



**WELCOME  
HOME!**

## WHO WE ARE

We power millions of homes, businesses and communities with energy across parts of eight Western and Midwestern states. Our customers rely on us to be there 24/7 with safe, affordable electricity and natural gas — but we provide much more than that.

Headquartered in Minneapolis, we are an industry leader in delivering renewable energy and in reducing carbon and other emissions. We are the first major U.S. power company to announce its vision to provide customers 100% carbon-free electricity.








We constantly work to offer a cleaner energy mix, smarter solutions and seamless experiences for our customers. We are delivering modern energy leadership and services — everything from electric vehicle charging stations to an extensive portfolio of energy-saving programs and renewable choices.

Beyond energy, we believe in giving back, whether that is assisting our communities with economic development, supporting customers in need or donating our time and financial resources.

Our vision is to be the preferred and trusted provider of the energy our customers need, and our mission is to provide safe, clean, reliable energy services at a competitive price. Throughout this booklet, you will find helpful resources to have during your service with us. From payment options to outage notifications, we've got you covered.



## TABLE OF CONTENTS

	<b>BILLING AND PAYMENT BREAKDOWN</b>		
	Understand your bill and energy use	4	
	Payment options	7	
	<b>YOUR HOME ENERGY SOLUTIONS</b>		
	Where to start with energy efficiency and renewable energy	9	
	Additional services	10	
	<b>ELECTRIC OUTAGES: USEFUL INFORMATION</b>		
	Preparing for an outage	11	
	What to do when your power goes out	11	
	<b>SAFETY IN OUR COMMUNITY</b>		
	Staying safe outside		12
	<b>DATA PRIVACY</b>		
	Information about Xcel Energy's privacy practices		14
	<b>ADDITIONAL INFORMATION</b>		
	South Dakota Public Utilities Commission Rules and Regulations		16
	<b>CONTACTS: HOW TO REACH US</b>		
	Ways to contact us		18



## **BILLING AND PAYMENT BREAKDOWN**

We're an investor-owned energy company, which means we're regulated by the South Dakota Public Utilities Commission and they must approve the prices we charge our customers. We strive to provide you clean, reliable energy at an affordable price.

Please see the brochures enclosed with this welcome booklet for our current rates.

### **UNDERSTANDING YOUR BILL**

About every 30 days, we'll send you a bill for the electricity your household used during that billing period. There are many ways you can manage your usage and your account which can be found later in this booklet.



## **UNDERSTAND YOUR ENERGY USE**

### **HOW WE MEASURE YOUR ENERGY USE**

Xcel Energy collects energy usage data and bills customers once a month.

### **Electric Service**

Xcel Energy is replacing analog electric meters with smart meters from 2021-2026. If we have not installed a smart meter at your property yet, you will receive more information before we do.

Smart electric meters enhance the service we deliver. They provide detailed energy usage information in 15-minute intervals. Smart meters allow for two-way communication between your meter and Xcel Energy, securely transmitting energy consumption data remotely for billing.

### **HOW TO TRACK YOUR ENERGY USE**

The easiest and best way to track your energy usage is through **My Account**. Log into **My Account** on **xcelenergy.com** or the **Xcel Energy mobile app** to view your usage, get energy conservation tips, and learn about energy conservation and payment assistance programs.

**LATE BILL NOTICES**

We try to make it easy for you to keep track of when your bill is due. The due date can be found on the front page of your bill in red. You can sign up for billing-related emails and texts. If you forget, or can't pay the amount due by your next billing date, here's what to expect.

1. Your next bill could contain a Late Payment Charge and an Important Notice message. The Important Notice lets you know that your account is past due and may lead to disconnection of your service unless the total bill amount is paid by the due date.
2. If you've received an Important Notice and don't make a payment or arrangements for payment by the due date, we'll send a Final Notice.
3. This Final Notice is the last notification we'll send before disconnecting service due to non-payment.
4. All notices of disconnection will precede disconnection of service by at least five days, excluding Sundays and holidays. The notice will contain the date on or after which disconnection will occur, the reason for disconnection and ways to avoid it. Xcel Energy sends disconnection notices by first class mail or personal delivery by our representative.
5. If it becomes necessary to disconnect your service because of non-payment, you'll have to pay a reconnection charge to get your service started again.

If you are disabled, have a special medical situation, are qualified as full-time active-duty military, or are 65 or older — or have someone in your household who is, contact us. We will work to help you before your service is disconnected due to non-payment. Call **800-895-4999** to discuss your circumstances.

**PAYMENT ASSISTANCE OPTIONS**

Xcel Energy has a variety of payment assistance programs available for qualifying customers, and can also help guide you to other possible sources of assistance. Visit [xcelenergy.com](https://www.xcelenergy.com) or call us to learn more.

