

**BLACK HILLS POWER, INC.**  
SD PUC DOCKET: EL 15-044  
ENERGY EFFICIENCY PROGRAM, TARIFFS, COST RECOVERY MECHANISM

REQUEST DATE : November 25, 2015

RESPONSE DATE : December 3, 2015

REQUESTING PARTY: SDPUC Staff

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**SDPUC Request No. 1-12:**

Please provide justification for, and how the rebate amount was determined for, the proposed dealer \$50 incentive for each energy efficiency equipment installation in the Residential HVAC program.

**Response to SDPUC Request No. 1-12:**

Black Hills Power has not utilized dealer incentives to promote residential energy efficiency programs, instead, has relied on education, advertising and events. Black Hills Power is proposing to use incentives to gain the HVAC industry's support of the energy efficiency programs. In the past, dealer incentives have been an effective method of receiving support of programs.

**Attachments:** None