

Advertising Expenses  
Colorado  
October 2018 - September 2019  
Gas

Message	Print	Onsert	Radio	TV, Video	Email, Digital, Social Media, Web	Out Of Home	Interactive	Direct Mail & Public Safety	Sponsorships	Project Management	Production, Planning, Research	Agency Retainer	Other	Total
Conservation	\$ 2,218	\$ -	\$ 62,457	\$ 160,277	\$ 68,942	\$ 13,936			\$ 1,461		\$ 121,424	\$ 172,442		\$ 603,157
Ebill/MyAccount/Notifications		\$ 30,087	\$ 9,106	\$ 14,097	\$ 7,617	\$ 4,203					\$ 7			\$ 65,117
Mandatory Gas Messaging		\$ 621									\$ 150			\$ 771
Renewable and Choice Programs							\$ 362							\$ 362
Safety Advertising	\$ 1,363	\$ -	\$ 31,718	\$ 111,373	\$ 43,871	\$ -		\$ 157,783	\$ 728		\$ 87,424	\$ 116,075	\$ (0)	\$ 550,334
Remove													\$ (80,489)	\$ (80,489)
<b>Grand Total</b>	<b>\$ 3,582</b>	<b>\$ 30,708</b>	<b>\$ 103,281</b>	<b>\$ 285,747</b>	<b>\$ 120,431</b>	<b>\$ 18,138</b>	<b>\$ 362</b>	<b>\$ 157,783</b>	<b>\$ 2,189</b>		<b>\$ 209,005</b>	<b>\$ 288,517</b>	<b>\$ (80,489)</b>	<b>\$ 1,139,253</b>

**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** Email, Digital, Social Media, Web

**FERC Account:** 909

**JDE/SAP:**

5600531

850000042271

**Cost:** \$68,942

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019



**Xcel Energy Colorado**

Sponsored · 🌐



Make your residential pricing plan work harder for you and take advantage of the lowest electricity rates and charge your ...[See More](#)



**Xcel Energy Colorado**

Sponsored · 🌐



You know how everyone says it's a dry heat? It's a dry cool, too. Open your windows on cooler nights to give the A/C a ...[See More](#)



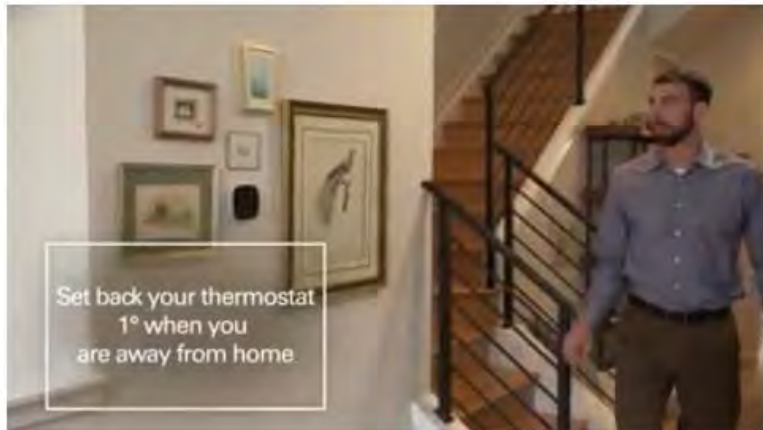


**Xcel Energy Colorado**

Sponsored · 🌐



Make your residential pricing plan work harder for you – program your thermostat to run efficiently by heating or cooling ...[See More](#)



**Xcel Energy Colorado**

Sponsored · 🌐



Make your residential pricing plan work harder for you! Grill outside instead of using the oven during peak hours. It's harder to ...[See More](#)







**Xcel Energy Colorado**

Sponsored · 🌐



Make your residential pricing plan work harder for you – take advantage of farmers markets and make a fresh salad for dinner. ...[See More](#)

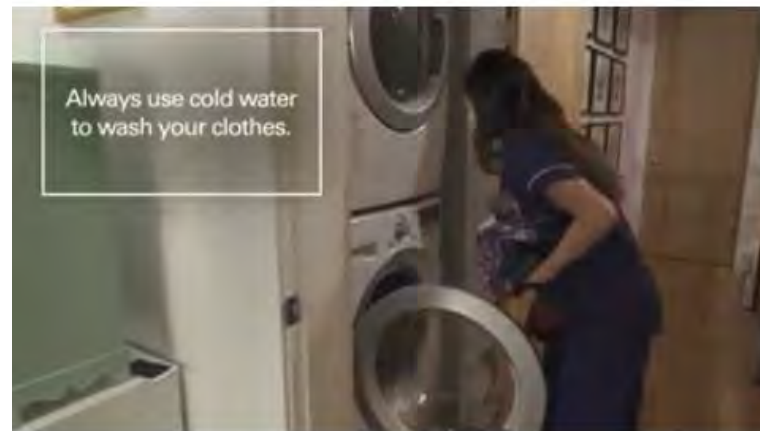


**Xcel Energy Colorado**

Sponsored · 🌐



Washing laundry in cold water and hang drying keeps your clothes looking newer longer – and your energy bills lower. ...[See More](#)



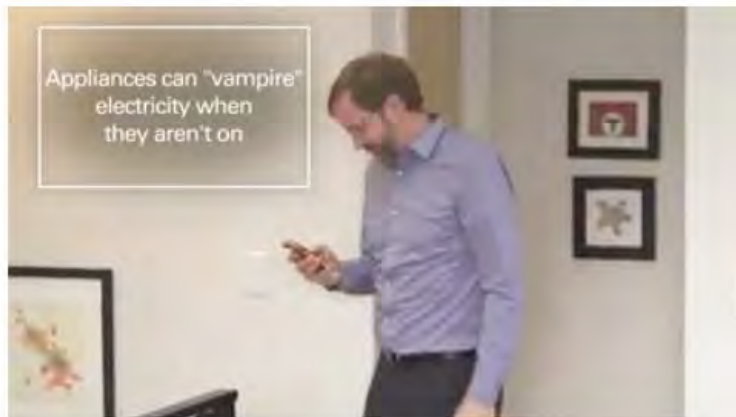


**Xcel Energy Colorado**

Sponsored · 🌐



Make your residential pricing plan work harder for you! Turn off lights, computers, and other smaller electric equipment when ...[See More](#)



**Xcel Energy Colorado**

Sponsored · 🌐



Make your residential pricing plan work harder for you! Use your oven to make major meals on the weekends to save time – just ...[See More](#)





**Xcel Energy Colorado**

Sponsored · 🌐



In the summer, close curtains and blinds during the day to keep your home cool. In the winter, open your curtains to naturally ...[See More](#)

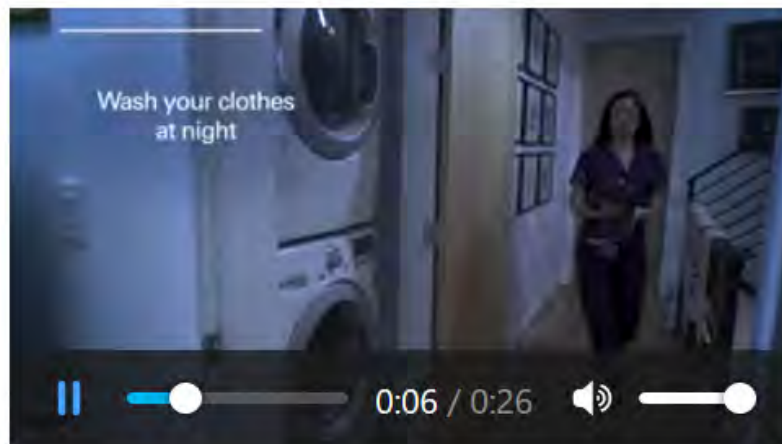


**Xcel Energy Colorado**

Sponsored · 🌐



Make your residential pricing plan work harder for you – do your laundry before 9 a.m. and after 6 p.m. weekdays to save ...[See More](#)





**Xcel Energy Colorado**

Sponsored · 🌐



In the summer, close curtains and blinds during the day to keep your home cool. In the winter, open your curtains to naturally ...[See More](#)

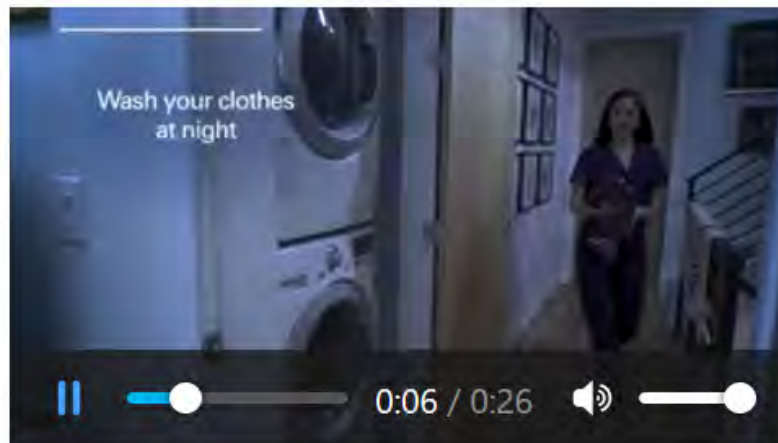


**Xcel Energy Colorado**

Sponsored · 🌐




Make your residential pricing plan work harder for you – do your laundry before 9 a.m. and after 6 p.m. weekdays to save ...[See More](#)






# WHAT'S IN THE BOX

Social (Facebook) :30 Video





Xcel Energy is always delivering clean, reliable energy to your front door. Even if you can't always see it, we're working every day to bring you the energy you need.




**Always Delivering**

Responsible by Nature

 Like

 Comment

 Share

CREATIVE ROTATION:
RESIDENTIAL AUDIENCE
100%

# INFLUENCER – ECONOMIC DEVELOPMENT (CO)

Social (Facebook)

 Xcel Energy

Xcel Energy is investing in infrastructure to meet our communities' growing energy needs.



**Working with you**  
Committed to community

[XCELENERGY.COM/PARTNERSHIPS](https://xcelenergy.com/partnerships)

 Like

 Comment

 Share

CREATIVE ROTATION:
INFLUENCER GROUP A
100%

# INFLUENCER – CUSTOMER CHOICE (CO)

Social (Facebook)

 Xcel Energy

Unique communities have unique goals. We help strong leaders like you meet those goals.



LET'S TEAM UP  
*ALWAYS delivering.*

**Energy and innovation**  
A vision for tomorrow

[XCELENERGY.COM/PARTNERSHIPS](https://xcelenergy.com/partnerships)

 Like

 Comment


 Share

CREATIVE ROTATION:
INFLUENCER GROUP B
100%




# PRICE PERCEPTION (CO)




Social Video (Facebook)



Bet we can help you save energy with one hand tied behind our back.




**Energy Saving Tips**  
Helping you lower your bill.




 Like  Comment  Share



Bet we can help you save energy with one hand tied behind our back.



**Energy Saving Tips**  
Helping you lower your bill.

 Like  Comment  Share

CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
INCREMENTAL FACEBOOK	100% (through 8/12)

# VALUE (CO)

Social (FB)

Xcel Energy

Over half of our customers' energy will come from clean energy sources by 2026, without raising your monthly cost of energy.



ALWAYS delivering.

Cleaner Energy Future

No Extra Costs for You

 Like

 Comment

 Share

Xcel Energy

More than half the energy you depend on will come from clean sources like wind and solar by the year 2026.



ALWAYS delivering.

Increasing Clean Energy

Not Increasing Cost of Energy

 Like

 Comment

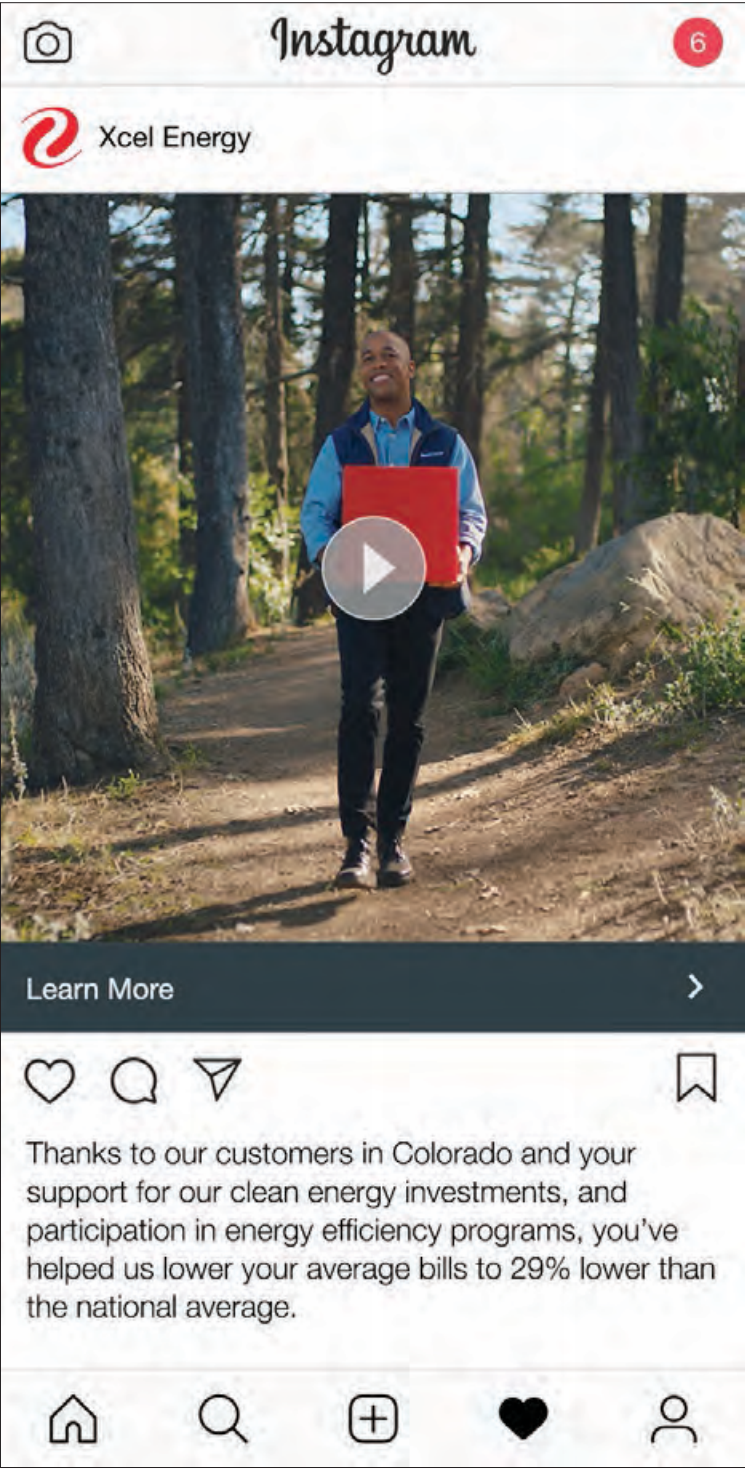
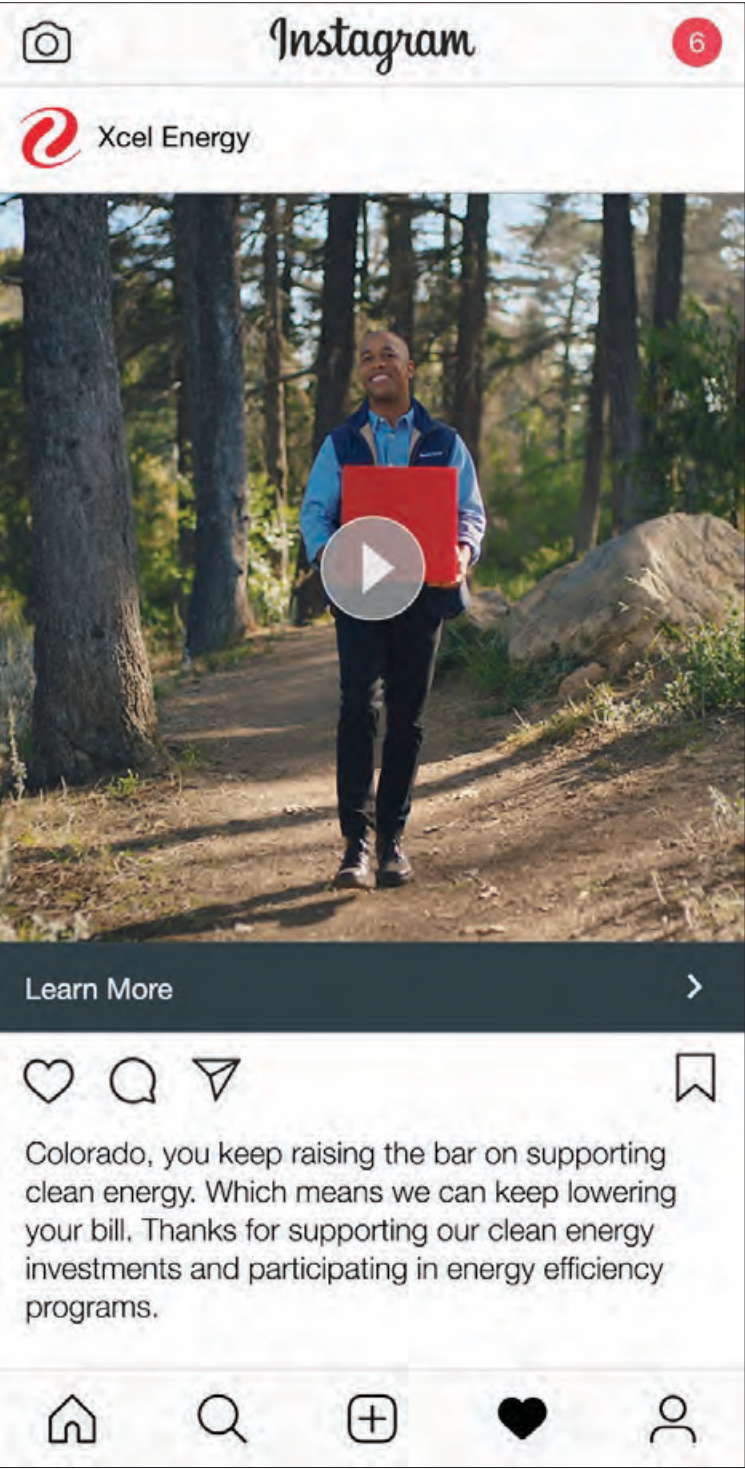
 Share

CREATIVE ROTATION:
RESIDENTIAL AUDIENCE
25% (Incremental price support)



# PRICE PERCEPTION (CO)

Social Video (Facebook)




CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
INCREMENTAL INSTAGRAM	100%




# Brand & Jurisdiction (CO) - Thank You

Social video “Thank You” (FB) - v1



Thank you Colorado, you keep raising the bar on supporting clean energy and participating in energy efficiency programs.



