



Q2-2020 COLORADO DSM ROUNDTABLE

08.12.2020

AGENDA

- 1:00 – 1:20 p.m. Welcome and DSM Regulatory Updates
- 1:20 – 2:00 p.m. DSM Programs: Q2-2020 Update
 - » Covid-19 Response
 - Business Program
 - Residential and Low-Income Programs
 - » Q2 Achievement and Highlights
 - » Additional Contingency Planning
- 2:00 – 2:45 p.m. 2021-22 DSM Plan Overview
- 2:45 – 3:15 p.m. Product Development Updates



DSM Regulatory Updates Q2-2020

**George McGuirk
DSM Regulatory**

Q1 60/90-Day Notices

- Insulation and Air Sealing Rebate Update
 - *Posted: 1/20/2020*
 - *Implemented: 2/20/2020*
- Smart Thermostat Controls
 - *Posted: 1/20/2020*
 - *Implemented: 2/20/2020*
- Small Business Lighting and Commercial Refrigeration Update - 2020
 - *Posted: 3/13/2020*
 - *Implemented: 4/14/2020*
- 2019 Evaluations
 - *Posted: 3/13/2020*
 - *Implemented: 4/14/2020*
- Heating Efficiency Update - 2020
 - *Posted: 3/13/2020*
 - *Implemented: 4/14/2020*
- Peak Day Partners Update - 2020
 - *Posted: 3/13/2020*
 - *Implemented: 4/14/2020*
- Insulation and Air Sealing Update - 2020
 - *Posted: 3/13/2020*
 - *Implemented: 5/14/2020*

Q2 60/90-Day Notices

- Cooling Efficiency Update

- *Posted: 5/29/2020*
- *Implemented: 6/30/2020*

- Home Energy Squad

- *Posted: 5/29/2020*
- *Implemented: 6/30/2020*

- Home Lighting Update - 2020

- *Posted: 5/29/2020*
- *Implemented: 6/30/2020*

- Water Heater Demand Response

- *Posted: 5/29/2020*
- *Implemented: 6/30/2020*

- School Education Kits

- *Posted: 5/29/2020*
- *Implemented: 6/30/2020*

- Single-Family Weatherization

- *Posted: 5/29/2020*
- *Implemented: 6/30/2020*

DSM Regulatory Calendar

- 2021-22 DSM Plan
 - Filed July 1, 2020 – Proceeding No. 20A-0287EG
 - Intervention Period Closed August 3, 2020
 - Commission referred to ALJ August 12, 2020
- Upcoming Meetings – Save the Date!
 - Q3-2020 DSM Roundtable Meeting
 - Zoom
 - Wednesday, November 11, 2020

2021-22 DSM Plan Summary

	Budget	Incremental Demand Target (Gen kW)	Energy Savings Target (Gen kWh or Dth)
2021 – Electric			
Energy Efficiency Programs	\$ 81,541,756	103,443	538,525,703
Energy Efficiency Indirect Program	\$ 8,328,924	-	-
Total 2021 Electric EE	\$ 89,870,680	103,443	538,525,703
Demand Response Program	\$ 18,858,093	84,632	567,633
Demand Response Indirect Program	\$ 2,247,845	-	-
Total 2021 Electric DR	\$ 21,105,938	84,632	567,633
2021 Electric TOTAL	\$ 110,976,618	188,075	539,093,336
2021 – Natural Gas			
Energy Efficiency Programs	\$ 16,013,465	0	823,854
Indirect Program	\$ 1,769,502	0	0
2021 Natural Gas TOTAL	\$ 17,782,967	0	823,854
2021 TOTAL	\$ 128,759,585	188,075 kW	539,093,336 kWh 823,854 Dth
2022 – Electric			
Energy Efficiency Programs	\$ 82,265,314	102,239	523,534,870
Indirect Program	\$ 7,845,204	-	-
Total 2022 Electric EE	\$ 90,110,519	102,239	523,534,870
Demand Response Program	\$ 19,109,242	105,901	786,344
Demand Response Indirect Program	\$ 2,506,058	-	-
Total 2022 Electric DR	\$ 21,615,300	105,901	786,344
2022 Electric TOTAL	\$ 111,725,819	208,140	524,321,213
2022 – Natural Gas			
Energy Efficiency Programs	\$ 16,491,839	0	863,875
Indirect Program	\$ 1,607,999	0	0
2022 Natural Gas TOTAL	\$ 18,099,838	0	863,875
2022 TOTAL	\$ 129,825,657	208,140 kW	524,321,213 kWh 863,875 Dth

