



**Q1-2015 COLORADO
DSM ROUNDTABLE**

May 6, 2015

- 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



**DSM REGULATORY UPDATES
Q1-2015**

- 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

Electric Portfolio

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

Business Programs

- Data Center Eff. – 76% of Target
- Custom Eff. – 87% of Target

Residential Programs

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

Gas Portfolio

- 95,958 Net Dth (16% of Target)
- \$1.7M Spend (13% of filed budget)

Business Programs

- Heating Efficiency – 32% of Target
- EMS – 110% of Target

Residential Programs

- Insulation & Air Sealing - 64% of Target
- Residential Heating – 25% of Target

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/rescaler>
 - EVAP and A/C Classes Q2 Very Popular
- Grand Junction Wholesaler Tradeshow



DSM BUSINESS PROGRAM Q1-2015 HIGHLIGHTS

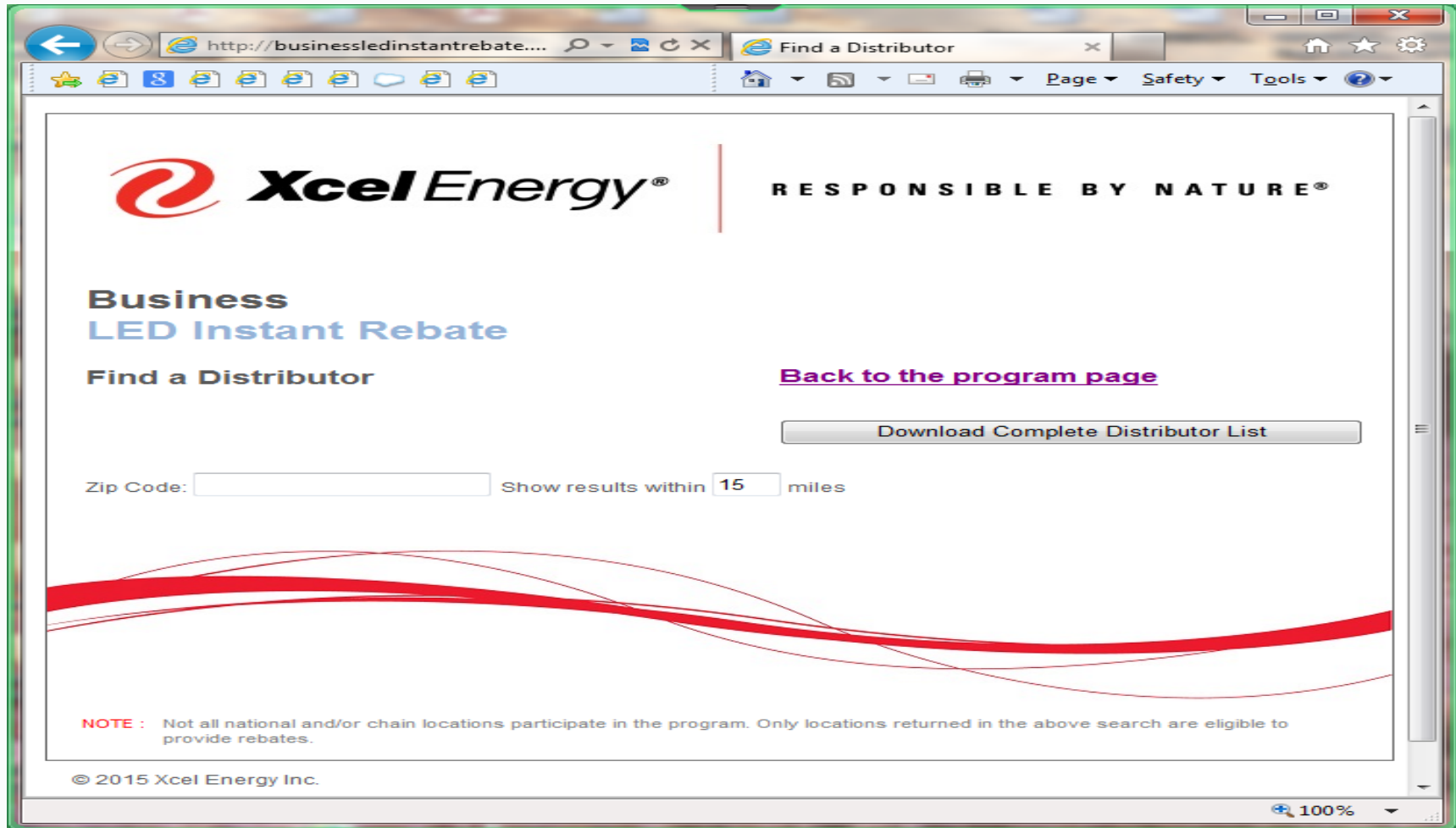
KIM SPICKARD
Team Lead, DSM Marketing

Business LED Instant Rebate

Distributor Locator

<http://businessledinstantrebate.com/Locator/Distributors>

- 70 Colorado Participating Distributor locations
- Program Launched: January 15, 2015



The screenshot shows a web browser window with the following content:

- Address Bar:** <http://businessledinstantrebate...>
- Page Title:** Find a Distributor
- Logo:** Xcel Energy logo with the tagline "RESPONSIBLE BY NATURE®".
- Section Header:** Business LED Instant Rebate
- Section Header:** Find a Distributor
- Link:** [Back to the program page](#)
- Button:** Download Complete Distributor List
- Form:** Zip Code: Show results within miles
