



## Peak Partner Rewards Program

Earn credits for helping Xcel Energy manage peak energy demand. During periods of peak energy demand, such as hot summer days, our system may require more power than is typically available. Customers who participate in Peak Partner Rewards, a demand response program, agree to reduce their electricity use at our request during these periods. The more load you agree to control, the more you'll save on your Xcel Energy bill. Year-round credits often add up to thousands of dollars.

### What is demand response?

- Demand response programs incentivize customers to reduce electricity consumption at a specific point in time, usually during periods of peak energy demand such as hot summer days. Customers agree to reduce electricity demand when notified by the utility in exchange for bill credits. Demand response programs allow utilities to avoid the use of less efficient peaker plants when system loads are really high.

### Why should I participate?

- The Peak Partner Rewards program helps support Colorado's energy efficiency and sustainability goals by helping to reduce the need to build new power plants. In addition, the program offers financial incentives and helps reduce your business's energy costs while increasing overall efficiency.

### Who is eligible for the Peak Partner Rewards program?

- The Peak Partner Rewards program is available to all business customers who can agree to reduce usage during the summer months, June through September, between the hours of 2 p.m. and 6 p.m. by a minimum of 25 kilowatts (kW).

### How do I participate?

- We strive to make participation as easy as possible so you can stay focused on running your business.
  - We work with you to identify the electric load that you can curtail each month and help develop an energy reduction plan that minimizes operational impact on your business.
  - We install a metering device at your facility to monitor your electric consumption levels.
  - Upon successful installation, your facility is ready to respond.



### What types of loads are curtailable?

- Nearly anything that consumes electricity can be reduced. Xcel Energy has extensive experience creating curtailment strategies that work within the operational considerations of a wide variety of facilities, including cold storage, manufacturers, food processors, universities, malls, office buildings and more. Common reduction examples include:
  - Reduce non-essential lighting
  - Modify manufacturing processes
  - Adjust HVAC equipment
  - Dial back pumps
  - Change settings in industrial freezers

Our customers find that many energy intensive processes can simply be shifted to alternate times to facilitate dispatch participation.

### How is curtailment managed?

- Participants in the Peak Partner Rewards program have access to their electric load profile every day of the year through our web-based customer portal. Monitoring near real-time usage during a dispatch will help ensure you meet your energy reduction commitment.

### What happens when a demand response event is called?

- When Xcel Energy experiences high peak demand and anticipates the need for additional capacity, a demand response event will be initiated. Once an event is called, we will notify you via email, phone, and/or SMS at least one hour prior to the start of an event. The notification will include the event start time, duration of event and event end time. You will need to enact your energy reduction plan by the designated start time.

### How often will a demand response event be called? And how long do they last?

- The Peak Partner Rewards program events are most likely to be called from June through September between 12 p.m. and 8 p.m., Monday through Friday, excluding holidays. Dispatches will last for a minimum of one hour and a maximum of four hours. A maximum of one dispatch will be called in any given 24-hour period with no more than 15 dispatches, totaling 60 hours, per year.

### Are there penalties if my facility underperforms during a demand response event?

- If your facility cannot participate in the event or cannot reduce as much demand as expected, we will work with you to identify and address the cause. No penalties are imposed due to underperformance but your incentives will be adjusted based on your performance. Also, because participants who underperform in two dispatches in a year risk being removed from the program, we may adjust your nomination for future months to ensure you are able to fully meet your reduction obligation.



## What are the benefits of participation?

- Reduced energy costs
  - The Peak Partner Rewards program delivers incentives that go directly to your bottom line. Your total incentive will depend on the amount of electric demand your facility is expected to reduce and your actual performance during demand response events. Your monthly electricity bill will be credited with your earned incentives.
- Actionable insights
  - The Peak Partner Rewards program customers gain access to their near real-time energy load profile. This data can be used to help maximize demand response event performance as well as provide insight for additional year-round, energy-saving opportunities.
- Social and environmental responsibility
  - Demand response is a clean, efficient alternative to peaking power plants. Your business can demonstrate environmental responsibility and enhance your reputation as a good corporate citizen by helping to maintain reliable and affordable electricity throughout Colorado.



## How am I financially compensated for my participation?

- The Peak Partner Rewards program compensates participants with two incentives that appear as credits on their monthly electric bill:
  - Participants earn a Reservation Incentive for agreeing to curtail load, if an event is called. This incentive is based on the kW capacity the participant agrees to supply within their contract. This **Reservation Incentive** rate is currently \$2.00/kW-mo.\*
  - Participants earn an additional Incentive for their performance during an event. This incentive is based on the total kilowatt-hour (kWh) reduction during each dispatch. The **Performance Incentive** rate is currently \$0.70/kWh.\*

*\* Both incentive rates are stipulated in Xcel Energy's Peak Partner Rewards tariff and are subject to change annually.*

For more information, Contact your Xcel Energy account manager or contact our Business Solutions Center at **855.839.8862**.