

South Dakota Public Utilities Commission
Docket GE15-001
MidAmerican Energy Company
First Data Requests
Date of Request: March 2, 2015
Responses Due: March 6, 2015

Responder Name: John O’Roake
Job Title: Energy Efficiency Product Manager
Phone: 641-257-5555

7 South Dakota Data Request

Please provide all studies, if any were completed, that determined how the reduction in residential furnace rebates will impact the number of participants.

Response:

MidAmerican did not conduct a study on how the reduction in the residential furnace rebate to \$400 would impact the number of participants. However, due to MidAmerican’s efforts with trade allies to increase their awareness of the rebates offered through the programs and educating them on how to incorporate the benefits of energy efficient into their business models, MidAmerican doesn’t believe that 2015 participation will drop below the original level included in the updated 2014 budget. Our expectation is that the 2015 participation level will be similar to that seen over the last two years.