### Northern States Power Company Electric Utility - State of Minnesota DEVELOPMENT OF GROSS REVENUE CONVERSION FACTOR

Definition: The incremental amount of gross revenue required to generate an

additional dollar of operating income. Gross earnings fees included.

Let: GR = Gross Revenue Conversion Factor

T= Federal and Minnesota Income Tax

Formula for Gross Revenue Conversion Factor

Gross Revenue Conversion Factor:

$$GR = \frac{1}{1 - 0.287420}$$

Northern States Power Company Electric Utility - State of Minnesota JURISDICTIONAL FINANCIAL SUMMARY SCHEDULES (\$000's)

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Financial Information
Five Year Forecast
Schedule A-1

|      |   | Adjusted (1) | Adinsted (1) | Adiusted (1) | Adinsted (1)       | Adjusted (1)  |
|------|---|--------------|--------------|--------------|--------------------|---------------|
| Line |   | Test Year    | Plan Year    | Plan Year    | Forecast Year      | Forecast Year |
| No.  | <u>Description</u>  | 2020<br>(A)  | 2021<br>(B)  | 2022<br>(C)  | <u>2023</u><br>(D) | 2024<br>(E)   |
| _    | Average Rate Base   | \$8,986,901  | \$9,309,544  | \$9,805,740  | \$10,368,243       | \$10,976,895  |
| 7    | Operating Income  | \$497,145    | \$414,729    | \$366,852    | \$320,146          | \$277,486     |
| က    | Allowance for funds used during construction                    | \$28,846     | \$31,000     | \$33,500     | \$44,271           | \$63,829      |
| 4    | Total Available for Return                                      | \$525,991    | \$445,729    | \$400,352    | \$364,417          | \$341,315     |
| 2    | Overall Rate of Return (Line 4 / Line 1)                        | 5.85%        | 4.79%        | 4.08%        | 3.51%              | 3.11%         |
| 9    | Required Rate of Return   | 7.45%        | 7.45%        | 7.47%        | 7.58%              | 7.62%         |
| _    | Required Operating Income (Line 1 x Line 6)                     | \$669,524    | \$693,561    | \$732,489    | \$785,913          | \$836,439     |
| ∞    | Income Deficiency (Line 7 - Line 4)                             | \$143,533    | \$247,832    | \$332,137    | \$421,496          | \$495,124     |
| O    | Gross Revenue Conversion Factor                                 | 1.403351     | 1.403351     | 1.403351     | 1.403351           | 1.403351      |
| 9    | Revenue Deficiency (Line 8 x Line 9)                            | \$201,427    | \$347,795    | \$466,104    | \$591,507          | \$694,833     |
| 7    | Retail Related Revenues Under Present Rates                     | \$3,121,140  | \$3,080,944  | \$3,069,438  | \$3,043,418        | \$3,038,318   |
| 12   | Percentage Increase Needed in Overall Revenue (Line 10 / Line 1 | 6.45%        | 11.29%       | 15.19%       | 19.44%             | 22.87%        |

(1) Revenues and expenses for riders have been included where applicable.

Docket No. E002/GR-19-564 Financiaffinformation Five Year Forecast

Electric Utility - State of Minnesota Cost of Service Study

Northern States Power Company

| Line | NSPM - 00 Complete Revenue Requirements by Jurisdiction, |                |                |                |                |                |
|------|--|----------------|----------------|----------------|----------------|----------------|
| No.  |  | Dec - 2020     | Dec - 2021     | Dec - 2022     | Dec - 2023     | Dec - 2024     |
| 1    | Composite Income Tax Rate                                |                |                |                |                |                |
| 2    | State Tax Rate   | %08.6          | %08'6          | %08'6          | %08.6          | %08.6          |
| 3    | Federal Statuatory Tax Rate                              | 21.00%         | 21.00%         | 21.00%         | 21.00%         | 21.00%         |
| 4    | Federal Effective Tax Rate                               | 18.94%         | 18.94%         | 18.94%         | 18.94%         | 18.94%         |
| 2    | Composite Tax Rate                                       | 28.74%         | 28.74%         | 28.74%         | 28.74%         | 28.74%         |
| 9    | Revenue Conversion Factor (1/(1Composite Tax Rate))      | 1.403351       | 1.403351       | 1.403351       | 1.403351       | 1.403351       |
| 7    |  |                |                |                |                |                |
| ∞    | Weighted Cost of Capital                                 |                |                |                |                |                |
| 6    | Active Rates and Ratios Version                          | Proposed       | Proposed       | Proposed       | Proposed       | Proposed       |
| 10   | Cost of Short Term Debt                                  | 2.97%          | 2.99%          | 3.04%          | 3.38%          | 3.37%          |
| 11   | Cost of Long Term Debt                                   | 4.42%          | 4.44%          | 4.48%          | 4.71%          | 4.77%          |
| 12   | Cost of Common Equity                                    | 10.20%         | 10.20%         | 10.20%         | 10.20%         | 10.20%         |
| 13   | Ratio of Short Term Debt                                 | 0.87%          | 1.22%          | 1.08%          | %89:0          | 0.73%          |
| 14   | Ratio of Long Term Debt                                  | 46.63%         | 46.28%         | 46.42%         | 46.76%         | 46.55%         |
| 15   | Ratio of Common Equity                                   | 52.50%         | 52.50%         | 52.50%         | 52.54%         | 52.71%         |
| 16   | Weighted Cost of STD                                     | 0.03%          | 0.04%          | 0.03%          | 0.02%          | 0.02%          |
| 17   | Weighted Cost of LTD                                     | 2.06%          | 2.05%          | 2.08%          | 2.20%          | 2.22%          |
| 18   | Weighted Cost of Debt                                    | 2.09%          | 2.09%          | 2.11%          | 2.22%          | 2.24%          |
| 19   | Weighted Cost of Equity                                  | 2.36%          | 2.36%          | 2.36%          | 2.36%          | 2.38%          |
| 20   | Required Rate of Return                                  | 7.45%          | 7.45%          | 7.47%          | 7.58%          | 7.62%          |
| 21   |  |                |                |                |                |                |
| 22   | Rate Base  |                |                |                |                |                |
| 23   | Plant Investment   | 19,958,469,035 | 20,817,953,183 | 21,700,191,121 | 22,586,766,752 | 23,589,766,904 |
| 24   | <u>Depreciation Reserve</u>                              | 9,295,419,532  | 10,004,538,666 | 10,641,879,852 | 11,297,398,107 | 12,087,026,429 |
| 25   | Net Utility Plant  | 10,663,049,503 | 10,813,414,518 | 11,058,311,269 | 11,289,368,645 | 11,502,740,475 |
| 26   | CWIP   | 363,988,670    | 417,803,874    | 507,890,180    | 672,447,374    | 909,853,821    |
| 27   |  |                |                |                |                |                |
| 28   | Accumulated Deferred Taxes                               | 2,657,733,169  | 2,677,244,978  | 2,670,101,857  | 2,636,129,901  | 2,594,452,597  |
| 29   | DTA - NOL Average Balance                                | (0)            | (0)            | (0)            | (0)            | (0)            |
| 30   | DTA - Federal Tax Credit Average Balance                 | (356,731,343)  | (489,606,481)  | (654,397,095)  | (803,532,649)  | (934,685,957)  |
| 31   | Total Accum Deferred Taxes                               | 2,301,001,825  | 2,187,638,497  | 2,015,704,762  | 1,832,597,251  | 1,659,766,640  |
| 32   |  |                |                |                |                |                |

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Five Year Forecast

(9,796,956) (54,825,668) (163,088,245) 153,931,538 65,874,698 87,814,572 73,080,502 10,976,895,246 429,339 3,618,696,318 938,758,862 432,760,674 42,129,415 71,077,151 224,067,591 3,037,889,142 580,377,837 938,758,862 Dec - 2024 (9,796,956) 65,874,698 90,083,785 (54,825,668) 938,859,843 (153,243,692) 70,267,564 3,625,432,346 43,006,014 153,931,538 239,024,366 429,339 582,014,230 938,859,843 76,733,098 10,368,243,134 3,042,988,777 435,190,783 Dec - 2023 (9,796,956)(54,825,668)(140,887,948) 90,345,858 68,129,190 937,288,613 153,931,538 65,874,698 255,243,600 3,068,943,508 494,308 937,288,613 430,921,448 40,363,162 82,472,888 9,805,740,288 574,739,987 3,644,177,803 Dec - 2022 65,874,698 81,070,106 (9,796,956)(54,825,668) 67,952,155 937,983,845 (127,030,405) 153,931,538 3,080,449,696 937,983,845 39,885,340 88,788,484 9,309,543,847 494,308 560,238,170 3,641,182,174 431,089,985 262,963,952 Dec - 2021 (119,149,071)60,474,609 (9,796,956)(54,825,668) 68,747,018 8,986,900,719 937,628,884 153,931,538 65,874,698 3,120,645,399 494,308 32,190,892 95,608,204 545,018,165 3,666,157,872 937,628,884 260,864,371 419,438,561 Dec - 2020 NSPM - 00 Complete Revenue Requirements by Jurisdiction, Production - Fixed IA Investment Purchased Energy - Windsource Other Operating Rev - Non-Retail Non-plant Assets and Liabilities Fuel & Purchased Energy Total Variable IA Production Fuel Production - Fixed IA O&M Total Other Rate Base Items Regulatory Amortizations **Total Operating Revenues** Materials and Supplies Cash Working Capital Production - Fixed **Customer Advances Customer Deposits** Prepaids and Other Operating Revenues Interdepartmental Operating Expenses: **Deferred Fuel Fuel Inventory Total Rate Base** Expenses Fuel Retail Line 43 40 41 45 49 51 52 38 39 42 46 47 48 53 28 59 9 Š. 33 35 37 50 54 55 26 57

10,770,195

10,724,587

10,664,200

119,784,082

.12,620,560

537,763,997

143,341,542

35,601,925 328,550,878 10,575,583

130,788,976

Production - Purchased Demand

Production Total Regional Markets

Transmission IA

Production - Variable IA O&M

Production - Variable

61626364

504,726,086

10,570,750

107,247,450

15,635,333

125,805,141

346,950,177

135,329,229

7,330,577 15,903,776 148,167,889 346,292,331

7,006,901 15,781,328 45,965,151

6,704,385 16,433,460

6,338,296

6,022,833 16,284,824

# Northern States Power Company Electric Utility - State of Minnesota Cost of Service Study

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Northern States Power Company Electric Utility - State of Minnesota Cost of Service Study

| Line | NSPM - 00 Complete Revenue Requirements by Jurisdiction, |               |               |               |               |               |
|------|--|---------------|---------------|---------------|---------------|---------------|
| No.  | 5yrs   | Dec - 2020    | Dec - 2021    | Dec - 2022    | Dec - 2023    | Dec - 2024    |
| 29   | Transmission   | 137,802,438   | 137,075,871   | 139,239,241   | 141,602,694   | 144,552,557   |
| 89   | Distribution   | 114,248,900   | 132,139,678   | 127,085,589   | 128,510,780   | 128,883,668   |
| 69   | Customer Accounting                                      | 48,972,686    | 48,931,015    | 43,907,497    | 39,263,315    | 39,110,564    |
| 70   | Customer Service & Information                           | 105,520,461   | 105,531,520   | 105,572,497   | 105,612,010   | 105,654,651   |
| 71   | Sales, Econ Dvlp & Other                                 | (5,543)       | (650'5)       | (4,571)       | (4,079)       | (4,079)       |
| 72   | Administrative & General                                 | 246,966,203   | 252,269,032   | 260,301,293   | 264,981,561   | 265,167,369   |
| 73   | Total Operating Expenses                                 | 2,313,678,314 | 2,365,672,924 | 2,381,602,438 | 2,402,306,030 | 2,414,515,347 |
| 74   |  |               |               |               |               |               |
| 75   | Depreciation   | 683,391,896   | 719,523,779   | 760,858,661   | 783,315,610   | 820,078,306   |
| 9/   | Amortization   | 43,948,052    | 43,475,493    | 44,756,650    | 43,081,917    | 42,011,787    |
| 77   |  |               |               |               |               |               |
| 78   | <u>Taxes:</u>  |               |               |               |               |               |
| 79   | Property Taxes   | 178,357,409   | 183,524,177   | 197,090,984   | 211,660,683   | 223,132,900   |
| 80   | ITC Amortization   | (1,222,983)   | (1,222,982)   | (1,222,326)   | (1,218,344)   | (1,210,170)   |
| 81   | Deferred Taxes   | 23,496,375    | 589,955       | (32,131,865)  | (34,118,049)  | (62,513,847)  |
| 82   | Deferred Taxes - NOL                                     |               |               |               |               |               |
| 83   | Less State Tax Credits deferred                          |               |               |               |               |               |
| 84   | Less Federal Tax Credits deferred                        | (93,711,584)  | (172,038,691) | (157,542,538) | (140,728,571) | (121,578,044) |
| 82   | Deferred Income Tax & ITC                                | (71,438,192)  | (172,671,719) | (190,896,729) | (176,064,964) | (185,302,061) |
| 98   | Payroll & Other Taxes                                    | 27,258,609    | 27,351,601    | 27,435,393    | 27,548,374    | 27,617,205    |
| 87   | Total Taxes Other Than Income                            | 134,177,826   | 38,204,060    | 33,629,648    | 63,144,093    | 65,448,044    |
| 88   |  |               |               |               |               |               |
| 88   | Income Before Taxes                                      |               |               |               |               |               |
| 90   | Total Operating Revenues                                 | 3,666,157,872 | 3,641,182,174 | 3,644,177,803 | 3,625,432,346 | 3,618,696,318 |
| 91   | less: Total Operating Expenses                           | 2,313,678,314 | 2,365,672,924 | 2,381,602,438 | 2,402,306,030 | 2,414,515,347 |
| 95   | Book Depreciation  | 683,391,896   | 719,523,779   | 760,858,661   | 783,315,610   | 820,078,306   |
| 93   | Amortization   | 43,948,052    | 43,475,493    | 44,756,650    | 43,081,917    | 42,011,787    |
| 94   | Taxes Other than Income                                  | 134,177,826   | 38,204,060    | 33,629,648    | 63,144,093    | 65,448,044    |
| 92   | Total Before Tax Book Income                             | 490,961,783   | 474,305,919   | 423,330,406   | 333,584,695   | 276,642,834   |
| 96   |  |               |               |               |               |               |
| 97   | Tax Additions  |               |               |               |               |               |
| 86   | Book Depreciation  | 683,391,896   | 719,523,779   | 760,858,661   | 783,315,610   | 820,078,306   |
| 66   | Deferred Income Taxes and ITC                            | (71,438,192)  | (172,671,719) | (190,896,729) | (176,064,964) | (185,302,061) |
| 100  | Nuclear Fuel Burn (ex. D&D)                              | 105,135,517   | 102,794,164   | 107,317,956   | 101,805,088   | 104,321,634   |

