

- Not Public Document – Not For Public Disclosure
- Public Document – Not Public Data Has Been Excised
- Public Document

Xcel Energy Data Request No. 2-4  
Docket No.: EL19-019  
Response To: South Dakota Public Utilities Commission  
Requestor: Eric Paulson  
Date Received: October 2, 2019

---

Question:

Refer to the response to DR1-22, explain what Xcel considers to be a “high opt-out rate” and what opt-out rate would be required to be removed from the program?

Response:

We review opt-outs on an individual customer basis. A multistep approach is used in our Minnesota program before removing the customer from the product. If it was determined a customer was opting out of a significant number of events over the course of a summer season, we would try to reach out via email or phone to inform the customer of the concern and remind them of the commitment they have made. If the customer were to continue opting out a significant number of events, we would consider removing them from the program.

If a customer opted out of more than half of the events in a season we would put into place the actions above. In other jurisdictions, the average event opt-out is approximately ten percent or less of the population. We review and track program participants throughout and at the end of control season to address such concerns.

---

Preparer: Megan Madden  
Title: Product Portfolio Manager  
Department: Customer Solutions  
Telephone: 612-321-3144  
Date: October 15, 2019