



# **SWEEP/WCEC Workshop**

## **Modern Evaporative Cooling Technologies**

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# History

- **Pilot program in 2003 targeted residential new construction market (builders)**
- **In 2004, expanded to include residential electric customers in specific areas**
  - Marketing efforts shifted to customers versus builders
  - Amended equipment performance requirements
  - Established network of HVAC dealers and retailers

# History Cont'd

- **Moved administration and rebate processing in house**
- **Expanded to include all residential electric customers in Colorado**

# Participation and Savings

<b>Year</b>	<b>Participants</b>
2003	21
2004	3,053
2005	2,882
<u>2006</u>	<u>3,211</u>
<b>Total</b>	<b>9,167</b>

Total Peak kW savings = 12.6 MW

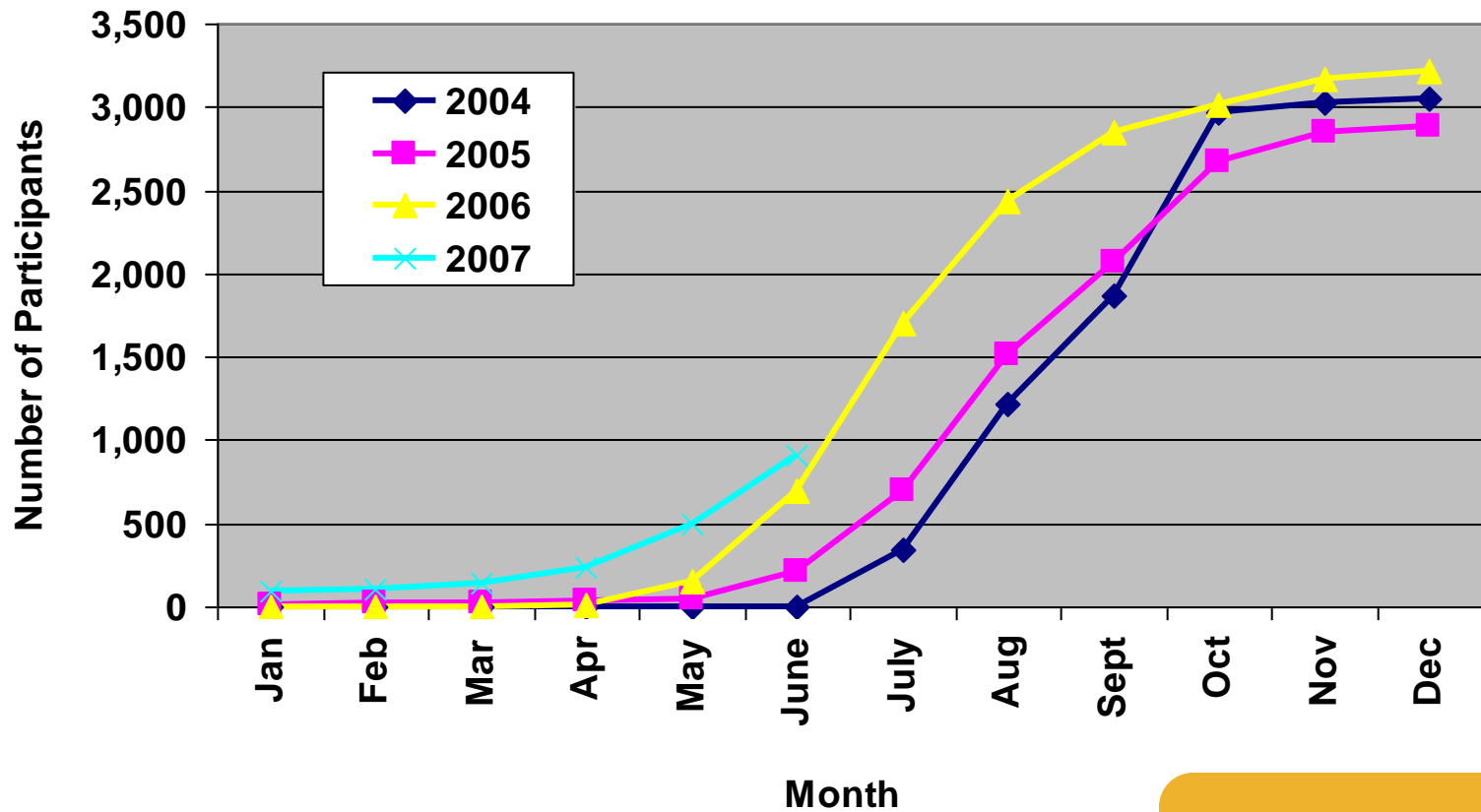
# Program Guidelines

- **Xcel Energy residential electric customer in Colorado**
- **Equipment must be new and have a minimum ISR airflow of 2,500 CFM**
- **Unit must be permanently installed**
  - Roof, ground, window, etc.
  - Portable units (on wheels) do not qualify
- **Customer incentive per unit is \$200**

