



Colorado & New Mexico Electric Energy Efficiency 2010 Program Plans

2010 Southwest Energy Efficiency Project Workshop

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Colorado 2010-11 Plan

<u>2010</u>	<u>Electric Budget</u>	<u>GWh Savings</u>
Residential	\$21,628,527	72
Low income	\$1,695,693	6
Business	\$32,191,888	166
Indirect	\$4,806,038	0
Total	\$60,322,147	244

<u>2011</u>	<u>Electric Budget</u>	<u>GWh Savings</u>
Residential	\$21,262,770	63
Low income	\$2,377,424	13
Business	\$33,723,129	147
Indirect/Pilots	\$10,052,497	16
Total	\$67,415,820	239

Colorado Electric Programs

Residential (10)	Low Income (4)	Business (16)
Central AC Quality Installation	Single-Family Weatherization	Compressed Air Efficiency
Central AC Tune Up	Multi-Family Weatherization	Cooling Efficiency
Evaporative Cooling Rebates	Energy Savings Kits	Custom Efficiency
Refrigerator Recycling	Non-Profit Energy Efficiency	Data Center Efficiency
ENERGY STAR New Homes		Energy Management Systems
Home Performance w/ ENERGY STAR		Lighting Efficiency
School Education Kits		Motor & Drive Efficiency
Home Lighting & Recycling		Business New Construction
Home Energy Audits		Process Efficiency
Consumer Behavioral Change		Recommissioning
ENERGY STAR Retailer Incentive		Segment Efficiency
	Business (con't.)	Small Business Lighting
	Energy Analysis	Standard Offer
	Customer Behavioral Change	Self-Direct

New in 2011

- ▶ Trade incentives for Evaporative Cooling sales
- ▶ Energy Star Retailer Incentive program focused on Energy Star 5.1 TV's
- ▶ Enhanced energy assessments for business customers
- ▶ Increasing rebates to pay higher percentage of incremental costs for lagging programs

Experiences & Lessons Learned

- ▶ **Cooling rebates for residential impacted by federal tax credits**
- ▶ **Increased program awareness by trade due to ARRA stimulus rebates**
- ▶ **Core business programs performing well and gaining momentum**
- ▶ **New construction programs are struggling**
- ▶ **Small Business Lighting performing well**

New Mexico 2010-11 Plan

<u>2010</u>	<u>Budget</u>	<u>GWh Savings</u>
Residential	\$2,933,567	17
Low income	\$295,042	1
Business	\$3,117,047	14
Indirect	\$571,342	0
Total	\$7,801,739	32

<u>2011</u>	<u>Electric Budget</u>	<u>GWh Savings</u>
Residential	\$5,382,310	22
Low income	\$295,042	1
Business	\$4,343,716	14
Indirect	\$709,290	0
Total	\$10,730,358	37

New Mexico Electric Programs

Residential (6)	Low-Income (1)	Business (6)
Home Lighting & Recycling	LI Home Energy Services	Cooling Efficiency
Home Energy Services		Custom Efficiency
School Education Kits		Lighting Efficiency
Refrigerator Recycling		Motor & Drive Efficiency
Evaporative Cooling Rebates		Small Business Lighting
Water Heater Rebates		Large Customer/Self-Direct

New in 2011

- ▶ **Showerhead pilot for electric water heaters expanded into permanent program**
- ▶ **New partnerships to expand direct distribution of CFLs (Domino's Pizza)**
- ▶ **Increased promotion of heat pump water heaters**
- ▶ **Developing prescriptive Pump Off Controller rebate**

Experiences & Lessons Learned

- ▶ **Customer willingness to recycle refrigerators low**
- ▶ **Whole house third party installation is far exceeding goal; contractors receive incentives**
- ▶ **Installation of measures in school education kits is below expectations**
- ▶ **Business customer adoption curve is longer than expected**
- ▶ **Small Business Lighting is exceeding expectations**

Questions

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