



COLORADO WINDSOURCE SURVEY

October 4, 2021

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Colorado PUC E-Filings System





HOW INTERESTED ARE COLORADO WINDSOURCE® CUSTOMERS IN TRANSITIONING TO RENEWABLE CONNECT®?

Launch survey	September 22, 2021
Close survey	October 4, 2021
Number of emails sent	54,400
Number of completes	4,953
Response rate	9.3%
Incentive	No

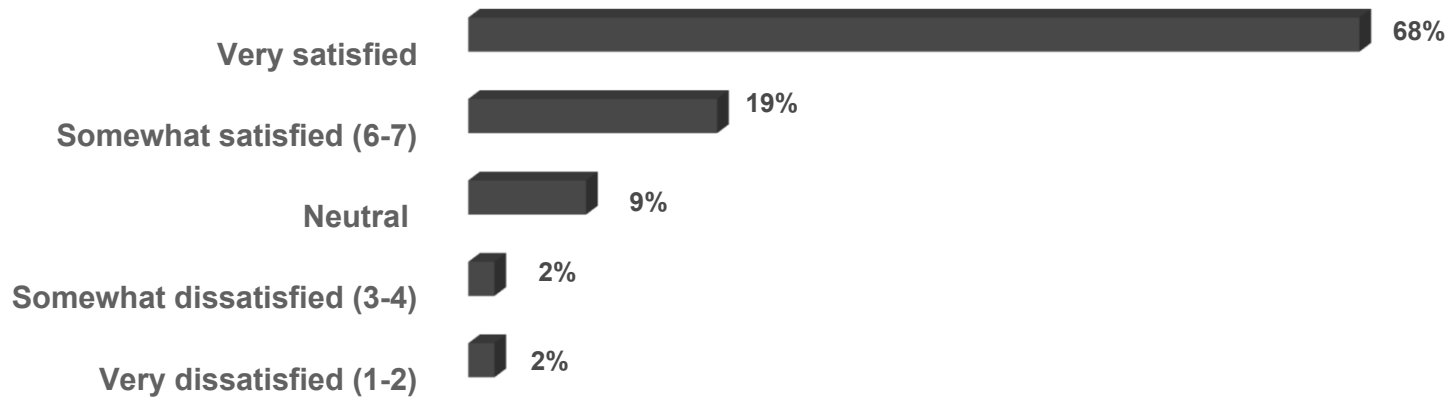


EXECUTIVE SUMMARY

- **Windsor[®] customers are favorably inclined to participate in Renewable*Connect[®] -- only four percent expressed no interest**
- **Residential customers greatest concern when changing renewable energy programs is the potential for a price increase**
- **The transitional communication from Xcel Energy must include price reassurance as well as detailed information about program. Further consideration must be made for Windsor[®] customers who currently have a solar source.**
- **Customers prefer an email notice that the program is changing and want time to review terms and conditions prior to a rollover.**