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Northern States Power Company Electric Utility - State of Minnesota Cost of Service Study

| :   | H  |                  |                  |               |                  |                  |
|-----|--|------------------|------------------|---------------|------------------|------------------|
| N S | NSPMI - 00 Complete Revenue Requirements by Jurisdiction, Syrs | 0000             | 2001             | 2000          | 2000             | 2004             |
|     |  | Dec - 2020       | Dec - 2021       | Dec - 2022    | Dec - 2023       | Dec - 2024       |
| 101 | Nuclear Outage Accounting                                      | 43,157,523       | 41,787,851       | 41,214,778    | 42,223,089       | 44,220,186       |
| 102 | Avoided Tax Interest   | 10,700,122       | 12,433,162       | 15,171,972    | 21,864,084       | 34,735,512       |
| 103 | Other Book Additions   | 5,655,947        | 5,655,947        | 5,655,947     | 5,655,947        | 5,655,947        |
| 104 | Total Tax Additions  | 776,602,813      | 709,523,184      | 739,322,585   | 778,798,853      | 823,709,523      |
| 105 |  |                  |                  |               |                  |                  |
| 106 | Tax Deductions   |                  |                  |               |                  |                  |
| 107 | Total Rate Base  | 8,986,900,719    | 9,309,543,847    | 9,805,740,288 | 10,368,243,134   | 10,976,895,246   |
| 108 | Weighted Cost of Debt  | 2.09%            | 2.09%            | 2.11%         | 2.22%            | 2.24%            |
| 109 | Debt Interest Expense  | 187,826,225      | 194,569,466      | 206,901,120   | 230,174,998      | 245,882,454      |
| 110 | Nuclear Outage Accounting                                      | 29,283,701       | 54,071,946       | 29,284,753    | 58,429,862       | 33,639,290       |
| 111 | Tax Depreciation and Removals                                  | 997,042,143      | 930,356,903      | 886,793,144   | 877,594,197      | 857,450,364      |
| 112 | NOL Utilized / (Generated)                                     |                  |                  |               |                  |                  |
| 113 | Other Tax / Book Timing Differences                            | 11,854,823       | 3,724,622        | (12,176,259)  | (16,435,643)     | (16,798,486)     |
| 114 | Total Tax Deductions   | 1,226,006,892    | 1,182,722,938    | 1,110,802,759 | 1,149,763,414    | 1,120,173,621    |
| 115 |  |                  |                  |               |                  |                  |
| 116 | State Taxes  |                  |                  |               |                  |                  |
| 117 | State Taxable Income   | 41,557,705       | 1,106,165        | 51,850,232    | (37,379,865)     | (19,821,264)     |
| 118 | State Income Tax Rate  | <del>808.6</del> | <del>808.6</del> | <u>808.6</u>  | <del>808.6</del> | <del>808.6</del> |
| 119 | State Taxes before Credits                                     | 4,072,655        | 108,404          | 5,081,323     | (3,663,227)      | (1,942,484)      |
| 120 | Less State Tax Credits applied                                 | (1,195,366)      | (1,195,366)      | (1,195,366)   | (1,195,366)      | (1,195,366)      |
| 121 | Total State Income Taxes                                       | 2,877,289        | (1,086,962)      | 3,885,956     | (4,858,593)      | (3,137,850)      |
| 122 |  |                  |                  |               |                  |                  |
| 123 | Federal Taxes  |                  |                  |               |                  |                  |
| 124 | Federal Sec 199 Production Deduction                           |                  |                  |               |                  |                  |
| 125 | Federal Taxable Income   | 38,680,416       | 2,193,127        | 47,964,276    | (32,521,272)     | (16,683,414)     |
| 126 | Federal Income Tax Rate  | 21.00%           | 21.00%           | 21.00%        | 21.00%           | 21.00%           |
| 127 | Federal Tax before Credits                                     | 8,122,887        | 460,557          | 10,072,498    | (6,829,467)      | (3,503,517)      |
| 128 | Less Federal Tax Credits                                       | (17,183,886)     | 60,202,901       | 42,519,995    | 25,126,929       | 5,797,803        |
| 129 | Total Federal Income Taxes                                     | (866'090'6)      | 60,663,457       | 52,592,493    | 18,297,462       | 2,294,286        |
| 130 |  |                  |                  |               |                  |                  |
| 131 | Total Taxes  |                  |                  |               |                  |                  |
| 132 | Total Taxes Other than Income                                  | 134,177,826      | 38,204,060       | 33,629,648    | 63,144,093       | 65,448,044       |
| 133 | Total Federal and State Income Taxes                           | (6,183,709)      | 59,576,495       | 56,478,450    | 13,438,869       | (843,565)        |
| 134 | Total Taxes  | 127,994,117      | 97,780,555       | 90,108,098    | 76,582,962       | 64,604,479       |

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Northern States Power Company Electric Utility - State of Minnesota Cost of Service Study

| :    | ┢  |               |               |               |                |                |
|------|--|---------------|---------------|---------------|----------------|----------------|
| Line | NSPM - 00 Complete Reven                                   | <u>-</u>      | -             | -             | <u>-</u>       |                |
| NO.  | Syrs   | Dec - 2020    | Dec - 2021    | Dec - 2022    | Dec - 2023     | Dec - 2024     |
| 135  |  |               |               |               |                |                |
| 136  | Total Operating Revenues                                   | 3,666,157,872 | 3,641,182,174 | 3,644,177,803 | 3,625,432,346  | 3,618,696,318  |
| 137  | ' Total Expenses   | 3,169,012,380 | 3,226,452,751 | 3,277,325,847 | 3,305,286,519  | 3,341,209,919  |
| 138  |  |               |               |               |                |                |
| 139  | AFDC Debt  | 9,049,714     | 11,245,362    | 12,319,992    | 15,775,347     | 22,138,522     |
| 140  | ) AFDC Equity  | 19,796,261    | 19,754,700    | 21,180,260    | 28,495,521     | 41,690,333     |
| 141  |  |               |               |               |                |                |
| 142  | Net Income   | 525,991,468   | 445,729,485   | 400,352,208   | 364,416,694    | 341,315,254    |
| 143  |  |               |               |               |                |                |
| 144  | Rate of Return (ROR)                                       |               |               |               |                |                |
| 145  | . Total Operating Income                                   | 525,991,468   | 445,729,485   | 400,352,208   | 364,416,694    | 341,315,254    |
| 146  | 5 <u>Total Rate Base</u>                                   | 8,986,900,719 | 9,309,543,847 | 9,805,740,288 | 10,368,243,134 | 10,976,895,246 |
| 147  | ' ROR (Operating Income / Rate Base)                       | 2.85%         | 4.79%         | 4.08%         | 3.51%          | 3.11%          |
| 148  |  |               |               |               |                |                |
| 149  | Return on Equity (ROE)                                     |               |               |               |                |                |
| 150  | Net Operating Income                                       | 525,991,468   | 445,729,485   | 400,352,208   | 364,416,694    | 341,315,254    |
| 151  | . Debt Interest (Rate Base * Weighted Cost of Debt)        | (187,826,225) | (194,569,466) | (206,901,120) | (230,174,998)  | (245,882,454)  |
| 152  | : Earnings Available for Common                            | 338,165,243   | 251,160,019   | 193,451,088   | 134,241,697    | 95,432,801     |
| 153  | Equity Rate Base (Rate Base * Equity Ratio)                | 4,718,122,878 | 4,887,510,520 | 5,148,013,651 | 5,447,474,943  | 5,785,921,484  |
| 154  | ROE (earnings for Common / Equity)                         | 7.17%         | 5.14%         | 3.76%         | 2.46%          | 1.65%          |
| 155  |  |               |               |               |                |                |
| 156  | Revenue Deficiency   |               |               |               |                |                |
| 157  | ' Required Operating Income (Rate Base * Required Return)  | 669,524,104   | 693,561,017   | 732,488,799   | 785,912,830    | 836,439,418    |
| 158  | Net Operating Income                                       | 525,991,468   | 445,729,485   | 400,352,208   | 364,416,694    | 341,315,254    |
| 159  | Operating Income Deficiency                                | 143,532,636   | 247,831,531   | 332,136,591   | 421,496,135    | 495,124,164    |
| 160  |  |               |               |               |                |                |
| 161  | Revenue Conversion Factor (1/(1Composite Tax Rate))        | 1.403351      | 1.403351      | 1.403351      | 1.403351       | 1.403351       |
| 162  | Revenue Deficiency (Income Deficiency * Conversion Factor) | 201,426,697   | 347,794,678   | 466,104,285   | 591,507,109    | 694,833,090    |
| 163  |  |               |               |               |                |                |
| 164  | Total Revenue Requirements                                 |               |               |               |                |                |
| 165  | . Total Retail Revenues                                    | 3,121,139,707 | 3,080,944,004 | 3,069,437,816 | 3,043,418,116  | 3,038,318,481  |
| 166  | . <u>Revenue Deficiencγ</u>                                | 201,426,697   | 347,794,678   | 466,104,285   | 591,507,109    | 694,833,090    |
| 167  | ' Total Revenue Requirements                               | 3,322,566,404 | 3,428,738,682 | 3,535,542,101 | 3,634,925,225  | 3,733,151,571  |

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The following advertisements are samples of recoverable ads which run in the Minnesota Electric Jurisdiction as they relate to the following five categories:

- 1) General Advertising
- 2) Mandatory Notices
- 3) Conservation
- 4) Customer Programs
- 5) Safety Advertisements

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### Northern States Power Company State of Minnesota Electric Jurisdiction

### Recoverable Advertising Expense

| Category   | FERC  | 2020 Test Year | 2021 Plan Year | 2022 Plan Year |
|--|-------|----------------|----------------|----------------|
| General Advertising  | 930.1 | 232,988        | 233,749        | 234,520        |
| Talent Acquisition   |       |                |                |                |
| Diversity Recruiting Ads   |       |                |                |                |
| Mandatory Notices  | 928   | 4,577          | 4,577          | 4,623          |
| Conservation (General)   | 909   | 28,944         | 29,064         | 29,355         |
| Customer Programs Renewable Choice Auto Pay eBill/My Account           | 909   | 377,695        | 377,695        | 377,695        |
| Electric Vehicles Safety Advertising                                   | 909   | 640,822        | 640,835        | 640,847        |
| Billboards/Inserts TV, Radio Advertising Newspapers Online Information | 909   | 040,822        | 640,835        | 640,847        |
| TOTAL Advertising in Base Rates  |       | 1,285,026      | 1,285,920      | 1,287,040      |

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Northern States Power Company State of Minnesota Electric Jurisdiction

Non-Recoverable Advertising Expense

| Category                 | FERC  | 2020 Test Year | 2021 Plan Year | 2022 Plan Year |
|--------------------------|-------|----------------|----------------|----------------|
| General Advertising      | 930.1 |                |                |                |
| Brand Imaging            |       | (419,197)      | (419,197)      | (419,197)      |
| Brand Sponsorship        |       | (2,324,498)    | (2,390,697)    | (2,445,325)    |
| Non-Recoverable Customer |       | (102,686)      | (102,686)      | (102,686)      |
| TOTAL Non-Recoverable    |       | (2,846,381)    | (2,912,580)    | (2,967,208)    |

<sup>\*</sup> Ties to Exhibit\_\_\_(BCH-1), Schedule 12 Advertising Removal Adjustment

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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test Year | 2021 Plan Year | 2022 Plan Year |
|----------------|----------------|----------------|
| \$             | \$             | \$             |
| 377,695        | 377,695        | 377,695        |

### TOTAL CUSTOMER PROGRAMS

Name: Electric Vehicles
Category Customer Programs
Timing: January-December

Market: Minnesota Service Territory

Media Type: Web/Email

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\* Videos can be used on Instagram in addition to Facebook

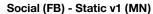
### Social (FB / INSTA) - :15 Video v1



Social (FB / INSTA) - :60/:15 Video v2



\* Videos can be used on Instagram in addition to Facebook





### Social (FB) - Static v1 (CO)



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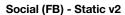














### Social (FB) - Static v3



### **ELECTRIC VEHICLES - MINNESOTA**

NPR - V1 (No-pricing) NPR - V2

Support for [PROGRAM] is provided by Xcel Energy, delivering clean energy that powers homes, businesses, and electric vehicles. More about 100% renewable EV charging options and Xcel Energy's EV programs at xcelenergy.com-slash-EV

Support for [PROGRAM] is provided by Xcel Energy, delivering clean energy that powers homes, businesses, and electric vehicles to make them greener. Learn more about 100% renewable charging and EV-friendly plans at xcelenergy.com-slash-EV

### **ELECTRIC VEHICLES - COLORADO**

NPR - V1 (No-pricing) NPR - V2

Support for CPR comes from Xcel Energy, delivering clean energy that powers homes, businesses, and electric vehicles. More on 100% renewable EV charging options and EV programs at xcelenergy.com-slash-EV

Support for CPR comes from Xcel Energy, delivering clean energy that powers homes, businesses, and electric vehicles to make them more eco-friendly. More on 100% renewable charging and EV-friendly plans at xcelenergy.com-slash-EV

### YouTube Description

Xcel Energy and Electric Vehicles

We put the electric in electric vehicles, and we're making them even better by offering greener, more affordable charging options.

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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test Year | 2021 Plan Year | 2022 Plan Year |
|----------------|----------------|----------------|
| \$             | \$             | \$             |
| 377,695        | 377,695        | 377,695        |

### TOTAL CUSTOMER PROGRAMS

Name: Renewable Energy Options
Category Customer Programs
Timing: January-December
Market: Minnesota Service Territory

Media Type: Web/Email

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# RAILROAD ISLAND RENIEMS

www.EnergyCENTS.org/RENEWS

Conserve Energy. Save Money. Build Community.