**PROTECT YOURSELF AGAINST SCAMS**

Unfortunately, Xcel Energy customers have been victimized by scams targeting people across the states we serve. Scammers claiming to be from Xcel Energy are contacting our customers by phone, email and in person, attempting to trick them into paying money or face consequences, such as their power being turned off.

If you have any doubt about someone claiming to be with Xcel Energy and asking for payment, we recommend that you hang up and call Xcel Energy Customer Service at **800-895-4999**.

For more information about how to read and pay your bill, visit [My Account on xcelenergy.com](https://www.xcelenergy.com) or the [Xcel Energy mobile app](#).

**PAYMENT OPTIONS  
CUSTOMIZED FOR YOU**

We want to make it as easy and convenient as possible for you to pay your bill, whether it's online, on your phone, or in person. Check out our many different payment options below and choose the program(s) that fits your lifestyle.

**WAYS TO PAY YOUR BILL**

- **My Account on xcelenergy.com** or the **Xcel Energy Mobile App**: View and pay your bill, report outages and manage your account from anywhere, at any time. Download on Google Play or in the Apple Store.
- **Over the phone**: Call **800-895-4999** to make a one-time payment through our secure automated system using your checking or savings account for free, or pay with your credit or debit card. (A small fee applies to credit card payments in CO, ND, NM, SD and TX.)
- **In person**: Find a pay station near you and bring your payment stub. Visit [xcelenergy.com](https://www.xcelenergy.com) to find one in your area. A small fee will apply.
- **By mail**: Enclose your payment and bill stub, add a stamp to the return envelope, and drop it in the mailbox.



**PROGRAMS TO HELP MANAGE AND PAY YOUR BILL**

Program Name	Program benefit	Sign up today
<b>My Account at xcelenergy.com</b> or in the <b>Xcel Energy mobile app</b>	<b>My Account</b> is your one-stop-shop for all your billing and energy management needs.	Register at <b>xcelenergy.com</b> or download the <b>Xcel Energy mobile app</b> from Google Play or the Apple Store.
<b>Paperless Billing</b>	Get rid of the clutter by going paperless.	Enroll in Paperless Billing in <b>My Account</b> on <b>xcelenergy.com</b> or the <b>Xcel Energy mobile app</b> .
<b>Auto Pay</b>	Set up automatic bill payments that are conveniently deducted from your checking or savings account on your bill due date each month.	Enroll in Auto Pay in <b>My Account</b> on <b>xcelenergy.com</b> or the <b>Xcel Energy mobile app</b> .
<b>Averaged Monthly Payment</b>	Get predictable monthly bills that are the same each month so you can budget your spending. We look at your billing history and average your bill based on your energy usage trend.	Sign up for Averaged Monthly Payments in <b>My Account</b> on <b>xcelenergy.com</b> or the <b>Xcel Energy mobile app</b> or call <b>800-895-4999</b> .
<b>Custom Due Date</b>	Choose your own billing due date so that it's easy to remember and fits your schedule.	Call <b>800-895-4999</b> to pick your due date.

**PAYMENT NOTIFICATIONS**

Sign up in **My Account** for email or text notifications about your bill due date, payments and outages in your area on **xcelenergy.com** or the **Xcel Energy mobile app**.

Find information about the payment options on **xcelenergy.com** or the **Xcel Energy mobile app**.

**YOUR HOME ENERGY SOLUTIONS**

ENERGY EFFICIENCY, RENEWABLE OPTIONS, AND OTHER SERVICES JUST FOR YOU

We offer energy efficiency and renewable energy programs and rebates to give you more choices, flexibility and control over your energy.

If you're making home improvements, shopping for new appliances, or looking for ways to be kind to the planet, you probably know that energy efficiency and renewable energy products can help lower your monthly energy costs and carbon emissions.

Find a full list of energy efficiency and renewable programs available in your area at **xcelenergy.com**.

**TIPS AND TRICKS TO SAVINGS**

We have easy do-it-yourself ways to lower your daily energy consumption — it's easy to save by changing some of your habits. Visit **xcelenergy.com** for energy-saving tips you can start using today.

**START WITH THE XCEL ENERGY MOBILE APP**

Make sure to sign up for **My Account** on **xcelenergy.com** or the **Xcel Energy mobile app**. It's never been easier to pay your bill, track your energy usage and more.

**Smart Comparisons** Access a complete view of your current energy usage data. Then, compare your data month-to-month to make informed decisions about your electric usage.