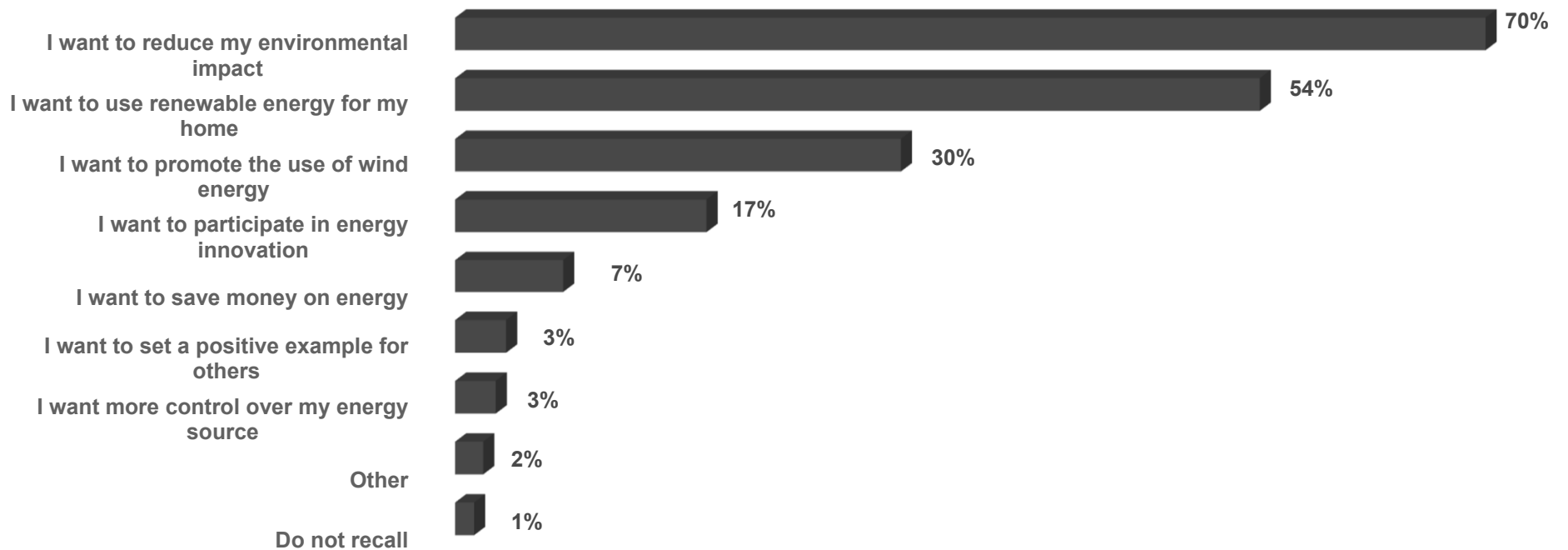
Nearly Ninety Percent of Colorado Windsource® Customers are Very Satisfied or Satisfied with Program



Overall, how satisfied are you with the Windsource program?

N=4,694

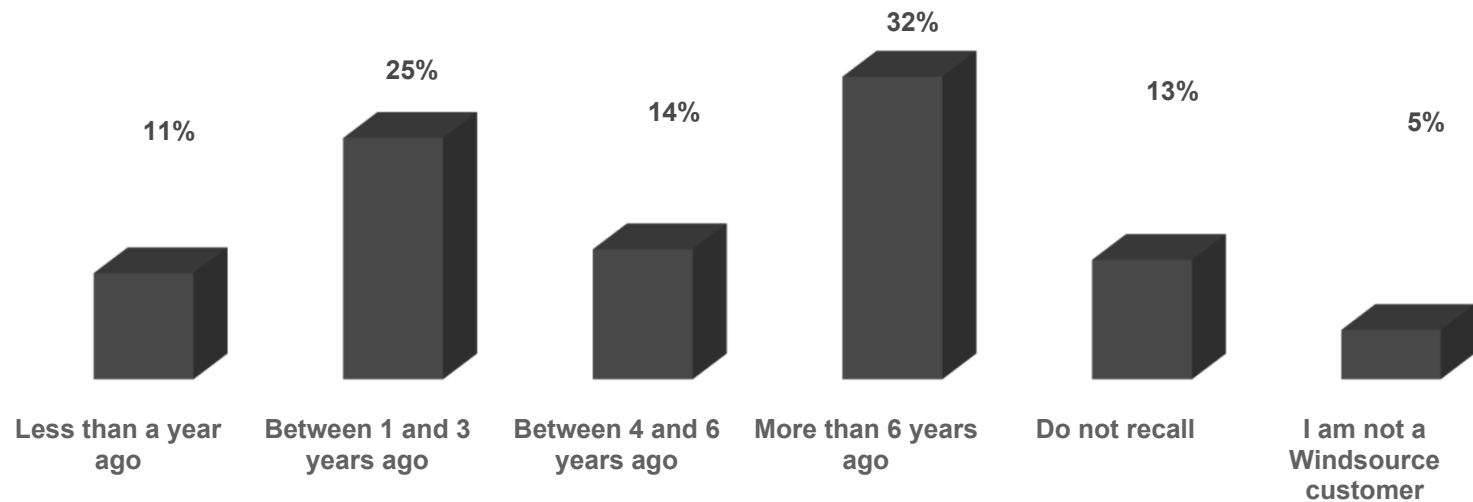
Environmental Impact and Desire for Renewable Energy are Top Drivers for Windsource® Customers



N=6,437

In thinking about your decision to participate in Xcel Energy's Windsource® program, what were the most important reasons for why you selected Windsource®? Select up to two.

