

South Dakota Public Utilities Commission
Docket GE14-001
MidAmerican Energy Company
Data Requests

Responder Name: David Ahlberg
Job Title: Energy Efficiency Product Manager
Phone: 515-252-6762

1-1 **South Dakota Data Request**

Please explain how MidAmerican plans to improve the Residential Appliance Recycling program and provide justification as to why the program should be included in the 2014 budget when low benefit/cost ratios resulted in 2013.

Response:

2013 was the first program year for Appliance Recycling in South Dakota. This program was not officially launched to the public until April 2013 resulting in customer participation being lower than anticipated. The low customer participation and the first year administrative start-up costs caused the total program costs to be spread over fewer customers. As a result the limited savings resulted in a benefits/costs ratio of less than one (0.77).

During the second year of this program, MidAmerican plans to increase participation in this program by continuing to use its low-cost targeted campaign that includes customer bill inserts, residential customer and employee newsletters and social media messaging throughout the entire year. In addition, dollars previously used for start-up cost, will now be used to enhance MidAmerican's outreach efforts with local appliance dealers, community organizations and facilities to increase the awareness of the program and the ease for individuals to participate. These additional outreach efforts and the low-cost targeted awareness campaign should increase participation in this program in 2014.