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Xcel Energy Data Request No. 2-3
Docket No.: EL22-010
Response To: South Dakota Public Utilities Commission Staff
Requestor: Eric Paulson
Date Received: October 18, 2022

Question:

Explain, in detail, what steps Xcel is taking to increase participation in the Water Heating program.

Response:

The Company will continue to work with manufacturers and retailers to offer qualifying products in areas of the state within our service territory at stores that are within driving distance for our customers. The Company continues to review targeted marketing campaigns to raise awareness of rebate offering. Further, we have proposed to increase the incentive in 2023 to lower the upfront cost of this equipment.

Revised:

The Company continues to work with manufacturers and retailers to offer qualifying products in areas of the state within our service territory at stores that are within driving distance for our customers. The Company continues to review targeted marketing campaigns to raise awareness of rebate offering.

Heat Pump Water Heaters are often more expensive compared other like equipment. We continue to work with retailers to encourage stocking these options and education customers on new more efficient technologies; however, this market too as been impacted by supply chain delays.

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Date: November 1, 2022 **REVISED** November 3, 2022