2021-22 DSM Plan Summary

- 2021-22 DSM Plan Additions
 - Beneficial Electrification
 - Expanded Gas Portfolio
 - Holistic Product Bundling
 - Codes and Standards Support
 - Expanded Low-Income Offerings
- Improved performance and participation
 - Driven by deeper segmentation, transition to holistic solutions, streamlining delivery models, and aligning incentives with savings



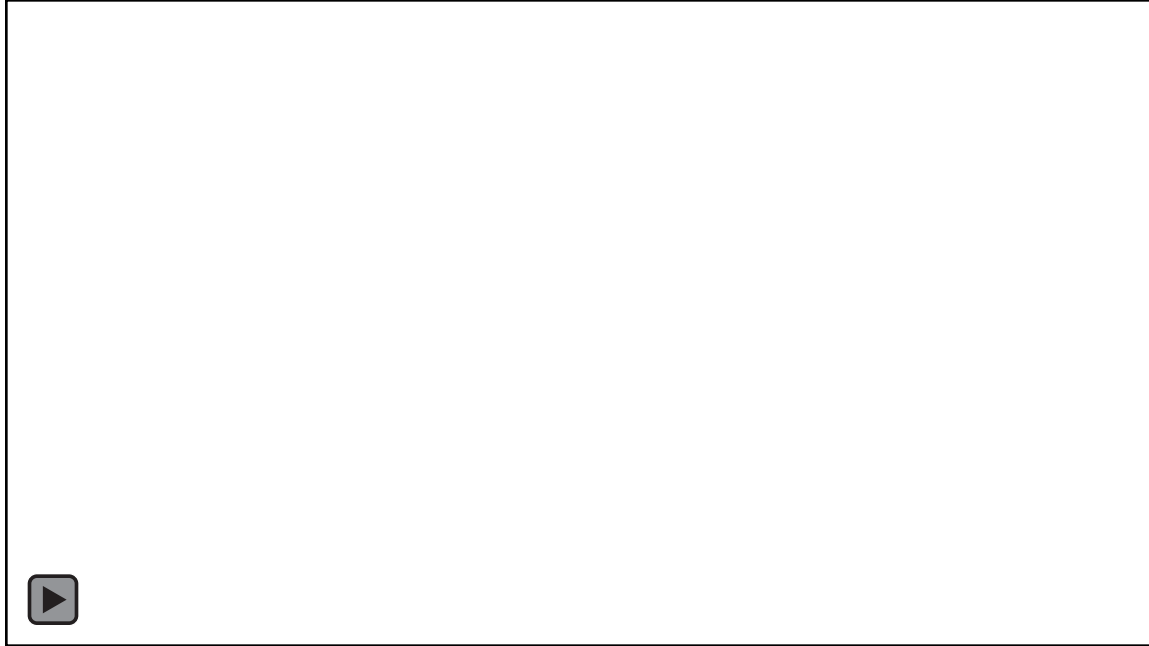
Covid-19 Response Business Program

**Rob O'Connell
Product Portfolio Manager**

Commercial Bonus Rebates

- Available to all business customers
 - Targeted customers with the biggest opportunity for retrofits: office, warehouse, retail, service, and education sectors
- Bonus Rebates for Custom, Lighting, New Construction
 - Custom Efficiency: \$100/kW for on- and off-peak electric savings, additional \$1/Dth savings
 - Lighting Efficiency: 50% bonus rebate on LED Tubes, 25% bonus rebates on LED fixtures
 - New Construction: Get 25% bonus rebates on new construction lighting projects
- Driving awareness through multi-channel approach: trade and customer, email, outbound call campaign, advertising, newsletters, account managers, BSC

Advertising in market: Bonus Rebates



Remote Audits & Data Analytics

- Remote interactions, identify opportunities for savings and/or improvements during pandemic and beyond
- Optimize systems or minimize energy use during business shut-down
- Initial customers identified for Power TakeOff; data analysis work has commenced