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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test<br>Year | 2021 Plan Year | 2022 Plan<br>Year |
|-------------------|----------------|-------------------|
| \$                | \$             | \$                |
| 232 988           | 233 749        | 234 520           |

### TOTAL GENERAL

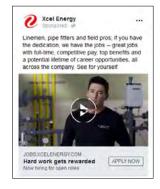
Name: Talent Acquisition / Diversity

Category General
Timing: As needed
Market: Local/National
Media Type: Print/Web

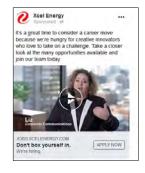
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### EMPLOYMENT

### **Professional**

**Full-time Marketing** Coordinator, Colorado Springs Philharmonic Coordinates the dayto-day operations of all print, online and digital marketing efforts; designs and oversees printing/

publication/execution of all marketing materials; writes and edits compelling print and digital copy to increase tickets sales; excels at proofreading and a taskmaster with grammar and spelling. And more. Visit csphilharmonic.org for full job description and instructions for submission. No calls.

### Career education

### **AIRLINE CAREERS**

begin here - Get started by training as FAA certified Aviation Technician. Financial aid for qualified students. Job placement assistance. Call Aviation Institute of Maintenance 800-725-1563 (AAN CAN)

### QUALITY EMPLOYEES

We reach smart, active locals. Advertise your open jobs in the Indy by calling 577-4545. Affordable and effective.

### Recruitment

### Staff Engineer

Xcel Energy Services, Inc., Denver COReq. Bachelor's in Electrical Eng. or related field & 2 yrs. exp. in electromagnetic energy storage systems. Req. 1 yr. exp. in: operations & modes of different electrochemical energy storage systems (grid-tied or off-grid); testing & evaluating performance & operation of different energy storage systems in various modes; integration of energy storage systems in distributed energy system as well as different distributed energy resources (e.g. residential rooftop PV); Python or Matlab, SQL, power flow modeling (distribution side). To apply, visit

the Xcel Energy Careers

website at https://jobs.

xcelenergy.com, requisi-

tion #15664. Direct URL:

No agencies or phone

Grab your spot in the

lime light. Advertise in

the Independent & reach

142,000 readers in Colo-

rado Springs. Call today

http://bit.ly/2QMpH50

calls please

577-4545

**GET NOTICED** 

### FIND QUALIFIED **EMPLOYEES**

577-4545

Sales

Retail Foliage Plant,

~Floral Sales and Store

Maintenance. 40 week

Mon-Sat (rotating Tue &

Sat). Pay \$11-\$12 per HR.

DOE. Resume to: Skyway

Creations POB 38055 CS

CO 80937 or 1407 South

8th St. CS CO 80905 or

dongoede@skywaycre-

"Companies who not only

survived but did well &

grew during the Great

Depression are those

who continued to act as

though there were nothing

wrong and that the public

had money to spend. In

other words, they adver-

tised." Get your business

in front of 142,000 In-

dependent Readers. Call

ations.com

Be a SURVIVOR

Place your ad in the Independent Employment section & reach thousands of potential candidates in Colorado Springs & the surrounding area. Call 577-4545

### SUPPORT OUR

ADVERTISERS! Tell them you saw their ad in the INDEPENDENT.

### The Paint Lady LLC

**Professional Interior Painting** 

Affordably giving interiors and cabinets a whole new look

> Thepaintladyllc.com 719-360-4681 thepaintladycold



# New Windshields installed

starting at \$15700

**DINNER FOR TWO** FOR ALL INSURANCE INSTALLATIONS.

Call or text 719-390-7091 www.ABrokenWindshield.com



### CASH FOR CAMERAS

We buy cameras & photo gear - working or not. Buy, Cameraworks 5030 N. Academy. CALL FIRST 594-6966

### PENIS ENLARGEMENT PUMP.

Get Stronger & Harder Erections Immediately. Gain 1-3 Inches Permanently & Safely. Guaranteed Results. FDA Licensed. Free Brochure: 1-800-354-3944 www.DrJoelKaplan.com (AAN CAN)

### WHERE REAL GAY MEN MEET FOR UNCENSORED FUN!

18+ BROWSE AND REPLY FOR FREE 719-785-9972

### Livelinks - Chat Lines.

Chat Lines. Flirt, chat and date! Talk to sexy real singles in your area. Call now! 1-844-359-5773 (AAN CAN)



Find the familiar phrase, saying or name in this arrangement of letters.



Solution below

**Colorado Springs Chess Club** 

Tuesdays 7-10PM • Acacia Apts

104 E Platte • 685-1984

tient

d e f WHITE TO PLAY

Solution below

Hint: Win a pawn

# Community



## Isolation

Isolation is easy. When you don't like someone because of where they live or where they're from, it's easy to turn your back on them. But to actively engage with people outside your group? To focus on what unites us rather than what divides us?

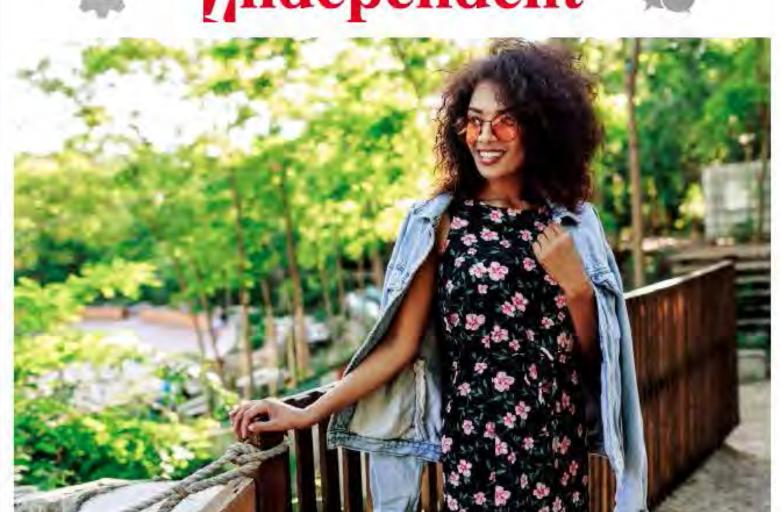
That's bold. That's fearless. That's Citizens Project.



citizensproject.org

# Independent

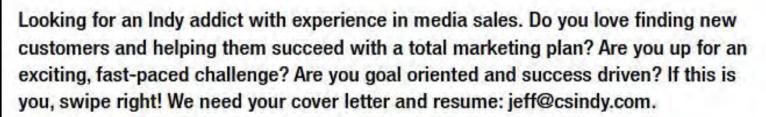




### **Awesome Account Executive**

Advertising Account Exec at the Indy Colorado Springs '18

0 miles









3



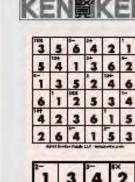
### SOLUTION

1. CARAMEL 2. TAFFY 3. MINT 4. FUDGE

5. NOUGAT

Solution: 1. Ba5! Re8 2. Bc7 followed by capture of the d6-pawn.

WHAVAUR A chip off the old block



# 4 2 3 6 1 5

# T C H O T C H K E G E S S O PARMA ATTA OVAL IRE OYGEVALT BINDER MIL A L 1 B 1 V E R K L E M P T D 1 V A N E R N I E P O E D E E R E S O A P S S N

| - |   | - | _ |      |   | 6 | 1  | 2 | 4 | 9   | 1  |
|---|---|---|---|------|---|---|----|---|---|-----|----|
| 2 | U | U | U | K    | U | 3 | 9  | 7 | 2 | 8   |    |
|   |   |   | - | F 22 |   | 5 | 4  | 8 | 6 | 1   |    |
| 5 | 1 | 4 | 6 | 2    | 3 | 1 | 3  | 5 | 7 | 6   | Ī  |
| 6 | 3 | 2 | 1 | 5    | 4 | 4 | 8  | 6 | 5 | 2   | N  |
| 4 | 5 | 1 | 2 | 3    | 6 | 2 | 7  | 9 | 8 | 3   |    |
| 3 | 2 | 6 | 4 | 1    | 5 | 8 | 2  | 3 | 1 | 5   | 1  |
| 2 | 4 | 5 | 3 | 6    | 1 | 9 | 6  | 4 | 3 | 7   |    |
| - | ^ | 0 | - |      | 0 | - | 12 |   | _ | - 1 | T. |



### ZIG-ZAG

0 HILL HEAP MOUND

PYRAMID

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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test Year | 2021 Plan Year | 2022 Plan Year |
|----------------|----------------|----------------|
| \$             | \$             | \$             |
| 377,695        | 377,695        | 377,695        |

### TOTAL CUSTOMER PROGRAMS

Name: Auto Pay

Category Customer Programs

Timing: January-December

Market: Minnesota Service Territory

Media Type: Web/Email/Inserts

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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

|   | 2020 Test Year | 2021 Plan Year | 2022 Plan Year |
|---|----------------|----------------|----------------|
|   | \$             | \$             | \$             |
| ) | 4,577          | 4,577          | 4,577          |

TOTAL MANDATORY COMMUNICATION - FERC 909

NSP-MN Electric Conservation (non-

Name: CIP)

Category Conservation
Timing: Quarterly

Market: Minnesota Service Territory

Media Type: Print

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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test Year | 2021 Plan Year | 2022 Plan Year |
|----------------|----------------|----------------|
| \$             | \$             | \$             |
| 377,695        | 377,695        | 377,695        |

### TOTAL CUSTOMER PROGRAMS

Name: eBill / My Account

Category Customer Programs

Timing: Various

Market: Minnesota Service Territory

Media Type: Inserts/Print/Web

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### Going paperless has never been easier.

Enroll in eBill now through My Account. Sign-up for eBill and simplify how you get and pay your bill with:

- Text or email payment notifications
- Online bill history and payment options
- Download the new mobile app and view your bill from anywhere





To find more billing and payment options visit xcelenergy.com/ MyAccount.



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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test Year |         | 2021 Plan Year | 2022 Plan Year |
|----------------|---------|----------------|----------------|
| \$             | \$      |                | \$             |
| 640,822        | 640,822 |                | 640,822        |

### TOTAL SAFETY

Name of Ad: Safety General

Ad Category: Safety

Timing: August - December

Market: Minnesota Service Territory

Media Type: TV/Radio/Digital/Social

## **SAFETY IN YOUR HOME //:30 RADIO**

Powerful orchestral score plays softly behind the voice of the Xcel Energy Delivery Guy.

**DG:** When millions of people rely on you to bring them the energy they need, you hold a lot of power in your hands. That includes the power to protect. Xcel Energy trusts a team of nearly 3,000 utility professionals to deliver energy safely right to your door. So, whenever your flip a light switch or turn on your oven, you can be sure we're working to deliver energy safely to your home. And your safety is important to us.

Music gradually resolves.

**DG:** To learn how you can keep yourself safe around power lines and other energy sources, visit xcelenergy.com/Safety. That's Xcel Energy.

## **EVERY STEP //:30 RADIO (AS PRODUCED)**

We start with the sounds of footsteps on sidewalk, the sounds of a typical suburban neighborhood in the background. As the voice of the Xcel Energy Delivery Guy delivers the message, however, the background sounds begin to change.

**DG:** Xcel Energy Delivery Guy here. Your energy has a long way to go before it gets to your front door. And it's our job to make sure it gets there safely.

We hear blustering of wind and distant rain. Delivery Guy raises his voice over the noise.

**DG:** From lineworkers helping to keep the power on before and after storms.

We hear an echo on voice and footsteps in an otherwise quiet location.

**DG:** To utility workers maintaining underground lines.

We hear the majestic rushing of wind, as the Delivery Guy's voice becomes triumphant.

**DG:** To drone operators inspecting wind turbines. We're working to deliver you safe, reliable energy, every step of the way.

Music cues.

**DG:** And for somewhere you can go for energy safety tips, visit xcelenergy.com/Safety. That's Xcel Energy.

## **EVERY STEP (ALT VERSION) //:30 RADIO (AS PRODUCED)**

We start with the sounds of footsteps on sidewalk, the sounds of a typical suburban neighborhood in the background. As the voice of the Xcel Energy Delivery Guy delivers the message, however, the background sounds begin to change.

**DG:** Xcel Energy Delivery Guy here. Your energy has a long way to go before it gets to your front door. And it's our job to make sure it gets there safely.

We hear blustering of wind and distant rain. Delivery Guy raises his voice over the noise.

**DG:** From lineworkers helping to keep the power on before and after storms.

We hear an echo on voice and footsteps in an otherwise quiet location.

**DG:** To natural gas technicians maintaining underground lines.

We hear the majestic rushing of wind, as the Delivery Guy's voice becomes triumphant.

**DG:** To drone operators inspecting wind turbines. We're working to deliver you safe, reliable energy, every step of the way.

Music cues.

**DG:** And for somewhere you can go for energy safety tips, visit xcelenergy.com/Safety. That's Xcel Energy.

## FRONT LINES //:30 RADIO (AS PRODUCED)

We start with the sounds of footsteps on sidewalk, the sounds of a typical suburban neighborhood in the background. The voice of the Xcel Energy Delivery Guy delivers our message.

**DG:** Xcel Energy Delivery Guy here. You probably know we deliver energy to your home. But you might not know just how many people are involved in getting that energy to you safely. Lineworkers, underground service technicians, drone operators—nearly three thousand dedicated professionals are all on the front lines. And they're helping bring energy all the way to your home, safely.

Music cues.

**DG:** You can learn how to stay safe around powerlines and more at xcelenergy.com/Safety. We're always delivering safety tips. That's Xcel Energy.

# Power to Protect TV:30



Scene starts on our Delivery Guy, he walks forward toward camera on the sidewalk of a suburban neighborhood. He addresses the camera, red box in hand, with a determined but positive tone.

**DG:** When millions of people rely on you for their energy, you hold a lot of power in your hands.



We cut again to see a utility worker working on a sensitive power issue, as the music and pace of the montage begin to accelerate and swell.

**DG:** So when you flip a light switch or turn on your oven, you can be sure:



The scene cuts to show a lineworker, in an elevated basket, working on a sensitive power issue. The rest of the scene continues as montage-style footage, a series of clips showing off the worker in a heroic light, with close-in shots of them working with tools and repairing lines.

