



500 West Russell Street
P.O. Box 988
Sioux Falls, SD 57101-0988

December 15, 2022

—Via Electronic Filing—

Ms. Patricia Van Gerpen, Executive Director
South Dakota Public Utilities Commission
State Capitol Building
500 East Capitol Avenue
Pierre, South Dakota 57501-5070

RE:

IN THE MATTER OF THE PETITION OF NORTHERN STATES POWER
COMPANY DBA XCEL ENERGY FOR APPROVAL OF ITS 2021 DEMAND SIDE
MANAGEMENT REPORT AND 2023 PROPOSED DEMAND SIDE
MANAGEMENT PLAN
DOCKET NO. EL22-010

Dear Ms. Van Gerpen:

Northern States Power Company, doing business as Xcel Energy, submits this filing in compliance with the South Dakota Public Utilities Commission's December 7, 2022 Order approving 2021 Demand Side Management Report and 2023 Proposed Demand Side Management Plan in the above-noted docket. The DSM factor will change to \$0.000479 per kWh effective January 1, 2023.

Updated Tariff Sheet

Attachment A is a copy of our compliance tariff sheet as follows:

South Dakota Electric Rate Book – SDPUC No. 5

Sheet No. 5-73, revision 10

Customer Notification

Customers will receive a bill onsert in their January bills demonstrating bill impact. An updated version of this bill onsert is included as Attachment B.

Additionally, at the December 6, 2022, South Dakota Public Utilities Commission meeting in this matter, the Commissioners asked the Company to follow-up on a

question regarding the expansion of our retail partnerships for the Home Lighting program. The following detail answers the specific question identified by the Commission.

Home Lighting – Broadening Retail Partnerships

In our 2021 South Dakota Status Report and 2023 DSM Plan, the Company outlines that we are working to reach new customer groups in new channels by broadening our retail partnerships in 2023. We motivate customers to purchase LEDs by offering in-store retail discounts. The discounts are provided through a collaboration with bulb manufacturers and retailers. The discount varies depending on the type of bulb and manufacturer/retail partner. Discounted prices are received at the cash register, making it easy to participate without the hassle of mail-in rebates. Incentives are paid upstream, and the discounts are passed directly to customers.

In 2023, our Home Lighting program budget will increase because of additional retail partnerships to expand our reach to customers. We intend to increase our partnerships to stores such as Goodwill. Additionally, we are working to secure an additional chain to the store mix expanding our reach to customers across our service territories.

If you have any further questions, please call Kristen Ruud at 612-216-7979 or email at Kristen.S.Ruud@xcelenergy.com.

Sincerely,

A handwritten signature in black ink that reads "Steve Kolbeck". The signature is fluid and cursive, with a large loop at the beginning of the first name.

Steve Kolbeck
Principal Manager –South Dakota
Xcel Energy