Crossing the Other Chasm: Successful Transfer of Emerging Technologies Into Tomorrow’s Programs

ACEEE National Market Transformation Symposium
Anne Kraft, Xcel Energy
April 12, 2011
Presentation Overview

- Xcel Energy
- Emerging Technology Objectives
- Tracking & Reporting
- Information Sources
- Technology Migration
- Other Channels
- Emerging Technology Grant
Xcel Energy

- 3.4 Million Electric Customers
- 1.9 Million Natural Gas Customers
- #1 Wind provider in the nation
- #5 in solar power capacity in the nation
- Spend around $235M on DSM annually

xcelenergy.com
Emerging Technology Objectives

- Track and report out to Marketing and Xcel Energy Executives the status of the development of emerging technologies relating to energy efficiency.

- Tracking and reporting will aid in long-term planning and help focus efforts to bring new products to our DSM programs.

- Tracking is ongoing with reporting occurring twice per year.
Tracking & Reporting

- MS Access Database
- Request information from marketing staff
- Review of Custom Efficiency projects
- Leverage external information sources
- Summarize information for management twice per year
Information Sources

- ACEEE
- Consortium for Energy Efficiency (CEE)
- Custom Efficiency Program
- EPRI Energy Efficiency Initiative
- Emerging Technologies Coordinating Council (ETCC)
- ESource
- National Commission on Energy Policy
- Public Interest Energy Research (PIER)
- MN Technical Assistance Program (MN TAP)
Technology Reporting

- Energy Efficiency technologies
- Various definitions of emerging technologies
  - Development of technology itself
  - A proven technology available in limited supply
  - A technology that is underused (emerging in the marketplace)
- Various timeframes to consider for programs
  - Now
  - Within 5 years
  - 5+ years out
Technology Migration from Custom to Prescriptive

- Commercial High-bay Lighting
- Commercial Parking Garage CFL Lighting
- Commercial LED Lighting
  - Interior Lamps & Fixtures
  - Refrigerator/Freezer Case Lighting
  - Outdoor Canopy and Soffit Lighting
Other Channels

- Pilot testing new concepts
  - Low exergy systems
  - Energy feedback
- Intervener/Stakeholder requests
  - Advanced evaporative cooling
  - Residential A/C tune-up
  - Refrigeration temperature sensing
  - A/C thermostat controls
- Emerging Technology Grant Program
Emerging Technology Grant

- Objective is to accelerate the introduction and market adoption of innovative energy efficiency technologies, applications and analytical tools
- Started in 2010, two projects funded
- Budget of $936k for 2011 covering MN and CO
- ETG Oversight Committee reviews proposals and selects recipients

xcelenergy.com/ETG
Contact Info

Anne Kraft, Product Developer
Marketing & Customer Energy Programs
Xcel Energy
anne.m.kraft@xcelenergy.com
612-330-7582