• 1:00 – 1:05 p.m. Welcome and DSM Regulatory Updates
• 1:05 – 2:05 p.m. DSM Programs: Q1-2015
  » Business Program
  » Residential and Low-Income Programs
• 2:05 – 2:25 p.m. -- Networking Break --
• 2:25 – 2:45 p.m. Pilot Updates: Q1-2015
• 2:45 – 3:05 p.m. Product Development: Q1-2015
  » Stakeholder Idea Submissions
• 2014 DSM Annual Status Report – Apr 1
  – 391.6 GWh of electric savings, 104% of prorated goal of 375 GWh
  – 606,995 Dth of natural gas savings, 109% of prorated goal of 558,465 Dth
  – Both electric and natural gas expenditures were under budget

• 2014 DSM Plan continuing
• No 60/90-Day Notices during Q1

• 2015/16 DSM Plan Statutory Deadline for Decision—July 8
  – “Redlined” Plan w/ Settlement and Decision impacts to follow

• Q2-2015 DSM Roundtable Meeting on August 19, 2015
DSM ACHIEVEMENTS
Q1-2015

BILL CONRAD
Manager, Energy Efficiency Marketing
Q1-2015 ACHIEVEMENT HIGHLIGHTS

Electric Portfolio
• 78.7 Net Gen GWh (19% of Target)
• 11.1 MW (12% of Target)
• $14.5M Spend (15% of filed budget)

Gas Portfolio
• 95,958 Net Dth (16% of Target)
• $1.7M Spend (13% of filed budget)

Business Programs
• Data Center Eff. – 76% of Target
• Custom Eff. – 87% of Target

Business Programs
• Heating Efficiency – 32% of Target
• EMS – 110% of Target

Residential Programs
• Insulation & Air Sealing – 64% of Target
• Residential Heating – 42% of Target

Residential Programs
• Insulation & Air Sealing - 64% of Target
• Residential Heating – 25% of Target
Q1-2015 CUSTOMER & TRADE EVENTS

Business Trade Events

- Rocky Mountain Lighting MFGs Event
- Lighting Midstream Program Launch
- Cooling Midstream Prelaunch
- EMIS Prelaunch
- Northern CO Business Innovation Event
- Trane Company Open House Event
- JeffCo Economic Development Event
- 2015 Energy Eff. Trade Partner Awards

Residential Trade Events

- Launch of NATE Scholarship Offer
  - Each Scholarship worth $120 (Core and specialty)
  - No limit on technicians that can apply
  - 19 Technicians applied
  - [http://cgbgonline.org/scholarships](http://cgbgonline.org/scholarships)

- [http://cgbgonline.org/rescalender](http://cgbgonline.org/rescalender)
  - EVAP and A/C Classes Q2 Very Popular

- Grand Junction Wholesaler Tradeshow
DSM BUSINESS PROGRAM
Q1-2015 HIGHLIGHTS

KIM SPICKARD
Team Lead, DSM Marketing
Business LED Instant Rebate

Distributor Locator
http://businessledinstantrebate.com/Locator/Distributors

• 70 Colorado Participating Distributor locations

• Program Launched: January 15, 2015
Business
LED Instant Rebate
Find a Distributor

Back to the program page

Download Complete Distributor List

NOTE: Not all national and/or chain locations participate in the program. Only locations returned in the above search are eligible to provide rebates.

© 2015 Xcel Energy Inc.
Rebate Levels
$5 - $15 Instant rebate per lamp
$12 Instant rebate per retrofit kit

Rebated Lamp Categories- Lamps must be ENERGY STAR qualified
- LED Interior Lamp – PAR38
- LED Interior Lamp – PAR30, PAR30L
- LED Interior Lamp – PAR20, R20
- LED Interior Lamp – PAR16
- LED Interior Lamp – BR40, R40
- LED Interior Lamp – BR30, R30
- LED Interior Lamp – MR16, MRX16, MR25
- LED Interior Lamp – GU10, GU24
- LED Interior Lamp – A Lamps
- LED Interior Lamp – Decorative (CA, B, BA, G, F)
- LED Interior Screw-In Downlight Retrofit kit
First Quarter Trade Highlights

