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Xcel Energy	Data Request No.	3-2
Docket No.:	EL25-020	
Response To:	South Dakota Public Utilities Commission	
Requestor:	Eric Paulson	
Date Received:	October 28, 2025	

Question:

Refer to the response to DR2-3(b). What percentage of the 79,900 households does Xcel estimate will actively participate in the program, not just be forced in due to the opt-out nature of the program?

Response:

Based upon an estimated 79,900 household opt-out program, we estimate that over 63,000 households will actively participate in the program by opening and engaging with the communications and that at least 40,000 will take energy-saving actions – actions including changing HVAC filters, unplugging devices or using smart power strips to reduce phantom loads, and weather specific advice like sealing drafts in the winter and using ceiling fans in the summer.

For those customers who choose not to participate, they will not be “forced” to take action. These customers can passively ignore the communication or actively opt-out of the messages as described further in Information Request 3-3.

Our Home Energy Insight vendor, Oracle, has had hundreds of customers surveyed over 15 years through 100 utilities. In their research, the program sees average readership rates of 78 percent, with many mature programs reaching 90 percent or more readership rates. In those surveys, roughly half (46 percent) of customers indicate that the reports have motivated them to reduce their usage, and 32 percent can remember taking at least one concrete action. The impact of the Home Energy Insight program is at a scale rarely achieved by other residential programs. All types of households, regardless of homeownership status, age, or income, can participate in the Home Energy Insights program and save. Because savings impacts are measured at the aggregate level, it is not possible to attribute savings directly to actions taken by any one customer. However, we know that most customers engage with programming communications and take energy-saving actions.

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Date: November 12, 2025