- Note:** **NOTE :** Not all national and/or chain locations participate in the program. Only locations returned in the above search are eligible to provide rebates.
- Footer:** © 2015 Xcel Energy Inc.
- Zoom:** 100%

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
- **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



Trade Partner
AMERICAN MECHANICAL SERVICES AMS
BLACKHAWK EQUIPMENT CORP
CARRIER COMMERCIAL SERVICES
CFM COMPANY
CHILLER SYSTEMS SERVICE INC
CLOUDBURST MISTING SYSTEMS
COLORADO LIGHTING INC
CONSERVE A WATT
DENVER ELECTRICAL CONTRACTORS
ECOSYSTEMS
ENERGY MANAGEMENT CORP
ENERGY SERVICES OF COLORADO ESCO
ETC Group, LLC
FACILITY SOLUTIONS GROUP
HAYNES MECHANICAL SYSTEMS
INGERSOLL RAND
JOHNSON CONTROLS
MTECH MECHANICAL TECHNOLOGIES GROUP
MURPHY COMPANY
ONE SOURCE LIGHTING
POWER DOWN, LLC
RK MECHANICAL

- **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](https://www.xcelenergy.com/refrigeration/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

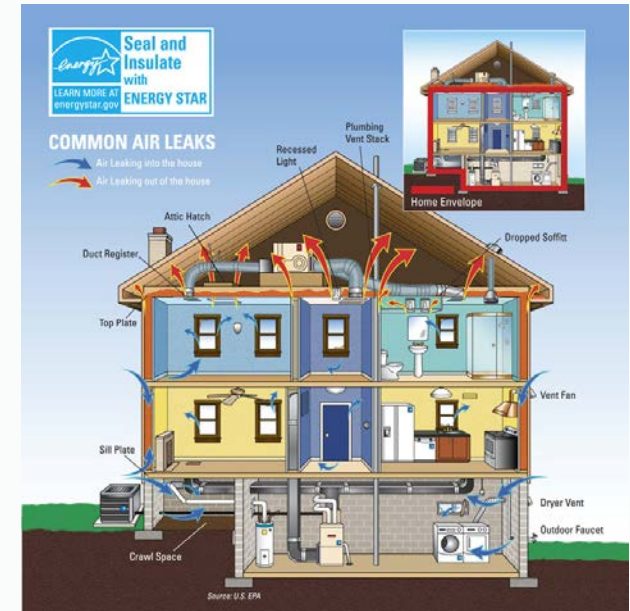
DAVID HUESER
Team Lead, DSM Marketing

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



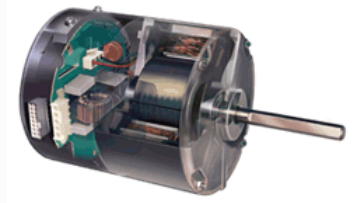
Source: Department of Energy

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



95% AFUE Furnace
Photo: Lennox



EC Motor
Photo: GE

RESIDENTIAL HOME ENERGY SQUAD (ELEC. & GAS) NEW PRODUCT IN 2015



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

Warren Village Housing



Photos: Ross Management Group, Denver Post

- 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



Photo: Standard Pacific Homes
Stapleton, CO (Bloom Collection)

