What is Energy Efficiency & Why should Xcel Energy Do

**More of it?**

**WE WASTE ENERGY AND THAT CREATES PROBLEMS....**
Inefficient buildings & factories waste up to half the energy they consume.

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**SO COLORADOANS DID SOMETHING ABOUT IT....**
In 2007, we passed a law that required public utilities to pursue robust energy efficiency goals. Xcel Energy now offers energy efficiency programs & incentives to help customers obtain efficient products for home and business.

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**XCEL ENERGY'S CUSTOMERS BOUGHT PRODUCTS AND SERVICES THAT BOOST ENERGY SAVINGS AT HOME AND WORK....**
For example, during 2009-2013 Xcel's customers purchased 12 million CFL lightbulbs and businesses completed 24,000 energy efficiency projects.

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**XCEL'S CUSTOMERS SAVED LOTS OF ENERGY ...AND THERE WERE PUBLIC BENEFITS TOO:**
- **$370 MEGAWATTS SAVED**
- **950 JOBS CREATED**
- **$650 MILLION GALLONS SAVED**
- **1.1 MILLION TONS AVOIDED**
- **$760 MILLION $$ SAVED, NET**

Energy efficiency is the least-cost, cleanest and lowest-risk energy resource available.

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**XCEL ENERGY WAS Rewarded**
Xcel beat its energy savings goals every year from 2009-2013. It recovered program costs from customers & received $68 million in bonuses.

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**But now Xcel claims the easy savings are gone....**
Xcel Energy wants to roll back energy savings goals 28% by 2020.

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**FOR BIGGER BENEFITS, COLORADOANS NEED HIGHER, NOT LOWER, GOALS THAT SUPPORT "NEXT GENERATION" PRODUCTS!**
- Adopting higher energy efficiency goals would provide Xcel's customers with $600 million more in utility bill savings.
- LED lights last 5 times longer than CFLs + use less energy.
- Smart thermostats cut heating & cooling energy 10-20%.
- Air Conditioners: New models are 50-75% more energy efficient.

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Enter the Self-EE contest! (3/29 - 4/22)
Send a selfie picture of what you did to become more energy efficient to www.SWEEP.org and be entered to win LED lightbulbs, Starbucks gift cards and a grand prize.