**Report Outages** Quickly and easily report an outage. You can check the status of your outage, too.

**Easy Payments** Easily view your billing information and statements, check your balance and make payments.

## ADDITIONAL SERVICES

Service	Benefit	Find it here
<b>Xcel Energy Online Store</b>	Shop discounted smart thermostats, light bulbs and more at our Xcel Energy online store. We provide instant rebates that help towards your home energy saving.	Visit <a href="https://poweredbyefi.org/xcelenergysd">poweredbyefi.org/xcelenergysd</a> to start shopping.
<b>Allconnect</b>	Allconnect can help you set up Internet, cable TV and telephone services when you move.	Call <b>800-409-2550</b> to set up services with just one call at no extra cost.
<b>Tree Trimming</b>	<b>Remember, power lines are fully energized and extremely dangerous.</b> When you plan to prune or remove trees near power lines, we will prune a portion of the tree to create a "safety zone" for you or your qualified professional tree trimmer to complete the rest of the work. We do not haul away the wood and brush.	Call <b>800-895-4999</b> to make arrangements.



## ELECTRIC OUTAGES: USEFUL INFORMATION

LIGHTS OUT? DON'T STAY IN THE DARK.

Our number one goal is to provide clean, reliable energy, but sometimes disruptions to your electric service can happen. When an outage happens, we do everything we can to restore your power quickly and safely. Here's how you can prepare for an outage and what steps to take when one occurs.

### PREPARING FOR AN OUTAGE

We have crews working around-the-clock to restore power and provide real-time updates so that we can keep you informed along the way. Get ahead of an outage now by doing the following:

1. Visit our Outage Checklist at [xcelenergy.com](https://xcelenergy.com) to help you prepare and put yourself at ease during an outage.
2. Follow us on Facebook and X (formerly Twitter) for real-time information about major power outages in your area.
3. Make sure your contact information is up to date in **My Account** on [xcelenergy.com](https://xcelenergy.com) or the **Xcel Energy mobile app** and choose your outage notification preferences.

### WHAT TO DO IF YOUR POWER GOES OUT

1. **Always report your outage:** The sooner we know about it, the sooner we can restore power. Report your electric outage using one of the following ways:
  - Visit [xcelenergy.com](https://xcelenergy.com).
  - Text 'OUT' to **989-36**.
  - Call **800-895-1999**.
2. **Outage Checklist:** Find our Outage Checklist at [xcelenergy.com](https://xcelenergy.com) for more information on what to do during an electric outage.
3. **Keep your food safe:** Make sure to keep your fridge and freezer doors shut to keep food from spoiling.



## SAFETY IN OUR COMMUNITY

Xcel Energy is committed to informing our customers about how to act safely and responsibly around electricity. Whether you're facing a winter snowstorm or spring cloudburst with downed or low-hanging power lines, we want to help you meet the challenge.

Take a few minutes to review the important information below and visit [xcelenergy.com](https://www.xcelenergy.com) for more detailed safety information.

### STAYING SAFE OUTSIDE

#### Working and living safely near power lines.

ALWAYS assume a power line is energized, even one that is lying on the ground. Be very careful when working near electric power lines, never allowing yourself, your tools, or other objects to come within 10 feet of them. Don't touch power lines or try to remove dead branches or fallen tree limbs from them.

#### Dig safely. Call 811 first.

Contact with buried electric and natural gas lines by a tool or mechanized equipment can damage the line—a dangerous situation. Even if you think you know where your

underground utilities are located, you must **call 811 at least two business days before** you begin to dig, no matter how small the project.

#### • Marking underground utility lines.

After you call **811**, utilities (electric, gas, cable, etc.) will mark the lines they own free of charge, so you know where you can dig safely. Wait until all utilities mark their lines before you begin. Different colored flags, paint or stakes identify the type of buried facility. Damages caused by customers who don't call before digging are costly and must be paid for by that customer.

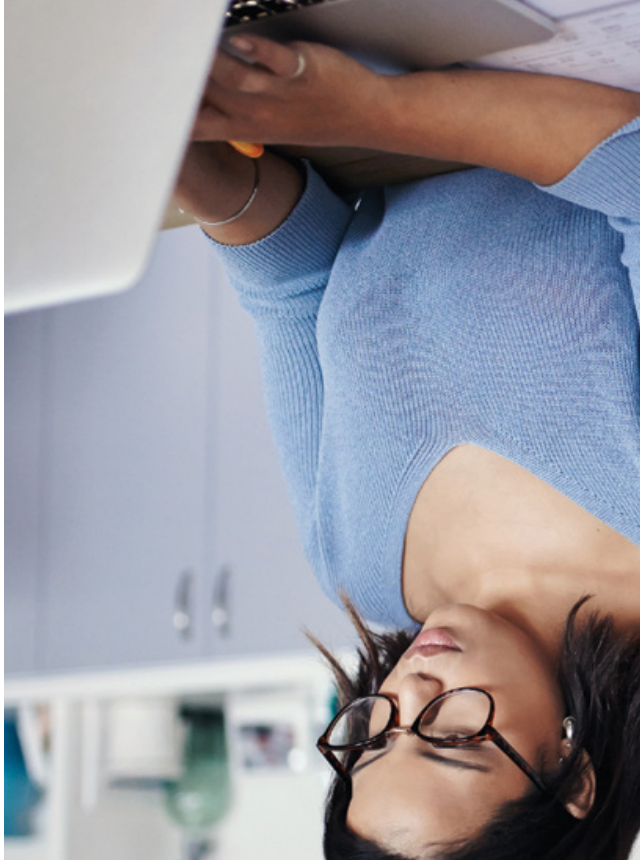
#### • Meter safety.