**DG:** Including the power to protect.



We cut to a shot of a happy family in a living room.

**DG:** We're working to deliver energy safely to your home.



We cut to an afternoon scene where a utility working is exiting an Xcel Energy truck, to presumably ascend the power poles in the scene's background.

**DG:** That's why we trust a team of nearly 3,000 utility professionals to ensure energy is safely delivered right to your door.



We cut back to Delivery Guy, who is now close-in to camera, with a definitive smile on his face.

**DG:** And your safety is important to us. **DG:** Always delivering. That's Xcel Energy. **END CARD SUPER:** Keep your distance from power lines. For more safety tips, visit xcelenergy.com/Safety.

### Social (Facebook) Carousel v3







### Social (Facebook) v1



v2



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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

### TOTAL SAFETY

Name of Ad: Safety Educational - Varies

Ad Category: Safety

Timing: March - August

Market: Minnesota Service Territory

Media Type: TV/Radio/Digital/Social

| 2020 Test Year |         | 2021 Plan Year | 2022 Plan Year |
|----------------|---------|----------------|----------------|
| \$             | \$      |                | \$             |
| 640,822        | 640,822 |                | 640,822        |

## SAFETY TV (CO, MI, MN, ND, NM, SD, TX, WI) (LAUNCHED 03.19.18)

### "SAFETY FIRST" TV:30 (as produced)



Open in the back yard of a house. Delivery Guy appears from behind fence, carrying the red box. He immediately passes a man in painting uniform stationed alongside a tall ladder.



He glances up with a look of slight disapproval as we can see the ladder is resting too near the overhead lines. As he passes, the ladder collapses into a smaller, safer size.

**Delivery Guy:** You know you gotta keep yourself and your tools 10 feet from overhead lines.



Delivery guy enters a house and walks through a kitchen where a mom and child are sniffing the air. The child looks confused, and the mom mildly concerned.

**Delivery Guy:** Or, if you smell gas in your home, don't hang around to sniff out the source. Get out ASAP! Then call 9-1-1.

He proceeds to walk out the front door, holding it open. The mother and child hurry outside, the mother with phone in hand.



He continues down the sidewalk, passing a truck with the 8-1-1 logo parked outside.

**Delivery Guy:** And be sure to call 8-1-1 before doing any digging in your yard.

The delivery guy now continues and passes a man in the adjacent yard, holding a shovel. As he is preparing to dig, the delivery guy gives a look in his direction, and the wind begins to blow, noticeably stirring the leaves in the yard.



We cut to a view in front of the man about to dig, where leaves and twigs have arranged themselves in a message. The delivery guy smiles.

Leaves and Twigs: Call 8-1-1

**Delivery Guy:** When it comes to something as powerful as energy, safety first, right?



Show logo and super: Visit xcelenergy.com

Delivery Guy: Always delivering safely. That's Xcel Energy.

### Print ad



### NATURAL GAS (CO, MI, MN, ND, NM, WI) - NEW (LAUNCHED 06.04.18)

RADIO/PANDORA, :30 "Three Parts"

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Xcel Energy Delivery Guy here to help keep you safe with an important three-part safety message. This first part is more of a reminder: natural gas leaks can be dangerous. Simple enough. The second part: in addition to smelling gas, you might also hear a hissing sound, or even see a haze in the air. And part three: if you suspect a gas leak, you should call 9-1-1, but not until after you and everyone else have left the building.

Cross fades with music resolve from TV.

**Delivery Guy:** That's it. I'll just leave you with some parting words: stay safe, out there! Xcel Energy. Responsible by nature.

**MUSIC:** Up and out.

### RADIO/PANDORA, :15 "Dangerous" (as produced)

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Xcel Energy Delivery Guy here to remind you that natural gas leaks can be seriously dangerous. If you suspect a leak, get outside right away, then call 9-1-1.

Cross fades with music resolve from TV.

**Delivery Guy:** Always delivering ways to help you stay safe. That's Xcel Energy. Responsible by nature.

MUSIC: Up and out.



STATIC: 300x250 Digital Ad - APPROVED



### RADIO/PANDORA, :30 (as produced)

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Hey friends. Xcel Energy Delivery Guy here. Today I'm delivering an important safety message. Natural gas leaks are really dangerous. No joke. So if you hear a hiss, or smell something like rotten eggs, (phew!), don't hang around, man. Get out of the house first, then call 9-1-1 right away. Safety first, right?

Cross fades with music resolve from TV.

**Delivery Guy:** Always delivering safely. That's Xcel Energy. Responsible

by nature.

**MUSIC:** Up and out.

### RADIO/PANDORA, :15 (as produced)

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Xcel Energy Delivery Guy here. Today I'm delivering a safety tip. A natural gas leak is more than just a weird smell. It's dangerous. So, if you notice a leak, leave right away and call 9-1-1.

Cross fades with music resolve from TV.

**Delivery Guy:** Always delivering safely. That's Xcel Energy.

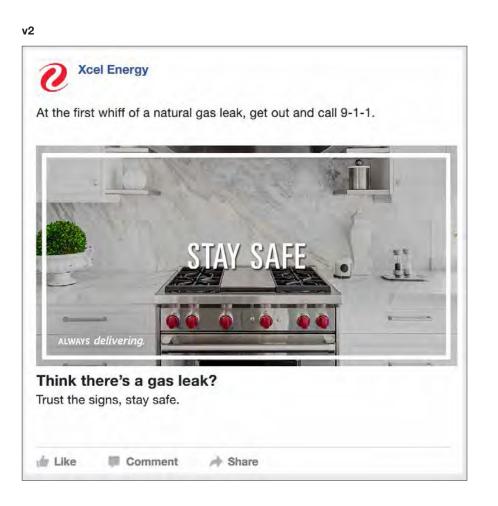
**MUSIC:** Up and out.

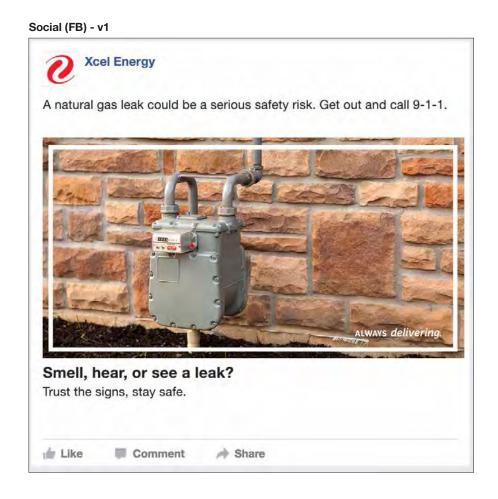


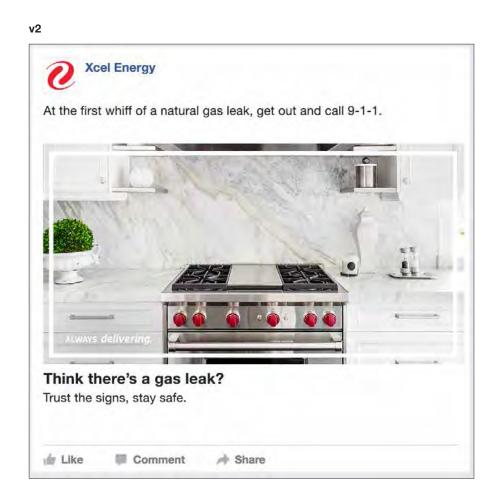


## NATURAL GAS (CO, MI, MN, ND, NM, WI) - UPDATED (LAUNCHED 05.07.18)

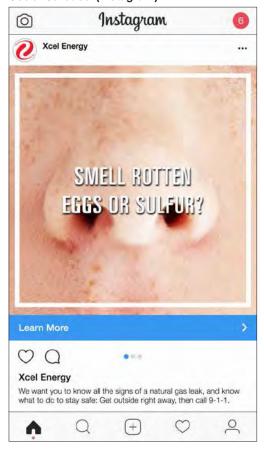


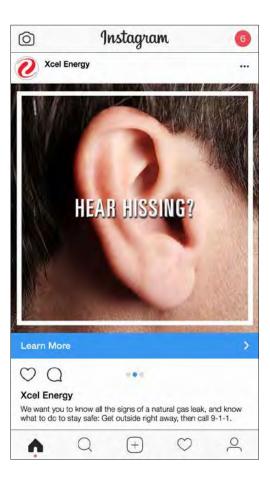


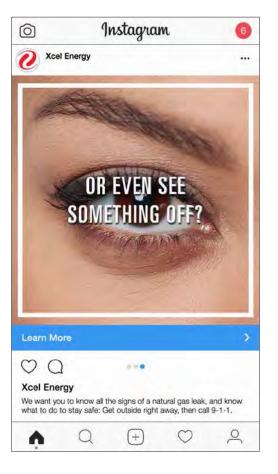




### Social Carousel (Instagram)









If you smell rotten eggs and hear hissing, remember: eggs don't hiss. At any sign of a gas leak, get out and call 9-1-1.

OO



OOH - billboard



That's Xcel Energy.

### Pre Roll :15





Open on delivery guy walking down a neighborhood sidewalk carrying a red box. He talks directly to camera.

**Delivery Guy:** Today I'm delivering a safety tip. Gas leaks are serious. If you smell sulfur, hear hissing or even see something wrong, get out of the house right away and call 9-1-1.

Title card fades up as Delivery Guy exits scene..

**TITLE:** If you suspect a gas leak, leave and call 9-1-1. **Delivery Guy VO:** Trust your senses. It'll keep everyone safe. Always delivering ways to help you stay safe.

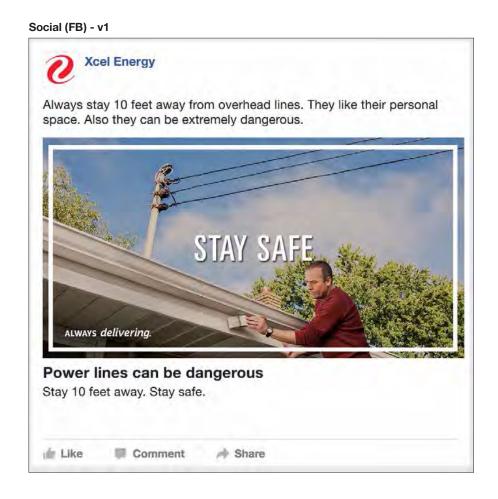
Red copy: suggested edits, if budget allows

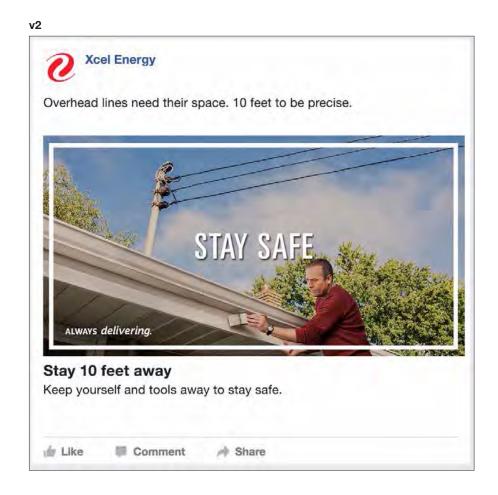
## Print ad GIVE POWER LINES THEIR DISTANCE. THEY'RE HIGH STRUNG FOR A Power lines are an important way we bring you reliable energy, but they can also be dangerous. Contacting them, either physically or with tools or equipment, can result in serious injury or death. Give them at least 10 feet of space, and if you see a downed power line, never approach it. It's still dangerous, and as part of our commitment to deliver energy to you we'll make sure the issue is resolved, safely. For more information $% \left( 1\right) =\left( 1\right) \left( 1\right$ visit xcelenergy.com/Safety. **Xcel** Energy® ALWAYS delivering. © 2018 Xcel Energy Inc.

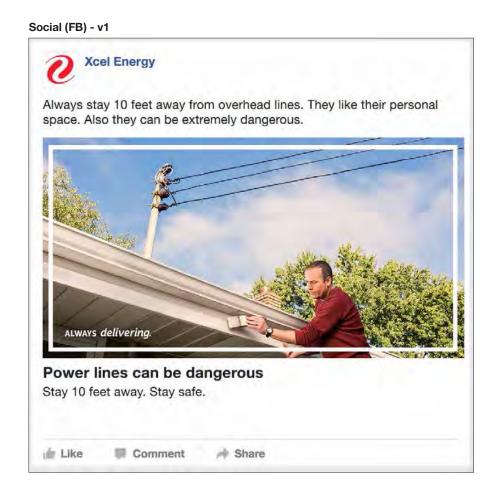
## OVERHEAD LINES (CO, MI, MN, ND, NM, SD, TX, WI) - UPDATED (LAUNCHED 04.03.18)

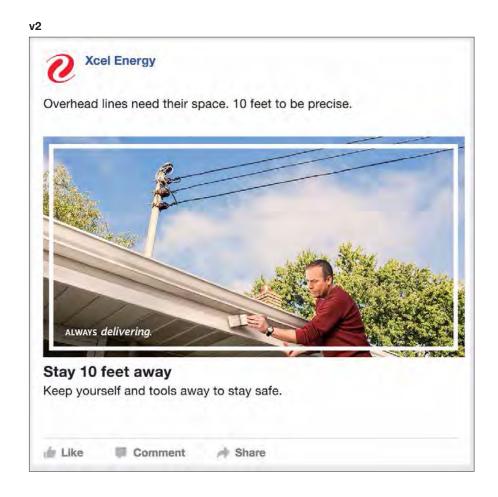
# Print ad GIVE POWER LINES THEIR DISTANCE. THEY'RE HIGH STRUNG FOR A The power we deliver can do great things for you, but the overhead lines that carry that power can be seriously dangerous. Keep at least ten feet away from them at all times. The same goes for your tools and ladders—even the slightest contact with an overhead line can mean serious injury or death. And if you see a downed line, never approach it. Stay away, and let us handle it. For more information, visit xcelenergy.com/Safety **Xcel** Energy® ALWAYS delivering. © 2018 Xcel Energy Inc.

