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Xcel Energy Data Request No. 6  
Docket No.: EL25-20  
Response To: South Dakota Public Utilities Commission  
Requestor: Eric Paulson  
Date Received: September 10, 2025

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Question:

Page 7 of the Petition filed on August 1<sup>st</sup> in the My Energy Portal section states, “This currently available feature is accessed through customers’ Xcel Energy online accounts and is made available to all residential customers for whom sufficient historical information is available.” Explain, in detail, that if this is already available to customers, why would additional dollars need to be spent pushing this portal to customers rather than just normal advertising or bill inserts?

Response:

Our response to Data Request No. 2 shows our budget includes \$10,000 for advertising and promotion of the new Home Energy Insights program. The response also clarifies that My Energy Portal is a pre-existing tool whose cost is handled outside of the Demand Side Management portfolio. The \$10,000 budget is not to advertise the availability of My Energy Portal, it is to advertise the availability of the new Home Energy Insights program that provides participants with valuable energy usage data made possible by My Energy Portal.

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