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## Q3-2020 COLORADO DSM ROUNDTABLE

11.12.2020

# AGENDA

- 1:00 – 1:20 p.m. Welcome and DSM Regulatory Updates
- 1:20 – 2:00 p.m. DSM Programs: Q3-2020 Update
  - » Q3 Achievement and Highlights
  - » Covid-19 Response
    - Pay-it-Forward
    - Restaurant Bonus
    - Residential Cooling Market Impacts
- 2:15 – 2:30 p.m. Product Development Update
- 2:30 – 3:30 p.m. Potential Study Introduction



# **DSM Regulatory Updates Q3-2020**

**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*

# Q3 60/90-Day Notices

- Residential Battery Demand Response
  - *Posted: 8/7/2020*
  - *Implemented: N/A*

# DSM Regulatory Calendar

- 2021-22 DSM Plan
  - Filed July 1, 2020 – Proceeding No. 20A-0287EG
  - Answer Testimony filed November 2, 2020
  - Rebuttal & Cross Answer Testimony due November 30, 2020
  - Settlement Agreement due December 11, 2020
  - Hearing begins December 17, 2020
- Upcoming Meetings – Save the Date!
  - Q4-2020 DSM Roundtable Meeting
    - Wednesday, February 10, 2020

The background is a solid red color. On the left side, there is a white triangular shape pointing towards the center. On the right side, there is a white triangular shape pointing towards the center.

# **DSM Achievements Q3-2020**

**Mark Schoenheider  
Manager, Customer Energy Solutions**



# 2020 Q3 Achievement Highlights

## Electric Portfolio

- 320.9 GWh (64% of 501.7 GWh Target)
- 59.9 MW (65% of 92.3 MW Target)
- \$53M (57% of \$93.4M Budget)

## Business Programs

- 189.8 GWh (51% of Target)
- Lighting + Lighting Small Bus. 88.8 GWh (41%)
- New Construction 42.6 GWh (110%)
- Strategic Energy Management 26.7 GWh (76%)

## Residential / LI Programs

- 131.1 GWh (99% of Target)
- Home Lighting & Recycling – 86.5 GWh (126%)
- High Efficiency Air Conditioning – 2.3 GWh (91%)
- L.I. Single Family – 8.4 GWh (470%)

## Gas Portfolio

- 518,539 Net Dth (76% of 681,120 Target)
- \$9.3M Spend (62% of \$14.9M Budget)

## Business Programs

- 172,596 Net Dth (110% of Target)
- New Construction 107,205 Dth (208%)
- Commercial Refrigeration 7,073 Dth (126%)

## Residential / LI Programs

- 345,943 Net Dth (66% of Target)
- ENERGY STAR Homes – 73,510 Dth (98%)
- Residential Heating – 59,414 Dth (94%)
- L.I. SF Weatherization – 35,978 Dth (76%)

# Marketing Campaigns & Trade Outreach

## Business

- Commercial Refrigeration Trade Webinar July 28
- Commercial Financing Webinars (4) Aug. 2020
- Compressed Air Trade Partner calls – Q3
- 14th annual IECRM Summit Awards – Aug. 2020
- City and County of Denver Beneficial Electrification (monthly)
- Energize Denver Advisory Group (monthly)
- Recommissioning program update Sept. 24 including program and Account Management, Siemens Building Technology
- Independent Electrical Contractors Rocky Mountain (IECRM) Member forum on COVID impacts (bi-weekly)
- Energy Efficiency Business Coalition (EEBC) quarterly

## Residential

### Marketing

- Low-income light bulb promotion through food banks
- LED bulb promo in retail stores
- Fresh television advertising
- Bill onsert in July promoting Home Energy Squad
- Bill onsert in September for Refrigerator Recycling
- Customer emails
  - Home Energy Squad (2)
  - Home Energy Efficiency Kits
  - Refrigerator Recycling
  - Smart thermostats
  - Stay cool

### Trade partner outreach

- Extended AHRI waiver due to supply chain issues
- High personal touch (phone calls)
- Online application issues resolved

