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Xcel Energy

Docket No.: EL14-040

Response To: South Dakota Public
Utilities Commission

Data Request No. 1-5

Requestor: Darren Kearney

Date Received: December 1, 2014

Question:

Will removing fluorescent options from the Business Lighting Program reduce the number of commercial and industrial participants in Xcel's DSM program?

Response:

No. The Company is forecasting greater participation with the removal of fluorescent options from the Business Lighting Program as seen by comparing the Executive Summary Table – 2015 Forecast found on page 13 of the filing (304 participants) to the Executive Summary Table – 2013 Actual Achievements on page 3 of the filing (190 participants). This outcome is due to the fact that historically a small number of large projects have accounted for a large percentage of the program's budget. While the light emitting diode (LED) technology is gaining market acceptance it is still newer and more expensive. Therefore we expect customers to implement projects at a more moderate pace, which will allow the program budget to support more participants.

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Date: December 5, 2014