RESIDENTIAL HOME PERFORMANCE WITH ENERGY STAR



- 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



Screenshot: Snugg Home, Home Energy Audit Reports

- Networking Break -





DSM PILOT UPDATES Q1-2015 HIGHLIGHTS

KERRY KLEMM
Manager, Product Development

DSM PILOT HIGHLIGHTS

PILOTS AND STATUS



	PILOT	STATUS	
1	Residential Energy Feedback	To Product	
2	Online Energy Feedback	In Progress	
3	Business Energy Feedback	In Progress	
4	Smart Thermostat Pilot	Launch June 2015	
5	Small Business Smart Thermostat	Filed	
6	Building Optimization DR Pilot	Filed	
7	Multifamily Buildings Pilot	Launch June 2015	
8	EV Charging Station Pilot	Complete	



ENERGY FEEDBACK



DSM PILOT UPDATES RESIDENTIAL ENERGY FEEDBACK

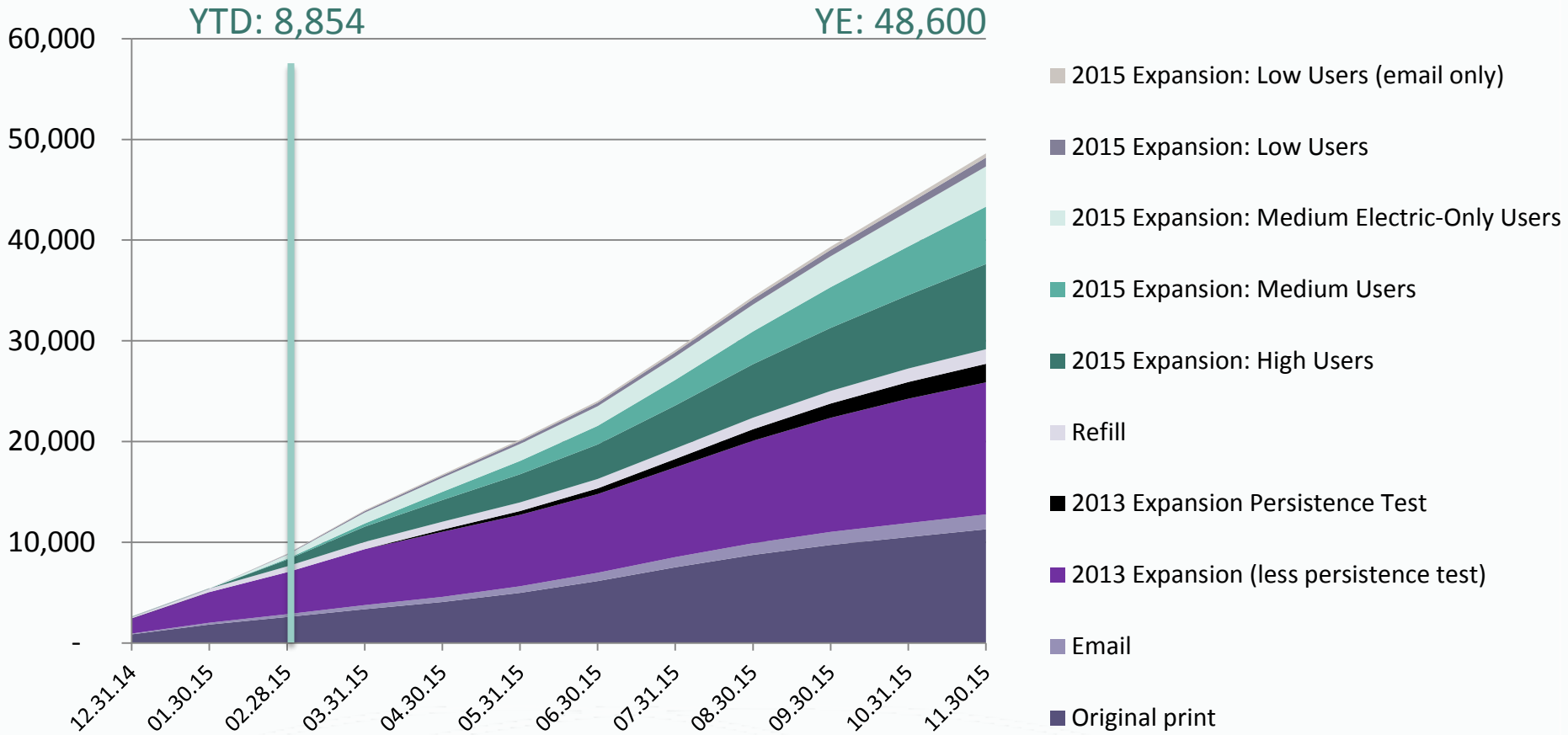


UPDATE

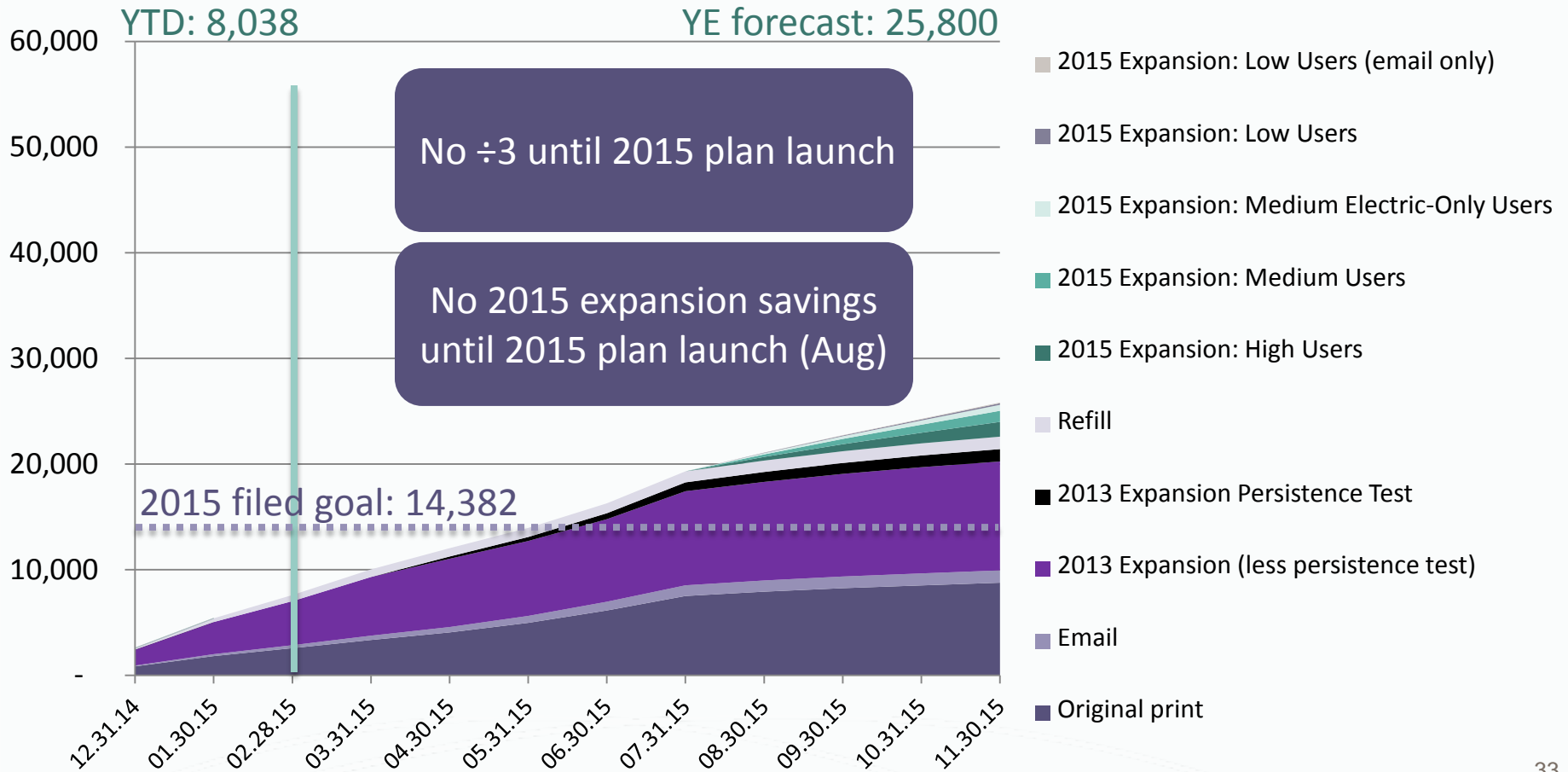
- 1 Moved from Pilot to Program
- 2 400,000 customer expansion
- 3 CSR Recognition Event – 4/21/15



