

**BLACK HILLS POWER, INC.**  
SD PUC DOCKET: EL 15-044  
ENERGY EFFICIENCY PROGRAM, TARIFFS, COST RECOVERY MECHANISM

REQUEST DATE : November 25, 2015

RESPONSE DATE : December 3, 2015

REQUESTING PARTY: SDPUC Staff

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**SDPUC Request No. 1-16:**

In 2014, residential LED participation was at 683 and the forecasted expected participation for 2015 and 2016 is drastically higher at 3,000 and 4,000, respectively. For the residential lighting LED program, please explain where the forecasted level of participation for 2015 and 2016 was derived from.

**Response to SDPUC Request No. 1-16:**

In Black Hills Power's current program, Black Hills Power had to limit the incentives for residential LEDs by placing a maximum amount of subsidized lights to 5 per customer. Customers were disappointed since they actually have many more lights in their home. The modified program would have Black Hills Power lift the limit to 25. To also boost the interest, Black Hills Power is now looking to expand the energy efficiency advertising to radio/newspaper/tv. Together with the new limits and better advertising, Black Hills Power believes that the new levels are achievable.

**Attachments:** None