Holy Cross Energy

Holy Cross Energy’s WE CARE program
In 1995 Holy Cross telephone Survey
What do you think?
Survey SAYS!

- Reliability
- Competitive Rates
- Environment
1997 Wind Power Pioneers program

- Xcel builds Ponnaquin Wind Generation Station
- Holy Cross buys 1.75 Megawatts
- Breaks up energy into 100 KWh blocks
- Sells 900 of the 1,750 blocks in just six weeks!
- Additional 3.5 MW… all sold
September of 2004
WE CARE program

- With
- Energy
- Conservation
- And
- Renewable
- Energy

We can make a difference
What’s in it for me?

- Appliance Rebates
- Renewable Generation Rebates
- Commercial / Industrial Rebates
- Residential and Commercial Energy Audits
Appliance Rebate

- Refrigerators
- Dishwashers
- Clothes washers
- Compact Fluorescent bulbs
- Programmable Thermostats
- Conventional Electric Water Heaters
Results

Remaining months of
2004 - 19 applications
2005 - 288 applications
2006 - 511 applications
2007 - 631 applications
Jan. ‘08 to date - 876 applications
2005 Survey

- Reliability
- Environment
- Competitive Rates
Renewable Energy Generation

- Solar
- Wind
- Micro-hydro
- Geothermal
Renewables

• $2.00/ watt (name plate) Up to 10 KW
• Net metering- meter spins backwards when production exceeds usage
• Over 25 KW will consider a power purchase agreement
Results

- Quadrupled installations in 2006: 55.37 KW
- 2007: 215.71 KW
- 2008 to date: 271.45 KW
- With additional 77.08 KW to be inspected
Energy Audits

- 25 years of complementary energy audits
- 1990-2005 over 5000 energy audits
- 2004 commitment to wrap all electric water heaters at home energy audits
- Give away 1 or 4 compact fluorescent bulbs at every energy audit
Results

• Holy Cross has wrapped over 450 electric water heaters since Sep. 2004
• Given out over 2000 compact fluorescent bulbs
• Savings of 820,800 kWh
• At 1.65 lbs. of carbon/ kWh  = 677 tons of Carbon dioxide kept out of the atmosphere
Commercial / Industrial

• Pay up to $\frac{1}{2}$ the cost of a Engineering grade Energy Audit
• Pay 20% of previous year’s usage up to $10,000 for any energy efficient upgrade, or retrofit done
Commercial Retrofits

$45,000.00 for everything from Schools to Convenient Stores
Anything New?

- Incentive for Solar Thermal installations- $1500 / panel up to four panels for DHW connected to a electric hot water system
- Offering 100 free Programmable Thermostats to consumers via a one-time drawing when you send in a coupon from our news letter
Conclusion

- Creates awareness
- Creates incentive
- Gets people Talking
- Empowerment through voluntary action