## OVERHEAD LINES (CO, MI, MN, ND, NM, SD, TX, WI) - UPDATED (LAUNCHED 05.07.18)

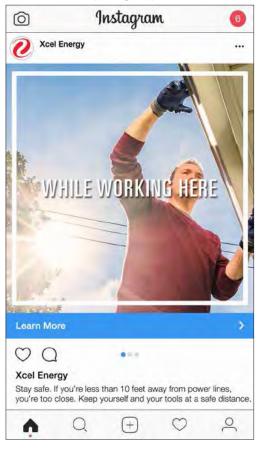


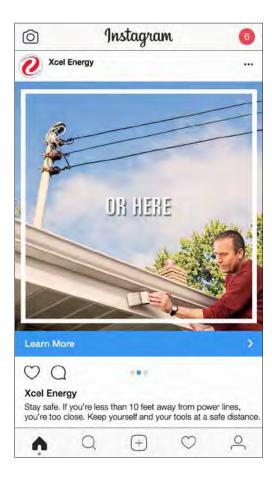


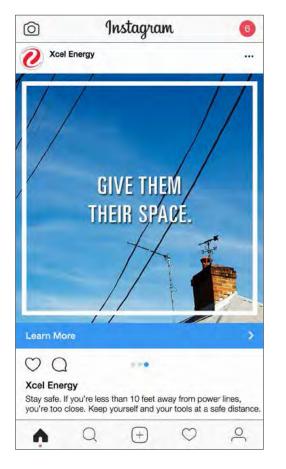




### Social Carousel (Instagram)

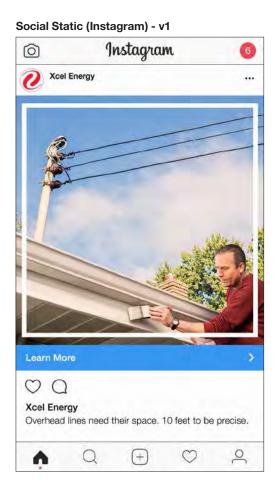


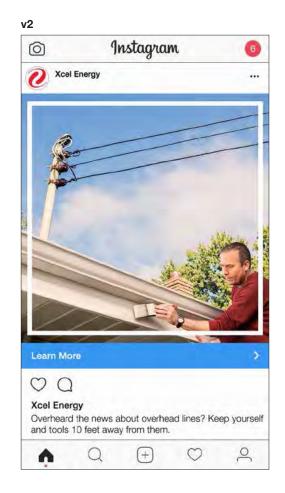




OOH - billboard







### Pre Roll:15 (as produced)





Open on delivery guy walking down a neighborhood sidewalk carrying a red box. He talks directly to camera. Neighborhood sounds play lightly in the background

**Delivery Guy:** Today I'm delivering a safety tip. Power lines are just what they sound like—powerful. And potentially dangerous. You don't want to cross them. Keep you and your tools at least 10 feet away at all times.

Title card fades up as Delivery Guy exits scene.

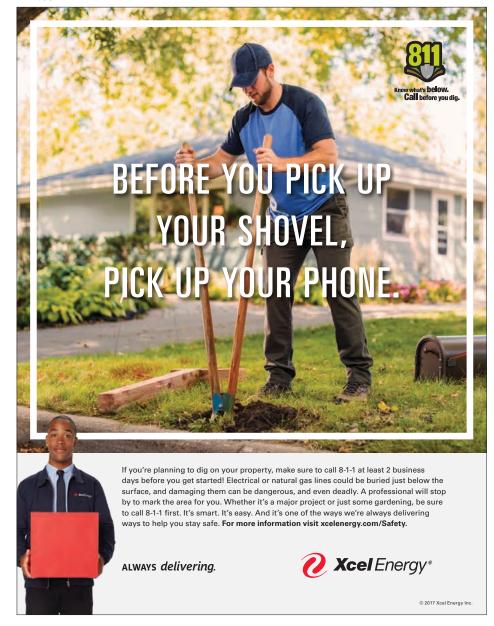
**TITLE:** Call 1-800-895-1999 if you see downed or damaged power lines. / xcelenergy.com / Logo and tag

**Delivery Guy VO:** Hey, safety first, right? Always delivering ways to help you stay safe. That's Xcel Energy.

Red copy: suggested edits, if budget allows

## **CBYD - 2 DAYS (MN, NM, SD, TX) (LAUNCHED 03.19.18)**

### Print ad



## **CBYD (MN) - NEW (LAUNCHED 06.04.18)**

#### RADIO/PANDORA, :30 "Safety in Numbers" - 2 DAYS (MN)

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Xcel Energy Delivery Guy here. Ever heard the saying "safety in numbers?" Well it's true, specifically in the number 8-1-1. You've got to contact 8-1-1 before doing any digging in your yard, so a professional can identify where underground lines might be buried on your property. We want you to stay safe, and 8-1-1 is an easy way for you to do just that. Just make sure to give at least 2 days' notice. Hey look at that! Another important number.

Cross fades with music resolve from TV.

**Delivery Guy:** Always delivering ways to help you stay safe. Xcel Energy.

Responsible by Nature.

**MUSIC:** Up and out.

### RADIO/PANDORA, :15 "Priority" - ALL STATES (as produced)

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Xcel Energy Delivery Guy here. Your safety matters to us. That's why you have to contact 8-1-1 before digging in your yard. They'll make sure the area is clear, and that you're safe to dig.

Cross fades with music resolve from TV.

**Delivery Guy:** Always delivering ways to help you stay safe. That's Xcel Energy.

**MUSIC:** Up and out.

#### STATIC: 300x250 Digital Ad - APPROVED



4

## **CBYD (MN) (LAUNCHED 03.19.18)**

### RADIO/PANDORA, :30 - 2 DAYS (MN)

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Xcel Energy Delivery Guy here. Today I'm delivering a word about safety. If you're going to be digging in your yard, call 8-1-1 at least 2 days in advance. Hitting a gas or electric line can be bad. Like really, really bad. Give 8-1-1 a call, and wait for the pros to come mark any underground lines. No matter what kind of digging you're doing, do it the safe way.

Cross fades with music resolve from TV.

**Delivery Guy:** Always delivering safely. Xcel Energy. Responsible by Nature.

**MUSIC:** Up and out.

### RADIO/PANDORA, :15 - 2 DAYS (MN) (as produced)

Ambient neighborhood; birds tweeting, dogs barking, etc., under throughout.

**Delivery Guy:** Xcel Energy Delivery Guy here. Today I'm delivering a safety tip. Call 8-1-1 at least 2 days before you dig in your yard then wait for the pros to mark underground lines.

Cross fades with music resolve from TV.

**Delivery Guy:** Always delivering safely. That's Xcel Energy.

**MUSIC:** Up and out.

### STATIC: 300x250 Digital Ad



6

## **CBYD (MN) - UPDATED**

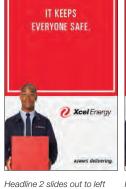
### 300x600 Digital Ad, Animated



NOTE: All headline animation Headline 1 slides out to left Headline 1 slides in from right. right.



is contained within white box. and Headline 2 slides in from and Headline 3 slides in from and Headline 4 slides in from



Headline 3 slides out to left, right and CTA button fades in.

CALL 8-1-1

BEFORE YOU DIG.

Learn More

### 160x600 Digital Ad, Animated



NOTE: All headline animation is contained within white box. Headline 1 slides in from right.



Headline 1 slides out to left and Headline 2 slides in from right.



Headline 2 slides out to left and Headline 3 slides in from right.



Headline 3 slides out to left and Headline 4 slides in from right and CTA button fades in.

### 300x250 Digital Ad, Animated



NOTE: All headline animation is contained within white box. and Headline 2 slides in from and Headline 3 slides in from and Headline 4 slides in from Headline 1 slides in from right. right.



Headline 1 slides out to left Headline 2 slides out to left



Headline 3 slides out to left right and CTA button fades in.

### 728x90 Digital Ad, Animated









# **CBYD SPANISH (MN) - UPDATED**

## 300x600 Digital Ad, Animated



Headline 1 slides in from right. right.



NOTE: All headline animation Headline 1 slides out to left



Headline 3 slides out to left, is contained within white box. and Headline 2 slides in from and Headline 3 slides in from and Headline 4 slides in from right and CTA button fades in.

## 160x600 Digital Ad, Animated



NOTE: All headline animation is contained within white box. Headline 1 slides in from right.



Headline 1 slides out to left and Headline 2 slides in from right.



Headline 2 slides out to left and Headline 3 slides in from right.



Headline 3 slides out to left and Headline 4 slides in from right and CTA button fades in.

## 300x250 Digital Ad, Animated



Headline 1 slides in from right. right.



Headline 1 slides out to left

Headline 2 slides out to left



Headline 3 slides out to left is contained within white box. and Headline 2 slides in from and Headline 3 slides in from and Headline 4 slides in from right and CTA button fades in.

## 728x90 Digital Ad, Animated

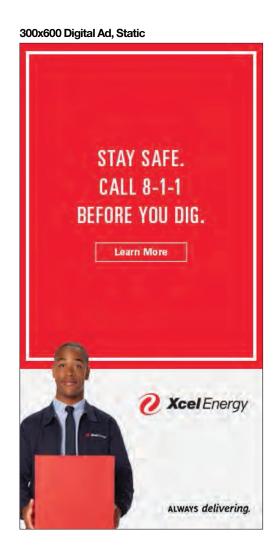








# CBYD - THE LAW (CO, ND, WI, MN, TX) - UPDATED



160x600 Digital Ad, Static



300x250 Digital Ad, Static



500x500 Digital Ad, Static

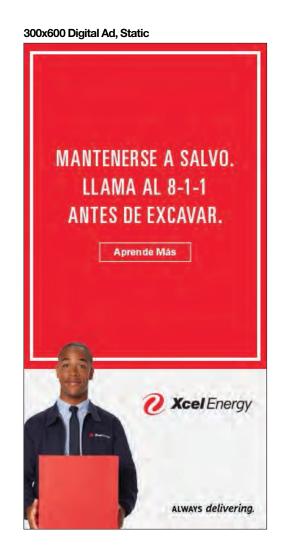


728x90 Digital Ad, Static



6

# CBYD SPANISH - THE LAW (CO, ND, WI, MN, TX) - UPDATED



160x600 Digital Ad, Static



300x250 Digital Ad, Static



500x500 Digital Ad, Static



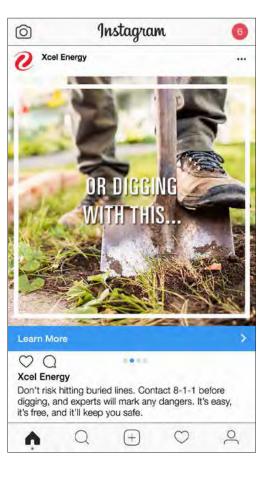
728x90 Digital Ad, Static

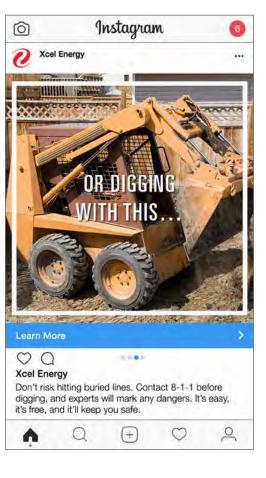


# **CBYD (CO, MI, MN, ND, NM, SD, TX, WI) - NEW (LAUNCHED 06.08.18)**

## Social Carousel (Instagram)



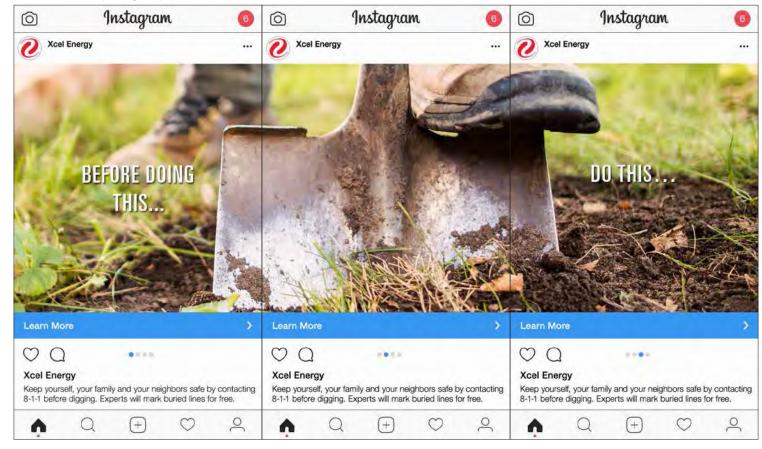






# CBYD (CO, MI, MN, ND, NM, SD, TX, WI) - NEW (LAUNCHED 06.08.18)

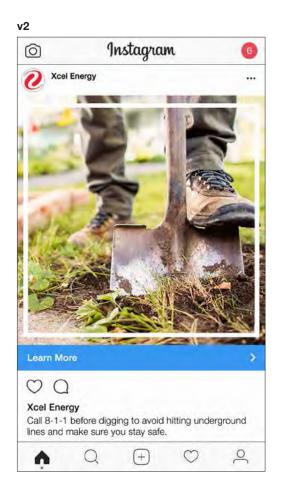
## Social Carousel (Instagram)





# **CBYD (CO, MI, MN, ND, NM, SD, TX, WI) (LAUNCHED 03.19.18)**





# **CBYD - 2 DAYS (MN) (LAUNCHED 03.19.18)**

## Pre Roll:15 (as produced)





Open on delivery guy walking down a neighborhood sidewalk carrying a red box. He talks directly to camera. Neighborhood sounds play lightly in the background.

**Delivery Guy:** Today I'm delivering a safety tip. If you want to dig in your yard, call 8-1-1. Hitting a gas or electric line is bad news so wait for a pro to mark underground lines.

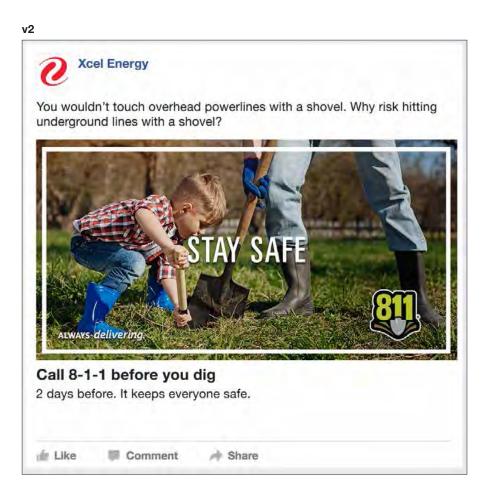
Title card fades up as Delivery Guy exits scene.

