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

Question:

Refer to the opt-out nature of the HEI program. How will customers be clearly noticed that they have been placed in this program and if they choose to remove themselves, they need to do so. Especially those who may do autopay billing or paperless billing.

Response:

Customers will receive the report via email or direct mail; they will not receive it as part of their energy bill. To opt-out of the HEI program, customers will have the following options:

1. **Email:** A link will be provided at the bottom of the Home Energy Report that will automatically unenroll them from the program
2. **Direct Mail:** The customer will be provided both a website for unenrolling and a phone number to contact a Customer Service representative directly.

All customers will have the same option regardless of how they have chosen their billing payment (aka autopayment or paperless billing).

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