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Xcel Energy	Information Request No.	2-2
Docket No.:	EL20-015	
Response To:	South Dakota Public Utilities Commission	
Requestor:	South Dakota Public Utilities Commission Staff	
Date Received:	October 26, 2020	

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Question:

Refer to the response to DR1-7. Provide information as to how Xcel has changed its Consumer Education program for 2020 due to COVID-19. How are activities for Consumer Education different during COVID-19 versus normal operation.

Response:

The Consumer Education budget typically supports several events throughout the year. In 2020, most events have been cancelled due to COVID-19; therefore, we have had to adapt to the situation. Our budget has been reduced based on fewer outreach opportunities. We are preparing and planning for 2021 and activating digital content to educate customers via social media, email and other web platforms and virtual event platforms instead of in person events.

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