

	A	B	C	D	E
1	South Dakota Spring 2015 CFL In-Store Coupon Offer				
2	Evaluation for Cost Effectiveness				
3					
4	Period of 2/1/15 through 6/30/15				
5					
6	SD Spring 2015 In-Store Coupon Offer	# of CFLs	kWh Saved	kW Saved	
7	Electric DSM costs				\$ 54,918
8	Electric DSM savings	2,285	48,857	66	
9	Electric DSM savings 20 Yr Resource Value				\$ 15,700
10	Electric Utility Cost Test (UCT)				0.29
11					
12	Note: 2014 SD Avoided costs, 20 year savings life for measures, resource on-line in 2015.				
13					
14	GE15-002 First Data Request				
15	Attachment 1-8 In-Store Coupon Analysis				