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# Xcel Energy

## Colorado Energy Savings Kits Product Process Evaluation

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# EXECUTIVE SUMMARY

## 2022 Colorado Energy Savings Kits Product



### Introduction

Xcel Energy contracted with TRC to conduct a process evaluation of the 2021 Colorado Energy Savings Kit Product, which provides a free kit with energy efficiency measures to income-qualified residential customers. These kits currently include both electric and natural gas savings measures that customers are able to install on their own. The kits also include an installation manual for the measures customers receive, energy savings tips, and information on other assistance resources.

As part of this evaluation, TRC collected feedback on product experiences, assessed product awareness and marketing, identified barriers to participation, and explored ways to enhance product effectiveness. This summary includes the key findings and recommendations from our evaluation.

### Methods

Staff interviews (n = 4)

Participating customer survey (n = 76)

Participating customer interviews (n = 5)

Peer utility interviews (n = 4)

#### Fielding:

March – September 2022

### Summary of Findings



Respondents reported high satisfaction with the product (80.2% or n = 61 were very satisfied); only one respondent said they were dissatisfied with the product.



About two-thirds of respondents learned about the product through email outreach. The majority of respondents reported that they most prefer to hear about similar opportunities from Xcel Energy through email or direct mail, both of which are current outreach methods.



Respondents were very interested in opportunities for custom kits. There was also high interest in additional kit items, including advanced power strips and window film.



Just over a third of respondents had no concerns about the product prior to participating. Common concerns included the compatibility of offered items, potential impacts to water quality or pressure, and worries that the offer was a scam.



Overall LED lightbulbs were the most installed kit item.



Showerheads were the most uninstalled item, with five respondents reporting they uninstalled the bathroom showerhead because they did not like the reduced water pressure.

### Feedback on Product Experiences

#### Satisfaction & Experiences

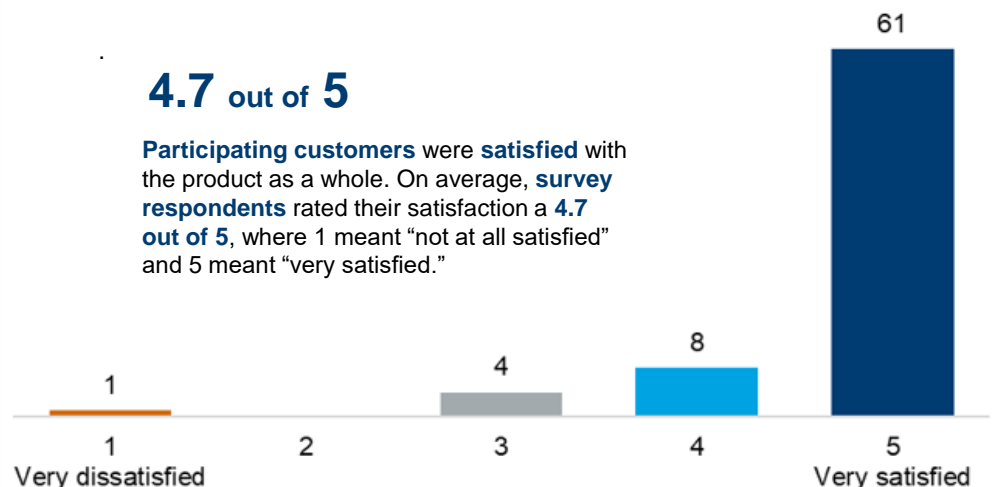


Sixteen participating customers **gave additional positive feedback** and thanked Xcel Energy for the offering the product.

*"These kits come in handy especially to low-income families. Very appreciative of Xcel for doing this!"*

## 4.7 out of 5

Participating customers were **satisfied** with the product as a whole. On average, **survey respondents** rated their satisfaction a **4.7 out of 5**, where 1 meant "not at all satisfied" and 5 meant "very satisfied."



# EXECUTIVE SUMMARY

## 2021 Colorado Savings Kits Product



### Feedback on Product Experiences

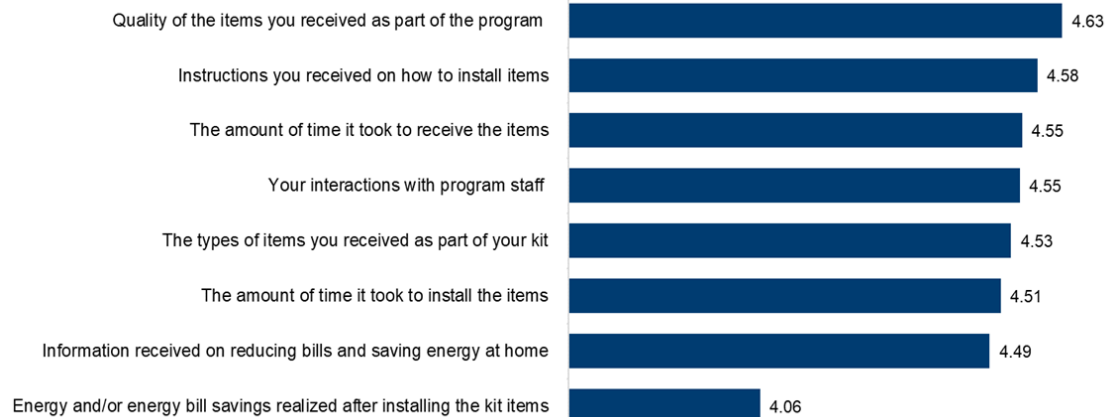
#### Satisfaction and Experiences



Survey respondents were **satisfied** with all aspects the product, with **quality of the items received** rating the highest (4.63 out of 5).



Survey respondents were **least satisfied with Energy and/or bill savings**. Reducing bill cost was a top factor motivating participation, showing a misalignment between motivations and satisfaction.

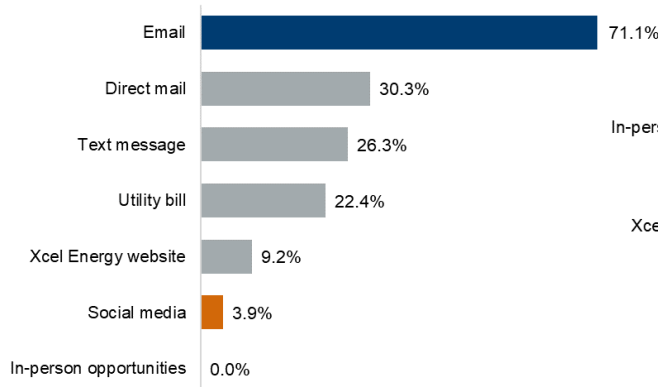


#### Awareness

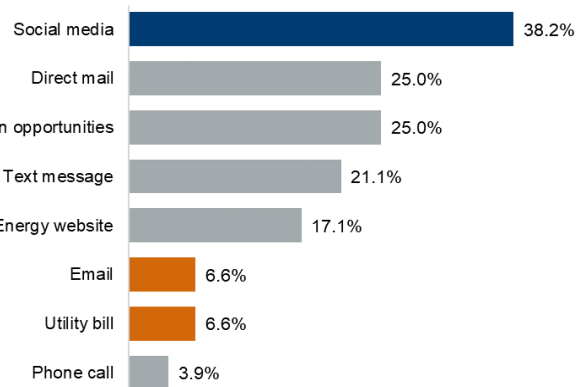
**63.2%**

of survey respondents first heard about the product through an **Xcel Energy product email**.

##### Preferred Methods to Hear About Similar Product Opportunities



##### Least Preferred Methods to Hear About Similar Product Opportunities



### Barriers

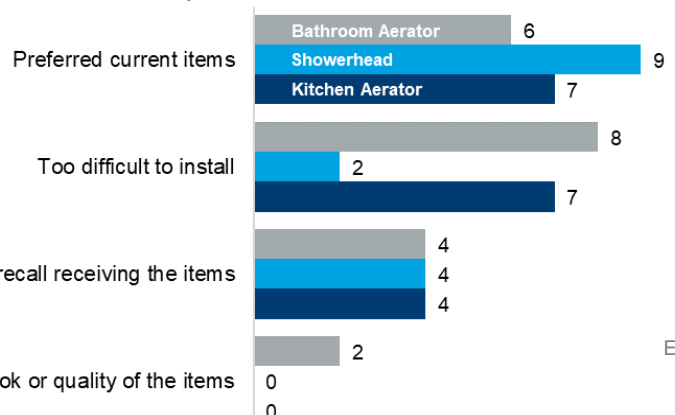
Most respondents who did not install all kits items said they **preferred their current items to items included in the kits**.



**Showerheads were the most uninstalled item.**

**5** respondents uninstalled the showerhead because they **did not like the water pressure**.

#### Reasons Respondents Did Not Install Kit Items





# EXECUTIVE SUMMARY

## 2021 Colorado Energy Savings Kits Product



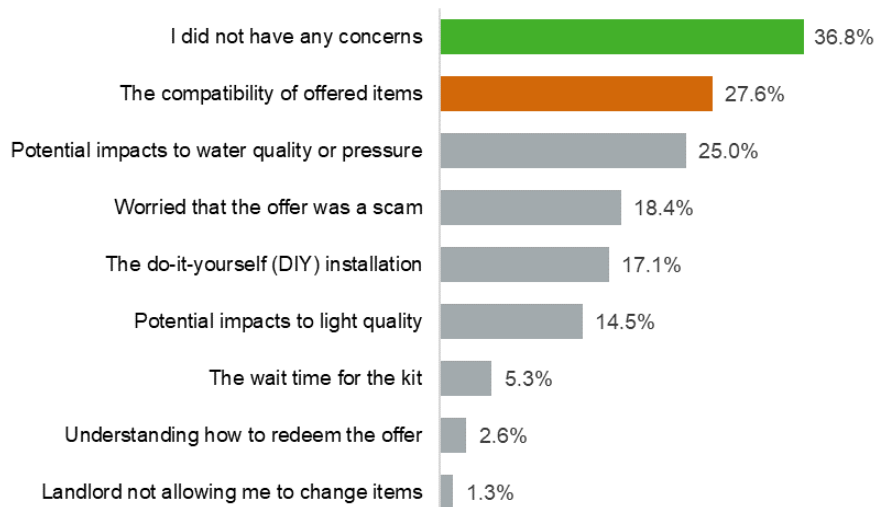
### Barriers



Just over a third of respondents (36.8%, n=28) did not have any concerns about the product prior to participation. Common concerns included the **compatibility of offered items with existing equipment (27.6%, n=21)** and **potential impacts to water pressure (25%, n=19)**.

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respondents who did not request a kit via email but do recall receiving an offer email said they did not request a kit via email because **they typically ignore emails that appear to be marketing emails.**



### Product Effectiveness



Most survey respondents (**90.8%**) are **very interested in choosing energy-efficient items themselves** through custom kits. No customer said that they are not interested in a custom kit.



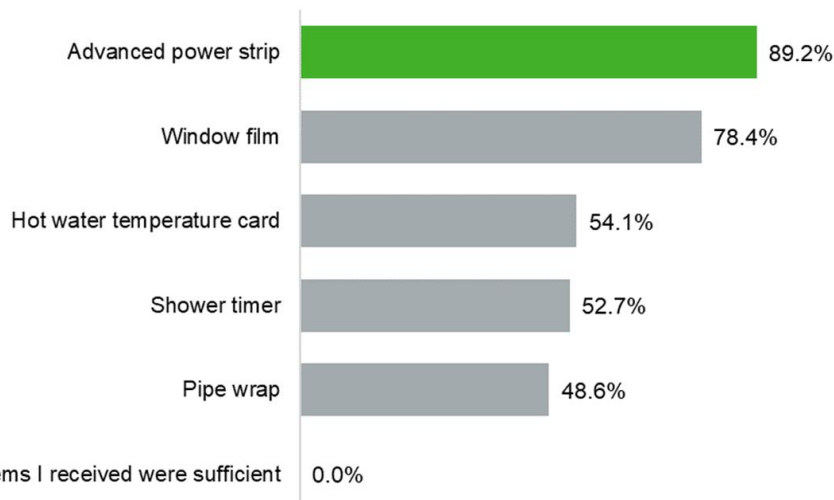
Survey respondents most **prefer to receive information regarding other assistance or programs** as part of their kit. Customers asked to receive information on weatherization (n = 1), programs for lower-cost air conditioners (n = 1), crawlspace insulation (n = 1), and heat pumps (n = 1).

89.2%

of survey respondents **would like to receive an advanced power strip as part of the kits.**

78.4%

of survey respondents **would like to receive window film as part of the kits.**



### Peer Utility Program Design & Experiences



Four of the ten peer utilities interviewed **offer advanced power strips or window film.**



Two of the four interviewed peer utilities **conduct outreach or distribute kits through nonprofits or other community organizations.**



Two of the four peer utilities interviewed **offer bundled kit options that customers can choose from.**

# EXECUTIVE SUMMARY

## 2021 Colorado Energy Savings Kits Product



### Conclusions & Recommendations

**1. Respondents were least satisfied with energy and/or bill savings realized following installation** of Energy Savings Kits items. Reducing the dollar amount of their energy bill was the second-most important factor in respondents' decisions to participate in the product, indicating that there is a significant misalignment between product satisfaction and factors motivating product participation.

**2. Almost a fifth of respondents were worried that the product was a scam** prior to participation. Six customers said that they did not request an Energy Savings Kit through email because they **typically ignore emails that appear to be marketing emails**. Another 22.4% preferred outreach via utility bills.

**3. Most survey respondents are very interested in choosing energy-efficient items themselves through custom kits.** No respondents indicated that they would not be interested in choosing energy-efficient items through custom kits. Two of the four interviewed peer utilities allow customers to pursue customizable kit options, most commonly in specialized bundles. Additionally, several respondents reported not installing kit items because they were not needed, as their current items were functioning well for their needs.

**1. Re-evaluate the communication of expected bill savings on participants' energy bills** that could result from product participation. **Include measure-level estimates of expected savings on additional marketing documentation**, beyond the installation instructions, to ensure customer understanding of savings expectations and encourage customers to install all kit items or determine which measures to select if the product team pursues customizable kits. Additional recommended strategies include:

- Consider splitting out estimates of expected water savings from expected energy savings to make these savings explicit and help to overcome identified barriers to installing efficient bathroom showerheads.
- Consider including average month-to-month savings, though potentially minimal, to help customers better understand the magnitude of savings they might expect to see on their typical bill.

**2. Provide additional opportunities for customers to request Energy Savings Kits.** Our research suggests outreach through utility bill inserts, as well as additional direct community outreach, could be effective channels. Outreach through trusted sources, like utility bills and community organizations, could also help to alleviate customer concerns that the product might be a scam.

**3. Analyze the feasibility of providing customizable kit options and implement if it is feasible.** Customizable kits offered by peer utilities included allowing customers to choose individual items, as well as selecting from lists of more specialized measure bundles. Other options for consideration include a base kit with a set of measures delivered to all customers along with optional "add-on" measures. Allowing for customized kits might increase staff time but could also potentially decrease shipping and materials costs. Customizable kits might also increase installation rates, and reduce waste, since customers would have the opportunity to select only needed kit items.



# EXECUTIVE SUMMARY

## 2021 Colorado Energy Savings Kits Product



### Conclusions & Recommendations

4. Most survey respondents **would like to receive an advanced power strip as part of the Energy Savings Kits**. Of the ten peer utilities included in the interview sample, three peers currently include advanced power strips in their kit offerings, including one peer utility, whose program manager we interviewed for this research. Additionally, most survey respondents would like to receive window film as part of the Energy Savings Kits.

**4. Analyze the impacts of adding additional measures to the Energy Savings Kits Product.** Surveyed customers are most interested in advanced power strips, followed by window film. However, the product should consider analyzing the impacts of other measures as well, particularly gas measures, given the product's interest in increased gas savings. Additionally, the product should consider including additional measures as bonus measures if they are not cost-effective to increase customer engagement in energy efficiency and increase customer satisfaction with the product.

5. As part of participation in the Energy Savings Kits Product, survey respondents would most **prefer to receive information regarding other assistance or products they may be eligible for**. This includes all available assistance, including assistance provided by other organizations.

**5. Reframe information provided on other assistance programs to highlight the advisory role of partner organizations such as Energy Outreach Colorado.** Current product documentation highlights assistance offered by Xcel Energy in partnership with Energy Outreach Colorado. In addition to this information, the product should highlight services that Energy Outreach Colorado provides beyond the Weatherization services currently highlighted in outreach materials, including their ability to recommend services provided by other organizations for which a customer may be eligible based on that customer's specific characteristics (e.g., housing type, renter).

# 1 Introduction

Xcel Energy offers a comprehensive array of energy services and products to its customers, including demand side management (DSM). For its 2022 product evaluations, Xcel Energy sought to understand the role each evaluated product plays in changing the marketplace, to analyze that influence on customer choices, and to use the findings to improve customer experience and ensure industry-leading product performance. To accomplish this, Xcel Energy contracted with TRC to evaluate nine products offered in Colorado and Minnesota in 2022.<sup>1</sup> This included the Energy Savings Kits Product in Colorado, discussed in this report. This introduction includes an overview of the product and the evaluation approach and describes the organization of the report.

## 1.1 Product Overview

The Colorado Energy Savings Kits Product provides a free kit with energy efficiency measures to income-qualified customers. These kits currently include both electric and natural gas saving measures that customers are able to install on their own, including:

- 8 LED bulbs
- 1 1.5 gallons per minute (gpm) High Efficiency Showerhead
- 1 1.5 gpm Kitchen Faucet Aerator
- 1 1.0 gpm Bathroom Faucet Aerator
- 1 LED Nightlight

The kits also include an installation manual for the measures customers receive, energy savings tips, and information on other assistance resources, including services provided through Xcel Energy partners like Energy Outreach Colorado. The product began including bi-lingual (English and Spanish) educational flyers in the kits in 2022.

To participate in the product, customers must live in Xcel Energy's electric and/or natural gas Colorado service territory and have received Low-Income Home Energy Assistance Program (LIHEAP) funding, Low-Income Energy Assistance Program (LEAP) funding, any other energy assistance funding (including county assistance and fuel fund assistance), and/or funding from other non-energy state assistance programs. To receive a kit, customers must respond to an offer they receive either through email, direct mail, or outreach conducted by community partners. Customers then receive their kit in the mail within six to eight weeks of requesting it.

In the middle of 2021, Xcel Energy contracted with a new vendor to fulfill kit orders for the product. As a result, marketing to eligible customers started later than anticipated in 2021, delaying kit deliveries until after the new vendor started in mid-2021. Typically, Xcel Energy would send kits to customers in the first half of the year as well.

*Table 1. Colorado Energy Savings Kits Claimed Customer Savings 2021*

Measure	kWh		kW		Dth		Units	
	Quantity	% of total	Quantity	% of total	Quantity	% of total	Quantity	% of total
<b>Showerhead</b>	162,597	21%	19	3%	49,764	79%	2,994	99%

<sup>1</sup> The products selected for evaluation include Lighting Efficiency (Colorado and Minnesota), Home Energy Insights (Minnesota and Colorado), Whole Home Efficiency (Colorado), Energy Management Systems (Colorado), Energy Savings Kits (Colorado), Low Income Segment (Minnesota), Home Energy Squad (Minnesota)

Measure	kWh		kW		Dth		Units	
	Quantity	% of total	Quantity	% of total	Quantity	% of total	Quantity	% of total
Aerator Kitchen	20,100	3%	2	0%	6,440	10%	2,993	99%
Aerator Bathroom	20,650	3%	2	0%	6,452	10%	2,996	100%
LED – 9W	566,820	74%	575	96%	0	0%	2,117 <sup>a</sup>	71%
<b>Total</b>	<b>770,167</b>	<b>100%</b>	<b>598</b>	<b>100%</b>	<b>62,656</b>	<b>100%</b>	<b>11,100<sup>b</sup></b>	<b>100%</b>

Note: These numbers are based on product data provided to TRC in March 2022.

<sup>a</sup> This total does not include measures sent to gas only customers, as Xcel Energy is unable to claim savings for these measures.

<sup>b</sup> This number represents the total number of measures for which Xcel Energy was able to claim savings in 2021, not the total number of measures sent out in kits in 2021.

The product team had planned to begin offering a bonus kit that would include LED candelabras and reflectors to participating customers in 2021, however, because the standard kits went out later than anticipated, the product team instead plans to send 2021 participants their bonus kits in 2022. Bonus kits will be offered to customers who receive a standard kit in the future.

## 1.2 Evaluation Overview

The evaluation team designed a process evaluation of the Energy Savings Kits Product to provide information on four main research objectives:

- Collect feedback on **product experiences**, including customer education preferences around energy efficiency.
- Assess product **awareness** and marketing, including understanding how customers first became aware of the product, and how they prefer to receive information.
- Identify **barriers to participation** in the product, particularly by investigating which kit measures customers installed, and understanding potential concerns customers had about the product prior to participation.
- **Explore ways to enhance product effectiveness.** In doing so, we explored the following topics:
  - Understand what opportunities may exist to help the product achieve higher gas savings.
  - Research peer utility programs' experience with customer outreach methods.

## 1.3 Report Organization

The following chapters outline the organization of the rest of this report. Further detail on our evaluation can be found in the following chapters.

- Chapter 2 presents our research methods for the process evaluation, as well as characteristics of respondents from our data collection efforts.
- Chapter 3 discusses the process evaluation results, including product experience, product awareness, barriers to participation, and strategies for enhancing product effectiveness.
- Chapter 4 presents conclusions and recommendations.

- The report's appendices provide supporting documents, such as the evaluation plan, data collection instruments, and task-specific findings.

## 2 Research Overview & Respondent Characteristics

To accomplish the objectives of the Colorado Energy Savings Kits evaluation, TRC completed a suite of intersecting and complementary research activities in 2022. The following chapter highlights the research topics addressed by each of the following research activities: staff interviews, participating customer surveys, and peer utility benchmarking. Within each research activity description, we also include respondent characteristics to help frame the results presented in Chapters 3. Table 2-1 presents an overview of how each research activity relates to each research objective of the Energy Savings Kits evaluation.

*Table 2-1. Evaluation Summary Table*

Primary Research Objectives	Staff Interviews (n = 4)	Participating Customer Surveys (n = 76)	Participating Customer Interviews (n = 5)	Peer Utility Benchmarking Interviews (n = 4)
Identify barriers to participation	X	X	X	
Assess product awareness		X	X	
Collect feedback on product experiences		X	X	
Explore ways to enhance product effectiveness	X	X	X	X

### 2.1 Staff Interviews

The TRC evaluation team conducted telephone interviews with key staff managing and implementing the Energy Savings Kits Product. The overall objectives of the staff interviews were to understand their experiences with the product, feedback they have received from market actors on the product, and feedback on priority research topics for the evaluation. To conduct this research, the evaluation team completed three telephone interviews with four Xcel Energy staff managing and implementing the Colorado Energy Savings Kits Product. We interviewed the current product manager and team lead together in one interview, as both staff were on the same team and the current product manager was new to the role. Members of the TRC evaluation team interviewed the following key staff managing and implementing the product:

- Current Product Manager and Xcel Energy Team Leader
- Product Engineer
- Current Nonprofit Partner/Previous Product Manager

Appendix B.1 presents the interview guide used for these discussions, and Appendix C.1 provides results specific to this research activity.

## 2.2 Participating Customer Surveys

The evaluation team conducted web surveys with participating customers. This section presents the survey objectives and key characteristics of the survey respondents. The participating customer survey was designed to address the following research objectives:

- **Collect feedback on product experiences:** The evaluation team collected feedback on participating customer experiences to understand what components of the product they found satisfactory and to identify areas for improvement.
- **Assess product awareness and marketing:** The evaluation team assessed product awareness to understand how participating customers first heard about the product. We also collected their outreach preferences.
- **Identify barriers to participation in the product:** The evaluation team identified barriers to participation in the product to understand what components of the product may deter partial or full participation.
- **Explore ways to enhance product effectiveness:** The evaluation team explored the components of the product that participating customers found less effective to determine solutions that will enhance the product going forward.

The evaluation team surveyed 76 participating customers. For the purposes of this survey, we defined a participating customer as any electric, gas, or combination customer who received a product kit between October 2021 and August 2022.<sup>2</sup> The evaluation team was unable to include customers in the survey sample if they received a kit through a community partner event in 2021, as these participants were not tracked by the Xcel Energy product team.

Just over half of survey respondents were renters (52.6%) who lived in single-family homes (46.1%). Figure 2-1 below provides a breakdown of survey respondents by home type. Most survey respondents (93.4%) completed the survey in English and identified as White (57.3%). The second largest racial group of survey respondents identified as Hispanic or Latino/a/x (22.7%), as shown in Figure 2-2.

The evaluation team also conducted follow-up interviews with five survey respondents to better understand product experiences and barriers to participation.

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<sup>2</sup> The evaluation team assumed customers received a kit the month prior to “Opportunity: Close Date” in Salesforce.



