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Xcel Energy	Data Request No.	3-4
Docket No.:	EL25-020	
Response To:	South Dakota Public Utilities Commission	
Requestor:	Eric Paulson	
Date Received:	October 28, 2025	

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Question:

Refer to Attachment C of the revised Petition.

- a) Explain, in detail, what is included in this report, beside the nearby home data, that isn't already included in Xcel's current conservation advertising used throughout the year, a customer's monthly bill, or already included in the Consumer Education description in the revised Petition.
- b) Confirm that the Home Energy Reports will not mention Time-of-Use Rates since Xcel does not offer Time-of-Use rates in South Dakota.

Response:

- a) The Home Energy Insights (HEI) report includes the following details:
  - Energy Comparison (nearby homes, customer's home)
  - Energy Tips and solutions tailored specifically to the customer's home
  - Annual Electric usage for past 12-months

Energy comparisons and annual electric usages per home is not used as part of any currently available program in South Dakota. In fact, no other option provides the detailed analysis of a customer's home nor tailors messaging specific to the customer in a way that initiates actionable options for customers to lower their energy bills. With the introduction of AMI in South Dakota, the HEI program leverages existing AMI meter technology to make personalized observations and recommendations. The program saves customers time and effort in trying to gather multiple pieces of energy data to find actionable steps to address their specific energy consumption. In addition, near real-time AMI usage data provides customers with a detailed view into their home's energy use, including disaggregated energy insights to determine what end uses consume the most energy.

The Consumer Education program is specific to advertising, events and social media opportunities. These customer touchpoints are tailored to residential customers, but not specific to individual homes. HEI differentiates itself from

the Customer Education program with the unique messaging to the specific customer. Further, HEI prompts a customer's behavioral change.

In the case of the Home Energy Report, comparing a household to its neighbors (similar households within a geographic area) is the tool used to drive a customer's energy savings. The persistent and ongoing messaging from the HEI program leads to greater adoption of recommendations over time.

We believe HEI offers the greatest amount of potential impact in terms of savings to South Dakota residential customers as compared to any other initiatives that the Company could propose.

- b) The Home Energy Reports will not mention Time-of-Use Rates, as the Company does not offer Time-of-Use rates in South Dakota.
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