Keep your meters and other equipment accessible, as our crews may need access to it during an outage. Do not plant anything in front of or near utility equipment (meters, cabinets, etc.).

#### Important numbers:

- Feel in danger? Call **911**.
- Downed electric power line? Stay away and call **800-895-1999** to report it immediately.
- Need to dig? Call **811** before you dig.





**ACCESS AND CORRECTION**  
You can access your information by using **My Account** at **xcelenergy.com**. You may ask to review the information we keep about you and ask that we make changes to any incorrect information. You may use **My Account** or contact us at **800-895-4999** to request changes.

third parties to perform analytics (such as market research and trend analysis), which are intended to make our communications and the products and services we offer to you more relevant.

**INFORMATION DISCLOSURES**

Xcel Energy recognizes your expectation of privacy for your personal information and energy usage data. We do not sell this information and will not pass it on to third parties except as described in our Privacy Notice, which is available at **xcelenergy.com** (scroll to the bottom of the page and click on Privacy). This means that we will only disclose your information when permitted to or required by law or regulations, where it is necessary to provide you with service or operate our business (for example, to our billing vendors), or with your consent.

You can choose to share certain information with third parties, including your energy usage data, if you authorize this by submitting a specific consent form. Information on how to provide authorization and a model form are available at **xcelenergy.com** (scroll to the bottom of the page and click on Privacy, then click Customer Data Access).

**DATA PRIVACY: YOUR PRIVACY IS IMPORTANT TO US – BECAUSE IT'S IMPORTANT TO YOU**  
INFORMATION ABOUT XCEL ENERGY'S PRIVACY PRACTICES



**YOUR PRIVACY MATTERS**

We value our relationship with you and the trust you place in us to be a committed and responsible custodian of your information. We strive to be transparent about our information handling practices and give you the ability to make choices about your information. To learn more about our privacy practices and to review our Privacy Notice in its entirety, visit **xcelenergy.com** or call us at **800-895-4999**.

We will only collect information about you that we need for our regulated business functions.

**INFORMATION WE COLLECT**

**HOW WE USE THE INFORMATION WE COLLECT**

We use the information we obtain about you to manage your account and the billing process for the energy products and services we provide to you. We also use it to communicate with you, respond to your questions, provide customer support, improve our service and product offerings, protect against fraud and other risks, and comply with legal requirements. We may also supplement the information we have about you with additional data we obtain from





## ADDITIONAL INFORMATION

### SOUTH DAKOTA PUBLIC UTILITIES COMMISSION RULES AND REGULATIONS

#### Deposit and Guarantee Requirements (SD Rule 20:10:19:02–20:10:19:12):

Xcel Energy might request a deposit from:

- A customer or former customer whose service we disconnected for non-payment in the last year of service.
- A customer to whom Xcel Energy has mailed or delivered three or more disconnection notices in the last year of service.
- A customer who has a delinquent Xcel Energy account that is not in dispute.
- A new customer with unknown credit history.

Failure to provide a deposit in these cases could result in disconnection or refusal of service. If Xcel Energy requires a customer deposit, it shall not exceed one-sixth of the estimated annual bill. Xcel Energy will give the customer a receipt for the deposit. Interest earned on the deposit, from the date of deposit, is applied to the customer's account in December of each year. A customer can establish satisfactory credit after 12 consecutive months of satisfactory payments.

At that time, Xcel Energy will refund the deposit, plus accrued interest. If service is terminated before credit is established, Xcel Energy will apply the deposit, plus interest, to the final bill and will refund any balance. If a customer is unable to pay the full amount of a deposit, Xcel Energy shall accept payment of the deposit in installments over a period of not more than four months.

Xcel Energy may accept from residential customers a written guarantee of payment from another party in place of a deposit. Residential customers may choose an early payment schedule in lieu of a deposit. Under this schedule, early disconnection shall be proper when a customer fails to pay a bill within a minimum of five working days. Xcel Energy may require customers to stay on this schedule until they establish satisfactory payment records. Upon evidence of unsatisfactory credit, the method of establishing credit becomes the company's choice.