Figure 2-1. Home Types of Participating Customers

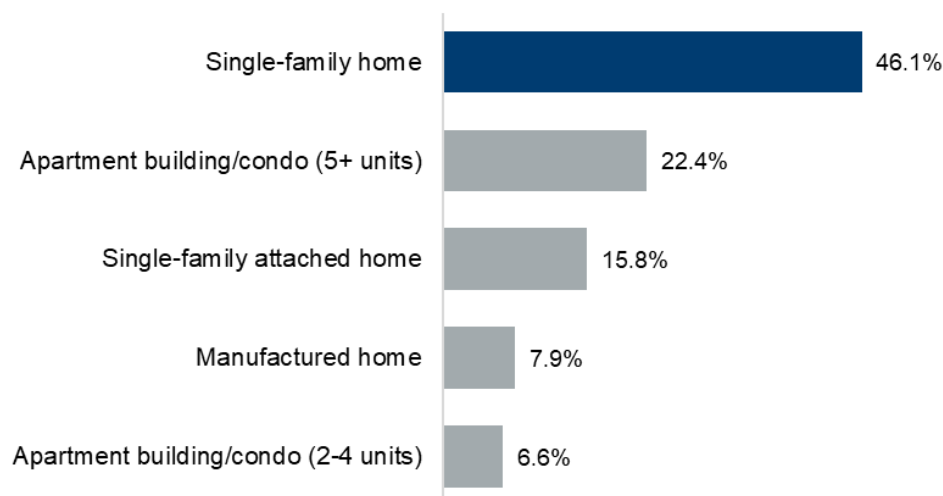
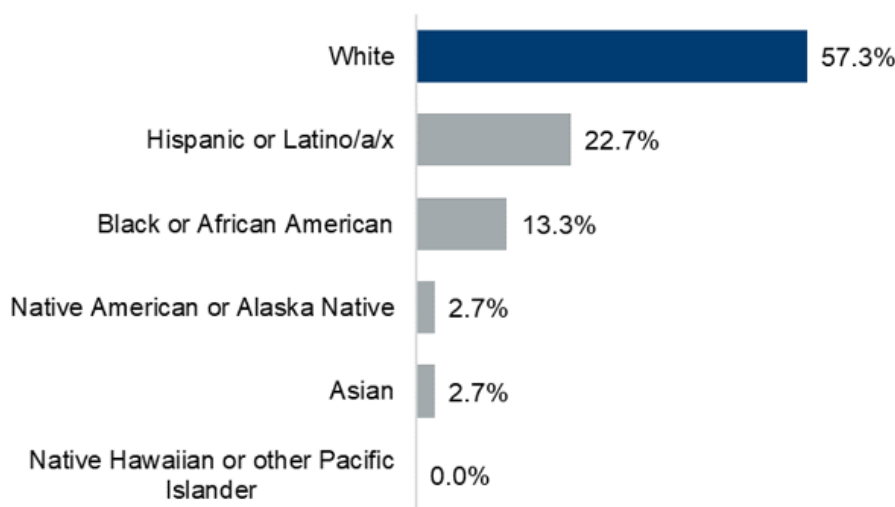


Figure 2-2. Racial/Ethnic Background of Participating Customers



Appendix B.2 contains the survey instrument used for the participating customer survey, and Appendix C.2 provides results specific to this research activity.

## 2.3 Peer Utility Benchmarking Interviews

Last, the evaluation team interviewed representatives from peer utilities. The objective of the peer utility interviews was to identify opportunities to improve the Energy Savings Kits Product based on a comparison of peer utility program designs, delivery, and processes. In addition, benchmarking allowed the evaluation team to understand the performance of the product in context with the performance of other peer utility programs.

The evaluation team collaborated with the Xcel Energy Product Manager to identify ten peer utilities to include in its sample, of which the evaluation team spoke to four. We considered the following criteria

when selecting peer utilities: similar program designs, utility type (electric only, gas only, dual fuel), and utilities that operate in similar territories (including the geography and the number of customers in its territory).

The peer utility staff who were interviewed were from across the nation and included representatives from both urban and rural territories. Two of the four peer utilities interviewed offer bundled kit options that customers can choose from, with Utility A providing recommendations on which kit to choose based on size of the home and the number of rooms it contains. Table 2-2 outlines background information for each peer utility interviewed, including offered measures.

*Table 2-2. List of Peer Utilities*

Utility	Program Type	Measures	Utility Type
<b>Xcel Energy</b>	Kit Only, Income-Qualified Customers	Aerators (kitchen, bathroom), LED lightbulbs, LED nightlight, showerhead	Dual Fuel
<b>A</b>	Kit Only, All Residential Customers	Faucet aerators (kitchen, bathroom), pipe wrap, temperature card, window film	Gas Only
<b>B</b>	Kit Only, All Residential Customers	Faucet aerators (kitchen, bathroom), pipe wrap, LED lightbulbs, LED nightlight, reflector LED, showerhead, water heater temperature card, weatherization	Dual Fuel
<b>C</b>	Kit Only, All Residential Customers	Advanced power strip, door sweep, faucet aerator, outlet gasket, showerhead, weather stripping, WIFI LED bulbs, WIFI smart plugs, specialty LED lightbulbs	Dual Fuel
<b>D</b>	Kit Only, Income-Qualified Customers	Door weatherization, faucet aerators (kitchen, bathroom), pipe wrap, showerhead, water heater temperature card, water heater temperature setback, window film	Gas Only

Appendix B.3 presents the interview guide used for the peer utility research, and Appendix C.3 provides results related specifically to this research activity.

## 3 Process Evaluation

TRC conducted a process evaluation to determine how Xcel Energy can optimize the design and delivery of the Energy Savings Kits Product to its customers. Specific research objectives of the process evaluation are listed in the bullets below:

- Collect feedback on **product experiences**, including customer education preferences around energy efficiency.
- Assess product **awareness** and marketing, including understanding how customers first became aware of the product, and how they prefer to receive information.
- Identify **barriers to participation** in the product, particularly by investigating which kit measures customers installed, and understanding potential concerns customers had about the product prior to participation.
- **Explore ways to enhance product effectiveness**. In doing so, we explored the following topics:
  - Understand what opportunities may exist to help the product achieve higher gas savings.
  - Research peer utility programs' experience with customer outreach methods.

To accomplish these objectives, the evaluation team elicited feedback from product staff, participating customers, and peer utilities. This section presents key findings from the process evaluation and detailed findings relating to each evaluation objective. Sub-sections for each objective include data from all relevant data collection efforts. Our synthesis of findings places an emphasis on helping Xcel Energy to interpret our research findings and identify actionable opportunities for improving product operations. These findings inform the conclusions and recommendations presented in the final section.

### 3.1 Key Findings

The evaluation team found that participating customers were satisfied with the product measures included in the kits and all aspects of the participation process. We provide additional key findings from the process evaluation research below, broken out by research objective:

**Collect feedback on product experiences:** Respondents reported satisfaction with the product; only one respondent said that they were dissatisfied with the product, and 80.2% (n = 61) of respondents reported being very satisfied with the overall product on a scale of 1 to 5 where 1 means “very dissatisfied” and 5 means “very satisfied.” Forty-seven respondents (61.84%) reported that the education materials provided by the product were helpful.

**Assess product awareness:** About two-thirds (n = 48) of respondents learned about the product through email outreach. The majority of respondents reported that they most prefer to hear about similar opportunities from Xcel Energy through email (71.1%, n = 54), with the second highest method being through direct mail, both of which are current outreach methods the product uses.

**Identify barriers to participation:** Overall LED lightbulbs were the most installed kit item (89.5%, n = 68). Showerheads were the most uninstalled item (n = 7), with five respondents reporting they uninstalled the bathroom showerhead because they did not like the reduced water pressure. Just over a third of respondents (36.8%, n = 28) had no concerns prior to participating in the product. Common concerns expressed by other respondents included the compatibility of offered items (27.6%, n = 21), potential impacts to water quality of pressure (25%, n = 19), and worries that the offer was a scam (12.4%, n = 14).

**Explore ways to enhance product effectiveness:** Respondents said they would be overwhelmingly interested in opportunities for custom kits, with 90.8% (n = 69) saying that they were very interested. There was also high interest in additional kit items, including advanced power strips and window film. The evaluation team also asked respondents about the type of information they prefer to receive as part of product participation. Information about other assistance/programs was the most preferred (78.9%, n =

60), with information about other Xcel Energy energy efficiency products and rebates receiving the second highest number of responses (67.9%, n = 53).

The remainder of this chapter presents detailed findings related to each objective.

## 3.2 Product Experience & Satisfaction

TRC asked participating customers about their experience with the product, including their satisfaction with individual product elements and the product as a whole. Respondents were very satisfied with the product; with only one respondent saying that they were dissatisfied. Forty-seven respondents (61.84%) reported that the education materials provided in the product were helpful. The remainder of this section provides an overview of participating customer satisfaction for specific product elements and provides results related to product experience.

### 3.2.1 Product Overall

To understand participating customers' experiences with the product, the evaluation team asked survey respondents about their satisfaction with the product overall, as well as with various aspects of product participation. Respondents were highly satisfied with the product overall, with an average satisfaction rating of 4.7 out of 5, where 1 meant "very dissatisfied" and 5 meant "very satisfied." Additionally, 80.2% (n = 61) of respondents reported being very satisfied with the overall product, as seen in Figure 3-1 below. Although satisfaction was high overall, one respondent indicated that they were "very dissatisfied," stating that the product measures felt cheaply made. However, as discussed in more detail in Section 3.2.2 below, respondents were satisfied with the quality of measures received through the product; this was the highest overall rated product component.

Additionally, three participating customer respondents rated their product satisfaction a 3 out of 5. These respondents mentioned that they had not seen any difference on their monthly bill, in terms of both energy and bill savings. It is unclear, however, whether this dissatisfaction with savings is due in part to the upward pressure on energy costs from a variety of factors and the difficulty with helping customers establish a realistic counterfactual of what energy bills would have been without the measures installed. Additionally, these customers did not install all kit measures, suggesting that there may be a misunderstanding of expected savings when installing a portion of the measures provided in the kit. One customer did not install the bathroom aerator, another did not install either aerator, and the third only installed LED lightbulbs.

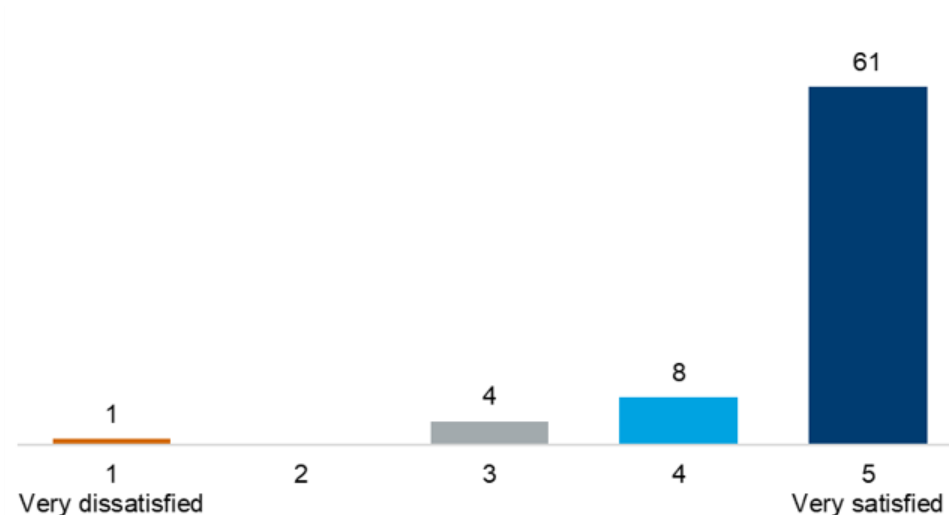
*"It wasn't that significantly lower, if at all."*

*"Haven't been saving."*

*"Did not see any [energy usage] difference."*

Even given these instances of lower product satisfaction, findings suggest that participating customers were satisfied with the product overall.

Figure 3-1. Overall Participating Customer Respondent Product Satisfaction (n = 76)

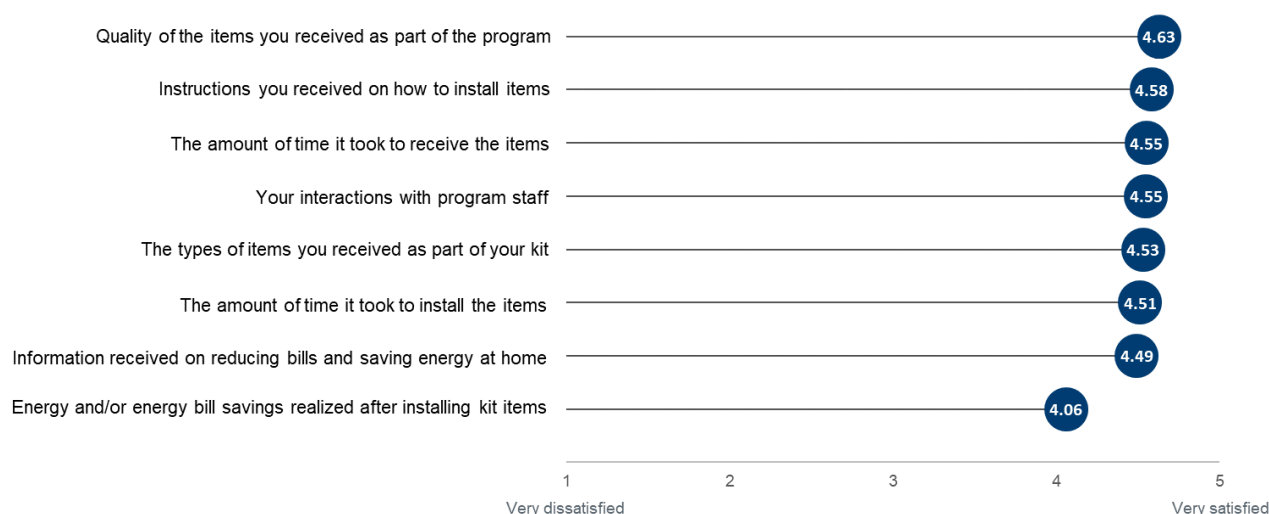


### 3.2.2 Product Components

When asked about various aspects of the product, respondents gave the highest satisfaction ratings to the quality of the items they received as part of the product, with an average satisfaction score of 4.63 out of 5 (n = 76), as shown in Figure 3-2. The next-highest-rated product elements were the instructions received on how to install items, with an average score of 4.58 out of 5 (n = 76), and the amount of time it took to receive the items, with an average score of 4.55 (n = 76). The product element that received the lowest satisfaction rating was the energy and/or energy bill savings realized after installing kit items, with an average score of 4.06 out of 5. Seven participating customer respondents rated this product element below a 3, with five respondents mentioning that they did not see any energy savings, however, only one of these seven respondents installed all kit measures.

While the majority of customers were satisfied with the energy bill savings, this indicates that Xcel Energy could improve communication about the product expectations, including related to typical savings and the functioning of kit items, to customers.

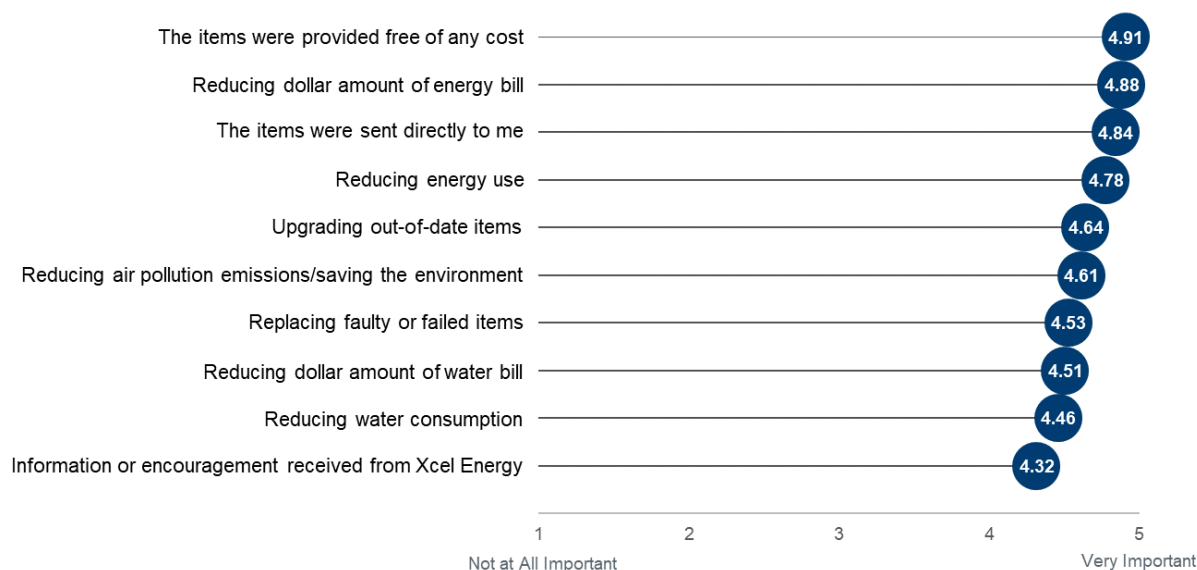
**Figure 3-2. Average Participating Customer Satisfaction with Product Components**



*Note: Reported n's include valid responses only and do not include "Don't Know" or "Not Applicable" responses.*

The evaluation team also asked about factors important to respondents' decision to participate in the product to better understand customers' motivations to participate. We also looked at how those factors align with respondent satisfaction. The two most important factors motivating respondent participation were (1) that kit measures were provided free of cost, with an average rating of 4.9 out of 5 (on a scale of 1 to 5 where 1 is "not at all important" and 5 is "very important"), and (2) reducing the dollar amount of the energy bill, with an average score of 4.9 out of 5 as shown in Figure 3-3 below. As discussed previously and shown in Figure 3-2, respondents were least satisfied with the energy and/or energy bill savings realized after installing kit items, suggesting there is an important misalignment between motivations to participation and participant satisfaction.

**Figure 3-3. Factors Important to Respondents Decision to Participate in the Product**





The evaluation team also asked respondents about how easy the product activities were to complete. Respondents found all elements of the product easy to complete, rating the ease or difficulty of completing each product element using a scale of 1 to 5, where 1 was “very difficult” and 5 was “very easy,” as shown in Figure 3-4.

**Figure 3-4. Average Participating Customer Scores for Product Component Ease of Completion**



*Note: Reported n's include valid responses only and do not include "Don't Know" or "Not Applicable" responses.*

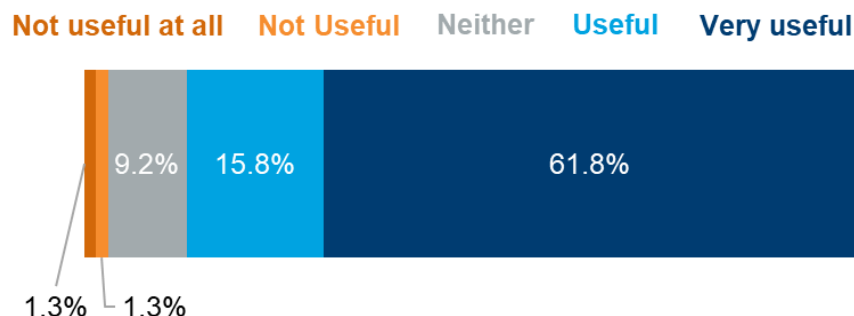
Respondents rated redeeming the kit offer and understanding the installation instructions as the easiest product elements, with average scores of 4.7 out of 5 and 4.6 out of 5, respectively. Removing existing items was the product component with the lowest ease of completion score, with an average rating of 4.4 out of 5. Three respondents rated this product component under a 3 out of 5, indicating dissatisfaction with the product element. Two of these respondents cited issues with removing existing items due to plumbing being rusted stuck or not having the personal strength to manually remove existing items. Given these limitations to the do-it-yourself (DIY) installation inherent to the Energy Savings Kits program design, customers like these may be better candidates for programs with a direct install component, such as the Home Energy Squad Product. Product staff are currently considering cross-promotion opportunities with the Home Energy Squad Product so that customers are aware of opportunities for in-home visits. Additional detail on respondent challenges are described in the below two responses.

*"All [current items] had been there since before I bought the house in 2012. So, most of the plumbing items were pretty rusted and stuck pretty good."*

*"[I don't] have the tool to remove or replace new item. I am elderly so do not have strength."*

When asked about the usefulness of the education materials provided in the Energy Savings Kits, 61.8% of respondents (n = 47) said the materials were very useful, as shown in Figure 3-55 below. Eight respondents (10.5%) did not remember receiving the materials and were not included in the responses in the figure below. This finding suggests that there is an opportunity for Xcel Energy to find new methods to ensure that participating customers are reviewing the education materials.

Figure 3-5. Average Participating Customer Scores for Education Materials Usefulness



### 3.3 Product Awareness

The evaluation team asked participating customers about their awareness of the product and preferred methods for communication. Results show that about two-thirds of respondents (63.16%, n = 48) learned about the product through email outreach. Similarly, just over two-thirds of respondents (68.24%, n = 52) requested a kit through email marketing. The following section describes detailed findings from participating customers on their awareness of the Energy Savings Kits Product and similar Xcel Energy opportunities.

Participating customers most commonly reported first hearing about the Energy Savings Kits Product through an Xcel Energy marketing email. Forty-eight respondents (63.2%) said they learned about Xcel Energy's Energy Savings Kits Product through a product email, with 25% (n = 19) reporting they learned about the product through direct mail from Xcel Energy, as shown in Figure 3-7 **Error! Reference source not found.** below.

The Xcel Energy product team reported that the Energy Savings Kits email marketing campaign had a lower conversion rate in 2021 compared to a typical product year. The 2021 email campaign generated only 100 responses (less than 5% of total kits); an order of magnitude lower than the response to email campaigns in previous years. As such, respondents who redeemed a kit through email are overrepresented in this survey. The balance of the kits were redeemed through direct mail marketing, or were distributed through community partner events in 2021. The evaluation team was unable to include customers who received a kit through a community partner event in 2021 in the survey sample as these participants were not tracked by the Xcel Energy product team; participation and savings for kits distributed through community partner events are included under another Xcel Energy program. Most respondents who did not request a kit through email did not receive or don't recall receiving an offer email. Of the nine respondents who said they remember receiving an offer email, six respondents said they typically ignore emails that appear to be marketing emails.

Figure 3-6. Method for Requesting Kit

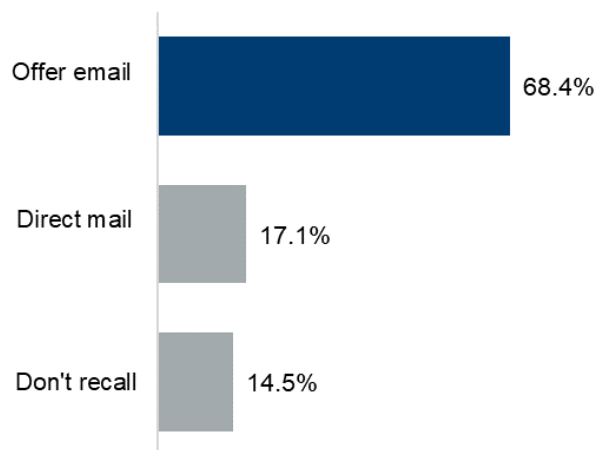
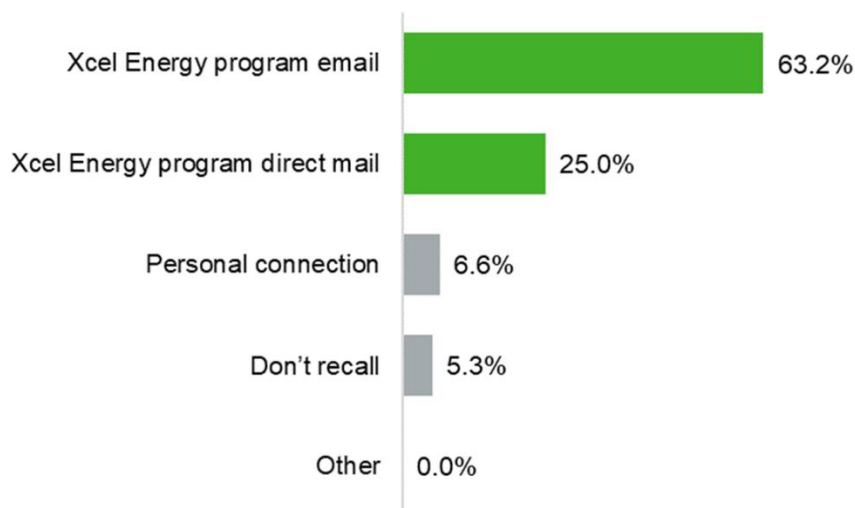


Figure 3-7. Ways that Participating Customers Learned about the Energy Savings Kits Product

Ways that Participating Customers Learned about the Energy Savings Kits Product



The majority of respondents reported that they most prefer to hear about similar opportunities from Xcel Energy through email (71.1%, n = 54), with the second highest method being through direct mail as shown in Figure 3-8; respondents were able to select up to three preferred outreach methods. The preference for email and direct mail is likely connected to how respondents learned about the Energy Savings Kits, as shown above in **Error! Reference source not found..** Respondents who requested a kit via email had a stronger preference for email outreach, with 43 respondents (52.44%) who requested the kit via email also stating that email is their preferred method for communication, while just seven respondents (30.43%) who requested the kit via direct mail indicated that they would prefer email outreach (Figure 3-9 below). Social media is the least preferred method to hear about opportunities, with just three respondents indicating they would most prefer this method.

