



PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

**Community Energy Planning and
Implementation: New Opportunities for
Increasing Program Uptake**

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Agenda



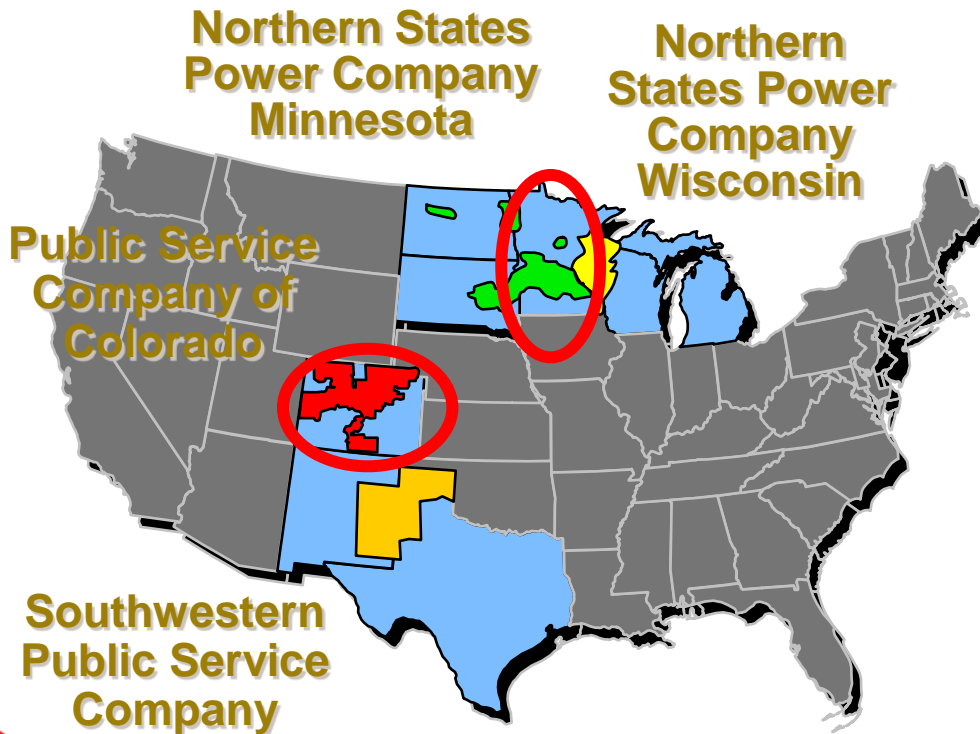
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1. Introduction
2. Program Overview
3. Origins of Xcel Energy's Partners in Energy
4. General Learnings

Xcel Energy Inc.



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- ◆ No. 1 wind provider
- ◆ Leader in conservation
- ◆ Leader in emission reductions



Gas Customers	2.0 M
Electric Customers	3.5 M

Why Xcel Energy Support Community Energy Planning?



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Develop a better understand the energy needs of communities we serve

Better align the services and programs we offer with customer needs

Support the Xcel Energy philosophy of community engagement

Partners in Energy Overview

Objective: Engage with the communities we serve by providing them with tools and resources to develop and carry out their energy action plan.

Target Market: Top 50 cities by electric revenue in Colorado and Minnesota service territories

Commitment: 24 Months

- 6 months planning
 - Community leaders and representatives
 - Xcel Energy at the table
- 18 months implementation
 - Incorporate Xcel Energy's programs as appropriate
- Ongoing Exchange – webinar, office hours, user group

