



National Energy and Utility Affordability Conference



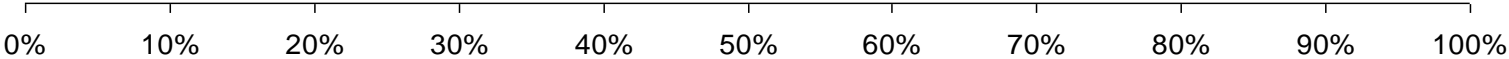
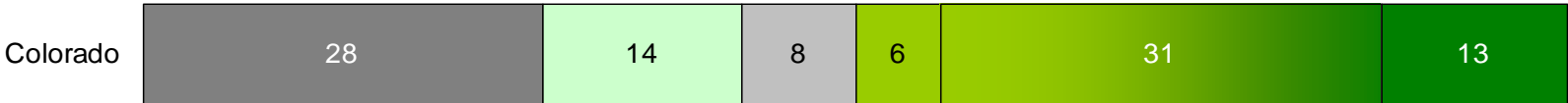
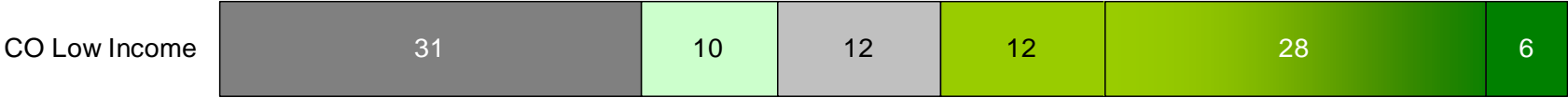
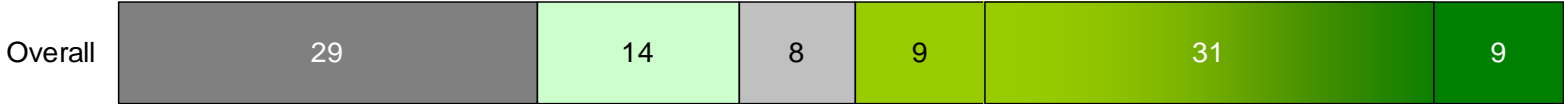
General Population Attitudes and Awareness

Segmenting Colorado residential customers by their cost and environmental concerns

COST CONCERN	HIGH	Green No Green (6%)		
		Day to Dayer (28%)	Middle (8%)	Lean Green (31%)
	AVERAGE			
		LOW	Apathetic (14%)	Green² (13%)
			LOW	AVERAGE
ENVIRONMENTAL CONCERN				



Differences in Attitudes and Awareness

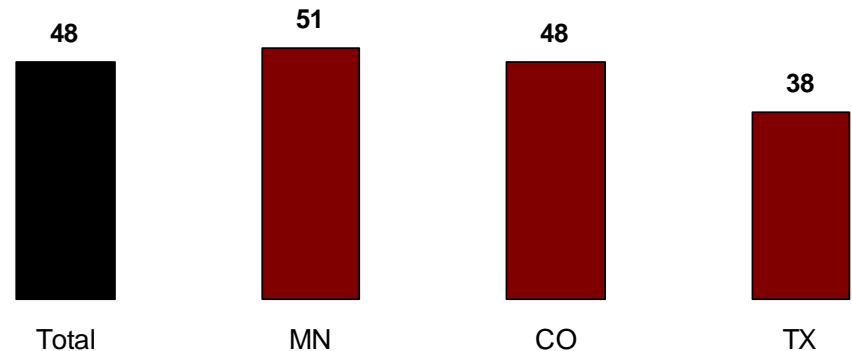


Customer Expectations and Attitudes

- Find a balance – keep rates affordable while investing in environmental programs and technologies
- Strong support for increasing the use of renewable energy – customers expect their energy company to reduce its environmental impact
- Concern not related to global warming – customers cite the need to prepare the country for future energy needs, reduce dependency on foreign oil and keep the Earth clean for future generations
- Increasing renewable energy sources is more important to residential customers
- Conservation is more important to business customers

Importance of environmental issues: % 8-10 on 0-10 scale

- Xcel Energy's response – lead the way in developing renewable energy technologies, expand our conservation program offering and do our part to secure the country's economic future



Assistance/Programs Offered to Low-Income Customers

Energy Savings Partnership Program (E\$P)

- Partnership between the Governor's Energy Office (GEO) and Xcel Energy to supplement federal weatherization grants
- Xcel Energy contributes up to \$2.6M per year to the Governor's Energy Office
- Xcel Energy funds \$1,000 per home
- Last year, more than 3,329 customer homes and multifamily units in our Colorado service territory were audited and weatherized – customers were educated regarding cost-effective natural gas and electricity savings
- Program ends in 2008

Colorado Electric Demand-Side Management

- Company funded 13,000 compact fluorescent light bulbs for low-income customers who participated in the E\$P program



Other Programs Under Consideration

Colorado low-income demand-side management (DSM) development concepts

- Xcel Energy will file the entire portfolio of DSM programs with the PUC on August 1, 2008 (Bus/Res/LI)

- Four low-income program concepts under review:
 - Prescriptive weatherization rebates -- dollar amount based on improvements, not per home
 - Distribution of kits containing simple, low-cost energy-efficient measures and education
 - Weatherization upgrades to qualifying multi-family units (apartments, etc.)
 - Partnering to provide audits and pay for energy-efficient upgrades at qualifying non-profit, low-income organizations

- Interest in creating a thorough portfolio for low-income customers

Thank You