Figure 3-8. Most Preferred Methods to Hear About Similar Product Opportunities

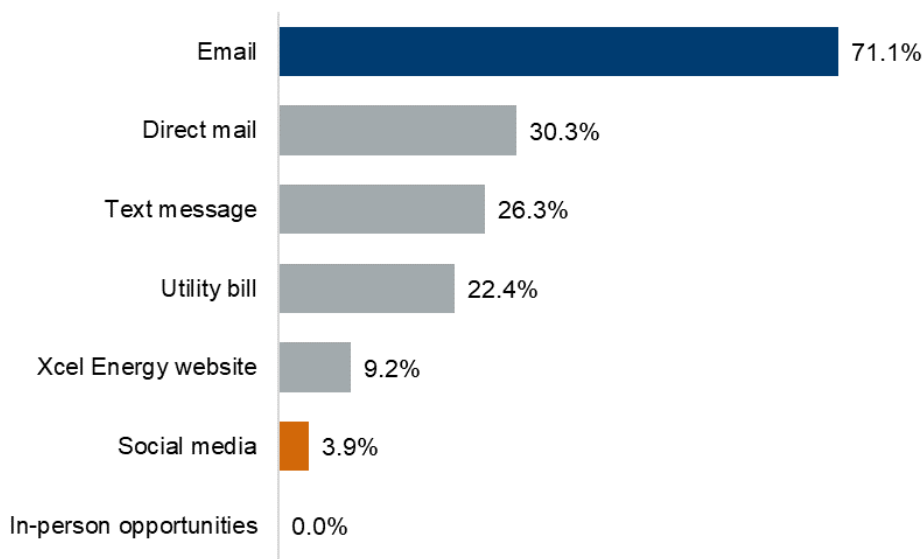
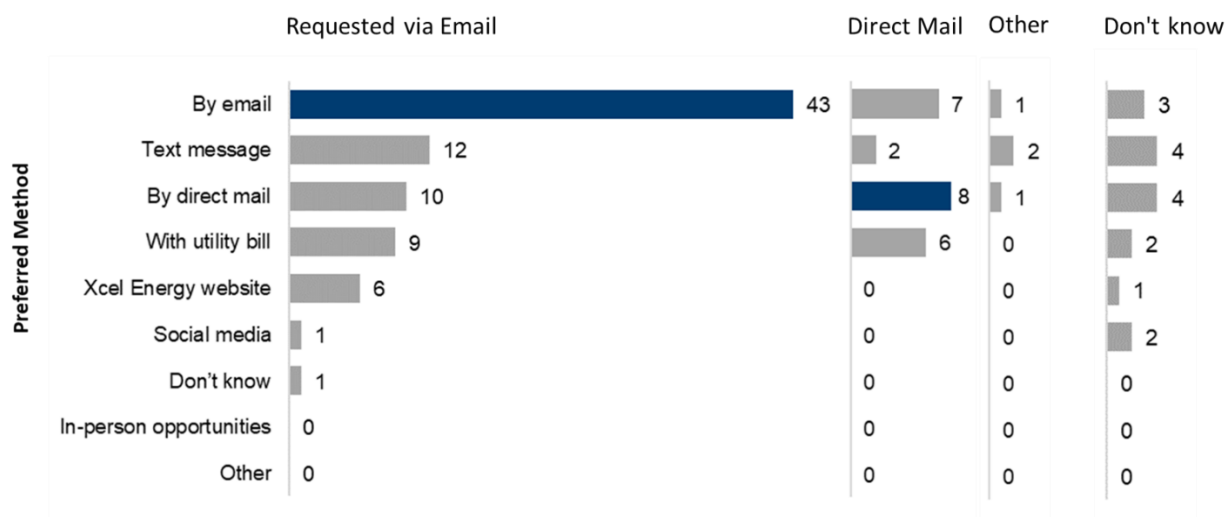


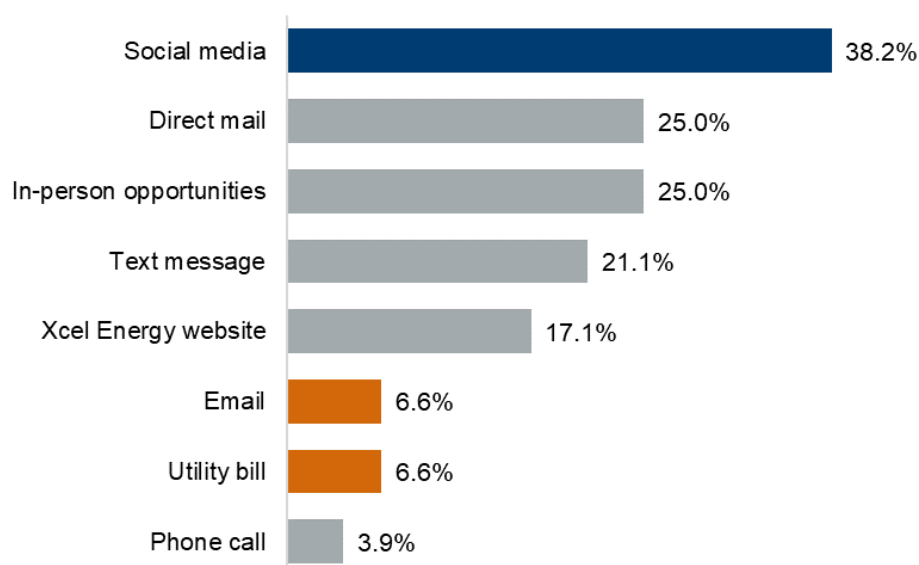
Figure 3-9. Most Preferred Methods to Hear About Similar Product Opportunities (By Kit Request Method)



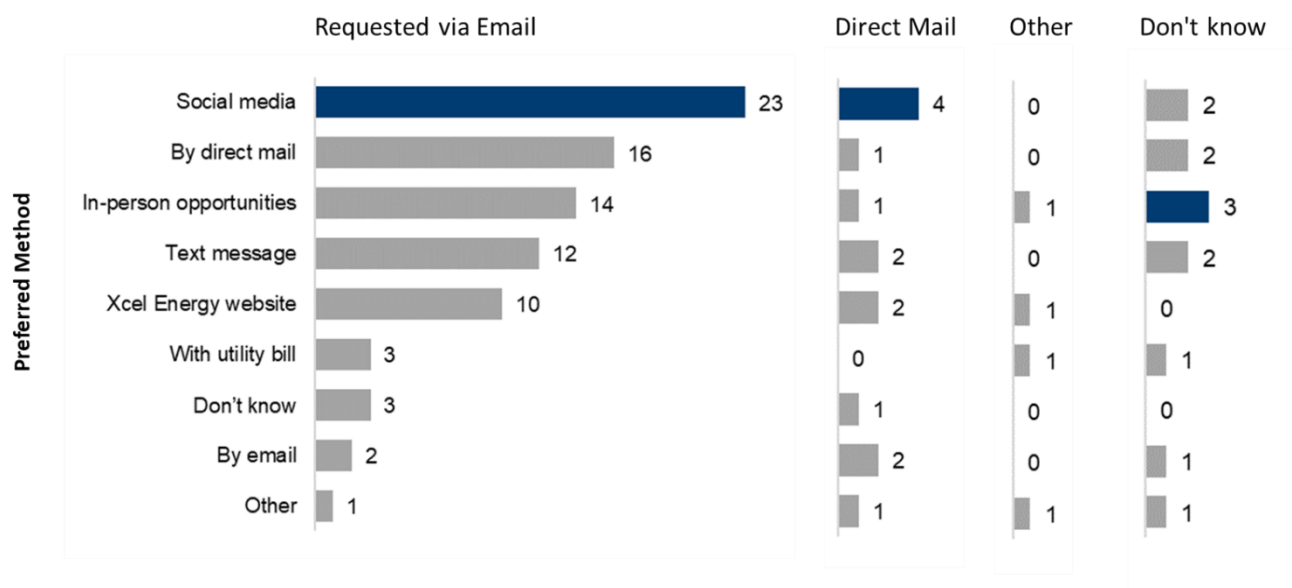
When asked about their least preferred method to hear about similar opportunities from Xcel Energy, respondents ranked social media as the least preferred option (38.2%, n = 29), as shown in Figure 3-10. below. This corresponds with the least chosen option for most preferred methods to hear about similar product opportunities as well. Respondents were able to select up to three least preferred outreach methods. Social media was also least preferred among respondents who requested a kit via email, with 23 respondents who heard about the product via email indicating that social media is least preferred, as shown in **Error! Reference source not found.** below. This suggests that social media is least preferred even among those with presumably higher technological familiarity. The next highest ranked options for least preferred method of communication are tied between direct mail and in-person opportunities, both receiving 25% of responses (n = 19). No respondents chose in-person outreach as their most preferred outreach method. It is important to note, however, that respondents who received a kit through

community outreach were not included in this research. It is unclear if these respondents might have a stronger preference for in-person opportunities. Direct mail was the second-highest ranked option for both most preferred and least preferred option to hear about similar product opportunities from Xcel Energy, as shown in Figure 3-11. This contradicts with the responses shown in Figure 3-8 above, suggesting that though direct mail is preferred by a large portion of respondents, it is not sufficient on its own as it is not preferred by many.

*Figure 3-10. Least Preferred Methods to Hear About Similar Product Opportunities*



*Figure 3-11. Least Preferred Methods to Hear About Similar Product Opportunities (By Kit Request Method)*

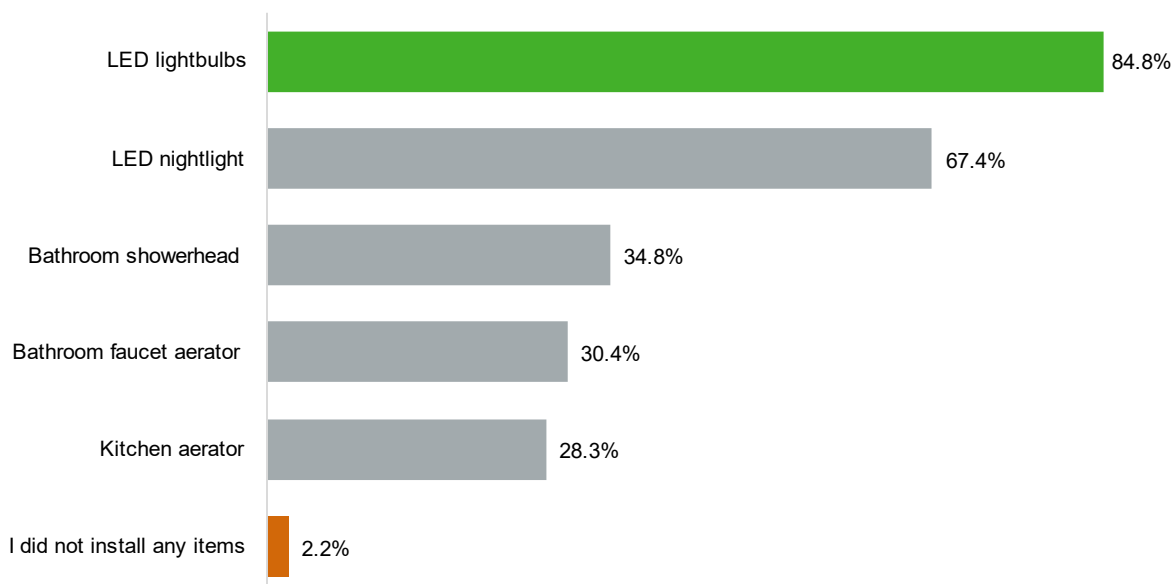


## 3.4 Barriers to Participation

The evaluation team asked participating customers about whether they installed and/or uninstalled kit items, as well as concerns they had prior to participation to better understand potential barriers to participation in the product. Overall, LED lightbulbs were the most installed kit measure, while bathroom showerheads were the most uninstalled measure. Just under two-thirds of respondents (63.2%, n = 48) had concerns about the product prior to participating, including the compatibility of kit measures, the impacts of measure installation to water quality or pressure, and that the product was a scam.

A little over a third of respondents (38.2%, n = 29) installed all kit items. When respondents didn't install all of the kit items, over two-thirds reported they had installed the LED lightbulbs (84.8%, n = 39), as shown in Figure 3-12 below. Participating customers that reported installing all items were not captured in the individual categories. One respondent reported that they did not install any measure provided in the kit due to not needing the measures yet, given that their current measures were still functioning

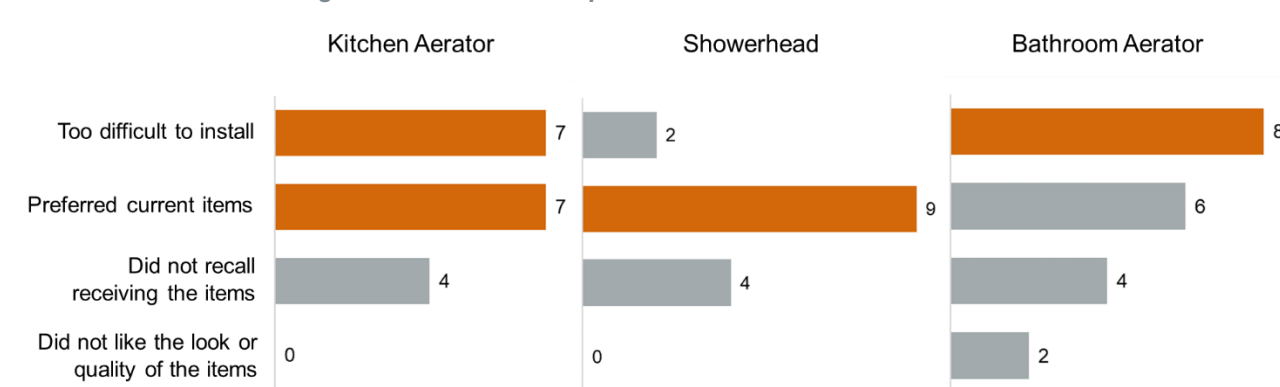
*Figure 3-12. Kit Items Installed by Participating Customers Who Did Not Install All Items*



The evaluation team asked respondents who did not install a particular kit measure what the primary reason was that led them to not install that measure. Respondents who did not install all kit items said they preferred their current items to the items included in the kits. Respondents who did not install all kit measures said they preferred their current measures to the measures included in the kit, as shown in Figure 3-13 below. **Error! Bookmark not defined.** Some respondents also found kitchen aerators (n = 7) and faucet aerators (n = 8) too difficult to install.



Figure 3-13. Reasons Respondents Did Not Install Kit Items



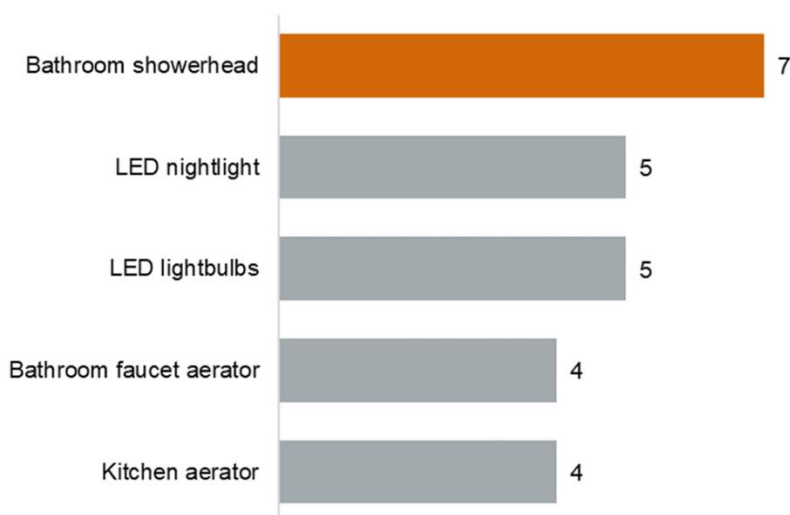
Respondents discussed similar sentiments in “other” responses (kitchen aerator (31%, n = 32), bathroom showerhead (34%, n = 29), and bathroom faucet aerator (26%, n = 31)) as well. Many noted that the kit items weren’t needed because their existing items were still functioning (n = 5), their existing items were already energy-efficient (n = 2), or they preferred their existing items (n = 1). Several respondents also noted that kit measures did not fit existing fixtures (n = 4) or that they were unable to remove existing measures (n = 2). Three respondents reported accessibility barriers in “other” responses, as well as elsewhere in the survey. Two respondents noted that they need an accessible showerhead, and one noted that they are elderly and do not have the strength to remove their existing items. The below responses provide additional context.

*“I have long hair and am handicapped and require a removable showerhead.”*

*“[I don’t] have the tool to remove or replace new item. I am elderly so do not have strength.”*

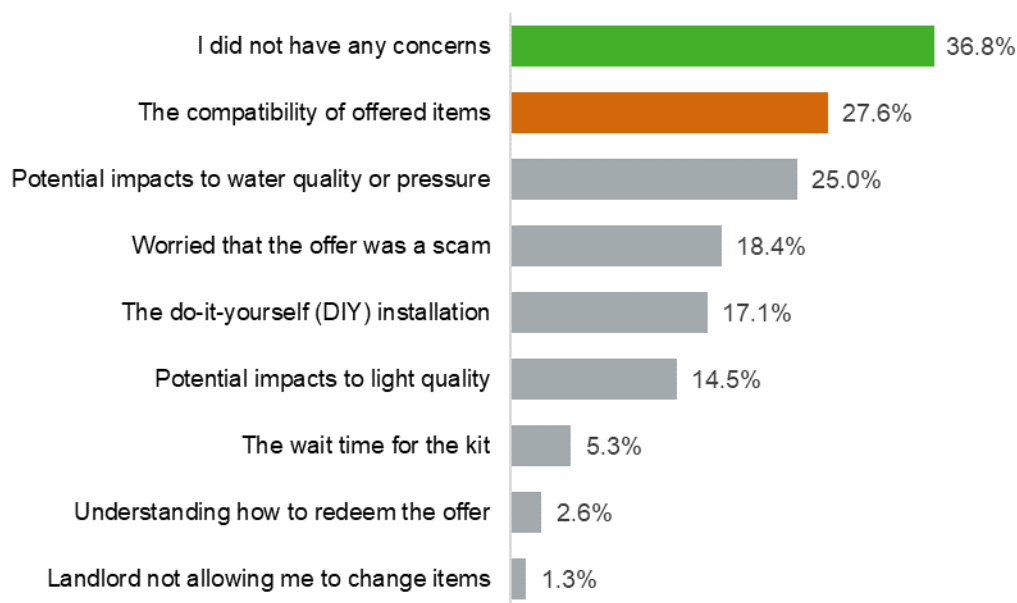
Of the respondents that installed kit items, eight reported that they uninstalled some or all of the kit items provided. Showerheads were the most uninstalled item (n = 7), with five respondents reporting they uninstalled the bathroom showerhead because they did not like the reduced water pressure.

Figure 3-14. Kit Items Uninstalled by Participating Customers



When asked about what concerns participating customers had about participating in the Energy Savings Kits Product, over a third of respondents (36.8%, n = 28) reported that they didn't have any major concerns, as shown in Figure 3-15 below. Respondents who reported having concerns prior to participation most mentioned the compatibility of offered items (27.6%, n = 21), and potential impacts to water quality or pressure (25%, n = 19). As discussed previously, some respondents (n = 5) cited poor water quality and/or low water pressure as the cause for uninstalling kit items.

*Figure 3-15. Prior Participation Concerns of Participating Customers*

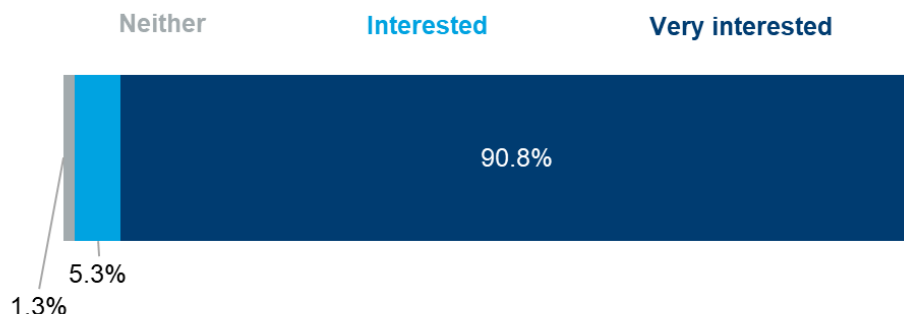


## 3.5 Enhancing Product Effectiveness

The evaluation team asked respondents about interest in custom kits, interest in additional kit items, and preferences for additional information provided through educational materials, to better understand opportunities to improve product effectiveness. Respondents were overwhelmingly interested in opportunities for custom kits. There was also high interest in additional kit items, including advanced power strips and window film. Most respondents indicated that they would find a maximum shipping time of less than two weeks acceptable. Although this is significantly less time than the current kit shipment time, as discussed previously, respondents noted they are currently satisfied with the time it took to receive their kit.

The evaluation team asked participating customers how interested they would be in a custom kit where they could choose from a selection of energy-efficient kit items. Respondents overwhelmingly showed interest in a custom kit option, with 90.8% (n = 69) saying that they were very interested on a scale of 1 to 5, where 1 means "not at all interested" and 5 means "very interested." Another 5.3% (n = 4) of respondents reported that they would be interested in a custom kit option. No respondents said they were not interested or not at all interested, as shown in Figure 3-16 below.

Figure 3-16. Participating Customers Interested in Custom Kits

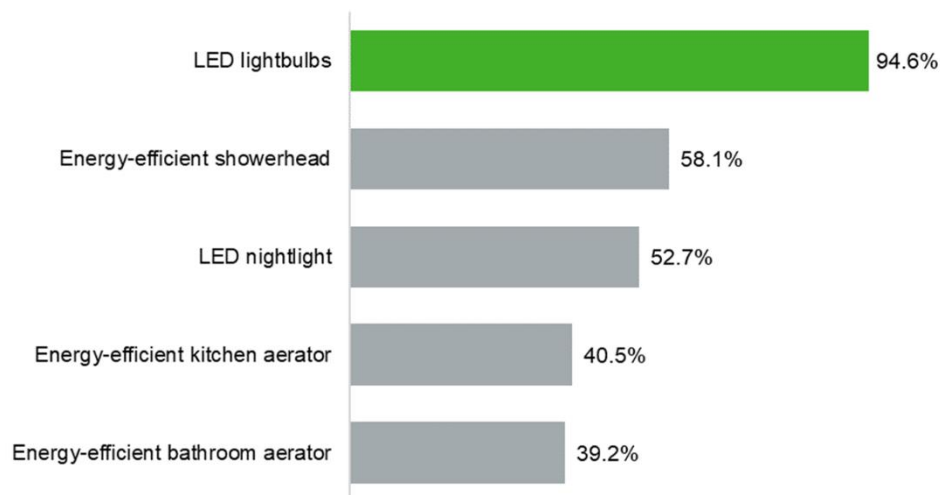


Additionally, understanding participating customers' perspectives on custom kits helps explain why participating customers may have chosen to not install items in their Energy Savings Kits. As discussed in section 3.4.1, some customers reported that they did not install kit items because their current items did not need to be replaced as they were still functioning, or simply that kit items were not needed or wanted, generally. In a participating customer interview, we followed up on a response regarding dissatisfaction with the product due to kit items not fitting their appliances. The respondent (unprompted) brought up the desire to have options in the kits to reduce product waste (since they reported giving away the items to a chain thrift store after realizing that they did not fit).

*"There should be options on what you will receive (or a simple return plan) so that so much product isn't wasted."*

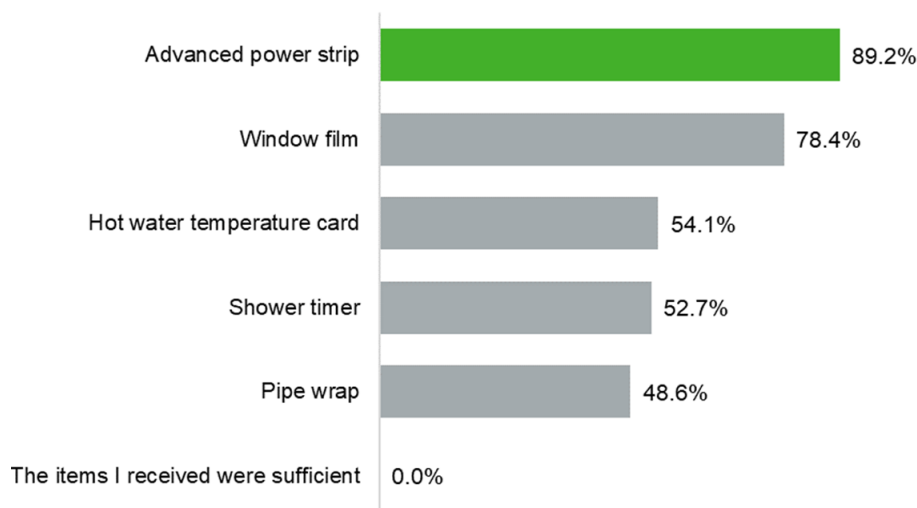
The evaluation team also asked participating customers about any kit items that were particularly important in their decision to participate in the product. Participating customers reported the LED lightbulbs were the most important item included in the kit; 94.6% (n = 70) of respondents said that LED lightbulbs were important in their decision to participate. Aerators were the least important item in customers decision to participate in the product (39.2%, n = 29). This aligns with kit measures that respondents installed; LED lightbulbs were the most installed items and kitchen and bathroom aerators were the least as shown in Figure 3-17.

