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Xcel Energy Data Request No. 1-7
Docket No.: EL23-013
Response To: South Dakota Public Utilities Commission
Requestor: Eric Paulson
Date Received: September 6, 2023

Question:

Provide descriptions and justification for the rebate amounts for each new lighting measure on Exhibit B. Were these new items added due to requests from customers or did Xcel decide to add them for other reasons?

Response:

The Company has requested to add LED nightlights and LED connected bulbs to the portfolio mix to expand our LED options to customers and provide more ways they can save energy and money. LED connected bulbs, also known as smart bulbs, have become more prevalent in the marketplace in more recent years and requests were received from the manufacturers to add smart bulbs to our product mix. While smart bulbs have come down in price over the years, they still have a higher incremental cost over “standard” LEDs, therefore we believe we need to offer higher incentives to move the market.

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