AGENDA

• 1:00 – 1:30 p.m. Welcome and DSM Regulatory Updates

• 1:30 – 2:30 p.m. DSM Programs: Q2-2019
  » Q2 Achievement Update
  » Business Programs
  » Residential and Low-Income Programs

• 2:30 – 2:45 p.m. -- Networking Break –

• 2:45 – 3:15 p.m. Strategic Energy Management Update

• 3:15 – 3:30 p.m. Product Development Update
DSM Regulatory Updates
Q3-2019

George McGuirk
DSM Regulatory
60/90-Day Notices

• 2018 Product Evaluations Pt. 1
  – *Posted:* 2/1/2019
  – *Implemented:* 3/5/2019

• 2018 Product Evaluations Pt 2
  – *Posted:* 2/22/2019
  – *Implemented:* 3/26/2019

• Multifamily Buildings Update - 2019
  – *Posted:* 2/28/2019
  – *Implemented:* 4/2/2019

• Home Performance with Energy Star Update - 2019
  – *Posted:* 5/2/2019
  – *Implemented:* 7/1/2019

• Lighting Efficiency and Small Business Lighting Update
  – *Posted:* 7/1/2019
  – *Implementation:* 9/1/2019

• New Construction Update
  – *Posted:* 7/1/2019
  – *Implementation:* 9/1/2019

• Multifamily Buildings RFP Update
  – *Posted:* 7/1/2019
  – *Implemented:* 8/1/2019
60/90-Day Notices

• Charging Perks Pilot
  – *Posted* 8/22/2019
  – *Implemented* 9/24/2019

• Energy Star New Homes Update
  – *Posted 8/30/2019*
  – *Implementation 10/1/2019*

• High Efficiency Air Conditioning and HPwES Updates
  – *Posted 8/30/2019*
  – *Implementation 10/1/2019*

• Insulation and Air Sealing Update
  – *Posted 8/30/2019*
  – *Implementation 10/1/2019*

• Motor and Drive Efficiency Update
  – *Posted 8/30/2019*
  – *Implementation 10/1/2019*

• Energy Star Retail Product Platform 90-Day Notice
  – *Posted 8/30/2019*
  – *Implementation 10/1/2019*
2019 Compliance Check-in

- 2019/20 Plan Settlement Items:
  - Spanish Language Marketing
    - Low-income educational material, School Kits, Multifamily
    - Energy Feedback online portal update forthcoming
  - Energy Efficiency Financing Marketing
    - Updated Residential Energy Efficiency Financing website
    - Cross marketing with other products include HPwES
  - Home Performance with Energy Star
    - Product redesign under internal review
  - Codes & Standards Study
    - Study underway – deliverable in December
AGIS/AMI Forum

• Venue for interested stakeholders to bring ideas to AGIS leadership
  - Help the Company cost-effectively deliver value to customers

• Company representatives include AGIS Leadership plus Product Development and Customer Solutions staff

• Tuesday December 3, 2019
  - 1800 Larimer, 1-3pm
DSM Regulatory Calendar

- **Upcoming Meetings – Save the Date!**
  - AGIS Forum:
    - *1800 Larimer*
    - **Tuesday, December 3, 2020**
  - Q4-2019 DSM Roundtable Meeting:
    - *1800 Larimer*
    - **Wednesday, February 12, 2020**
DSM Achievements
Q3-2019

Mark Schoenheider
Manager, Customer Energy Solutions
2019 Q3 Achievement Highlights

**Electric Portfolio**
- 389 GWh (77% of 502 GWh Target)
- 63.6 MW (71% of 90 MW Target)
- $61.5M (67% of $92.4M Budget)

**Business Programs**
- 248 GWh (72% of Target)
- Lighting Eff/Small/Street 119 GWh (61%)
- New Construction 44 GWh (112%)
- Strategic Energy Management 30 GWh (104%)

**Residential / LI Programs**
- 137 GWh (91% of Target)
- Home Lighting & Recycling – 97 GWh (108%)
- ENERGY STAR Homes – 4.4 GWh (142%)
- L.I. Non-Profit – 1.1 GWh (63%)

**Gas Portfolio**
- 445,724 Net Dth (70% of Blended Target of 637,448)
- $10.8M Spend (78% of $13.8M Blended Budget)

**Business Programs**
- 112,496 Net Dth (69% of Target)
- New Construction 75,588 Dth (97% of Target)
- Heating Efficiency 14,586 Dth (74% of Target)

