

OTTER TAIL POWER COMPANY  
Docket No. EL13-016

Response to: South Dakota Public Utilities Commission  
Analyst: SDPUC Staff  
Date Received: 7/10/2013  
Date Due: 8/2/2013  
Date of Response: 07/25/2013  
Responding Witness: Kim Pederson, Manager Market Planning - (218) 739-8303

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Information Request No: SD-PUC-01-01

Please explain in detail how residential customers will apply for and receive rebates under the newly proposed Residential Lighting program.

**RESPONSE:**

The Residential Lighting Program will be marketed through the website, several bill inserts, presentations and literature at Builder and Electrical Workshops, and Service Rep training. Promotional material will include how customers can benefit from energy efficient lighting, what products are eligible for rebates, how rebates are calculated, and how to apply. Rebate forms, similar to the Attachment 1, will be available to customers upon request. (The Company is currently exploring online rebate form applications.)

As noted in Attachment 1 that is currently used for the Commercial Lighting Program, the rebate application form includes additional detailed information on the rebate amounts and qualifications. The Residential Lighting Program is modeled after the Commercial Lighting Program and pays rebates based on watts saved. For example: a 100 watt low efficiency incandescent replaced with a 20 watt compact fluorescent equals 80 watts saved and a rebate of \$.05/watt saved or \$4.00.  $(100-20=80 \times .05 = \$4.00.)$  In order to manage budgets and cost-effectiveness, the lighting incentives are capped at 75% of the cost, minimum rebate is \$20, and rebates cannot exceed 75% of annual electric bill.

The forms will need to be filled out in detail by the customer and submitted to Otter Tail Power Company, along with a receipt for the products and any installation costs. The completed rebate form needs to be returned to Otter Tail Power Company. Once approved, the customer will be sent a check for their rebate.