GROSS MWH Savings



NET MWH Savings



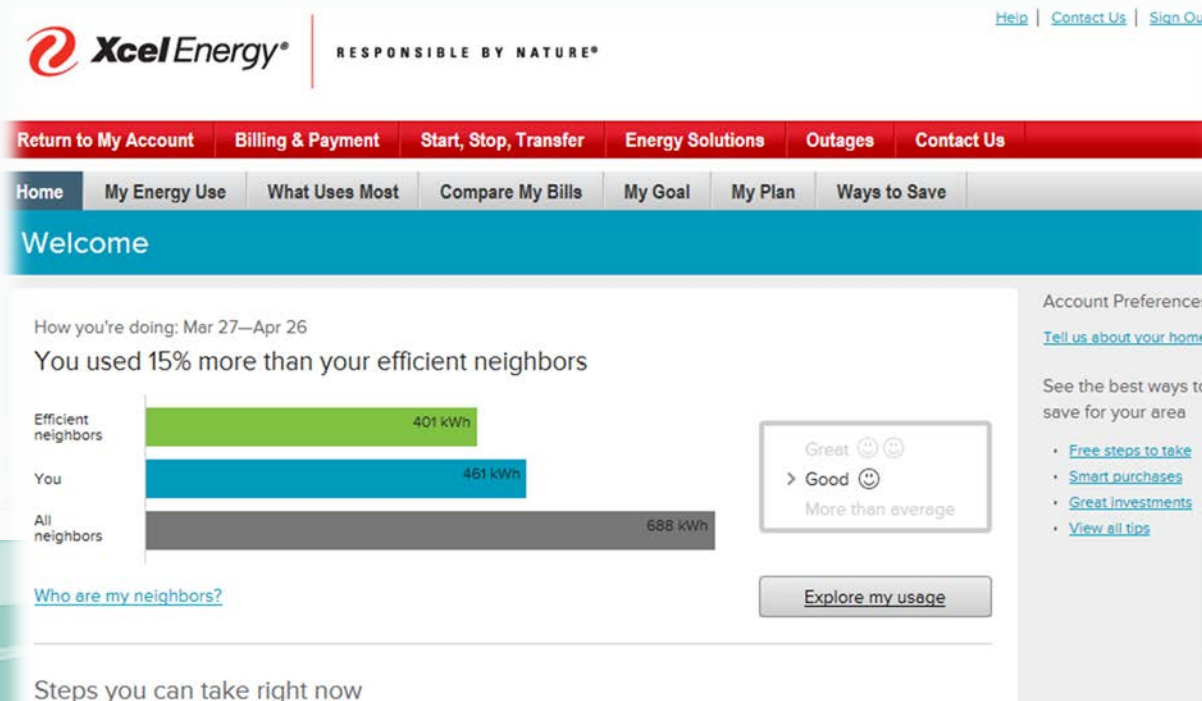
DSM PILOT UPDATES ONLINE ENERGY FEEDBACK