**Residential / LI Programs**
- 274,438 Net Dth (69% of Target)
- ENERGY STAR Homes – 93,912 Dth (104%)
- Residential Heating – 60,067 Dth (108%)
- L.I. SF Weatherization – 42,688 Dth (89%)
Marketing Campaigns & Trade Outreach

**Business**
- Commercial Financing Webinars in mid-July promoting EE Financing, 10-15 attendees each session
- Colorado Association of Mechanical and Plumbing Contractors (CAMPC) Membership Night sponsorship, Coors Field, Aug. 12, 200 attendees
- Data Center Advisory Board Meeting Aug. 29, Independent Electrical Contractors Rocky Mountain (IECRM) in Northglenn, 10 attendees
- Energize Denver monthly task force – benchmarking
- Colorado Restaurant Show, XE exhibit, Sept. 17-18, Colorado Convention Center.
- Commercial Lighting Workshop June 4, PPA Event Center, including Commercial Financing
- Rocky Mountain Association of Energy Engineers (RMAEE) Annual Energy Forum Sept. 18 PPA Center
- Compressed Air Trade Partner meetings Sept. 19-20
- EEBC Quarterly membership meeting Sept. 26, Product Development, AMI Metering Presentations

**Residential**
- 2019-2020 DSM launched July 1
  - Information regarding program rule changes, rebate amounts, and rebate forms sent to trade allies and stakeholders
  - Customer facing web pages and marketing collateral updated to communicate the new plan
- Low Income Kits
  - Final email of 2019, promoting low income kits, sent out to qualifying customers
- Energy Feedback
  - Web banners promoting Residential Cooling, Home Energy Squad, and Refrigerator Recycling within the My Energy Portal
- Water heaters
  - Targeted onserts featuring heat pump water heaters to increase customer awareness of available rebates
DSM Business
Q3-2019 Highlights

Jon Packer
Manager, Customer Energy Solutions
Business Lighting Efficiency & Small Business Lighting

• C&I Lighting Efficiency project volume and pipeline recently decreasing, tracking short of 2019 savings target.
  – Additional costs lead to either lower prioritization or longer timelines
• Lighting – Small Business on track to meet or exceed 2019 targets
  – LED Troffers and High bays driving cost-effective savings
  – Coming up:
    • Network lighting controls training to increase market adoption
    • Market segmentation to promote cost-effective measures
• LED Street Lighting: Xcel Energy-owned street lights targeted to municipalities on Street Lighting Service (SL) Rate
  – Significant traction in Denver, Westminster
  – Identify future opportunities via Partners in Energy Planning phase
Multifamily Buildings (Electric & Gas savings)

- Outreach efforts for reaching new Property Management groups have been successful. 10% of properties contacted signed up to participate as a result of the outreach.
- Energy Savings through Q3:
  - 19,041 Dth
  - 8,216,286 kWh
Business New Construction (Elec. & Gas)

- Influences builders, architects, engineers to build with energy efficient equipment and systems
- 490 active projects in various stages
  - Energy Design Assistance (EDA) 75%
  - Energy Efficient Buildings (EEB) 25%
- Trends affecting 2019 participation/savings
  - Improved vetting of final vs. planned project costs impacts cost-effectiveness
  - New Construction Lighting available with EEB
- Fast-growing sectors
  - Multifamily building boom, especially Denver
  - Education and Health Services
  - Leisure and Hospitality
- Continuing in 2019: trade partner training for 2019/20 updates
- Implementing additional DSM Products like Demand Management, Electric Vehicles
DSM Residential, Low Income
Q3-2019 Highlights

David Hueser
Team Lead, Customer Energy Solutions

Ann Kirkpatrick
Channel Manager,
Customer Energy Solutions
ENERGY STAR® New Homes (E&G savings)

Q3 Program Metrics:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Second Quarter</th>
<th>Third Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualifying Homes</td>
<td>1,720</td>
<td>1,459</td>
</tr>
<tr>
<td>Average Home Size</td>
<td>3,294 sq. ft.</td>
<td>3,432 sq. ft.</td>
</tr>
<tr>
<td>Average HERS</td>
<td>56</td>
<td>58</td>
</tr>
<tr>
<td>2012 IECC or Higher</td>
<td>72%</td>
<td>73%</td>
</tr>
<tr>
<td>ENERGY STAR Certified Bonus Rebate</td>
<td>435</td>
<td>357</td>
</tr>
</tbody>
</table>

Q3 Achievements:

