

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

Xcel Energy Data Request No. 2-2  
Docket No.: EL22-010  
Response To: South Dakota Public Utilities Commission Staff  
Requestor: Eric Paulson  
Date Received: October 18, 2022

---

Question:

Explain why consumer education had significantly less participation than expected.

Response:

Due to a number of cancelled events, because of the pandemic, the Consumer Education program did not participate in any customer facing events in South Dakota in 2021. For that reason, participation was significantly lower. Digital marketing opportunities were explored late in 2021 which accounted for the small number of year-end participants.

---

Preparer: Anna Grinde  
Title: Brand Account Manager  
Department: Advertising and Brand Strategy  
Telephone: 612-342-8928  
Date: November 1, 2022