



Colorado DSM Roundtable

November 5, 2014

1:00 – 3:30 pm

03G01, 1800 Larimer St.
Denver, CO



Agenda

- 1:00 – 1:05 p.m. **Welcome and Introductions**
- 1:05 – 1:10 p.m. **DSM Regulatory Updates**
- 1:10 – 2:00 p.m. **DSM Programs: Q3-2014**
 - Business
 - Residential and Low-Income
- 2:00 – 2:15 p.m. *-- Networking Break --*
- 2:15 – 2:45 p.m. **Pilot Updates: Q3-2014**
- 2:45 – 3:30 p.m. **Product Development: Q3-2014**
 - Stakeholder Idea Submissions



DSM Regulatory Updates Q3-2014

**Sarah Ruen Blanchard
DSM/RE Regulatory**



DSM Regulatory Updates

Plan Filing

■ 2015/2016 DSM Plan Filed

- ◆ 14A-1057EG
- ◆ Next Steps:
 - Approval of Intervenors
 - Establish Procedural Schedule

DSM Regulatory Updates

60/90-Day Notices

■ **Single-Family Weatherization**

- ◆ *Posted:* Sept 12, 2014
- ◆ *Implemented:* Oct 14, 2014

■ **School Education Kits and LI Energy Savings Kits**

- ◆ *Posted:* Sept 16, 2014
- ◆ *Implemented:* Oct 16, 2014

■ **Pool Pumps** (90-Day Notice)

- ◆ *Posted:* Sept 22, 2014
- ◆ *Implemented:* Oct 22, 2014

Regulatory Look-Ahead

Upcoming DSM Filings / Meetings

- **February 11, 2015:**
Q4-2014 DSM Roundtable Meeting





2015/2016 DSM Plan

Bill Conrad
Manager, Energy Efficiency Marketing



2015/2016 DSM Plan

2015 Electric Overview

Electric Programs	Budget (\$M)	kW	GWh	MTRC
Business	\$47.1	40,424	261.0	1.55
Residential	\$25.6	38,285	136.1	2.18
Low-Income	\$3.0	799	7.1	1.17
Indirect	\$5.9	166	3.1	0.16
EE Total	\$81.6	79,674	407.3	1.65
DR Total	\$13.7	15,486	0.2	1.80
Portfolio Total	\$95.3	95,160	407.5	1.66

2015/2016 DSM Plan

2016 Electric Overview

Electric Programs	Budget (\$M)	kW	GWh	MTRC
Business	\$44.2	37,743	260.6	1.61
Residential	\$25.0	36,544	136.7	2.24
Low-Income	\$3.0	803	7.1	1.21
Indirect	\$6.5	1,129	4.2	1.69
EE Total	\$78.7	76,218	408.6	1.69
DR Total	\$13.5	13,390	0.2	1.88
Portfolio Total	\$92.2	89,608	408.8	1.71

2015/2016 DSM Plan

2015 Natural Gas Overview

Gas Programs	Budget (\$M)	Dth	MTRC
Business	\$2.0	187,082	1.32
Residential	\$5.9	338,068	1.71
Low-Income	\$3.4	56,164	1.23
Indirect	\$1.8	14,646	0.39
EE Total	\$13.1	595,960	1.44

2015/2016 DSM Plan

2016 Natural Gas Overview

Gas Programs	Budget (\$M)	Dth	MTRC
Business	\$1.8	187,961	1.46
Residential	\$6.2	367,044	1.73
Low-Income	\$3.4	57,247	1.26
Indirect	\$2.2	16,644	0.47
EE Total	\$13.6	628,895	1.48

2015/2016 DSM Plan

Products/Pilots

■ New Products

- ◆ Energy Feedback Business (2016)
- ◆ LED Street Lights
- ◆ Energy Feedback Residential
- ◆ Home Energy Squad

■ New Pilots

- ◆ Multifamily Building Pilot
- ◆ Smart Thermostat Pilot
- ◆ Small Business Smart Thermostat Pilot
- ◆ Building Energy Optimization DR Pilot

■ Retired Products

- ◆ Segment Efficiency
- ◆ Pool Pumps

■ Concluded Pilots

- ◆ Community Energy Efficiency Planning Pilot
- ◆ EV Charging Station Pilot
- ◆ In-Home Smart Device Pilot

