

South Dakota Public Utilities Commission  
Docket GE17-002  
MidAmerican Energy Company  
First Data Request

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### **1-2 South Dakota Data Request**

Please explain why LED light bulbs are not included in the residential electric program.

#### **Response:**

LED lighting is not included in the Residential Equipment program due to the lack of retailers in MidAmerican's South Dakota electric service territory. MidAmerican typically offers residential lighting products through an upstream retailer model where customers purchase lights at a retail outlet at prices that already include incentives from MidAmerican. Because the number of qualified retailers in MidAmerican's South Dakota electric service territory is very small, the program would not be cost effective.