**Lowering your bill**


Setting a good energy example

Like


Comment

Share

v2



This is a thank you to our Colorado customers. You’ve helped us lower your average bills to 29% lower than the national average.



**Lower Bills**

Energy Efficiency Programs

Like

Comment

Share

v3



We want to thank Coloradans for their ongoing support of clean energy and participating in energy efficiency programs.



**Thank you, Colorado**

Keep your bills low

Like

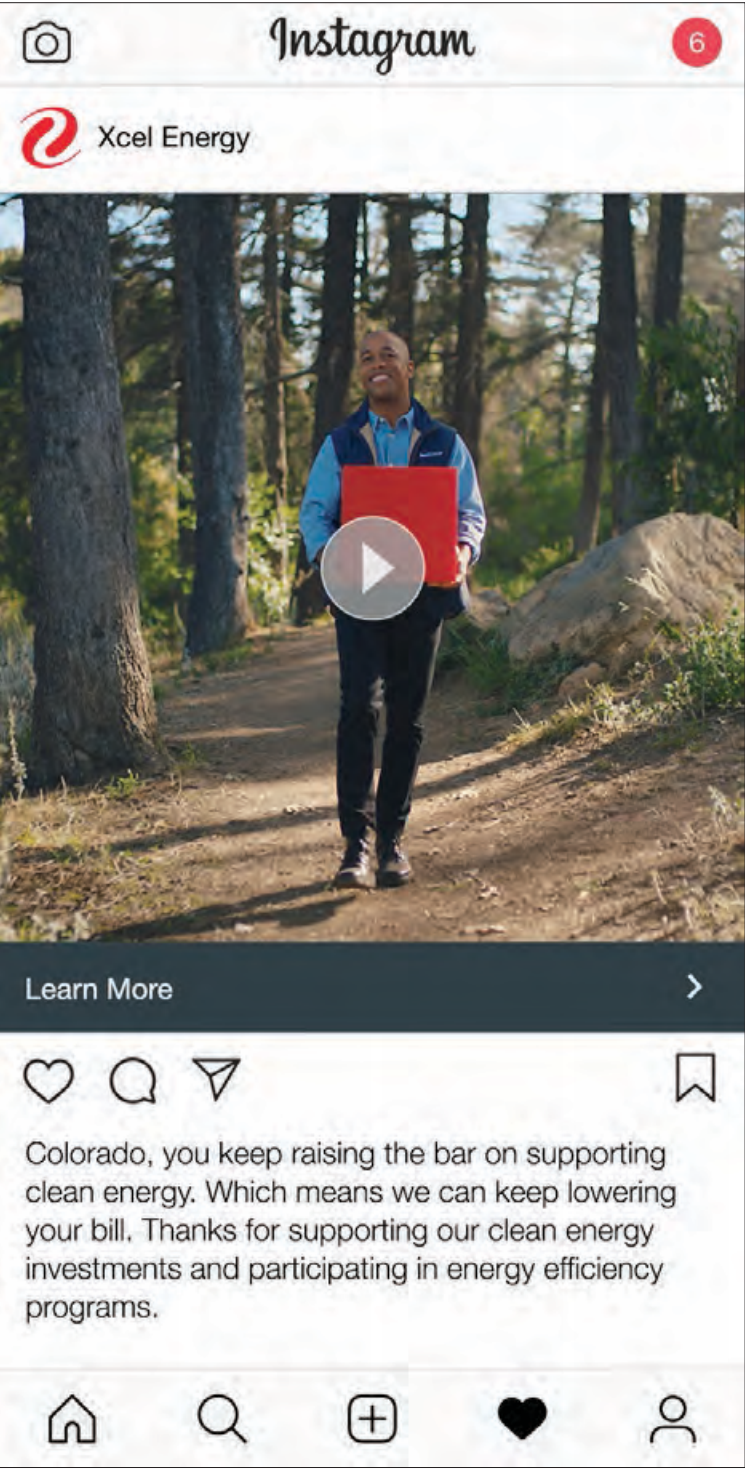
Comment

Share

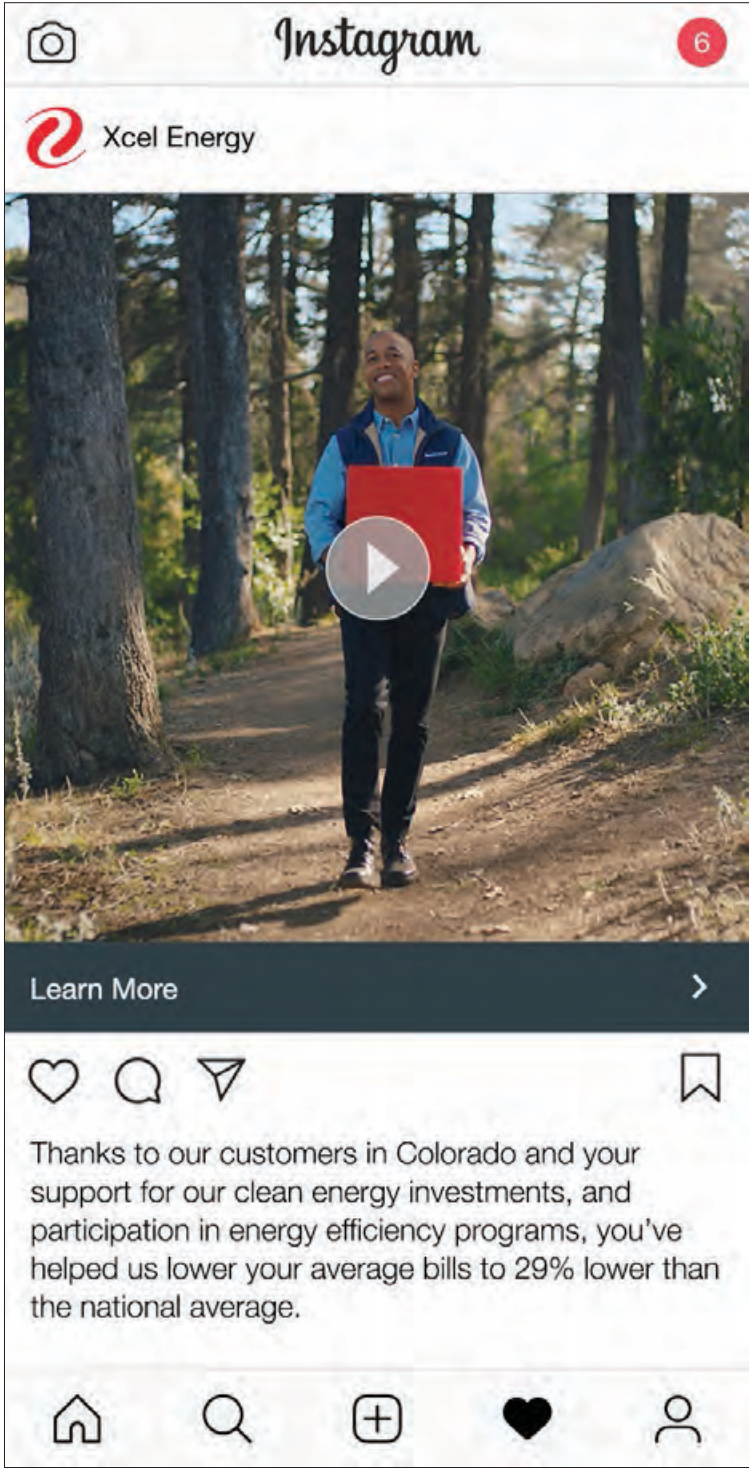


# Brand & Jurisdiction (CO) - Thank You

Social video “Thank You” (Instagram) - v1




v2




# Brand & Jurisdiction (CO) - Clean Energy


Social “Zero Carbon” (FB) v1



Xcel Energy

Sponsored · 

We have a vision to deliver zero-carbon electricity by 2050. Together, we believe we can make that vision a reality.




ALWAYS *delivering.*


XCELENERGY.COM


Zero-carbon by 2050

Working together for tomorrow

Learn More

 Like

 Comment

 Share



# Brand & Jurisdiction (CO) - Clean Energy

Social “Clean Energy” (FB) - v1



Xcel Energy

Sponsored · 

Investing in clean energy is important to our customers. And leading the way in investing in diverse, reliable energy is important for all of us.



XCELENERGY.COM

Clean energy future

Zero-carbon by 2050

Learn More

 Like

 Comment

 Share

Social “Clean Energy” (FB) - ALT - v2



Xcel Energy

Sponsored · 

Why do we continue to invest in clean energy? Because it's what our customers want. And because it's better for all of us.



XCELENERGY.COM

Clean, reliable energy

Zero-carbon by 2050

Learn More

 Like

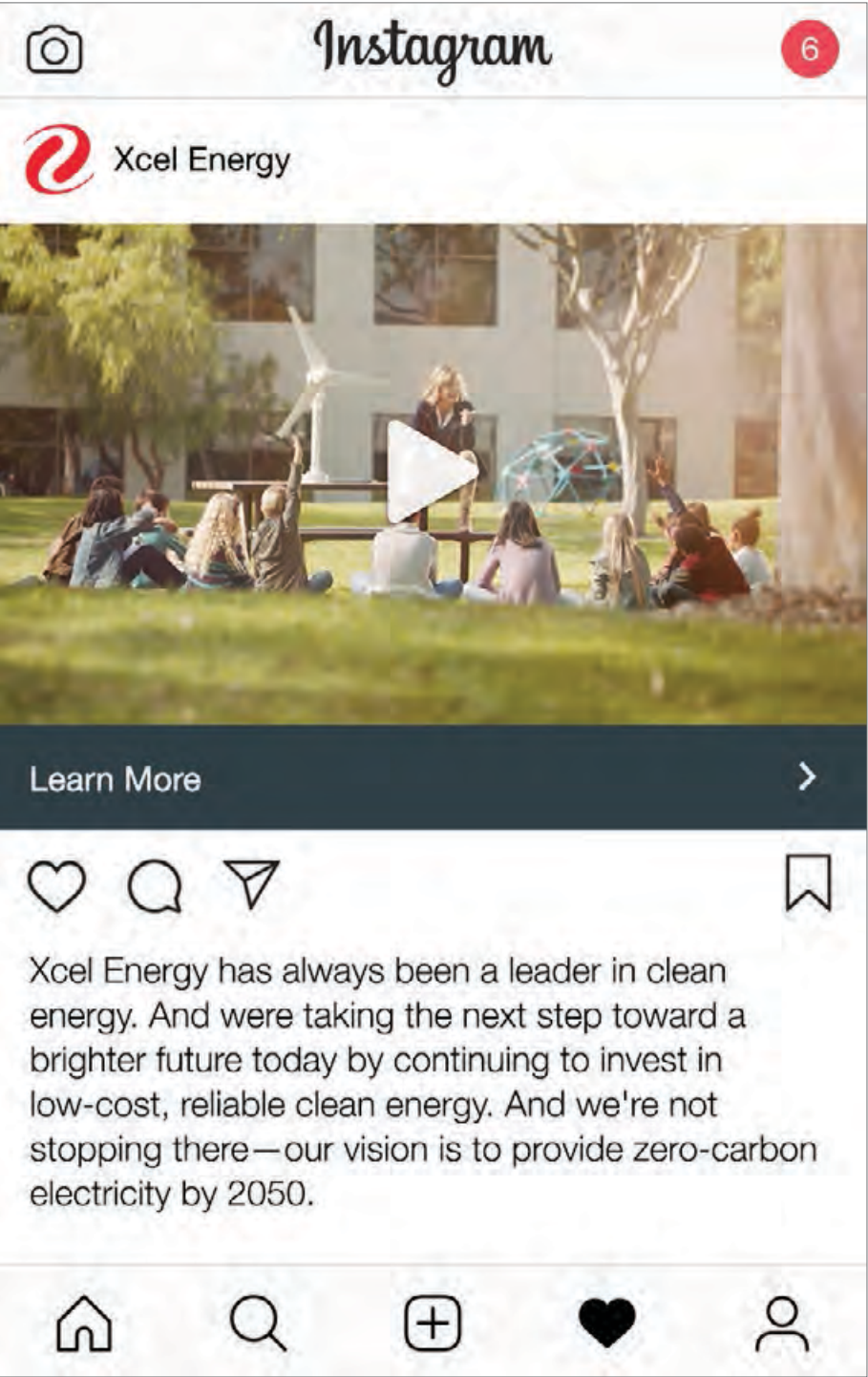
 Comment

 Share

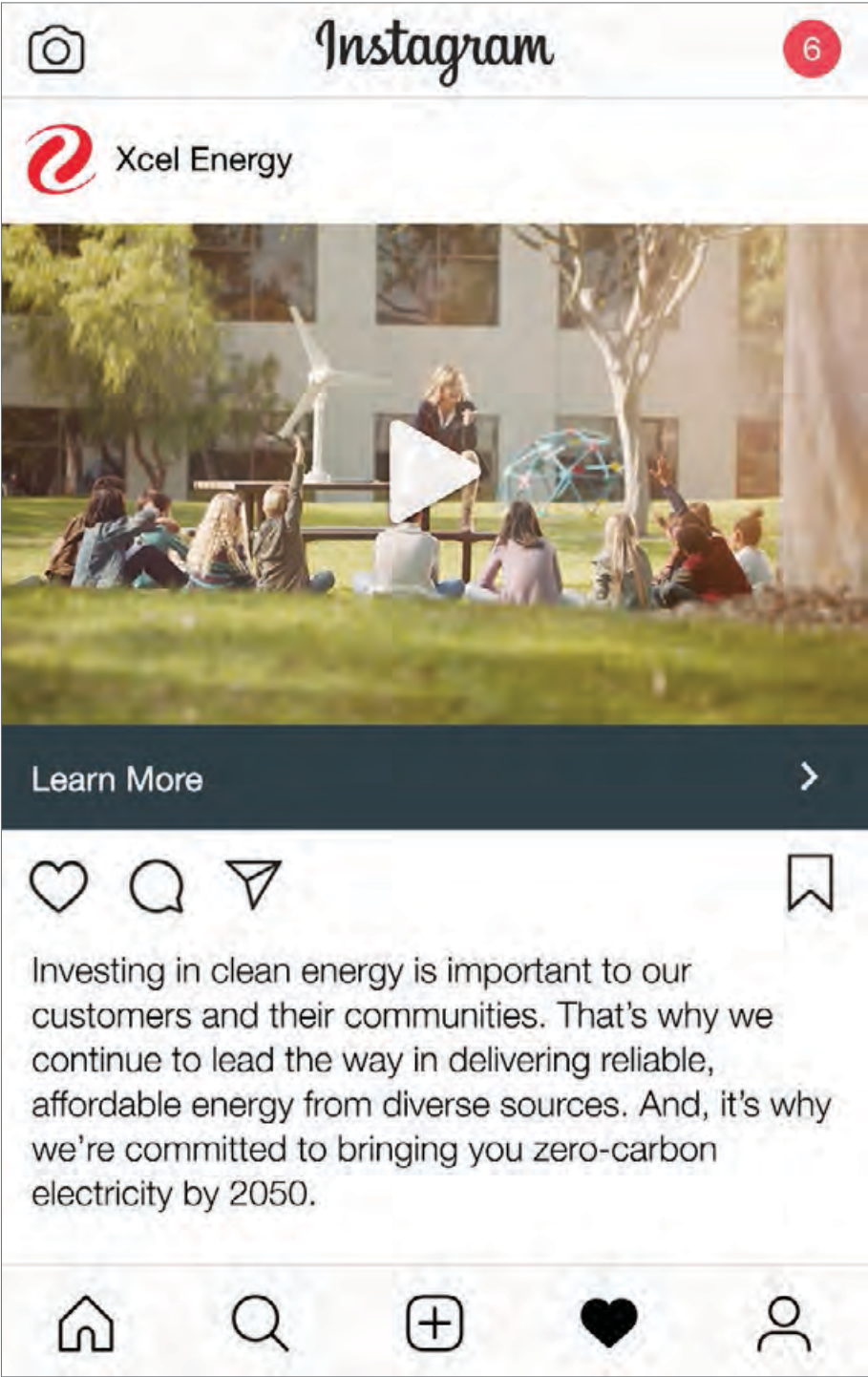


# Brand & Jurisdiction (CO) - Clean Energy

Social video “Clean Energy” (Instagram) - v1



Social video “Clean Energy” (Instagram) - ALT - v2



# Brand & Jurisdiction (CO) - Clean Energy

Social “Clean Energy” (FB) - v2



Xcel Energy

Sponsored · 

By 2026, half of the energy our Colorado customers use will come from wind and solar. All without increasing energy costs.



