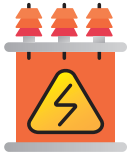


# ENERGY CONSERVATION & OPTIMIZATION

Modernizing the Conservation Improvement Program (CIP), by bringing innovation, options, and savings to Minnesota utilities and their customers.



## UTILITY BENEFITS

- Streamlines regulatory process
- Spending requirement eliminated
- Fuel-neutral framework



## CUSTOMER BENEFITS

- \$600/year saved for average Minnesota household
- More efficiency choices
- More fuel source choices



## MINNESOTA BENEFITS

- More local jobs
- Jobs that CANNOT be outsourced
- Less reliance on fuel imports



## LOAD MANAGEMENT

- More choice in when to use energy
- Further reductions in residential customer costs
- Avoids building excess infrastructure



## EFFICIENT FUEL SWITCHING

Limited by these criteria:

- ✓ Must save customers money
- ✓ Must be cost-effective
- ✓ Must not add to utility peak demand
- ✓ Must reduce greenhouse gas emissions