<table>
<thead>
<tr>
<th>Savings</th>
<th>Q2</th>
<th>Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dth</td>
<td>34,060</td>
<td>31,542</td>
</tr>
<tr>
<td>kW</td>
<td>352</td>
<td>316</td>
</tr>
<tr>
<td>kWh</td>
<td>1,647,828</td>
<td>1,529,436</td>
</tr>
</tbody>
</table>

Q3 Activity

- As part of the product redesign, builder meetings were held to incorporate their feedback/concerns into future program offerings.
- 61% of the completed homes in Q3 were 2015 IECC or 2018 IECC.
Low Income Kits

• **Q3 Achievements:**

<table>
<thead>
<tr>
<th>Gas Achievement</th>
<th>YTD</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dth</td>
<td>9,523</td>
<td>14,458</td>
</tr>
<tr>
<td>Spend</td>
<td>$81,240</td>
<td>$148,295</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Achievement</th>
<th>YTD</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>kW</td>
<td>141</td>
<td>329</td>
</tr>
<tr>
<td>kWh</td>
<td>1,426,039</td>
<td>2,600,605</td>
</tr>
<tr>
<td>Spend</td>
<td>$239,354</td>
<td>$490,368</td>
</tr>
</tbody>
</table>

• **Q3 Activity**

• Energy Outreach Colorado distributes brochures to qualifying customers with business reply card
• “One Click” email sent to qualifying customers and engager email scheduled for fourth quarter
• Product not expected to meet year end targets, due to challenges around finding qualifying customers
Evaporative Coolers 2019 Update
The Challenges

1. Grow a stagnant, cost-effective residential cooling product 20%
2. Be innovative: find new ways to connect with customers and educate them about evaporative cooling
3. Create a great customer experience and keep accountability high
4. Train retail staff well
5. Design a protocol for evaluating retail staff knowledge
6. Keep wholesaler/distributor/contractor channel strong
Fresh Tactics

• Special customer events
  – “Personalized” invitations to non-AC use customers
  – at retail stores
  – late April to mid-June

• Offer instant rebates
Special Events: The Customer Experience
Instant Rebate Signs

$300 OFF up to an Evaporative Cooler

Are you an Xcel Energy customer?
Go to Rebates.XcelEnergyStore.com/THD to get your instant rebate coupon on qualifying products.

Terms and conditions apply. View details online at Rebates.XcelEnergyStore.
Instant Retail Rebates

The customer visits a brick and mortar retail location

The customer sees the instant rebate signage in-store

The customer goes to the short URL on their phone

The customer answers a few questions

The customer’s eligibility is validated and receives a coupon barcode

The cashier scans the code at checkout and the customer purchase price is reduced instantly
Results and Top Lessons Learned

- 2018 rebated coolers: 3005
- 2019 rebated coolers: ≈ 4700 (goal was 3860)
- Some shifts in customer participation
  - Standard coolers were 55% in 2018. 80% in 2019
  - 20% rise in customers saying “non-replacement”
- Adjust in 2020
  - Pursue additional ways to simplify the customer experience
  - Instant rebates available only for standard coolers
- Networking Break -
## Xcel Energy Colorado SEM Evolution

<table>
<thead>
<tr>
<th>Year</th>
<th>PE</th>
<th>EiS</th>
<th>SEM</th>
<th>2019.5</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Hugely successful!</td>
<td>incl EMA, holistic study, bonuses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>PE Achievement and pipeline declines</td>
<td>incl EMA, basic mgmt system &amp; ongoing consultation</td>
<td>PE-disco’d</td>
<td>Add’tl delivery models; Remote analytics; Becomes Tier3/4 of i-Solutions; possible added DM component;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>PE Customer perception of “good study on a shelf”</td>
<td>Non-capital Savings</td>
<td>EiS-disco’d</td>
<td>Added free SEM-Q Assessm’t Pilot for Commercial Office Buildings</td>
<td></td>
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</tr>
<tr>
<td>2017</td>
<td></td>
<td>Incl sophisticated mgmt system &amp; ongoing consultation</td>
<td>SE-M</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2019</td>
<td></td>
<td>Required follow-up; Refined “Behavioral”; Adopted SEM Min Elements</td>
<td></td>
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<tr>
<td>2019.5</td>
<td>PE-disco’d</td>
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<tr>
<td>2020</td>
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<tr>
<td>2021</td>
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</table>

- **PE**
  - Hugely successful!
  - incl EMA, holistic study, bonuses

- **EiS**
  - System Install delays
  - Where’s my system rebate?

