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Xcel Energy Data Request No. 2-7
Docket No.: EL22-010
Response To: South Dakota Public Utilities Commission Staff
Requestor: Eric Paulson
Date Received: October 18, 2022

Question:

Refer to the Home Lighting section of the petition. Explain what is meant by “reaching additional customers in newer channels” in regard to the increase in the Home Lighting budget.

Response:

The referenced statement is meant to indicate that the Company will attempt to expand to new customer groups by broadening our retail partnerships. The Company is requesting an increase in our budget to account for the expansion of offering LED discounts at Goodwill aiming incentives to a new channel with the hope of reaching additional customers. Additionally, we are working to secure an additional chain to our store mix in 2023.

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