

Docket Number: NG25-001
Subject Matter: First Data Request
Request to: Montana-Dakota Utilities Co. (MDU or Company)
Request from: South Dakota Public Utilities Commission Staff
Date of Request: January 31, 2025
Responses Due: February 14, 2025

- 1-2. Refer to page 3 of MDU's letter. MDU states that "[q]uestion number seven of the survey shows the need to continue to focus upon relationships with the dealers and builders in the area as they greatly influence the customer's decision to purchase energy efficient equipment." What steps has MDU taken to build these relationships?

Response:

As noted in the filing, the survey shows that the dealers are effectively utilizing the programs as a sales tool to promote higher efficiency equipment with customers. Montana-Dakota directly communicates with the dealers and builders through the day-to-day administration of the program to identify ways to increase participation in the program.