2015/2016 DSM Plan Measures

■ New Measures

Measure / Approach	Product
Midstream Incentives	Cooling
VSD hp Reduction*	Compressed Air
EC Plug Fans*	Data Centers
EMIS	EMS
Direct Install	Lighting – Small Business
Mid-tier Offering	Process Efficiency

Measure / Approach	Product
17 SEER / 13 EER	HEAC
Area Lighting	Lighting Efficiency
Customer-owned LED Street Lights	
Integrated Sensors*	
Midstream Rebates	

*Utilized PD Express

■ Retired Measures

- ◆ HPS fixtures and pulse-start metal halide fixtures – Lighting Efficiency
- ◆ 14.5 SEER new unit rebates – HEAC
- ◆ 85% AFUE boilers – Residential Heating



2015/2016 DSM Plan

Comprehensive Product Evaluations

■ 2015

- ◆ Home Lighting & Recycling
- ◆ Lighting Efficiency

■ 2016

- ◆ Computer Efficiency
- ◆ Non-Profit



Q3-2014 DSM Achievements

Bill Conrad
Manager, Energy Efficiency Marketing



Q3-2014 DSM Achievements

Highlights

Electric Portfolio

247 Net Gen GWh (66% of Goal)

Business Programs

- Process Efficiency – 114% of Target
- Data Center Eff. – 125% of Target
- EMS – 97% of Target

Residential Programs

- ENERGY STAR New Homes – 97% of Target
- Home Lighting – 107% of Target
- Residential A/C – 104% of Target

Gas Portfolio

327,487 Net Dth (53% of Goal)

Business Programs

- EMS – 210% of Target
- New Construction – 112% of Target
- Custom Efficiency – 55% of Target

Residential Programs

- Home Perf. w/ENERGY STAR – 148% of Target
- Water Heater Rebate – 136% of Target
- Heating System Rebate – 88% of Target

Q3-2014 DSM Achievements

Business and Residential Customer & Trade Events

Business Trade Events

- Lighting Workshop (230 Attendees)
- Graybar Customer Event (200+ Attendees)
- CO Real Estate Journal Event Office Summit (500+ Attendees)
- Data Center Eff. Engineering Firm Outreach Event.
- Annual AFEC Show
- Colorado Wyoming Petroleum Marketers Association
- BOMA Workshop
- Certifiably Green Denver Open House
- Refrigeration Efficiency Workshop
- Denver 2030
- Heating Advisory Board Meeting and Tour of Valmont station
- CEEP Event with City of Lafayette and recognition award.

Residential Trade Events

- NATE Gas Heating Certification update: 188 Res Heating Trade Partners certified.
- Evaporative Cooling 30% bonus rebate to achieve lift in unit sales and rebates concludes Nov. 30. Western Slope focus and trade partner meetings.
- Home Energy Audit, Home Performance with ENERGY STAR, Air Conditioning trade partner sessions and networking to drive more electric savings; program updates, business-building guest speaker.



Business Program Highlights

Kim Spickard
Team Lead, DSM Marketing



DSM Business Program Highlights

Recommissioning: Building Tune-Up

- Launched new Building Tune-Up path (under Recommissioning product) to target smaller businesses 5,000 sq. ft.–75,000 sq. ft.
- Xcel Energy sends energy advisor to conduct a Building Tune-Up audit; audit value about \$4,500
 - ◆ Three audits have been scheduled to date
 - ◆ Three additional potential audits in the pipeline
 - ◆ No savings have been identified at this time, pending audit completion
 - ◆ Forecasting 10 audits and 0.5 GWh of electricity savings in 2014

DSM Business Program Highlights

Lighting Mid-stream Rebates

- **RFP completed for implementation of mid-stream approach (Ecova)**
 - ◆ Targeted Jan 2015 launch
 - ◆ Included in the 2015/2016 DSM Plan
- **Marketing efforts underway to announce new mid-stream process**
 - ◆ Distributors can sign up via a partnership agreement
 - 25 Distributors have been contacted
 - No completed agreements at this time
 - ◆ Downstream applications with an invoice dated prior to mid-stream effective date will be honored



Residential Program Highlights

David Hueser
Team Lead, DSM Marketing



DSM Residential Program Highlights

High Efficiency Air Conditioning



Strong Q3: Electric DSM demand and energy savings targets met for 2014

- **Contractors report slow down in sales due to cooler summer**
 - ◆ Product still processed record number of rebates in July
- **Measurement & Verification**
 - ◆ M&V inspections began during Q3, with final results expected in early Q4
- **Western Cooling Control 60-Day Notice approved**
 - ◆ Measure included in product as of August 29
 - ◆ \$35 rebate per device installed



