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**| EEBC MISSION**

EEBC is a 501 (c)(6) nonprofit statewide trade association that represents and advocates for businesses that provide energy efficiency, demand response, and beneficial electrification, products, and services in Colorado.

EEBC supports energy efficiency policies and programs that create sustainable workforce, increase cost-effective energy, improve the environment and public health, uphold the standards for safety, quality, and professionalism in the energy efficiency industry.

**CALL TO ACTION | HOW TO WRITE & ORGANIZE YOUR REBATE PROPOSAL**

**For XCEL ENERGY 2023 DSM PLAN** [Demand Side Management Rebate Plan]

**DEADLINE FOR EEBC MEMBERS & ACTION GROUPS PROPOSALS | SEPTEMBER 3, 2022**

**NEXT STEPS**

**Step 1 | Review Plan – 500+ page plan. Short cut to your industry section below.**

**2023 Xcel Energy DSM & BE PLAN |**[*22A-0315EG\_2023 DSM & BE Plan.pdf*](https://www.eebco.org/resources/Documents/QMM%202022_SEPTEMBER/22A-0315EG_2023%20DSM%20BE%20Plan.pdf)

Past Plan: 2021-2022 Xcel Energy DSM Plan |  [*2021-2022*](https://www.eebco.org/resources/Documents/MEMBERS%20ONLY/XCEL%20ENERGY/Xcel%20Energy%20CO_2021-22_DSM_Plan_Final.pdf)

**Step 2 | INSTRUCTIONS TO REVIEW XCEL ENERGY's 2023 DSM PLAN**

Below are the sections which may apply to your industry. Please review and send comments to [*Patricia@eebco.org*](mailto:Patricia@eebco.org).

**2023 Xcel Energy Rebate Table |**[*Download*](https://www.eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%202022-2023/2023%20Xcel%20DSM%20Plan%20Rebate%20Table.pdf)

**HVAC** Residential HVAC (pp 136-143)

Business HVAC (pp 40-44)

**LIGHTING**Home Lighting (pp 122-124)

Business Lighting (pp 67-71)

LED Street Lighting pp 65-66

**EFFICIENCY**Whole Home Efficiency (pp 147-149)

Business Custom Efficiency (pp 51-59)

**BUSINESS** New Construction (pp 72-80)

Small Business Solutions (pp 85-88)

**MULTI-FAMILY** (pp 129-132**)**

**INSULATION & AIR SEALING**(pp 125-128)

**HOME ENERGY SQUAD**(pp 118-121)

**ENERGY STAR HOMES**(pp 105-113)

[Updates find at: *EEBC Policy Action Committee webpage*](https://www.eebco.org/Policy-Action-Committee-Legislation-2022/)

**Step 3| HOW TO WRITE YOUR REBATE PROPOSAL | BUILD YOUR BUSINESS CASE**

The goal of your proposal is to Build Your Business Case for your positions, modifications, comments, recommendations, and new program ideas that you would like EEBC and the legal team to intervene on your behalf.

Xcel Energy will use these 6 sections of data to evaluate proposals against their savings goals (TRC). It is critical members provide all these sections for a swift evaluation by Xcel Energy engineers. EEBC’s legal counsel will not prepare your proposal until it contains all the below parts. We will go back and forth with you until final edits are achieved and your proposal is ready to present to Xcel Energy.

**| HOW TO ORGANIZE YOUR PROPOSAL | 6 CONTENT SECTIONS TO INCLUDE**

1. **REVIEW YOUR INDUSTRY PROGRAM [XCEL ENERGY DSM PLANS LINKS ABOVE]**  
   Review your industry rebate program section(s) to see how the DSM Plan may affect your company and determine recommendation and suggestions for change.
2. **PROVIDE A DESCRIPTION**One short paragraph description of new product rebate and/or existing process or program improvement for energy savings, etc.
3. **PROVIDE EXAMPLES**  
   Provide examples of energy savings compared 'business-as-usual' for your product.  Include baselines like average annual costs of typical in marketplace. Average product and install costs. What is product’s average annual savings compare to existing alternatives?
4. **RECOMMENDED INCENTIVE/REBATE LEVEL(s)**Your recommended specific rebate amount. Critical to include: What kind of rebate level would move the market? By how much? Even if they are estimates.
5. **IDENTIFY WHICH EXISTING REBATE INCENTIVE**    
   Your suggestion falls under to contribute to increasing energy savings.
6. **VALIDATE YOUR BUSINESS CASE**Any results documentation, case studies, or existing situations on savings data you can provide and reference?  
   Examples of programs, rebates, incentives (for this product/program) in other states, regions or programs?