Sample Planning Process



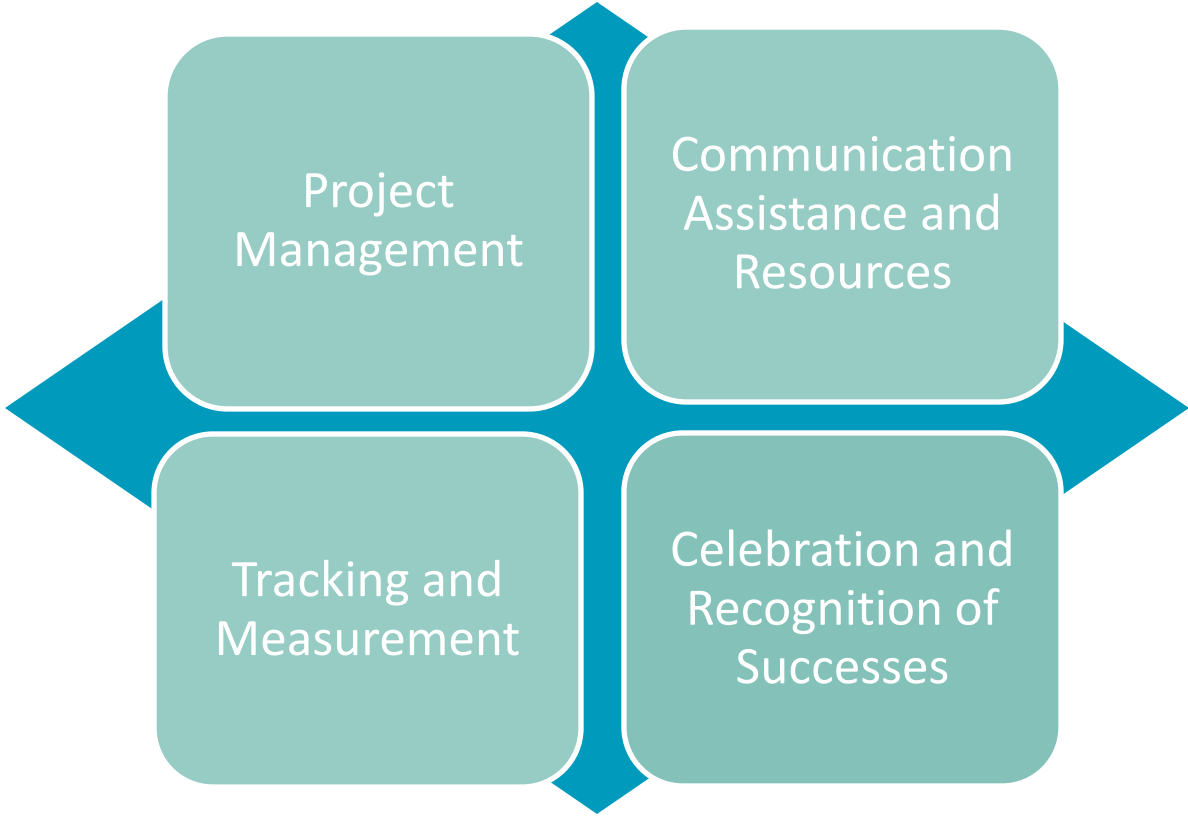
WORKSHOP 1 > WORKSHOP 2 > WORKSHOP 3 > WORKSHOP 4



Implementation Support



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Origins of Partners in Energy

1. Community Energy Efficiency Planning Pilot (CO)

- Design
 - Drive incremental conservation by introducing a community plan
 - Initially no implementation support
- Learnings
 - Need implementation support
 - To be successful you need community commitment

2. Xcel Energy adjusts to address industry changes

- More services and options
- Communities => stakeholder engagement

3. Best Practices from other programs

Early Wins!

Relationship building

- Xcel Energy has a positive community presence

Data

- Unprecedented for Xcel Energy communities
- Benchmarking – community, residential, businesses
- Tracking

Education

- Build awareness of Xcel Energy programs
- Educate community leaders on regulatory process

Good delivery team (You need to be able to add value!)

- Brendle Group
 - MN - Center for Energy and the Environment (CEE)
 - Vermont Energy Investment Corp (VEIC)

Early Struggles

Xcel Energy role

- Providing guidance vs. ownership
- Trust

Data

- Accuracy
- Accessibility
- Data Privacy – 15 x 15 rule

Doesn't match our utility structure

- Account management
- DSM vs. O&M

Diverse priorities within a community

- Growth in Colorado

Timelines

- Approval processes for communities

Why Develop a Community Program?



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Leverage
community
infrastructure
to reach new
markets

Build brand
presence

Protect your
market

Healthy
communities
purchase
more

Good Opportunities to Collaborate With Local Governments



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Programs

- Low-income offerings
- Recognition programs
- Public recognition of achievements
- New construction
- Green Zones
- Economic development
- Alternative fuel vehicles



Data

- GHG goals and tracking
- Mandatory benchmarking
- Energy challenges



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