Figure 3-17. Items that Participating Customers Found Important for their Decision to Participate



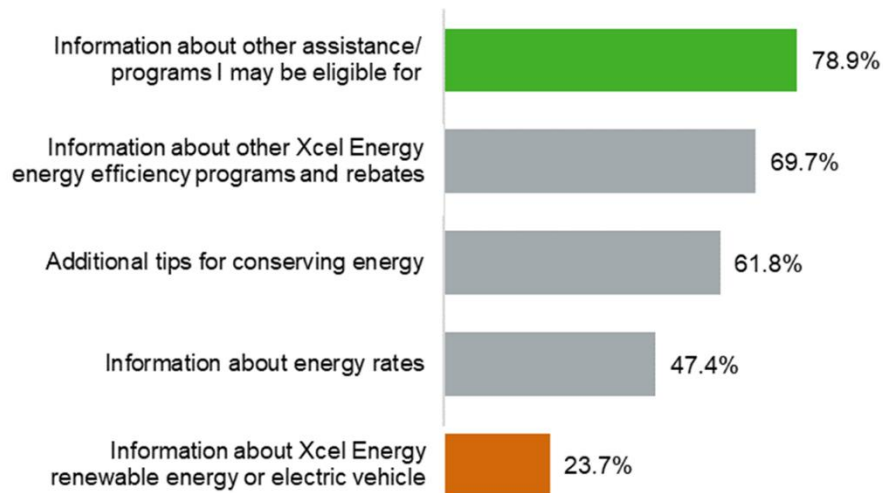
The evaluation team also asked participating customers about what other items they would prefer to receive in the Energy Savings Kits. Most respondents (89.2%, n = 66) reported that they would prefer to receive an advanced power strip and/or window film (78.4%, n = 58) in the kits, as shown in Figure 3-18 below. These results correspond with information gathered from peer utility benchmarking interviews and secondary data. Of the ten peer utilities included in the evaluation team's interview sample, four peer utilities include either an advanced power strip (n = 3) or window films (n = 2) in their energy-efficient kits. All items, with the exception of the advanced power strip, would result in gas savings.

*Figure 3-18. Other Items Participating Customers Would Prefer to Receive*



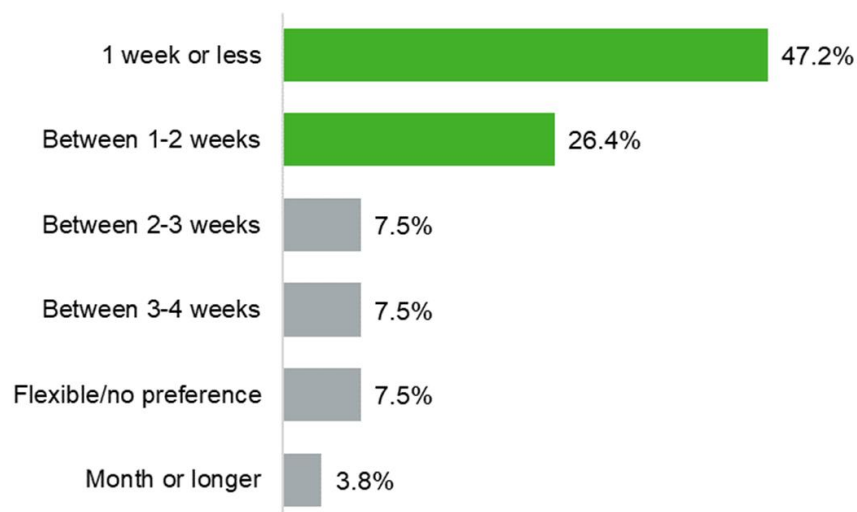
The evaluation team also asked respondents about the type of information they prefer to receive as part of product participation. Information about other low-income assistance/programs delivered by Xcel Energy and other organizations was the most preferred (78.9%, n = 60), with information about other Xcel Energy energy efficiency products and rebates receiving the second highest number of responses (67.9%, n = 53). Particular topics customers asked to receive information on included: weatherization (n = 1), programs for lower cost air conditioners (n = 1), crawlspace insulation (n = 1), and heat pumps (n = 1). Participating customers reported being least interested in receiving information about Xcel Energy renewable energy or electric vehicle programs (23.7%, n = 18), as shown in Figure 3-19 below. Current product documentation includes information on other available Xcel Energy assistance and energy saving tips, including weatherization services offered in partnership with Energy Outreach Colorado.

*Figure 3-19. Respondent Preferences for Information Received*



The evaluation team also asked survey respondents the maximum shipping time (from requesting to receiving the Energy Savings Kits) that they would find satisfactory. Most (73.6%, n = 39) said that they would find a maximum shipping time under two weeks satisfactory, as show in Figure 3-20. The current lead time from requesting to receiving a kit is six to eight weeks. However, even though most respondents indicated a short timeframe would be preferable, overall, respondents reported that they were still satisfied with the time it took to receive their kit (with an average rating of 4.6 out of 5). This was the third-highest rated component, indicating that average shipping time is not currently a primary concern for respondents. However, kit lead times warrant further examination given the large discrepancy between the current kit lead time and respondents' stated preference

*Figure 3-20. Respondent Preferred Shipping Speed*



### 3.5.1 Peer Utility Outreach Strategies

The evaluation team asked peer utilities about customer outreach and engagement to help identify possible strategies to improve product effectiveness. Two of the four interviewed peer utilities conduct outreach or distribute kits through nonprofits or other community organizations. Utility C distributes LED lightbulbs through food banks and has distributed measures through other nonprofit partners in previous years as well. Utility D works with nonprofits and other community organizations to conduct outreach and distribute kits as well, including Community Action Partnerships and public sector organizations like fire departments. Utility C noted that this model is very well received by customers. Utility A partners with the local water utility to conduct program outreach. Both Utility A and the water utility they partner with market the program through utility bill inserts. Utility A has seen the most enrollment from their utility bill insert marketing. These peer utility experiences with alternate customer outreach and engagement strategies show that additional outreach strategies, including through utility bill inserts and in-person outreach, can improve product enrollment and customer satisfaction outcomes.



## 4 Conclusions & Recommendations

This chapter presents the evaluation team's key findings and associated recommendations regarding the Xcel Energy Energy Savings Kits Product in Colorado. All recommendations are based on key findings from our evaluation research and are designed to reflect the context of future product years, acknowledging expected changes in the market and planned product changes.

Overall, the evaluation team found that the Energy Savings Kits Products operated smoothly and that customers are satisfied with their experiences with the product. Despite high satisfaction, the evaluation team identified recommendations to improve satisfaction and product experience. The remainder of this chapter presents our key findings and recommendations.

**Finding 1: Respondents were least satisfied with energy and/or bill savings realized following installation of Energy Savings Kits items.** Reducing the dollar amount of their energy bill was the second-most important factor in respondents' decisions to participate in the product, indicating that there is an important misalignment between product satisfaction and factors motivating product participation.

- **Recommendation 1: Re-evaluate the communication of expected bill savings on participants' energy bills that could result from product participation.** Include measure-level estimates of expected savings on additional marketing documentation, beyond the installation instructions, to ensure customer understanding of savings expectations and encourage customers to install all kit items or determine which measures to select if customizable kits are pursued. Additional recommended strategies include:
  - .
  - Consider splitting out estimates of expected water savings from expected energy savings to make these savings explicit and help to overcome identified barriers to installing efficient bathroom showerheads.
  - Consider including average month-to-month savings, though potentially minimal, to help customers better understand the magnitude of savings they might expect to see on their typical bill.

**Finding 2: Almost a fifth (18.4%) of respondents were worried that the product was a scam prior to participation.** Six customers said that they did not request an Energy Savings Kit through email because they typically ignore emails that appear to be marketing emails. Another 22.4% preferred outreach via utility bills. Additionally, the Xcel Energy product team reported that the Energy Savings Kits email marketing campaign had a lower conversion rate in 2021 compared to a typical product year. The 2021 email campaign generated only 100 responses (less than 5% of total kits); an order of magnitude lower than the response to email campaigns in previous years.

- **Recommendation 2: Provide additional opportunities for customers to request Energy Savings Kits.** Research suggests possible channels as outreach through utility bill inserts, as well as additional direct community outreach. Outreach through trusted sources, like utility bills and community organizations, could also help to alleviate mentioned customer concerns that the product might be a scam.

**Key Finding 3: Most survey respondents (90.8%) are very interested in choosing energy-efficient items themselves through custom kits.** No respondents indicated that they would not be interested in choosing energy-efficient items through custom kits. Two of the four interviewed peer utilities allow customers to pursue customizable kit options, most commonly in specialized bundles. Additionally, several respondents reported not installing kit items because they were not needed, as their current items were functioning well for their needs.

- **Recommendation 3: Analyze the feasibility of providing customizable kit options and implement if it is feasible** Customizable kits offered by peer utilities included allowing customers to choose individual items, as well as selecting from lists of more specialized measure bundles. Other options for consideration include a base kit with a set of measures

delivered to all customers along with optional “add-on” measures. Allowing for customized kits might increase staff time but could also potentially decrease shipping and materials costs. Customizable kits might also increase installation rates, and reduce waste, since customers would have the opportunity to select only needed kit items.

**Key Finding 4: Most survey respondents (89.2%) would like to receive an advanced power strip as part of the Energy Savings Kits.** Of the ten peer utilities included in the interview sample, three peers currently include advanced power strips in their kit offerings, including one peer utility, whose program manager we interviewed for this research. Additionally, most survey respondents (78.4%) would like to receive window film as part of the Energy Savings Kits.

- **Recommendation 4: Analyze the impacts of adding additional measures to the Energy Savings Kits Product.** Surveyed customers are most interested in advanced power strips, followed by window film. However, the product should consider analyzing the impacts of other measures as well, particularly gas measures, given the product’s interest in increased gas savings. Additionally, the product should consider including additional measures as bonus measures if they are not cost-effective to increase customer engagement in energy efficiency and increase customer satisfaction with the product.

**Finding 5: As part of participation in the Energy Savings Kits Product, survey respondents would most prefer to receive information regarding other assistance or products they may be eligible for.** This includes all available assistance, including assistance provided by other organizations.

- **Recommendation 5: Reframe information provided on other assistance programs to highlight the advisory role of partner organizations such as Energy Outreach Colorado.** Current product documentation highlights assistance offered by Xcel Energy in partnership with Energy Outreach Colorado. In addition to this information, the product should highlight services that Energy Outreach Colorado provides beyond the Weatherization services currently highlighted in outreach materials, including their ability to recommend services provided by other organizations for which a customer may be eligible based on that customer’s specific characteristics (e.g., housing type, renter).



January 13, 2022



# Xcel Energy

## Colorado Energy Savings Kits Product Process Evaluation

## Appendices

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# Appendix A: Evaluation Plan

## A.1 Evaluation Plan

### Introduction

To support the 2022 process and impact evaluation of Xcel Energy efficiency products, the TRC evaluation team conducted a process evaluation of the Xcel Energy Colorado Energy Savings Kits Product. This memo provides a plan for the 2022 Energy Savings Kits evaluation based on staff feedback during the evaluation kick-off meeting, staff interview findings, and review of program documentation. This evaluation plan includes the following sections:

- ◆ Product Overview
- ◆ Evaluation Overview
- ◆ Data Collection Activities and Sampling Plans

### Product Overview

The Energy Savings Kits Product provides free energy efficiency measures for income-qualified customers. These kits include both electric and natural gas saving measures which customers are able to install on their own, including:

- ◆ Eight (8) LED bulbs
- ◆ One (1) 1.5 gpm High Efficiency Showerhead
- ◆ One (1) 1.5 gpm Kitchen Faucet Aerator
- ◆ One (1) 1.0 gpm Bathroom Faucet Aerator
- ◆ One (1) LED Nightlight<sup>1</sup>

The kits also include an installation manual for the measures customers receive, which also includes energy savings tips and information on other assistance resources. The product began including bi-lingual (English and Spanish) educational flyers<sup>2</sup> in the kits in 2022.

To participate in the program, customers must live in Xcel Energy's electric and/or natural gas service territory and have received Low Income Home Energy Assistance Program (LIHEAP) funding, Low-Income Energy Assistance Program (LEAP) funding, any other energy assistance funding (including county assistance and fuel fund assistance), or funding from other non-energy state assistance programs. To receive a kit, customers must respond to an offer they receive either through email, mail, or outreach conducted by community partners. These offers inform customers of their eligibility and provide detail on the contents of each kit, as well as energy savings that could be realized if all measures are installed. If a customer decides to receive a kit, they must respond to the offer typically within one month. Customers then receive their kit in the mail within six to eight weeks of requesting. A third party implementor, Greenlight, fulfills the kit orders and tracks customer participation to ensure that customers do not receive more than one kit. Customers are limited to participation once every ten years. Xcel Energy contacts participants through a third-party after they receive their kit to complete a phone survey designed to gather information on installation rates for measurement and verification purposes.



Xcel Energy switched the vendor used to fulfill kits in the middle of 2021. As a result, marketing to eligible customers started later than anticipated<sup>3</sup>, resulting in a delay in sending the kits out as well until after the new vendor came onboard; typically more kits would be sent to customers in the first half of the year. The product also had plans to begin offering a second bonus kit to participating customers in 2021, however because the standard kits went out later than anticipated, these bonus kits will be sent out in 2022; they have not been sent out to date. Bonus kits will be offered to customers who receive a standard kit in 2022 and include LED candelabras and reflectors. If a customer elects to receive a bonus kit these will be mailed to customers, using the same process as the standard kits.

*Table 1. CO Energy Savings Kit Claimed Customer Savings 2021*

Measure	kWh		kW		Dth		Units	
	Quantity	% of total	Quantity	% of total	Quantity	% of total	Quantity	% of total
<b>Showerhead</b>	162,597	21%	19	3%	49,764	79%	2,994	99%
<b>Aerator Kitchen</b>	20,100	3%	2	0%	6,440	10%	2,993	99%
<b>Aerator Bathroom</b>	20,650	3%	2	0%	6,452	10%	2,996	100%
<b>LED – 9W</b>	566,820	74%	575	96%	0	0%	2,117 <sup>a</sup>	71%
<b>Total</b>	<b>770,167</b>	<b>100%</b>	<b>598</b>	<b>%</b>	<b>62,656</b>	<b>100%</b>	<b>8983<sup>b</sup></b>	<b>100%</b>

*Note: These numbers are based on program data provided to TRC in March 2022.*

*a This total does not include measures sent to gas only customers as Xcel Energy is unable to claim savings for these measures.*

*b This number represents the total number of measures for which Xcel Energy was able to claim savings sent out in kits in 2021.*

## Evaluation Overview

The 2022 evaluation consists of a process evaluation that focused on customer experiences with the product. It does not include a study of program influence as is coming in many other Xcel Energy evaluations, as Xcel Energy does not complete comprehensive evaluations of low income products. This section presents the objectives of the evaluation. It is followed by a more detailed description of the evaluation activities.

The evaluation team discussed process evaluation priorities during the kickoff meeting and staff interviews. During those conversations, several process-related themes emerged.

- ◆ The product has received positive feedback from customers related to two key strengths: the ease of participation from the customer's perspective and the fact that the product is free for customers and cost-effective for Xcel Energy. Product staff expressed a desire to explore ways to further improve the customer experience through this evaluation.
- ◆ One consideration that Xcel Energy is exploring to improve customer experience includes opportunities to provide customers with educational materials about smart meters and time of use (TOU) rates in collaboration with other Xcel Energy products and non-energy efficiency services. As part of this, the product team plans to include bi-lingual (English and Spanish) educational flyers in the kits in 2022, as described earlier. However, product staff hope to explore further opportunities to support customer energy education.
- ◆ The product experienced challenges with engaging customers via email outreach in 2021. Product staff are interested in understanding the drivers of these low response rates and exploring additional outreach methods that might improve response rates in future years. To improve outreach, Xcel is considering expanding the pool of eligible customers to include customers identified by the Department of Human Services that need assistance on their water bill as an opportunity to engage additional customers.
- ◆ Long lead times caused in part by pandemic related supply chain issues were a major challenge for the product in 2021, however lead times were a challenge prior to the COVID-19 pandemic as well due to LED availability. Product staff have received some negative feedback from participants related to lead times in previous years and are interested in solutions that would improve the customer experience with kit delivery.
- ◆ Product staff hope to increase the product's ability to generate gas savings in the next five years and would like to explore what opportunities may exist to do so. One opportunity that Xcel Energy is considering to cost-effectively accomplish this is offering customers the opportunity to select customized kits that include measures specific to customer type (i.e., natural gas only, electric only, or combination). This could also include allowing customers to "shop" and choose which measures they would prefer to receive through an online store format. Xcel Energy is also considering including additional measures that save water and natural gas, such as shower timers. Product staff hope to explore interest in and the feasibility of these opportunities through this evaluation.
- ◆ During the kickoff meeting, Xcel Energy product staff discussed current measurement and verification (M&V) methodologies, and raised questions as to whether this process is the optimal way to conduct M&V for this product. In the current process, Xcel Energy contacts customers who receive kits after receiving their kit to complete a phone survey designed to gather information on installation rates. Installation rates are then used for savings purposes are determined based on this customer feedback. Product staff expressed a desire to explore additional M&V methodologies through this evaluation.

These topics are mapped to the following **objectives of the process evaluation**:

- ◆ Assess product **awareness** and marketing, including whether and how peer utilities leverage partnerships to improve customer outreach and program effectiveness, and peer utility strategies for customer outreach and maintaining sufficient contact lists.
- ◆ Collect feedback on **product experiences**, including customer education preferences around energy efficiency and gauging interest in customizable kits and measures.

- ◆ Identify **barriers to participation** in the product, particularly by investigating customer preferences for communication.
- ◆ **Explore ways to enhance program effectiveness.** In doing so, we will explore the following topics:
  - ◇ Understand what opportunities may exist to help the product achieve higher gas savings.
  - ◇ Research peer utility programs' experience with customer outreach methods and maintaining sufficient contact lists.
  - ◇ Understand peer utility M&V methodologies.

## Data Collection Activities & Sampling Plans

To meet the above objectives, the evaluation team conducted three data collection activities. These are listed in Table 2 and explored more in this section. The evaluation team had conducted interviews with Xcel Energy staff members (Table 2, Task Reference 1) to help understand specific needs for this evaluation.

For customer research, the evaluation team conducted web surveys with participating customers (Table 2, Task Reference 2). Peer utility benchmarking interviews (Table 2, Task Reference 4) helped Xcel Energy understand how other organizations are operating similar low income energy savings kits programs.

*Table 2. Energy Savings Kits Research Summary*

Task Ref.	Research Task	Included in Original Scope?	Sample Size	Research Objectives
1	Staff Interviews	✓	4	Inform evaluation plan
2a	Participating Customer Surveys (web)	✓	70	Product experiences, product awareness, barriers to participation
2b	Participating Customer Interviews	✓	10	Product experiences, product awareness, barriers to participation
3	Peer Utility Benchmarking Interviews	✓	4-6 utilities	Program design

### 1. Staff Interviews

In February and March of 2022, the evaluation team conducted three interviews to inform this evaluation plan, discuss product goals, and review product processes, challenges, and successes. These interviews were with:



- ◆ Three Xcel Energy staff, including the current Product Manager, a member of the engineering team, and the Xcel Energy Team Lead.
- ◆ One former Product Manager and current Non-Profit Partner.

These interviews were conducted over the telephone and took between 30 minutes and one hour to complete. These meetings, combined with the kickoff meeting, allowed the evaluation team to create a focused evaluation plan with defined data collection activities.

## 2a. Participating Customer Surveys

The evaluation team utilized participant web surveys to meet process objectives. These surveys were available in English and in Spanish, and focused on the following three topics:

- ◆ **Product Awareness:** The evaluation will assess customer awareness and identify customer preferences for communication. This includes gaining an understanding of the interest in and feasibility of text message outreach.
- ◆ **Barriers to Participation:** The evaluation team will identify barriers to participation in the product. Specifically, the evaluation team will investigate the drivers of the poor performance of the 2021 email marketing campaigns and, as mentioned previously, identify how customers prefer to be communicated with.
- ◆ **Product Experience:** The evaluation team will discuss customers' experience and satisfaction with the product. Additionally, we will explore customer education preferences related to home energy efficiency, including energy saving tips and additional program opportunities, and identify gaps that targeted education could fill. We will also seek to gain an understanding of what other measures customers would like to see offered in Energy Savings Kits in the future. This includes exploring customer interest in the ability to "shop" for a customized kit as well.
- ◆ **Product Effectiveness:** The evaluation team will explore what opportunities may exist for the product to help address higher gas savings goals in the next 5 years.

For the participating customer survey, the evaluation team surveyed customers who participated in the Energy Savings Kits product in 2021 and received a kit in June 2021 or later. The evaluation team planned to include customers who participated in 2022 and received a kit in July or August of this year, however we were able to reach our target completes without fielding phase two with 2022 participants. The first phase included 2021 participants and was fielded in spring/summer 2022.

## 2b. Participating Customer Interviews

The evaluation team selected up to 10 customers from the participating customer surveys and conducted in-depth interviews with these customers. These interviews were reserved for survey respondents who provided inconsistent responses or who provided responses on open-ended survey questions where additional detail is needed to better understand these responses, prioritizing responses related to barriers to participation, followed by responses related to product experiences.

## 3. Peer Utility Benchmarking Interviews

The objective of the peer utility benchmarking task was to understand how peer utilities are approaching key issues related to implementing low income energy savings kits programs. The

evaluation team collaborated with the product manager to identify 4-6 peer utilities to interview. It considered the following criteria when selecting peer utilities: similar program designs, programs known to have best practices or tools Xcel Energy is interested in pursuing, and utilities that operate in similar territories (including the geography and the number of customers).

The evaluation team worked to recruit staff in key management roles related to low income energy savings kits programs at peer utilities with a target sample size of four to six interviews. These interviews focused on the following research objectives specific to peer benchmarking interviews:

- ◆ **Product Awareness & Experiences:** Explore structure, design, and delivery of peer utility programs.
  - ◇ Understand peer utility experiences with various customer outreach methods and maintaining sufficient contact lists.
  - ◇ Understand peer utility measurement and verification methodologies.
- ◆ **Product Effectiveness:** Explore how peer utilities are achieving gas savings in order to ascertain what opportunities may exist for the product to help address higher gas savings goals in the next 5 years.
  - ◇ Explore whether and how peer utilities leverage partnerships to improve customer outreach and program effectiveness.

The evaluation team in collaboration with staff interviewees identified the following peer utilities to include in the peer utility sample. These programs included programs that offer energy savings kits, and broader programs that include kits; these broader programs were recommended during staff interviews. The evaluation team prioritized dual fuel utilities and programs specifically targeting income-qualified customers, followed by broader kit offerings offered by gas-only utilities, and finally broader kit offerings offered by electric-only utilities.

Programs that are exclusively kit offerings:

- ◆ Minnesota Energy Resources Corporation (MERC)<sup>G</sup> – Low Income Community Blitz Project
- ◆ DTE<sup>EG</sup> – Home Energy Efficiency Kits
- ◆ DC Sustainable Energy Utility<sup>EG</sup> – Income Qualified Efficiency Kit
- ◆ Southern Maryland Electric Cooperative (SMECO)<sup>E</sup> – Energy Efficiency Kits
- ◆ Ameren Missouri<sup>E</sup> – Residential Energy Efficiency Kits
- ◆ Pepco<sup>EG</sup> – Energy Efficiency Kit Subscriptions
- ◆ CenterPoint Energy Minnesota<sup>G</sup> – DIY Home Efficiency
- ◆ Focus on Energy<sup>EG</sup> – Energy-Saving Packs

Broader programs that include kit offerings:<sup>4</sup>

- ◆ Ameren Illinois<sup>EG</sup> – RES-School Kits
- ◆ ComEd<sup>E</sup> – Energy Education Kits Program

The evaluation team developed a peer utility interview guide that was customized to the desired benchmarking components, and was provided to Xcel Energy for approval prior to beginning any data collection. Finally, the evaluation team summarized the results of the benchmarking analysis in a summary, which could be distributed to peer interviewees as an incentive for their participation in the peer benchmarking interview.

## Appendix B: Data Collection Documents

Appendix B contains materials related to data collection including the staff interview guide, participating customer survey instrument, nonparticipating customer survey instrument, trade partner interview guide, nonparticipating trade partner interview guide, and peer utility benchmarking guide.

### B.1 Staff Interview Guide

This guide was used to interview staff associated with Xcel Energy's DSM products as part of the TRC 2022 evaluation of the Xcel Energy DSM products. The interviews were semi-structured, with these questions serving as a basic guide for experienced TRC staff during one-on-one phone interviews.<sup>1</sup> As a guide for semi-structured interviews, these questions were not necessarily asked verbatim, but served as a roadmap during the conversation.

#### Staff Interview Research Questions or Objectives

Below is a list of research questions that this research task was designed to address.

- Assess the extent to which the product design supports product objectives and customer service/satisfaction objectives
- Understand Xcel Energy's current CO Energy Savings Kits offerings
- Assess the degree to which product resources are sufficient to conduct product activities with fidelity to the implementation plan
- Collect staff feedback on implementation successes and challenges
- Identify themes and issues for possible revisions to the standard evaluation plan

#### Section A: Introduction

**[If staff did not attend the kick-off meeting:]** First, we would like to give you some background about who we are and why we want to talk with you today. TRC Companies is an independent consulting firm that works with electric and gas utilities to review and improve product operations and delivery. Xcel Energy contracted with us to perform an evaluation of their portfolio of energy efficiency products, and we're currently in the process of conducting interviews with product managers and key staff involved in designing and delivering the products to improve our understanding of Xcel Energy's DSM products and their influence on customers. We also want to understand how our research can be useful for you as Xcel Energy product staff and incorporate your priorities into our study so that the results are as useful as possible.

**[ALL]** Thank you for taking the time to speak with us today. My objective for this meeting today is to gain a deeper understanding of the Energy Savings Kits product, what Xcel Energy hopes to achieve through implementing this product, how it operates, and a bit about your experiences with the Energy Savings Kits product. We are interested in asking you some questions about the Energy Savings Kits product so we can benefit from your knowledge and experience to improve our understanding. I have a set of questions that should take approximately 45

minutes. We will combine the information you provide with information gathered from other interviews before reporting summarized information back to Xcel Energy.

