

- Non Public Document – Contains Trade Secret Data**  
 **Public Document – Trade Secret Data Excised**  
 **Public Document**

Xcel Energy

Docket No.: EL14-040

Response To: South Dakota Public  
Utilities Commission

Data Request No. 1-7

Requestor: Darren Kearney

Date Received: December 1, 2014

Question:

Please provide support showing that the rebates for LED Troffers Retrofit (\$50), LED Troffers Retrofit Kit (\$30), and Wall Packs (\$75.00) are reasonable.

Response:

When developing an offering, the Company strives to set rebate amounts to drive participation while balancing program expenditures. We attempt to find the lowest rebate necessary to move the market and typically work in terms of ‘rebate as a percentage of incremental cost’. Below we provide this measurement for the LED Troffers Retrofit, LED Troffers Retrofit Kit, and Wall Packs. The Company currently offers very similar rebates in other states and believes they will lead to a successful program in South Dakota. We will continue to monitor pricing in the marketplace and adjust rebates as needed.

Measure Description	Rebate Amount	Incremental Cost of Efficient Product	Rebate as a % of Incremental Cost
LED Troffers 2x2 - Retrofit	\$50.00	\$175.59	28%
LED Troffers 2x4 - Retrofit	\$50.00	\$254.32	20%
LED Troffers 1x4 - Retrofit	\$50.00	\$227.06	22%
LED Troffers 2x4 Retrofit Kit - Retrofit	\$30.00	\$180.23	17%
LED Troffers 2x2 Retrofit Kit - Retrofit	\$30.00	\$163.80	18%
LED Troffers 1x4 Retrofit Kit - Retrofit	\$30.00	\$159.34	19%
Parking Garage and Exterior LED Wall Packs less than or equal to 150 Watts	\$75.00	\$400.91	19%

---

Preparer: Karen Rhodes  
Title: Manager  
Department: Energy Efficiency Marketing  
Telephone: 612-330-7566  
Date: December 5, 2014