- **SEM**
  - Incl EMA, basic mgmt system, ongoing consultation with Required follow-up;
  - Refined “Behavioral”;
  - Adopted SEM Min Elements

- **2019**
  - PE-disco’d
  - EiS-disco’d
  - Added free SEM-Q Assessm’t Pilot for Commercial Office Buildings

- **2020**
  - Add’tl delivery models; Remote analytics; Becomes Tier3/4 of i-Solutions; possible added DM component;

- **2021**
  - Add’tl delivery models; Remote analytics; Becomes Tier3/4 of i-Solutions; possible added DM component;
SEM Results

- SEM incremental
- Improved legacy customer activity
- Deeper customer savings

**GWH Saved (net gen, 1st yr)**

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<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Active Cust:</td>
<td>7</td>
<td>13</td>
<td>26</td>
<td>22</td>
<td>37</td>
<td>?</td>
</tr>
<tr>
<td>Incentives Pd $Millions</td>
<td>$0.6</td>
<td>$0.4</td>
<td>$0.5</td>
<td>$1.0</td>
<td>$2.8</td>
<td>?</td>
</tr>
<tr>
<td>1st Yr Bill Savings $Millions</td>
<td>$1.0</td>
<td>$0.7</td>
<td>$1.1</td>
<td>$1.5</td>
<td>$2.7</td>
<td>?</td>
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SEM Offer

- Available via MOU
- Adopts $\text{CEE}_{\text{SM}}^1$ Minimum Elements of SEM, where possible
- Xcel Energy contracted SEM-Consultants
- Opportunity Register review – min of 6/yr required!
- Non-capital savings - proven annually, with interval-data modeled by XE/XE contracted consultants
  - Meets or exceeds MT&R Guidelines$^2$
  - Using only interval data (No monthly data)

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$^1$ Consortium for Energy Efficiency, Inc. – cee1.org.
$^2$ Equally or more stringent than the Bonneville Power Authority Energy Smart Industrial MT&R Guidelines.
## CEE Minimum Elements

### 1. Customer Commitment
   a) **Policy and Goals** Set & communicate long-range objectives via energy policy & energy reduction goals.
   b) **Resources** Ensure that SEM initiatives are resourced for goal attainment. Assign responsibility to an individual energy champion, or team.

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### 2. Planning & Implementation
   a) **Energy Management Assessment** – current performance scorecard.
   b) **Energy Map** – of energy uses & costs; include all significant systems and other relevant variables such as production, weather, & product mix.
   c) **Metrics & Goals** – Establish measurable goals for improvement, using EnPIs based on baseline usage & relevant variables.
   d) **Project Register** – Describe actions over 1 or more years, for capital, O&M, procurement procedures, and awareness programs. Include savings, $, prioritization, & implementation timeline.
   e) **Employee Engagement** – Develop & implement plan to educate employees on the impacts of their actions. Empower all to take energy improvement actions in area, and encourage ideas for actions beyond their areas.
   f) **Implementation** – Complete measures in the register. Ensure O&M persist by engaging employees.
   g) **Reassessment** – Periodically review performance by comparing actual to expected results. Reassess goals, metrics, and plans; and re-prioritize register.

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### 3. System for Measuring and Reporting
   a) **Measurement** – automated or manual; may include sub-metering
   b) **Data Collection** – Collect and store measurements & improvements vs. EnPIs.
   c) **Analysis** – Analyze all relevant data. Create model from baseline data to predict usage based on changes in significant drivers. Reestablish the baseline for changes that are outside model's norms.
   d) **Reporting** – Regularly communicate results in terms of EnPIs to internal/external stakeholders.

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</tbody>
</table>
SEM – Not Just a Name Change

<table>
<thead>
<tr>
<th>PE</th>
<th>SEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Expert advisors</td>
<td>✓ Expert advisors</td>
</tr>
<tr>
<td>✓ Energy Mgmt Assessment</td>
<td>✓ Energy Mgmt Assessment</td>
</tr>
<tr>
<td>✓ Facility/system energy usage report</td>
<td>✓ Facility/system energy usage report</td>
</tr>
<tr>
<td>✓ In-depth holistic study</td>
<td>✓ In-depth holistic study</td>
</tr>
<tr>
<td>✓ Prioritized implementation plan</td>
<td>✓ Prioritized implementation plan</td>
</tr>
<tr>
<td>✓ Bonuses based on ECO packages</td>
<td>✓ Starts with some non-capital (quick wins)</td>
</tr>
<tr>
<td>▪ 3 MOUs</td>
<td>✓ Tracking/validation of savings efforts</td>
</tr>
<tr>
<td>▪ Focus on Capital ECOs</td>
<td>✓ $0.02/kWh for non-capital ECOs</td>
</tr>
<tr>
<td>▪ Follow-ups as to status</td>
<td>✓ Only one MOU</td>
</tr>
</tbody>
</table>