• **Q1 Energy Exchange Newsletter**
  – Distributed to over 1500 Trade Ally Contacts in February

• Join the trade network [xcelenergy.com/TradePartners](http://xcelenergy.com/TradePartners)

• **2015 Energy Efficiency Partner Awards**
  – 24 Commercial Trade Partners to receive 2015 award
  – Based on rebate dollars, kWh and Dth savings
### TOP 24 TRADE PARTNERS OF 2014

#### 6 NEW WINNERS

<table>
<thead>
<tr>
<th>Trade Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN MECHANICAL SERVICES AMS</td>
</tr>
<tr>
<td>BLACKHAWK EQUIPMENT CORP</td>
</tr>
<tr>
<td>CARRIER COMMERCIAL SERVICES</td>
</tr>
<tr>
<td>CFM COMPANY</td>
</tr>
<tr>
<td>CHILLER SYSTEMS SERVICE INC</td>
</tr>
<tr>
<td>CLOUDBURST MISTING SYSTEMS</td>
</tr>
<tr>
<td>COLORADO LIGHTING INC</td>
</tr>
<tr>
<td>CONSERVE A WATT</td>
</tr>
<tr>
<td>DENVER ELECTRICAL CONTRACTORS</td>
</tr>
<tr>
<td>ECOSYSTEMS</td>
</tr>
<tr>
<td>ENERGY MANAGEMENT CORP</td>
</tr>
<tr>
<td>ENERGY SERVICES OF COLORADO ESCO</td>
</tr>
<tr>
<td>ETC Group, LLC</td>
</tr>
<tr>
<td>FACILITY SOLUTIONS GROUP</td>
</tr>
<tr>
<td>HAYNES MECHANICAL SYSTEMS</td>
</tr>
<tr>
<td>INGERSOLL RAND</td>
</tr>
<tr>
<td>JOHNSON CONTROLS</td>
</tr>
<tr>
<td>MTECH MECHANICAL TECHNOLOGIES GROUP</td>
</tr>
<tr>
<td>MURPHY COMPANY</td>
</tr>
<tr>
<td>ONE SOURCE LIGHTING</td>
</tr>
<tr>
<td>POWER DOWN, LLC</td>
</tr>
<tr>
<td>RK MECHANICAL</td>
</tr>
</tbody>
</table>
• **Trane Open House**
  - New warehouse: 2250 Airport Boulevard, Aurora, CO 80011
  - Dedicated Trane High Efficiency stocking warehouse in Denver
    • Stocking was in Texas
• Precool and Save, Xcel Energy's DEPACC Program: Meet Evaporcool
  – Held with Energy Smart in Boulder
  – Evaporcool sponsored and presented their technology

• 25% Bonus Rebate on Direct Evaporative Pre-Coolers for Air-Cooled Condensers (DEPACC) through Sept. 30, 2015

• For a Limited Time: Customers Can Get a Small Building Tune-Up and Energy Analysis Audit for $100
  – The first 100 customers to submit an Energy Analysis application in 2015 are eligible to receive a $100 ASHRAE Level 1 On-site Energy Audit.
  – The first 10 customers to submit a Small Building Tune-up application in 2015 are eligible to receive a $100 Building Tune-up Audit.
• **Limited-Time Offer: Customers Can Earn a 20% Lighting Efficiency Bonus Rebate**
  We’re excited to announce that from May 15 through Sept. 15, 2015, Colorado Xcel Energy customers can earn 20% bonus rebates on qualifying lighting improvement projects.

• **Energy Efficiency Financing:**
  – **$100 gift card incentive for trade partners:** Now through Dec. 31, 2015, each time one of your customers uses a qualified loan product from one of our financing allies to fund their energy efficiency improvement project.