ALWAYS *delivering.*

XCELENERGY.COM

Clean, reliable energy

Zero-carbon by 2050

Learn More

 Like

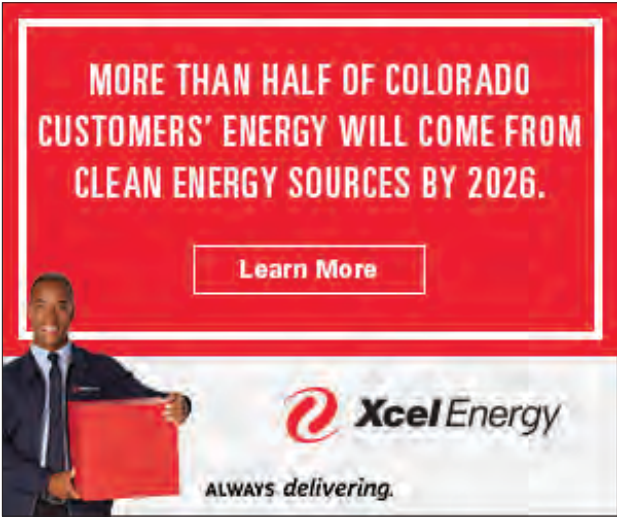
 Comment

 Share



# VALUE (CO)

STATIC: 300x250 Digital Ad



ANIMATED: 300x250 Digital Ad



CREATIVE ROTATION:
RESIDENTIAL AUDIENCE
50%

# INFLUENCER – CUSTOMER CHOICE (CO)

STATIC: 300x250 Digital Ad



ANIMATED: 300x250 Digital Ad



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 and CTA button fades in.

CREATIVE ROTATION:
INFLUENCER GROUP B
100%

# INFLUENCER – ECONOMIC DEVELOPMENT (CO)

STATIC: 300x250 Digital Ad



ANIMATED: 300x250 Digital Ad



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 and CTA button fades in.

CREATIVE ROTATION:
INFLUENCER GROUP A
100%

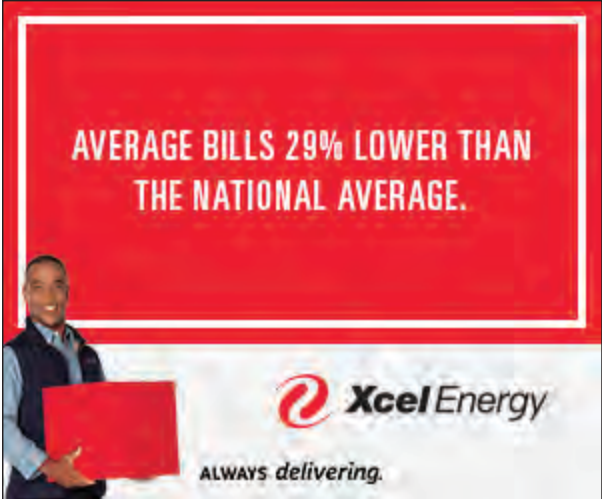


# Brand & Jurisdiction (CO) - Thank You

300X250 digital ad, static, “Thank You” - v1



300X250 digital ad, animated, “Thank You” - v1



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 and CTA button fades in.

WEATHER WATCHERS	
1/7-1/20, 2/18-4/14, 5/13-6/30	100%
DENVER POST	
1/28-3/31	50%

## Brand & Jurisdiction (CO) - Thank You

## Home page takeover

eEdition ? Subscribe/Members ? Newsletters ? Obituaries.

THE DENVER POST

News Sports Business Entertainment Lifestyle Opinion Politics Cannabist Classifieds Video

Trending: Rural broadband bill Rabbits run over Free concert schedule Full-strength beer at parks? Fake Denver lawyer Free, cheap Mar. 29-Apr. 5

Search

THANK YOU, COLORADO.

ALWAYS delivering.

NEWS

**Denver DA drops grand jury investigation into Colorado Secretary of State Wayne Williams**

Denver District Attorney Beth McCann's office has dropped its grand jury investigation into how Colorado Secretary of State Wayne Williams handled campaign finance complaints.

LATEST STORIES

Jurors deliberating fate of Colorado man in murder re-trial  
5 mins ago

Airplane that left Erie reported missing near its Utah destination  
16 mins ago

Judge, jury validate Denver police shooting after criminal gets 45 years in prison, prosecutor says  
1 hour ago

Trump offers support to embattled EPA chief Scott Pruitt  
1 hour ago

LoDo apartment owner shot at knife-wielding burglary suspect during robbery spree near Larimer Square  
29 mins ago

Trump said "DACA is dead" but his administration approved 55,000 applications just this year  
1 hour ago

OUR COLORADO CUSTOMERS HAVE AVERAGE ENERGY BILLS 29% BELOW THE NATIONAL AVERAGE.

Learn More

ALWAYS delivering.

---

LATEST NEWS >

**Mizell vs. Kiz: Should Nikola Jokic or Jamal Murray take last shot for Denver Nuggets?**

The Nuggets run the offense through Jokic, but Murray has shown a knack for stepping up down the stretch.

<b>DENVER POST</b>	
3/4 HOMEPAGE TAKEOVER	<b>100%</b>



# Brand & Jurisdiction (CO) - Thank You

CBS Denver

NEWSWEATHERSPORTSTOP SPOTSVIDEOCONTESTS & MORE

CBS4 WATCH NOW

SUN 48° Q

THANK YOU, COLORADO.

Xcel Energy  
*ALWAYS delivering.*

Goat Seems To Have Joined Elk Herd In Colorado  
A domestic goat has been hanging out with a herd of elk west of Loveland.

Driver Backs Car Halfway Into Apartment's Kitchen

Colorado's Missy Franklin Announces Retirement At Age 23

'We Have Defeated ISIS': White House Orders Pentagon To Pull Troops From Syria Immediately

City Leaders Table Drone Ban Proposal After Professionals Raise Concerns

Missing 15-Year-Old Boy Considered Endangered, Needs Medication

19-Year-Old Motorcyclist Fights For His Life After Being Hit By DUI Suspect

LATEST WEATHER

High Wind Warning  
Denver, CO  
Broken Clouds Feels like 40°  
48°

FOLLOW CBS4

f t y i r l n

OUR NEWSLETTER

Email address

Subscribe Now!

TV SCHEDULE

12:00 PM CBS4 News at Noon  
12:30 PM The Bold and the Beautiful  
1:00 PM The Talk  
2:00 PM Let's Make a Deal  
3:00 PM Hot Bench

CHECK IT OUT

Mile High Holidays  
Together 4 Colorado Toy Drive

TOGETHER 4 COLORADO

WEATHER WATCHERS	
1/7, 3/4, 4/1, 4/8, 6/3 SECTION TAKEOVERS	100%



## Brand & Jurisdiction (CO) - Thank You

## Weather Watchers Page Banners

CBS Denver
[Menu](#)
[News](#)
[Weather](#)
CBS ON AIR

# JUNIOR WEATHER WATCHERS

## CBS4 Weather Watchers

CBS4 Weather-Watchers and Junior Weather Watchers (ages 6-12) are weather-enthusiasts who connect with CBS4's weather team and help them build the most complete and accurate picture of Colorado's diverse conditions. This exclusive information gives the CBS4 weather team an unmatched perspective on how weather is changing, all over our state. And that helps them give you the best forecast possible.

Our weather watchers are your neighbors. They're the ones who are always talking about last night's storm, tomorrow's chance for snow, or the cool cloud formations they saw last week. The reports they share come from their homes and schools, and the information comes from their own personal weather stations. They tell us how much snow fell, or how temperatures are changing. They share pictures and videos of cool weather events. They can even send a direct alert to the team in Colorado's Weather Center.

"Sound like fun? All it takes is a thermometer, a rain gauge and a ruler and you can be a CBS4 Weather Watcher. [APPLY HERE](#) to get started!"

**APPLY HERE**

**ALREADY A MEMBER? LOGIN HERE!**

See the latest data from CBS4 Weather Watchers below:

9 Items

[Sign Up](#)
[Login](#)
[Help](#)
[FAQ](#)
[Contact Us](#)

### Current Temperatures

In late 2015 CBS4 featured a weather special all about the CBS4 Weather Watchers. [Click here](#) to watch it.

the **CBS4 Weather Watchers**

CLEAN ENERGY POWERS COLORADO

### CBS4 Weather News

Latest Forecast: Storm Moved Away And Allowed For A Big Warmup

Man Accidentally Starting Wildfire That Could Kill 70

Family Remembers Fire Spirit After She Was Killed By Falling Tree Branch

Western Slope Wildfire Closes I-70 In Different Times

THANK YOU, COLORADO.

**WEATHER NEWS FROM COLORADO'S WEATHER CENTER**

OUR COLORADO CUSTOMERS' AVERAGE ENERGY BILLS ARE 29% BELOW THE NATIONAL AVERAGE.

[Learn More](#)

### CBS4 Weather Team

Luteren Williams  
Dawn Aquilino  
Chris Tabery  
Ashley Alden

### CBS4 CAMS

### Weather Visits

OUR COLORADO CUSTOMERS' ENERGY BILLS HAVE GONE DOWN THREE YEARS IN A ROW.

[Learn More](#)

#### CBS4 NEWS

- News Section
- Together 4 Colorado
- Policies
- Business
- CBS4 Investigators
- HealthWatch

#### CBS4 SPORTS

- Lateki Berry
- Demon Brannich
- Colorado Rockies
- Dennis Nugent
- Colorado Avalanche
- Ninety Minutes Live
- Sports Poll Of The Day

#### WEATHER

- Weather Section
- Lateki Berry Forecast
- School Closing
- CBS4 Weather Watchers
- CBS4 Weather App
- Cams
- Share Photos

#### ENTERTAINMENT

- TV Schedule
- Exc.Sep Play
- Only CBS
- Entertainment
- Theater

#### CORPORATE

- CBS Local App
- Advertiser
- Contact
- Mobile
- Business Development
- Employment
- CBS Television Public File

#### CBS4

- Contact Us
- News Tips
- CBS4 News Team
- Links & Info
- Careers
- Sponsored Events
- Closed Captioning

CBS LOCAL
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THANK YOU, COLORADO.

 **Xcel** Energy

ALWAYS *delivering.*

An advertisement for Xcel Energy. The top half has a red background with white text that reads: "OUR COLORADO CUSTOMERS' AVERAGE ENERGY BILLS ARE 29% BELOW THE NATIONAL AVERAGE." Below this text is a white rectangular button with the text "Learn More". The bottom half of the image shows a man in a blue shirt and dark vest holding a large red rectangular sign. To his right is the Xcel Energy logo, which consists of a stylized red 'e' followed by the text "Xcel Energy". Below the logo is the tagline "ALWAYS delivering." in a serif font.

An advertisement for Xcel Energy. The top half has a red background with white text that reads: "OUR COLORADO CUSTOMERS' ENERGY BILLS HAVE GONE DOWN THREE YEARS IN A ROW." Below this text is a white rectangular button with the text "Learn More". The bottom half of the ad features a man in a blue shirt and dark vest holding a large red box. To his right is the Xcel Energy logo, which consists of a stylized red 'e' followed by the text "Xcel Energy". Below the logo is the tagline "ALWAYS delivering." in a serif font.

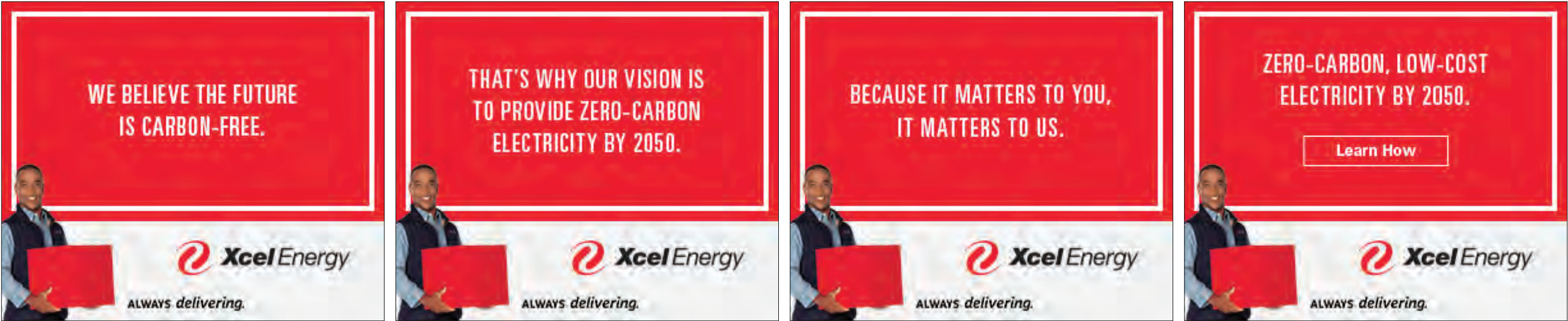
<b>WEATHER WATCHERS</b>	
1/7-1/20, 2/18-4/14, 5/13-6/30	<b>100%</b>

# Brand & Jurisdiction (CO) - Clean Energy

Static: 300x250 digital ad - v1



Animated: 300x250 digital ad - v1



WEATHER WATCHERS	
1/21-2/17	100%
1/21, 2/4 SECTION TAKEOVERS	100%
DENVER POST	
1/17-2/24	50%



# Brand & Jurisdiction (CO) - Clean Energy

Static: 300x250 digital ad - v2



Animated: 300x250 digital ad - v2







## Brand & Jurisdiction (CO) - Clean Energy

[NEWS](#)
[WEATHER](#)
[SPORTS](#)
[TOP SPOTS](#)
[VIDEO](#)
[CONTESTS & MORE](#)

CBS4 WATCH NOW
 48°

WE HAVE A VISION FOR  
LOW-COST, ZERO-CARBON  
ELECTRICITY BY 2050.

ALWAYS delivering.

**Goat Seems To Have Joined Elk Herd In Colorado**

A domestic goat has been hanging out with a herd of elk west of Loveland.

LATEST WEATHER

Denver, CO

48°  
Broken Clouds Feels like 40°

**Driver Backs Car Halfway Into Apartment's Kitchen**

**Colorado's Missy Franklin Announces Retirement At Age 23**

**'We Have Defeated ISIS': White House Orders Pentagon To Pull Troops From Syria Immediately**

**City Leaders Table Drone Ban Proposal After Professionals Raise Concerns**

**Missing 15-Year-Old Boy Considered Endangered, Needs Medication**

**19-Year-Old Motorcyclist Fights For His Life After Being Hit By DUI Suspect**

FOLLOW CBS4

OUR NEWSLETTER

Sign up and get our latest headlines delivered right to your inbox!

Email address

[Subscribe Now!](#)

TV SCHEDULE

12:00 PM	CBS4 News at Noon
12:30 PM	The Bold and the Beautiful
1:00 PM	The Talk
2:00 PM	Let's Make a Deal
3:00 PM	Hot Bench

CHECK IT OUT

Mile High Holidays

Together 4 Colorado Toy Drive

TOGETHER 4 COLORADO

<b>WEATHER WATCHERS</b>	
1/21, 2/4 SECTION TAKEOVERS	<b>100%</b>



## Brand & Jurisdiction (CO) - Clean Energy

## Weather Watchers Page Banners

CBS Denver

[MENU](#)
[NEWS](#)
[WEATHER](#)

CBS

# WEATHER WATCHERS

# JUNIOR WEATHER WATCHERS

[LEARN MORE](#)

## CBS4 Weather Watchers

CBS4 Weather Watchers and Junior Weather Watchers (ages 6-12) are weather enthusiasts who connect with CBS4's weather team and help them build the most complete and accurate picture of Colorado's diverse conditions. This exclusive information gives the CBS4 weather team an unmatched perspective on how weather is changing, all over our state. And that helps them give you the best forecast possible.