UPDATE

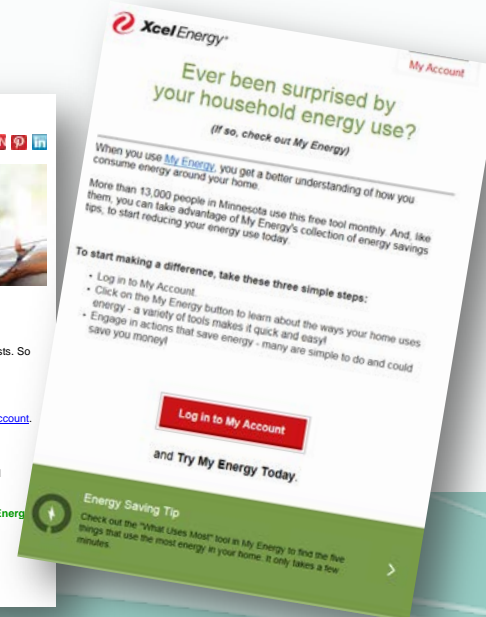
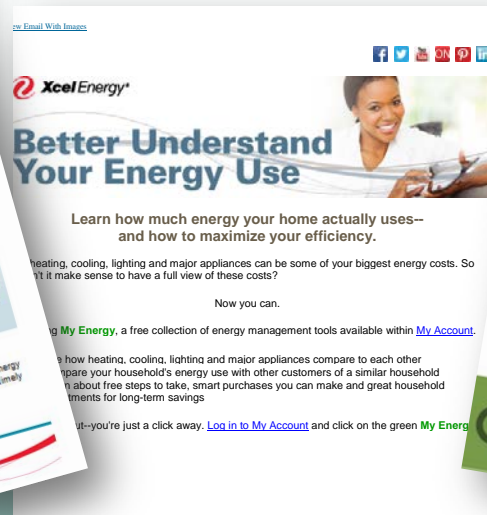
- 1 Three M&V methods tested; RCT challenges
- 2 Need additional data points for measurement
- 3 Residential panel survey in progress

- ✓ 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)



DSM PILOT UPDATES BUSINESS ENERGY FEEDBACK



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

DSM PILOT UPDATES

RESIDENTIAL 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

[Utility Name/Logo] [Utility Program Name] Honeywell English Français

Four Easy Steps to [Receive Your Rebate].

1 Get Started 2 Eligibility 3 Enrol 4 Connect

[Start Here]

Use this checklist to make sure you have everything needed to enrol.

- Qualifying Wi-Fi Thermostat *i*
- Thermostat Is Installed And Connected To Wi-Fi *i*
- Central Air Conditioner In Working Order *i*
- [Utility Name] Account Number *i*
- [Read And Agree To Terms And Conditions](#)

Promo Code:

[I don't have a Promo Code](#)

BEGIN >

[Program Name] Details >

NEED HELP? CONTACT REBATE SUPPORT: [1-XXX-XXX-XXXX] OR TECHNICAL SUPPORT: [1-XXX-XXX-XXXX]

Where to Buy > Installation Help > Helpful Videos > Additional Products >

[PHOTO] (101.0) Find more ways to save on energy at home. [Learn More >](#)

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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



UPDATE

- 1 Contract signed with vendor
- 2 Recruitment
- 3 Operations & marketing
- 4 Anticipated launch Q3 2015



- ✓ **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

- 1 Pilot is complete
- 2 Evaluation Report coming soon



Where are we
headed next?