# Retailers and Dealers

- **Customers may purchase their unit from retailers or HVAC contractors**
  - May install the unit themselves or hire a contractor
- **Majority of rebates come from units purchased at retailers**
  - Home Depot the largest retailer in the program
  - Units stocked by April and sold by October
  - Memorial Day weekend is the start of the sales season

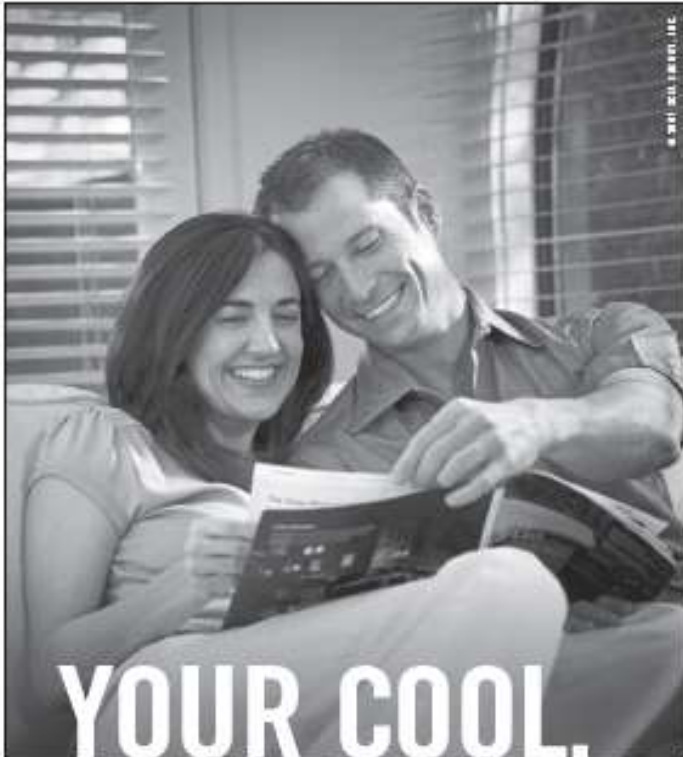
# Historical Program Seasonality





# Marketing Strategy

- **Bill inserts**
- **Newspaper advertisements**
- **Xcel Energy Internet**
- **Dealer/Retailer packet**
  - Program details
  - FAQ
  - Rebate applications



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Rebate amount will be either \$200 or dependent upon the equipment model chosen as the rebate amount will vary to reflect amount. Certain restrictions apply. Rebate program requires use of 2,000 kWh and must be purchased in all states where we operate. Funding limited. In case of error, the above rebate is subject to change without notice.

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# Newspaper Advertisement

## 2007 Sample



# 2007 Program Goals & Savings

## ■ Participation Goals:

- 2,700 units
- YTD 1,000 units rebated

## ■ Estimated Peak and Energy Savings:

- 3,780 kW savings
- 2,595 MWh savings

# Program Assumptions

- **Total Resource Cost test (TRC) = 2.5**
- **Free ridership is 40%**
- **961 kWh savings per unit\***
- **1.4 kW savings per unit\***

\* Based on replacing a central AC system

# Challenges

## ■ Retailers

- **Keeping information current and available**
  - Training at retailer staff meetings
  - Point-of-sale displays with applications
  - Monthly newsletters
  - Application available on our web site

# Challenges

- **HVAC Contractors**

- Tend to push central AC over evaporative cooling

- **Homeowners Associations**

- Not all HOAs allow evaporative cooling units

- **New Construction**

- Still resistant to installing evaporative cooling

# Future Opportunities

## 1. Tiered rebate approach

- Based on size of unit

## 2. Include emerging technologies

- Indirect evaporative cooler

# Contact Information

[xcelenergy.com/HomeCooling-CO](http://xcelenergy.com/HomeCooling-CO)

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