#### Early Payments List (SD Rule 20:10:19:05)

The requirement of an early payment of bills may be applied in lieu of a deposit. For early payment, early disconnection shall be proper when a customer fails to pay a bill within a minimum of five working days. However, placement on an

early payment plan shall only apply to those from whom a utility may, in accordance with this chapter, require a deposit, and such treatment shall end when an applicant or customer establishes credit that would under § 20:10:19:11 result in the return of a deposit.

#### Disputed Bills (SD Rule 20:10:17:12)

A dispute concerning your bill or service might occur. If it does, you should immediately call the Xcel Energy customer service center. In most cases, we can resolve the dispute at that time. If not, Xcel Energy will investigate the dispute, tell you what we discover and try to reach a resolution. If we cannot resolve the dispute, Xcel Energy will not disconnect your service if you pay the undisputed portion of the bill and appeal to the South Dakota Public Utilities Commission for resolution of the dispute within 10 working days after we send you a disconnection notice.

#### Inquiries and Complaints (SD Rule 20:10:17:12, 20:10:01:07.01, 20:10:01:08.01)

The South Dakota Public Utilities Commission regulates Xcel Energy, which is committed to equitable and nondiscriminatory application of its policies to all customer and applicants. The Commission is available for mediation and appeal.

**South Dakota Public Utilities Commission**  
**500 E. Capitol Ave. Pierre, SD 57501-5070**  
**605-773-3201 or 800-332-1782**

Please reference the “**Contacts: How to reach us**” section for ways to report an emergency, make an inquiry, or submit a complaint to Xcel Energy.



## CONTACTS: HOW TO REACH US

Whether you need to report an outage, learn more about our rebate programs, or ask a question about your bill, we're here for you.

### PHONE NUMBERS

<b>Electric Emergency/Power Outage:</b>	<b>800-895-1999</b>
<b>Medical or Life-Threatening Emergency:</b>	<b>911</b>
<b>Residential Customer Service:</b>	<b>800-895-4999</b>
<b>Telecommunications Relay Service – TRS:</b>	<b>711</b>
<b>Call Before You Dig:</b>	<b>811</b>
<b>Builders Call Line:</b>	<b>800-628-2121</b>

### ADDRESSES

#### General correspondence:

Xcel Energy, 414 Nicollet Mall, Minneapolis, MN 55401

#### Account-related questions:

Xcel Energy, P.O. Box 8, Eau Claire, WI 54702-0008

#### Payment:

Xcel Energy, P.O. Box 4176, Carol Stream, IL 60197-4176

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## TABLE OF CONTENTS

	<b>BILLING AND PAYMENT BREAKDOWN</b>		
	Understand your bill and energy use	4	
	Payment options	7	
	<b>YOUR BUSINESS ENERGY SOLUTIONS</b>		
	Where to start with energy efficiency and renewable energy	9	
	<b>ELECTRIC OUTAGES: USEFUL INFORMATION</b>		
	Preparing for an outage	10	
	What to do when your power goes out	10	
	<b>SAFETY IN OUR COMMUNITY</b>		
	Staying safe outside		11
	<b>DATA PRIVACY</b>		
	Information about Xcel Energy's privacy practices		12
	<b>ADDITIONAL INFORMATION</b>		
	South Dakota Public Utilities Commission Rules and Regulations		14
	<b>CONTACTS: HOW TO REACH US</b>		
	Ways to contact us		16



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Unfortunately, Xcel Energy customers have been victimized by scams targeting people across the states we serve. Scammers claiming to be from Xcel Energy are contacting our customers by phone, email and in person, attempting to trick them into paying money or face consequences, such as their power being turned off.

If you have any doubt about someone claiming to be with Xcel Energy and asking for payment, we recommend that you hang up and call Xcel Energy Customer Service at **800-481-4700**.

For more information about how to read and pay your bill, visit My Account on [xcelenergy.com](https://www.xcelenergy.com) or the Xcel Energy mobile app.

### PAYMENT OPTIONS CUSTOMIZED FOR YOU

We want to make it as easy and convenient as possible for you to pay your bill, whether it's online, on your phone, or in person. Check out our many different payment options below and choose the program(s) that fits your lifestyle.

#### WAYS TO PAY YOUR BILL

- **My Account on [xcelenergy.com](https://www.xcelenergy.com)** or the **Xcel Energy Mobile App**: View and pay your bill, report outages and manage your account from anywhere, at any time. Download on Google Play or in the Apple Store.
- **Over the phone**: Call **800-481-4700** to make a one-time payment through our secure automated system using your checking or savings account for free, or pay with your credit or debit card (a small fee will apply).
- **In person**: Find a pay station near you and bring your payment stub. Visit [xcelenergy.com](https://www.xcelenergy.com) to find one in your area. A small fee will apply.
- **By mail**: Enclose your payment and bill stub, add a stamp to the return envelope, and drop it in the mailbox.



