Overview

- Colorado Electric 2012-13 Plan Summary
  - Portfolio Plan & Trend
  - New in 2013
  - Experiences and Lessons Learned

- New Mexico Electric 2012 Plan Summary
  - Portfolio Plan & Trend
  - New in 2013
  - Experiences and Lessons Learned

- Questions
## Colorado 2012-13 Plan

<table>
<thead>
<tr>
<th></th>
<th>2012 Electric Budget</th>
<th>2013 Electric Budget</th>
<th>GWh Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$27,531,932</td>
<td>$29,037,611</td>
<td>104</td>
</tr>
<tr>
<td>Low income</td>
<td>$2,807,620</td>
<td>$3,085,129</td>
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<tr>
<td>Business</td>
<td>$40,011,734</td>
<td>$43,716,462</td>
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<tr>
<td>Indirect/Pilots</td>
<td>$6,902,096</td>
<td>$7,162,000</td>
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</tr>
<tr>
<td>Total</td>
<td>$77,253,382</td>
<td>$83,001,202</td>
<td>356</td>
</tr>
<tr>
<td>Forecast</td>
<td>$82,000,000</td>
<td>375 - 380</td>
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</tr>
</tbody>
</table>
Electric Savings and Spend – CO

Colorado - Electric

- Spend
- Savings (GWh)

2010 2011 2011 (F) 2012 2013

$20,000,000
$40,000,000
$60,000,000
$80,000,000
$100,000,000

Spend
Savings (GWh)
New in 2013

- Direct Evaporative Pre-Cooling
- Pool Pump VSD
- Small Business Refrigeration
- Community Energy Efficiency Planning
- More LED measures added
- Expansion of Energy Feedback Pilot
- Continuation of Codes & Standards Pilot
Experiences & Lessons Learned

- Still a lot of T12’s out there
- Energy Efficiency remains high priority for customers in economic downturn
- Industrial customer participation is increasing
- Small Business participation increasing
Segmentation & Predictive Modeling
### Segmentation vs. Predictive Modeling

<table>
<thead>
<tr>
<th></th>
<th>Segmentation</th>
<th>Predictive Modeling</th>
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<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>The practice of classifying customers into distinct groups with multi-dimensional information. <em>Segmentation is descriptive.</em></td>
<td>The practice of forecasting future customer behaviors and propensities by assigning a score or ranking to each customer that depicts their anticipated actions. <em>Modeling is predictive.</em></td>
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</table>
| **Benefits**   | ➢ Understanding customers  
➢ Targeted marketing campaigns  
➢ Effective message development | ➢ Reduce the total size of mailings without affecting response.  
➢ Efficient marketing spend |

**A powerful combination of preferences and behavior used to improve marketing effectiveness and efficiency through:**

- Increasing program participation
- Increasing customer satisfaction/engagement
- Decreasing expenditures
Demonstrating Segmentation and Target Marketing work with Saver’s Switch

Results of our Pilot...

Bill Insert to All

Response Rate: 0.17%

Targeted Campaigns/ Messages to Select Segments

Young Accumulators

Increase in response rate

382 %

Midlife Success

Increase in response rate

665 %

Accumulated Wealth

Increase in response rate

976 %
Predictive Modeling

- Learn extent that customers would participate in DSM programs
- Understand relationship between participation in DSM programs and customer demographics

Pilot programs:
- CO Lighting Efficiency
- MN Home Energy Squad
- MN Variable Frequency Drives (VFDs)
## New Mexico 2011-12 Plan

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<thead>
<tr>
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<th>2012 Electric Budget</th>
<th>GWh Savings</th>
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<tbody>
<tr>
<td>Residential</td>
<td>$3,833,301</td>
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</tr>
<tr>
<td>Low income</td>
<td>$174,897</td>
<td>1</td>
</tr>
<tr>
<td>Business</td>
<td>$4,801,284</td>
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<tr>
<td>Indirect</td>
<td>$895,102</td>
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<tr>
<td>Total</td>
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<tr>
<td>Forecast</td>
<td>$7,500,000</td>
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Electric Savings and Spend – NM

New Mexico - Electric

- $2,000,000
- $4,000,000
- $6,000,000
- $8,000,000
- $10,000,000
- $12,000,000

2009 2010 2011 2012

Spend
Savings (GWh)
New in 2013

- Primary Refrigerators & Freezers – Refrigerator Recycling
- Evaluate Building Tune Up
- Full year of Energy Feedback Pilot
- Evaluate Constant Speed Voltage Controllers in Oil Extraction Applications
Experiences & Lessons Learned

- Business customer participation increasing
- Face to face sales is a necessity
- Motor and Drives program driving the growth in the business segment
- Support for Account Managers is needed
Questions

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