Photo: Lennox

DSM Residential Program Highlights

School Education Kits and Energy Savings Kits (Low-Income)



Both programs will continue to enroll participants through year end to achieve savings targets

■ **60-Day Notice posted September 16**

- ◆ Matches shared Home Lighting & Recycling product technical assumptions for bulbs
- ◆ Incremental cost updates based on new vendor pricing for School Education Kits

■ **Both programs continued enrolling participants throughout Q3**

- ◆ School Education Kits was 79.5% enrolled at the end of Q3
- ◆ First direct mail offer for Energy Savings Kits (Low-Income) had a 22% response rate (record response rate for the program)



CO School Education Kit



CO Low Income Energy Saving Kit

DSM Residential Program Highlights

ENERGY STAR[®] New Homes



**Through Q3, excellent participation level – 2,515 homes rebated
97% of kWh goal on 97% spend; 78% of Gas Dth on 128% spend**

- Fully subscribed as of September 18
 - ◆ Participants notified – enrollments suspended
 - ◆ All homes submitted should qualify for rebate
- Third-party implementer finalizing all submittals and entering data in Salesforce CRM tracking system
 - ◆ Expect to rebate approximately 3,250 homes
- Allocated additional funds to keep product open longer:
 - ◆ \$1.17 M in Gas DSM spend and
 - ◆ \$212K in Electric DSM spend in 2014
- 2015 Product enrollment opens Dec 11



Photo: Boulder Creek Builders, Stapleton



Plan: Lennar, Centennial, CO, Hayden model

DSM Residential Program Highlights

Home Performance with ENERGY STAR



Gas DSM savings at 155% of filed goal in Q3

Electric DSM trending to meet 2014 energy savings goal – at 87% of filed goal in Q3

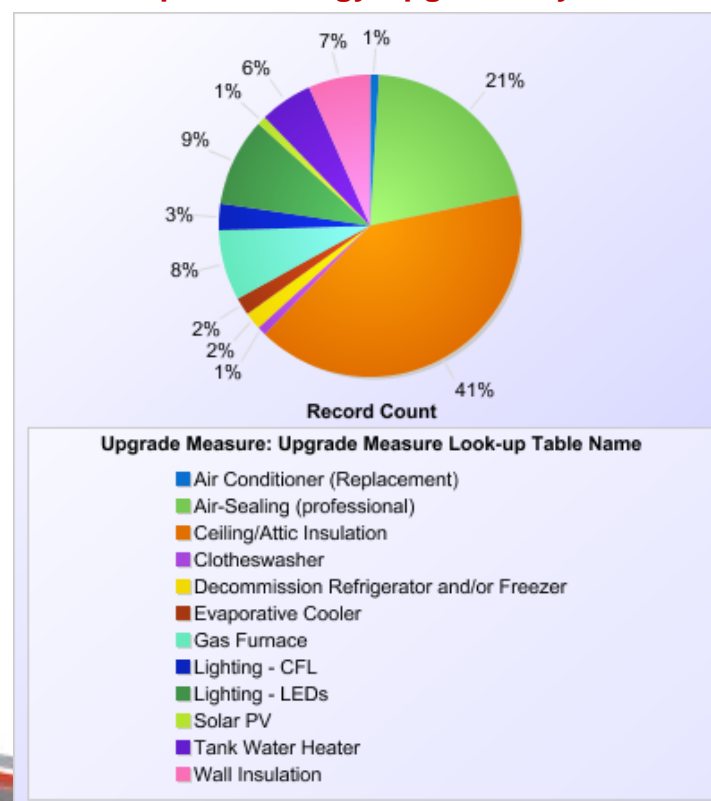
■ HVAC trade partner outreach and networking

- ◆ Over 30 HVAC partners and 30 HP partners
- ◆ Training: hosted a guest speaker and product specific updates
- ◆ Training: covered opportunities for HVAC to partner with HP → Discussed HVAC trade incentive for Q4

■ Energy Advising continues to climb

- ◆ 368 accounts, 36% conversion of those accounts moved forward with a project
- ◆ Collaboration with High Country and other community programs continues

