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Xcel Energy Data Request No. 2

Docket No.: EL25-20

Response To: South Dakota Public Utilities Commission

Requestor: Eric Paulson

Date Received: September 10, 2025

Question:

Provide a breakout of the dollars associated with the Home Energy Reports and the My Energy Portal programs separately.

Response:

My Energy Portal and the Home Energy Reports within My Energy Portal are pre-existing functions of xcelenergy.com available to every Xcel Energy residential customer. Their costs are not recovered through the Company's demand side management budget.

The Home Energy Insights program leverages these pre-existing functions. Specifically, Home Energy Insights is a vendor-managed program that develops and executes outreach to customers to encourage them to use Home Energy Reports to engage their energy usage more efficiently. As stated in response to Data Request No. 3, these types of communications and information have been shown to help customers make smart decisions and save on their bills.

The Company's costs for the proposed Home Energy Insights program are detailed below:

Table 1: 2026 Home Energy Insights Budget

Category	Budget
Vendor Customer Services	\$252,000
Utility Administration	\$20,000
Advertising and Promotion	\$10,000
Total	\$282,000

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