Our weather watchers are your neighbors. They're the ones who are always talking about last night's storm, tomorrow's chance for snow, or the cool cloud formations they saw last week. The reports they share come from their homes and schools, and the information comes from their own personal weather stations. They tell us how much snow fell, or how temperatures are changing. They share pictures and videos of cool weather events. They can even send a direct alert to the team in Colorado's Weather Center.

Sound like fun? All it takes is a thermometer, a rain gauge and a ruler and you can be a CBS4 Weather Watcher. [APPLY HERE](#) to get started!

See the latest data from CBS4 Weather Watchers below:

### Current Temperatures

In late 2015 CBS4 featured a weather special all about the CBS4 Weather Watchers. Click here to watch it.

**COMMITTED TO LOW-COST, ZERO-CARBON ELECTRICITY FOR COLORADO.**

*always delivering*

## CBS4 Weather News from Colorado's Weather Center

**Latest Forecast:** Storm Moved Away And Allowed For A Big Warmup

**Man Asks To Start Wifery That Cried It**

**Family Remembers Free Spirit After She Was Killed By Falling Tree Branch**

**Western Slope Wildfire Closes I-70 3 Different Times**

## By 2026, HALF THE ENERGY OUR COLORADO CUSTOMERS USE WILL COME FROM WIND AND SOLAR

*always delivering*

## CBS4 Weather Team

Loretta Williams

Dave Aquilino

Chris Tabery

Ashley Alden

## CBS4 CAMS

## Weather Visits

## CLEAN ENERGY POWERS COLORADO

*always delivering*

CBS Denver

[MENU](#)
[NEWS](#)
[WEATHER](#)

CBS

### CBS4 NEWS

News Section  
Together 4 Colorado  
Politics  
Business  
CBS4 Investigators  
HealthWatch

### CBS4 SPORTS

Lafayette Sports  
Denver Broncos  
Colorado Rockies  
Denver Nuggets  
Colorado Avalanche  
Windy Monday Live  
Sports Hub On The Day

### WEATHER

Weather Section  
Latest CBS4 Forecast  
School Closings  
CBS4 Weather Watchers  
CBS4 Weather App  
Cams  
Share Photos

### ENTERTAINMENT

TV Schedule  
Eat, Set, Play  
Only CBS  
Entertainment  
Travel

### CORPORATE

CBS Local App  
Advertise  
Contact  
Mobile  
Business Development  
Employment  
CBS Television Public File

### CBS4

Contact Us  
News Tips  
CBS4 News Team  
Links & Info  
Careers  
Sponsored Events  
Contact Us

Additional Streaming and TV Options Available

Phone Plans | Terms of Use | Your California Privacy Rights | Mobile Site | Ad Choices | EEO-1



WE HAVE A VISION FOR  
LOW-COST, ZERO-CARBON  
ELECTRICITY BY 2050.

 **Xcel** Energy

ALWAYS *delivering.*

An advertisement for Xcel Energy. The top half has a red background with white text that reads: "BY 2026, HALF THE ENERGY OUR COLORADO CUSTOMERS USE WILL COME FROM WIND AND SOLAR." Below this text is a white button with a red border that says "Learn How". The bottom half of the ad features a man in a blue shirt and dark vest holding a large red sign. To his right is the Xcel Energy logo, which consists of a stylized red 'e' followed by the text "Xcel Energy". Below the logo is the tagline "ALWAYS delivering." in a serif font.



CLEAN ENERGY POWERS COLORADO.

[Learn More](#)

 **Xcel** Energy

ALWAYS *delivering.*

<b>WEATHER WATCHERS</b>	
1/21-2/17	<b>100%</b>



# Brand & Jurisdiction (CO) - Community Influencers

Static 300x250 digital banner ad, Community Influencers, Economic Development



Animated 300x250 digital banner ad, Community Influencers, Economic Development



GROUP A	
1/7-6/30	100%

# Brand & Jurisdiction (CO) - Community Influencers

Static 300x250 digital banner ad, Community Influencers, Custom Choice



ALT 1	
TEXT:	Giving communities the power to choose the energy they use.
BUTTON:	Learn More

Animated 300x250 digital banner ad, Community Influencers, Custom Choice



GROUP B	
1/7-6/30	100%

## BRAND BANNERS

### GENERAL (All States)

- Static
  - 160x600
  - 300x250
  - 300x50
  - 300x600
  - 320x50
  - 500x500
  - 728x90
  - 970x250





# BRAND BANNERS

## GENERAL (All States)

- Animated
  - 160x600
  - 300x250
  - 300x600
  - 728x90
  - 970x250





## BRAND BANNERS

### GENERAL (All States)

- Static
  - 160x600
  - 300x250
  - 300x50
  - 300x600
  - 320x50
  - 500x500
  - 728x90
  - 970x250



# BRAND BANNERS

## GENERAL (All States)

- Animated
  - 160x600
  - 300x250
  - 300x600
  - 728x90
  - 970x250



FRAME 01



FRAME 01 - IMAGE PUSH



FRAME 02



END FRAME / STATIC



# COMMUNITY PARTNER (CO)

728x90 / 300x600 Digital Takeover, Static



300x250 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 and CTA button fades in.

300x250 Digital Ad, Static



CREATIVE ROTATION:
RESIDENTIAL AUDIENCE
100%



**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** Out Of Home

**FERC Account:** 909

**JDE/SAP:**

5600531

850000042271

**Cost:** \$13,936

Placement	Timing
Denver	Oct 2018 – Jun 2019

# COMMUNITY PARTNER (CO)

OOH – billboard



COMMITTED TO HELPING  
COLORADO SHINE.

*ALWAYS delivering.*

 **Xcel**Energy®

© 2018 Xcel Energy Inc.

GROUP A	
	#02-2007 (3/26–5/20)
	#02-2081 (5/28–7/15)
	#02-2092 (10/1–11/25)

# CLEAN ENERGY

OOH – billboard



# INVESTING IN LOW-COST CLEAN ENERGY FOR COLORADO.

*ALWAYS delivering.*

© 2018 Xcel Energy Inc.



GROUP B	
	#10014 (3/26–5/20)
	#10126 (5/28–7/15)
	#10115 (10/1–11/25)



# SAVINGS OPTIONS

OOH – billboard



SAVING ENERGY SAVES MONEY.  
WE’LL SHOW YOU HOW.

ALWAYS *delivering.*

© 2018 Xcel Energy Inc.



GROUP C	
	#19630 (3/26–5/20)
	#10270 (5/28–7/15)
	#30210 (10/1–11/25)

**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** Radio

**FERC Account:** 909

**JDE/SAP:**

5600531

850000042271

**Cost:** \$62,457

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019

# RADIO

**“It’s On” – :30s (All States)**

**MUSIC:** Up and under throughout.

**AVO:** THE FUTURE ISN'T SITTING AROUND WAITING TO HAPPEN.

THAT'S WHY AT XCEL ENERGY, WE'RE DOING FUTURE STUFF NOW.

LIKE CATCHING THE WIND AND HARNESSING THE POWER OF THAT BIG, BRIGHT, GLOWING ORB IN THE SKY.

IT'S WHY WE DOUBLE DOWN ON SMART STUFF LIKE MATH, SCIENCE AND ACTUAL HUMAN BEINGS.

AND IT'S THE REASON WE'RE DEDICATED TO PROVIDING ONE HUNDRED PERCENT CARBON-FREE ENERGY BY TWENTY FIFTY.

BECAUSE THE FUTURE IS WHAT WE MAKE IT.

AND WE'RE WORKING TO MAKE SURE IT'S FULL OF SAFER, CLEANER, LESS-EXPENSIVE ENERGY. TODAY.

XCEL ENERGY.



# RADIO

“Together” – :30s (MN, CO, ND, SD, TX, MI)

**MUSIC:** Up and underneath.

**AVO:** AT XCEL ENERGY, WE'RE DEDICATED TO PROVIDING ONE HUNDRED PERCENT CARBON-FREE ENERGY BY TWENTY FIFTY. BUT WE NEED YOUR HELP.

THAT COULD MEAN CHANGING FROM THOSE SWIRLY LIGHT BULBS TO L-E-D LIGHT BULBS.

OR GETTING A SMART THERMOSTAT TO GO WITH YOUR SMART PHONE, SMART WATCH AND SMART TABLET, SMART FRIDGE, AND SMART EVERYTHING ELSE.

OR ENLISTING OUR HOME ENERGY SQUAD TO MAKE YOUR HOME MORE EFFICIENT.

LET'S BUILD A CARBON-FREE FUTURE TOGETHER.

VISIT [XCEL-ENERGY-DOT-COM-SLASH-ENERGY-SOLUTIONS](http://XCEL-ENERGY-DOT-COM-SLASH-ENERGY-SOLUTIONS) TO LEARN HOW TO SAVE ENERGY AND HELP LOWER YOUR BILL.

XCEL ENERGY.

# RADIO

## “Lighting” – :30s (All States)

**VO:** LIGHT-BULB MOMENTS.

**SFX:** *DING.*

**VO:** THEY'RE MOMENTS OF GREAT REALIZATION. LIKE WHEN THEY FIRST REALIZED BREAD WAS BETTER SLICED. OR WHEN WE FIGURED OUT THAT GRAVITY MAKES THINGS FALL. OR WHEN YOU REALIZE SWITCHING TO ENERGY STAR L-E-D LIGHT BULBS CAN SAVE YOU SEVENTY TO NINETY PERCENT MORE ENERGY. WHICH SAVES YOU MONEY. WHICH IS GREAT. SO HAVE A LIGHT-BULB MOMENT ABOUT L-E-D LIGHT BULBS AND MAKE THE SWITCH TODAY.

GO TO [XCELENERGY-DOT-COM-SLASH-LIGHTING](http://XCELENERGY-DOT-COM-SLASH-LIGHTING) DEALS TO LEARN HOW YOU CAN GET DISCOUNTS ON L-E-D BULBS.

XCEL ENERGY.

# RADIO

**“It’s On” – :30s (All States)**

**MUSIC:** Up and under throughout.

**AVO:** THE FUTURE ISN'T SITTING AROUND WAITING TO HAPPEN.

THAT'S WHY AT XCEL ENERGY, WE'RE DOING FUTURE STUFF NOW.

LIKE CATCHING THE WIND AND HARNESSING THE POWER OF THAT BIG, BRIGHT, GLOWING ORB IN THE SKY.

IT'S WHY WE DOUBLE DOWN ON SMART STUFF LIKE MATH, SCIENCE AND ACTUAL HUMAN BEINGS.

AND IT'S THE REASON WE'RE DEDICATED TO PROVIDING ONE HUNDRED PERCENT CARBON-FREE ENERGY BY TWENTY FIFTY.

BECAUSE THE FUTURE IS WHAT WE MAKE IT.

AND WE'RE WORKING TO MAKE SURE IT'S FULL OF SAFER, CLEANER, LESS-EXPENSIVE ENERGY. TODAY.

XCEL ENERGY.



# COMMUNITY PARTNER

**RADIO, :30 (as produced)**

*Ambient park or playground; laughing kids, wind, etc., under throughout.*

**Delivery Guy:** Xcel Energy Delivery Guy here again. Today, I’m delivering a commitment to you—and the entire community. A commitment to volunteer, to give back, to help others, to support local businesses and even build infrastructure. You know, basically make this a great place to live for everybody. Because after all neighbor, we live here, too.

*Cross fades with music resolve from TV.*

**Delivery Guy:** In our community, we’re always delivering. Xcel Energy. Responsible by nature.

**MUSIC:** *Up and out.*

CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
RADIO	25%

**Radio/Pandora "Super Smart" :30 (as produced)**

**DG:** Xcel Energy Delivery Guy here. What would you say if I told you our Colorado customers’ average bills are twenty percent below the national average? Well, if you really knew your stuff, you’d correct me, and point out that they’re twenty-nine percent below the national average. And then you might tell me about the Xcel Energy Mobile App, and how easy it is to get help and manage your account. And I’d high five you, because you’re super smart, and because you deserve everything we’re doing to make your energy more affordable.

**DG:** Xcel Energy. Always Delivering.

**ALT CLAIM 1**

**DG:** And then you might tell me about Custom Due Date, the way you can pick a payment date that’s right for you.

**ALT CLAIM 2**

**DG:** And then you might tell me about all the different, convenient ways you can pay your bill.

**Pandora companion banner 300x250**



CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
RADIO	37.5%
INCREMENTAL RADIO	50%
INCREMENTAL ONLINE RADIO	50%

COMMUNITY PARTNER

RADIO, :30 (as produced)

*Ambient park or playground; laughing kids, wind, etc., under throughout.*

**Delivery Guy:** Xcel Energy Delivery Guy here again. Today, I’m delivering a commitment to you—and the entire community. A commitment to volunteer, to give back, to help others, to support local businesses and even build infrastructure. You know, basically make this a great place to live for everybody. Because after all neighbor, we live here, too.

*Cross fades with music resolve from TV.*

**Delivery Guy:** In our community, we’re always delivering. Xcel Energy. Responsible by nature.

**MUSIC:** *Up and out.*

CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
RADIO	25%



**Radio/Pandora "Super Smart" :30 (as produced)**

**DG:** Xcel Energy Delivery Guy here. What would you say if I told you our Colorado customers’ average bills are twenty percent below the national average? Well, if you really knew your stuff, you’d correct me, and point out that they’re twenty-nine percent below the national average. And then you might tell me about the Xcel Energy Mobile App, and how easy it is to get help and manage your account. And I’d high five you, because you’re super smart, and because you deserve everything we’re doing to make your energy more affordable.

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**ALT CLAIM 1**

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**ALT CLAIM 2**

**DG:** And then you might tell me about all the different, convenient ways you can pay your bill.

**Pandora companion banner 300x250**



CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
RADIO	37.5%
INCREMENTAL RADIO	50%
INCREMENTAL ONLINE RADIO	50%

# Brand & Jurisdiction (CO) - Clean Energy

Radio :30 “Backyard CO” (as produced)

Ambient sounds of a residential neighborhood open the spot as the footsteps of the Delivery Guy can be heard over-top. .

**Delivery Guy:** Xcel Energy Delivery Guy here. Colorado has always been a clean energy leader, and we’re more committed than ever to keeping it that way. By the year 2026, more than half the energy you depend on will come from clean sources like wind and solar. And we’re not stopping there—we have a vision of providing zero-carbon electricity by 2050, all while keeping bills low and energy reliable. Talk about leading the way!

SFX fade as music cues.

**Delivery Guy:** Always delivering low-cost, clean energy for Colorado. That’s Xcel Energy. Responsible by Nature.

RADIO	
DENVER	
1/7-1/20, 5/27-6/9	40%
2/25-3/10, 3/25-4/7	20%
PUEBLO	
1/7-1/20, 3/25-4/7	50%
ONLINE RADIO	
1/7-6/30	40%

# CLEAN ENERGY – RUSH CREEK (CO)

**RADIO, :30 (as produced)**

*Ambient SFX of natural sounds, birds, rustling grass, wind, etc., under throughout.*

**DELIVERY GUY:** Xcel Energy Delivery Guy here. Today, I’m delivering some big news. Like, wind-farm-sized big. With your support, we’re making renewable energy more reliable and more affordable by building the Rush Creek Wind Farm in Colorado. It’ll be the state’s largest wind farm, creating jobs and supporting rural communities and schools. And every single turbine will be built right here. I guess you could say we’re Colorado’s biggest fans.

*Cross fades with music resolve from TV.*

**DELIVERY GUY:** When it comes to a brighter energy future, we’re always delivering. Xcel Energy. Responsible by nature.

**MUSIC:** *Up and out.*

CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
RADIO	25% (October only)



# Brand & Jurisdiction (CO) - Thank You

Radio/Pandora, :30 “Thank You” (as produced)

**Delivery Guy:** Xcel Energy Delivery Guy here. And today, I’m saying thanks! Because of Coloradans like you supporting our investments in clean energy, and participating in our energy efficiency programs, you’ve helped make our Colorado customers’ average energy bills 29% lower than the national average. Plus, it’s helped make sure our customers’ average bills have gone down three years running. So give yourselves a hand Colorado! And a lower bill while you’re at it.

**Delivery Guy:** Thanks for being the reason we’re always delivering. That’s Xcel Energy.

RADIO	
DENVER	
1/7-1/20, 2/25-3/10, 3/25-4/7, 5/27-6/9	40%
FT. COLLINS-GREELEY	
1/7-1/20, 2/25-3/10, 3/25-4/7, 5/27-6/9	50%
GRAND JUNCTION, SPOT MARKETS	
1/7-1/20, 3/25-4/7	50%
ONLINE RADIO	
1/7-6/30	40%

# Brand & Jurisdiction (CO) - My Bill

Radio/Pandora, :30 “Plug In” (as produced)

Ambient sounds of a residential neighborhood open the spot as the footsteps of the Delivery Guy can be heard over-top. The ambience may be accompanied by the score of the television commercial, starting quietly, and slowly building during the narrative.

**Delivery Guy:** Xcel Energy Delivery Guy here. Paying your monthly energy bill shouldn’t be stressful for you or your family. That’s why I’m delivering choices—in how, when and even what you pay each month.

