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Xcel Energy Data Request No. 2-7
 Docket No.: EL21-014
 Response To: South Dakota Public Utilities Commission
 Requestor: Brittany Mehlhaff
 Date Received: September 3, 2021

Question:

Regarding the Residential Home Lighting program:

- a) Xcel states on page 8 of the application that the increased participation and energy savings goals for 2020 “were a result of customers looking for ways to reduce their energy bills with more customers spending time at home due to the COVID-19 pandemic and installing LEDs is an easy way to achieve savings.” Is the Company seeing this trend continuing into 2021?
- b) The Company further states that the savings goal was exceeded while spending less than the anticipated budget given “average rebates were lower than expected due to current market pricing.” Further explain how the rebates were lower than expected due to market pricing. Do the rebate amounts change based on the market in between annual docket filings?
- c) Refer to Attachment A, page 1.
 - i. Please confirm 74,950 participants and the resulting % of Goal of 1429% is an error and provide the correct amounts.
 - ii. Confirm the number of participants and the % of Goal are the only information on this table impacted by the typo.

Response:

a) The Company continues to see an upward trend of LEDs sales, indicating that customers continue to look for means of reducing their energy bills with customers spending an increased amount of time at home. For example, as of July 2021 we have already discounted 88% of the number of LEDs sold in 2020 and have surpassed the number of LEDs sold in 2019. The chart below compares the 2021 YTD sales through July versus 2020 and 2019 annual sales:

	2019	2020	YTD 2021 (through July)
Total Units Sold	57,538	74,950	66,279

b) The filed rebate amount is a best estimate for the upcoming year based on historical pricing values and market trends. However, every year retailers adjust their pricing (typically lower year over year) and offer new pack sizes and different bulbs. As prices are reduced or larger pack sizes become available, a smaller rebate per bulb is enough to motivate customers and move them to purchase the LEDs.

c) Referring to Attachment A, page 1:

i. The 74,950 participant number that was provided in the table is a data entry error and represents the number of LEDs we discounted (units). The correct number of participants is 5,592 which equates to 107% of the participant goal.

ii. There are no other changes that need to be made, besides the updates listed above.

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