- Still an evolving industry
- Focus areas for future exploration



DSM PRODUCT DEVELOPMENT Q1-2015 HIGHLIGHTS

PAT GOGGIN
Team Lead, Product Development

DSM PRODUCT DEVELOPMENT STARTING WHERE WE LEFT OFF

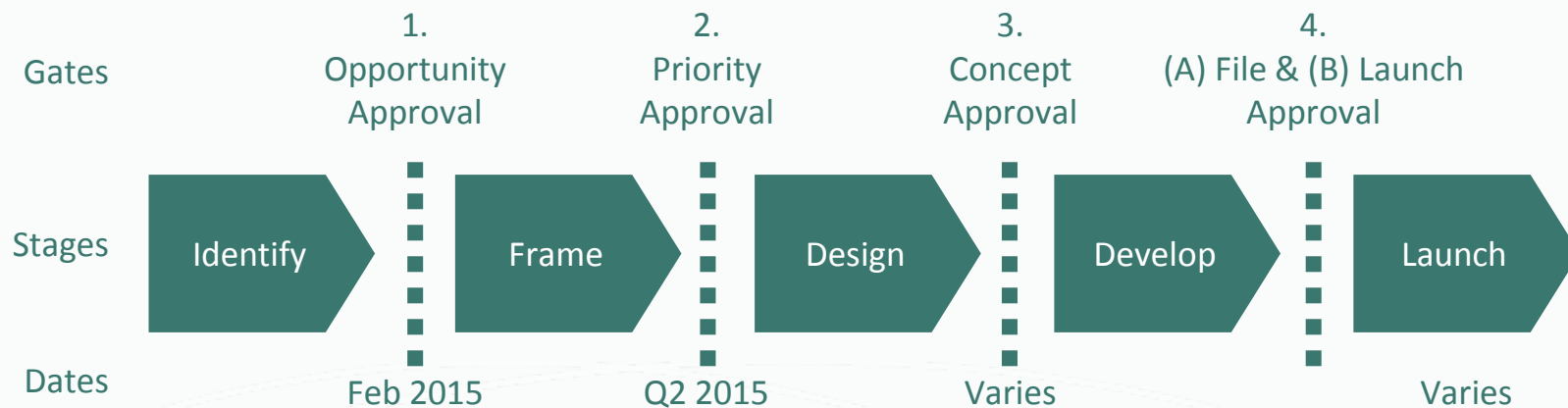


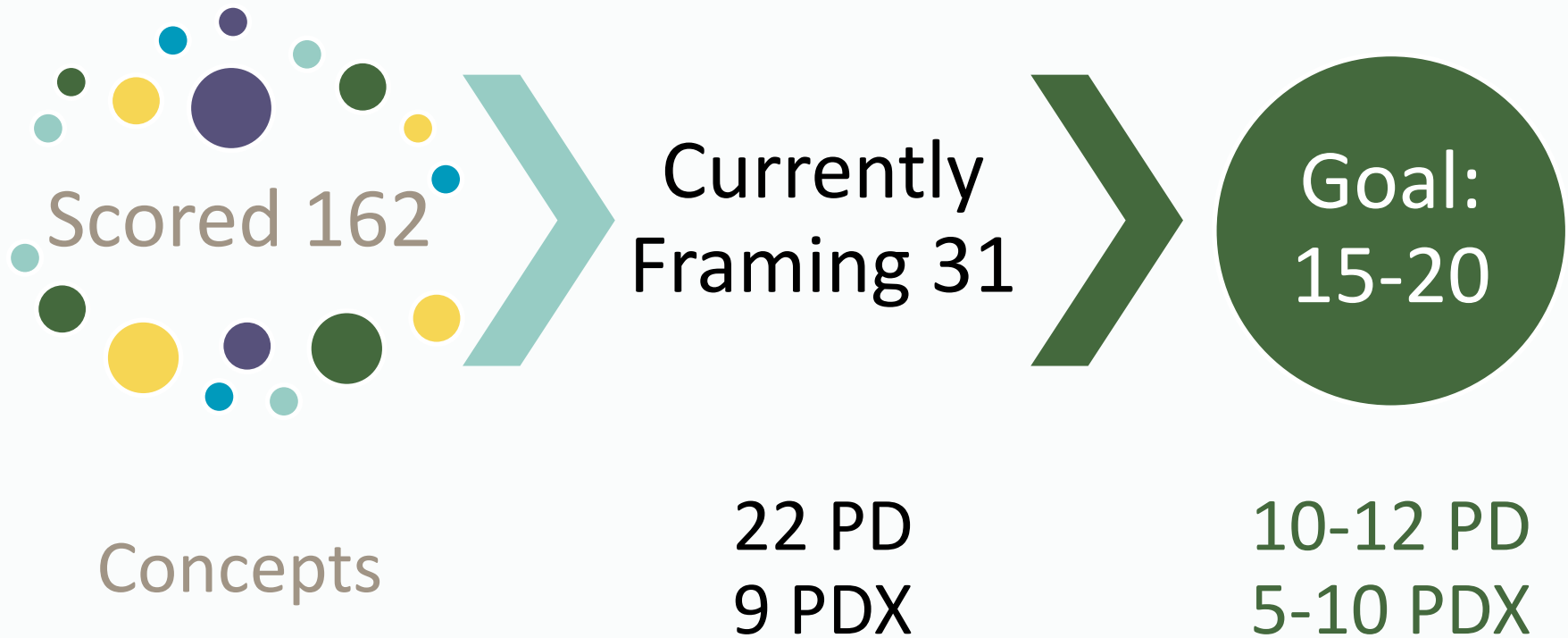
- Looking toward the future

- Kicking off the phase of idea selection