Music swells.

**Delivery Guy:** Whether you’re looking for a bill that is easy, flexible, predictable—or all of the above—we’ve got options to fit your unique energy needs. Because your monthly bill should plug right in to your lifestyle—not the other way around.

Score and SFX fade as music cues.

**Delivery Guy:** Discover your bill options at [xcelenergy.com/MyBill](http://xcelenergy.com/MyBill). Always delivering choices. That’s Xcel Energy.

RADIO	
DENVER	
1/7-1/20, 5/27-6/9	20%
2/25-3/10, 3/25-4/7	40%
FT. COLLINS-GREELEY	
1/7-1/20, 2/25-3/10, 3/25-4/7, 5/27-6/9	50%
PUEBLO, GRAND JUNCTION, SPOT MARKETS	
1/7-1/20, 3/25-4/7	50%
ONLINE RADIO	
1/7-6/30	20%

# Brand & Jurisdiction (CO) - Clean Energy

Radio :30 “Backyard CO” (as produced)

Ambient sounds of a residential neighborhood open the spot as the footsteps of the Delivery Guy can be heard over-top. .

**Delivery Guy:** Xcel Energy Delivery Guy here. Colorado has always been a clean energy leader, and we’re more committed than ever to keeping it that way. By the year 2026, more than half the energy you depend on will come from clean sources like wind and solar. And we’re not stopping there—we have a vision of providing zero-carbon electricity by 2050, all while keeping bills low and energy reliable. Talk about leading the way!

SFX fade as music cues.

**Delivery Guy:** Always delivering low-cost, clean energy for Colorado. That’s Xcel Energy. Responsible by Nature.

RADIO	
DENVER	
1/7-1/20, 5/27-6/9	40%
2/25-3/10, 3/25-4/7	20%
PUEBLO	
1/7-1/20, 3/25-4/7	50%
ONLINE RADIO	
1/7-6/30	40%



**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** TV/Video

**FERC Account:** 909

**JDE/SAP:**

5600531

850000042271

**Cost:** \$160,277

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019

# CLEAN ENERGY ENVIRONMENT (CO)

“Vantage Point with Choices – CO Version” TV/Online Video :30 (as produced)



Open on a close shot of the delivery guy on a hang-glider, wearing a white helmet. The wind ruffles his delivery uniform.

**SFX:** Wind.

**Delivery guy:** At Xcel Energy, we’re always looking for new ways to deliver more low cost, reliable, clean energy choices to the communities we serve.



The camera pulls back, revealing that he is piloting a red hang glider.

**Delivery guy:** Our Colorado Energy Plan would increase the renewable energy mix to 55% in the next eight years, and far exceed the state’s goal in the next two years.



**Delivery guy:** Finding renewable energy sources is all about knowing where to look.

Cut to an overhead POV shot looking down on a large wind farm. Cut back to delivery guy, now in a wider shot that shows the entire landscape in the background is filled with wind turbines, off to the horizon.

**Delivery guy:** And I gotta tell ya, from this vantage point, it’s looking pretty good.



He banks left out of frame, leaving us to marvel at all that renewable energy infrastructure. Solar panels in the foreground and wind turbines in the background.



Cut to Logo / Super.

**Delivery guy VO:** (WOOHOO!) That’s Xcel Energy. Always delivering.

CREATIVE ROTATION:	
RESIDENTIAL AUDIENCE	
TV / ONLINE VIDEO	25%



# WHAT’S IN THE BOX? – HISPANIC

TV :30 (as produced)



**Delivery Guy VO:** La energía no se puede ver. ¿Y qué sucedería si pudieras verla? ¿Qué pasaría si llega a tu puerta en una hermosa caja roja?



**Delivery Guy VO:** ¿Te preguntarías de dónde vino? ¿Te preguntarías quién la creó? ¿Cambiarías la cantidad que usas?



**Delivery Guy VO:** La energía no se puede ver. Pero si pudieras, verías a Xcel Energy entregándola todos los días a tu casa.



**Delivery Guy VO:** Invisible o justo frente a tus ojos. Da igual.



**Delivery Guy VO:** Xcel Energy. Responsible by nature.

Q1–Q4 CREATIVE ROTATION:	
HISPANIC AUDIENCE	
TV / ONLINE VIDEO	100%



# TV

## “It’s On” – :60s (All States)



Video: Open on beauty shots of wind turbines at dusk.

**VO:** YOU CAN WAIT FOR IT. BUT THE FUTURE ISN'T SITTING AROUND WAITING TO HAPPEN.



Video: Cut to a drone lifting off the ground; various shots of the drone flying beside power lines.

**VO:** IT'S WHY WE'RE DEDICATED TO PROVIDING ONE HUNDRED PERCENT CARBON-FREE ENERGY BY TWENTY FIFTY.

Video: Cut back to wind turbines, then smoke being sucked back into smokestack before cutting to more beauty shots of wind turbines.



Video: Cut between shots of lights being turned on, electricity surging through cable, city skylines lit up at night, wind blowing an umbrella down a beach with kids chasing it, etc.  
Shots of wind turbines, the sun rising behind mountains, etc.

**VO:** THAT'S WHY WE'RE CATCHING THE WIND. AND HARNESSING THE POWER OF THAT BIG, BRIGHT, GLOWING ORB IN THE SKY.



**VO:** AND IT'S WHY WE DOUBLE DOWN ON SMART STUFF LIKE MATH, SCIENCE AND ACTUAL HUMAN BEINGS.

Video: We begin our resolution by revisiting two Xcel employees in a moment of camaraderie as they eat sandwiches in the back of a truck during lunch break.

**VO:** WE'RE DOING FUTURE STUFF NOW. BECAUSE THE FUTURE IS WHAT WE MAKE IT.



Video: Multiple floors on an exterior parking garage illuminate as college-aged skateboarders trigger the motion sensors barreling down the structure. A girl hatches chicks with heat lamps.

**VO:** IT'S WHY WE USE DRONES FOR CHALLENGING INSPECTIONS.



**VO:** AND WE'RE WORKING TO MAKE SURE IT'S FULL OF SAFER, CLEANER, LESS EXPENSIVE ENERGY. FOR EVERYONE. TODAY.

Video: Cut to dad adjusting thermostat, energy flowing through cable, girl with chicks, etc. End on a shot of suburban home at dusk, its front room glowing with warm light.

Logo: Xcel Energy

# TV

## “It’s On” – :30s (All States)



Video: Open on beauty shots of wind turbines at dusk.

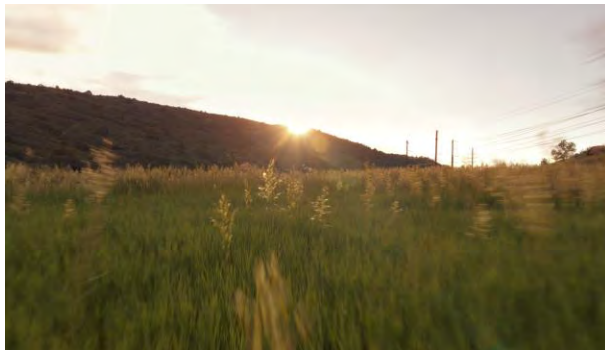


Cut between shots from other spots, including lights being turned on, electricity surging through cable, city skylines lit up at night, wind blowing an umbrella down a beach with kids chasing it, etc.



**VO:** YOU CAN WAIT FOR IT. BUT THE FUTURE ISN'T SITTING AROUND WAITING TO HAPPEN.

Video: Shots of wind turbines, the sun rising behind mountains, etc.



**VO:** THAT'S WHY WE'RE CATCHING THE WIND AND HARNESSING THE POWER OF THAT BIG, BRIGHT, GLOWING ORB IN THE SKY. AND IT'S WHY WE'RE DEDICATED TO PROVIDING ONE HUNDRED PERCENT CARBON-FREE ENERGY BY TWENTY FIFTY.



Video: Cut to shots of smoke being sucked back into smokestacks, electricity flowing through cable, dad adjusting smart thermostat, kids skateboarding, etc. End on a shot of suburban home at dusk, its front room glowing with warm light.



**VO:** BECAUSE WE'RE WORKING TO MAKE SURE THE FUTURE IS FULL OF SAFER, CLEANER, LESS EXPENSIVE ENERGY FOR EVERYONE. TODAY.

Logo: Xcel Energy



# TV

## “Together” – :30s (MN, CO, ND, SD, TX, MI)



Video: Wind turbines in an open field, blades turning.

Music: Up and under throughout.

SFX: Ambient sounds like lights clicking on when appropriate.



**VO:** OR GETTING A SMART THERMOSTAT TO GO WITH YOUR SMART PHONE AND SMART WATCH AND SMART LIGHTS AND SMART EVERYTHING ELSE.

Video: Close-up of a smart thermostat. Cut between shots of multiple smart devices in a household setting.



**VO:** AT XCEL ENERGY, WE'RE DEDICATED TO PROVIDING ONE HUNDRED PERCENT CARBON-FREE ENERGY BY TWENTY FIFTY. BUT WE CAN'T DO IT ALONE. WE NEED YOUR HELP.

Video: We seamlessly intercut between shots of Xcel employees and Xcel customers.



**VO:** OR ENLISTING OUR HOME ENERGY SQUAD TO MAKE YOUR HOME MORE EFFICIENT.

Video: Cut to a collection of three Home Energy Squad members approaching three different homes. Cut to shots of smoke being sucked back into a smokestack. Cut to hand turning on a light switch, energy pulsing through a cable, a girl hatching chicks, a father adjusting his smart thermostat while holding his infant.



**VO:** THAT COULD MEAN CHANGING FROM THIS OLD LIGHT BULB TO THIS L-E-D LIGHT BULB.

Video: Zoom in on a lamp with an old-style lightbulb that explodes, pan out to reveal that it has been replaced by a modern L-E-D bulb.



**VO:** SO LET'S DO THIS. LET'S BUILD A CARBON-FREE FUTURE. YOU. US. TOGETHER.

Super: Learn how to save energy and lower your bill. [xcelenergy.com/EnergySolutions](http://xcelenergy.com/EnergySolutions)

Video: End on shot of wind turbines at dusk.

Logo: Xcel Energy



# Brand & Jurisdiction (CO) - Thank You

TV :30 “Thank You” (as produced)



Open on a scene in mountainous semi-rural setting. Delivery Guy strides into frame, Red Box in hand. He gazes out over the vista for a moment, breathing deep and taking in the scene. He smiles earnestly as he looks to camera.

**Delivery Guy:** Today I’m delivering something special. Thank yous.

In the next scene, Delivery Guy is walking toward camera with towering trees of a forest on either side of him. He continues his hike, stepping over a large, fallen log as he does, without missing a beat.

**Delivery Guy:** See, Coloradans like you have supported our investments in clean energy.



**Delivery Guy:** Add that to your participation in our energy efficiency programs, and that’s helped bring our customers’ average energy bills to 29% lower than the national average.

We cut to a wider shot, in a suburban neighborhood, where we can see mountains in the background as the Delivery Guy walks through the scene.

**Delivery Guy:** So thanks Colorado! You keep raising the bar.



Delivery Guy ascends the front steps, from a profile view, of a home. He sets the box down on the doorstep triumphantly, but then looks determined.

**Delivery Guy:** Which means we can keep lowering the bill. Wow 29%.

Delivery Guy jogs back down the steps offscreen, and cheers to pump himself up. Cut to end card.

**Delivery Guy VO:** Always delivering our best, because of you. That’s Xcel Energy.

END CARD SUPER: For more ways to save energy and help keep your bill low, visit [xcelenergy.com/KeepingCostsLow](https://www.xcelenergy.com/KeepingCostsLow)

TV	
1/7-1/20, 2/25-3/10, 3/25-4/7, 5/27-6/9	40%
ONLINE VIDEO	
1/7-6/30	40%

# Brand & Jurisdiction (CO) - Clean Energy

TV :30 “Why We Do It” (as produced)



The scene opens on the Delivery Guy, wearing a sincere look. He is on a campus of some kind—maybe an energy park, or college mall. He walks forward and talk to camera.

**Delivery Guy:** Xcel Energy has always been a leader in providing clean, reliable energy. But why do we do it? We believe in clean energy. And we think investing in it is the right thing to do:

We cut away and begin a montage of various shots. It’s an aerial shot of a solar farm, followed by a wind farm, with row after row of turbines and panels against a blue-sky backdrop.

**Delivery Guy VO:** For today, because adding renewable sources like wind and solar leads to energy that is more affordable.



Next we cut to a group of kids, led by an educator. They are learning about clean energy, taking part in a tour or a demonstration in an outdoor setting.

**Delivery Guy VO:** And for tomorrow, because its good for the environment, and ensures a positive energy future.

We cut back to the Delivery Guy with his red box, who pauses for a moment before walking on to make his delivery.

**Delivery Guy:** So why do we do it? Well that’s easy. Because it’s better for all of us.

Delivery Guy walks out and end card appears.

**Delivery Guy VO:** Leading the way with low cost, clean energy. That’s Xcel Energy.

TV	
1/7-1/20	40%
2/25-3/10, 3/25-4/7, 5/27-6/9	30%
ONLINE VIDEO	
1/7-2/24	40%
2/25-6/30	30%

**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** Print

**FERC Account:** 909

**GL/IO:**

5600531

850000042271

**Cost:** \$2,218

Placement	Timing
Print Ad	Oct – Dec 2018



# INFLUENCER – ECONOMIC DEVELOPMENT (CO)

Print ad



WE'RE IN THIS  
COMMUNITY  
TOGETHER.



When the communities we live in thrive, we all thrive. And no one knows that better than you—the inspiring individuals who serve those communities through leadership, stewardship, and active participation. Xcel Energy is following your example by investing in infrastructure and improved grid technology within the community, to meet its expanding energy needs. Together, we'll keep this place's future looking bright. To learn how, visit [xcelenergy.com/partnerships](https://www.xcelenergy.com/partnerships)

**ALWAYS *delivering.***

 **Xcel**Energy®

© 2018 Xcel Energy Inc.

# Brand & Jurisdiction (CO) - Community Influencers

Print ad



YOUR COMMITMENT  
TO COMMUNITY  
ENERGIZES US.



Whether you're a civic leader, municipal worker or an actively engaged citizen, the energy you put in keeping your community running smoothly is vital to local economic growth. Xcel Energy is following your example by supporting communities that have unique energy, sustainability and clean air initiatives. Together, we're going and growing strong. **Learn more at [xcelenergy.com](https://www.xcelenergy.com).**

**ALWAYS** *delivering.*



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**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** Sponsorships

**FERC Account:** 909

**JDE/SAP:**

5600531

850000042271

**Cost:** \$1,461



**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** Production, Planning, Research

**FERC Account:** 909

**JDE/SAP:**

5600531

850000042271

**Cost:** \$121,424

**Colorado (PSCo)**

**Gas**

**Name of Campaign:** Conservation

**Category:** Agency Retainer

**FERC Account:** 909

**JDE/SAP:**

5600531

850000042271

**Cost:** \$172,442

**Colorado (PSCo)**

**Gas**

**Name of Campaign:** eBill/MyAccount/Notificaitons

**Category:** Onsert

**FERC Account:** 909

**JDE/SAP:**

5600561

850000044173

**Cost:** \$30,087

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019





## Say goodbye to your paper bill.

Paperless billing is convenient, environmentally-friendly and allows you to access your bill and manage your account anywhere, anytime.

To enroll or find more billing and payment options, visit [\*\*xcelenergy.com/MyAccount\*\*](https://xcelenergy.com/MyAccount).



## Enroll in Auto Pay — no late fees and no worries.

Enjoy the benefits of automatic payment withdrawal from your checking account. Your payment will automatically post to your Xcel Energy account on your due date.

To enroll, fill out the information below, cut off this form, and include it along with your check and bill stub in the remittance envelope. Money orders do not qualify. Watch for **Automated Bank Payment** to appear on your billing statement to ensure your enrollment is in effect.

