



PRESS RELEASE

For Immediate Release:

March 31, 2011

For More Information Contact:

Howard Geller: hgeller@swenergy.org; (office) 303-447-0078 ext. 1; (cell) 720-313-9337

Erin Laetz: erin@resource-media.org; (office) 415-397-5000 ext. 309; (cell) 303-349-7488

Colorado Utility Commissioners Raise the Bar on Energy Savings for Xcel Energy Customers

Commissioners increase energy-savings goals by 30%; Move will save ratepayers hundreds of millions more on utility bills

Denver, Colo. – Xcel Energy customers will enjoy hundreds of millions of dollars more in utility bill savings as a result of the Colorado Public Utilities Commission’s decision to ramp up Xcel’s energy-savings goals for 2012-2020.

“We commend Commissioners for ensuring Xcel Energy will go the extra mile to help its customers cut energy waste and use electricity more efficiently,” said Howard Geller, Executive Director of the Southwest Energy Efficiency Project (SWEEP). “There’s no good reason for Xcel customers to be paying higher electricity bills than necessary. Higher goals for Xcel mean that more Colorado households and businesses will get the help they need to save energy and money.”

Xcel Energy had proposed increasing its energy-savings goals by 7%. The Commissioners decided to increase the goals by 30%, after reviewing recommendations provided by SWEEP and taking into account Xcel’s own energy-savings potential study.

The increase in goals will add hundreds of millions of dollars in energy bill savings for Xcel customers on top of what Xcel was already planning to save, according to SWEEP. The move will also boost demand for energy-saving products and services, many of which are produced and marketed right here in Colorado.

“Xcel has been a valuable partner in our members’ efforts to help Colorado households and businesses reduce energy use and costs,” said Shane Flansburg, Executive Director of the Energy Efficiency Business Coalition. “An increase in goals will help our members reach even more customers and help our businesses thrive and grow.”

Xcel has a history of successful energy-saving programs. The most recent data available show that in 2009, Xcel's efficiency programs lowered electricity demand by 220 million kilowatt-hours per year, a reduction that will lead to more than \$200 million in savings for customers. The company achieved even greater electricity savings through energy efficiency programs implemented in 2010.

The new energy savings goals adopted by the Commission for 2012-2020 will result in about 4 billion kWh per year of electricity savings in 2020, assuming the goals are met. This is equivalent to the electricity consumption of about 525,000 typical households. It is also equivalent to the electricity supplied by a 575 MW baseload power plant, meaning one very large new power plant will be avoided as a result of the energy efficiency programs that Xcel will implement in order to meet the new goals set by the Commission.

The Commission also revised the incentive mechanism whereby Xcel is able to earn a profit when it helps customers save energy. The more energy savings that Xcel achieves, the bigger the profit that Xcel can earn.

“SWEEP also commends the Commission for making investment in energy efficiency programs a win-win proposition for Xcel Energy's customers and shareholders,” Geller said.

For more information and interview sources, please download the SWEEP fact sheet: [Raising the Energy-Savings Bar for Xcel Energy.](#)

About SWEEP: The Southwest Energy Efficiency Project is a private not-for-profit organization promoting greater energy efficiency in Arizona, Colorado, Nevada, New Mexico, Utah and Wyoming. For more information, see www.swenergy.org.

###