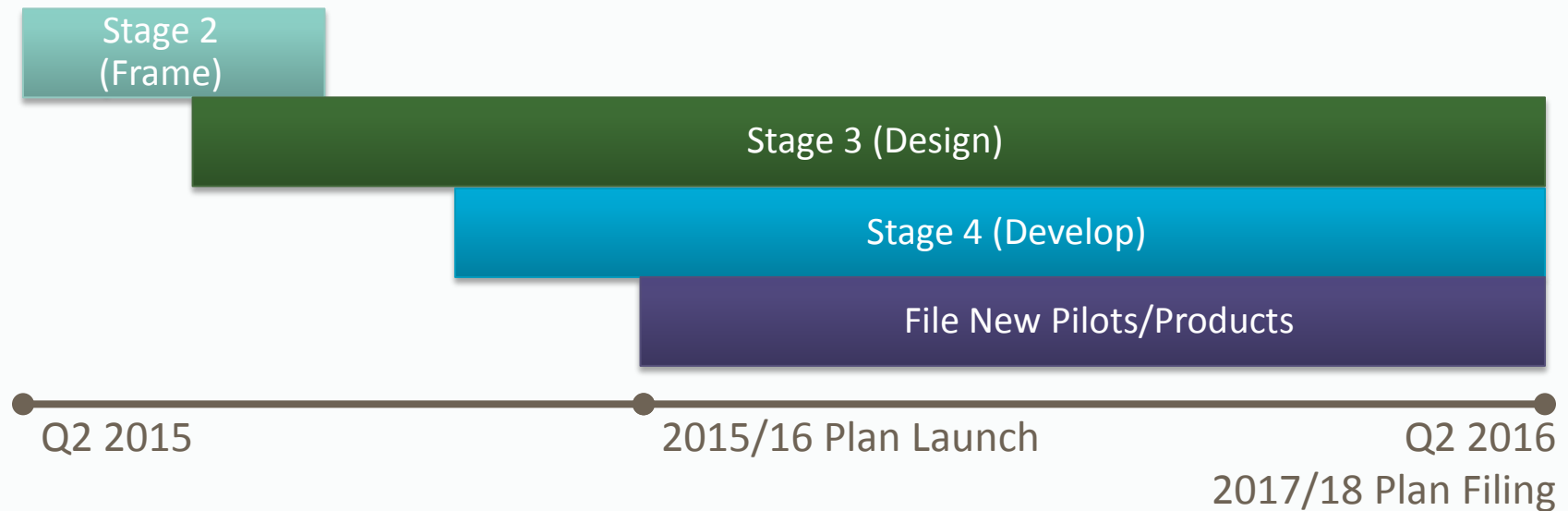
- Start in February ✓
- Finalize in Q2
- A lot of research, assessment and validation in between

- Goal: new products for 2017/18 DSM Plan





- Finalize Development List
- Proceed with Development



New Easy Link to Share Product Ideas

www.xcelenergy.com/productideas

THANK YOU