---

**Authorized signature**

Signature above must match name on the bank account

---

**Xcel Energy account number**

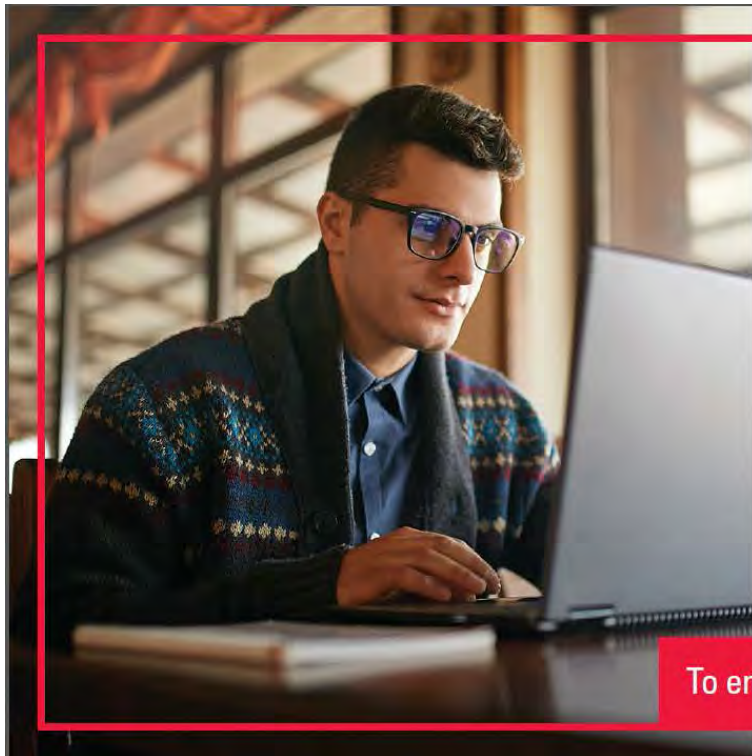
See page 1 of bill statement

---

**Date**

*I authorize Xcel Energy to initiate transfers from the bank account indicated on the enclosed check to make monthly payments on my Xcel Energy account on my due date. This authority will remain in effect until I notify Xcel Energy, or Xcel Energy notifies me, of the need to cancel the enrollment. I understand that a new authorization is required if I change my bank account. I have kept a record of this authorization.*

To enroll in Auto Pay online, visit [xcelenergy.com/PayBill](https://xcelenergy.com/PayBill). For more information call 800.895.4999.



## **Avoid the clutter and say goodbye to your paper bill.**

Paperless billing can be conveniently accessed through your desktop or mobile device anywhere, at any time. Not only does paperless billing save you time, it is an environmentally-friendly way to pay and manage your bill.

To enroll or find more billing and payment options, visit [\*\*xcelenergy.com/PayBill\*\*](https://xcelenergy.com/PayBill).





## Enroll in Auto Pay — no late fees and no worries.

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---

**Authorized signature**

Signature above must match name on the bank account

---

**Xcel Energy account number**

See page 1 of bill statement

---

**Date**

*I authorize Xcel Energy to initiate transfers from the bank account indicated on the enclosed check to make monthly payments on my Xcel Energy account on my due date. This authority will remain in effect until I notify Xcel Energy, or Xcel Energy notifies me, of the need to cancel the enrollment. I understand that a new authorization is required if I change my bank account. I have kept a record of this authorization.*

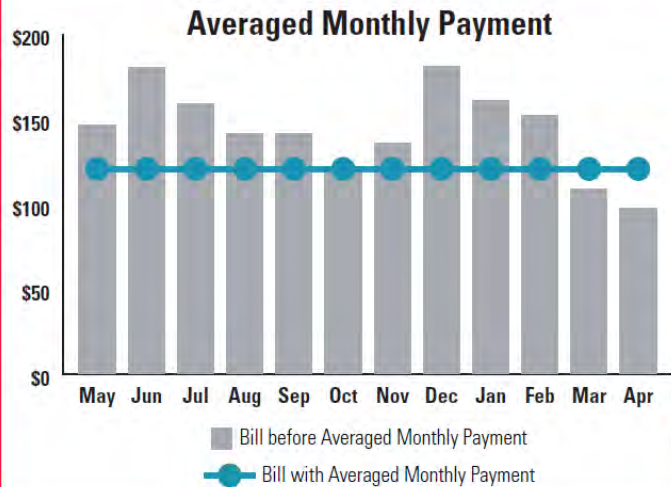
To enroll in Auto Pay online, visit [xcelenergy.com/PayBill](https://xcelenergy.com/PayBill). For more information call 800.895.4999.



# **Make room for what matters and avoid the clutter of your paper bill.**

Paperless billing can be conveniently accessed through your desktop or mobile device anywhere, at any time. Not only does paperless billing save you time, it is an environmentally-friendly way to pay and manage your bill.

To enroll or find more billing and payment options, visit [\*\*xcelenergy.com/PayBill\*\*](https://xcelenergy.com/PayBill).



## Enjoy the benefit of knowing what your bill will be each month.

If you're on a budget this new year, our Averaged Monthly Payment program is a great choice for you. This payment option allows you to avoid seasonal bill changes that can occur during those really warm or cold months.

### Program benefits include:

- A better budgeting option
- Free enrollment
- Program cancellation at anytime

To start budgeting your bill visit [xcelenergy.com/AveragedMonthlyPayment](https://xcelenergy.com/AveragedMonthlyPayment).





## Enroll in Auto Pay — no late fees and no worries.

Enjoy the benefits of automatic payment withdrawal from your checking account. Your payment will automatically post to your Xcel Energy account on your due date.

To enroll, fill out the information below, cut off this form, and include it along with your check and bill stub in the remittance envelope. Money orders do not qualify. Watch for **Automated Bank Payment** to appear on your billing statement to ensure your enrollment is in effect.

---

**Authorized signature**

Signature above must match name on the bank account

---

**Xcel Energy account number**

See page 1 of bill statement

---

**Date**

*I authorize Xcel Energy to initiate transfers from the bank account indicated on the enclosed check to make monthly payments on my Xcel Energy account on my due date. This authority will remain in effect until I notify Xcel Energy, or Xcel Energy notifies me, of the need to cancel the enrollment. I understand that a new authorization is required if I change my bank account. I have kept a record of this authorization.*

To enroll in Auto Pay online, visit [xcelenergy.com/PayBill](https://www.xcelenergy.com/PayBill). For more information call 800.895.4999.



## **Avoid the clutter of your paper bill just in time for spring cleaning.**

Paperless billing can be conveniently accessed through your desktop or mobile device anywhere, at any time. Not only does paperless billing save you time, it is an environmentally-friendly way to pay and manage your bill.

To enroll or find more billing and payment options, visit [\*\*xcelenergy.com/PayBill\*\*](https://xcelenergy.com/PayBill).

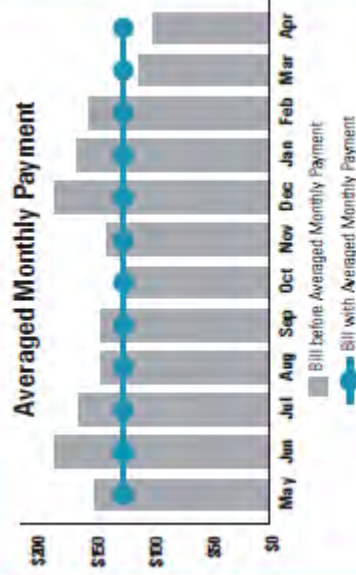


## Avoid the clutter of your paper bill just in time for spring cleaning.

Paperless billing can be conveniently accessed online at any time and is an environmentally-friendly way to manage and pay your bill.

To enroll or find more billing and payment options, visit [\*\*xcelenergy.com/PayBill\*\*](https://xcelenergy.com/PayBill).





## Enjoy the benefit of knowing what your bill will be each month.

If you're on a budget this new year, our Averaged Monthly Payment program is a great choice for you. This payment option allows you to avoid seasonal bill changes that can occur during those really warm or cold months.

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- Free enrollment
- Program cancellation at anytime

To start budgeting your bill visit [xc.elenergy.com/AveragedMonthlyPayment](http://xc.elenergy.com/AveragedMonthlyPayment).



## Enroll in Auto Pay — no late fees and no worries.

Enjoy the benefits of automatic payment withdrawal from your checking account. Your payment will automatically post to your Xcel Energy account on your due date.

To enroll, fill out the information below, cut off this form, and include it along with your check and bill stub in the remittance envelope. Money orders do not qualify. Watch for **Automated Bank Payment** to appear on your billing statement to ensure your enrollment is in effect.

\_\_\_\_\_  
**Authorized signature**

Signature above must match name on the bank account

\_\_\_\_\_  
**Xcel Energy account number**

See page 1 of bill statement

\_\_\_\_\_  
**Date**

*I authorize Xcel Energy to initiate transfers from the bank account indicated on the enclosed check to make monthly payments on my Xcel Energy account on my due date. This authority will remain in effect until I notify Xcel Energy, or Xcel Energy notifies me, of the need to cancel the enrollment. I understand that a new authorization is required if I change my bank account. I have kept a record of this authorization.*

To enroll in Auto Pay online, visit [xcelenergy.com/PayBill](https://xcelenergy.com/PayBill). For more information call 800.895.4999.




## **Avoid the clutter of your paper bill.**

Paperless billing can be conveniently accessed online at any time and is an environmentally-friendly way to manage and pay your bill.

To enroll or find more billing and payment options, visit **[xcelenergy.com/PayBill](http://xcelenergy.com/PayBill)**.





## 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](https://xcelenergy.com/MyAccount).



## **Payment arrangements are now available through My Account.**

If you are having trouble paying your total balance due, you might be eligible to sign up for a payment arrangement — up to three monthly installments — online through My Account. The monthly payments will include your current month's bill plus the agreed upon monthly payment arrangement amount.

**Visit [xcelenergy.com/MyAccount](https://xcelenergy.com/MyAccount)  
and click on **Pay Now** to sign up.**

**Colorado (PSCo)**

**Gas**

**Name of Campaign:** eBill/MyAccount/Notificaitons

**Category:** Out of Home

**FERC Account:** 909

**JDE/SAP:**

5600561

850000044173

**Cost:** \$4,203

Placement	Timing
Denver	Oct 2018 – Jun 2019



# WAYS TO PAY

OOH – billboard



**CHOICE. EASE. OPTIONS.**

[xcelenergy.com/MyBill](https://xcelenergy.com/MyBill)

**ALWAYS *delivering.***

© 2018 Xcel Energy Inc.



**Colorado (PSCo)**

**Gas**

**Name of Campaign:** eBill/MyAccount/Notificaitons

**Category:** TV/Video

**FERC Account:** 909

**JDE/SAP:**

5600561

850000044173

**Cost:** \$14,097

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019

# Brand & Jurisdiction (CO) - My Bill

TV :30 “Less Stress” (as produced)



Delivery Guy walks toward the camera, carrying his signature red box, he’s outside a residential, suburban home.

**Delivery Guy:** Paying your monthly energy bill shouldn’t be stressful for you or your family. So today I’m delivering less stress.

We cut away from the Delivery Guy to a scene of a young family chasing around kids, sharing a tired but happy look, and picking their mail up off the counter top.

**Delivery Guy:** We have options that let you customize how you manage your bill.



In the next scene a young guy looks like he is moving into a new apartment. He eats a microwavable dinner and sits atop stacked boxes. He taps on his phone, paying his energy bill as he does.

**Delivery Guy:** Flexible ways to pay how and when you want.



In the final scene an older couple get a bill alert on their tablet while chilling out in their backyard garden.

**Delivery Guy:** And features that let you ensure a predictable monthly payment.

We return to the Delivery Guy who has paused for a moment before continuing on.

**Delivery Guy:** You’ve got enough to worry about. Let’s make your energy bill a little less stressful.

Delivery Guy smiles, nods definitively, and walks off stage right toward a house. We cut to the end card.

**Delivery Guy VO:** Always delivering choices, for you. That’s Xcel Energy.

SUPER: Discover your bill options at [xcelenergy.com/MyBill](https://www.xcelenergy.com/MyBill).

TV	
1/7-1/20	20%
2/25-3/10, 3/25-4/7, 5/27-6/9	30%
ONLINE VIDEO	
1/7-2/24	20%
2/25-6/30	30%



**Colorado (PSCo)**

**Gas**

**Name of Campaign:** eBill/MyAccount/Notificaitons

**Category:** Email, Digital, Social Media, Web

**FERC Account:** 909

**JDE/SAP:**

5600561

850000044173

**Cost:** \$7,617

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019

# Brand & Jurisdiction (CO) - My Bill

Social “My Bill” (FB) - Broadcast Video - v1



Xcel Energy

Sponsored · 

Choices give you freedom – and freedom leads to less stress. When it comes to your monthly bill, you have the power to customize.



XCELENERGY.COM


Customize your bill

More choices. Less stress.

Learn More

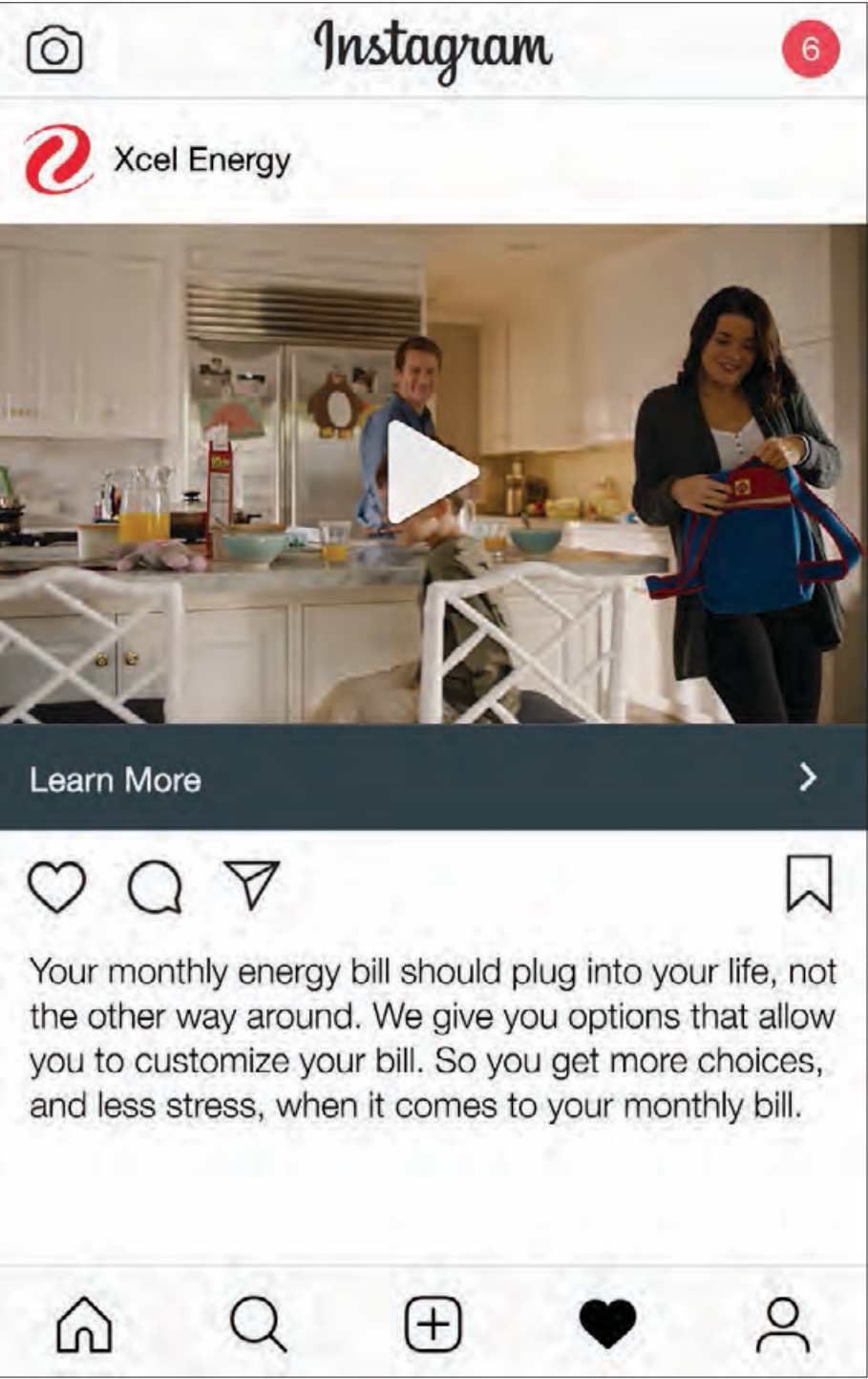
 Like

 Comment

 Share

# Brand & Jurisdiction (CO) - My Bill

Social video “My Bill” (Instagram) - v1





# Brand & Jurisdiction (CO) - My Bill

Social “My Bill” (FB) - v1



Xcel Energy

Sponsored · 

Everyone has different energy needs. So why should everyone pay their bill the same way? We have ways to customize your bill to your life.



XCELENERGY.COM

**Control your bill**

Easy, flexible, predictable.

 Like

 Comment

 Share

# Brand & Jurisdiction (CO) - My Bill

Animated 300x250 digital banner ad, MyBill - v1



V2	
FRAME 1:	Easy automated payments.
FRAME 2:	Hands-on control.
FRAME 3:	Predictable monthly payments.
FRAME 4:	Whatever it takes to bring you a better bill.
BUTTON:	Learn More

WEATHER WATCHERS	
4/15-5/12	100%
DENVER POST	
1/17-1/27, 2/25-3/31	50%



## Brand & Jurisdiction (CO) - My Bill

NEWS

WEATHER

SPORTS

TOP SPOTS

VIDEO

CONTESTS & MORE

CBS4

WATCH NOW

48°

CONTROL HOW,  
WHEN AND EVEN WHAT  
YOU PAY EACH MONTH.

Learn More

ALWAYS delivering.

Goat Seems To Have  
Joined Elk Herd In  
Colorado

A domestic goat has been hanging out with a herd of elk west of Loveland.

