

**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**

EL15-022

On June 8, 2015, the Public Utilities Commission (Commission) received a filing from Northern States Power Company dba Xcel Energy (Xcel) for approval of its revised welcome brochures. Pursuant to ARSD 20:10:16:02, the customer information shall be submitted to the Commission for approval. Xcel redesigned its welcome brochures for both residential and business customers. On July 15, 2015, Xcel responded to Staff data requests and submitted a Revised Residential Welcome Brochure and a Revised Business Welcome Brochure at the request of Staff.

On June 11, 2015, the Commission electronically transmitted notice of the filing and the intervention deadline of June 26, 2015, 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.

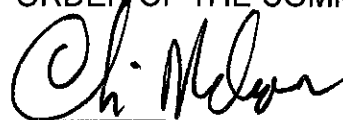
At its regularly scheduled meeting of August 5, 2015, the Commission considered this matter. Commission Staff recommended approval of the revisions to the brochures and approval of the Revised Residential Welcome Brochure and Revised Business Welcome Brochure. The Commission voted unanimously to approve the Revised Residential Welcome Brochure and Revised Business Welcome Brochure. It is therefore

ORDERED, that the Revised Residential Welcome Brochure and Revised Business Welcome Brochure are hereby approved.

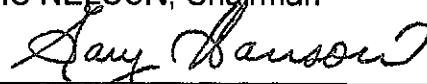
Dated at Pierre, South Dakota, this 11th day of August, 2015

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: _____	_____
Date: _____	<u>8/11/15</u>
(OFFICIAL SEAL)	

BY ORDER OF THE COMMISSION:



CHRIS NELSON, Chairman



GARY HANSON, Commissioner