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Xcel Energy	Data Request No.	2-8
Docket No.:	EL25-020	
Response To:	South Dakota Public Utilities Commission	
Requestor:	Eric Paulson	
Date Received:	October 1, 2025	

Question:

Explain in detail, what benefits above and beyond the combination of the Customer Education program and My Energy Portal that the Home Energy Reports provide.

Response:

Home Energy Insights (HEI) customers receive monthly Home Energy Reports (HER) via email that provide clear, easy-to-understand summaries of their energy usage. This repeated engagement empowers customers to take energy saving actions. In this way, the HEI program delivers a range of features that go beyond the capabilities of the Customer Education program and My Energy Portal, offering deeper personalization and behavioral engagement. Below is a further explanation of such benefits:

- Neighborhood Comparisons:
 - o Reports include anonymized comparisons with similar households, designed to motivate energy-saving behavior by showing how a customer's usage stacks up against their peers.
- Self-Comparison Tools:
 - o Customers can track their own energy usage over time, including year-over-year trends, helping them monitor progress and identify patterns.
- Personalized Energy Insights:
 - o Each report includes tailored recommendations based on the customer's usage profile, offering actionable tips to reduce consumption and costs.
- Calls to Action:
 - o Reports feature simple, practical steps customers can take to improve efficiency, making it easier to translate insights into action.

Additionally, the HEI program includes evaluation, measurement, and verification (EM&V) services as part of the first-year delivery costs, ensuring that program effectiveness is tracked and validated.

Preparer: Greg Nettleton
Title: Senior Portfolio Product Manager
Department: Customer Energy & Transportation
Telephone: 303-620-1045
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