**PROGRAMS TO HELP MANAGE AND PAY YOUR BILL**

Program Name	Program benefit	Sign up today
<b>My Account</b> at <a href="http://xcelenergy.com">xcelenergy.com</a> or in the <b>Xcel Energy mobile app</b>	<b>My Account</b> is your one-stop-shop for all your billing and energy management needs.	Register at <a href="http://xcelenergy.com">xcelenergy.com</a> or download the <b>Xcel Energy mobile app</b> from Google Play or the Apple Store.
<b>Paperless Billing</b>	Get rid of the clutter by going paperless.	Enroll in Paperless Billing in <b>My Account</b> on <a href="http://xcelenergy.com">xcelenergy.com</a> or the <b>Xcel Energy mobile app</b> .
<b>Auto Pay</b>	Set up automatic bill payments that are conveniently deducted from your checking or savings account on your due date each month.	Enroll in Auto Pay in <b>My Account</b> on <a href="http://xcelenergy.com">xcelenergy.com</a> or the <b>Xcel Energy mobile app</b> .

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**SMARTER ENERGY SOLUTIONS FOR YOUR BUSINESS**

ENERGY EFFICIENCY, RENEWABLE OPTIONS, AND OTHER SERVICES JUST FOR YOU

We have a variety of energy efficiency and renewable solutions to help your business save energy and money. Get started by considering the programs listed below — they're popular among businesses like yours, who have just started service.

**GETTING STARTED**

- **Start with an Energy Audit:** This program identifies energy-saving opportunities and can help reduce operating costs. Our certified contractors will provide a detailed audit report with information on costs and payments for each energy-efficiency upgrade identified.
- **Consider lighting upgrades:** We offer special rebates and services on lighting upgrades throughout your business including retrofits on existing systems, new building installations, custom applications and redesign studies.

**HELP US SUPPORT A CLEANER COMMUNITY**

More and more companies are using renewable energy to help support their environmental goals, and we're here to help. Xcel Energy offers renewable energy solutions with incentives that can help your business reduce its carbon footprint and get you on the right path towards a green business. Check out the renewable energy options available in your area.

To find a full list of energy efficiency and renewable programs available in your area, visit [xcelenergy.com](http://xcelenergy.com). For more information, contact your Xcel Energy Account Manager or talk with one of our Energy Advisors at [energyefficiency@xcelenergy.com](mailto:energyefficiency@xcelenergy.com) or 855-839-8862.





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Our number one goal is to provide clean, reliable energy, but sometimes disruptions to your electric service can happen. When an outage happens, we do everything we can to restore your power quickly and safely. Here's how you can prepare for an outage and what steps to take when one occurs.

### PREPARING FOR AN OUTAGE

We have crews working around-the-clock to restore power and provide real-time updates so that we can keep you informed along the way. Get ahead of an outage now by doing the following:

1. Visit our Outage Checklist at [xcelenergy.com](https://www.xcelenergy.com) to help you prepare and put yourself at ease during an outage.
2. Follow us on Facebook and X (formerly Twitter) for real-time information about major power outages in your area.
3. Make sure your contact information is up to date in **My Account** on [xcelenergy.com](https://www.xcelenergy.com) or the **Xcel Energy mobile app** and choose your outage notification preferences.

### WHAT TO DO IF YOUR POWER GOES OUT

1. **Always report your outage:** The sooner we know about it, the sooner we can restore power. Report your electric outage using one of the following ways:
  - Visit [xcelenergy.com](https://www.xcelenergy.com).
  - Text 'OUT' to **989-36**.
  - Call **800-895-1999**.
2. **Outage Checklist:** Find our Outage Checklist at [xcelenergy.com](https://www.xcelenergy.com) for more information on what to do during an electric outage.
3. **Keep your food safe:** Make sure to keep your fridge and freezer doors shut to keep food from spoiling.



## SAFETY IN OUR COMMUNITY

Xcel Energy is committed to informing our customers about how to act safely and responsibly around electricity. Whether you're facing a winter snowstorm or spring cloudburst with downed or low-hanging power lines, we want to help you meet the challenge.

Take a few minutes to review the important information below and visit [xcelenergy.com](https://www.xcelenergy.com) for more detailed safety information.

### STAYING SAFE OUTSIDE

#### Working and living safely near power lines

ALWAYS assume a power line is energized, even one that is lying on the ground. Be very careful when working near electric power lines, never allowing yourself, your tools, or other objects to come within 10 feet of them. Don't touch power lines or try to remove dead branches or fallen tree limbs from them.

#### Dig safely. Call 811 first.

Contact with buried electric and natural gas lines by a tool or mechanized equipment can damage the line—a dangerous situation. Even if you think you know where your underground utilities are located, you must **call 811 at least two business days before** you begin to dig, no matter how small the project.