HP Completed Energy Upgrades by Measure





- Networking Break -



DSM Pilot Updates

Kerry Klemm
Manager, Product Development

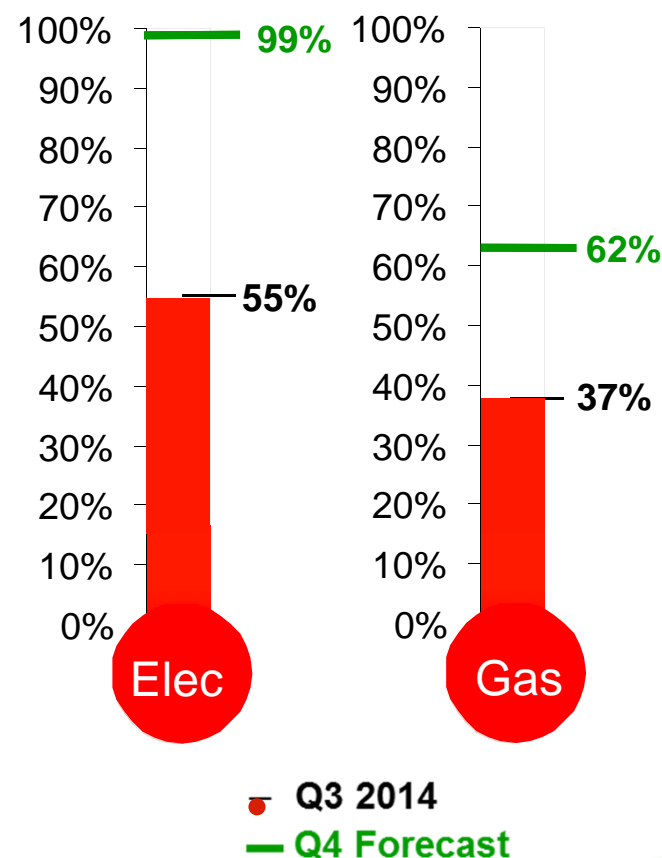


DSM Pilot Updates

Energy Feedback Pilot – Residential

	GWh	Dth
YTD Q3-2014	16 GWh	52,687 Dth
Filed YE Targets	28.9 GWh	141,333 Dth
YE Forecast	28.8 GWh	87,761 Dth
Forecast % of Target	99%	62%

- ◆ Refining savings calculation methodology
- ◆ 60-Day Notice by early December to add 400,000 participants in January





DSM Pilot Updates

Online Energy Feedback Measure



- Email every 6 weeks to ~300,000 customers
- Email open rates solid (20.8%)
- September bill Onsert
- First savings measurement not until Q4

Measure Savings Forecast

1.8 GWh, 7,662 Dth

~50% of filed goal due to mid-year start

DSM Pilot Updates

Energy Feedback Pilot – Business

- 10,000 small business customers
- Three reports delivered; one more by year-end
- Will continue as a pilot through 2015 and transition to product in 2016 if cost-effective

Forecast: 2.24 GWh, 11,704 Dth

~50% of filed goal due to mid-year start

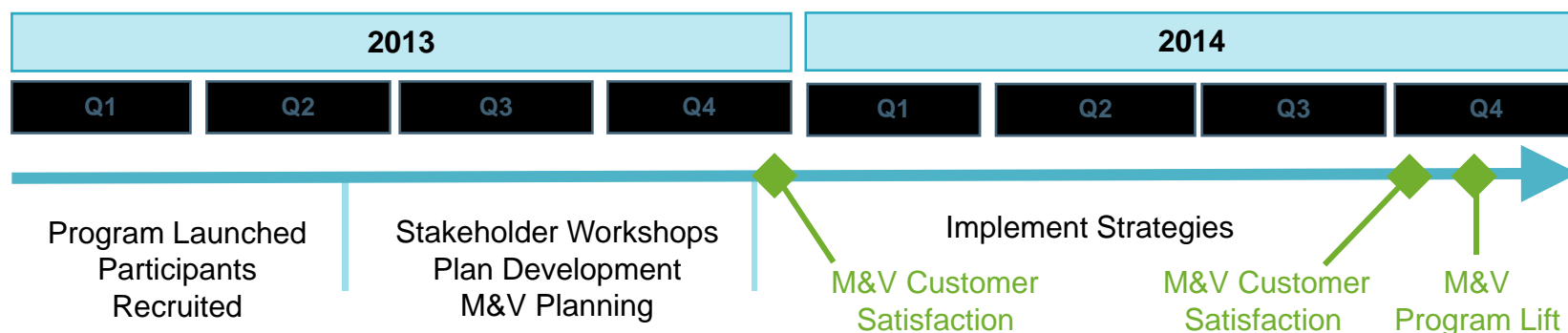
That's what these energy reports do, [they get me] thinking, 'how come it is so much?'"

