



500 West Russell St  
Sioux Falls, SD 57104

July 26, 2017

Ms. Patty Van Gerpen, Executive Director  
South Dakota Public Utilities Commission  
State Capitol Building  
500 East Capitol Avenue  
Pierre, South Dakota 57501-5070

Re: Updates to Previously Approved “Welcome” Brochure

Dear Ms. Van Gerpen:

Northern States Power Company, doing business as Xcel Energy, has reviewed and updated all of its “Welcome” brochures, and submits the following versions for South Dakota customers to Staff. These brochures, minus today’s updates, were originally approved in Docket EL15-222 per the Order issued on August 11, 2015.

This “Welcome” brochure is furnished to each new South Dakota customer per rule 20:10:16:02. The brochure was redesigned to improve the customer experience while still including the required information outlined within the rule.

The key changes are:

- Updated format with new branding (color, font)
- Updated hyperlinks to better direct customers to the right place on our website
- Added information that we now have a **Mobile App**, and inserted in places where it may be helpful to customer
- Revised safety content to align with our **Public Awareness Plan**, which is part of the Gas Standards manual, was written to address natural gas safety awareness driven by the API RP1162 regulation overseen by PHMSA (Pipeline and Hazardous Materials Safety Administration—the US Dept of Transportation). Per the regulation we have to share information about:
  - how to recognize and respond to a natural gas leak (physical indications),
  - requirement to call 811 before any digging occurs (use of One-Call notification),
  - damage prevention activities, and
  - pipeline safety.

The safety messages included in our “Welcome” brochures are one of the ways to support safety education.

We plan to start using the new brochures in August of 2017.

The Company requests that the following persons be placed on the Commission’s official service list for this matter.

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Please contact me at 605-339-8350 if you have any questions regarding this filing.

Sincerely,



STEVE KOLBECK  
PRINCIPAL MANAGER

Enclosures  
c: Service List