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Xcel Energy

Docket No.: EL16-018

Response To: South Dakota Public
Utilities Commission

Data Request No. 1-1

Requestor: Darren Kearney

Date Received: September 7, 2016

Question:

For the Residential Ground Source Heat Pump program, what was the driver for installers deciding not to participate in promoting the program in 2015?

Response:

The Ground Source Heat Pump (GSHP) program is marketed to installers through training opportunities, our ongoing trade newsletter and the one-to-one discussions conducted between our trade relations managers and installers.

While the 2015 program did see a drop in participating installers, this decrease was a direct result of fewer customers choosing to utilize this technology. The GSHP program is a niche product that appeals to a small number of homeowners due to the high costs of installation. Further, the program is available only to a select few residential account holders where electricity is their primary heating and cooling source. Given the low cost of natural gas, fewer customers are finding the technology attractive, which has reduced the overall participation for the program.

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