Driver Backs Car Halfway Into Apartment's Kitchen

Colorado's Missy Franklin Announces Retirement At Age 23

'We Have Defeated ISIS': White House Orders Pentagon To Pull Troops From Syria Immediately

City Leaders Table Drone Ban Proposal After Professionals Raise Concerns

Missing 15-Year-Old Boy Considered Endangered, Needs Medication

19-Year-Old Motorcyclist Fights For His Life After Being Hit By DUI Suspect

LATEST WEATHER

High Wind Warning

Denver, CO

48°

Broken Clouds Feels like 40°

love has no labels

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TV SCHEDULE

12:00 PM CBS4 News at Noon

12:30 PM The Bold and the Beautiful

1:00 PM The Talk

2:00 PM Let's Make a Deal

3:00 PM Hot Bench

CHECK IT OUT

Mile High Holidays

Together 4 Colorado Toy Drive

TOGETHER 4 COLORADO

Make

<b>WEATHER WATCHERS</b>	
4/15, 4/29	<b>100%</b>



## Brand & Jurisdiction (CO) - My Bill

## Weather Watchers Page Banners



<b>WEATHER WATCHERS</b>	
4/15-5/12	<b>100%</b>

# UNDERSTANDING YOUR ENERGY BILL

STATIC: 300x250 Digital Ad



ANIMATED: 300x250 Digital Ad




ALT	
FRAME 1:	Rates, usage, charges, schedules.
FRAME 2:	Your energy bill is packed with info.
FRAME 3:	We can help you unpack it all.
FRAME 4:	Understanding your energy bill.
BUTTON:	Learn More




# UNDERSTANDING YOUR ENERGY BILL

Social (FB)





The better you understand your energy bill, the easier it is to track your energy use and plan for your budget.




**Knowledge is power**

Understanding your energy bill

 Like

 Comment

 Share



# CUSTOM DUE DATE

STATIC: 300x250 Digital Ad



ANIMATED: 300x250 Digital Ad



# UNDERSTANDING YOUR ENERGY BILL

STATIC: 160x600 Digital Ad

UNDERSTAND  
YOUR  
ENERGY BILL.

Learn More



**Xcel**Energy

ALWAYS delivering.



ANIMATED: 160x600 Digital Ad

EVER LOOK  
AT YOUR  
ENERGY  
BILL AND  
WONDER:



**Xcel**Energy

ALWAYS delivering.



"WHAT DOES  
THIS ALL  
MEAN?"



**Xcel**Energy

ALWAYS delivering.



WE CAN  
EXPLAIN.  
IN FACT,  
WE'D LOVE  
TO.



**Xcel**Energy

ALWAYS delivering.



UNDERSTAND  
YOUR  
ENERGY BILL.

Learn More



**Xcel**Energy

ALWAYS delivering.







# CUSTOM DUE DATE

Social (FB) - For Colorado


Option A





Want to pay your bill on your own terms? Custom Due Date lets you choose a billing date that fits your schedule.



**Make your bill more yours**  
Learn about billing options


 Like

 Comment


 Share

Social (FB)


Option B





Custom Due Date lets you choose a billing date to fit your schedule, and Averaged Monthly Payment helps you avoid surprises.



**Make your bill more yours**  
Learn about billing options

 Like

 Comment

 Share

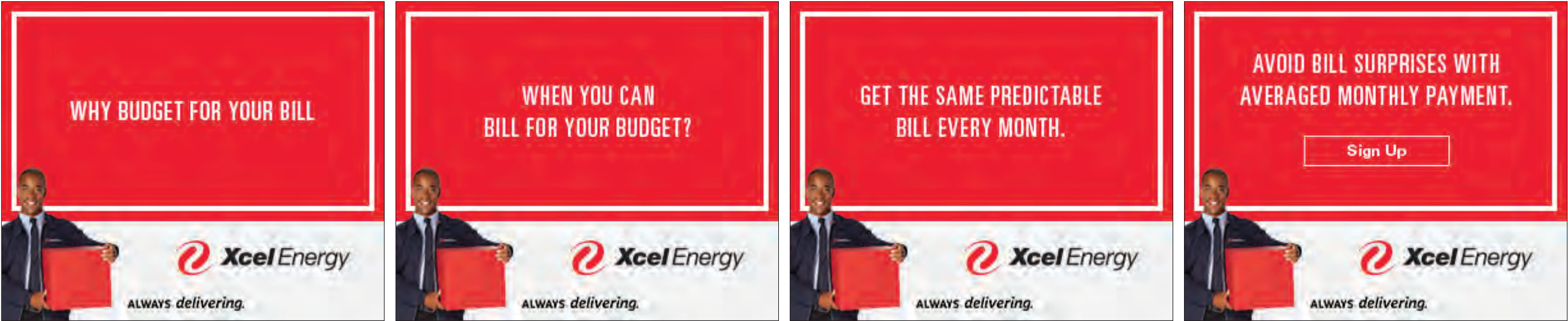


# AVERAGED MONTHLY PAYMENT

STATIC: 300x250 Digital Ad




ANIMATED: 300x250 Digital Ad




ALT	
FRAME 1:	When your energy bill is the same every month,
FRAME 2:	There are never any surprises.
FRAME 3:	That's the best kind of boring.
FRAME 4:	Avoid bill surprises with Averaged Monthly Payment.
BUTTON:	Sign Up

# AVERAGED MONTHLY PAYMENT

Social (FB)


 Xcel Energy


You can't predict the future, but with Averaged Monthly Payment, you can actually control it, and avoid bill surprises.




**Averaged Monthly Payment**

Take control and learn more

 Like

 Comment

 Share

# eBILL

STATIC: 300x250 Digital Ad



ANIMATED: 300x250 Digital Ad



ALT	
FRAME 1:	Where’s your latest energy bill?
FRAME 2:	If you have eBill, it’s on your phone.
FRAME 3:	Or your computer. Or just about anywhere else.
FRAME 4:	eBill: fast, convenient and accessible everywhere.
BUTTON:	Sign Up



STATIC: 160x600 Digital Ad

GET YOUR  
ENERGY BILL  
ANYWHERE,  
ANY TIME.

Get eBill



**Xcel**Energy

ALWAYS delivering.



ANIMATED: 160x600 Digital Ad

WHERE  
DO YOU  
HAVE YOUR  
ENERGY BILL  
DELIVERED  
TO?



**Xcel**Energy

ALWAYS delivering.



IF THE  
ANSWER IS,  
“ANYWHERE  
AND  
EVERYWHERE  
I GO”



**Xcel**Energy

ALWAYS delivering.



CONGRATS,  
YOU’VE  
GOT eBILL.



**Xcel**Energy

ALWAYS delivering.



GET YOUR  
ENERGY BILL  
ANYWHERE,  
ANY TIME.

Get eBill




**Xcel**Energy


ALWAYS delivering.



Social (FB)



Is there a place you keep your energy bills? If you've got eBill, that place is "everywhere."



*ALWAYS delivering.*

**Sign up for eBill**  
Access your bill anywhere

Like

Comment

Share

ALT 1	
TEXT:	What's so great about eBill? It's faster, environmentally-friendlier and you can access it from virtually anywhere.
HEADLINE:	Sign up for eBill
LINK:	Say goodbye to your paper bill

ALT 2	
TEXT:	With eBill, your energy bill is always a tap away. Or a click. Or a voice command. Or a gesture, if you're really fancy.
HEADLINE:	Sign up for eBill
LINK:	Access your bill anywhere

ALT 3	
TEXT:	Are you sitting down? Standing up? Laying in a hammock? Wherever you are, eBill lets you access your bill in an instant.
HEADLINE:	Sign up for eBill
LINK:	Access your bill anywhere

# AUTO PAY

STATIC: 300x250 Digital Ad




SINGLE LINE ANIMATED: 300x250 Digital Ad






# AUTO PAY

Social (FB)

 Xcel Energy


With Auto Pay handling your bill, you never have to think about it. You auto try it!





ALWAYS *delivering.*

Auto Pay

Never miss another payment

 Like

 Comment

 Share

# WAYS TO PAY

STATIC: 300x250 Digital Ad



ANIMATED: 300x250 Digital Ad




ALT	
FRAME 1:	It's your bill.
FRAME 2:	Pay it your way.
FRAME 3:	Online, by phone, in person and our mobile app.
FRAME 4:	It's good to have options.
BUTTON:	Ways to Pay




# WAYS TO PAY

Social (FB)

Option A



Online, by phone, in person, or best of all, through the Xcel Energy mobile app.




**Where there's a bill...**  
...there's a better way to pay.

Like


Comment

Share

Option B



They say there are two kinds of people in this world. We say there's more than that. So we offer more payment options.



**Options that suit you**  
App, online, phone & in person

Like

Comment

Share



**Colorado (PSCo)**

**Gas**

**Name of Campaign:** eBill/MyAccount/Notificaitons

**Category:** Radio

**FERC Account:** 909

**JDE/SAP:**

5600561

850000044173

**Cost:** \$9,106

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019

# WAYS TO PAY

**RADIO, :30 (as produced)**

*Ambient sounds of a residential neighborhood open the spot as the footsteps of the Delivery Guy can be heard over-top.*

**DELIVERY GUY:** Xcel Energy Delivery Guy here—today I’m delivering the power to choose. As in, choose, how, when and even what to pay for your monthly energy bill. We’ve got a variety of different bill options and programs that let you personalize the way you pay. After all, the right bill for Jim, might not work for Jane—that’s why it’s important to make sure there’s something that works for you.

*SFX fade as music cues.*

**DELIVERY GUY:** Always delivering options. That’s Xcel Energy.  
Responsible by Nature.

**MUSIC:** Up and out.

**RADIO, :15 (as produced)**

*Ambient sounds of a residential neighborhood open the spot as the footsteps of the Delivery Guy can be heard over-top.*

**DELIVERY GUY:** Xcel Energy Delivery Guy here—today I’m delivering the power to choose. We’ve got a variety of bill options that let you personalize the way you pay each month. After all, the right bill for Jim, might not be right for Jane.

*SFX fade as music cues.*

**DELIVERY GUY:** Always delivering options. That’s Xcel Energy.

**MUSIC:** Up and out.

**Colorado (PSCo)**

**Gas**

**Name of Campaign:** eBill/MyAccount/Notificaitons

**Category:** Production, Planning, Research

**FERC Account:** 909

**JDE/SAP:**

5600561

850000044173

**Cost:** \$7

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019



**Gas**

**Name of Campaign:** Mandatory Gas

**Category:** Onsert

**FERC Account:** 909

**JDE/SAP:**

5600586

200002770063

**Cost:** \$621

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019

- Cuando utilice equipo eléctrico siempre exponga la línea con la mano antes de operar el equipo.
- Llame al 811 para volver a verificar en caso de que pierda las marcas o tenga alguna pregunta.

Xcel Energy no puede localizar líneas que le pertenecen a terceros, incluidos tuberías de gas o cables eléctricos instalados por el cliente. Para más información sobre excavar con seguridad visite [xcelenergy.com/811](http://xcelenergy.com/811).

### Líneas propiedad del cliente

Xcel Energy es propietaria y mantiene las tuberías de gas natural desde la calle hasta los medidores de los clientes, pero como dueño de la propiedad usted es el responsable de dar mantenimiento a cualquier tubería de gas natural desde la salida del medidor hasta los aparatos electrodomésticos y equipos que operan con gas. En algunos casos es posible que el medidor se encuentre en la tubería de su propiedad o lejos de su casa o negocio.

La tubería propiedad del cliente puede ser subterránea o estar por encima de la superficie, y las tuberías de gas enterradas pueden correr desde el medidor hasta una cochera, un calentador de alberca u otras ubicaciones. Debido a que las tuberías de gas subterráneas pueden tener fugas y las tuberías de metal sufren corrosión con el paso del tiempo, usted debe solicitar una inspección periódica de las mismas y repararlas si es necesario.

Cuando excave cerca de tuberías de gas enterradas, debe localizarlas con anticipación y debe excavar a mano. Siempre debe llamar al 811 para localizar las tuberías subterráneas propiedad de sus proveedores de servicios; sin embargo, las tuberías de gas natural de su propiedad no se localizarán mediante este procedimiento. En caso necesario, los contratistas autorizados en fontanería o calefacción le pueden proporcionar ayuda en la localización, inspección, reparación y mantenimiento.

### Utilice el olfato, la vista y el oído para reconocer una fuga en una tubería

La señal más común de fuga de gas es el olor a mercaptano. Se le describe comúnmente como olor a huevos podridos o a azufre, pero aunque huele mal para la mayoría, es posible que huelga diferente para usted. Utilice esta muestra de raspar y oler para familiarizarse con el olor. Tenga en mente que es posible que no haya ningún olor. Algunos signos visibles son polvo que se dispersa en el aire, burbujeo continuo en una alberca o vegetación muerta o que está muriendo sin razón evidente. Los signos audibles pueden variar desde un ligero siseo hasta un fuerte estruendo, dependiendo del tamaño de la fuga y de la presión del gas que se está fugando. Es posible que un pequeño agujero, por ejemplo, no produzca sonido alguno.

**Si sospecha que hay una fuga de gas, abandone el área de inmediato y no use nada que pueda producir una chispa.**

Si siente el olor u otros signos en el interior de su casa o edificio, haga salir a todos de forma segura. Si el olor proviene del exterior — de su propiedad o de la propiedad de otra persona — retírense a una distancia segura y en sentido contrario al olor. Siempre siga estas pautas:

- Evite usar cualquier cosa que pudiera provocar una chispa ya que cualquier chispa puede encender el gas.
- No encienda un fósforo, no use ningún teléfono, interruptores eléctricos, aparatos electrodomésticos ni herramientas de metal, ni arranque un motor.
- Advierta a los demás que se mantengan alejados.
- Una vez a salvo **llame al 911** y luego a Xcel Energy al **800.895.2999**.

### Marcadores de las tuberías

Las tuberías de transmisión de gas transportan altos volúmenes de gas natural a través de las comunidades, zonas cercanas a escuelas, hospitales y casas. Los marcadores de las tuberías identifican toda la transmisión y algunas tuberías de distribución a alta presión; sin embargo, nunca asuma que la ausencia de una marca significa que no hay una tubería. Aunque los marcadores comúnmente siguen una ruta general de la tubería, nunca marcan la ruta, tamaño o profundidad exacta de la misma.

Los marcadores incluyen el nombre de la compañía, su número telefónico de emergencia, el producto que se encuentra en la tubería y un recordatorio de que usted debe llamar al 811 antes de excavar. Es ilegal retirar el marcador de una tubería. Visite [www.npms.phmsa.dot.gov](http://www.npms.phmsa.dot.gov) para obtener mapas de uso público de la localización de las tuberías.

Visite [xcelenergy.com/Safety](http://xcelenergy.com/Safety) para más información importante sobre seguridad.



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## Pipeline safety is your responsibility

### Pipeline purpose and reliability

Xcel Energy's natural gas network helps provide our more than two million gas customers with reliable, safe and affordable energy. We are committed to customer safety through safe pipeline operation and follow pipeline safety regulations. Our trained and qualified gas operations workforce regularly patrols and monitors our systems.

Pipeline systems exist most everywhere and include vast, but invisible networks of pipelines across the U.S. According to the National Transportation Safety Board, the safest means to deliver energy products is through buried underground pipelines. Natural gas pipelines provide essential fuel to businesses, schools, hospitals and homes. Local natural gas distribution systems typically consist of gas mains buried alongside or under streets, with even smaller pipelines that branch out to local customers.

### Know what's below before you dig: Contact 811

The majority of pipeline damages are caused from digging and excavating. Each time anyone, including you, moves earth — from digging a shallow hole to excavating — you must arrange to have all buried lines located beforehand (including electric) even if you know the location of your buried utilities. Utility companies mark their lines with colored-coded flags or paint (yellow for gas; red for electric). Follow these simple, but very important steps to dig safely:

- Pre-mark your planned dig area using white paint, chalk or flour.
- Call 811 to reach your state's one-call line and request a locate, or request one via your state's website or mobile app.
- Do not dig until your state's "wait time" has ended — wait time is defined by state and is typically two or three business days.
- Dig with care; expose the line while observing and preserving the marks.

- When using power equipment, always hand-expose the line before operating the equipment.
- Call 811 for re-verification should you lose the marks or have questions.

Xcel Energy is unable to locate lines owned by others, including customer-installed gas or electric lines. For more information about digging safely visit [xcelenergy.com/811](https://www.xcelenergy.com/811).

### Customer-owned lines

Xcel Energy owns and maintains the natural gas piping from the street to our customers' gas meters, but as the property owner you are responsible for maintaining any natural gas lines from the meter outlet to gas appliances and equipment. In some cases, the meter may be located at your property line or a distance away from your home or business.

The customer-owned piping may be above or below ground, and buried gas lines may run from the meter to a detached garage, pool heater or other locations. Because buried gas pipes can leak and metal pipes may corrode with age, you should have your buried gas pipes inspected periodically and repair them as needed.

When excavating near buried gas piping, the piping should be located in advance, and the excavation done by hand. You should always call 811 to locate underground lines owned by your utility providers; however, the natural gas piping you own will not be located as part of this process. Licensed plumbing or heating contractors can provide assistance with locating, inspection, repairs and maintenance, if necessary.