- EMIS Consulting as to cost-effective scope
  - Up to 30% incentive for suggested scope

- **Opp Register/Re-prioritization Reviews: Must commit to bi-monthly**

- Engagement starts with the system; could take 6 - 20 months & $$$.  
- Set rebate expectations for software consulting
  - ✓ Up to 30% incentive for scope (with creep)
  - ✓ Study focusing on non-capital ECOs
  - ✓ Prioritized implementation plan

✓ = Customer Benefits
“I can’t tell you enough about how great this has been. We’ve seen huge impacts. I can’t emphasize enough how important some of the simplest things have been. Having someone keep us focused on getting only 2 or 3 priorities done, and having them keep us on-track to then move on to the next 2 or 3, has had the biggest impact.”

- Dir for North America, high volume manufacturer, 10/18/19, to a group of peer manufacturers
SEM Qualification for Industrial or Institutional Customers

- Legacy customers ➔ Automatic enrollment if they re-engage
- New prospects of > 6 GWh/yr ➔ Exploratory meeting to determine fit
- New prospects of 1.9 to 6 GWh/yr ➔ “Free” SEM-Qualification Assessment

<table>
<thead>
<tr>
<th>Considerations For “Fit”</th>
<th>Organizational</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓ Willing to dedicate staff time</td>
<td>✓ Interval data, or EMIS or other sub-metering</td>
</tr>
<tr>
<td></td>
<td>✓ Has or will assign Energy Champion &amp; Exec. Sponsor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>+ In a period of relative stability of process, infrastructure, &amp; people</td>
<td>+ Multiple energy systems or distributed use</td>
</tr>
<tr>
<td></td>
<td>+ Committed to continuous improvement (ISO cert, staff certs or other indicators)</td>
<td>+ Older facilities/equipment</td>
</tr>
<tr>
<td></td>
<td>+ Financially viable/low credit risk</td>
<td>+ Non-continuous production schedules</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ Straightforward layout/few utility meters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ Diversity of complex systems, with tuning opportunity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ Process Refrigeration or lots of compressed air</td>
</tr>
</tbody>
</table>

- ALL prospects get something
DSM Pilot and Product Development
Q3 2019 Highlights

Thor Bjork
Product Developer, Customer Energy Solutions
New Rate for Business EV Charging

**Background:**
- Designed as alternative to SG rate & to reduce barriers to commercial EV adoption
- Replaces demand charges with TOD and seasonal energy charges
- Includes a CPP rate of $1.50/kWh during peak events
- Only EV loads and associated ancillaries allowed on rate
  - Separately metered
  - Net Metering available
- High interest from RTD

**Status:**
- 60 notice planned soon
- Launch expected Q1 2020
Thermal Energy Storage

• **Background:** Investigating a product that engages low temperature refrigeration facilities

• **Status:**
  – Slated to start in 2021
  – Product will change the refrigeration schedule of the facility 24 hours in advance
  – Product is a phase change material (PCM) that’s installed on a rack near the ceiling of the facility
Thermal Energy Storage – How it Works

**Step 1**
- In the cool of the night...
- Run the refrigeration system...
- To freeze the phase change material (PCM)

**Step 2**
- In the heat of the afternoon...
- Turn off the refrigeration system...
- Let the PCM thaw to provide cooling
Business Smart Thermostat Demand Response

• **Background:**
  – Study conducted in MN to measure peak load impacts of thermostat DR in commercial buildings

• **Status:**
  – Impacts proved to be roughly twice that of residential thermostats
  – Filing a 60 day notice in Q4 to launch in 2020
  – Will be included as a measure in all commercial direct install programs
Codes & Standards Research Project

• **Background:**
  – Exploring landscape of utility and state code compliance programs to identify code savings quantification opportunities
  – Phase 1 of the study will explore the following areas of interest through research and subject matter engagement:
    • Code enforcement levels in Xcel and surrounding territories
    • Permit issuance
    • Quantification of compliance on otherwise non-compliant buildings
    • Project intervention opportunities for code advancement
    • Non-compliant buildings
    • Quantification of voluntary advanced code savings

• **Status:**
  – Project kicked off 10/14
  – First phase report and research plan for early 2020 will be delivered in December
Product idea submissions

Share your Product Ideas:

www.xcelenergy.com/productideas