Nearly Fifty Percent of Colorado Windsource® Customers with Tenure of 4+ years



Approximately when did you sign up for the Windsource® program?

N=4,952

Greatest Sources of Dissatisfaction among Windsource® Customers

Skepticism about Value

- Although I'm glad to have the option, I am not sure how much good it is really doing.
- I don't know what impact it is really having.
- All based on trust. No way to verify what I'm paying for is being used for Windsource.
- I don't know how I am benefiting from this program
- I don't know if i am benefiting unless you tell me so.
- I don't recall any specific pros or cons I am receiving
- You do not provide us with the true cost of wind v. other energy sources
- I can't tell if it's doing anything
- I can't see that it had any impact
- I can't tell if there are any advantages
- It doesn't show information about reduction in emissions. My comparison to neighbors doesn't reflect that I use wind energy and have two electric vehicles.
- It doesn't make a difference
- I don't even know what it does for me. my bill isn't any less
- I don't feel it is having the impact I'd hoped for
- I don't know anything about it
- I don't know enough about it
- I don't really know how it has impacted me
- I don't really understand how it's helping

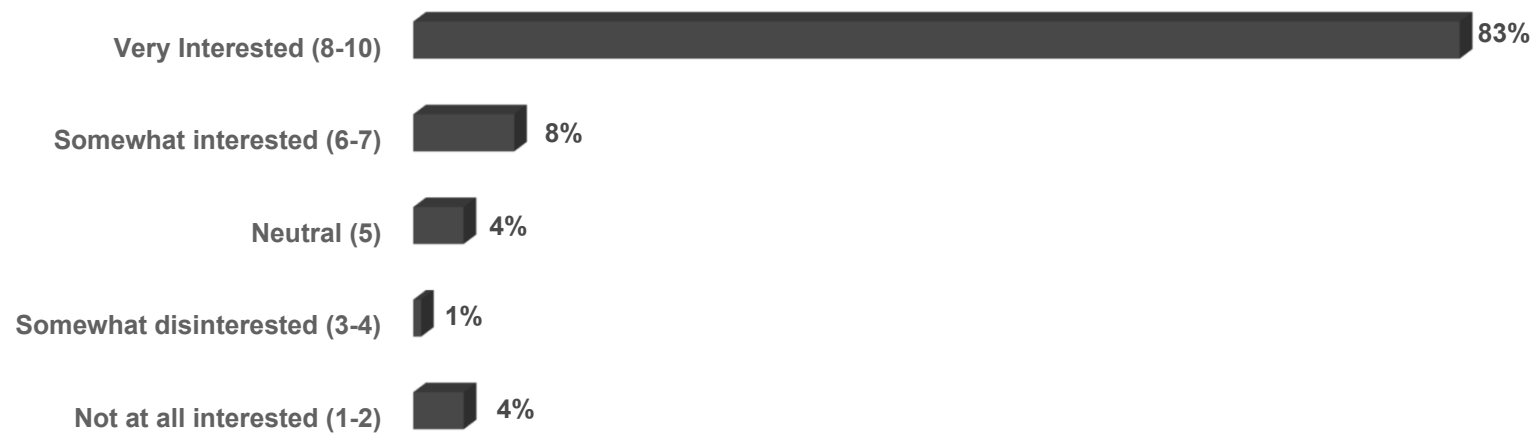