#### • Marking underground utility lines.

After you call **811**, utilities (electric, gas, cable, etc.) will mark the lines they own free of charge, so you know where you can dig safely. Wait until all utilities mark their lines before you begin. Different colored flags, paint or stakes identify the type of buried facility. Damages caused by customers who don't call before digging are costly and must be paid for by that customer.

#### • Meter safety.

Keep your meters and other equipment accessible, as our crews may need access to it during an outage. Do not plant anything in front of or near utility equipment (meters, cabinets, etc.).

### Important numbers:

- Feel in danger? Call **911**.
- Downed electric power line? Stay away and call **800-895-1999** to report it immediately.
- Need to dig? Call **811** before you dig.



## **DATA PRIVACY: YOUR PRIVACY IS IMPORTANT TO US — BECAUSE IT'S IMPORTANT TO YOU**

### INFORMATION ABOUT XCEL ENERGY'S PRIVACY PRACTICES

#### **YOUR PRIVACY MATTERS**

We value our relationship with you and the trust you place in us to be a committed and responsible custodian of your information. We strive to be transparent about our information handling practices and give you the ability to make choices about your information. To learn more about our privacy practices and to review our Privacy Notice in its entirety, visit [xcelenergy.com](https://www.xcelenergy.com) or call us at **800-481-4700**.

#### **INFORMATION WE COLLECT**

We will only collect information about you that we need for our regulated business functions.

#### **HOW WE USE THE INFORMATION WE COLLECT**

We use the information we obtain about you to manage your account and the billing process for the energy products and services we provide to you. We also use it to communicate with you, respond to your questions, provide customer support, improve our service and product offerings, protect against fraud and other risks, and comply with legal requirements. We may also supplement the information we have about you with additional data we obtain from third parties to perform analytics (such as market research

and trend analysis), which are intended to make our communications and the products and services we offer to you more relevant.

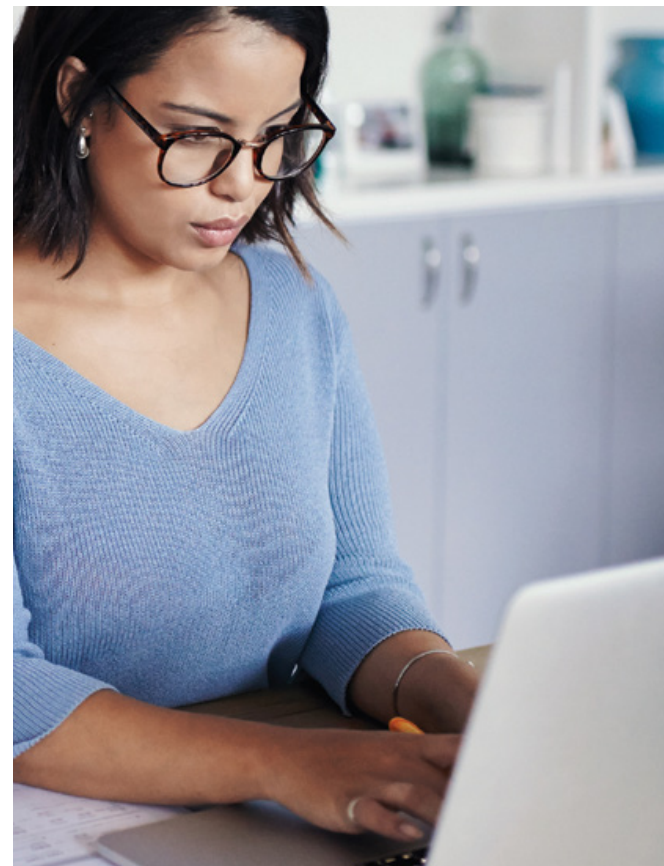
#### **INFORMATION DISCLOSURES**

Xcel Energy recognizes your expectation of privacy for your personal information and energy usage data. We do not sell this information and will not pass it on to third parties except as described in our Privacy Notice, which is available at [xcelenergy.com](https://www.xcelenergy.com) (scroll to the bottom of the page and click on Privacy). This means that we will only disclose your information when permitted to or required by law or regulations, where it is necessary to provide you with service or operate our business (for example, to our billing vendors), or with your consent.

You can choose to share certain information with third parties, including your energy usage data, if you authorize this by submitting a specific consent form. Information on how to provide authorization and a model form are available at [xcelenergy.com](https://www.xcelenergy.com) (scroll to the bottom of the page and click on Privacy, then click Customer Data Access).

#### **ACCESS AND CORRECTION**

You can access your information by using **My Account** at [xcelenergy.com](https://www.xcelenergy.com). You may ask to review the information we keep about you and ask that we make changes to any incorrect information. You may use **My Account** or contact us at **800-481-4700** to request changes.





