

# 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.



Xcel's customers spend \$3 billion/year for electricity.



Electric power plants are the largest emitters of carbon dioxide in Colorado.



## SO COLORADANS 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.

## 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.

## XCEL'S CUSTOMERS SAVED LOTS OF ENERGY ...AND THERE WERE PUBLIC BENEFITS TOO:



**\* 370 \***  
MEGAWATTS  
SAVED



**\* JOBS \***  
950  
CREATED



**\* H2O \***  
650 MILLION GALLONS  
SAVED



**\* CO2 \***  
1.1 MILLION TONS  
AVOIDED



**\* 760 \***  
MILLION \$\$  
SAVED, NET

ENERGY EFFICIENCY IS THE LEAST-COST, CLEANEST AND LOWEST-RISK ENERGY RESOURCE AVAILABLE.

## 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.

**\$68M**

## BUT NOW XCEL CLAIMS THE EASY SAVINGS ARE GONE...

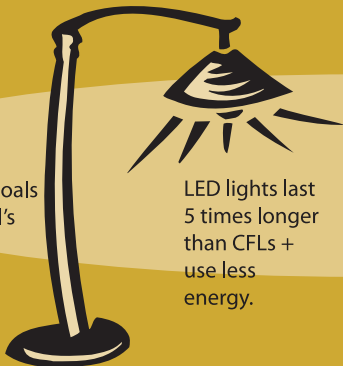
Xcel Energy wants to roll back energy savings goals 28% by 2020.

**28%**

## 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



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