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Xcel Energy

Docket No.: EL16-018

Response To: South Dakota Public
Utilities Commission

Data Request No. 1-12

Requestor: Darren Kearney

Date Received: September 7, 2016

Question:

For the Residential Home Lighting Program, please explain what Xcel is doing to expand incentives for LED bulbs (as stated in the Petition). Specifically, if new LED measures are being added please provide the proposed rebate structure for each measure.

Response:

In 2017, the Company will grow the proportion of LED bulbs rebated within the Home Lighting portfolio to 95 percent of the total units rebated. Comparatively, in 2016 we project the LED to be 21 percent. No new LED lighting measures are being added as the program already covers a wide range of lighting types including dimmable products, high wattage products, and a variety of brands.

The program will be supported with LED focused promotional signage and bill inserts. Currently, the LED incentives range from \$2.00 - \$3.00 per bulb. In 2017, the LED incentives are expected to drop slightly with the decrease in LED bulb prices and will range from \$1.50 to \$2.73.

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