• **Key Equipment Finance is our newest lending ally:** We are pleased to introduce our new financing ally, Key Equipment Finance.
Sign Up for the Commercial Refrigeration Trade Workshop on May 28

Attention refrigeration contractors: you’re invited to attend our free workshop on May 28 from 11:30 a.m. to 1:30 p.m. at the Pepsi Center in Denver.

[XcelEnergyRefrigeration.eventbrite.com](XcelEnergyRefrigeration.eventbrite.com)
Xcel Energy honors Colorado businesses for energy efficiency at 2015 Energy Expo

- **1670 Broadway Investors, LLC**, Energy Management Systems Achievement; 2.6 gigawatt-hours (GWh) saved
- **Denver International Airport, City and County of Denver**, Highest Savings for Multiple Program Participation; 12 GWh saved
- **The Denver Post**, Highest Percentage of Energy Savings at a Single Premise; 2.9 GWh saved
- **EVRAZ Pueblo**, Process Efficiency Achievement; 4.9 GWh saved
- **King Soopers**, Lighting Efficiency Achievement; 2.8 GWh saved
- **Leprino Foods**, Highest Energy Savings at a Manufacturing Facility; 14.5 GWh saved
- **Mile Hi Bakery**, Energy Design Assistance Achievement; 2.8 GWh saved
- **National Renewable Energy Laboratory**, Self Direct Achievement; 2.3 GWh saved
- **Saint John’s Cathedral**, Heating Efficiency Achievement; 24,985 therms saved
- **Spradley Barr Ford of Greeley**, Small Business Lighting Efficiency Achievement; 436,000 kWh saved
- **Sungard Availability Services**, Data Center Efficiency Achievement; 2.9 GWh saved
- **Swire Coca-Cola, USA**, Highest Energy Savings Achieved Through Working with Xcel Energy’s Business Solutions Center; 987,744 kWh saved
• Colorado Energy EXPO was held on April 14th.
• Technology Corner

Sylvania
GE
Phillips
CREE
Franklin Energy
Ingersoll Rand
Honeywell
Siemens
Transformative Wave
ATEC – Indirex
Carrier West / Lohmiller
Rocky Mountain Trane
DSM RESIDENTIAL & LOW-INCOME PROGRAM
Q1-2015 HIGHLIGHTS

DAVID HUESER
Team Lead, DSM Marketing
RESIDENTIAL INSULATION & AIR SEALING (ELECTRIC & GAS SAVINGS)

Good start to 2015 with momentum from Q4 2014 trade and customer promotions of cold weather measures

- 2014 promotional insulation/air sealing rebate maximum of $500, vs. standard $300, continued until March 31, 2015, primarily to drive natural gas savings
- Q1 2015 Insulation/Air Sealing Gas DSM – 36% of filed goal on 45% budget spend; Electric DSM 64% of filed goal on 53% budget spend
- Promotional offer coupled with bonus rebates in Residential Heating product
- Offers promoted through direct mail and email communications with trade partners

Source: Department of Energy
YTD participation and Gas DSM savings 25% of 2015 goal on 20% of savings, buoyed by Q4 2014 combination of Furnace/EC Motor and Insulation/Air Sealing trade communications and bonus rebates

- In Q1 2015, 1,500 unique participants, 60% of which included an Electronically Commutated Motor (ECM) rebate
- Trade partner participation reduced to 221, down from over 600, one year after NATE Gas Heating certification became required
- To attract more trade partners, the Company is offering a reimbursement “scholarship,” nominal reward when new technicians acquire their NATE Gas Heating certification
Colorado RFP issued April 28; Vendor submissions by May 22; Product to launch after commencement of 2015/16 DSM Plan

- 2015 Participation goal: 1,200 homes
  - Year 1 participation will be pro-rated for the shortened Program year
- 2016 Participation goal 1,600 homes
- Program components
  - Walk through audit to identify potential home energy improvements
  - Direct installation of nominal value measures
- Common measures
  - CFLs, Showerheads, faucet aerators, programmable thermostat, weather-stripping
  - Ala carte/available for purchase: LED lamps, power control timers

Photos: Neighborhood Energy Connection, St. Paul, MN
LOW INCOME NON-PROFIT ENERGY EFFICIENCY (NEEP, ELEC. & GAS)

One of four programs in $6.25M annual commitment to delivering energy efficiency to income-qualified customers

• Partnership with Energy Outreach Colorado (EOC)
  – Implementer EOC identifies non-profit organizations serving low-income individuals: shelters, safe houses, treatment centers.
  – NEEP utilizes Xcel Energy rebates, grants and supplemental sources to fund electric and gas equipment and process improvements for non-profit facilities.

