



Turn-Key Services Program Provides Full Circle Solutions: Engaging Businesses with No Cost Energy Efficiency Implementation Services

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- Formed in 2000
- Northern States Power (NSP) merged with New Century Energies (NCE)
- Currently serve 3.6 million electric customers and 2 million natural gas customers in parts of MN, CO, MI, WI, ND, SD, TX & NM

Business Segment - MN

20 active program offerings*

- 17 applicable to commercial customers

Wide-ranging program design

- Study-based
- Prescriptive
- Custom
- Holistic

Turn Key Services – Current State

- Launched 2012
- 3rd party implementer – Franklin Energy
- Holistic program with 2-pronged delivery model
 1. Energy Efficiency project identification
 2. Free implementation support

Results: 2017-2019 Averages

- 110 Audits Conducted
 - 15%+ Savings Identified
- 160 Implementation Projects
- 3,500+ kW
- 20+GWh
- 23,000+ Dth

Program Growth

2012 Implementation Results				
kW	kWh	Dth	# Projects	
500	1,300,000	0	9	Totals
2014-2017 Implementation Results				
7,633	48,388,281	58,311	661	Totals
1,900+	12,000,000+	14,500+	165	Averages

300% kW savings increase

900% kWh savings increase

1800% Participation increase

Program Iterations

2009 – Study portfolio gaps identified

2010 – Launched *Onsite Energy Assessments* and *Energy Advisory Services*

2011 – Modification to combine programs as *Turn Key Services*

2013 – Modification focused on Implementation

2015 – Modification to include Building Tune-Up component

2017 – Modification to enhance Building Tune-Up component

2013 Modification: Design Process

Step 1: Document Current Situation

- Recognize strengths
 - Assessment component
- Identify primary area of need
 - Implementation component

Step 2: Design New Program Elements

- Personalized prioritization
- Bonus rebates for fast-follow project completions
- **Flexible implementation project support**
- No-pressure timeline

Finished Product: Implementation Services

- Project identification
- Internal stakeholder meetings to help obtain project approval
- Conducting a financial analysis on measures being considered
- Evaluating efficiency proposals/bid review
- Coordinating implementation and installation verification
- Paperwork compilation and rebate project submission

Consultation Goals/Objectives

- Eliminate barriers to implementation
- Customer-centric approach
 - No charge
 - Establish trust with interested customers

Customer Benefits

- One point of contact for all energy-related needs
- Efficiency-focused education from industry experts
- Personalized conservation project roadmap
- Data-driven ROI assurance
- Eliminated administrative burden through documentation support
- Monthly bill savings



Utility Benefits

- Establish trust, deeper relationships with customers
 - Potentially untapped markets/non-managed customers
- Insight into customer implementation plans/intentions
 - Increased forecasting accuracy
- Real-time feedback on customers' interactions with utility programs
 - What works? Base future program design iterations off of pain points in the customer journey

2013 Modification Learnings

“The only way to solve for this is to institute an implementation requirement. It ensures that the customer has skin in the game”

“Study-based programs aren’t cost effective because nothing happens with the report. The results are never revisited, they just collect dust on a shelf”

