



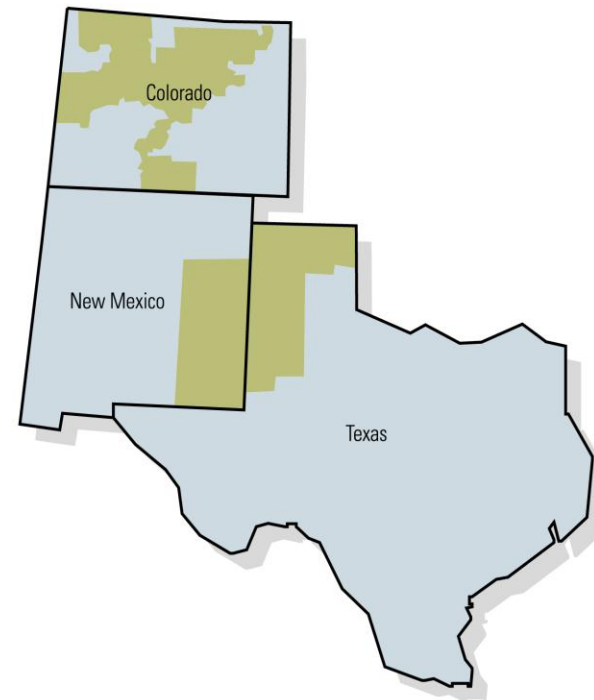
Colorado & New Mexico Electric Energy Efficiency 2011 Industrial Program

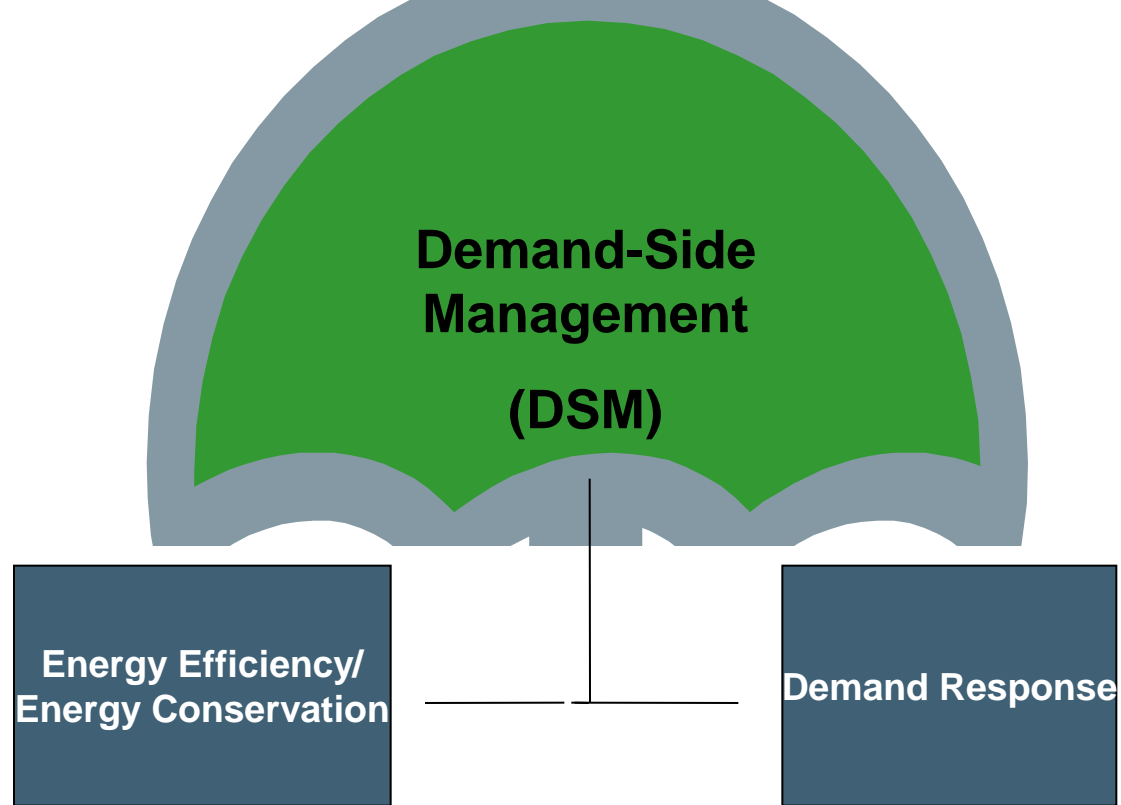
2011 WGA Conference

Shawn White
Manager, Energy Efficiency Marketing
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Xcel Energy

- ▶ 3.4 million electricity customers
- ▶ 1.9 million natural gas customers
- ▶ \$11.2 billion in revenues
- ▶ #1 wind power provider





Installation of measures or changes in behavior that decrease consumption of energy. EE programs may be prescriptive or custom.