Uncertainty about Cost and Bill Savings

- My bill is still high
- Too expensive
- There is still an increase on my bill. If I didn't use Windsource my bill would be lower.
- Cost
- I have no idea if I'm saving any money or contributing less to the environmental impact after signing up for this.
- I have no idea if I'm saving money on my bill
- I have no idea if it is saving me money.
- I have not seen any difference in my bill
- I have not seen any difference in my bill
- I have not seen the savings yet
- I have paid extra for years and received very little information about what the \$\$ was used for.
- I must pay extra for a renewable energy source - that's ridiculous
- I have zero info on the effect it has on my billing
- I haven't seen any value on my bills
- I haven't seen any difference in my bill, and I don't know why
- I haven't seen any feedback on how I'm using wind energy or reducing my bill by using it

Please tell us why you chose that rating? (5 or less)

N=553

Strong Interest in Wind + Solar Program

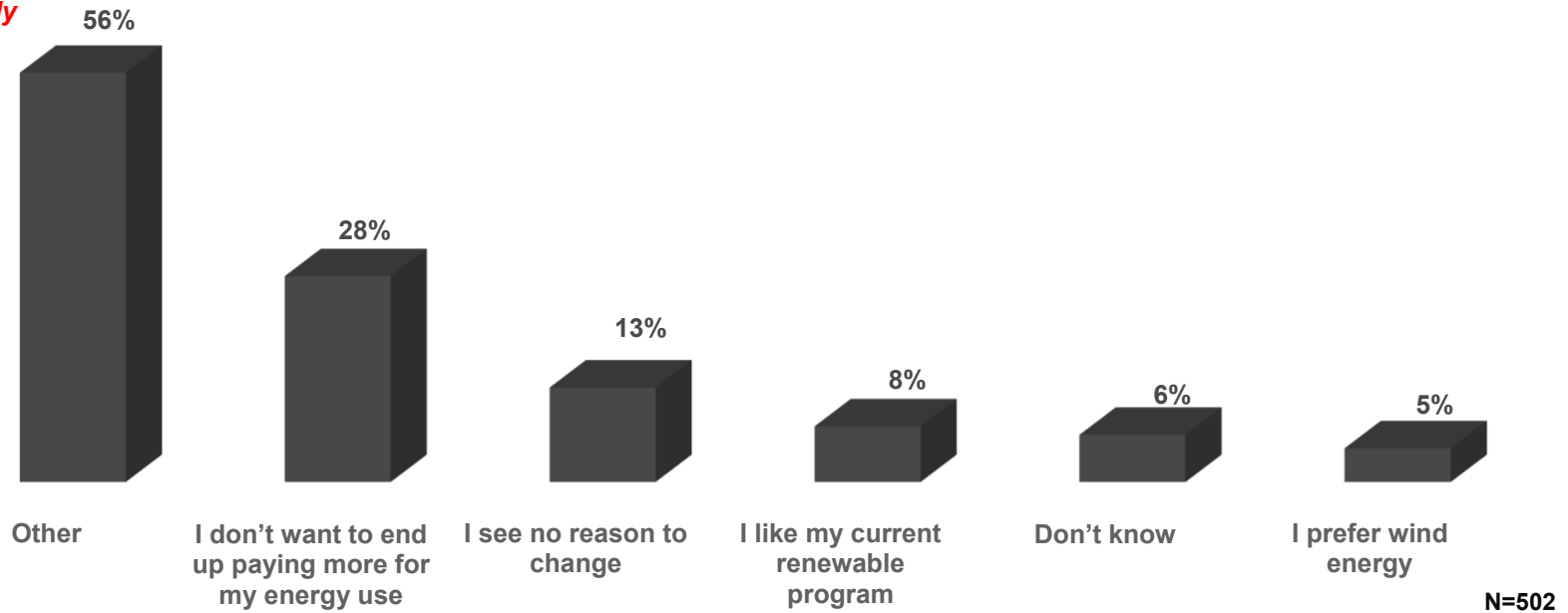


N=4,694

If Xcel Energy offered a program that provides you both wind energy and solar energy, rather than wind only, how interested would you be? Assume that the program has the same terms/conditions as Windsource® at about the same price.