• Technical assumptions
  – Custom Efficiency model analysis for each project; rebate funding bundle proposed for project cost effectiveness
  – Cumulative NEEP electric and gas cost & benefits tracked

• 2015 Goals, Budgets
  – 1.8 GWh on $518K electric budget
  – 2,429 Dth on $309K gas budget
• 60 Day-Notice implemented January 29
  – Rebates now based on percent better than code
  – Energy raters receive $75 administrative fee
• 389 homes successfully completed program
  – 10,349 Dth savings (8% of YE target)
  – 199,832 kWh savings (6% of YE target)
• Currently believe program should remain open all year
• Marketing Outreach efforts: provide up to 24 no cost Sales Professionals training sessions
  – Targets real estate and builder sales professionals
  – Will host at location of builders or energy rater’s choosing
  – Includes Continuing Education credits
• Q1 2015 Gas savings 13% of filed goal on 10% of YTD Spend
• Q1 2015 Electric savings 16% of filed goal on 14% of YTD Spend
• Energy Advisor component continues to be strong and contribute to product savings
  – 150 accounts engaged
  – 51% conversion rate on those accounts
• Primary HPwES Gas measures
  – Ceiling/Attic Insulation
  – Air Sealing
  – Wall Insulation
• Primary product electric measures
  – Lighting/CFLs
  – Thermostats
- Networking Break -
DSM PILOT UPDATES
Q1-2015 HIGHLIGHTS

KERRY KLEMM
Manager, Product Development
### DSM PILOT HIGHLIGHTS

#### PILOTS AND STATUS

<table>
<thead>
<tr>
<th>PILOT</th>
<th>STATUS</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Residential Energy Feedback</td>
<td>To Product</td>
<td>![Green]</td>
</tr>
<tr>
<td>2 Online Energy Feedback</td>
<td>In Progress</td>
<td>![Yellow]</td>
</tr>
<tr>
<td>3 Business Energy Feedback</td>
<td>In Progress</td>
<td>![Green]</td>
</tr>
<tr>
<td>4 Smart Thermostat Pilot</td>
<td>Launch June 2015</td>
<td>![Red]</td>
</tr>
<tr>
<td>5 Small Business Smart Thermostat</td>
<td>Filed</td>
<td>![Green]</td>
</tr>
<tr>
<td>6 Building Optimization DR Pilot</td>
<td>Filed</td>
<td>![Yellow]</td>
</tr>
<tr>
<td>7 Multifamily Buildings Pilot</td>
<td>Launch June 2015</td>
<td>![Green]</td>
</tr>
<tr>
<td>8 EV Charging Station Pilot</td>
<td>Complete</td>
<td>![Green]</td>
</tr>
</tbody>
</table>
ENERGY FEEDBACK
UPDATE

1. Moved from Pilot to Program
2. 400,000 customer expansion
3. CSR Recognition Event – 4/21/15
NET MWH Savings

YTD: 8,038
YE forecast: 25,800

No ÷3 until 2015 plan launch
No 2015 expansion savings until 2015 plan launch (Aug)

2015 filed goal: 14,382
## DSM PILOT UPDATES
### ONLINE ENERGY FEEDBACK

<table>
<thead>
<tr>
<th>UPDATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Three M&amp;V methods tested; RCT challenges</td>
</tr>
<tr>
<td>2 Need additional data points for measurement</td>
</tr>
<tr>
<td>3 Residential panel survey in progress</td>
</tr>
</tbody>
</table>

- ✓ Measure within Residential Energy Feedback programs
- ✓ Emails at 6-week intervals
- ✓ Determine if My Energy users save more energy from using the tools
Where are we headed next?