# COVID-19 Update and Contingencies

- Pay it Forward promotions
- Restaurant Outreach
- Residential Cooling Market Impacts

# Pay It Forward Campaign

- Over 1300 customers chose to donate their annual DR incentive as a part of Pay It Forward campaign
  - \$54,000 raised
- Donations go to Energy Outreach Colorado
  - Weatherization and Energy Assistance help



The screenshot shows the Xcel Energy website with a navigation bar at the top containing links for 'Billing & Payment', 'Start, Stop, Transfer', 'Programs & Rebates', and 'Outage & Emergencies'. The main content area features the 'PAY IT FORWARD.' headline, followed by a paragraph explaining the Saver's Switch program and the opportunity to donate a \$40 credit. A red button labeled 'Make a Difference' is positioned below the text. To the right of the text is a photograph of a smiling woman and a young child washing their hands at a sink. At the bottom of the page, a large red banner contains the slogan 'POWERING THROUGH TOGETHER' in white capital letters.

Xcel Energy®

Billing & Payment Start, Stop, Transfer Programs & Rebates Outage & Emergencies

## PAY IT FORWARD.


One of the many benefits of participating in Saver's Switch is receiving your \$40 credit on your electric bill every October. Today we're asking you to consider donating this tax-deductible credit to help local, non-profit energy-assistance providers support our customers with energy needs.

[Make a Difference](#)

**POWERING THROUGH TOGETHER**

# Restaurant Outreach

- Customer communication sent in October
  - Free refrigeration energy assessment
  - No-cost upgrades installed on-site: LEDs, Aerators, Pre-Rinse Spray Valves, Coil Cleaning Brush Kit
  - 25% prescriptive bonus
- Assessment progress
  - 23 inquiries, 14 conducted



ENERGY SAVINGS  
FOR RESTAURANTS

[Learn More](#)

**LIMITED-TIME OFFER FOR RESTAURANTS**

This year has been hard on businesses, but we are here to lend a helping hand.

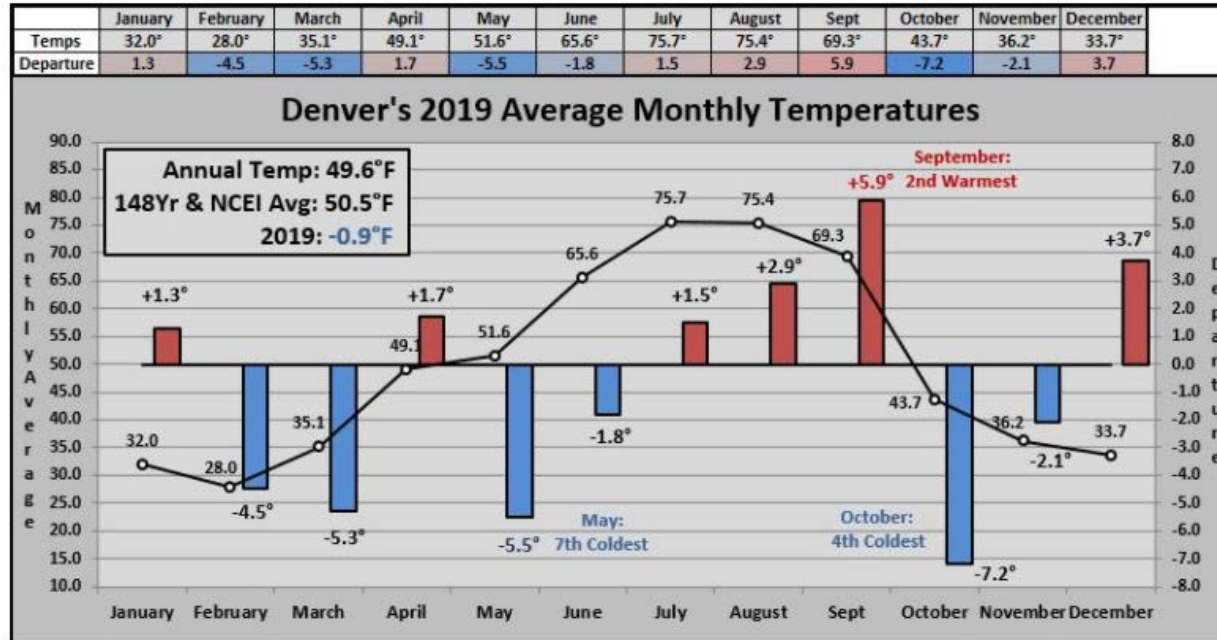
Xcel Energy is offering restaurants free energy assessments and no-cost upgrades including select LEDs, bathroom sink aerators and pre-rinse spray valves. We're also offering a limited time, 25% bonus rebate on qualifying equipment – available only to restaurants – until March 31, 2021.