Before I begin, is it alright if I record the conversation for note taking purposes? **[RECORD IF ALLOWED AND CONFIRM YOU ARE RECORDING ONCE RECORDING BEGINS]**. Thanks, we are recording now.

**A1.** First, can you take a moment and explain your role and scope of responsibilities with respect to the Energy Savings Kits product? **[IF ALREADY KNOWN, REWORD TO CONFIRM]**

**[PROBE]**

- ◆ Approximately how long have you held this position?
- ◆ What previous positions did you hold?
- ◆ Whom do you report to in the overall org structure?

## **Section B: Product Goals**

I'd like to be sure I understand the goals of the Energy Savings Kits product, both overall and specific.

**B1.** Can you take me through the key goals for the Energy Savings Kits product?

**[For staff outside of the Customer Solutions team]** Can you take me through the key goals for the Energy Savings Kits product, as it relates to your role?

**B1a.** Can you describe the product's savings goals?

**B1b.** Any other, non-energy goals?

**B1b1.** Any more immediate goals? For example, participation goals, customer engagement goals, improving customer satisfaction? Changing customer awareness of or attitudes about energy efficiency measures? Cost-effectiveness goals?

**B1b2.** Any longer-term goals? For example, reducing greenhouse gas emissions? Altering market behaviors?

**B2.** Have any of these goals changed in the last few years?

**B2a.** What was the rationale for changing them?

**B2b.** In your opinion, how have these changes affected the product's operations or its outcomes?

**B2c.** Where these changes a result of internal factors (to Xcel Energy), external factors, or a combination of both?

**B3.** Have any of these goals changed in 2021? Are there changes planned for 2022?

**B3a.** What was the rationale for changing them? **Probe:** COVID-related changes?

**B3b.** In your opinion, how have these changes affected the product's operations or its outcomes?

**B4.** What are "indicators of success" for the Energy Savings Kits product?

**B4a.** What are interim indicators that the Energy Savings Kits product is or is not meeting its objectives or goals?

**Probe:** Response rates? Completed nonprofit events?

**B5.** What influences, if any, do you think the Energy Savings Kits product has had on the market?

### **Section C: Product Activities**

I would like to make sure I have a solid understanding of how this product operates and talk through the different components of the product. If there are any formal documentation and/or websites that you can refer me to as we walk through these next questions, I'd appreciate getting that information.

**[TAILOR BASED ON WHAT IS ALREADY KNOWN FROM KICKOFF, ONLINE, AND OTHER RESOURCES]**

**C1.** Can you describe any of the incentives and/or tools in addition to the energy savings kits themselves the product uses to achieve its goals, with incentives including both monetary

incentives as well as services provided directly by someone on behalf of Xcel Energy: **[PROBE ANY INCONSISTENCIES WITH BACKGROUND INFO AND WHAT THEY OFFER, CONFIRM INCENTIVES]**.

**C2.** Have any of these incentives changed in the last few years?

**C2a.** [IF YES] What was the rationale for changing them?

**C2b.** [IF NO] Do you anticipate any changes in the near future?

**C3.** What activities do product and implementer staff engage in to achieve product goals?

- Marketing?
- Education?
- Financial Assistance?
- Technical Assistance?

**C3a.** What tools are used to reach out to customers and/or market partners?

**PROBE:** What tools have been most successful in your experience? Least successful?

**C3b.** Are these product activities modeled on another product or set of products?

**C4.** Have any of these activities changed in the last few years?

**C4a.** What was the rationale for changing them?

**C4b.** In your opinion, how have these changes affected the product's operations or its outcomes?

**C4c.** Have you measured how these changes impacted savings or participation?

**C5.** What are the participation steps from a customer perspective?

## **Section D: Strengths and Challenges**

Next, I'd like to get your feedback on how the product is running.

**[TAILOR BASED ON WHAT IS ALREADY KNOWN]**

**D1.** In your opinion, what are the strengths of the Energy Savings Kits product as it is currently being run?

**D1a.** What would you say is working well in terms of product design or implementation?

**D2.** What are the most significant challenges for this product at this point?

**D3.** What feedback, if any, does Xcel Energy receive from customers on the product? From nonprofit partners? **[PROBE FOR CUSTOMER ENGAGEMENT / CUSTOMER SATISFACTION]**

**D4.** What do you believe are the biggest barriers to getting customers to participate in this product?

**D5.** Are there any specific opportunities for improvement in the design or implementation of the product? Please describe.

**D6.** What would you like to see changed in how the product is designed or run, if anything?

**PROBE:** If you could completely redesign the product, what would you do differently?

**D6a.** Do you think there are any roadblocks preventing these changes from happening?

**Section E: Resources**

**E1.** What resources do you rely on to implement the product?

**E1a.** Product, implementer, sales staff?

**E1b.** Management and product direction?

**E1c.** IT tools and data tracking tools?

**E1d.** Other resources?



**E2.** Are these resources sufficient to implement the product as designed?

**E2a. [IF NO]** How could the product design/implementation change to be more efficient?

**E2b. [IF NO]** What additional resources, if any, would help you implement the product as designed?

**E3.** Have any of these product resources changed in the last few years?

**E3a.** What was the rationale for changing them? Any COVID related changes, either temporary or permanent?

**E3b.** In your opinion, how have these changes affected the product's operations or its outcomes?

## **Section F: Product Tracking and Reporting**

I understand that you are using Salesforce as your primary product tracking tool. I'd like to understand how product activities are tracked to understand what data might be available to us in our evaluation. For example, are there tools outside of Salesforce that are used to track customer interest / kits?

### **[TAILOR BASED ON WHAT IS ALREADY KNOWN]**

**F1.** What kind of documentation is available for the product? Implementation plans? Product manuals? Process maps?

**F2.** What kinds of data are collected for the Energy Savings Kits product?

**F3.** Are there any data that you would like to collect for the Energy Savings Kits product but haven't been able to?

**F4.** Are there any data/documentation not tracked in Salesforce that might be helpful for the evaluation?

**F6. [For Engineering Staff]** What kind of baseline does the product use to estimate energy savings? [PROBE FOR CODE VS. COMMON PRACTICE]

## **Section G: Closing**

**G1.** Based on the kickoff meeting, we are planning to prioritize exploring outreach methods to increase participation, customer education preferences and areas of need, and how the product could help to address higher gas savings goals in the next 5 years. Does this align with your understanding?

**G1a.** Do you have anything you would like to add to these priorities, remove from this set of priorities, or change about these priorities?

**G2.** Do you have particular questions that you would like to see answered by the evaluation? Why are these questions important?

**G3.** Do you have any other comments, concerns or suggestions about the product that we didn't discuss that you would like to make sure I know about?

**G4.** Are there any particular product staff members you would like to make sure we talk with?

**G5.** Do you have any peer utilities that you'd like us to include in the peer utility benchmarking interviews? Peer utilities could either include utilities that have been identified by internal or external parties as exemplary or utilities with a similar climate, customer mix, etc. to understand their practices.

**G5a.** What criteria is most important to you when selecting a peer utility (e.g. similar climate, similar time in market, etc.)?

**G5b.** What performance indicators are you interested in the evaluation benchmarking?

Thank you very much for taking the time in assisting us with this evaluation. If I come up with any additional questions that come from this interview, do you mind if I send you an email or give you a quick call?

## B.2 Participating Customer Survey Guide

### Introduction

To support the process evaluation of the 2022 Xcel Energy Colorado Energy Savings Kits Evaluation, the TRC evaluation team conducted web surveys with participating customers. For the purposes of the survey, the evaluation team defined a participating customer as any electric, gas or combination customer who received a kit, defined as the month prior to “Opportunity: Close Date” in Salesforce<sup>1</sup>, between October 2021 and August 2022. We conducted this research to assess key process evaluation themes, including customer perceptions/awareness, customer decision-making and barriers, product experience/satisfaction, and enhancing product effectiveness.

The remainder of the introduction provides the evaluation objectives and research questions which the participating customer survey were designed to address, a description of the sample population and targeted completes, a description of the sample variables to support programming the survey, and fielding instructions for the survey house. The introduction is followed by the survey guide.

### Evaluation Objectives

The objectives for the Colorado Energy Savings Kits are to:

- ◆ Assess product **awareness** and marketing, including whether and how peer utilities leverage partnerships to improve customer outreach and program effectiveness, and peer utility strategies for customer outreach and maintaining sufficient contact lists.
- ◆ Identify **barriers to participation** in the product, particularly by investigating customer preferences for communication.
- ◆ Collect feedback on **product experiences**, including customer education preferences around energy efficiency and gauging interest in customizable kits and measures.
- ◆ **Explore ways to enhance program effectiveness.** In doing so, we will explore the following topics:
  - ◇ Understand what opportunities may exist to help the product achieve higher gas savings.
  - ◇ Research peer utility programs’ experience with customer outreach methods and maintaining sufficient contact lists.
  - ◇ Understand peer utility M&V methodologies.

For reference, Table 3 provides the research activities used to meet each objective. The last column in this table indicates that the participating customer survey is used to address all evaluation objectives.

*Table 3: Evaluation Objectives*

Evaluation Objective	Research Activity	Customer Survey Objective
<b>Assess product awareness and marketing</b>	Participating customer surveys, participating customer interviews, and peer utility interviews	✓
<b>Identify barriers to participation</b>	Participating customer surveys, and participating customer interviews	✓
<b>Collect feedback on product experiences</b>	Participating customer surveys, and participating customer interviews	✓
<b>Explore ways to enhance product effectiveness</b>	Participating customer surveys, participating customer interviews, and peer utility interviews	✓

Table 4 presents the research themes which this participating customer survey is designed to address, linking each research theme to the associated evaluation objective and survey question.

*Table 4: Evaluation Objective, Survey Research Themes & Survey Question Crosswalk*

Evaluation Objective	Survey Research Themes	Question Number(s)
<b>Assess product awareness, marketing, and motivations to participation</b>	Participant awareness of the product.	A1-A4, B1, B2
	Participant preferences for communication.	
	Participant interest in and feasibility of text message outreach.	
	Participant motivations to participation.	
<b>Identify barriers to participation</b>	Customer barriers to participation.	A2a, A2b, B3
	Drivers of poor performance of 2021 email marketing campaign.	

Evaluation Objective	Survey Research Themes	Question Number(s)
<b>Collect feedback on product experiences</b>	Customer experience and satisfaction with product.	
	Customer education preferences related to home energy efficiency, including energy savings tips and additional program opportunities.	B4-B5b, C1-C6, D1-D6
	Customer preferences for additional measures offered through the product.	
	Customer interest in a customizable kit option.	
<b>Explore ways to enhance product effectiveness</b>	Customer interest in additional gas saving measures.	C5

### Sample & Target Completes

Table 5 summarizes the total sample that was targeted for the survey, based on an expected 1%<sup>2</sup> response rate. The sample is broken out by the year the kits were received: 2021 participants and 2022 participants. The number of target completes achieved results at the 90% confidence level with +/- 10% precision for the program.

*Table 5: Sample Population & Target Completes, by Strata*

Strata	Total Population	Target Completes
<b>2021 Participants</b>	2,945	35
<b>2022 Participants</b>	- <sup>a</sup>	35
<b>Overall</b>	- <sup>a</sup>	<b>70</b>

<sup>a</sup> To be updated following distribution of kits in July/August 2022.

### Sample Variables

Table 6 includes the sample variables that will be used to conduct this survey, as well as descriptions of these variables and potential codes.

*Table 6: Sample Variables*

Sample Variables	Variable Descriptions	Potential Codes
<b>First Name, Last Name</b>	Contact name	e.g., Hannah Justus
<b>Phone</b>	Phone number for contact	e.g., 555-555-5555

Sample Variables	Variable Descriptions	Potential Codes
Email	Email for contact	e.g., jsmith@gmail.com
LANGUAGE	Customer language preference e.g., Spanish	
MONTH	Month kit was received <sup>3</sup>	e.g., August
YEAR	Year kit was received	2021, 2022

## Fielding Instructions

- ◆ Field the survey through the Qualtrics online survey platform.
- ◆ Distribute survey to members of the TRC team for testing and timing prior to survey fielding. Revise survey as needed.
- ◆ Perform a pre-test of the survey by sending invitation emails to 50 participants in the sample.
- ◆ Examine the responses of pre-test survey respondents before fully launching the survey.
- ◆ Send three emails to the sampled participants: one initial invitation and two follow-up emails to those who have yet to complete the survey one week after in the field and then again 2 weeks after in the field.
- ◆ The survey is considered complete when E3 is answered.
- ◆ The survey will be closed when the target number of completes is reached, but no less than 5 days following the final reminder, while allowing open surveys to be completed. One final reminder will be sent to any open surveys containing a deadline to complete before the study is closed. After completing the survey, it will revert to the following message:

### [Survey Closed Message]:

Thank you for your interest in participating in the Xcel Energy Colorado Energy Savings Kits Survey. At this time, we have reached our target number of responses and the survey is closed. For additional information about Xcel Energy's Residential products, visit [www.xcelenergy.com/programs\\_and\\_rebates](http://www.xcelenergy.com/programs_and_rebates).

## Early Termination Message

If a survey respondent is terminated early due to screening-out, we will not distribute an incentive gift card to the customer, and they will receive the following message. If a respondent drops-out of the survey before completing the incentive questions at the end of the survey, they will also not receive an incentive (although we will make an effort to contact customers who complete everything but the incentive questions so we can provide their incentive).

We appreciate your interest in our survey. However, based on your responses, you do not qualify for the survey. For additional information about Xcel Energy's Residential products, visit [www.xcelenergy.com/programs\\_and\\_rebates](http://www.xcelenergy.com/programs_and_rebates).

## Survey Email Invite

Hello <FIRST\_NAME>,

Thank you for being a valuable Xcel Energy customer! Today, we are reaching out to invite you to participate in a brief 15-minute survey about the energy savings kit you received from Xcel Energy in <MONTH> <YEAR>. According to our records, you received an energy savings kit through Xcel Energy's Energy Savings Kits product, a program that provides free and easy to install energy saving items, including LEDs, a high efficiency showerhead, and kitchen and bathroom faucet aerators. Xcel Energy would like your feedback as a participant that has received the items in this kit.

We know that your time is valuable. In appreciation for your contribution to this important research, we are offering a \$25 Tango gift card to customers who qualify and complete this 15-minute online survey. The digital gift card can be redeemed at a variety of retailers, including Amazon, Apple, and Target, or donated to non-profit organizations such as the American Red Cross, Girls Who Code, and Habitat for Humanity.

To participate, please visit the following site on your computer or internet-accessible phone.

### [SURVEY LINK]

Your participation in this study is voluntary and your responses are confidential. If you have questions about this survey, or would like to complete this survey via phone, please contact Andie Gemme at TRC, the national research firm conducting this survey on behalf of Xcel Energy. You can reach Andie Gemme at (201) 508-2398 or [agemme@trccompanies.com](mailto:agemme@trccompanies.com). If you would like to contact Xcel Energy to verify the legitimacy of this study, please contact the Customer Service Center at 1-800-895-4999.

Thank you in advance for sharing your experiences and your time.

Sincerely,

Andie Gemme

Consultant, Advanced Energy, TRC

Hola <FIRST\_NAME>,

¡Gracias por ser un cliente valioso de Xcel Energy!

Hoy le estamos contactando para invitarle a participar en una breve encuesta de 15 minutos sobre el paquete de ahorro de energía que recibió de Xcel Energy en <MONTH> <YEAR>. De acuerdo con nuestros récords, usted recibió un paquete de ahorro de energía a través del producto de ahorro de energía de Xcel Energy, un programa que provee productos que ahorran

energía que son fáciles de instalar y gratuitos, incluyendo luminarias LED, cabezal de ducha de alta eficiencia, y aireadores de grifo de la cocina y el baño. Xcel Energy quisiera saber su opinión como participante que ha recibido los productos de este paquete.

Sabemos que su tiempo es valioso. En apreciación por su contribución en esta importante investigación, le estamos ofreciendo una tarjeta de regalo de Tango valorada en \$25 a clientes que califiquen y completen esta encuesta en línea de 15 minutos. Esta tarjeta de regalo digital puede ser redimida en una variedad de tiendas, incluyendo Amazon, Apple y Target o donada a organizaciones sin fines de lucro como la Cruz Roja Americana, Girls Who Code, and Habitat for Humanity.

Para participar, por favor visite el siguiente sitio web en su computadora o teléfono con acceso a internet.

### **[SURVEY LINK]**

Su participación en este estudio es voluntaria y sus respuestas son confidenciales. Si tiene preguntas sobre esta encuesta, o le gustaría completar esta encuesta por teléfono, por favor contacte a Andie Gemme de TRC, la firma de investigación nacional que lleva a cabo esta encuesta en nombre de Xcel Energy. Usted puede contactar a Nicole Thomas llamando al 206-388-0990 o enviando un correo electrónico a [nthomas@trccompanies.com](mailto:nthomas@trccompanies.com). Si usted quisiera contactar a Xcel Energy para verificar la legitimidad de este estudio, por favor contacte a Servicio al Cliente al 1-800-895-4999.

Gracias por compartir sus experiencias y por su tiempo.

Sinceramente,

Andie Gemme

Consultant, Advanced Energy, TRC

### **Survey Reminder Email Invite**

Hello <FIRST\_NAME>,

We recently sent you an email inviting you to take a brief survey regarding your experience with your energy savings kit that you received through the Xcel Energy Colorado Energy Savings Kits product, a program that provides free and easy to install energy saving items, including LEDs, a high efficiency showerhead, and kitchen and bathroom faucet aerators.

We are still looking to hear from a few more customers to reach our goal of 70 completed surveys. Can you be one of the people that get us to that goal? Your feedback is crucial to helping Xcel Energy improve our service offerings for customers like you.

In appreciation for your valuable time and feedback we are offering a \$25 Tango gift card to customers who qualify and complete this 15 minute online survey. The digital gift card can be redeemed at a variety of retailers, including Amazon, Apple, and Target, or donated to non-profit organizations such as the American Red Cross, Girls Who Code, and Habitat for Humanity.

### **[LINK TO SURVEY]**



Please know that any information you provide will remain strictly confidential and reported only in aggregate to inform future program planning. If you have questions about this survey, or would like to complete this survey via phone, please contact Andie Gemme at TRC, the national research firm conducting this survey on behalf of Xcel Energy. You can reach Andie Gemme at (210) 508-2398 or [agemme@trccompanies.com](mailto:agemme@trccompanies.com). If you would like to contact Xcel Energy to verify the legitimacy of this study, please contact the Customer Service Center at 1-800-895-4999.

Thank you in advance for sharing your experiences and your time.

Sincerely,

Andie Gemme

Consultant, Advanced Energy, TRC

Hola **<FIRST\_NAME>**,

Recientemente le enviamos un correo electrónico invitándole a tomar una breve encuesta sobre su experiencia con su paquete de ahorro de energía que recibió a través del producto de ahorro de energía de Xcel Energy en Colorado, un programa que provee productos que ahorran energía fáciles de instalar y gratuitos, incluyendo luminarias LED, cabezal de ducha de alta eficiencia, y aireadores de grifo de la cocina y baño.

Aun nos gustaría escuchar de algunos clientes para alcanzar nuestra meta de 70 encuestas completadas. ¿Podría ser usted una de las personas que nos lleve a esa meta? Su opinión es muy importante para ayudar a Xcel Energy a mejorar sus servicios para clientes como usted.

En apreciación por su valioso tiempo, le estamos ofreciendo una tarjeta de regalo de Tango valorada en \$25 a clientes que califiquen y completen esta encuesta en línea de 15 minutos. Esta tarjeta de regalo digital puede ser redimida en una variedad de tiendas, incluyendo Amazon, Apple y Target o donada a organizaciones sin fines de lucro como la Cruz Roja Americana, Girls Who Code, and Habitat for Humanity.

**[LINK TO SURVEY]**

Tenga en cuenta que cualquier información que proporcione será estrictamente confidencial y reportada solamente como información agregada para informar planificaciones de programas futuros. Si tiene preguntas sobre esta encuesta, o le gustaría completar esta encuesta por teléfono, por favor contacte a Andie Gemme de TRC, la firma de investigación nacional que lleva a cabo esta encuesta en nombre de Xcel Energy. Usted puede contactar a Nicole Thomas llamando al 206-388-0990 o enviando un correo electrónico a [nthomas@trccompanies.com](mailto:nthomas@trccompanies.com). Si usted quisiera contactar a Xcel Energy para verificar la legitimidad de este estudio, por favor contacte a Servicio al Cliente al 1-800-895-4999.

Gracias por compartir sus experiencias y por su tiempo.

Sinceramente,

Andie Gemme

## Survey Sections

- ◆ **Intro.** Introduction & Screening
- ◆ **A.** Awareness
- ◆ **B.** Barriers & Motivations to Product Participation
- ◆ **C.** Product Experience
- ◆ **D.** Benefits, Satisfaction & Feedback
- ◆ **E.** Demographics
- ◆ **Close.** Closing

### Section Intro: Introduction & Screening

**Intro:** Thank you for your interest in our survey! Xcel Energy's Colorado Energy Savings Kits product provides free and easy to install energy savings kits to customers, including LEDs, a high efficiency showerhead, and kitchen and bathroom faucet aerators. Today, we're interested in hearing from customers like you who have received a kit through this program.

This survey should take **15 minutes or less to complete**. As a thank you, we are offering a \$25 Tango gift card upon valid completion of the survey. The digital gift card can be redeemed at a variety of retailers, including Amazon, Apple, and Target, or donated to non-profit organizations such as the American Red Cross, Girls Who Code, and Habitat for Humanity. Please remember that your answers are strictly confidential and the level of information you provide is up to you.

To participate in the survey, please answer some questions to ensure that you qualify. Please click "Next" to continue.

**Intro1.** Our records indicate that in **<MONTH> <YEAR>**, you received a free energy savings kit from Xcel Energy, which included eight LED lightbulbs, one high efficiency showerhead, one kitchen faucet aerator, one bathroom faucet aerator, and one LED nightlight. Is that correct?

1. Yes, I remember receiving this kit, but did not install these products
2. Yes, I remember receiving this kit and installing some or all of these products
3. No, I did not receive this kit **[TERMINATE]**
98. Don't recall **[TERMINATE]**

**Intro2.** Do you still live in the same home that you lived in when you received your energy savings kit?

1. Yes
2. No
98. Don't recall

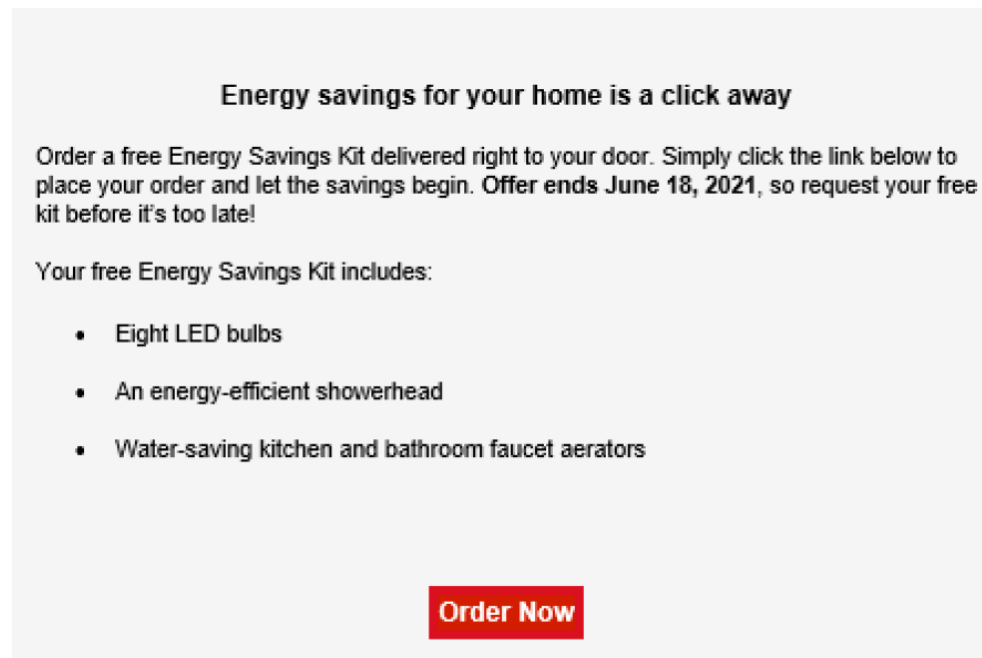
## Section A: Awareness

**A1.** How did you first hear about the Xcel Energy Energy Savings Kits offering?

1. Xcel Energy program email
2. Xcel Energy program direct mail
3. Personal connection (friends, family, neighbors)
4. In-person event, please specify: **[OPEN END]**
5. Other, please specify: **[OPEN END]**
98. Don't recall

**A2.** Select the method by which you redeemed your kit.

1. Clicking the link in the offer email received from Xcel Energy (shown below)




2. Mailing in the pre-filled offer card received via mail from Xcel Energy (shown below)

## SENDING IN YOUR REPLY CARD IS EASY!

Just fill out the form, tear it off, and put it in the mailbox. No postage payment needed and we will deliver the kit right to your home within six to eight weeks.

## ¡ENVIAR SU TARJETA DE RESPUESTAS ES FÁCIL!

Simplemente complete el formulario, sepárelo y colóquelo en el buzón de correo. No necesita pagar franqueo postal. Le enviaremos el kit directamente a su hogar dentro de 6 a 8 semanas.

Please remove before mailing. 