"These guys (Xcel) are kind of on it. They are looking to help you."



DSM Pilot Updates

Community Energy Efficiency Planning Pilot



- Business Education Series
- Building Recommissioning Outreach
- Local Retailer Partnership



- Building Permit Education
- Energy Efficiency Contractor Training
- Green Business Award Program Expansion



- Res Bundle Program Outreach
- Business Bundle Program Outreach
- Public Sector Institutions Energy Efficiency Drive (City buildings, Aurora Public Schools, Aurora Mental Health)



- Energy Focus Webpage Education Outlets
- True Value Energy Corner (light bulbs/tips)
- Small Business Lighting Energy Analysis Outreach

DSM Pilot Updates

EV Charging Station Pilot

PHASE I



- ✓ Completed 2014 load control events
- ✓ Increased control period to 6 hours
- ✓ Load data for 2013 & 2014 being analyzed

PHASE II



- ✓ Completed 2014 load control events
- ✓ Increased control period to 6 hours
- ✓ Load data for 2013 & 2014 being analyzed

PHASE III



- ✓ Partnering with GM OnStar
- ✓ Waiting for signature of Agreement from OnStar

CANCELLED

DSM Pilot Updates

New Pilots

■ Multifamily Building Pilot

- ◆ 60-Day Notice for Pilot approval posted Aug. 1
- ◆ RFP release and implementer selected by the end of Q4-2014
- ◆ Market launch expected Q1-2015

■ Smart Thermostat Pilot

- ◆ 60-Day Notice for Pilot approval posted Aug. 1
- ◆ Contracting underway with potential manufacturer partners and service providers
- ◆ RFP for demand response released by the end of Q4-2014
- ◆ Market launch expected Q1-2015



Product Development Update

■ Presented by Pat Goggin



Program ideas can be submitted on Xcel Energy's DSM website at:

<http://www.xcelenergy.com/About Us/Rates & Regulations/Regulatory Filings/CO DSM>

Product Development Update

Q3 PD Summary

■ Focus on finalizing products / measures for 2015/16 DSM Plan

- ◆ 15 products / measures added through the PD and PD Express processes
- ◆ 2 concepts were evaluated and found to be non-cost-effective

Product Development Update

Product Development Express

- Streamlined approach for adding new measures to existing programs
- New measures follow existing program structure
- Don't require significant new engineering analysis
- Examples include:
 - ◆ Integrated Lighting Sensors
 - ◆ VSD hp Reduction
 - ◆ EC Plug Fans

Product Development Update

Products/Measures Completed in 2014

Completed Products/Measures	Regulatory Path
LED Troffers	2014 60-Day Notice
Western Cooling Control Device	2014 60-Day Notice
Smart Thermostat Pilot	2014 60-Day Notice
Multifamily Pilot	2014 60-Day Notice
Energy Management Information Systems	2015/16 DSM Plan
Energy Feedback - Business Pilot	2015/16 DSM Plan
Direct Install for Small Business Lighting	2015/16 DSM Plan
Expansion of PE for SMB	2015/16 DSM Plan
Midstream Lighting Efficiency (Business)	2015/16 DSM Plan
CO Home Energy Squad	2015/16 DSM Plan
Energy Feedback Expansion	2015/16 DSM Plan
Company owned LED Street Lighting	2015/16 DSM Plan
Customer owned LED Street and Area Lighting	2015/16 DSM Plan

Product Development Update

Products Evaluated / Non-Cost-Effective

- **Residential Custom Efficiency** – Provide a cost-effective path for evaluating emerging technologies similar to the approach used in the Custom Efficiency (Business) product.
- **Ground Source Heat Pumps (GSHP)** – Evaluate whether adding a high efficiency residential GSHP option that uses a standard efficiency GSHP baseline is a cost-effective measure.

Stakeholder DSM Idea Submissions

■ Presented by Pat Goggin

Program ideas can be submitted on Xcel Energy's DSM website at:

http://www.xcelenergy.com/About_Us/Rates_&_Regulations/Regulatory_Filings/CO_DSM



Stakeholder DSM Idea Submissions

None submitted in time to be reviewed for this meeting.





Q&A



