

December 1, 2025

Ms. Leah Mohr
Executive Director
South Dakota Public Utilities Commission
500 East Capitol Avenue
Pierre, SD 57501

Dear Ms. Mohr:

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 December 31, 2025.

With this filing, MidAmerican is submitting an updated Welcome Booklet attached as Exhibit A. To aid in the dissemination of the proposed changes, a redlined version of the changes is attached and labeled Exhibit A – Redline. The updated booklet includes the following revisions:

- Completed full redesign of Welcome Booklet to better serve content needs and to keep up with MidAmerican brand standards
- Cover – Changed the title from “Welcome Booklet” to “Welcome to the Neighborhood!” to be more conversational and moved the description of what to find in the booklet from page 3 to the cover for better awareness
- Pages 1 and 2 – Moved gas leak and downed lines phone numbers to a call-out box for more visibility; removed mention of emailing us (directed customers to our website, which we already mention); added call-out for customers to call us for assistance in Spanish; moved table of contents up from page 3 to make better use of space
- Pages 3 and 4 – Added company statistics to highlight number of employees, number of customers, number of communities served, size of service territory and rate standings
- Pages 7 and 8 – Updated Online verbiage in Easy Ways to Pay section and combined with previous Card or App section for efficiency and conciseness; removed representative payment processing; added mention of using new MidAmerican Energy App to create a My Account and pay by phone; added MidAmerican Energy App blurb with photos to promote new app
- Pages 17 and 18 – Changed “Description of Service” label to “Rate” and changed “Price Schedule” label to “Charges” in the Nonresidential Electric and Residential Electric tables for better clarity

- Pages 21 and 22 – Combined old pages 21-24 to save space; added mention of the HomeCheck Online assessment being “free” and removed the second paragraph about the program to save space; changed ENERGY STAR mention to just LED in lighting tip as there is no longer an ENERGY STAR category for light bulbs
- Pages 25 and 26 (old pages 29 and 30) – added scratch and sniff sticker for real-life example of the smell of natural gas; added Spanish translation for “3 Steps to Take if You Smell or Hear Natural Gas”

MidAmerican is committed to providing excellent service to all customers and believes that the updated Welcome Booklet will provide customers information in an easily understood format.

Any questions pertaining to this filing may be directed to Lori Brockhouse at 563-657-6175, or sent to RegulatedPricing@MidAmerican.com.

Sincerely,

/s/ Lori Brockhouse

Lori Brockhouse
Rates Analyst

Attachments