Name \_\_\_\_\_

Nombre \_\_\_\_\_

Street address \_\_\_\_\_

Dirección \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Ciudad \_\_\_\_\_

Estado \_\_\_\_\_

Código postal \_\_\_\_\_



Phone number \_\_\_\_\_

Número de teléfono \_\_\_\_\_



Email address \_\_\_\_\_

Dirección de correo electrónico \_\_\_\_\_

Please take a moment to tell us

what type of water heater you have: ☐ Natural gas  ☐ Electric  ☐ Unknown

Tómese un momento y díganos qué

qué tipo de calentador de agua tiene: ☐ A gas natural  ☐ Eléctrico  ☐ Lo desconoce

3. Other, please specify: **[OPEN END]**

98. Don't recall

### [ASK IF A2!=1]

**A2a.** Do you recall receiving an offer email from Xcel Energy about the Energy Savings Kit program?

1. Yes, I recall receiving the offer email

3. No, I don't remember receiving an offer email from Xcel Energy

98. Don't recall

### [ASK IF A2a=1]

**A2b.** Why did you not request a kit through Xcel Energy's program email?

1. I did not trust the email and/or link

2. I typically ignore emails I receive that appear to be marketing emails

3. I typically ignore emails I receive from Xcel Energy

- 3. Other, please specify: **[OPEN END]**
- 98. Don't recall

**A3.** What are your most preferred methods for hearing about similar opportunities from Xcel Energy? Select up to three. **[RANDOMIZE, MULTIPLE RESPONSE, LIMIT 3]**

- 1. By email
- 2. By direct mail
- 3. With utility bill (online or mail insert)
- 4. Social media
- 5. Xcel Energy website
- 6. Text message
- 7. In person opportunities such as events, or visits to a community organization
- 8. Other, please specify: **[OPEN END]**
- 98. Don't know **[EXCLUSIVE]**

**A4.** What are your least preferred methods for hearing about opportunities such as this program? Select up to three. **[RANDOMIZE, MULTIPLE RESPONSE, LIMIT 3]**

- 1. **[if A3 !=1]** By email
- 2. **[if A3 !=2]** By direct mail
- 3. **[if A3 !=3]** With utility bill (online or mail insert)
- 4. **[if A3 !=4]** Social media
- 5. **[if A3 !=5]** Xcel Energy website
- 6. **[if A3 !=6]** Text message
- 7. **[if A3 !=7]** In person opportunities such as events, or visits to a community organization
- 8. Other, please specify: **[OPEN END]**
- 98. Don't know **[EXCLUSIVE]**

## **B: Barriers & Motivations to Program Participation**

**B1.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. **[RANDOMIZE, MATRIX WITH 1 -Not at all important to 5- Very important 98-Don't know]**

- 1. Reducing water consumption
- 2. Reducing energy use
- 3. Upgrading out-of-date items

4. Replacing faulty or failed items
5. The items were provided free of any cost
6. The items were sent directly to me
7. Reducing dollar amount of water bill
8. Reducing dollar amount of energy bill
9. Reducing air pollution emissions/saving the environment
10. Information or encouragement received from Xcel Energy

**B2.** You received the below items as part of your kit. Were any items received particularly important in your decision to participate? Select all that apply. **[MULTIPLE RESPONSE]**

1. Yes, energy efficient showerhead
2. Yes, energy efficient kitchen aerator
2. Yes, energy efficient bathroom aerator
3. Yes, LED lightbulbs
4. Yes, LED nightlight
5. None of these **[EXCLUSIVE]**
98. Don't recall **[EXCLUSIVE]**

**B3.** What concerns did you have about participating in the Energy Savings Kits program, if any? Select all that apply. **[MULTIPLE RESPONSE]**

1. Understanding how to redeem the offer
2. The do-it-yourself (DIY) installation
3. The wait time for the kit
4. The compatibility of offered items with existing shower(s), lamp(s), or faucet(s)
5. The brand or model of offered items
6. Potential impacts to water quality or pressure
7. Potential impacts to light quality
8. I was worried the offer was a scam
9. Other, please specify: **[OPEN END]**
10. I did not have any concerns **[EXCLUSIVE]**
98. Don't recall **[EXCLUSIVE]**

**B4.** Did you install all items provided by the Energy Savings Kits program? As a reminder, you should have received eight LED light bulbs, one high efficiency showerhead one kitchen faucet aerator, one bathroom faucet aerator. NOTE: if you installed an item, but have since removed or uninstalled that item, please select that item below. **[MULTIPLE RESPONSE]**

1. I installed all items **[EXCLUSIVE, SKIP TO B5]**
2. Kitchen aerator
3. Bathroom showerhead
4. Bathroom faucet aerator
5. LED lightbulbs
6. LED nightlight
7. I did not install any items **[EXCLUSIVE, SKIP TO B5]**
98. Don't recall **[EXCLUSIVE, SKIP TO B5]**

**[ASK FOR EACH RESPONSE WHERE B4!=1, 7 or 98]**

**B4a.** What is the main reason you did not install the <B4 2-6>?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items
5. Other, please specify: **[OPEN END]**
98. Don't recall

**[ASK FOR B4= 7]**

**B4b.** What is the main reason you did not install the any items?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items
5. Other, please specify: **[OPEN END]**
98. Don't recall

**B5.** Did you remove or uninstall any of the Energy Savings Kits program items you installed?

1. Yes
2. No **[SKIP TO C0]**

98. Don't recall **[SKIP TO C0]**

**[ASK IF B5=1]**

**B5a.** Which items provided by the Energy Savings Kits program did you uninstall?

**[MULTIPLE RESPONSE]**

1. Kitchen aerator
2. LED lightbulbs
3. Bathroom showerhead
4. Bathroom faucet aerator
5. LED nightlight
98. Don't recall **[EXCLUSIVE]**

**[FOR EACH B5b 1-5 MARKED ABOVE]**

**B5b.** What is the main reason you decided to uninstall the **<B5a 1-5>**?

1. The items stopped working
2. Installed incorrectly
3. **[SHOW IF B5a = 1, 3, OR 4]** Did not like the water pressure
4. **[SHOW IF B5a = 2 OR 5]** Did not like the lighting quality
5. Did not observe any energy savings on utility bill
6. Other, please specify: **[OPEN END]**
98. Don't recall

**C: Implementation**

**C0.** As part of your kit you received energy education materials and tips. This informational material included energy saving tips like the below:



Installing the items in your kit means you are on your way to lower energy bills. Here are some other easy tips you can do around the house to help you save energy and money in the future.

## **USING LIGHTS**

### **Choose LEDs**

New LED lighting is more efficient and lasts longer than conventional bulbs.

### **Recycle CFLs**

Recycle your CFLs for free. They contain mercury and need to be recycled. We offer free recycling of CFL bulbs at participating locations. LED bulbs do not need to be recycled.

**C1.** How useful were the educational materials received with your kit?

1. 1- Not useful at all
2. 2
3. Neither useful or not useful
4. 4
5. 5- Very useful
6. I don't remember receiving this information
98. Don't know

**C2.** What kind of information would you prefer to receive? Please select all that apply.

### **[MULTIPLE RESPONSE]**

1. Information about energy rates (electric, gas, etc.)
2. Additional tips for conserving energy
3. Information about other Xcel Energy energy efficiency Programs and rebates
4. Information about Xcel Energy renewable energy or electric vehicle programs
5. Information about other assistance/programs I may be eligible for
6. Other, please specify: **[OPEN END]**
98. Don't know

**C3.** What other informational materials, if any, would you find helpful for saving energy in your home?

1. **[OPEN END]**

98. Don't know **[EXCLUSIVE]**

**C4.** What other items would you prefer to receive in the energy saving kit? **[MULTIPLE RESPONSE]**

1. Shower timer: A device used to time showers to help limit hot water use
2. Pipe wrap: Insulation for hot water pipes to reduce heat loss and allow for lower water temperature settings
3. Window film: A clear film applied to windows to help insulate against excessive heat or cold
4. Advanced power strip: A device that looks like a surge protector and is used to prevent "standby load", or the electricity used when a device is turned off
5. Hot water temperature card: A card used to help determine if your water heater is to a temperature higher than necessary
6. Other, please specify: **[OPEN END]**
7. The items I received were sufficient **[EXCLUSIVE]**
98. Don't know **[EXCLUSIVE]**

**C5.** How interested would you be in a custom kit where you could choose from a selection of energy efficient kit items on Xcel Energy's website? These items would still be free to customers and provided by Xcel Energy.

1. 1 – Not at all interested
2. 2
3. 3
4. 4
5. 5 – Very interested
98. Don't know

**Section D: Experience & Satisfaction**

**D1.** Please rate the ease or difficulty of the following tasks associated with the Energy Savings Kits program.

**[RANDOMIZE, MATRIX WITH 1 –“Very difficult” TO 5- “Very easy”, 98-Don't recall]**

1. Redeem the kit offer
2. Understand the installation instructions
3. Remove the existing items
4. Install the kit items

**[For any D1 < 3]**

**D2a – D2d.** Why was it not easy to <RESTORE QUESTION WORDING FROM D1, 1-4?>

1. **[OPEN END]**

98. Don't know

**D3.** Please rate your satisfaction with each of the following. **[RANDOMIZE, MATRIX 1 -5, "Very dissatisfied" to "Very satisfied" 98 = Don't know]**

1. The quality of the items you received as part of the program
2. The instructions you received on how to install items
3. The information you received on reducing bills and saving energy at home
4. The amount of time it took to install the items
5. The amount of time it took to receive the items
6. Your interactions with program staff
7. Energy and/or energy bill savings realized after installing the kit items
8. The types of items you received as part of your kit

**[ASK D3a IF any D3 < 3]**

**D3a.** Why weren't you satisfied with <RESTORE QUESTION WORDING FROM D3, 1-8>

1. **[OPEN END]**

98. Don't know

**D4.** What is the maximum shipping time you would find satisfactory?

1. **[OPEN END]**

98. Don't know

**D5.** Thinking about your experience from start to finish, how would you rate your satisfaction or dissatisfaction with the Energy Savings Kits program as a whole?

1. 1 – Very dissatisfied
2. 2
3. 3
4. 4
5. 5 – Very satisfied

98. Don't know

**[ASK IF D5 < 3]**

**D5a.** Why weren't you satisfied with your experience with the Energy Savings Kits program?

1. **[OPEN END]**

98. Don't know

**D6.** Is there any other feedback about the Energy Savings Kits program that you would like to share with us? **[OPEN END]**

**Section E: Demographics**

You are almost done with the survey! We have just a few questions to help us understand customers served by the program.

**E1.** Do you own or rent your home?

1. Own

2. Lease/rent

3. Other, please specify: **[OPEN END]**

99. Prefer not to answer

**[ASK IF E1 = 2 or 3]**

**E1a.** Do you pay your Xcel Energy utility bill, or does someone else pay the bill, such as a landlord?

1. Pay own bills

2. Other pays

98. Don't know

99. Prefer not to answer

**E2.** Which of the following best describes your home?

1. Single-family home

2. Single-family attached home, such as a duplex or townhome

3. Apartment building or condo with 2-4 units

4. Apartment building or condo with 5+ units

5. Manufactured home

6. Other, please specify: **[OPEN END]**

99. Prefer not to answer

**E3.** Which of the following best describes you and your household members? Select all that apply. **[MULTIPLE RESPONSE]**

1. White
2. Black or African American
3. Asian
4. Native Hawaiian or other Pacific Islander
5. Native American or Alaska Native
6. Hispanic or Latino/a/x
7. Another race/ethnicity not described here: **[OPEN END]**
99. Prefer not to answer **[EXCLUSIVE]**

## Closing

**CLOSE1.** That was the last question. As a thank you for your input, we'd like to send you a \$25 Tango gift card, which will be sent to your email within the next 10 business days. The digital gift card can be redeemed at a variety of retailers, including Amazon, Apple, and Target, or donated to non-profit organizations such as the American Red Cross, Girls Who Code, and Habitat for Humanity.

**CLOSE2.** We currently have the following information on file to email your Tango virtual gift card:

**<EMAIL\_ADDRESS>**

Is this the email address where you would like us to send the \$25 gift card?

1. Yes, email is correct
2. No, please send to: **[OPEN END WITH EMAIL VALIDATION]**

**CLOSE3.** You should expect to receive your virtual gift card within the next 10 business days. The gift card will be emailed directly from Tango, with a reference to "Thank you for your participation!"

If you have any questions or have not received your gift card within the next 10 business days, please contact Andie Gemme at [agemme@trccompanies.com](mailto:agemme@trccompanies.com) or by phone at (201)-508-2398 and reference the Xcel Energy Colorado Energy Savings Kits program.

**[NOTE FOR TRC: follow-up with all surveyed participants via email after survey close to confirm that all have received incentive]**

To submit your responses, please click "Submit" below.

**[END OF SURVEY]**

**CUSTOM MESSAGE:**

On behalf of Xcel Energy, thank you again for your input with this important study. For additional information about Xcel Energy's Residential products, visit [www.xcelenergy.com/programs\\_and\\_rebates](http://www.xcelenergy.com/programs_and_rebates).

## **B.3 Peer Utility Benchmarking Interview Guide**

### **Introduction**

To support the process evaluation of the 2022 Xcel Energy efficiency products, the TRC evaluation team benchmarked the Xcel Energy products against peer utilities. The objective of the benchmarking was to identify opportunities to improve the Xcel Energy products based on a comparison of peer utility programs' design, delivery, and processes. In addition, benchmarking allowed the evaluation team to understand the performance of the product in context with the performance of other utilities. To conduct the benchmarking, the evaluation team conducted secondary research on the peer utilities identified and performed in-depth interviews with program managers at the peer utilities.

This document presents the in-depth utility interview guide for Colorado Energy Savings Kits Product. Interviews were conducted with four of Xcel Energy's peer utilities detailed in Table 7 below. Target respondents were managers of low-income energy efficiency kit programs.

*Table 7: List of Peer Utilities*

Utility	Program Name	Program Type	Priority Level	Utility Type
<b>Pepco</b>	Energy Efficiency Kit Subscription	Kit Only	High	Dual Fuel
<b>DTE Energy</b>	Home Energy Efficiency Kits	Kit Only	High	Dual Fuel
<b>DC Sustainable Energy Utility</b>	Income Qualified Efficiency Kit	Kit Only	High	Dual Fuel
<b>Focus on Energy</b>	Energy-Saving Packs	Kit Only	High	Dual Fuel

Utility	Program Name	Program Type	Priority Level	Utility Type
<b>Southern Maryland Electric Cooperative (SMECO)</b>	Energy Efficiency Kits	Kit Only	Medium	Electric Only
<b>Ameren Missouri</b>	Residential Energy Efficiency Kits	Kit Only	Medium	Electric Only
<b>Minnesota Energy Resources Corporation (MERC)</b>	Low-Income Community Blitz Project	Kit Only	Medium	Gas Only
<b>CenterPoint Energy Minnesota</b>	DIY Home Efficiency	Kit Only	Medium	Gas Only
<b>Ameren Illinois</b>	RES-School Kits	Broader Program with Kits	Medium	Dual Fuel
<b>Commonwealth Edison (ComEd)</b>	Energy Education Kits Program	Broader Program with Kits	Low	Electric Only

Table 8 identifies the interview questions related to each key performance indicator of peer utility programs. This information was used to benchmark the size and relative success of other programs in the market. TRC performed secondary research ahead of conducting the peer utility interviews and only asked these questions of program administrators as confirmation of our understanding or to fill in missing information.

*Table 8: Mapping of interview questions to indicators*

Key Performance Indicator	Data Needed	Interview Question
<b>Program energy savings goals</b>	<ul style="list-style-type: none"> <li>2021 program energy savings goals (MWh)</li> <li>2021 program's savings (MWh)</li> <li>2021 total energy efficiency portfolio goal (MWh)</li> </ul>	B2, B4, B5
<b>Program budget cost of acquisition (e.g. \$/MWh, \$/Mcf)</b>	<ul style="list-style-type: none"> <li>2021 program budget</li> <li>2021 total gross energy savings for each peer program</li> </ul>	B4, B6

Key Performance Indicator	Data Needed	Interview Question
Customer Participation Levels	<ul style="list-style-type: none"> <li>Number of customers participating</li> </ul>	B1
Cost test values	<ul style="list-style-type: none"> <li>TRC or UCT values</li> </ul>	B7
Net-to-gross	<ul style="list-style-type: none"> <li>NTG ratio</li> </ul>	B3

Table 9 identifies the interview questions related to each contextual theme or research objective.

*Table 9: Mapping of interview questions to contextual themes*

Contextual themes	Data Needed	Interview Question
Program description and tracking	<ul style="list-style-type: none"> <li>Overall program objectives, both energy and non-energy related</li> <li>Program staffing, the length of program operation, any recent changes to the program, and future outlook</li> <li>Measurement and verification strategies</li> </ul>	A1, A2, A3, B5
Program performance	<ul style="list-style-type: none"> <li>Program and overall residential portfolio energy savings goals</li> <li>Challenges with achieving savings, methods for investigating discrepancies in actual compared to planned savings</li> <li>Strategies for improving program cost-effectiveness</li> </ul>	B1, B2, B3, B4, B5, B6, B7
Customer engagement	<ul style="list-style-type: none"> <li>Strategies for increasing customer engagement</li> <li>Methods used to increase customer awareness of kit offerings</li> <li>Customer outreach strategies, including partnerships with other organizations</li> <li>Process for identifying eligible participants and maintaining contact lists</li> </ul>	C1



## Recruiting Instructions

The research team sent advance emails to any program managers with available emails. This email contained an explanation of the research, as well as both an Xcel Energy and TRC contact person the utility could reach out to if they had additional questions or wanted to schedule an interview at their convenience.

Potential respondents were recruited by consultants on the research team who conducted interviews and were trained on the purpose and goals of the Colorado Energy Savings Kit Product evaluation. The research team was as flexible as possible in scheduling these interviews, including scheduling early morning or evening interviews, when possible, to accommodate busy schedules. The research team left a voicemail or receptionist message on the first attempt whenever possible, and then used discretion to determine any additional messages left on subsequent attempts. The research team strived to attempt to contact each peer utility a minimum of 4 times before giving up on that particular contact, but depending on each unique situation, the research team also attempted some contacts more times to ultimately reach the correct person.

## Introduction/Recruitment

INTRO 1 Hello, this is INTERVIEWER NAME, calling from TRC on behalf of Xcel Energy. Is CONTACT NAME available?

INTRO 2 We are working with Xcel Energy on a benchmarking and best practices study of low-income energy efficiency kit program offerings. As part of this study, we are reaching out to leaders of residential behavior and home energy reports programs to learn about innovative strategies and best practices in the field.

We would like to include UTILITY in this study, as your PROGRAM has been identified as an innovative or peer program. In your interview, we will talk about your PROGRAM design and implementation, as well as its successes and challenges. As a thank you for your time, we would be happy to share an anonymized version of our report with you once we've completed our research.

**[IF NEEDED:]** We will not be requesting any customer or participant data.

INTRO 3 Can we include your utility in the study?

a. Yes **[RECORD CONTACT INFORMATION; SETUP INTERVIEW TIME; EMAIL INTERVIEW TOPICS]**

b. No **[DISCUSS CONCERNS; ANSWER QUESTIONS; ATTEMPT TO CONVERT TO "YES"]**

## Section A: Program Description & Design

A1. First, we'd like to talk through the basic design and organization of your program. **[ASK/CONFIRM BASED ON HOLES IN BACKGROUND RESEARCH ON PROGRAM]**

Can you describe your program at a high level?

- a. What are the program's overall objectives?
- b. Is your program run by utility staff or a third-party implementer? (ex: Franklin Energy, DNVGL, Clear Result)
- c. How many PROGRAM STAFF OR IMPLEMENTER STAFF members support the program? (ex: Prog. Manager, Field Rep., others? %FTE on this program?)
- d. Have there been any recent changes to the program?
- e. What will the program be like in the near future?

A2. Next, I'd like to talk about the measures offered through your program .

**[ASK/CONFIRM BASED ON HOLES IN BACKGROUND RESEARCH. CAN ASK QUESTIONS BELOW OR ASK RESPONDENT IF OK TO FOLLOW UP VIA EMAIL]**

- a. What measures do you offer as part of your kit program? **Probe for:** gas saving measures
- b. What other measures, if any, have you offered in the past, but no longer offer? What other measures, if any, have you considered offering?

A3. What measurement and verification activities do you conduct for this program?

## **Section B: Program Performance**

Next, I'd like to talk about the participation and energy savings achieved through the PROGRAM in 2021. **[ASK/CONFIRM BASED ON HOLES IN BACKGROUND RESEARCH. CAN ASK QUESTIONS BELOW OR ASK RESPONDENT IF OK TO FOLLOW UP VIA EMAIL]**

B1. How many kits were delivered in 2021?

B2. What were the program's energy savings goals in 2021? (MWh) (Therm)?

B3. Are these goals based on gross or net savings?

- a. Did/will you apply a NTG ratio to these savings?
- b. What NTG ratio do you use?
- c. What methods are used to calculate NTG ratio?
- d. Are NTG ratios estimated at the program level, measure level, or both?

B4. How much net/gross energy savings did the program report in 2021?

B5. What was the total energy efficiency portfolio goal in 2021?

B6. We'd like to know more about the budget or total operating costs of your program to get a sense of the utility cost of energy savings. Ideally, this includes program incentives, salaries of program staff (including support staff who may not work on the project full-time), marketing, consulting, and other overhead.

a. What is the program's total operating budget?

b. If sub-programs exist, how does this break down between sub-programs?

B7. Is your program subject to cost effectiveness requirements? What type of cost effectiveness test is applied to the program?

a. If Total Resource Cost (TRC), what was the TRC in 2021?

b. If Utility Resource Cost (UTC), what was the UTC in 2021?

B8. What strategies, if any, have been used to improve the cost-effectiveness of the program?

### Section C: Program Participation

Next, I'd like to talk about program outreach and marketing. **[ASK/CONFIRM BASED ON HOLES IN BACKGROUND RESEARCH ON PROGRAM]**

C1. What steps does the utility take to engage potential program participants?

#### **Probes:**

Do you partner with other organizations (e.g., social service agencies, other utilities) to engage potential program participants? **[IF YES] probe for:** details of partnership

How do you identify eligible participants? Probe for: strategies for maintaining sufficient contact lists

What marketing practices do you use to increase customer awareness of the program?

a. What has been the most effective?

b. What has been the least effective?

## **Section D: Closing**

D1. Great! Thank you so much for your time. Those are all the questions we have for you today. Before we finish, do you have any questions for me, or anything else you would like to add?

## Appendix C: Data Collection Findings

Appendix C contains materials related to data collection findings including staff interview findings, participating customer survey results, participating customer interview results, and peer utility benchmarking results.

### C.1 Staff Interview Memo

#### Introduction

To support the 2022 process evaluation of the Xcel Energy Energy Savings Kits Product, the TRC evaluation team conducted telephone interviews with key staff managing and implementing the Xcel Energy Energy Savings Kits Product. The interview objectives were to collect staff feedback on product experiences and evaluation priorities. Members of the TRC evaluation team interviewed the following key staff managing and implementing the product:

- ◆ Current Product Manager
- ◆ Xcel Energy Team Lead
- ◆ Product Engineer
- ◆ Current Non-Profit Partner / Previous Product Manager

This memo contains our summary of the key takeaways, an overview of the Xcel Energy Energy Savings Kits Product, an inventory of the product's current strengths and barriers, and feedback from staff on evaluation priorities.

#### Key Takeaways

Below are key takeaways from staff experiences with the Energy Savings Kits Product. These key takeaways provide a summary of the evaluation context and feedback received during both the kick-off meeting and the subsequent staff interviews.

- ◆ The ease of participation from the customer's perspective is a key strength of the product. Additionally, the product is free for customers and cost-effective for Xcel Energy. The product has received positive feedback from customers related to these two key strengths.
- ◆ The product experienced challenges with engaging customers via email outreach in 2021. Product staff are interested in understanding the drivers of these low response rates and exploring additional outreach methods that might improve response rates in future years.
- ◆ Long lead times caused in part by pandemic related supply chain issues were a major challenge for the product in 2021, however lead times were a challenge prior to the COVID-19 pandemic as well. Product staff have received some negative feedback from participants related to lead times in previous years and are interested in solutions that would improve the customer experience with kit delivery.

#### Product Overview

The following section presents the evaluation team's understanding of the product based on staff interviews and review of available product documentation. It presents the product's goals

and objectives, activities implemented through the product, recent and notable changes made to the product, and resources staff rely on to implement the product.

## Goals and Objectives

The primary goal Xcel Energy staff identified for the product in 2022 is to deliver as many energy savings kits to income-qualified customers as possible to facilitate self-installation of energy savings measures. These energy savings kits include measures that customers are able to install on their own, including LED bulbs, showerheads, and aerators. The product also plans to explore opportunities to provide energy and energy efficiency education to income-qualified customers, on its own and in collaboration with other Xcel Energy departments. Table 10 presents 2021 energy savings achievements and its achievements compared to the planned goal.

*Table 10: 2021 Electric Energy Savings Kits Goals & Product Budgets*

	Budget	Net kW (% of Goal)	Net kWh (% of Goal)	Net Annual Dth (% of Goal)
<b>2021 Electric</b>	\$383,260	169 (100%)	1,869,443 (183%)	
<b>2021 Gas</b>	\$162,480			70,093 (662%)

*Note: These numbers are based on aggregated data provided to TRC in February 2022, with some modifications based on product manager feedback.*

## Product Activities

The Energy Savings Kits Product provides free energy efficiency measures for income-qualified customers. These kits include both electric and natural gas saving measures, including:

- ◆ Eight (8) LED bulbs
- ◆ One (1) 1.5 gpm High Efficiency Showerhead
- ◆ One (1) 1.5 gpm Kitchen Faucet Aerator
- ◆ One (1) 1.0 gpm Bathroom Faucet Aerator
- ◆ One (1) LED Nightlight<sup>1</sup>

The kits also include an installation manual for the measures customers receive. No other educational materials were included in the kits in 2021. The product began including bi-lingual (English and Spanish) educational flyers in the kits in 2022.

