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Xcel Energy Data Request No. 3  
Docket No.: EL25-20  
Response To: South Dakota Public Utilities Commission  
Requestor: Eric Paulson  
Date Received: September 10, 2025

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Question:

Explain, in detail, the costs are associated with the new proposed Home Energy Reports program, specifically, what do customers receive for a benefit, other than receiving a paper/emailed report?

Response:

The Company's costs for the proposed Home Energy Insights program are \$282,000/year, with the following budgeted categories: \$252,000 planned for vendor Customer Services, \$20,000 for utility administration labor, and \$10,000 for Advertising & Promotion.

Customers benefit from the energy savings associated with behavior reports. An evaluation across twelve utilities found average savings of 2.0 percent, with individual utility savings ranging from 1.4 percent to 3.3 percent per household.<sup>1</sup> Informational, visually appealing reports make it easy for customers to engage in their usage as the reports help them make smart energy decisions and save on their bills. Customers benefit from personalized messaging that directs them to the easiest, most cost-efficient solutions to make an improvement in their home's energy usage. In addition, Home Energy Insights is one effort that allows the Company to help customers utilize the tools and opportunities presented by AMI meters.

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<sup>1</sup> [Testing the Efficacy of Home Energy Reports – ILLUME Advising, LLC](#)