

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

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1-3 **South Dakota Data Request**

What does MidAmerican believe caused the high participation in the non-residential lighting program? Will high participation level continue? If so, will the 2014 proposed nonresidential electric budget adequately meet demand in order to prevent program suspension in 2014?

Response:

MidAmerican recently expanded its trade ally initiative to further educate contractors about energy efficiency programs available to industrial and large commercial customers. As these larger customers began to understand that energy efficiency programs could help them meet their internal energy and cost reduction goals, participation in the nonresidential lighting program increased.

MidAmerican expects that if the economy continues to improve, the high level of participation will continue as we enhance our relationships with trade allies and our key account management staff continues to help customers understand program benefits.

MidAmerican currently believes that the 2014 nonresidential electric budget is appropriate. However, if South Dakota customers continue to bring large electric-saving projects to the program, a future budget increase may be necessary.