

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

**IN THE MATTER OF THE FILING BY ) ORDER APPROVING  
NORTHERN STATES POWER COMPANY ) WELCOME BROCHURES  
DBA XCEL ENERGY FOR APPROVAL OF )  
REVISED WELCOME BROCHURES ) EL21-013**

On April 29, 2021, the South Dakota Public Utilities Commission (Commission) received a filing from Northern States Power Company dba Xcel Energy (Xcel) for approval of its revised Customer Information Welcome Brochures. The Customer Information Welcome Brochures are furnished to each new South Dakota customer per ARSD 20:10:16:02. The residential and business brochures were redesigned to improve the customer experience while still including the required information outlined within the rule.

On May 6, 2021, the Commission electronically transmitted notice of the filing and the intervention deadline of May 21, 2021, to interested individuals and entities on the Commission's PUC Weekly Filings electronic listserv. No petitions to intervene or comments were filed. On May 17, 2021, Xcel filed updates to the revised Customer Information Welcome Brochures. On May 25, 2021, the Commission considered this matter and deferred it so Xcel could provide additional information. On May 27, 2021, Xcel filed a letter regarding additional information requested by the Commission.

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 June 10, 2021, the Commission again considered this matter. Commission staff recommended approval of the revised residential and business Customer Information Welcome Brochures. The Commission voted unanimously to approve the revised residential and business Customer Information Welcome Brochures. It is therefore

ORDERED, that the revised residential and business Customer Information Welcome Brochures are hereby approved.

Dated at Pierre, South Dakota, this 11th day of June 2021.

<b>CERTIFICATE OF SERVICE</b>
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><i>Andrew M. Reiss</i></u>
Date: <u>6/11/2021</u>
(OFFICIAL SEAL)

BY ORDER OF THE COMMISSION:

*Chris Nelson*  
CHRIS NELSON, Chairman

*Kristie Fiegen*  
KRISTIE FIEGEN, Commissioner

*Gary Hanson*  
GARY HANSON, Commissioner