Examples:

- Efficient Lighting, Motors, HVAC
- Lowering/Raising Thermostat
- Turn off Lights

Voluntary reduction in demand by customers in response to economic or control signals.

Examples:

- Interruptible Rates
- Air Conditioning Cycling
- Time-based & Critical Peak Pricing

Colorado 2011 Plan

<u>2011</u>	<u>Electric Budget</u>	<u>GWh Savings</u>
Residential	\$21,712,770	65
Low income	\$2,377,425	13
Business	\$36,334,530	162

<u>2011</u>	<u>Gas Budget</u>	<u>Dth Savings</u>
Residential	\$5,137,459	170,279
Low income	\$4,403,546	77,528
Business	\$2,695,332	84,735

Colorado Electric Programs

Residential (10)	Low Income (4)	Business (16)
Central AC Quality Installation	Single-Family Weatherization	Compressed Air Efficiency
Evaporative Cooling Rebates	Multi-Family Weatherization	Cooling Efficiency
Refrigerator Recycling	Energy Savings Kits	Custom Efficiency
ENERGY STAR New Homes	Non-Profit Energy Efficiency	Data Center Efficiency
Home Performance w/ ENERGY STAR		Energy Management Systems
School Education Kits		Lighting Efficiency
Home Lighting & Recycling		Motor & Drive Efficiency
Home Energy Audits		New Construction
Consumer Behavioral Change		Process Efficiency
ENERGY STAR Retailer Incentive		Recommissioning
		Segment Efficiency
	Business (con't.)	Small Business Lighting
	Energy Analysis	Standard Offer
	Consumer Behavioral Change	Self-Direct

Industrial – Lessons Learned

- ▀ **Long lead time to build new channels**
- ▀ **Wide variety of operational attention to DSM**
- ▀ **Many stakeholders at a single customer**
- ▀ **Wide variety of capital access**
- ▀ **Investment and competitive advantage messaging work best**
- ▀ **Delivery of programs through account managers most effective**

Effective Programs

Program	Rebates	Comments
Process Efficiency	<ul style="list-style-type: none"> ▶ Study funding for entire facility with customer contribution capped at 25% or \$7,500 ▶ Rebates also available per applicable program 	<ul style="list-style-type: none"> ▶ Qualifier: must have saving potential of 2 GWhs or 8,000 Dth ▶ Designed for multi-phase, multi-year plan ▶ Bonus incentives may be given for milestones
Self-Directed Custom Efficiency	<ul style="list-style-type: none"> ▶ \$525/kW saved, or \$0.10/kWh vs. smaller rebates in most other programs ▶ Customer required to do M&V 	<ul style="list-style-type: none"> ▶ Qualifier: must have over 2 MW and 10 GWhs combined energy use ▶ Larger rebates, customer is doing most of the “work” ▶ Rebates can cover up to 75% of incremental cost vs. 50%

New Mexico 2011 Plan

<u>2009</u>	<u>Budget</u>	<u>GWh Savings</u>
Residential	\$5,689,852	19.6
Low income	\$295,042	0.9
Business	\$4,510,717	13

New Mexico Electric Programs

Residential (6)	Low-Income (4)	Business (6)
Home Lighting & Recycling	Low Income CFLs	Cooling Efficiency
Air-Source Heat Pumps	Evaporative Cooling	Custom Efficiency -Large Customer Studies -Oil & Gas Studies
School Education Kits	Refrigerator Replacement	Lighting Efficiency
Refrigerator Recycling	Multi-Family Weatherization	Motor & Drive Efficiency
Evaporative Cooling Rebates		Small Business Lighting
Home Energy Services		Large Customer/Self-Direct
Consumer Behavior		

Industrial - Lessons Learned

- ▶ **Customers resistant to change**
- ▶ **Stakeholders are typically not in service territory**
- ▶ **Unique operations**
- ▶ **Customers are highly reactive to market changes**
- ▶ **Difficult to build credibility**

Questions

Shawn White

Manager, Energy Efficiency Marketing

Shawn.m.white@xcelenergy.com