[Start with a free assessment >](#)



# **Residential Cooling Forecasting in 2020**

# 2019 as a predictor for 2020?



- [https://www.weather.gov/bou/Denver\\_2019\\_climate\\_summary](https://www.weather.gov/bou/Denver_2019_climate_summary)

## Remembering 2019

- The old normal lifestyle
- The economy
- Slow AC season start
- Strong finish

## Living 2020

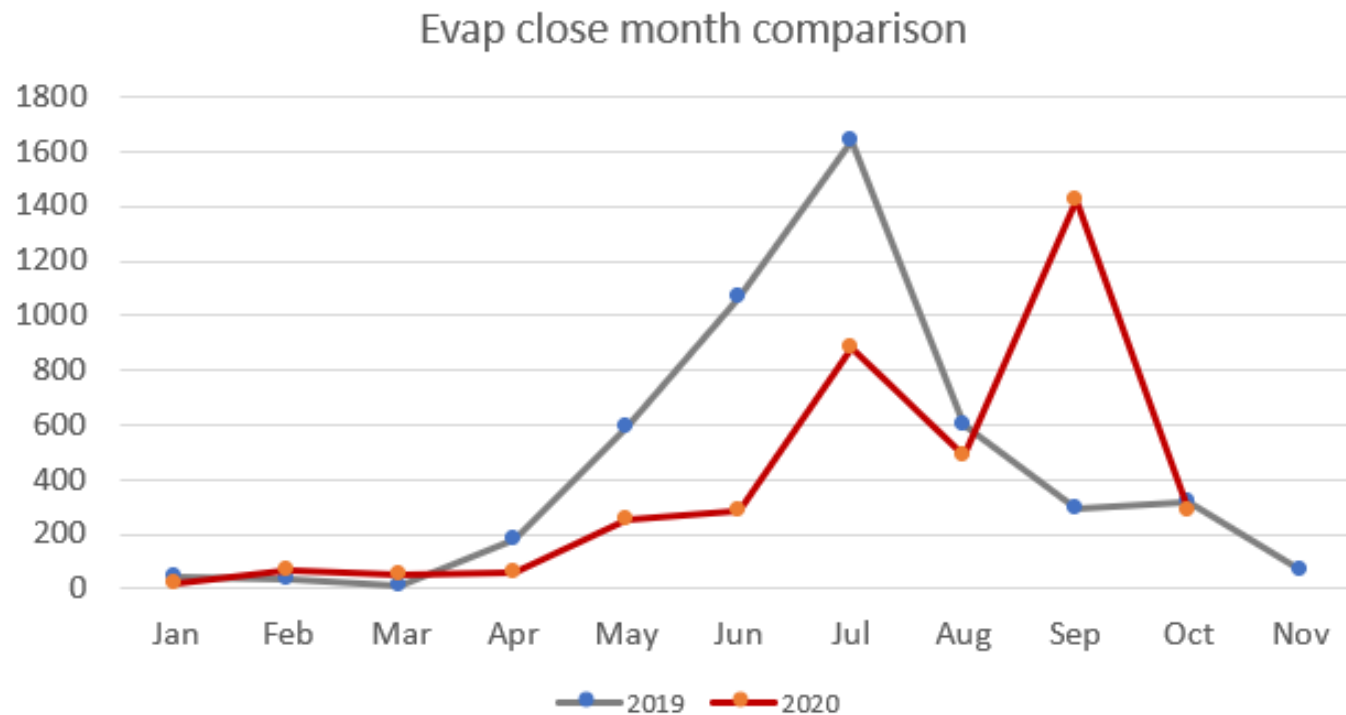
- A big AC year predicted
- Covid-19 circumstances
  - Working at home
  - Many had money to spend
  - Comfort became king
- Supply chain and transportation issues



