

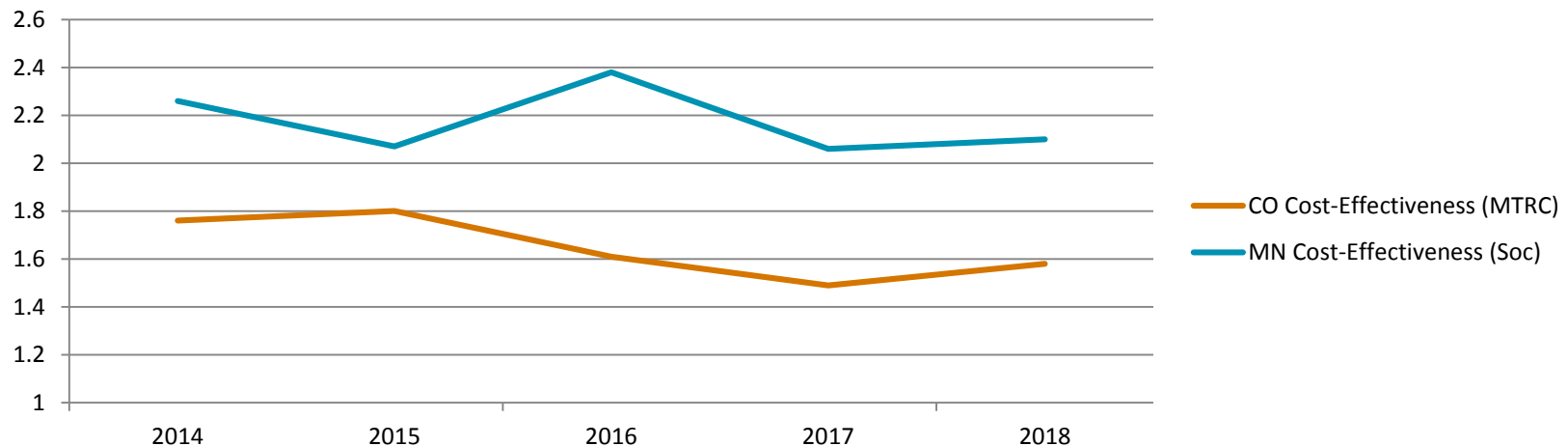
# Natural Gas DSM: Harder Sell But Can Be Done

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# Gas DSM Today

- Programs operated in MN and CO
- Offering 47 direct impact programs or pilots
  - Budget of approximately \$28 million per year
  - Forecasted savings of approximately 1.3mm Dth per year

