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Xcel Energy

Data Request No. 1-20

Docket No.: EL19-019

Response To: South Dakota Public Utilities Commission

Requestor: Eric Paulson

Date Received: September 4, 2019

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Question:

Explain why a customer should be given a one-time incentive for equipment if they already are equipped with the necessary technology for the AC Rewards program.

Response:

Onetime bill credits are used for incenting a customer to sign-up for AC Rewards and providing permission to Xcel Energy to control their device. The onetime bill credit is not for the device itself. Our experience with this program, in other jurisdictions, has shown that upfront incentives positively impact participation. Therefore, we have split our incentives between up-front incentives and ongoing participation.

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