**FOR GUIDANCE AND QUESTIONS**   
About your level of interest in intervening and the content of your proposal contact  
[*Patricia@eebco.org*](mailto:Patricia@eebco.org) | 303-319-5623

**PAST SUBMISSION SAMPLES from Members Who Intervened in 2021-2022 DSM PLAN**

* Attachment A - [*Cellular Shade\_HunterDouglas Submission*](https://eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%20SUBMISSION%20SAMPLES/Attachment%20A%20-%20Smart%20Cellular%20Shade%20-%20Hunter%20Douglas%20Submission.pdf)
* Attachment B - [*Multi-Family Submission*](https://eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%20SUBMISSION%20SAMPLES/Attachment%20B%20-%20Multi-Family%20Submission.pdf)
* Attachment C1 - [*Builder Incentive - HERS – EnergyLogic Submission*](https://eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%20SUBMISSION%20SAMPLES/Attachment%20C1%20-%20Builder%20Incentive%20-%20HERS%20_%20EnergyLogic%20Submission.pdf)
* Attachment C2 - [*Builder Incentive - A la Carte - EnergyLogic Submission*](https://eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%20SUBMISSION%20SAMPLES/Attachment%20C2%20-%20Builder%20Incentive%20-%20A%20la%20Carte%20-%20EnergyLogic%20Submission.pdf)
* Attachment D1 - [*Thermal Storage Incentive - Trane Submission*](https://eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%20SUBMISSION%20SAMPLES/Attachment%20D1%20-%20Thermal%20Storage%20Incentive%20-%20Trane%20Submission.pdf)
* Attachment D2 - [*Thermal Storage\_Data Analytics - Trane Submission*](https://eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%20SUBMISSION%20SAMPLES/Attachment%20D2%20-%20Thermal%20Storage%20Data%20Analytics%20-%20Trane%20Submission.pdf)
* Attachment E - [*Insulation Incentives - EnergySmart Colorado Submission (BHE)*](https://eebco.org/resources/Documents/POLICY%20ACTION%20COMMITTEE/DSM%20PLAN%20SUBMISSION%20SAMPLES/Attachment%20E%20-%20Insulation%20Incentives%20-%20EnergySmart%20Colorado.pdf)

**Step 4 | SUBMIT YOUR SUBMISSION to EEBC | DEADLINE IS SEPTEMBER 30, 2022**  
Submit your positions, modifications, comments, recommendations, and new program ideas that you would like EEBC to intervene on your behalf to [*Patricia@eebco.org*](mailto:Patricia@eebco.org) | 303-319-5623

**STEP 5 | GUIDANCE AND COLLABORATION PROVIDED ON YOUR SUBMISSION | WEEK OF OCTOBER 3-7, 2022**

**EEBC’S LEGAL TEAM [HOWARD GELLER, DSM CONSULTANT, AND DIETZE & DAVIS ATTORNEY] AND/OR PATRICIA ROTHWELL, EEBC EXECUTIVE DIRECTOR, WILL CONTACT YOU TO GUIDE, ADVISE, EDIT AND FINALIZE YOUR PROPOSAL.**

**Be prepared to collaborate on your proposal draft content and edits with EEBC’s Legal Team. Your final proposal will be presented in EEBC’s “Settlement Package” to be negotiated with Xcel Energy on your behalf. This Legal Settlement Process (called a Docket) is called Intervening”. Your company is one of the 45 plus industry and non-profit stakeholders intervening in this process for modifying existing Xcel Energy rebates and/or creating new ones.**

**STEP 6 | RUNNING LIST OF EEBC MEMBER PENDING IDEAS UNDER DISCUSSION [TO COME]**

**[JOIN ACTION GROUPS TO COLLABORATE]**