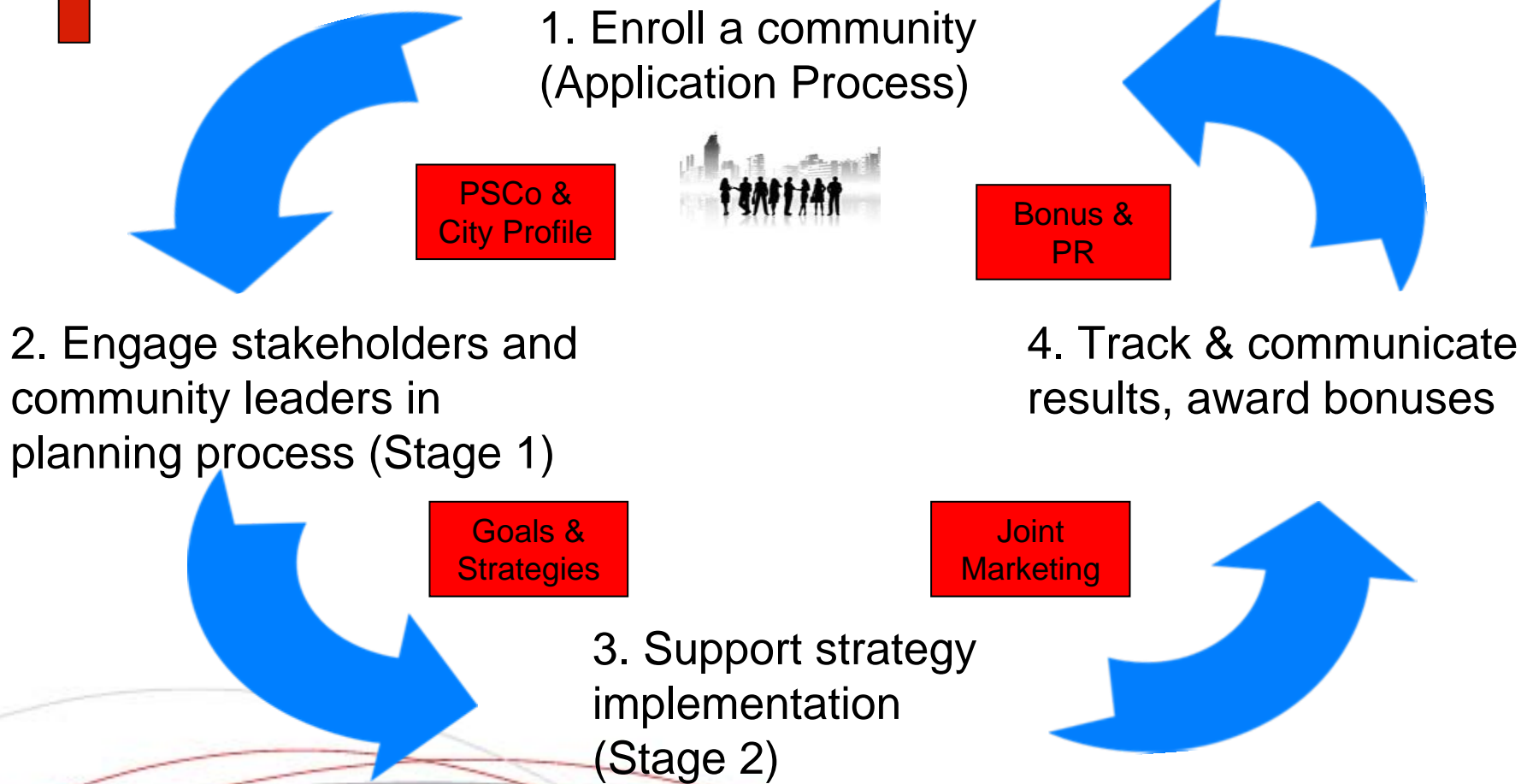
Community Energy Program

Community Energy Program

Proposed offering to support collaborative partnering between a community and PSCo in the development and implementation of strategic energy plans

- Incorporates the early findings of the Community Energy Efficiency Planning Pilot
 - Expand implementation resources
 - Leverages all PSCo products
 - Outlines community commitment

What does it look like?



Product Development Update

Community Energy Program

1. Plan Development

- Facilitated planning process
- Goals and strategies include:
 - ◆ Energy Efficiency
 - ◆ Renewables
 - ◆ Business Operations (billing, payment, online access)

2. Implementation

- Configure unique program with Xcel Energy product and community resources
- Provide project management resources to assist in implementing tactics
- Support tracking and promotion through community specific web site, advertising and public events

Product Development Update

Community Energy Program

Program Objectives:

1. Develop new DSM delivery channel
 - ◆ Leverages community brand to promote PSCo products
2. Expand distribution of renewables
 - ◆ Wind and Solar
3. Strengthens relationships with communities
 - ◆ Provides more options and services



DSM Regulatory Updates

■ **Presented by Shawn White**

Compliance information available on Xcel Energy's DSM website:

[http://www.xcelenergy.com/About Us/Rates & Regulations/Regulatory Filings/CO DSM](http://www.xcelenergy.com/About_Us/Rates_&_Regulations/Regulatory_Filings/CO_DSM)



Historical Achievement / Cost Trends

■ Energy Efficiency

Year	kWh	Actual Spend	\$/kWh (First Year)
2010 ¹	251,966,499	\$42,227,987	\$0.168
2011 ²	311,358,676	\$51,745,328	\$0.166
2012 ³	400,198,618	\$67,144,200	\$0.168
2013 ⁴	382,526,905	\$63,487,550	\$0.166

