



500 West Russell Street
Sioux Falls, SD 57104

January 17, 2025

—Via Electronic Filing—

Ms. Patricia Van Gerpen, Executive Director
South Dakota Public Utilities Commission
Capitol Building, 1st Floor
500 E. Capitol Ave.
Pierre, SD 57501-5070

RE: UPDATES TO PREVIOUSLY APPROVED RESIDENTIAL AND BUSINESS
“WELCOME” BROCHURES
DOCKET NO. EL25-____

Dear Ms. Van Gerpen:

Northern States Power Company, doing business as Xcel Energy, has reviewed and updated the “Welcome” brochures, for both residential and business customers, and submits both versions for South Dakota Commission approval. These brochures, minus the proposed updates, were previously approved in Docket EL21-013 per the Order issued on June 11, 2021.

The “Welcome” brochures are furnished to each new South Dakota customer per ARSD 20:10:16:02. The brochures were updated to improve the customer experience while still including the required information outlined within the rule.

The key changes for 2025 are:

- Updated cover with new branding.
- Updated table of contents (RES and BIZ page 3).
- “Understand Your Energy Use” section has been updated to reflect the usage of new Smart Meters, including a short synopsis of how they operate and how customers can track their energy usage (RES and BIZ page 5).
- Removed reference to Electric Funds Transfer in “Payment Options Customized for You” section as this doesn’t apply to business customers (BIZ page 7).

- Updated the “Additional Services” section to accurately reflect current Xcel Energy services; previously called “ConnectSmart” is now “Allconnect”, and “Tree Trimming” has been removed (RES page 10).
- Updated Data Privacy Policy (RES page 14 & 15 and BIZ page 12 & 13).
- Added the Telecommunications Relay Service phone number (RES page 18).
- Corrected the Customer Service phone number (BIZ page 6, 7, 12 & 13).
- Updated the payment mailing address (RES page 18 and BIZ page 16).
- Removed all references to natural gas services (RES and BIZ throughout).
- Removed outdated customer service email address that is no longer active (RES page 18).
- Replaced URLs and hyperlinks that were no longer active to direct customers to the correct place on the Xcel Energy website (RES and BIZ throughout).

We plan to start using the new brochures in March of 2025 if proper review has been completed.

Please add the following people to the service list for this docket:

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Please contact me at Steven.T.Kolbeck@xcelenergy.com or 605-339-8350 or Christine Schwartz at Chistine.Schwartz@xcelenergy.com or 612-330-6193 if you have any questions regarding this filing.

Sincerely,

/s/

STEVE KOLBECK
PRINCIPAL MANAGER

ENCLOSURES
cc: Service Lists