Customers that are eligible to participate include those in Xcel Energy's service territory who live in Xcel Energy's electric and/or natural gas service territory and have received Low Income Home Energy Assistance Program (LIHEAP) funding, any energy assistance funding (including county assistance and fuel fund assistance), Low-Income Energy Assistance Program (LEAP) funding, or other state assistance programs. In 2021, Energy Outreach Colorado (EOC), a

nonprofit partner of Xcel Energy, identified additional eligible customers and distributed kits through a local non-profit event. Though this was a one-off opportunity, it was well received and generated positive feedback.

To receive a kit, customers must respond to an offer they receive either through email, mail, or outreach conducted by community partners. These offers inform customers of their eligibility and provide detail on the contents of each kit, as well as energy savings that could be realized if all measures are installed. If a customer decides to receive a kit, they must respond to the offer typically within one month. Customers then receive their kit in the mail within six to eight weeks of requesting. A third party implementor, Greenlight, fulfills the kit orders.

Xcel Energy contacts customers who receive kits after receiving their kit to complete a phone survey designed to gather information on installation rates for measurement and verification purposes. While Xcel Energy has considered incentives for these surveys in the past, there is currently no incentive for completing the phone survey. Installation rates used for savings purposes are determined based on this customer feedback.

## Product Changes

Xcel Energy made the following changes to the product in 2021:

- ◆ Xcel Energy switched the vendor used to fulfill kits in the middle of 2021. As a result, marketing to eligible customers started later than anticipated, resulting in a delay in sending the kits out as well.
- ◆ The product had plans to begin offering secondary bonus kits in 2021, however because the standard kits went out later than anticipated, these bonus kits will be sent out in 2022; they have not been sent out to date. These bonus kits will be offered to customers who receive a standard kit and include LED candelabras and reflectors. If a customer elects to receive a bonus kit these will be mailed to customers, using the same process as the standard kits.

Xcel Energy is also considering the following future changes to the product:

- ◆ Offering customers the opportunity to select customized kits that include measures specific to customer type (i.e., natural gas only, electric only, or combination). This could also include allowing customers to “shop” and choose which measures they would prefer to receive through an online store format.
- ◆ Including additional measures that save water and natural gas, such as shower timers.
- ◆ Exploring opportunities to provide customers with smart educational materials in collaboration with other Xcel Energy products and non-energy efficiency services. As part of this, the product team plans to include bi-lingual (English and Spanish) educational flyers in the kits.
- ◆ Expanding the pool of eligible customers to include customers identified by the Department of Human Services that need assistance on their water bill.

## Resources

Product staff rely on the following resources to implement the product.

- ◆ Product staff use Salesforce to track aggregated customer savings.
- ◆ Xcel Energy relies on the Vendor, Greenlight, for kit distribution from email and direct mail campaigns. All ordering, shipments, and tracking are coordinated by the Vendor.

- ◆ Xcel Energy occasionally relies on non-profit partners, like Energy Outreach Colorado, to aid in kit distribution.

## Product Strengths and Challenges

During interviews, staff identified the following strengths and challenges related to implementing the Energy Savings Kits Product in 2021. Overarching strengths include factors that product staff identified as supporting the success of the product; challenges include factors that product staff identified as preventing the product from reaching its goals.

### Strengths

- ◆ The product's biggest strength is the ease with which customers can participate according to product staff. Customers only need to respond to the kit offer by filling out a pre-paid mailer included with the direct mail outreach or clicking a personalized link in the outreach email that takes them to a pre-populated form. Kits have also been handed out at non-profit events.

Providing these kits for free also makes it easy for customers to participate, while remaining a low-cost product for Xcel Energy.

Xcel Energy receives positive feedback from customers related to the ease of participation and the free kit measures.

- ◆ The measures included in the Energy Savings kits are designed to be installed by the customer so that they can start saving energy immediately upon receiving their kit and installing the measures.

### Challenges

- ◆ The Energy Savings Kits email marketing campaign did not perform well in 2021, generating only 100 responses, an order of magnitude lower than the response to email campaigns in previous years. Product staff are unclear on the cause for this lower response rate as campaigns did not change from 2020 to 2021.
- ◆ The lead time from requesting to receiving a kit is six to eight weeks. This is longer than Xcel Energy staff would prefer and has been the subject of some negative feedback from customers in calls to the customer call center. Customers are also unable to track the delivery of their kit.

Pandemic related supply chain issues and delays also contributed to long lead times in 2021.

- ◆ There are also some concerns about the assumptions used for savings estimation. Specifically, Xcel Energy staff were not sure if the existing equipment baseline assumptions and deemed split factor<sup>2</sup> for an unknown water heater were reasonable.

## Feedback on Evaluation Priorities

During our interviews, staff identified research topics they would like the evaluation to address. This section summarizes these topics. The evaluation team will consider these research topics when prioritizing portfolio-wide evaluation needs and as we are able, incorporate them into the final evaluation plan for the Energy Savings Kits product.

- ◆ Improve Customer Marketing Efforts
  - ◇ Understand drivers of the poor performance of 2021 email marketing campaigns.



- ◇ Identify customer preferences for communication, including interest in and feasibility of text message outreach.
- ◆ Improve the Customer Experience
  - ◇ Explore customer education preferences and areas of need.
  - ◇ Gain an understanding of what other measures customers would like to see offered in Energy Savings Kits in the future.
- ◆ Understand Program Best Practices
  - ◇ Understand peer utility experiences with various customer outreach methods and maintaining sufficient contact lists.
  - ◇ Explore whether and how peer utilities leverage partnerships to improve customer outreach and program effectiveness.
  - ◇ Understand peer utility measurement and verification methodologies.
- ◆ Enhance Product Effectiveness
  - ◇ Explore opportunities for the product to help address higher gas savings goals in the next 5 years.

## C.2 Participating Customer Survey Results

To support the process and impact evaluation of the 2022 Xcel Energy efficiency products, members of the TRC evaluation team conducted web surveys with participating customers. This guide presents the questions that were included on the surveys for customers that participated in the Colorado Energy Savings Kits product.

### Section A: Awareness

**A1.** How did you first hear about the Xcel Energy Energy Savings Kits offering?

Response	Frequency	% of Respondents
Xcel Energy program email	48	63.16%
Xcel Energy program direct mail	19	25.00%
Personal connection (friends, family, neighbors)	5	6.58%
In-person event, please specify: [OPEN END]	0	0.00%
Other, please specify: [OPEN END]	0	0.00%
DK	4	5.26%
<b>TOTAL</b>	<b>76</b>	<b>100.00%</b>

**A2.** Select the method by which you redeemed your kit.

Response	Frequency	% of Respondents
Clicking the link in the offer email received from Xcel Energy (shown below)	52	68.42%
Mailing in the pre-filled offer card received via mail from Xcel Energy (shown below)	12	15.79%
Other, please specify	2	2.63%
DK	10	13.16%
TOTAL	76	100.00%

**[ASK IF A2!=1]**

**A2a.** Do you recall receiving an offer email from Xcel Energy about the Energy Savings Kit program?

Response	Frequency	% of Respondents
Yes, I recall receiving the offer email	9	37.50%
No, I don't remember receiving an offer email from Xcel Energy	5	20.83%
DK	10	41.67%
TOTAL	24	100.00%

**[ASK IF A2a=1]**

**A2b.** Why did you not request a kit through Xcel Energy's program email?

Response	Frequency	% of Respondents
I did not trust the email and/or link	0	0.00%
I typically ignore emails I receive that appear to be marketing emails	6	75.00%
I typically ignore emails I receive from Xcel Energy	0	0.00%
Other, please specify: [OPEN END]	1	12.50%

DK	1	12.50%
TOTAL	8	100.00%

**A3.** What are your most preferred methods for hearing about similar opportunities from Xcel Energy? Select up to three. **[RANDOMIZE, MULTIPLE RESPONSE, LIMIT 3]**

Response	Frequency	% of Respondents
By email	54	71.05%
By direct mail	23	30.26%
With utility bill (online or mail insert)	17	22.37%
Social media	3	3.94%
Xcel Energy website	7	9.21%
Text message	20	26.36%
In person opportunities such as events, or visits to a community organization	0	0.00%
Other, please specify: [OPEN END]	0	0.00%
DK	0	0.00%

*Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses*

**A4.** What are your least preferred methods for hearing about opportunities such as this program? Select up to three. **[RANDOMIZE, MULTIPLE RESPONSE, LIMIT 3]**

Response	Frequency	% of Respondents
By email	5	6.58%
By direct mail	19	25.00%
With utility bill (online or mail insert)	5	6.58%
Social media	29	38.16%
Xcel Energy website	13	17.11%
Text message	16	21.05%

In person opportunities such as events, or visits to a community organization	19	25.00%
Other, please specify: [OPEN END]	3	3.95%
DK	5	6.58%

Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses

## B: Barriers & Motivations to Program Participation

**B1.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. [RANDOMIZE, MATRIX WITH 1 -Not at all important to 5- Very important 98-Don't recall/know]

Response	Mean Score
Reducing water consumption	4.46
Reducing energy use	4.78
Upgrading out-of-date items	4.64
Replacing faulty or failed items	4.53
The items were provided free of any cost	4.91
The items were sent directly to me	4.84
Reducing dollar amount of water bill	4.51
Reducing dollar amount of energy bill	4.88
Reducing CO2 air pollution emissions/saving the environment	4.61
Information or encouragement received from Xcel Energy	4.32
<b>TOTAL AVG</b>	<b>4.69</b>

**B1\_1.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Reducing water consumption

Response	Frequency	% of Respondents
1 – Not at all important	3	3.95%

2	2	2.63%
3	4	5.26%
4	15	19.74%
5 – Very important	52	68.42%
DK [EXCLUSIVE]	0	0.00%
TOTAL	76	100.00%

**B1\_2.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Reducing energy use

Response	Frequency	% of Respondents
1 – Not at all important	0	0.00%
2	1	1.32%
3	1	1.32%
4	12	15.79%
5 – Very important	62	81.58%
DK [EXCLUSIVE]	0	0.00%
TOTAL	76	100.00%

**B1\_3.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Upgrading out-of-date items

Response	Frequency	% of Respondents
1 – Not at all important	0	0.00%
2	1	1.32%
3	4	5.26%
4	16	21.05%
5 – Very important	54	71.05%

<b>DK [EXCLUSIVE]</b>	1	1.32%
<b>TOTAL</b>	76	100.00%

**B1\_4.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Replacing faulty or failed items

<b>Response</b>	<b>Frequency</b>	<b>% of Respondents</b>
<b>1 – Not at all important</b>	2	2.63%
<b>2</b>	4	5.26%
<b>3</b>	5	6.58%
<b>4</b>	6	7.89%
<b>5 – Very important</b>	59	77.63%
<b>DK [EXCLUSIVE]</b>	0	0.00%
<b>TOTAL</b>	76	100.00%

**B1\_5.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - The items were provided free of any cost

<b>Response</b>	<b>Frequency</b>	<b>% of Respondents</b>
<b>1 – Not at all important</b>	0	0.00%
<b>2</b>	0	0.00%
<b>3</b>	0	0.00%
<b>4</b>	7	9.21%
<b>5 – Very important</b>	69	90.79%
<b>DK [EXCLUSIVE]</b>	0	0.00%
<b>TOTAL</b>	76	100.00%

**B1\_6.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - The items were sent directly to me

Response	Frequency	% of Respondents
1 – Not at all important	0	0.00%
2	0	0.00%
3	1	1.32%
4	10	13.16%
5 – Very important	64	84.21%
DK [EXCLUSIVE]	1	1.32%
TOTAL	76	100.00%

**B1\_7.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Reducing dollar amount of water bill

Response	Frequency	% of Respondents
1 – Not at all important	5	6.58%
2	1	1.32%
3	3	3.95%
4	8	10.53%
5 – Very important	58	76.32%
DK [EXCLUSIVE]	1	1.32%
TOTAL	76	100.00%

**B1\_8.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Reducing dollar amount of energy bill

Response	Frequency	% of Respondents
1 – Not at all important	0	0.00%
2	1	1.32%
3	0	0.00%

4	6	7.89%
5 – Very important	68	89.47%
DK [EXCLUSIVE]	1	1.32%
TOTAL	76	100.00%

**B1\_9.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Reducing air pollution emissions/saving the environment

Response	Frequency	% of Respondents
1 – Not at all important	2	2.63%
2	1	1.32%
3	3	3.95%
4	12	15.79%
5 – Very important	57	75.00%
DK [EXCLUSIVE]	1	1.32%
TOTAL	76	100.00%

**B1\_10.** Please rate the importance of the following in terms of your decision to participate in the Energy Savings Kits program. - Information or encouragement received from Xcel Energy

Response	Frequency	% of Respondents
1 – Not at all important	2	2.63%
2	2	2.63%
3	8	10.53%
4	20	26.32%
5 – Very important	41	53.95%
DK [EXCLUSIVE]	3	3.95%



<b>TOTAL</b>	76	100.00%
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**B2.** You received the below items as part of your kit. Were any items received particularly important in your decision to participate? Select all that apply. **[MULTIPLE RESPONSE]**

Response	Frequency	% of Respondents
Yes, energy efficient showerhead	43	58.11%
Yes, energy efficient kitchen aerator	30	40.54%
Yes, energy efficient bathroom aerator	29	39.19%
Yes, LED lightbulbs	70	94.59%
Yes, LED nightlight	39	52.70%
None of these [EXCLUSIVE]	0	0.00%
DK	0	0.00%

*Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses*

**B3.** What concerns did you have about participating in the Energy Savings Kits program, if any? Select all that apply. **[MULTIPLE RESPONSE]**

Response	Frequency	% of Respondents
Understanding how to redeem the offer	2	2.63%
The do-it-yourself (DIY) installation	13	17.11%
The wait time for the kit	4	5.26%
The compatibility of offered items with existing shower(s), lamp(s), or faucet(s)	21	27.63%
The brand or model of offered items	0	0.00%

Potential impacts to water quality or pressure	19	25.00%
Potential impacts to light quality	11	14.47%
I was worried the offer was a scam	14	18.42%
Other, please specify: [OPEN END]	1	1.32%
I did not have any concerns [EXCLUSIVE]	28	36.84%
DK [EXCLUSIVE]	0	0.00%

*Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses*

**B4.** Did you install all items provided by the Energy Savings Kits program? As a reminder, you should have received eight LED light bulbs, one high efficiency showerhead one kitchen faucet aerator, one bathroom faucet aerator, and one LED nightlight. NOTE: if you installed an item, but have since removed or uninstalled that item, please select that item below.

**[MULTIPLE RESPONSE]**

Response	Frequency	% of Respondents
I installed all items [EXCLUSIVE, SKIP TO B5]	29	38.16%
Kitchen aerator	13	17.11%
Bathroom showerhead	16	21.05%
Bathroom faucet aerator	14	18.42%
LED lightbulbs	39	51.32%
LED nightlight	31	40.79%
I did not install any items [EXCLUSIVE, SKIP TO B4b]	1	1.32%
DK [EXCLUSIVE, SKIP TO B5]	1	1.32%

*Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses*

**[ASK FOR EACH RESPONSE WHERE B4!=1, 7 or 98]**

**B4a\_1.** What is the main reason you did not install the kitchen aerator?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items

5. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
1 – Not at all important	0	0%
2	4	13%
3	7	22%
4	7	22%
5 – Very important	10	31%
DK [EXCLUSIVE]	4	13%
TOTAL	32	100.00%

**B4a\_2.** What is the main reason you did not install the bathroom showerhead?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items
5. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
1 – Not at all important	0	0%
2	4	14%
3	9	31%
4	2	7%
5 – Very important	10	34%
DK [EXCLUSIVE]	4	14%
TOTAL	29	100.00%

**B4a\_3.** What is the main reason you did not install the bathroom faucet aerator?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items
5. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
1 – Not at all important	2	6.45%
2	4	12.90%
3	6	19.35%
4	8	25.81%
5 – Very important	8	25.81%
DK [EXCLUSIVE]	3	9.68%
TOTAL	31	100.00%

**B4a\_4.** What is the main reason you did not install the LED lightbulbs?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items
5. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
1 – Not at all important	0	0.00%
2	1	16.67%
3	0	0.00%
4	2	33.33%

<b>5 – Very important</b>	1	16.67%
<b>DK [EXCLUSIVE]</b>	2	33.33%
<b>TOTAL</b>	6	100.00%

**B4a\_5.** What is the main reason you did not install the LED nightlight?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items
5. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
<b>1 – Not at all important</b>	0	0.00%
<b>2</b>	3	21.43%
<b>3</b>	1	7.14%
<b>4</b>	1	7.14%
<b>5 – Very important</b>	3	21.43%
<b>DK [EXCLUSIVE]</b>	6	42.86%
<b>TOTAL</b>	14	100.00%

**[ASK FOR B4= 7]**

**B4b.** What is the main reason you did not install the any items?

1. Too difficult to install
2. Do not recall receiving the items and/or materials
3. Did not like the look or quality of the items
4. Preferred current items over the Xcel Energy items
5. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
Too difficult to install	0	0.00%
Do not recall receiving the items and/or materials	0	0.00%
Did not like the look or quality of the items	0	0.00%
Preferred current items over the Xcel Energy items	0	0.00%
Other, please specify:	1	100.00%
DK [EXCLUSIVE]	0	0.00%
TOTAL	1	100.00%

**B5.** Did you remove or uninstall any of the Energy Savings Kits program items you installed?

Response	Frequency	% of Respondents
Yes	8	10.53%
No [SKIP TO C0]	65	85.53%
DK [SKIP TO C0]	3	3.95%
TOTAL	76	100.00%

**[ASK IF B5=1]**

**B5a.** Which items provided by the Energy Savings Kits program did you uninstall?  
**[MULTIPLE RESPONSE]**

Response	Frequency	% of Respondents
Kitchen aerator	4	40.00%
LED lightbulbs	5	50.00%
Bathroom showerhead	7	70.00%
Bathroom faucet aerator	4	40.00%
LED nightlight	5	50.00%

DK [EXCLUSIVE]	0	0.00%
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Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses

**[FOR EACH B5b 1-5 MARKED ABOVE]**

**B5b\_1.** What is the main reason you decided to uninstall the kitchen aerator?

1. The items stopped working
2. Installed incorrectly
3. **[SHOW IF B5a = 1, 3, OR 4]** Did not like the water pressure
4. **[SHOW IF B5a = 2 OR 5]** Did not like the lighting quality
5. Did not observe any energy savings on utility bill
6. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
The items stopped working	0	0.00%
Installed incorrectly	1	25.00%
Did not like the water pressure	0	0.00%
Did not observe any energy savings on utility bill	0	0.00%
Other, please specify:	3	75.00%
DK [EXCLUSIVE]	0	0.00%
<b>TOTAL</b>	<b>4</b>	<b>100.00%</b>

**B5b\_2.** What is the main reason you decided to uninstall the LED lightbulbs?

1. The items stopped working
2. Installed incorrectly
3. **[SHOW IF B5a = 1, 3, OR 4]** Did not like the water pressure
4. **[SHOW IF B5a = 2 OR 5]** Did not like the lighting quality
5. Did not observe any energy savings on utility bill
6. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
The items stopped working	0	0.00%
Installed incorrectly	0	0.00%
Did not like the water pressure	2	40.00%
Did not observe any energy savings on utility bill	0	0.00%
Other, please specify:	3	60.00%
DK [EXCLUSIVE]	0	0.00%
<b>TOTAL</b>	<b>5</b>	<b>100.00%</b>

**B5b\_3.** What is the main reason you decided to uninstall the bathroom showerhead?

1. The items stopped working
2. Installed incorrectly
3. **[SHOW IF B5a = 1, 3, OR 4]** Did not like the water pressure
4. **[SHOW IF B5a = 2 OR 5]** Did not like the lighting quality
5. Did not observe any energy savings on utility bill
6. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
The items stopped working	0	0.00%
Installed incorrectly	0	0.00%
Did not like the water pressure	5	71.43%
Did not observe any energy savings on utility bill	0	0.00%
Other, please specify:	2	28.57%
DK [EXCLUSIVE]	0	0.00%
<b>TOTAL</b>	<b>7</b>	<b>100.00%</b>



**B5b\_4.** What is the main reason you decided to uninstall the kitchen aerator?

1. The items stopped working
2. Installed incorrectly
3. **[SHOW IF B5a = 1, 3, OR 4]** Did not like the water pressure
4. **[SHOW IF B5a = 2 OR 5]** Did not like the lighting quality
5. Did not observe any energy savings on utility bill
6. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
The items stopped working	0	0.00%
Installed incorrectly	0	0.00%
Did not like the water pressure	3	75.00%
Did not observe any energy savings on utility bill	0	0.00%
Other, please specify:	1	25.00%
DK [EXCLUSIVE]	0	0.00%
TOTAL	4	100.00%

**B5b\_5.** What is the main reason you decided to uninstall the kitchen aerator?

1. The items stopped working
2. Installed incorrectly
3. **[SHOW IF B5a = 1, 3, OR 4]** Did not like the water pressure
4. **[SHOW IF B5a = 2 OR 5]** Did not like the lighting quality
5. Did not observe any energy savings on utility bill
6. Other, please specify: **[OPEN END]**
98. Don't recall

Response	Frequency	% of Respondents
The items stopped working	0	0.00%

Installed incorrectly	0	0.00%
Did not like the water pressure	2	40.00%
Did not observe any energy savings on utility bill	0	0.00%
Other, please specify:	2	40.00%
DK [EXCLUSIVE]	1	20.00%
<b>TOTAL</b>	<b>5</b>	<b>100.00%</b>

## C: Implementation

**C0.** As part of your kit you received energy education materials and tips. This informational material included energy saving tips like the below:

Installing the items in your kit means you are on your way to lower energy bills. Here are some other easy tips you can do around the house to help you save energy and money in the future.

### USING LIGHTS

#### Choose LEDs

New LED lighting is more efficient and lasts longer than conventional bulbs.

#### Recycle CFLs

Recycle your CFLs for free. They contain mercury and need to be recycled. We offer free recycling of CFL bulbs at participating locations. LED bulbs do not need to be recycled.

**C1.** How useful were the educational materials received with your kit?

Response	Frequency	% of Respondents
1- Not useful at all	1	1.32%
2	1	1.32%

Neither useful or not useful	7	9.21%
4	12	15.79%
5- Very useful	47	61.84%
DK	8	10.52%
<b>TOTAL</b>	<b>76</b>	<b>100.00%</b>

**C2.** What kind of information would you prefer to receive? Please select all that apply.  
[MULTIPLE RESPONSE]

Response	Frequency	% of Respondents
Information about energy rates (electric, gas, etc.)	36	47.37%
Additional tips for conserving energy	47	61.84%
Information about other Xcel Energy energy efficiency programs and rebates	53	69.74%
Information about Xcel Energy renewable energy or electric vehicle programs	18	23.68%
Information about other assistance/programs I may be eligible for	60	78.95%
Other, please specify: [OPEN END]	0	0.00%
DK	4	5.26%

*Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses*

**C3.** What other informational materials, if any, would you find helpful for saving energy in your home?

1. [OPEN END]

98. Don't know [EXCLUSIVE]

#### Verbatim Response

None

Yes, I'd like to save energy.

Don't know what out there

Any tips on saving money

Heat pumps

A digital thermostat at no cost

Direct mail works well

None

Short and sweet! Not too much to read or consider. Include global ramifications and benefits to appeal to larger demographics.

Information on Swamp Coolers, Solar Systems, Battery Back-Up's for Solar Systems, Solar Generators

Coupons

It seems that my electric bill is high though I am contentious regarding the use of it within my house. In fact I have always been marked as a lower than average user. What would need to be changed to lower my bill?

Loved the kit. It was very helpful.

N/a

Electric car

All and any helpful energy savings

Energy efficient appliances

Weatherization program

If I need to unplug cell phones & large appliances to save money and energy

If there is anyway to get central air/ac at a lower cost in homes where some people cannot afford to purchase.

Anything

Information about proper insulation in a crawlspace.

Idk what is available out there. But I would have to say that ANYTHING that I can do to try to save money is something I am more than willing to try for a while anyways. Especially freebies!!

**C4.** What other items would you prefer to receive in the energy savings kit? Select all that apply. **[MULTIPLE RESPONSE]**

Response	Frequency	% of Respondents
Shower timer: A device used to time showers to help limit hot water use	39	52.70%
Pipe wrap: Insulation for hot water pipes to reduce heat loss and allow for lower water temperature settings	36	48.65%

<b>Window film: A clear film applied to windows to help insulate against excessive heat or cold</b>	58	78.38%
<b>Advanced power strip: A device that looks like a surge protector and is used to prevent “standby load”, or the electricity used when a device is turned off</b>	66	89.19%
<b>Hot water temperature card: A card used to help determine if your water heater is to a temperature higher than necessary</b>	40	54.05%
<b>Other, please specify: [OPEN END]</b>	1	1.35%
<b>The items I received were sufficient [EXCLUSIVE]</b>	0	0.00%
<b>DK [EXCLUSIVE]</b>	4	5.41%

*Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses*

**C5.** How interested would you be in a custom kit where you could choose from a selection of energy efficient kit items on Xcel Energy’s website? These items would still be free to customers and provided by Xcel Energy.