Covid-19 Response

Residential and Low Income Programs

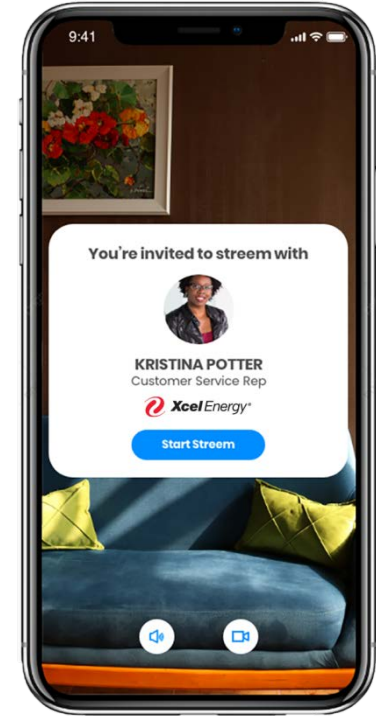
Rob O'Connell
Product Portfolio Manager

Refrigerator and Freezer Recycling

- No-contact pickups continue
 - Positive feedback from customers
- Strong response to June customer email
- On-track to achieve year-end participation target

Home Energy Squad Virtual Visits

- Promo email sent in May, participation picking up
 - 64 virtual visits completed in Q2
- In-home visits recommenced in June, with added safety protocols



Multifamily Virtual Audits

- Virtual assessments completed for 7 complexes, totaling 68 buildings
- In-unit DI work resumed July 20th
 - Opt-out model, residents notified at least 48 hours in advance
 - 79% participation rate to-date, 8% have opted out due to “COVID concern”
 - Enhanced safety protocols following CDC guidelines



COVID-19 SAFETY PRECAUTIONS

Our field representatives are practicing the necessary safety protocols and following CDC and state guidelines while onsite. These include:

- Taking daily health screenings.
- Frequent hand washing and use of hand sanitizer.
- Verbally confirming customers are not feeling ill or experiencing symptoms of COVID-19 before starting work onsite (if applicable).
- Wearing required personal protective equipment (PPE), including masks.
- Maintaining a distance of at least 6 feet during the time of installation and while onsite.
- Disinfecting any surface they touch while onsite.

xcelenergy.com | © 2020 Xcel Energy Inc. Xcel Energy is a registered trademark of Xcel Energy Inc. | 20-06-207



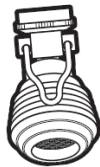
Home Energy Efficiency Kits

- 6,900 kits shipped to Colorado customers YTD



HOME ENERGY EFFICIENCY KIT

Resources to help you save while you're at home.



School Kits Enhancement

- Now shipping kits direct to customer homes
- Enable teachers to present content while tele-learning
- Allows family to participate, install energy-saving measures
- Incentives realigned to promote kit orders & installations



Low Income Single-family Weatherization



- LED bulb giveaways coordinated with local foodbanks
 - First shipment of 27,000 4-packs delivered in early July
 - Over 1 million bulbs to be distributed in 2020
 - 650+ partner agencies across the state to receive bulbs

The background is a solid red color. On the left side, there is a white geometric shape that looks like a triangle pointing to the right. On the right side, there is a white geometric shape that looks like a triangle pointing to the left.

DSM Achievements Q2-2020

**Mark Schoenheider
Manager, Customer Energy Solutions**

2020 Q2 Achievement Highlights

Electric Portfolio

- 196.2 GWh (39% of 501.7 GWh Target)
- 34.6 MW (37% of 92.3 MW Target)
- \$31.7M (34% of \$93.4M Budget)

Business Programs

- 129.6 GWh (35% of Target)
- Lighting + Lighting Small Bus. 58.7 GWh (27%)
- New Construction 32.8 GWh (78%)
- Strategic Energy Management 16.5 GWh (47%)

Residential / LI Programs

- 66.5 GWh (50% of Target)
- Home Lighting & Recycling – 47.6 GWh (69%)
- High Efficiency Air Conditioning – 1.1 GWh (44%)
- L.I. Single Family – .34 GWh (19%)

Gas Portfolio

- 343,271 Net Dth (50% of 681,120 Target)
- \$5.7M Spend (38% of \$14.9M Budget)

Business Programs

- 129,281 Net Dth (83% of Target)
- New Construction 75,643 Dth (147%)
- Commercial Refrigeration 6,858 Dth (122%)

Residential / LI Programs

- 213,990 Net Dth (41% of Target)
- ENERGY STAR Homes – 46,454 Dth (62%)
- Residential Heating – 45,711 Dth (73%)
- L.I. SF Weatherization – 19,675 Dth (41%)

Marketing Campaigns & Trade Outreach

Business

- 24/7 Data Center Trade Group Webinar May 8
- Business Continuity Best Practices: A Data Center World Virtual Event May 20
- Benchmarking Workshop (virtual), Fort Collins May 19
- City and County of Denver Climate Action Stakeholder Process update April 23
- Energize Denver Advisory Group (monthly)
- Colorado Association of Mechanical and Plumbing Contractors (CAMPC) Quarterly May 19
- Independent Electrical Contractors Rocky Mountain (IECRM) Quarterly June 4
- Business Energy Efficiency Financing EPIC (Energy Performance Improvement Calculator) tool discussion
- Energy Efficiency Business Coalition (EEBC) quarterly
- Energy Efficiency Partner Recognition (*postponed*)