**TITLE:** Call 8-1-1 at least 2 business days before you dig. / Logo / Visit xcelenergy.com

**Delivery Guy VO:** Always delivering, safely. That's Xcel Energy

# CBYD (MN) - UPDATED (LAUNCHED 05.07.18)

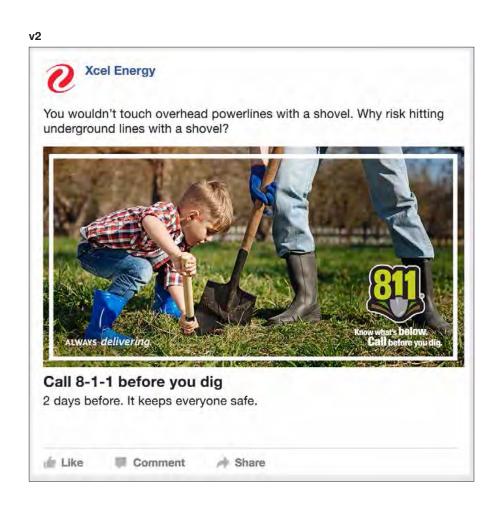




9

# **CBYD (MN) (LAUNCHED 03.19.18)**





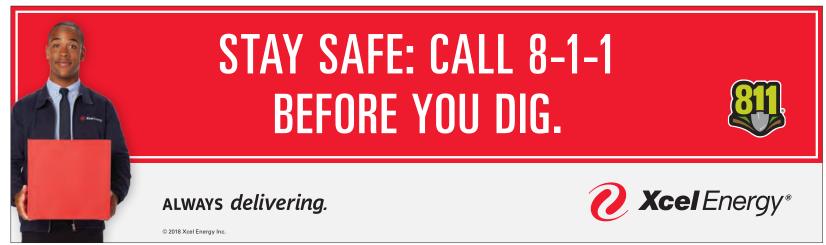
# CBYD (CO, MI, MN, ND, NM, SD, TX, WI) (LAUNCHED 03.19.18)

OOH - billboard

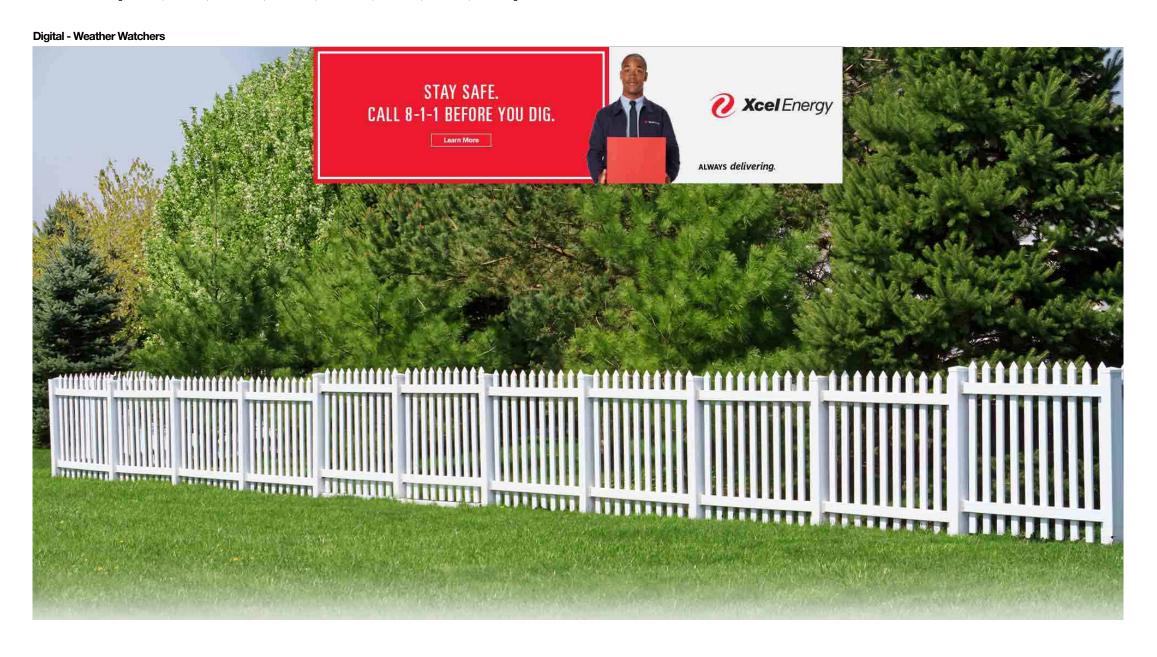


# CBYD (CO, MI, MN, ND, NM, SD, TX, WI) - UPDATED (LAUNCHED 04.06.18)

OOH - billboard



# CBYD (CO, MI, MN, ND, NM, SD, TX, WI) - UPDATED



Docket No. E002/GR-19-564 Volume 3 – Required Information Section III.1 - Advertising Page 78 of 103

Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test Year |         | 2021 Plan Year | 2022 Plan Year |
|----------------|---------|----------------|----------------|
| \$             | \$      |                | \$             |
| 640,822        | 640,822 |                | 640,822        |

## TOTAL SAFETY

Name of Ad: Public Safety - Emergency Response

Ad Category: Safety

Timing: Continual

Market: Minnesota Service Territory

Media Type: Print

Information Sheet



## **Outage restoration information**

## How we restore your power

Occasionally, the electrical power distributed to your home or business can fluctuate or be interrupted by a variety of causes, even on a sunny day.

**Non weather-related power outages** can be caused by tree contact with power lines, equipment failure, underground cable failures and damage by outside parties or animals. Xcel Energy may also initiate outages to ensure public safety, restore services or maintain equipment.

**Weather-related power outages** can be caused by lightning strikes, extreme heat, ice, high winds, tornadoes, etc., damaging power lines over a large area. Since weather-related outages can be widespread, repairs may be more complex and restoration may take anywhere from several hours to several days in extreme situations.

## Report all outages

You can help us get a jump on power restoration by telling us about outages. Just call **1.800.895.1999** and follow the prompts—our automated phone reporting system lets you report outages in less than 60 seconds. Once we've identified the cause of the problem, the system or an Xcel Energy representative will provide you with an estimated restoration time.

In larger communities, when a power outage affects an entire feeder (feeders distribute power from substations to large numbers of people), an alarm goes off at our control center, which dispatches the next available crew to assess the problem.

## **Power restoration process**

Xcel Energy repairs power lines as safely and as rapidly as possible, working around the clock until power is restored to all customers. We give top priority to situations that threaten public safety, such as live downed wires. After that, repairs are prioritized based on what will restore power to the largest number of customers the quickest.

Typically, we repair **transmission lines** first because they serve the largest number of customers. These high-voltage lines carry electricity in bulk from power plants to regional substations that may serve one or multiple communities. **Feeder lines**, major power lines that can serve thousands of customers, come next. Then we repair **tap lines**, which serve residential neighborhoods and businesses, usually from 40 to 400 customers. We follow up by repairing damage to **transformers** and individual **service wires**, which carry power from a tap line to a home or business.

Customers with damage to their home's electrical service, such as the meter box, cannot have service reconnected until an electrician makes repairs on behalf of the customer and it passes inspection, when required, by the appropriate governing body.

We value you as an important customer and we appreciate your efforts to report power outages to us immediately. Thank you for your patience during outages.



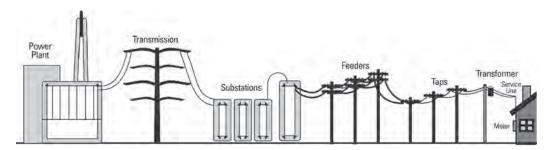


Outage Restoration Information

Information Sheet

How we restore your power

## **Electric distribution system**



## How the electric distribution system works

Power is carried to your home or business through an electric distribution system. Electricity is generated at a power plant and distributed by high-voltage transmission lines through various distribution systems until it reaches your home or business.

- The power plants generate energy and distribute it to substations via high-voltage transmission lines.
- The transmission lines are used to distribute power to strategically located area substations that may serve one or multiple communities.
- 3. The **substations** distribute power to major power lines called feeders.
- A feeder takes power from the substation and distributes it throughout an area serving several hundred to several thousand customers.
- Taps are lines branching off feeders and typically serve 40 to 400 customers, including businesses and residential neighborhoods.
- Transformers convert electrical power from high-voltage to the lower voltages used in your home or business. They typically serve individual buildings for commercial customers and several customers on the residential side.

For outage information, restoration estimates and to report an electrical disturbance or downed wires, please call **1.800.895.1999**.



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414 Nicollet Mall Minneapolis, MN 55401 IMPORTANT INFORMATION FOR EMERGENCY RESPONDER PERSONNEL



March 2018

To: Emergency Response Personnel

From: Your Xcel Energy Community Contact

I am pleased to send you our annual communications packet for **Emergency Response Personnel**. Several pieces of important information are enclosed, including brochures for emergency responders and response lines, information sheets about outage restoration and our unique online training for emergency responders. I have also enclosed emergency response line cards and my business card. Please call me for status information after severe storms or significant events.

We appreciate your efforts to help us respond quickly and effectively to public safety situations. Here are a few important reminders about numbers to call:

| <b>Life-threatening emergencies</b> such as downed power lines or a gas odor/leak   | Electric Emergency Response Personnel Line 1.800.641.4400 (proprietary and dedicated Emergency Response Personnel lines – not for general public use)                                  |
|---|--|
| Non life-threatening emergencies and outages that affect sewage pumping stations, water wells and essential municipal buildings | Non life-threatening emergencies or essential services outages response line 1.800.771.7300 (proprietary and dedicated Emergency Response Personnel line – not for general public use) |
| Reporting by the general public and reporting of suspicious activity  | Phone: 1.800.895.1999 (Call 9-1-1 first for emergencies) Online: xcelenergy.com/Outages_and_Emergencies  |
| Street lights, local stop lights, traffic lights Public works, transportation departments                                       | Call <b>1.800.895.4999</b> to report outages, <b>not</b> the Emergency Response Personnel lines.   |
| Online training   | https://Xcel-Energy.RTUEonline.com   |

Xcel Energy encourages customers and community partners to report outages promptly so we can pinpoint location and assign crews and equipment accordingly.

And, **please forward this information** to the appropriate people on your staff and have them make sure they have the correct numbers on record. Thanks again for your help.

Enclosures

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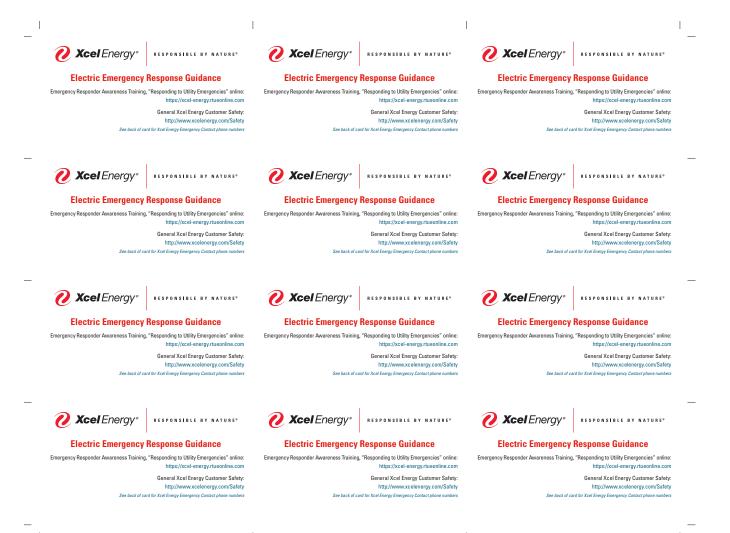


P.O. Box 2747 Fargo, ND 58108-2747 IMPORTANT INFORMATION FOR EMERGENCY RESPONDER PERSONNEL

Docket No. E002/GR-19-564
Volume 3 – Required Information
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1414 West Hamilton Avenue P.O. Box 8 Eau Claire, WI 54702-0008 IMPORTANT INFORMATION FOR EMERGENCY RESPONDER PERSONNEL



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| Customer Outage/Emergency Notification (Published #s)                 | Customer Outage/Emergency Notification (Published #s)                 | Customer Outage/Emergency Notification (Publishe              |
|---|---|---|
| Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.                      |
| Customer Service 1.800.895.4999 Utility Locates Call 811 – Nationwide | Customer Service 1.800.895.4999 Utility Locates Call 811 – Nationwide | Customer Service 1.800.895. Utility Locates Call 811 – Nation |
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| Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.                      |
| Customer Service 1.800.895.4999 Utility Locates Call 811 – Nationwide | Customer Service 1.800.895.4999 Utility Locates Call 811 – Nationwide | Customer Service 1.800.895. Utility Locates Call 811 – Nation |
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| Customer Outage/Emergency Notification (Published #s)                 | Customer Outage/Emergency Notification (Published #s)                 | Customer Outage/Emergency Notification (Publishe              |
| Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.                      |
| Customer Service 1.800.895.4999                                       | Customer Service 1.800.895.4999                                       | Customer Service 1.800.895.4                                  |
| Utility Locates Call 811 – Nationwide                                 | Utility Locates Call 811 – Nationwide                                 | Utility Locates Call 811 – Nation                             |
|   |   |   |
|   |   |   |
| Customer Outage/Emergency Notification (Published #s)                 | Customer Outage/Emergency Notification (Published #s)                 | Customer Outage/Emergency Notification (Published             |
| Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.1999                          | Electric Emergency/Lights Out 1.800.895.                      |
| Customer Service 1.800.895.4999 Utility Locates Call 811 – Nationwide | Customer Service 1.800.895.4999 Utility Locates Call 811 – Nationwide | Customer Service 1.800.895. Utility Locates Call 811 – Nation |

## **Substation fire response**

The overall mission of an emergency response involving Xcel Energy substations is always to:

- 1 Protect lives
- 2. Establish a protective perimeter around the substation, protecting surrounding structures: DO NOT enter or extinguish any substation equipment until given authorization by Xcel Energy substation personnel.
- 3. Assist Xcel Energy in efforts to stabilize the incident, as directed/needed.