# AC Rebates: Responses and Outcomes

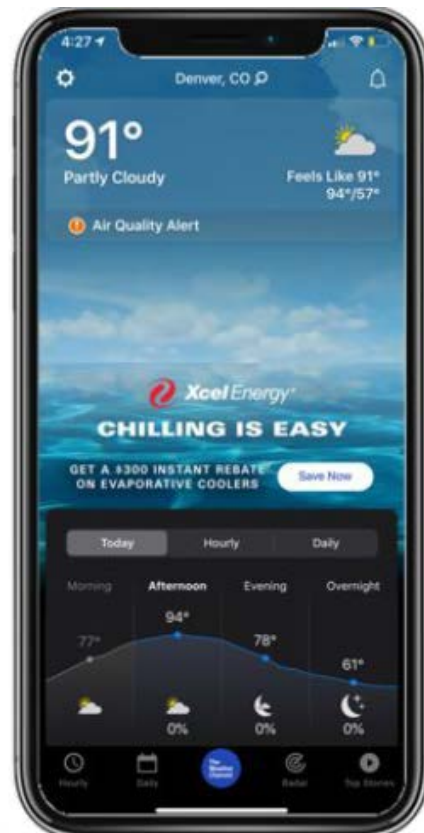
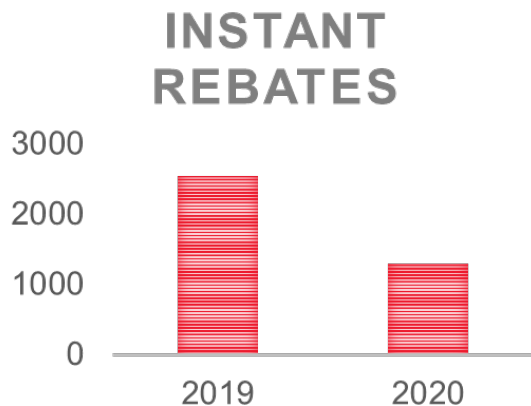
- Listened to trade allies, formulated a response
  - Meet customer expectations
  - Protect customer satisfaction (keep promises)
  - Protect program integrity (AHRI waiver, QI only \$300 rebate)
- Extended waiver to the end of the year
- Will meet/exceed participation and savings targets

# Forecasting rollercoaster



# Evaporative Cooling Responses

- Delay in launching ad campaign (awareness)
- No in-person trade partner trainings or meetings
- Manufactured homes campaign in May
- Instant rebates were much lower this year
- Great ad campaign, strong results



## Lessons learned

- Contingency plans help offset the unexpected challenges
- Listen well and often to customers, allies and industry experts
- Forecasting is an art as well as a science



# **DSM Pilot and Product Development Q3-2020 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:**

- Completed contracts with EPRI to provide demand management interface to automakers and Guidehouse to provide evaluation services
- In contract negotiations with four automakers
- Continue to develop and test integrations with automakers

# 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:**

- Contract complete with SolarEdge, and contract with second vendor is in final stages
- Launch is on hold to allow full consideration of proposed changes made in 60-Day Notice through Proceeding No 20A-0287EG

# High Bill Alert

- In development
- Residential customer offering
- Based on 2016 Unusual Usage Alert pilot
- Alert triggered only if a customer's usage is expected to be at least 30% more than same billing period previous year
- Slated for 2020, but dependent on AMI





## Product idea submissions

Share your Product Ideas:

[www.xcelenergy.com/productideas](http://www.xcelenergy.com/productideas)