<b>Response</b>	<b>Frequency</b>	<b>% of Respondents</b>
<b>1- Not useful at all</b>	0	0.00%
<b>2</b>	0	0.00%
<b>Neither useful or not useful</b>	1	1.32%
<b>4</b>	4	5.26%
<b>5- Very useful</b>	69	90.79%
<b>DK</b>	2	2.63%
<b>TOTAL</b>	76	100.00%

## **Section D: Experience & Satisfaction**

**D1.** Please rate the ease or difficulty of the following tasks associated with the Energy Savings Kits program.

**[RANDOMIZE, MATRIX WITH 1 –“Very easy” TO 5- “Very difficult”, 98-Don’t recall]**

Response	Mean Score
Redeeming the kit offer	4.74
Understanding the installation instructions	4.65
Removing the existing items	4.42
Installing the kit items	4.49
<b>TOTAL AVG</b>	<b>4.58</b>

**D1\_1.** Please rate the ease or difficulty of the following tasks associated with the Energy Savings Kits program. - Reedeming the kit offer

Response	Frequency	% of Respondents
1- Very difficult	0	0.00%
2	0	0.00%
3	3	3.95%
4	13	17.11%
5- Very easy	57	75.00%
DK	3	3.95%
<b>TOTAL</b>	<b>76</b>	<b>100.00%</b>

**D1\_2.** Please rate the ease or difficulty of the following tasks associated with the Energy Savings Kits program. - Reedeming the kit offer

Response	Frequency	% of Respondents
1- Very difficult	1	1.32%
2	0	0.00%
3	6	7.89%
4	10	13.16%
5- Very easy	57	75.00%
DK	2	2.63%

<b>TOTAL</b>	76	100.00%
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**D1\_3.** Please rate the ease or difficulty of the following tasks associated with the Energy Savings Kits program. - Reedeming the kit offer

<b>Response</b>	<b>Frequency</b>	<b>% of Respondents</b>
<b>1- Very difficult</b>	2	2.63%
<b>2</b>	1	1.32%
<b>3</b>	9	11.84%
<b>4</b>	14	18.42%
<b>5- Very easy</b>	48	63.16%
<b>DK</b>	2	2.63%
<b>TOTAL</b>	76	100.00%

**D1\_4.** Please rate the ease or difficulty of the following tasks associated with the Energy Savings Kits program. - Reedeming the kit offer

<b>Response</b>	<b>Frequency</b>	<b>% of Respondents</b>
<b>1- Very difficult</b>	1	1.32%
<b>2</b>	0	0.00%
<b>3</b>	11	14.47%
<b>4</b>	13	17.11%
<b>5- Very easy</b>	51	67.11%
<b>DK</b>	0	0.00%
<b>TOTAL</b>	76	100.00%

**[For any D1 < 3]**

**D2a – D2d.** Why was it not easy to <RESTORE QUESTION WORDING FROM D1, 1-4?>

1. **[OPEN END]**

98. Don't know

**D2a.** Why was it not easy to redeem the kit offer?

Response	Frequency	% of Respondents
Please specify:	0	0.00%
Don't know	0	0.00%
TOTAL	0	0.00%

**D2b.** Why was it not easy to understand the installation instructions?

Response	Frequency	% of Respondents
Please specify:	0	0.00%
Don't know	1	100.00%
TOTAL	1	100.00%

**D2c.** Why was it not easy to remove the existing items?

Response	Frequency	% of Respondents
Please specify:	2	67.67%
Don't know	1	33.33%
TOTAL	3	100.00%

**D2d.** Why was it not easy to install the kit items?

Response	Frequency	% of Respondents
Please specify:	1	100.00%
Don't know	0	0.00%
TOTAL	1	100.00%

**D3.** Please rate your satisfaction with each of the following. [RANDOMIZE, MATRIX 1 -5, "Very dissatisfied" to "Very satisfied" 98 = Don't know]

Response	Mean Score
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The quality of the items you received as part of the program	4.63
The instructions you received on how to install items	4.58
The information you received on reducing bills and saving energy at home	4.49
The amount of time it took to install the items	4.51
The amount of time it took to receive the items	4.55
Your interactions with program staff	4.55
Energy and/or energy bill savings realized after installing the kit items	4.06
The types of items you received as part of your kit	4.53
<b>TOTAL AVG</b>	<b>4.49</b>

**D3\_1.** Please rate your satisfaction with each of the following. - The quality of the items you received as part of the program

Response	Frequency	% of Respondents
1- Very dissatisfied	1	1.32%
2	2	2.63%
3	1	1.32%
4	15	19.74%
5- Very satisfied	54	71.05%
DK	3	3.95%
<b>TOTAL</b>	<b>76</b>	<b>100.00%</b>

**D3\_2.** Please rate your satisfaction with each of the following. - The instructions you received on how to install items

Response	Frequency	% of Respondents
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<b>1- Very dissatisfied</b>	0	0.00%
<b>2</b>	2	2.63%
<b>3</b>	4	5.26%
<b>4</b>	16	21.05%
<b>5- Very satisfied</b>	50	65.79%
<b>DK</b>	4	5.26%
<b>TOTAL</b>	76	100.00%

**D3\_3.** Please rate your satisfaction with each of the following. - The information you received on reducing bills and saving energy at home

Response	Frequency	% of Respondents
<b>1- Very dissatisfied</b>	0	0.00%
<b>2</b>	3	3.95%
<b>3</b>	3	3.95%
<b>4</b>	22	28.95%
<b>5- Very satisfied</b>	45	59.21%
<b>DK</b>	3	3.95%
<b>TOTAL</b>	76	100.00%

**D3\_4.** Please rate your satisfaction with each of the following. - The amount of time it took to install the items

Response	Frequency	% of Respondents
<b>1- Very dissatisfied</b>	1	1.32%
<b>2</b>	0	0.00%
<b>3</b>	6	7.89%
<b>4</b>	19	25.00%
<b>5- Very satisfied</b>	46	60.53%

<b>DK</b>	4	5.26%
<b>TOTAL</b>	76	100.00%

**D3\_5.** Please rate your satisfaction with each of the following. - The amount of time it took to receive the items

<b>Response</b>	<b>Frequency</b>	<b>% of Respondents</b>
<b>1- Very dissatisfied</b>	0	0.00%
<b>2</b>	0	0.00%
<b>3</b>	9	11.84%
<b>4</b>	15	19.74%
<b>5- Very satisfied</b>	50	65.79%
<b>DK</b>	2	2.63%
<b>TOTAL</b>	76	100.00%

**D3\_6.** Please rate your satisfaction with each of the following. - Your interactions with program staff

<b>Response</b>	<b>Frequency</b>	<b>% of Respondents</b>
<b>1- Very dissatisfied</b>	1	1.32%
<b>2</b>	0	0.00%
<b>3</b>	7	9.21%
<b>4</b>	9	11.84%
<b>5- Very satisfied</b>	43	56.58%
<b>DK</b>	16	21.05%
<b>TOTAL</b>	76	100.00%

**D3\_7.** Please rate your satisfaction with each of the following. - Energy and/or energy bill savings realized after installing the kit items

Response	Frequency	% of Respondents
1- Very dissatisfied	3	3.95%
2	4	5.26%
3	9	11.84%
4	20	26.32%
5- Very satisfied	30	39.47%
DK	10	13.16%
TOTAL	76	100.00%

**D3\_8.** Please rate your satisfaction with each of the following. - The types of items you received as part of your kit

Response	Frequency	% of Respondents
1- Very dissatisfied	0	0.00%
2	1	1.32%
3	10	13.16%
4	12	15.79%
5- Very satisfied	52	68.42%
DK	1	1.32%
TOTAL	76	100.00%

**[ASK D3a IF any D3 < 3]**

**D3a.** Why weren't you satisfied with <RESTORE QUESTION WORDING FROM D3, 1-8>

1. **[OPEN END]**

98. Don't know

\_\_\_\_\_ Verbatim Response \_\_\_\_\_

Led light too dim

They are cheaply made with cheap plastics that break easily. The lightbulbs are no where near what a person needs to be able to see especially at night without damaging their eyes from the poor lighting. Just terrible, the whole package. I quickly replaced everything from the Xcel Energy Package with what was already there prior.

Need more information

I wish it had even more information

Information for normal household not seniors with limited ability to do tasks to save energy

**D3a\_1.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
Please specify:	2	66.67%
Don't know	1	33.33%
TOTAL	3	100.00%

**D3a\_2.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
Please specify:	0	0.00%
Don't know	2	100.00%
TOTAL	3	100.00%

**D3a\_3.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
Please specify:	3	100.00%
Don't know	0	0.00%
TOTAL	3	100.00%

**D3a\_4.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
<b>Please specify:</b>	1	100.00%
<b>Don't know</b>	0	0.00%
<b>TOTAL</b>	1	100.00%

**D3a\_5.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
<b>Please specify:</b>	0	0.00%
<b>Don't know</b>	0	0.00%
<b>TOTAL</b>	0	100.00%

**D3a\_6.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
<b>Please specify:</b>	1	100.00%
<b>Don't know</b>	0	0.00%
<b>TOTAL</b>	1	100.00%

**D3a\_7.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
<b>Please specify:</b>	5	71.43%
<b>Don't know</b>	2	28.57%
<b>TOTAL</b>	7	100.00%

**D3a\_8.** Why weren't you satisfied with the quality of the items you received as part of the program? -

Response	Frequency	% of Respondents
Please specify:	1	100.00%
Don't know	0	0.00%
<b>TOTAL</b>	<b>1</b>	<b>100.00%</b>

**D4.** What is the maximum shipping time you would find satisfactory?

1. [OPEN END]

98. Don't know

Verbatim Response

One week

2 weeks

With in 30 days

7 days or less

1 week

2 semanas

3 weeks

5 days

I a flexible on time.

A week

3 - 5 days

7 days

4 days

3-5 days

1 week

2 weeks

A week

2 weeks

1 or 2months

7 to 10 days

A week or 2 is fine. It's not a rush or emergency.

2 weeks

2 to 3 weeks

within a couple of days

Well hard to say due to me being in the mountains of Colorado its takes a lot longer i think so maybe to people in area like us a bit more of a fast shipping on those areas.

3 days

1-3 days

less than a week

2 weeks

1 week

1 or 2 weeks.

2 weeks

2 weeks

5 days

Any time

A few days

2-4 weeks

7 days

4 weeks

One week

1-2 weeks

2 to 3 week

A few days

5 to 7 days

2 days

1-2 weeks

However long it takes is fine, to be honest. Not that big of a deal. You're giving us free stuff, who can complain?

2-3 weeks

4 weeks or less

7 days

1 week



Shipping time is unimportant. A couple of months would be OK. After that, I would probably have forgotten about it.

7-10 days

**D5.** Thinking about your experience from start to finish, how would you rate your satisfaction or dissatisfaction with the Energy Savings Kits program as a whole?

- 1. 1 – Very dissatisfied
- 2. 2
- 3. 3
- 4. 4
- 5. 5 – Very satisfied
- 98. Don't know

---

Verbatim Response

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They are cheaply made with cheap plastics that break easily. The lightbulbs are no where near what a person needs to be able to see especially at night without damaging their eyes from the poor lighting. Just terrible, the whole package. I quickly replaced everything from the Xcel Energy Package with what was already there prior. The whole package is a wonderful concept but horribly executed. I understand I have to reduce to save money...but I would rather pay what I am already paying in exchange for lightbulbs that actually light up a room so I can read without getting a headache. Or take a shower in more than a pathetic drizzle. I'm not looking to make my life harder here. There are only so many hours in a day. I don't want to have to double the time it takes me to wash anything, double the time it takes me to read instructions and put the dresser together. My time is worth more to me than saving idk maybe \$10-\$15. Even if it saved me \$50 a month I would still have to say thanks but no thanks.

**[ASK IF D5 < 3]**

**D5a.** Why weren't you satisfied with your experience with the Energy Savings Kits program?

- 1. **[OPEN END]**
- 98. Don't know

Response	Frequency	% of Respondents
<b>Please specify:</b>	1	100.00%
<b>Don't know</b>	0	0.00%
<b>TOTAL</b>	1	100.00%

**D6.** Is there any other feedback about the Energy Savings Kits program that you would like to share with us? **[OPEN END]**

---

Verbatim Response

---

These kits come in handy especially to low income families. Very appreciative of Xcel for doing this!

No

Todo muy bien

No

No I am satisfied with the kit.

Solamente decir gracias por la ayuda para ahorrar más energía y por los artículos.

No

Solo darle las gracias por todo

I'd like other kits when possible.

I liked all items thank you

No thanks for the opportunity

Providing rebates for heat pumps and bigger items to reduce usage and cost

Keep up the good work!

No not really- thanks again for the kit.

It hasn't really saved me any money

No

Thanks for making it available to all who can use it!

Not at this time

I think that this is a good program

the customer service representative was very courteous and professional. As for the kit itself, the bulbs are very bright and I think they're cost-effective to some degree.

no

It's a great program

Not at this time.

n/a

I couldn't use some of them.

Power strip that turns off would be helpful

I appreciate the energy savings kit. Thank you

No thanks

If I can receive kitchen tap in this energy saving kit. Thanks  
not at this time

Me a sido muy útil gracias por ayudarnos a ahorrar

None

Additional items

I would like to get them more often

No

N/a

Thank you

a plus

It is a bummer that the faucet things didn't fit. They looked cool, I liked how they swiveled.  
Donated them to Goodwill.

Great programs Xcel offers especially for those on a tight budget

I loved it

After I passed the question about items for future kits, I thought of an additional item for future kits. I would like a small valve that would make it possible to turn off my showerhead while I soap up, etc., without having to turn off the shower, turn it back on, and readjust the temperature. There is considerable loss of warm water in this process, and considerable savings to be had by turning the water off for part of the bathing process. The showerhead I have is a shower wand, attached to the pipe with a hose. I have seen such an item, but I think they can only be used on fixed showerheads, and not on wands with hoses.

No

## Section E: Demographics

You are almost done with the survey! We have just a few questions to help us understand customers served by the program.

**E1.** Do you own or rent your home?

Response	Frequency	% of Respondents
Own	34	44.73%
Lease/rent	40	52.63%
Other, please specify:	1	1.32%
REF	1	1.32%
<b>TOTAL</b>	<b>76</b>	<b>100%</b>

**[ASK E1a IF E1 = 2 or 3]**

**E1a.** Do you pay your Xcel Energy utility bill, or does someone else pay the bill, such as a landlord?

Response	Frequency	% of Respondents
Pay own bills	40	97.56%
Landlord or other party pays	1	2.44%
Don't know	0	0.00%
REF	0	0.00%
TOTAL	41	100%

**E2.** Which of the following best describes your home?

Response	Frequency	% of Respondents
Single-family home	35	46.05%
Single-family attached home, such as a duplex or townhome	12	15.79%
Apartment building or condo with 2-4 units	5	6.58%
Apartment building or condo with 5+ units	17	22.37%
Manufactured home	6	7.89%
Other, please specify: [OPEN END]	0	0.00%
REF	1	1.32%
TOTAL	76	100%

**E3.** Which of the following best describes you and your household members? Select all that apply. **[MULTIPLE RESPONSE]**

Response	Frequency	% of Respondents
White	43	57.33%

<b>Black or African American</b>	10	13.33%
<b>Asian</b>	2	2.67%
<b>Native Hawaiian or other Pacific Islander</b>	0	0.00%
<b>Native American or Alaska Native</b>	2	2.67%
<b>Hispanic or Latino/a/x</b>	17	22.67%
<b>Another race/ethnicity not described here: [OPEN END]</b>	0	0.00%
<b>REF [EXCLUSIVE]</b>	9	12.00%

*Sums of multiple-choice questions total higher than 100% since respondents were able to select multiple responses*

## C.3 Peer Utility Benchmarking Interview Results

### Introduction

As part of the TRC evaluation of the Xcel Energy Energy Savings Kits Product in 2022, TRC conducted secondary research and in-depth interviews with key staff at peer utilities that offer residential or low income energy savings kits programs. The objective of the peer utility benchmarking research was to understand how peer utilities approach key issues related to implementing energy savings kits programs. The evaluation team's findings were informed by interviews with key informants (e.g., program managers) at four utilities (shown in this memo as Utilities A-D). These utilities were selected because they have comparable territories and/or programs to the Xcel Energy Energy Savings Kits Product. This enables the evaluation team to perform an “apples-to-apples” comparison, and to evaluate the set of circumstances (such as regulation, retail channels, demographics) that impact program plans at peer utilities.

Research objectives of the peer utility research were to:

- ◆ Product Awareness & Experiences: Explore structure, design, and delivery of peer utility programs.
- ◆ Understand peer utility experiences with various customer outreach methods and maintaining sufficient contact lists.
- ◆ Understand peer utility measurement and verification methodologies.
- ◆ Product Effectiveness: Explore how peer utilities are achieving gas savings in order to ascertain what opportunities may exist for the product to help address higher gas savings goals in the next 5 years.
- ◆ Explore whether and how peer utilities leverage partnerships to improve customer outreach and program effectiveness.

The remainder of this memo presents detailed results based on each research objective.

## Background Information

We asked interviewees about the structures of their programs, including the measures offered to customers. Summary findings can be found in the bullets below and in Table 1.

- ◆ Two of the four peer utilities (Utility B and Utility D) use an implementor to run their programs. Another peer utility (Utility A) has an internal project manager that dedicates 25% of their time to running their program.
- ◆ Utilities varied in terms of delivery method for product distribution. Methods include ordering through an online store or website (Utility A and Utility B), unsolicited mail delivery to residential customers' homes (Utility C), handing out kits during in-person events (Utility B), delivery to property managers for distribution (Utility B), and teaming up with a third party to hand out their product at an event booth or door-to-door (Utility D).
- ◆ Utility B used to have a different delivery method for their Farmhouse kits; this kit type will be discussed in more detail in a later section. Originally a utility representative would go out to large agricultural sites to deliver packs if they saw a farmhouse on site. This method resulted in low distribution numbers and was abandoned.
- ◆ Utility C is currently in the pilot phase of their program. The pilot launched with the goal of exploring whether a subscription to a series of energy efficiency kits, fulfilled quarterly, is more effective than a standard kit program where all customers receive a one-time shipment of the same products. It will also test the effectiveness between a cohort of customers that receive the kits unsolicited and a cohort of customers that opt into the program through an online portal and associated marketing campaign. All residential customers are eligible for participation. Currently Utility C offers a free kit containing LED lightbulb kits, which are distributed through their community partners' network channels including food banks. They do not capture any customer information or set participation goals since the kits piggyback off other assistance programs (such as a food bank) and are distributed during community events. Due to the nature of work of their community partners, recipients of the kits can be classified as limited income.

The table below shows summary findings of each utility, broken down by savings, budget, and participants. Utility C was not able to provide the same amount of information as the other peer utilities, because their program is still in the pilot phase.

*Table 11: Summary of Findings by Utility*

	Utility A	Utility B	Utility C	Utility D
<b>Program Savings Goals</b>	41,285 Dth	18,344,096 kWh; 81,668 kWh	Not provided	13,50 Dth
<b>Program Savings</b>	38,633 Dth	Not provided	Not provided	1,356 Dth
<b>Program Budget</b>	\$650,000	\$2,797,582	\$443,192	\$49,170
<b>Participation</b>	11,486	Not included	200 to date (LED lightbulbs)	330

<b>Eligibility</b>	Low-income residential customers	All single-family & multi-family customers	All residential customers	Manufactured home park residents
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## Marketing and Outreach Methods

The peer utilities we spoke to market through a variety of channels that include electronic mail, physical mail, and in-person communication.

- ◆ All four peer utilities conduct outreach through email campaigns. One peer utility (Utility C) only uses email campaigns. Two peer utilities (Utility B and Utility D) use email campaigns and market the program through newsletters. One peer utility (Utility A) uses a range of tactics that include: bill insets, traditional newspaper ads, social marketing, email campaigns, partnerships with water utilities who include bill inserts about the program, value packs, and encouraging social services agencies to tell clients about the program (not a formal partnership).
- ◆ Utility D's kit program is offered to manufactured home park residents. Kits are distributed through community blitz events in partnership with electric utility companies and other organizations. Large mobile home parks will receive an educational workshop to discuss energy efficiency for their homes, training on how to install items, and information on other energy efficient opportunities. Smaller communities receive door-to-door distribution or sign-up for kits through the property manager.

## Monitoring and Verification

This section outlines activities peer utilities conduct to verify that participants are income-qualified where programs serve low income customers, and to verify that kit measures are installed. Interviewed peer utilities varied in these verification processes.

- ◆ Utility A allows customers to provide documentation showing pre-qualification for weatherization assistance programs or other documentation for participation in a project-based program to qualify for the low-income kit offering.
- ◆ Utility C conducts participant surveys every few years to verify measure installation; this interviewee noted that the program accepts that a small number of participants may not be qualified. In 2021, the program completed 1,381 surveys for the Packs offering. No surveys were completed for the farmhouse kits.

## Kit Measures

This section outlines the measures included in peer utilities' programs and educational materials they offer their participants. All measures included in peer utilities' programs are listed in Table 12 below.

*Table 12: Peer Utilities' Product Measures*

	Utility A	Utility B	Utility C <sup>a</sup>	Utility D
<b>Advanced Power Strip</b>		X	X	

<b>Faucet Aerator</b>	X	X	X	X
<b>LED Bulb</b>		X	X	
<b>Pipe Wrap</b>	X	X	X	X
<b>Showerhead</b>	X	X	X	X
<b>Temperature Card</b>	X			X
<b>Temperature Setback</b>				X
<b>Window Film</b>	X			X

<sup>a</sup> Pilot program, so measures are estimations of what they will include in the final product

- ◆ Utility A provides energy efficient measures to residential customers through bundled offerings based on the customer's home layout. Additionally, it offers SMART thermostat rebates. SMART thermostats can be purchased through their Home Efficiency Program where the \$50 rebate is sent to customers after purchase or if purchased through their DIY program customers receive an instant rebate that is sent to their vendor.
- ◆ Customers can upgrade their showerhead for a small fee (under \$7). Utility B provides two types of pack offerings to customers: Farmhouse kits and Regular Pack offerings. The Farmhouse kits are offered exclusively to agricultural customers and include LED light bulbs, high-efficiency showerhead and aerators, pipe insulation, weather-stripping and LED nightlights. Agricultural customers are eligible to participate in both types of packs. Regular Pack offerings are grouped by location of use within the home. Customers can choose from these five options:
  - ◆ Standard packs: LEDs, water-saving devices, other energy-savings items (such as pipe wrap)
  - ◆ Bathroom bundle: eight globe LEDs, one handheld showerhead, one bathroom faucet aerator, one LED nightlight
  - ◆ Efficient Kitchen bundle: ten reflector LEDs, one kitchen faucet aerator, one DHW temperature card, one 15-foot roll pipe wrap
  - ◆ All-in-one Savings bundle: four standard LEDs, two standard LEDs (75W), two standard LEDs (100 W), one handheld showerhead, two bathroom faucet aerators, one kitchen faucet aerator
- ◆ Two peer utilities provide education materials as part of their kits. One peer utility (Utility B) offers two installation videos on YouTube, includes flyers about other energy efficiency programs, and includes instruction manuals for some measures. The second peer utility (Utility D) also have installation videos on YouTube for each measure, distributes brochures containing energy savings tips for mobile homes and easy weatherization actions customer can update themselves, and application forms and phone numbers for other energy-related programs.



## Energy Savings Kits Evaluation

### 2022 Program Evaluation: Recommendations and Responses

The Xcel Energy Savings product in Colorado the Energy Savings Kit product provides bundled home energy efficiency measures for income-qualified customers. The kits offer electricity and natural gas saving measures and customer education materials to help lower customer bills and improve the comfort and safety of their dwellings.

Xcel Energy (“the Company”) engaged a team of researchers led by TRC to conduct a process and impact evaluation of the Energy Savings product. The evaluation team was asked to assess the following:

- Collect feedback on product experiences, including customer education preferences around energy efficiency.
- Assess product awareness and marketing, including understanding how customers first became aware of the product, and how they prefer to receive information.
- Identify barriers to participation in the product, particularly by investigating which kit measures customers installed, and understanding potential concerns customers had about the product prior to participation.
- Explore ways to enhance product effectiveness. In doing so, we explored the following topics:
  - Understand what opportunities may exist to help the product achieve higher gas savings.
  - Research peer utility programs’ experience with customer outreach methods.

Based on the results of this research, the evaluation team developed key findings and recommendations for Xcel Energy.

Recommendation	Response
1) Re-evaluate the communication of expected bill savings on participants’ energy bills that could result from product participation.	The company agrees to review how energy and bills savings are communicated to customers.
2) Provide additional opportunities for customers to request Energy Savings Kits.	The company agrees to explore additional distribution opportunities. The company will continue to leverage EOC partnership in the distribution of additional community kits to various non-profit organizations. In addition, through other events in the service territory.
3) Analyze the feasibility of providing customizable kit options and implement if it is feasible	The company agrees to explore the possibility of customizable kits through its vendor.
4) Analyze the impacts of adding additional measures to the Energy Savings Kits Product.	The company agrees to review the current measure mix and determine if additional measures would create benefit for its customers.
5) Reframe information provided on other assistance programs to highlight the advisory role of partner organizations such as Energy Outreach Colorado.	The company agrees to review its communication materials and work in partnership with Energy Outreach Colorado and other internal departments to make sure additional programs such as TOU are being included in communications.