

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

Xcel Energy

Docket No.: EL15-015

Response To: South Dakota Public Utilities Data Request No. 1-10
Commission

Requestor: Darren Kearney

Date Received: October 16, 2015

Question:

Does Xcel expect Home Lighting participation to increase if the campaign is launched earlier in the year? If so, please explain why the proposed 2016 budget is adequate to meet the increased participation levels.

Response:

We intend to launch our lighting campaign earlier in the year to ensure our ability to meet our participation goals. However, we strive to offer discounted bulbs throughout the entire promotional timeframe.

We expect to meet these objectives by monitoring the campaign progress closely throughout the year and adjusting discounted models as necessary.

Preparer: Kim Sherman

Title: Sr. Product Portfolio Manager

Department: Energy Efficiency Marketing

Telephone: 612.337.2360

Date: November 2, 2015