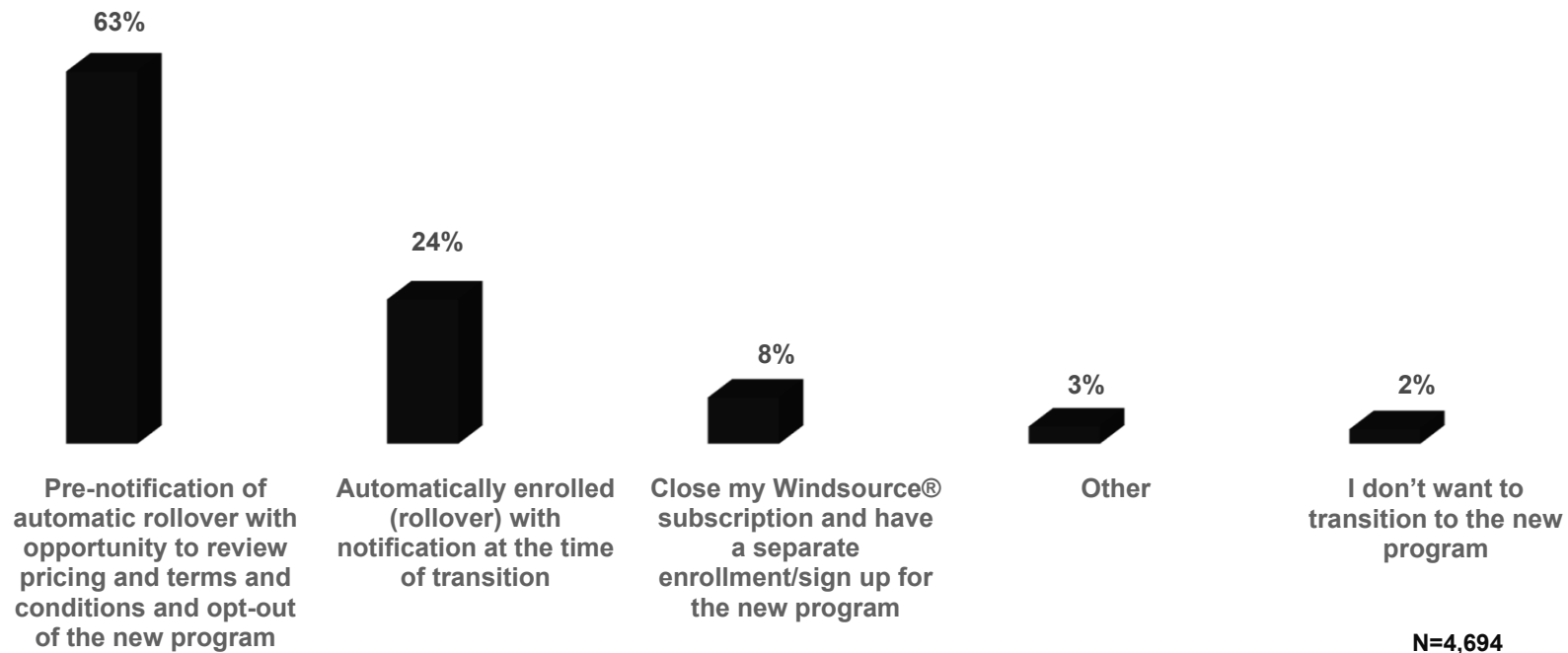
Lack of Interest Due to Perceived Cost Concerns and Many Customers Already Have Solar [Other]

*Majority of
“other”
responses
concern “already
having solar
panels”*



Why aren't you interested in a program that provides you with both wind energy and solar energy? Select all that apply.

Email Notice from Xcel Energy is Preferred by Majority of Respondents to Hear about Renewable Programs



How do you prefer to hear from Xcel Energy about new renewable programs?