## ADDITIONAL INFORMATION

### SOUTH DAKOTA PUBLIC UTILITIES COMMISSION RULES AND REGULATIONS

#### Deposit and guarantee requirements (SD Rule 20:10:19:02.1–20:10:19:12):

Xcel Energy might request a deposit from:

- A customer or former customer whose service we disconnected for nonpayment in the last year of service.
- A customer to whom Xcel Energy has mailed or delivered three or more disconnection notices in the last year of service.
- A customer who has a delinquent Xcel Energy account that is not in dispute.
- A new customer with unknown credit history.

Failure to provide a deposit in these cases could result in disconnection or refusal of service.

If Xcel Energy requires a customer deposit, it shall not exceed one-sixth of the estimated annual bill. Xcel Energy will give the customer a receipt for the deposit. Interest earned on the deposit, from the date of deposit, is applied to the customer's account in December of each year. A customer can establish satisfactory credit after 12 consecutive months of satisfactory payments.

At that time, Xcel Energy will refund the deposit, plus accrued interest. If service is terminated before credit is established, Xcel Energy will apply the deposit, plus interest, to the final bill and will refund any balance. If a customer is unable to pay the full amount of a deposit, Xcel Energy shall accept payment of the deposit in installments over a period of not more than four months.

Xcel Energy may accept from customers a written guarantee of payment from another party in place of a deposit. Customers may choose an early payment schedule in lieu of a deposit. Under this schedule, early disconnection shall be proper when a customer fails to pay a bill within a minimum of five working days. Xcel Energy may require customers to stay on this schedule until they establish satisfactory payment records. Upon evidence of unsatisfactory credit, the method of establishing credit becomes the company's choice.

#### Early payments list (SD Rule 20:10:19:05)

The requirement of an early payment of bills may be applied in lieu of a deposit. For early payment, early disconnection shall be proper when a customer fails to pay a bill within a minimum of five working days. However, placement on an early payment plan shall only apply to those from whom a

utility may, in accordance with this chapter, require a deposit, and such treatment shall end when an applicant or customer establishes credit that would under § 20:10:19:11 result in the return of a deposit.

#### Disputed bills (SD Rule 20:10:17:12)

A dispute concerning your bill or service might occur. If it does, you should immediately call the Xcel Energy customer service center. In most cases, we can resolve the dispute at that time. If not, Xcel Energy will investigate the dispute, tell you what we discover and try to reach a resolution. If we cannot resolve the dispute, Xcel Energy will not disconnect your service if you pay the undisputed portion of the bill and appeal to the South Dakota Public Utilities Commission for resolution of the dispute within 10 working days after we send you a disconnection notice.

#### Inquiries and complaints (SD Rule 20:10:17:12, 20:10:01:07.01, 20:10:01:08.01)

The South Dakota Public Utilities Commission regulates Xcel Energy, which is committed to equitable and nondiscriminatory application of its policies to all customer and applicants. The Commission is available for mediation and appeal.

**South Dakota Public Utilities Commission**  
**500 E. Capitol Ave. Pierre**  
**SD 57501-5070**  
**605-773-3201 or 800-332-1782**

Please reference the “**Contacts: How to reach us**” section for ways to report an emergency, make an inquiry, or submit a complaint to Xcel Energy.



## CONTACTS: HOW TO REACH US

Whether you need to report an outage, learn more about our rebate programs, or ask a question about your bill, we're here for you.

### PHONE NUMBERS

**Electric Emergency/Power Outage: 800-895-1999**

**Medical or Life-Threatening Emergency: 911**

**Business Solution Center: (8 a.m. – 5 p.m.): 800-481-4700**

**Energy Efficiency Specialist: 855-839-8862**

### ADDRESSES

#### Questions by email:

BSC@xcelenergy.com

#### General correspondence:

Xcel Energy, 414 Nicollet Mall, Minneapolis, MN 55401

#### Account-related questions:

Xcel Energy, P.O. Box 8, Eau Claire, WI 54702-0008

#### Payment:

Xcel Energy, P.O. Box 4176, Carol Stream, IL 60197-4176

The South Dakota Public Utilities Commission regulates Xcel Energy and is available for mediation upon written request.



## CERTIFICATE OF SERVICE

I, Victor Barreiro, hereby certify that I have this 21st day of February 2025 electronically served copies of the foregoing document on the attached list of persons.

**(OFFICIAL SERVICE LIST):**

Ms. Patricia Van Gerpen, Executive Director  
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Ms. Christine Schwartz, Regulatory Administrator  
Northern States Power Company dba Xcel Energy  
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(651)-528-0365

**DOCKET NO. EL25-001**

Dated this 21st day of February 2025

/s/

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Victor Barreiro  
Regulatory Administrator