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Xcel Energy	Information Request No.	2
Docket No.:	E002/M-24-173	
Response To:	Minnesota Public Utilities Commission	
Requestor:	Tera Dornfeld	
Date Received:	April 26, 2024	

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Question:

If Xcel and/or its contractor, as anticipated, are surveying customers about the Automatic Bill Credit Pilot Program, will the participant feedback be asked for in an accessible and inclusive manner?

Response:

Yes. We plan to work with the selected third-party monitoring and evaluation (M&E) partner to ensure the methods for soliciting participant feedback are accessible and inclusive. Improving representation of under-represented populations is an area of M&E work that has seen increased attention from third-party consultants.<sup>1</sup> While we do not know yet exactly what methods the third-party evaluator will recommend, we anticipate that deploying customer research through mixed modes (e.g. via phone, email, mail, and in-person events) will be within their capabilities. We also hope to engage some of our ESAG member organizations, who are trusted in their communities and have existing community outreach mechanisms, to assist the Company and third-party evaluator in broadening survey outreach, response rate, and willingness to share information.

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<sup>1</sup> See sessions 1C, 3B, 3C, 5C, 6C, and 7B from the November 2022 International Energy Program Evaluation Conference at <https://www.iepec.org/?p=19724>