Public Service Company of Colorado ("the Company") posts this 60-Day Notice to make changes to the Commercial Refrigeration Efficiency product in response to the 2017 Comprehensive Evaluation.

The evaluation provided key findings in the areas of net-to-gross, data collection, midstream efficiency tiers, trade partner communication, cost effectiveness suggestions, create a detailed logic model, track key performance metrics, perform a market baseline study. The Company will implement the following recommendations in 2018:

**Recommendation 1:** Define the purpose of the audit. As only a third of participants installed audit-recommended measures—and the majority of these installations were only lighting—Xcel Energy should revisit the reasoning behind what it wants the audits to produce. If the audit is to be used to introduce customers to energy efficiency, then Xcel Energy could conduct a more high-level audit and provide follow-up support for specific measures, such as refrigeration. If Xcel Energy wants to continue the audit to focus on refrigeration equipment uptake, then it needs to improve processes to hand off the audit to trade partners to ensure refrigeration contractors receive and pursue audit recommendations for their customers.

**Recommendation 2:** Coordinate outreach with other products. Because in-person visits are the most effective outreach strategy as well as the costliest to complete, the evaluation team recommends Xcel Energy investigate coordination strategies between various commercial products. Consider contacting customers for multiple product offerings through a single representative. Improved coordination between products up through the rebate processing stage could help trade partners more easily submit applications for the right product.

**Recommendation 3:** Increase outreach to other trade partners through one-on-one meetings, trainings, and collaborations with distributors. Engage trade partners in one-on-one meetings and provide open trade partner training sessions about the product. Include information about the audit, such as what is assessed and how implementers develop recommendations. Trainings can also be used as an opportunity to stress how the recommendations can improve equipment reliability and reduce energy costs over time. Additionally, provide trainings for refrigeration distributors so they can disseminate information about the product to smaller trade partners.

**Recommendation 4:** Explore developing a tiered trade partner list for the product. To better facilitate a handoff from the auditor to an installer, Xcel Energy may consider developing a tiered trade partner list that includes the trade partner’s specialization and sorts trade partners by the number of projects completed through the product. While such a list requires staff effort to maintain, it would allow an unbiased means to connect customers to active trade partners with the appropriate specialization.

**Recommendation 5:** Include equipment reliability in sales pitches. Participants are motivated to participate in the product to increase the reliability of their equipment and to replace faulty or failing equipment. Capitalize on this motivation in marketing materials by discussing the consequences of failed equipment (e.g. melting ice-cream, spoiled meat, wilted lettuce, etc.).
**Recommendation 6:** Plan for participants to complete audit-recommended upgrades over the long-term. Because budget cycles impact the timeline of equipment upgrades, plan to follow up with customers on regular intervals about upgrades even two years after they received an audit.

**Recommendation 7:** Explore diversifying rebate options based on business type. Some small businesses, such as “mom and pop” retailers, have little capital and may be unable to upgrade their equipment at the same price point as businesses with more capital. Providing increased rebate amounts for these customers may motivate them to pursue additional upgrades.

Detailed responses to each of the Comprehensive Evaluation recommendations can be found in the matrix included with the report.

These documents can be found on our website at the following link: [http://www.xcelenergy.com/Company/Rates & Regulations/Filings/Colorado_Demand-Side_Management](http://www.xcelenergy.com/Company/Rates & Regulations/Filings/Colorado_Demand-Side_Management)