- Use results of Panel Survey to adjust email approach
- Consider expanding email reach and social media channel
- Measurement with “Matching” methodology at 12-month mark (August)
**UPDATE**

1. Two print reports so far for 2015
2. Layered email started in April
3. Next measurement in June
4. BECC abstract submitted

- 2-year pilot
- 10,000 SB customers
- Budget: $250,000
SMART THERMOSTAT
**UPDATE**

1. DR provider selection in process
2. DR component named Saver’s Stat
3. Manufacturer contract negotiations continue (4 separate contracts)
4. Marketing in development
5. Targeted marketing test
6. Final storefront testing
7. June launch target

- 60-Day Notice filed Aug 2014
- 2-year pilot
- Budget $1,158,500
- $50 rebate
- $25 DR incentive
- $2.50 or $5 bill credit
DSM PILOT UPDATES
RESIDENTIAL SMART THERMOSTAT

- Manufacturer portals
  - Required for setup
  - Each is unique
  - Streamline rebate application
  - Brand & experience

- Phased rollout
  - Contracting
  - Soft launch
DSM PILOT UPDATES
SMALL BUSINESS SMART THERMOSTAT

UPDATE

1. RFP complete. Contracting underway.
2. Pushing for full functionality by July 1

- Filed in CO 2015/2016 Plan
- 2- year pilot, 100 bldgs.
- Budget: $ 561,976
- Tie in with Res Smart T-stat pilot
BUILDING OPTIMIZATION
**DSM PILOT UPDATES**

**BUILDING OPTIMIZATION**

<table>
<thead>
<tr>
<th>UPDATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Contract signed with vendor</td>
</tr>
<tr>
<td>2 Recruitment</td>
</tr>
<tr>
<td>3 Operations &amp; marketing</td>
</tr>
<tr>
<td>4 Anticipated launch Q3 2015</td>
</tr>
</tbody>
</table>

- Filed in CO 2015/2016 Plan
- 2-year pilot, 10 bldgs.
- 2015 Budget: $257,598
MULTIFAMILY
UPDATE

1. Released RFP on 4/13/15
2. Final vendor submissions due this week
3. Select vendor – May
4. Launch program to customers – June

✓ 60-Day Notice – Aug 2014
✓ 2-year pilot
✓ 0.55 GWh, 8,400 Dth (2015)
✓ 2015 Budget: $225,028
ELECTRIC VEHICLE CHARGING STATION
# DSM PILOT UPDATES

## ELECTRIC VEHICLE CHARGING STATION

### UPDATE

<table>
<thead>
<tr>
<th>1</th>
<th>Pilot is complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Evaluation Report coming soon</td>
</tr>
</tbody>
</table>

### Where are we headed next?

- Still an evolving industry
- Focus areas for future exploration
• Looking toward the future
  – Kicking off the phase of idea selection
    • Start in February ✓
    • Finalize in Q2
    • A lot of research, assessment and validation in between
  – Goal: new products for 2017/18 DSM Plan

<table>
<thead>
<tr>
<th>Stages</th>
<th>Dates</th>
<th>Gates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify</td>
<td>Feb 2015</td>
<td>Opportunity Approval</td>
</tr>
<tr>
<td>Frame</td>
<td>Q2 2015</td>
<td>Priority Approval</td>
</tr>
<tr>
<td>Design</td>
<td>Varies</td>
<td>Concept Approval</td>
</tr>
<tr>
<td>Develop</td>
<td>Varies</td>
<td>(A) File &amp; (B) Launch Approval</td>
</tr>
<tr>
<td>Launch</td>
<td>Varies</td>
<td></td>
</tr>
</tbody>
</table>
Scored 162 Concepts

Currently Framing 31

Goal: 15-20

22 PD
9 PDX

10-12 PD
5-10 PDX
• Finalize Development List
• Proceed with Development
New Easy Link to Share Product Ideas

www.xcelenergy.com/productideas