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Xcel Energy

Docket No.: EL14-040

Response To: South Dakota Public
Utilities Commission

Data Request No. 1-10

Requestor: Darren Kearney

Date Received: December 1, 2014

Question:

With this filing, does the Company believe it is reasonably implementing all available cost-effective energy efficiency resources? Please explain.

Response:

Yes. The Company believes the proposed portfolio is well-rounded and has solid offerings that serve all customer classes. It is a reasonable plan that balances a number of factors including customer needs, industry climate, and most importantly, rate impact.

While other cost effective measures and programs exist the Company has proposed a plan that best balances the factors noted above. For instance, the proposed changes to the Lighting Efficiency program encourage the adoption of light emitting diode (LED) technology and remove rebates for fluorescent lighting upgrades. While fluorescent upgrades can be cost effective they do not produce as much benefit to customers and the system as an LED upgrade. The Company has chosen to influence the market toward the highest reasonable efficiency while keeping spend moderate.

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Date: December 5, 2014