



MidAmerican Energy Company
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Amanda Hosch, Director, Regulatory Policy &
Rates

March 14, 2019

Ms. Patrician Van Gerpen
Executive Director
South Dakota Public Utilities Commission
500 East Capitol Avenue
Pierre, SD 57501

Dear Ms. Van Gerpen:

MidAmerican Energy Company (MidAmerican) respectfully requests the South Dakota Public Utilities Commission approve the updated customer information Welcome booklet enclosed for filing. MidAmerican submits its filing pursuant to South Dakota Administrative Rule 20:10:16:02 and respectfully requests an approval date of May 1, 2019.

With this filing, MidAmerican is submitting an updated Welcome booklet attached as Exhibit A. The booklet was revised to include the following information:

- Page 2 includes kiosk payment locations;
- Page 5 customer assistance, Life Support and accessibility information were moved to the front of the booklet;
- Page 7 payment information was updated with correct information about currently available methods and applicable fees;
- Page 7 the name of the Western Union payment method Speedpay was updated;
- Page 9 billing programs were updated to reflect currently available programs and resources;
- Pages 13 and 14 were updated for the bill image to our new bill design and applicable labels;
- Pages 15 and 16 were updated with bill terms to match current terminology;
- AMR (Automated Meter Reading) information was reduced and website information were removed to reflect the change in public awareness of both. Those pages were replaced on pages 17 & 18 with energy efficiency information;
- Energy efficiency information was included on pages 17 and 18;
- Natural gas safety information was updated on pages 19 through 22 to match the current terminology and awareness requirements for residential customers as explained in our latest Public Awareness plan;
- Electric and natural gas rates were updated on pages 26-30;
- Throughout the booklet, Spanish language portions were denoted with a highlighted background to make those resources easier to find for Spanish-speaking customers; and
- The booklet was rebranded to match MidAmerican Energy's current language and branding guidelines.

MidAmerican is committed in providing excellent service to all customers and believes that the updated Welcome booklet will provide customers with information in a format that is more easily understood.

Any questions pertaining to this filing may be directed to Amanda Hosch at 515-242-4279.

Sincerely,

A handwritten signature in black ink, appearing to read "Amanda Hosch". The signature is fluid and cursive, with the first name being larger and more prominent than the last name.

Amanda Hosch
Director, Regulatory Policy & Rates

Attachment