

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

Xcel Energy

Docket No.: EL16-018

Response To: South Dakota Public  
Utilities Commission

Data Request No. 2-10

Requestor: Darren Kearney

Date Received: November 2, 2016

---

Question:

What was the driver for the budget over-run in the consumer education program that occurred in 2015? Does Xcel expect this will reoccur in the future?

Response:

The consumer education program spent \$63,005 in 2015 compared to a filed budget of \$27,165. Additional dollars were added to consumer education to increase conservation awareness, create program leads and help interact with our customers to discuss conservation efforts.

The additional spend was used to promote program awareness at three additional event sponsorships with the Sioux Falls Sidewalk Arts Festival, Sioux Falls Great Plains Zoo and Falls Park Farmers Market, and to install an additional kiosk in the Sioux Falls library system that promotes energy conservation. We do not anticipate this over-run in the future.

---

Preparer: Ryan Schunk

Title: Business Consultant

Department: Corporate Sponsorship and Outreach

Telephone: 612.330.6217

Date: November 10, 2016