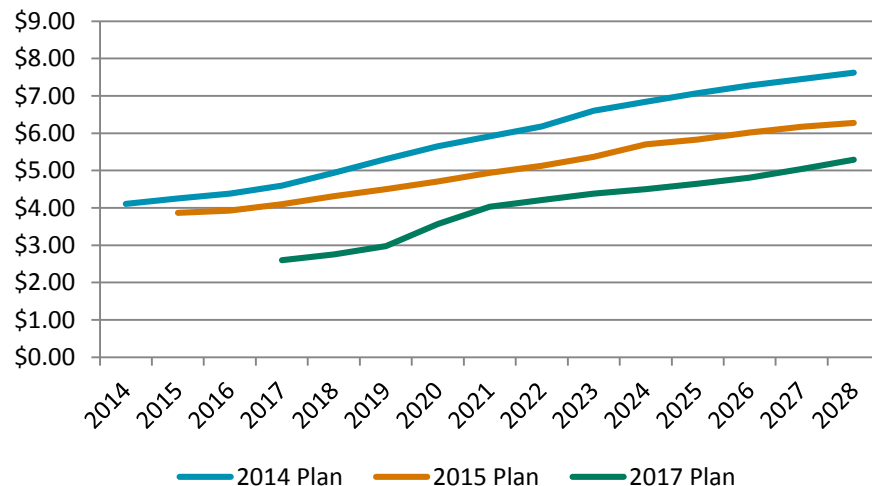
**Cost-Effectiveness by State**



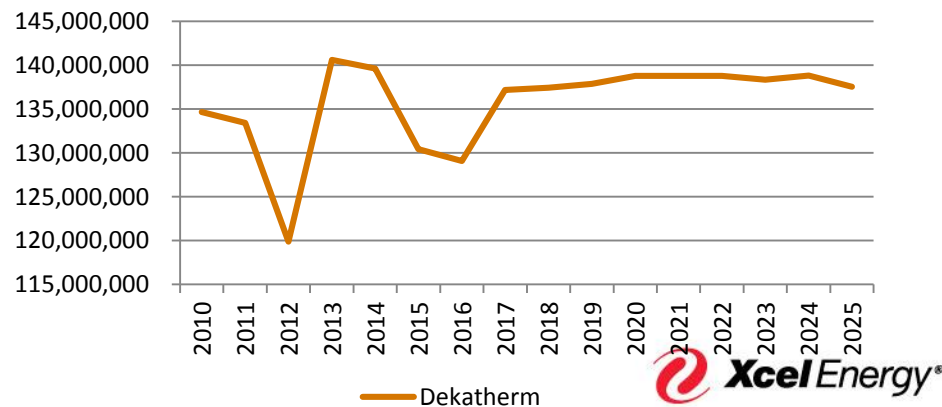
# What is driving these results?

- Natural gas prices are low – and declining
  - First year forecast prices has declined with each DSM Plan
  - Reduces the avoided cost benefits
- Retail sales are flat or declining
  - Commercial customers changing rates
  - Increased efficiency

### Natural Gas Price Forecasts

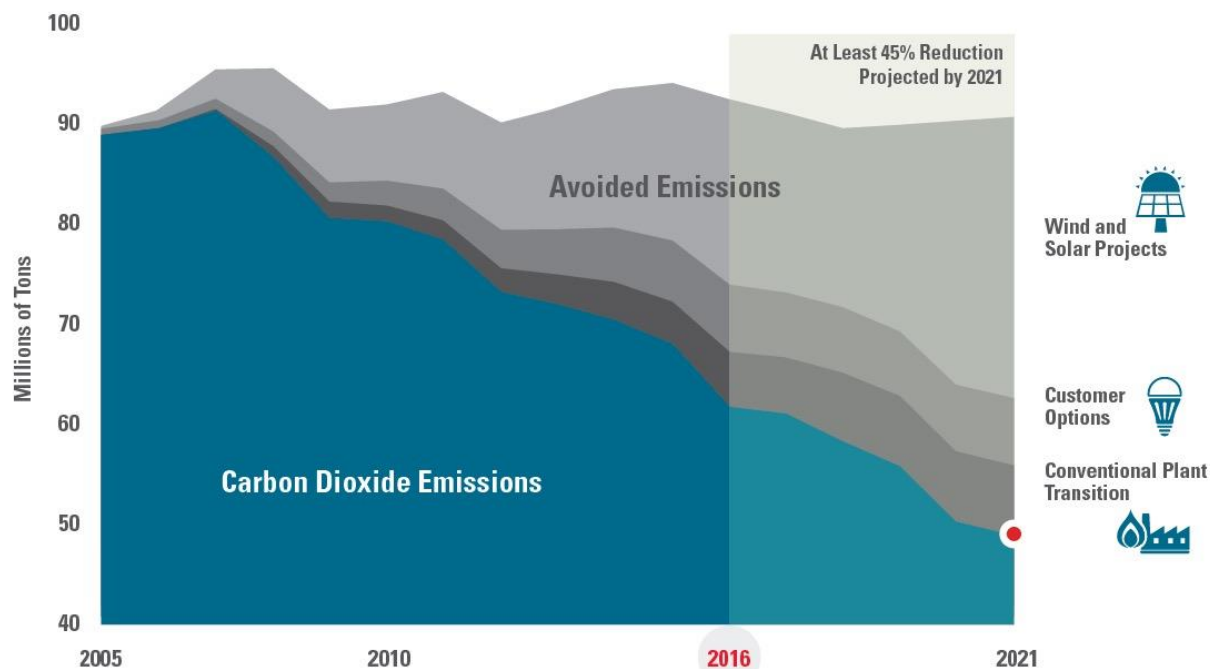


### Retail Natural Gas Sales



# Why keep doing it?

- Good business to keep offering programs
  - Higher customer satisfaction
  - Supported by many stakeholders and regulators
  - Reducing customer bills
  - Reducing emissions