Responders must use extreme caution around high voltage areas due to the severe electric hazards. High voltages in these sites can exceed 500,000 volts, or 500 kilovolts (kV), and operating amperages (A) of 1000A or more. Substations contain transformers, circuit breakers, switch gear, capacitors, bus bars (large diameter, non-insulated metal conductors) and large banks of batteries to control power in control rooms.

Electrical emergencies at Xcel Energy substations should be approached cautiously. Responders should wait for Xcel Energy personnel to arrive before initiating any type of offensive actions (see note 2 above). Since there is extreme risk to responders during high voltage emergencies, decisions must be made by the emergency services incident command in conjunction with Xcel Energy's incident commander. Unified command is critical in these types of operations.

Substations can have a great deal of oil. It is used for cooling transformers and as an arc suppression agent while opening a circuit breaker. In some facilities the oil reservoir can be very large, or stored indoors.

When there is a fire or damage to oil-cooled equipment, an oil spill can result. Regular hazardous materials tactics can be employed if the area is free from any energized equipment. Most utilities have eliminated the polychlorinated biphenyl (PCB) problem in their cooling oils; however, the real hazards are the flammability of heated oils and the ever-present danger of energized equipment.

## **Emergency numbers**

**IMPORTANT:** These numbers are for emergency responders only. **DO NOT release these numbers** to the public! Ensure Response Line.

## Life-threatening

**Electric emergencies** 

## **General public numbers**

Xcel Energy electric outage 800.895.1999

Xcel Energy residential customer service 800.895.4999

Xcel Energy business solutions center 800.481.4700

TDD/TYY (hearing-impaired service) 800.895.4949

xcelenergy.com/Safety

#### Non life-threatening

**Emergencies or Essential Services Outages** 

## Fire safety response for substation emergencies



Xcel Energy\*

Any operation involving Xcel Energy substations requires de-energizing the affected equipment and isolating of the surrounding area. If entry is deemed necessary by a unified command team, emergency personnel should be guided by **Xcel Energy substation electricians** 



xcelenergy.com | © 2017 Xcel Energy Inc. | Xcel Energy is a registered trademark of Xcel Energy Inc. | 17-02-644

# Unified command at utility emergencies

In large incidents, it is common to use a modified incident command structure, called unified command, whereby representatives from both the emergency services command and utility companies work together. They share information and coordinate personnel to develop an overall action plan that best solves the problem. The unified command team develops an incident action plan that uses agreed-upon strategies and tactics to accomplish the mission.

In high voltage emergencies involving an electric substation or a generation plant, the unified command process is the only way to guarantee success and assure the safety of all responders and utility personnel at the scene. Unified command at utility emergencies provides a joint method for incident management teams to:

- Determine incident priorities and identify strategic goals
- Select tactics for achieving the strategic incident goals and priorities
- Ensure joint planning for objectives and tactical activities
- · Allow joint tactical operations to be conducted
- Maximize the use of all assigned resources
- Provide a method for resolving conflicts among the team players

# Decision making for high voltage/substation emergencies

The initial task during high voltage emergencies involving Xcel Energy substations is to determine the tactical action plan. This is done by assessing the incident's potential. The incident commander (IC), based on input from the Xcel Energy, should estimate the likely outcome of the emergency and select the overall operating strategy to favorably impact this outcome.

Pre-planning for substation emergencies will help identify response strategies and tactics, as determined by representatives from both the emergency services and local utility companies, like Xcel Energy. The absence of a preplan for a substation or generation plant emergency raises the risk of disaster and injury.



## Pre-planning questions

#### What type of incident is it?

Is it a generation substation or distribution substation incident? Is the equipment visible from the outside, or is it inside a surrounding wall or building?

#### Are all safety considerations identified?

Have all electrical safety hazards or considerations associated with the event been identified? Has the site been de-energized and verified by Xcel Energy substation electricians? Can the emergency area be isolated from electricity, and is it of a magnitude that would allow operations without fear of runoff, steam or extinguishing agent contacting energized equipment and causing an arc.

## Is there an electrical hazard still present?

Even though the immediate area has been de-energized, equipment nearby may remain energized.

#### What is the location of the incident?

Is the substation in a rural or remote outside area (perimeter chain link fence), in a populated area (perimeter "fence" limiting view inside), or in the heart of the city (potentially inside a building)?

#### What is the external public impact?

Has Xcel Energy addressed the informational needs of the emergency services, the impact on the public and what will be necessary to lessen the public's fear, imposition and loss of power? Xcel Energy's communications team is ready to receive

#### Are there any other hazards present?

Could there be an explosion, structural instability due to earthquake, mechanical equipment or hazardous materials present. In many substations there is combustible oil used to cool the circuit breakers and transformers. This hazard can create large flammable liquid fires outside and inside the substation

## Can the incident escalate?

What could possibly happen that would make this incident worse and has it been addressed? Can oil in transformers ignite or explode? Will the oil flow through duct openings or travel to lower floors?

# Strategy and tactics for substation emergencies

Strategy is the overall goal of the response effort. Strategies are general in nature, such as life safety, incident stabilization, environmental impact and utility service restoration. Examples of common strategic goals at utility emergencies could include the following:

- · Rescue (if possible and can be done safely)
- Public protective actions (isolate downed wires, arc safety and downwind evacuation)
- Preventing cooling oil from impacting the environment
- Controlling the spread of oil around the substation
- Fire suppression and control
- · Safety during restoration operations

Tactics are action specific and they are implemented to achieve the strategic goals. Tactics could include:

- · Protecting in place vs. evacuating
- · Use extinguishing agents rather than water spray
- . Cooling exposures from radiant heat

## Operational modes

Mitigating a utility emergency must be implemented in an overall operational mode. The three modes are non-intervention, defensive and offensive. Criteria for evaluating operational modes include:

- · Level of available resources (e.g. personnel and equipment)
- · Level of training and capabilities of emergency responders
- Potential harm created by the incident

#### Nonintervention

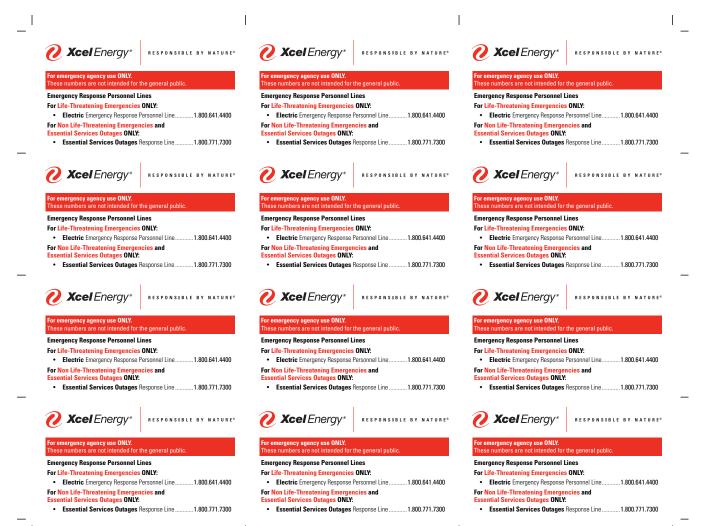
"No action" is taken. The risks of intervening are unacceptable when compared to the dangers of fighting the electrical fire. All personnel are withdrawn to a safe location.

#### Defensive

Conditions indicate that the defensive actions chosen will buy time, enabling the response effort to be directed towards limiting the overall spread of the problem.

#### Offensive

The offensive mode must never be initiated without Xcel Energy substation electricians present to advise the responder. All operations must be done in conjunction with, and under the direct supervision of substation personnel.



## Responding to Utility Emergencies

CO | MI | MN | ND | NM | SD | TX | WI



## You're first on the scene. What's next?

As an emergency responder you do everything possible to keep your community safe. But if the situation involves electricity or natural gas, do you know how to keep the public and your team safe? Utility emergencies present unique dangers to recognize and handle. Knowing about them and specific actions to take can lead to better results and, ultimately, to saved lives.

## Responding to Utility Emergencies (RTUE) Online

(https://Xcel-Energy.RTUEonline.com) can effectively bridge the knowledge gap. It complements your department's training program, and gives you new information. It also provides a refresher about working safely during a utility emergency.

RTUE Online offers access to effective interactive training based on national standards. It includes learning objectives and application activities to educate and engage all types of responders, including firefighters, police officers and other emergency personnel. Training can be tracked and a certificate will be offered upon completion of the course.







"Nice work, you should be proud of this valuable safety training tool ... Best tool I've seen so far in my career as a fire fighter (24 years) and utility professional (31 years)."

> UTILITY SAFETY CONSULTANT AND MINNESOTA FIREFIGHTER

## https://Xcel-Energy.RTUEonline.com

For more information please contact PublicSafety@xcelenergy.com.

This awareness training program is provided to you compliments of Xcel Energy.

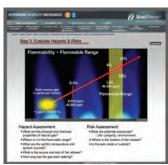
Also, RTUE Online is continually updated to ensure you have relevant, real-time information. The course incorporates interactive media and features former fire captain and nationally-recognized author Mike Callan.



#### **About Mike Callan**

Mike Callan is a 40-year veteran of the fire service, serving 20 of those years as a Captain with the Wallingford, Connecticut Fire Department. In 2013, Mike was awarded the John M. Eversole Lifetime Achievement Award to recognize his distinguished career in hazardous materials emergency response. In addition to Responding to Utility Emergencies, Mike has written numerous training and instructor guides and conducts safety, chemical and emergency response programs for industrial and municipal hazmat teams throughout the U.S. Mike is passionate about accident prevention through education, and most importantly, about saving lives.







Want to learn more? Please visit us at https://Xcel-Energy.RTUEonline.com or contact us at PublicSafety@xcelenergy.com.

## Training tracks for fire/rescue and law enforcement cover:

- Understanding Electricity
- The Electrical Grid
- Responding to Electrical Emergencies
- Understanding Natural Gas
- Responding to Natural Gas Emergencies

"Hello, My Name is Chief Wes Williams with the Ruggles—Troy Volunteer Fire Department in Nova, Ohio. I am writing to let you know that this site will be beneficial to ALL emergency first responders. The site is user friendly as well as informational without losing your interest. Job well done!"

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## **Important**

- Do not release Emergency Response Personnel Lines to the public.
- Ensure that 911 dispatchers do not transfer calls to our Emergency Response Line.

## In life-threatening emergencies

Safety is our No. 1 priority and first-responders receive top consideration at Xcel Energy's Dispatch Center. Xcel Energy has established the Emergency Response Personnel Lines especially for emergency agencies to report life-threatening situations.

## Use these emergency response lines ONLY in life-threatening situations:

- When immediate action is required by Xcel Energy personnel.
- When emergency responders are on-scene.

## Please have the following information available:

- Complete or closest address, GPS coordinates or best directions possible.
- · Exact nature of the situation.

## Emergency Personnel Response Line – **electric emergency** 1.800.641.4400

#### Electric safety tips

Please advise responders and the public to:

- Stay away from downed power lines and never touch anything — including people that might be touching a downed power line.
- Assume that all downed power lines are live and dangerous, even if they are not moving or sparking.

# In non life-threatening emergencies or essential services outages

For non life-threatening emergencies or outages that affect critical customers or essential public services, such as sewage pumping stations, water wells, essential municipal buildings and urgent care facilities (e.g., hospitals), call:

## Xcel Energy

# Essential services outages response line 1.800.771.7300

## Please have the following information available:

- · Address of the building affected by the outage.
- The building's Xcel Energy premises or account number. (This information will help us know what equipment may be affected.)

#### About response times

When severe weather or other conditions cause widespread outages, Xcel Energy's first priority is public safety and essential public services. During this time, Control Center personnel are stabilizing the distribution system and setting priorities for repairs based on what will quickly restore power to the largest number of customers.

Every available resource is utilized during extreme conditions. Please keep in mind that critical cases take priority, so Xcel Energy may be delayed arriving at some scenes.

# Help us make an effective, timely response to public safety situations

- The Emergency Response Personnel Lines are intended only for emergency agencies.
- For everyone's safety, do not release these numbers to the public.
- These numbers are the only numbers that should be used to contact Xcel Energy.
   Please delete all other emergency numbers from your records.
- 911 Dispatchers: Do not transfer callers to these lines. Instead, transfer them to our Residential Customer Service line at 1.800.895.4999.

## Solar Photovoltaic System Hazard A-Z Guide

Under normal operating conditions, PV systems are safe to operate. The PV industry has a good safety record. Keep the following hazards in mind when responding to emergencies around PV systems.

#### **Battery emergencies**

- Wear full protective clothing and self-contained breathing apparatus (SCBA).
- Extinguish lead-acid battery fires with dry chemical, CO<sub>2</sub> or foam fire extinguishers.
- Do not use water to put out a battery fire.
- Never cut into the batteries under any circumstances
- If the battery is punctured by a conductive object, assume that the object has electrical potential.

**Battery hazards**—Some installations may have batteries installed.

- Batteries that are burning or exposed to fire may produce extremely corrosive fumes and gases.
- Electrolyte is corrosive and should be handled appropriately.
- Spilled electrolyte can react and produce toxic fumes.
- Spilled electrolytes that come in contact with other metals and liquids may produce flammable and explosive gases, such as hydrogren.
- Due to the potential of explosive gases, prevent all open flames and avoid creating sparks.

Electrical shock and burns—Contact with electricity can cause a range of effects, from a slight tingling sensation because of involuntary muscle reaction to severe burns, and even death. Burns that may occur in electrical incidents include electrical, arc and thermal. Arc temperatures can reach 15,000 to 35,000 degrees.

**Evacuation**—If a rooftop-mounted system is involved in a fire, evacuate the building where the rooftop array is located

Foam or salvage cover—You cannot block the sunlight on the PV array with foam or a salvage cover. Foam will slide off the PV array, and although a salvage cover significantly reduces sunlight to the array, electricity can still be generated through it.

**Ground hazards**—There may be uneven terrain where ground-mounted arrays are located. Use caution when approaching. Also, be alert to local wildlife habitat in the area and do not cut any electrical conduits.

