

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF SOUTH DAKOTA**

**IN THE MATTER OF THE FILING BY)
NORTHERN STATES POWER COMPANY)
DBA XCEL ENERGY FOR APPROVAL OF)
REVISED WELCOME BROCHURES)**

**ORDER APPROVING
BROCHURES**

EL17-030

On July 26, 2017, the South Dakota Public Utilities Commission (Commission) received a filing from Northern States Power Company dba Xcel Energy (Xcel) for approval of its revised welcome brochures. The welcome brochure is furnished to each new South Dakota customer per ARSD 20:10:16:02. The brochure was redesigned to improve the customer experience while still including the required information outlined within the rule. On September 8, 2017, and September 28, 2017, Xcel filed revised welcome brochures.

On August 3, 2017, the Commission electronically transmitted notice of the filing and the intervention deadline of August 18, 2017, to interested individuals and entities on the Commission's PUC Weekly Filings electronic listserv. No petitions to intervene or comments were filed. The Commission has jurisdiction over this matter pursuant to SDCL Chapter 49-34A, particularly 49-34A-10, and ARSD 20:10:16:02.

At its regularly scheduled meeting of October 11, 2017, the Commission considered this matter. Commission Staff recommended approval of the revised business and residential welcome brochures as filed on September 28, 2017. The Commission voted to approve the revised welcome brochures (Chairperson Fiegen, dissenting). It is therefore

ORDERED, that the revised residential welcome brochure and revised business welcome brochure as filed on September 28, 2017, are hereby approved.

Dated at Pierre, South Dakota, this 13th day of October, 2017

CERTIFICATE OF SERVICE
The undersigned hereby certifies that this document has been served today upon all parties of record in this docket, as listed on the docket service list, electronically or by mail.
By: <u>Adam Hueck</u>
Date: <u>10/13/17</u>
(OFFICIAL SEAL)

BY ORDER OF THE COMMISSION:

KRISTIE FIEGEN, Chairperson (dissenting)

Gary Hanson
GARY HANSON, Commissioner

Chris Nelson
CHRIS NELSON, Commissioner