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Xcel Energy Data Request No. 17
Docket No.: EL25-20
Response To: South Dakota Public Utilities Commission
Requestor: Eric Paulson
Date Received: September 10, 2025

Question:

Refer to Attachment A to the original Petition. Explain what “Utility Administration” costs are.

Response:

Utility Administration costs defined by the following:

- Project planning, development and implementation. Marketing and support staff including program managers, marketing assistants, developers, technical support staff, rebate processing, sales and call center representatives, inside contract labor, and other fulfillment associated with delivering a product directly to the customer.
- Auditors, installation contractors, vendors, technical consultants, fulfillment contractors and alternative providers that Xcel Energy contracts with to provide DSM services.
- Equipment purchase costs and repair; hardware and software; supplies; and other employee expenses.

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