

BLACK HILLS POWER, INC.
d/b/a BLACK HILLS ENERGY
EL17-026

REQUEST DATE : 06/29/17
RESPONSE DATE : 07/18/17
REQUESTING PARTY: Staff

SDPUC Request No. 1.2:

Refer to Exhibit A. Regarding the Residential Lighting Program on page 4:

- a) The description in the previously approved portfolio states that customers have the option to purchase discounted LEDs on the BHP website and the Company's status report in Docket EL16-034 described the Online Store process. The description in Exhibit A simply mentions customers have the option to purchase discounted LEDs sold at BHP's local offices. Will customers continue to utilize the Online Store to purchase the LEDs and then pick up the bulbs at the local offices?
- b) The option to purchase LEDs from any retail store and receiving a rebate check from BHP appears to be a new option. Please confirm. How does the Company expect this option to impact participation?

Response to SDPUC Request No. 1.2:

- a) No, customers will not have the online store option in the proposed plan but customers can still walk into our office and purchase LEDs from BHP directly. After identifying suspicious activity within the e-commerce portion of the online store, Black Hills removed the link from the web site and ceased all transactions.
- b) Yes, BHP's customers are going to be offered the ability to receive rebates (33% of the cost of the LED bulb with a maximum amount of \$5 per bulb) for purchasing LED bulbs at the retail store of their choice. The LED bulb must be on the Energy Star list found at www.energystar.gov. A copy of the sales receipt/invoice must be included with the application, each application must be a request for at least \$10 to maximize administrative costs, and there will be a maximum limit of fifty (50) bulbs per customer. Rebates will only be given to customers in the Black Hills Power service area. With the price reduction in walk in purchases and the larger number of participating retail outlets, the Company expects an increase in participation in both the walk in LED purchase option and the rebate option.

Attachments:

None

Responder:

Don Martinez