

➤ Summary of 60-Day Notice: Heating Efficiency

Public Service Company of Colorado (“the Company”) posts this 60-Day Notice to make changes to the Heating Efficiency product in response to the 2019 Process Evaluation.

The evaluation found that participating customers and trade partners were satisfied with their experiences of the Heating Efficiency Product; however, trade partners expressed limited awareness about the specifics of the product. The Company will implement the following recommendations in 2020:

- Increase marketing and direct engagement with trade partners who participated more than once;
- Assign staff to maintain and track trade partner email information to ensure email addresses are up-to date (for both administrative and field staff);
- Increase trade partner engagement by supporting trainings to increase product and equipment awareness;
- To prevent miscommunications, increase training for Xcel Energy sales staff, focusing on those who support smaller commercial and industrial customers, on product requirements and eligibility;
- Improve data management practices relating to documentation of early project stages in Salesforce;
- Provide training to customers and trade partners on how to use the online application form;
- Examine opportunities to improve the online application process to make it easier to complete and manage applications, including the ability to complete applications overtime;
- Adjust the incentive structure to encourage more customers to install mid-level efficiency boilers, instead of lower-level efficiency boilers;
- Increase opportunities to influence customers when they are deciding which equipment model to purchase; and
- Assess feasibility of including additional measures offered by the product.

Detailed responses to each of the Process Evaluation recommendations can be found in the matrix included with the report. Implementation of these recommendations has not resulted in any changes to the product technical assumptions or cost-benefit analyses.

These documents can be found on our website at the following link:

http://www.xcelenergy.com/Company/Rates & Regulations/Filings/Colorado_Demand-Side_Management