# What to do?

- Look for efficiencies with electric programs
  - Cross-fuel marketing
  - Bundle offerings for dual fuel customers
- Partner with other utilities
  - Municipal electric utilities

**We do the work.  
You get the savings.**

Schedule an Xcel Energy Home Energy Squad visit to make on-the-spot energy efficiency improvements.



## HOME ENERGY SQUAD COLORADO

Not a Colorado Resident? [Click here.](#)

Does your home have inefficient incandescent bulbs, an old thermostat and/or leaky doors? The Home Energy Squad can fix these in one visit—quickly, efficiently and affordably.

For just \$75, the Home Energy Squad will come to your home and work with you to make it more efficient. We'll do things like swap out traditional bulbs for LEDs, install a programmable thermostat, weather-strip a drafty door and install energy-efficient showerheads or aerators. You pay just the \$75 trip charge and Xcel Energy covers the cost of installation, labor, and materials - a \$200 value!

A Home Energy Squad visit is ideal for homeowners who have recently moved, or are looking to start their journey to a more efficient home.

PRICE  
**\$75**  
(\$200 value)

[CHECK ELIGIBILITY](#)

Your installation will include the following:

- ✓ LEDs
- ✓ Programmable thermostat
- ✓ Weather stripping for an external door
- ✓ High-efficiency showerheads
- ✓ Kitchen and bathroom faucet aerators
- ✓ Water heater insulation, as applicable

[Learn more about these products.](#)

You may buy additional items if you choose. Payment for the additional items will be collected during your home visit. You may purchase:

- ✓ ENERGY STAR®-qualified LED reflector bulbs
- ✓ Second programmable thermostat
- ✓ Electronics-TV peripheral timer
- ✓ Weather stripping for additional external doors

\*Home Energy Squad services are provided by CLEARresult (303-446-7910)

# Bundle and Market

- Don't talk about fuel types
  - Save energy, reduce your bill
- Explain how customer benefits accrue
  - Faucet aerators save water and gas/electric
  - Prepare your field representatives
- Seasonal messaging is important
- Follow up with the next step in participation
- Sell more than one product at a time
  - Xcel Energy storefront



## Simply Spectacular Energy Savings

Saving energy is easy, and Xcel Energy is making it even easier for you by bringing energy-efficient LED bulbs and water-saving aerators directly to your business and installing them free of charge. LED bulbs use 75% less energy and last up to 10 times longer than incandescent bulbs.<sup>1</sup> And when you replace your aerators, you'll likely reduce the amount of water you use by hundreds of gallons per year.<sup>2</sup> As a result, you use less energy to heat that water.


To find out if you qualify for a **no-cost, energy-saving LED and aerator installation**<sup>3</sup>, and to learn how to save even more energy and money with a free lighting assessment, contact us at [ResponsibleByNature.com/SmallBiz](http://ResponsibleByNature.com/SmallBiz) or **1-866-966-1818**.

<sup>1</sup> [energytar.gov/index.cfm?c=1176&pr\\_ofc\\_savings](http://energytar.gov/index.cfm?c=1176&pr_ofc_savings) | <sup>2</sup> [ipa.gov/WaterSense/products/bathroom\\_sink\\_basins.html](http://ipa.gov/WaterSense/products/bathroom_sink_basins.html)  
<sup>3</sup> Program-eligible LED screw-in lamps and aerators are free for electric Xcel Energy electric customers with less than 100 kW peak demand.  
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# Partner with Others

- Utilities, stakeholders, and local governments
- Marketing and outreach
  - Cobranding through “Partners in Energy”
  - Use similar messaging
  - Stagger messaging
- Reduce costs
  - Share implementation providers
  - Share site visit information



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