Residential

- Evaporative cooling digital campaign and postcard - June
- Deep discounts offered on LED multi-packs at select stores
- Bill insert promoting heat pump water heaters - June
- Customer emails
 - Home Energy Efficiency Kits - May
 - Home Energy Squad email announcing virtual services - May
 - Refrigerator Recycling general awareness – June
 - Smart thermostats - May
- Trade partner outreach
 - AC/ASHP required trainings completed by 200 trades – April
 - High personal touch (phone calls)
 - HVAC supply chain issues and workaround
 - Simplified customer search menu when looking for contractors



Additional COVID-19 Contingencies

- Pay it Forward promotions
- Support for customers in arrears
- Commercial installation support
- Additional SMB sales outreach for non-participants



2021-22 DSM Plan Overview



Mark Schoenheider
Manager, Customer Energy Solutions

Beneficial Electrification

- Two offerings included in 2021-22 DSM Plan
 - Natural gas water heater to electric heat pump water heater
 - Offsetting natural gas furnace with electric heat pump
- Focus on reducing greenhouse gas emissions, saving customers money, or improving the efficiency of the grid
- Expanded support for all-electric new construction
 - Business New Construction
 - Energy Star New Homes

Natural Gas Portfolio

- Significant expansion in scale
 - Approximately 35% increase over historic achievement
 - Achieved through expansion of existing offerings
- Focus on helping customers reduce their carbon dioxide emissions from end-use natural gas consumption
- Part of broader natural gas decarbonization strategy

COVID-19 Adaptations

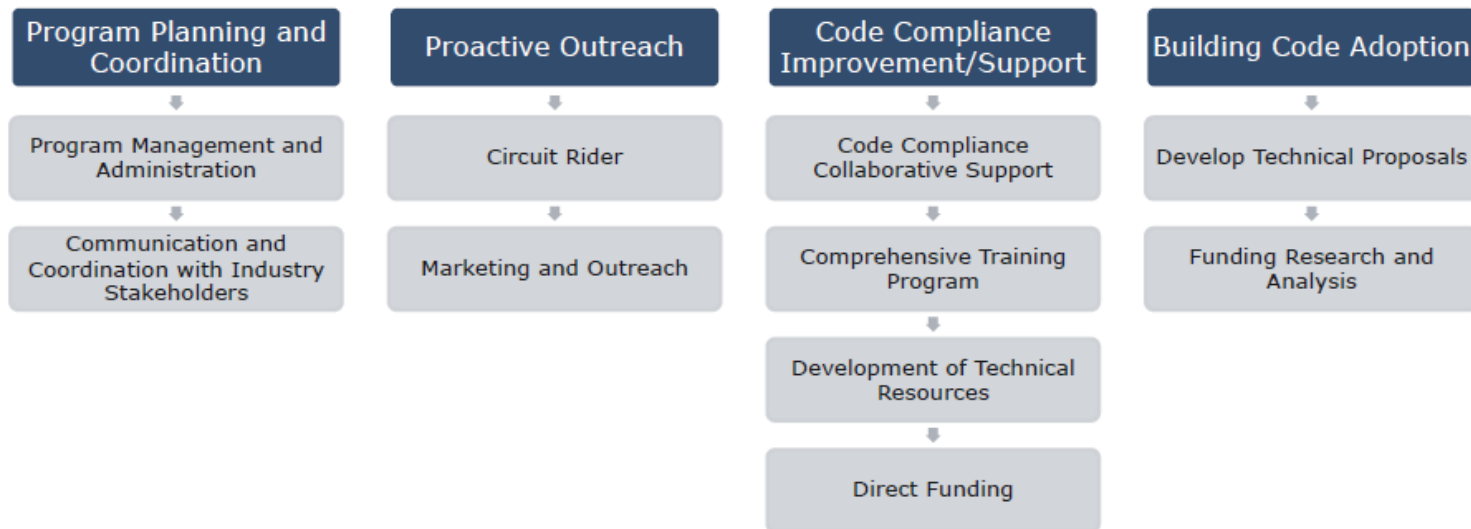
- Remote and low-touch assessments
 - Home Energy Squad
 - Refrigerator Recycling
 - Multifamily Buildings
- Low/no touch offerings
- Remote M&V methods