**Inhalation exposure**—During a fire or explosion, the PV frame can quickly degrade, exposing hazardous chemicals to direct flame which can then spread in the smoke plume:

- Boron-No health effects to humans or the environment.
- **Cadmium Telluride**—A known carcinogen. The primary route of exposure is inhalation.
- Gallium Arsenide—The health effects have not been studied. Considered highly toxic and carcinogenic.
- Phosphorus
   Fumes from compounds are considered highly toxic. The NIOSH (National Institute for Occupational Safety and Health) recommended exposure limit to phosphorus is 5 mg/m3. A lethal dose of phosphorus is 50 milliorams.

Lock out/Tag out—Make sure you lock out and tag out all electrical disconnects, isolating the PV system at the inverter. Note that new systems have individual micro inverters on each panel or array.

Personal protective equipment—Emergency responders should follow the minimum standard in NFPA (National Fire Protection Association) 1971, Protective Ensemble for Structural Firefighting, and NFPA 1500, Chapter 7, Personal Protective Equipment.

Removal and cleanup—Damaged PV system removals are performed under the direction of the owner, by qualified and trained individuals. Owners of PV systems are prepared to have damaged panels removed and recycled. In the event damaged PV panels must be moved, emergency responders should use full turnout gear, due to the potential presence of hazardous chemicals and decomposition products. Some of these chemicals/products can be corrosive to the skin and dangerous if inhaled. Do not pull the electric meter to shut off power to a building.

**Roof hazards**—Consider the weight of the PV array on a weakening roof structure and the fact that you may not be able to access the roof over the fire:

Note: When working near electrical circuits, keep in mind that current detection instruments on many engines can only detect alternating current, and would not detect direct current in PV wiring or battery conductors.



- . Do not cut into PV modules
- . Do not cut any electrical conduits
- · Consider cross-ventilation
- Be aware of tripping hazards to prevent falls

**Shelter in place**—Does the size of the emergency and the involvement of the array in fire constitute the need to protect populations downwind?

**Ventilation**—Consider where to cut or whether to use cross-ventilation

#### Other Safety Considerations:

- Size up the rooftop- or ground-mounted system and look for warning labels on electrical disconnects.
- Walking on or breaking PV modules could release all the energy in the system simultaneously.
- Cut or damaged wires from a nighttime operation could become energized in the daytime.
- Handlights used during an evening operation are not bright enough for the PV system to generate electricity, but scene lighting may.
- Please do not remove the electric meter to shut off power to a building.
- Lightning is bright enough to create an electrical surge.

## For more information visit:

https://xcel-energy.rtueonline.com/ http://www.nfpa.org/ (Keyword: Solar) https://www.aps.com/ (Keyword: Solar Safety)

| General Pub   | lic Numbers   | General Pub   | olic Numbers  | General Public Numbers  |                        |
|---|---|---|---|---|------------------------|
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# Fire Department Emergency Operation

Solar photovoltaic (PV) systems can present a variety of significant hazards when responding to an emergency. This brochure is intended to assist emergency responders in their decision making process at emergencies involving solar power systems on buildings.

## **PV** safety

- The PV array will always generate electricity during daylight, even when cloudy, raining, snowing, etc., and the generation of electricity cannot be turned off.
- Consider all PV equipment and wires to be energized, and do not touch or cut into or through PV modules, conduit or equipment.
- Do not open combiner box (square box, usually only on large commercial units). All energized wires from the solar panels are fed into the combiner box, then combined into two large high-current wires. Opening this box is dangerous. Boxes are normally locked.

### If solar panels or batteries are on fire:

- Wear SCBA and full protective clothing.
- Locate battery storage area (if applicable).
- Ensure that people downwind of the fire are safe.
- Use CO<sub>2</sub> or dry chemical fire extinguishers to extinguish lead-acid battery fires, or if a PV system shorts and starts a fire. For larger fires some foams\* can be effective to extinguish lead-acid battery fires. Be mindful not to stand in run-off water.
- Should the PV array become engulfed in fire, let it burn but protect the surrounding exposure with a wide fog pattern of water at appropriate nozzle pressure.
- Avoid spraying water directly on energized electrical equipment.

\*Note: Some fire fighting foam is a surfactant mixed with water, which could potentially conduct electricity. It is not advisable to use such foams to put out electrical fires. Be sure to follow the manufacturer's recommendations for using foam to fight fires.

## **Emergency Numbers**

IMPORTANT: These numbers are for emergency responders only. **DO NOT release these numbers** to the public! Ensure that 911 dispatchers do not transfer calls to our Emergency Response Line.

## Life-Threatening

Electric Emergencies 1-800-641-4400

## **Non Life-Threatening**

Emergencies or Essential Services Outages 1-800-771-7300

## **General Public Numbers**

**Xcel Energy Electric Outage** 1-800-895-1999

**Xcel Energy Residential Customer Service** 1-800-895-4999

**Xcel Energy Business Solutions Center** 1-800-481-4700

**TDD/TYY (hearing-impaired service)** 1-800-895-4949

xcelenergy.com/Safety



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# Fire Safety Guidelines for Rooftop-and Ground-Mounted Solar Photovoltaic PV Systems





This brochure is intended for emergency personnel responding to a fire where rooftop- and ground-mounted solar PV systems have been installed.

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## Emergency numbers

These numbers are for emergency response personnel only. **DO NOT release these numbers to the public!** 

## Life-threatening

Electric emergencies 1.800.641.4400

## Non life-threatening

Emergencies or essential services outages 1.800.771.7300

# When customers should call Xcel Energy directly

Customers should call Xcel Energy directly for the best service when:

- There are outages not associated with emergencies.
- There is a blown fuse or other loud noise.
- There are wires down when emergency response personnel are not on the scene.

In situations where your agency would not generally respond, please advise the customer to call us at the numbers listed below.

## General public numbers

## **Xcel Energy Electric Outage**

1.800.895.1999

Xcel Energy Residential Customer Service

1.800.895.4999

Xcel Energy Business Solutions Center 1,855,839,8862

**TDD/TYY (hear** 1.800.895.4949

TDD/TYY (hearing-impaired service)

Website

xcelenergy.com

## **Xcel** Energy®



## Response lines for

life-threatening emergencies and non life-threatening emergencies/ essential services outages

## **Important**

- Do not release Emergency Response Personnel Lines to the public.
- Ensure that 911 dispatchers do not transfer calls to our Emergency Response Line.



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Important
Emergency Response
Information

## Dedicated safety phone lines

Safety is our highest priority and first responders receive top consideration at Xcel Energy's Dispatch Center. To ensure the safety of communities we serve, we have provided unpublished, dedicated 800-numbers to emergency dispatch communications centers. Our 800-numbers enable communications center personnel to directly and quickly contact us when they receive information about an emergency that involves our facilities. Your communication dispatch center often is the first step in connecting us to an energy emergency.

## Response time

While emergency responders are often the first on the scene, our prompt response to emergency calls helps ensure the safety of those nearby.

When the situation requires immediate action from our first responders, local emergency dispatch communications centers help us by providing accurate information when they initially contact us, such as:

- A complete or closest address, GPS coordinates or the best directions possible to the emergency.
- An accurate description of the energy situation and specifics regarding what the responder anticipates Xcel Energy can do to make the situation safe, such as de-energizing a line.

During extreme conditions (most often storm-related) that cause extensive electrical outages, all available trained Xcel Energy employees perform some level of field inspections. Generally, our response time during such extreme conditions averages approximately four hours; however, it could be up to eight hours or more before an Xcel Energy inspector arrives on the scene.

## Guidance for responding to electric emergencies

Your safety is very important to us, and we encourage you to follow the guidance provided in this brochure. These guidelines, when followed, help keep you, your co-workers, the public and our employees safe. Just as you have been trained and know your jobs well, our employees go through several years of extensive training, making them qualified to respond safely to electric emergencies.



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This information is intended to provide basic guidance for an emergency response. It does not provide detailed information about responding to electric emergencies.

For more information, please visit our online training site at https://Xcel-Energy.RTUEonline.com. On your first visit, use the "Register" tab and create your login.

## **Electric** emergencies

## General safety precautions

- Ensure your dispatch has communicated the emergency with Xcel Energy.
- · Keep bystanders away.
- Position apparatus a minimum of 10 feet away from distribution wires, with greater distances required for higher voltage wires.
- · Wait for Xcel Energy to arrive.
- Assume all lines are hot; consider them energized or live, as is anything they are touching. Always stay away!
- Anticipate that anything can conduct electricity, including people.
- Expect the electric system to try to re-energize. Our system is designed to keep electricity flowing. It locks out, or stops flow, after a few consecutive tries to rid the system of a problem such as tree limbs blowing into lines, etc. When a problem persists, the system locks out.
- Follow your department's Standard Operating Procedures (SOP) for pulling breakers/electric mains.

#### Do not:

- Become a victim yourself.
- Remove fallen wires from vehicles, etc.
- Disconnect electrical services.
- Remove electric meters.
- Open transformers or switch cabinet secondary pedestals (green metal boxes).
- Enter substations unescorted.

### Downed wires and structure fires

- Always establish a safe clearance for downed lines—a minimum of one full span between two structurally sound poles.
- Position apparatus emergency trucks safely. Watch for downed lines and lines that could fail with potential to hit apparatus.
- Keep aerial equipment a minimum of 10 feet from distribution wires and more for high voltage wires.
- Only trained and qualified utility personnel should handle energized equipment.
- · Never pull meters.
- · Never cut wires.
- Never cut or remove padlocks from transformer or switch cabinets.

## Substations and electric equipment fires

- Never enter into or fight substation, switchyard or generation plant fires. Wait for utility personnel.
- As necessary, provide fire suppression to prevent fire from spreading to adjacent areas and facilities. Look up first for overhead lines before starting suppression.
  - -Transformers can explode.
  - -Arcing can kill.
- Maintain clearances from damaged or burning underground utilities, pad-mounted transformers or switch-cabinets. Treat vehicle and pad-mount collisions the same as car-pole collisions. The vehicle's chassis may be energized.

#### Tactical use of hose streams

- Wait for trained electric utility personnel to de-energize any equipment before any operations begin.
- Avoid the use of water until you are advised to proceed by electric utility personnel.
- Protect exposures and let the fire burn. Monitor the runoff.
- Avoid using water. If water is used, however, you must use fog at 30 degrees or wider (100 psi at nozzle) applied from at least 33 to 35 feet or 10 meters.
- · Never use straight streams.
- · Never spray energized equipment.

#### Rescue

- In car/pole collisions, if electrical hazards are present (lines down), have victims remain in the car if possible and wait for electric utility personnel.
- If it's possible for the driver to move the vehicle away from fallen lines, first consider if movement will increase risk by pulling more lines down.
- . Keep others far away from the collision site.
- If victims are free from life-threatening injuries, have them stay in the vehicle and keep others back, including you.
   Reassure the victims they are safest to stay in the vehicle.
- If victims must exit the vehicle, follow step potential safety procedures. Instruct them to jump clear without touching the vehicle and ground at same time. They must shuffle or hop away to avoid step potential.
- Use protective shields, barriers or alerting techniques to protect firefighters and bystanders from electrical hazards and energized areas.
- Treat vehicle/pad-mount collisions the same as car-pole collisions. The vehicle's chassis and surrounding area may be energized. Wait for utility personnel to verify equipment is dead before rescue is attempted.
- Remove vehicle only after equipment is determined de-energized.



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500 West Russell Street Sioux Falls, SD 57104 IMPORTANT INFORMATION FOR EMERGENCY RESPONDER PERSONNEL

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Northern States Power Company State of Minnesota Electric Jurisdiction

Includable Advertising Expense

| 2020 Test | Year 2021 Pla | an Year 2022 Plan Year |
|-----------|---------------|------------------------|
| \$        | \$            | \$                     |
| 4.577     | 4.577         | 4.577                  |

TOTAL MANDATORY COMMUNICATION - FERC 909

Name: Mandatory Notices
Category Rate Change
Timing: As Needed

Market: Minnesota Service Territory

Media Type: Inserts

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## Docket No. E002/GR-19-564 Volume 3 – Required Information Section III.1 - Advertising Page 102 of 103

## PUBLIC NOTICE WARNING: Use Extreme Caution. Two aeration (bubbler) systems have been

installed and will be in operation at the two discharge ends of Black Dog Lists on or before November 2,018, and then twoogh the winter in charging density on its conditions. One bubbler system is upstream of the gates at the end of the wast discharge charmed (Lyndisch channel) (Chrowills 27). Replay 297, Section 27) to the Minescota Rover and one bubbler system is just upstream of the gates at the end of the state and of the section of the charged (Chromica) (Chromide) 27). Replay at the end of the section described produced (Chromica) (Chromide) 27). Replay in the end of the section of the charged (Chromica) (Chromide) 27). Replay in open water or thin is conditions in the discharge charmed (Chromide) (C



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## Changes to fees for payments made via credit or debit card.

Beginning April 23, 2018, the fee associated with paying your Xcel Energy bill with a credit or debit card will change as follows:

Personal Credit/Debit Card Fee<sup>1</sup>
Commercial Credit/Debit Card Fee<sup>2</sup>

\$2.90/payment\* (\$1,000 maximum payment) \$29.95/payment\* (\$3,000 maximum payment)

\*CO Residents ONLY: the changes detailed above must be approved by the Colorado Public Utilities Commission

Pay with your credit/debit card electronically in My Account/XcelEnergy.com/Mobile App, or by calling 888.747.1523. Most major credit and debit cards accepted. **American Express cards are no longer accepted by BillMatrix.** BillMatrix charges the processing fee. Xcel Energy does not benefit from this fee.

We still offer no fee payment options and other great features to help you manage your account:

## 1. Online through My Account:

- a. Pay via bank account deduction
- b. Auto payment automatically scheduled bank account deduction on the due date of your bill
- 2. Mobile app: download our mobile app with new features that let you view and pay your bill from anywhere with ease and convenience
- 3. Electronic funds transfer: electronic transfer of payment funds between your company's and Xcel Energy bank accounts (Your bank may charge you a separate wire transfer fee for this payment method)
- **4. Pay by phone:** payments through your checking or savings account using our automated phone system
- 5. Mail: pay by check via the mail

Check out all the ways we can simplify managing your account at xcelenergy.com/MyAccount.
For questions about the new fees, residents can call 800.895.4999 and business customers call 800.481.4700.

<sup>&</sup>lt;sup>1</sup> Non-commercial and business debit

<sup>&</sup>lt;sup>2</sup> A commercial card will typically have a 'Corporate' or 'Business' designation on the front of the card.