

- Non Public Document – Contains Trade Secret Data**
 Public Document – Trade Secret Data Excised
 Public Document

Xcel Energy

Docket No.: EL14-040

Response To: South Dakota Public Utilities Commission Data Request No. 1-6

Requestor: Darren Kearney

Date Received: December 1, 2014

Question:

Please explain how the number of participants is determined for Consumer Education.

Response:

For the Consumer Education program, the Company includes the following in its participation count:

- **Program Sign Ups and Program Leads** – based on number of program sign ups or requests for follow up received during a consumer education event.
 - **Newsletter Recipients** – based on delivery to all residential customers when conservation messaging is included; and
 - **Event Participants** – based on the total attendance per outreach event.
-

Preparer: Crystal Manik

Title: Senior Marketing Business Consultant

Department: Client Services

Telephone: 612-330-2938

Date: December 5, 2014