- 1 2010 Annual DSM Status Report (Docket No. 08A-366EG), pg. 10 (Total kWh & Spend do not include Saver's Switch). Available: <http://www.xcelenergy.com/staticfiles/xcel/Regulatory/Regulatory%20PDFs/2010COStatusReport.pdf>
- 2 2011 Annual DSM Status Report (Docket No. 10A-471EG), pg. 12 (Total kWh & Spend do not include Saver's Switch). Available: <http://www.xcelenergy.com/staticfiles/xcel/Regulatory/Regulatory%20PDFs/CO-DSM-2011-Annual-Status-Report.pdf>
- 3 2012 Annual DSM Status Report (Docket No. 11A-631EG), pg. 11 (Total kWh & Spend reflect Energy Efficiency Total line). Available: <http://www.xcelenergy.com/staticfiles/xcel/Regulatory/Regulatory%20PDFs/CO-DSM-2012-Annual-Status-Report.pdf>
- 4 Q4-2013 Program Achievements (Docket No. 11A-631EG). (Total kWh & Spend do not include Saver's Switch). Available: https://www.dora.state.co.us/pls/efi/efi.show_document?p_dms_document_id=302393&p_session_id=




60-Day Notices

■ **DEPACC**

- ◆ Cooling Efficiency (Business) product
- ◆ **Posted:** 12/17/2013
- ◆ **Comments Received:** *None*
- ◆ **Implemented:** 1/17/2013

■ **LED Parking Garage and Troffer Fixtures**

- ◆ Lighting Efficiency (Business) product
 - ◆ **Posted:** 1/21/2014
 - ◆ **Comments due:** 2/19/2014
- 

Regulatory Look-Ahead to 2014

Upcoming DSM Filings / Meetings

- **Mar 2014** (*anticipated*): 2014 DSM Plan Decision
- **Apr 1, 2014**: 2013 DSM Annual Status Report
- **Apr 22-24, 2014**: DSM Strategic Issues Hearing
- **May 8, 2014** (Thursday)
Q1-2014 DSM Roundtable Meeting
- **June 2014** (*anticipated*):
DSM Strategic Issues Decision
- **October 30, 2014**:
2015/2016 Biennial DSM Plan



Q&A



Xcel Energy[®]

RESPONSIBLE BY NATURE[®]



Appendices – Data Access & Data Privacy



Green Button Examples

Green Button Format - .csv

Name						
Address						
Account Number						
TYPE	START DATE	END DATE	USAGE	UNITS	COST	NOTES
Electric billing	9/28/2013	10/24/2013		kWh		
Electric billing	10/25/2013	11/24/2013		kWh		
Electric billing	11/25/2013	12/29/2013		kWh		
Electric billing	12/30/2013	1/28/2014		kWh		

Green Button Format - .xml

```

<?xml version="1.0" encoding="UTF-8" ?>
- <feed xmlns="http://www.w3.org/2005/Atom" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://naesb.org/espi espi.xsd">
  <id>urn:uuid:5762c9e8-4e65-3b0c-83b3-7874683f3d8e</id>
  <link href="/v1/espi_third_party_batch_feed" rel="self" />
  <title type="text">Opower ESPI Third Party Batch Feed v1</title>
  <updated>2014-02-10T15:02:21.351Z</updated>
- <entry>
  <id>urn:uuid:e2c443df-7a27-342d-a913-985aa7a804b8</id>
  <link href="/v1/User/2023769/UsagePoint/1643006" rel="self" />
  <link href="/v1/User/2023769/UsagePoint/1643006/MeterReading/1" rel="related" />
  <title type="text">20 SHERIDAN AVE S MINNEAPOLIS MN 55405-1934</title>
  <updated>2014-02-10T15:02:21.351Z</updated>
  <published>2011-11-30T12:00:00.000Z</published>
- <content type="xml">
  - <UsagePoint xmlns="http://naesb.org/espi">
    - <ServiceCategory>
      <kind>0</kind>
    </ServiceCategory>
  </UsagePoint>
</content>
</entry>
- <entry>
  <id>urn:uuid:e8dfec0d-68c1-3acc-89e7-63c21ce7d374</id>
  <link href="/v1/User/2023769/UsagePoint/1643006/MeterReading/1" rel="self" />
  <link href="/v1/ReadingType/1" rel="related" />
  <link href="/v1/User/2023769/UsagePoint/1643006/MeterReading/1/IntervalBlock/1" rel="related" />
  <updated>2014-02-10T15:02:21.351Z</updated>
  <published>2011-11-30T12:00:00.000Z</published>
- <content type="xml">
  <MeterReading xmlns="http://naesb.org/espi" />
</content>
</entry>
- <entry>
  <id>urn:uuid:4e1226d5-5172-3fdf-adf6-4001aee94849</id>
  <link href="/v1/ReadingType/1" rel="self" />
  <updated>2014-02-10T15:02:21.351Z</updated>
  <published>2011-11-30T12:00:00.000Z</published>
- <content type="xml">
  - <ReadingType xmlns="http://naesb.org/espi">
    <currency>840</currency>
    <powerOfTenMultiplier>0</powerOfTenMultiplier>
    <uom>72</uom>
  </ReadingType>
</content>
</entry>
- <entry>
  <id>urn:uuid:da17333b-39ff-3e51-bd91-47e387e580d9</id>
  <link href="/v1/User/2023769/UsagePoint/1643006/MeterReading/1/IntervalBlock/1" rel="self" />
- <content type="xml">
  - <IntervalBlock xmlns="http://naesb.org/espi">
    - <interval>

```