Comprehensive Product Offerings: Residential Heating & Cooling

- Individual HVAC residential products combined into the Residential Heating and Cooling program
 - High Efficiency Air Conditioning
 - Evaporative Cooling
 - Residential Heating
 - Water Heating
 - Smart Thermostats
- Enhancing the customer and trade partner experience
 - Holistic solution instead of individual products
 - Enabling operational efficiencies

Codes & Standards Research Project

- Background:
 - Phase 1: Exploration of utility compliance programs and the landscape of codes and standards in CO and MN
 - Phase 2: Program and savings methodology recommendations



Codes & Standards Research and Filing

- Codes:

- Business and Residential components in respective new construction products
- Approximately 6.5 GWh and 52,000 Dth over 2 years
- Budget at recommended level of ~\$235,000 per year
- Attribution rate of 19% from pre-program work; will rise as program launches
- Codes compliance study included in plan for 2021

- Standards:

- No explicit plans to research standards yet
- Minnesota state-sponsored study of equipment/appliance standards may help inform approach

Low-Income Program

- Single-family Weatherization
 - Increased incentives for Evaporative Cooling
 - Addition of heat pump measures
 - Water heaters, air-source, and mini-split
 - LED bulb giveaways coordinated with local foodbanks
- Low-Income Kits
 - Addition of bonus kits
 - Specialty bulbs
 - Secondary showerheads



DSM Pilot and Product Development Q2-2020 Highlights

Dan King and Thor Bjork
Product Developer, Customer Energy Solutions

Charging Perks pilot

- **Background:**

- A smart charging pilot that will manage when a residential customer charges their electric vehicle by sending a schedule directly to the EV

- **Status:**

- In contract negotiations with four automakers
- Have completed testing back-end integration with two of four automakers to enable customer enrollment
- Targeting 2020 pilot launch pending contract agreement

Residential Battery Demand Response pilot

- **Background:**

- A pilot to test the ability of residential, customer-owned batteries to respond to demand response signals to reduce peak load, charge on demand, and shift solar export

- **Status:**

- Have agreement completed with one vendor (just waiting on signatures), and are at advanced stage of negotiation with second vendor
- Posted notice to modify before launch to adjust incentive and battery utilization
- Targeting a fall launch

Behavioral Demand Response Pilot

- **Background:**

- A pilot program to assess the impact of behavioral demand response with residential customers on a TOU rate
- Participants receive communications with social comparison and energy-saving tips to encourage reduction of energy use during peak events

- **Status:**

- Currently working with implementer on pilot design and messaging
- Originally planned for 2020 event season, now postponed to later date due to complications around Covid-19 and shelter-in-place orders

Water Heater Demand Response

- Water heaters will be used as a form of thermal energy storage, to shift loads away from peak times
- Residential only
- For new heat pump water heaters
- 60-day notice has been filed



Thermal Energy Storage

- Custom measure with streamlined assessment available that engages low temperature refrigeration facilities
- Thermal storage medium (phase change material or other) must be located within the refrigerated space
- Rebate capped at 90% of incremental cost instead of typical 60%



Business Energy Assessments

Goals of Assessment Program Redesign

- Provide a clear, progressive suite of “right-sized, right detail” offerings to meet the needs of each business customer segment
- Create a streamlined experience for trade partners and customers
- Increase the implementation rate to increase customer savings and improve cost effectiveness overall

New Product >>>	Small Business Solutions Walk-Thru	Commercial Streamlined Assessment	Building Assessment	Targeted Building Assessment	In-Depth Study
Current Study	N/A	CO: Business Energy Analysis	Recommissioning		Engineering Assistance Study
Cost to Customer	Free	\$	\$\$	\$\$\$	\$\$\$\$
Target Market	Smallest to Mid	Small to Mid	Mid to Large	Engaged/Targeted	High Opportunity
Onsite Activity	Operations & Equipment Eval Direct Installs DM Enrollment	Operations & Equipment Eval Direct Installs RCx Lite; DM Enrollment	Operations & Equipment Eval Approved RCx DM Enrollment	Operations & Equipment Eval Approved RCx DM Enrollment	Equipment Eval
Implementation Support?	Yes	Yes	Yes	Yes	No

Indoor Agriculture Energy Assessment

- In development
- Targeted energy assessments for the cannabis industry
- Rebates through our regular prescriptive and custom processes
- Slated for 2021



Product idea submissions

Share your Product Ideas:

www.xcelenergy.com/productideas

