

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

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**2-10 South Dakota Data Request**

Referring to DR 1-2, were any other methods for issuing LED rebates (e.g. mail-in rebate) considered beyond a point of purchase rebate through a qualified retailer?

**Response:**

MidAmerican did consider other methods for issuing LED lamp rebates such as mail-in rebates in addition to a point of purchase rebate through a qualified retailer; however, since LED lamp rebates are currently around \$1.00 to \$3.00 per bulb, the cost associated with processing mail-in rebates would negatively impact the cost-effectiveness of the program.