### Use smell, sight and sound to help recognize a pipeline leak

The most common warning sign of a gas leak is the odor of mercaptan. Most describe it as similar to rotten eggs or sulfur, and while it smells bad to most, it may smell differently to you. Use the scratch and sniff element in this pamphlet to become familiar with the odor. Keep in mind that there may be no odor at all. Visible signs can include dirt spraying in the air, continual bubbling in a pool of water, or dying or dead vegetation with no apparent reason. Audible signs can range from a slight hissing to a loud roar; the sound depends on the size of the leak and pressure of the gas released. A very small hole, for example, may produce no sound at all.

**If you suspect a gas leak, quickly leave the area and do not use anything that can create a spark.**

If the odor or other signs are inside your home or building, get everyone outside and safely away. If the odor is outside — of your property or someone else's — move a safe distance away and upwind of the odor. Always follow this guidance:

- Avoid using anything that can create a spark, as any spark can ignite gas.
- Don't strike a match; use any phone, electric switches, appliances or metal tools; or start an engine.
- Warn others to stay away.
- Once safely away, **call 911** and then Xcel Energy at **800.895.2999**.

### Pipeline markers

Gas transmission pipelines transport high volumes of natural gas throughout communities, including near schools, hospitals and homes. Pipeline markers identify all transmission and some high-pressure distribution pipelines; however, never assume that the absence of a marker indicates the absence of a pipeline. While markers most typically follow a pipeline's general path, they never mark the pipeline's exact path, size or depth.

The markers include the name of the company, its emergency contact phone number, the product in the pipeline, and a reminder that you must first contact 811 before digging. It is unlawful to remove a pipeline marker. Public maps for general location of pipelines are available at: [www.npms.phmsa.dot.gov](http://www.npms.phmsa.dot.gov).

Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for more important safety information.

**Know the smell of natural gas. Scratch this burner, then sniff for a whiff of natural gas.**



**Reconozca el olor del gas natural. Raspe este quemador y luego huela para identificar el olor del gas natural.**

## La seguridad de la tubería es su responsabilidad

### Finalidad y confiabilidad de la tubería

La red de gas natural de Xcel Energy ayuda a proporcionar energía fiable, segura y asequible a nuestros más de dos millones de clientes de gas. Estamos comprometidos con la seguridad de los clientes mediante la operación segura de las tuberías y cumplimos con las regulaciones de seguridad de las mismas. Nuestro personal capacitado y calificado que opera el gas, patrulla y supervisa nuestros sistemas regularmente.

Los sistemas de tuberías existen prácticamente en todos lados e incluyen vastas, pero invisibles, redes de tuberías en todo Estados Unidos. De acuerdo con el Comité Nacional para la Seguridad en el Transporte, los medios más seguros para el suministro de productos energéticos es a través de tuberías subterráneas. Las tuberías de gas natural proporciona un combustible esencial a empresas, escuelas, hospitales y hogares. Los sistemas locales de distribución de gas natural por lo general consisten de colectores de gas enterrados a lo largo de o debajo de las calles, incluidas tuberías más pequeñas que se ramifican hacia nuestros clientes locales.

### Debe saber lo que hay abajo antes de excavar: Comuníquese al 811

La mayoría de los daños de las tuberías son provocados por excavaciones y perforaciones. Cada vez que alguien, incluyéndolo a usted, mueve la tierra (desde perforar un agujero superficial hasta excavar) debe asegurarse de haber localizado previamente todas las líneas subterráneas (incluido el cableado eléctrico) aunque conozca la ubicación de sus servicios subterráneos. Las compañías de servicios públicos marcan sus tuberías con banderas codificadas por colores o con pintura (amarillo para el gas, rojo para electricidad). Siga estos sencillos pero importantes pasos para excavar con seguridad:

- Marque previamente el área que planea excavar usando pintura blanca, gis o harina.
- Llame al 811 para que le informen sobre el servicio One Call de su estado y pida un localizador, o pida uno en el sitio web o aplicación móvil de su estado.
- No excave hasta que el "tiempo de espera" de su estado haya terminado — el tiempo de espera lo define cada estado y por lo general es de dos a tres días hábiles.
- Excave con cuidado; exponga la línea observando y conservando las marcas.





## Pipeline System Integrity Adjustment

**Xcel Energy is committed to the safety of the communities it serves and is working every day to enhance gas pipeline safety across the State of Colorado.**

One of Xcel Energy's goals is to ensure you have safe, reliable natural gas service. That is why we systematically inspect, repair, and replace as necessary, portions of our more than 24,000 miles of natural gas pipelines in Colorado that deliver natural gas to your home or business. This proactive approach also complies with and complements governmental requirements.

The Pipeline System Integrity Adjustment rider (or PSIA) enables us to collect funds to pay the costs of performing this important work to modernize and upgrade our natural gas pipeline system and continue providing safe, reliable natural gas service to you. The funds collected through the PSIA help to ensure the service our customers expect and the safety of the public. We recently submitted a proposal to our state regulators for the 2019 PSIA.

If the Colorado Public Utilities Commission approves this adjustment, a typical residential natural gas customer's bill would increase by 44 cents a month, or 1.03 percent, from \$42.84 to \$43.28, based on average monthly usage of 64 therms of natural gas.

A typical small-business customer would see an increase of \$2.00 a month, or 1.10 percent, from \$181.91 to \$183.91, based on average monthly usage of 291 therms of natural gas.

These dollars will work for you in the year ahead through a variety of efforts, including:

- Assessing and replacing high-pressure, natural gas pipelines throughout Colorado and taking steps to meet federal pipeline safety requirements.
- Replacing older pipelines throughout the state, including in the Denver, Boulder, Fort Collins and other metro areas.

Additional information about the proposed 2019 PSIA is available on our website at [xcelenergy.com/company/rates\\_and\\_regulations](https://www.xcelenergy.com/company/rates_and_regulations).

**Want to understand more about where your dollar goes?  
Visit [xcelenergy.com/mybill](https://www.xcelenergy.com/mybill).**



## Natural gas safety alert. Did you know?

- 1. You might own a natural gas line.**
- 2. If so, you are responsible for maintaining it.**

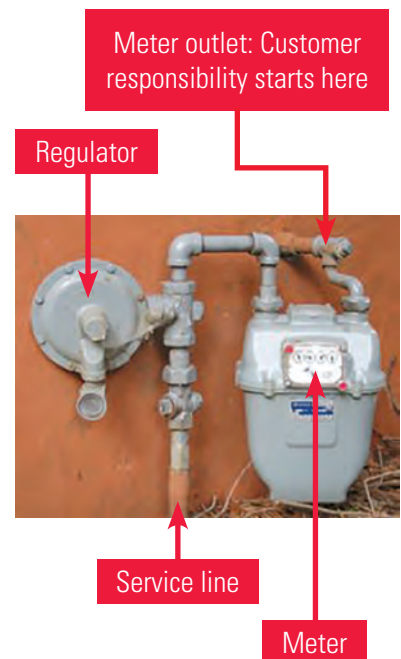
Xcel Energy owns and maintains the natural gas piping from the street to our customers' gas meters, but as the property owner you are responsible for maintaining any natural gas lines from the meter outlet to gas appliances and equipment (see example at right). In some cases, the meter may be located at your property line or a distance away from your home or business.

The customer-owned piping may be above or below ground, and buried gas lines may run from the meter to a detached garage, workshop, pool heater, outdoor gas grill, or other locations.

Buried gas pipes can leak and metal pipes may corrode with age, causing a potentially dangerous situation. For the sake of safety, please have your buried gas pipes inspected periodically and repair them as needed.

You should always call 811 to locate underground lines owned by your utility providers; however, the natural gas piping you own will not be located as part of this process. Licensed plumbing or heating contractors can provide assistance with locating, inspection, repairs and maintenance, if necessary.

After all the buried gas piping on your property has been located, any digging near it should be done by hand.



For more information on this and other safety topics, visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety).

**Gas**

**Name of Campaign:** Mandatory Gas

**Category:** Production, Planning, Research

**FERC Account:** 909

**JDE/SAP:**

5600586

200002770063

**Cost:** \$150

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019



**Gas**

**Name of Campaign:** Renewable And Choice Programs

**Category:** Interactive

**FERC Account:** 909

**JDE/SAP:**

5600561

800000044538

**Cost:** \$362

Placement	Timing
PSCo Service Territory	Oct 2018 – Sep 2019

**Gas**

**Name of Campaign:** Safety Advertising

**Category:** Radio

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$31,718

Placement	Timing
Denver	Varies

# RADIO

**“Super Safe” – :30s (All States)**

**MUSIC:** Up and under throughout.

**AVO:** YOU KNOW WHAT WE THINK A LOT ABOUT? ENERGY.

CLEAN ENERGY, SMART ENERGY, NEW ENERGY.

ALL KINDS OF ENERGY.

BUT, YOU KNOW, THE SAFE KIND.

THAT'S WHY AT XCEL ENERGY, WE'RE USING FUTURE STUFF LIKE DRONES, A.I. AND VIRTUAL REALITY TO HELP MAKE THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE AND SAFER.

LIKE, WAY SAFER.

IF YOU'RE INTO SAFE ENERGY AS MUCH AS WE ARE, VISIT [XCEL-ENERGY-DOT-COM-SLASH-SAFETY](https://www.xcel-energy.com/safety) FOR TIPS ON HOW YOU CAN LOWER YOUR ENERGY BILL AND STAY SUPER SAFE WHILE YOU DO IT.

XCEL ENERGY.



# RADIO

## “CBYD (3-Day): Safety Tips” – :30s (CO, MI, WI)

**VO:** XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE.

**Audio:** Music, SFX, etc., throughout.

**VO:** WANNA DIG? NOT A DOG? CALLEIGHT ONE ONE FIRST.

**VO:** THIS HAS BEEN A SAFETY TIP TO KEEP YOU SAFE FROM XCEL ENERGY.

*BRIEF PAUSE*

**VO:** XCEL ENERGY PRESENTS: ANOTHER SAFETY TIPS TO KEEP YOU SAFE.

**VO:** BEFORE YOU TURN YOUR YARD-SHAPED YARD INTO A POOL-SHAPED HOLE, CALL EIGHT ONE ONE AT LEAST THREE BUSINESS DAYS BEFORE YOU DIG.

**VO:** THESE HAVE BEEN SAFETY TIPS TO KEEP YOU SAFE FROM XCEL ENERGY.

**VO:** VISIT XCELENERGY-DOT-COM-SLASH-SAFETY TO LEARN MORE.

**VO:** STAY SAFE OUT THERE.

# RADIO

**“Super Safe” – :30s (All States)**

**MUSIC:** Up and under throughout.

**AVO:** YOU KNOW WHAT WE THINK A LOT ABOUT? ENERGY.

CLEAN ENERGY, SMART ENERGY, NEW ENERGY.

ALL KINDS OF ENERGY.

BUT, YOU KNOW, THE SAFE KIND.

THAT'S WHY AT XCEL ENERGY, WE'RE USING FUTURE STUFF LIKE DRONES, A.I. AND VIRTUAL REALITY TO HELP MAKE THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE AND SAFER.

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IF YOU'RE INTO SAFE ENERGY AS MUCH AS WE ARE, VISIT [XCEL-ENERGY-DOT-COM-SLASH-SAFETY](https://www.xcel-energy.com/safety) FOR TIPS ON HOW YOU CAN LOWER YOUR ENERGY BILL AND STAY SUPER SAFE WHILE YOU DO IT.

XCEL ENERGY.

# RADIO

## “Overhead Lines” – :30s (All States)

**VO:** XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE.

**Music:** Under throughout.

**VO:** LOOK AROUND. ARE YOU FIVE FEET AWAY FROM A POWER LINE? THAT'S NOT ENOUGH FEET!

**VO:** WHEN YOU SEE AN OVERHEAD POWER LINE, STAY AT LEAST TEN FEET AWAY.

**VO:** THIS HAS BEEN A SAFETY TIP TO KEEP YOU SAFE FROM XCEL ENERGY.

*BRIEF PAUSE*

**VO:** XCEL ENERGY PRESENTS: ANOTHER SAFETY TIPS TO KEEP YOU SAFE.

**VO:** IF YOU WERE TO LOOK UP HOW TO LOOK UP FOR OVERHEAD LINES, IT WOULD SAY: “LOOK UP. OVER YOUR HEAD. FOR THE OVERHEAD LINES.”

**VO:** THEN STAY AT LEAST TEN FEET AWAY.

**VO:** THESE HAVE BEEN SAFETY TIPS TO KEEP YOU SAFE FROM XCEL ENERGY.

**VO:** VISIT XCELENERGY-DOT-COM-SLASH-SAFETY TO LEARN MORE.

**VO:** STAY SAFE OUT THERE.



# RADIO

## “Natural Gas” – :30s (All States)

**VO:** XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE.

**Audio:** Music, chickens clucking, ringing phone, etc., throughout.

**VO:** IF YOU SMELL THE SMELL OF ROTTEN EGGS, WHICH IS LIKE THE SMELL OF NATURAL GAS, FIRST LEAVE, THEN CALL NINE ONE ONE.

**VO:** THIS HAS BEEN A SAFETY TIP TO KEEP YOU SAFE FROM XCEL ENERGY.

*BRIEF PAUSE*

**VO:** XCEL ENERGY PRESENTS: ANOTHER SAFETY TIPS TO KEEP YOU SAFE.

**VO:** IF YOU HEAR A HISSING SOUND OUTSIDE AND YOU DON'T SEE A BUNCH OF SNAKES, IT COULD BE A GAS LEAK.

**VO:** FIRST LEAVE, THEN CALL NINE ONE ONE.

**VO:** THESE HAVE BEEN SAFETY TIPS TO KEEP YOU SAFE FROM XCEL ENERGY.

**VO:** VISIT XCELENERGY-DOT-COM-SLASH-SAFETY TO LEARN MORE.

**VO:** STAY SAFE OUT THERE.

## **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](https://www.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](https://www.xcelenergy.com/Safety). We're always delivering safety tips. That's Xcel Energy.



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

Radio, :30 “Safety in Numbers” - LAW 2 DAYS (NM, SD, TX) (as produced)

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. The law says 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, :30 “Safety in Numbers” - LAW 3 DAYS (CO, MI, ND, WI) (as produced)

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. The law says 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 3 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.

# Educational–Natural Gas (CO, MI, MN, ND, WI)

**Radio, :30 “Three Parts” (As Produced)**

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.

# Educational-Overhead Lines (CO, MI, MN, ND, NM, SD, TX, WI)

**Radio, :30 “Friendly Reminder” (as produced)**

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

**Delivery Guy:** Xcel Energy Delivery Guy here today with an important message for you and your loved ones. Power lines deliver energy safely, but they can be dangerous if you get too close. Whether they’re laying on the ground, or even when they’re up in the air, you’ve got to keep your distance. So make sure to always keep yourself and your tools at least 10 feet away from any power lines at all times. Because we’re all about keeping you safe.

Cross fades with music resolve from TV.

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

MUSIC: Up and out.



**Gas**

**Name of Campaign:** Safety Advertising

**Category:** TV/Video

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$111,373

Placement	Timing
Denver	Varies

# TV

## “Super Safe” – :30s (All States)



Video: Various shots of energy in use: Lights being turned on, POV shot suggesting electricity traveling through power lines, etc.

SFX: Sounds and appropriate ambient noises accompany each shot.



**VO:** BUT YOU KNOW, THE SAFE KIND.

Video: Still looking at the same power outlet mounted on the wall, a hand reaches in and plugs in his amp —> cut wide: to see college kids rocking out in the garage. Cut to: A nurse ending her night shift unplugs her EV vehicle in the hospital parking garage and blasts off home. A new father turns up his smart thermostat, making sure the temperature is just right for his new added child. A mother in a bathrobe fires up the stove burner beneath a tea kettle in the blue light of dawn.



**VO:** YOU KNOW WHAT WE THINK A LOT ABOUT? ENERGY.

Video: A hand flicks a switch on a wall.

**VO:** CLEAN ENERGY. SMART ENERGY. NEW ENERGY. ALL KINDS OF ENERGY.



**VO:** THAT'S WHY AT XCEL ENERGY, WE'RE USING FUTURE STUFF LIKE DRONES, AI AND VIRTUAL REALITY TO MAKE THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE, AND — YOU GUESSED IT — SAFER.

Video: Two Xcel Employees watch pilots launch a drone in the middle of an open field —> cut to: POV of drone looking down at the employees as they get smaller and smaller, like two little dots on the Great Plains. Cut to the top of a turbine as a head pops out the top of the giant structure. Cut to a different technician high above the ground fixing power lines before a cityscape.



Video: A bolt of lightning etches across a night sky. The camera pulls back to reveal it's actually a contained electrical current jumping from one wire to another —> cut to: drone footage following a power line —> cut to: POV inside a power line wire chasing vibrant flutters of electric light —> as the camera reaches the end of the wire, it pulls out a tiny little hole —> camera continues pulling back to reveal the tiny hole was a power outlet mounted on a wall inside a garage.



**VO:** FOR YOU, FOR US, FOR EVERYONE.

Video: We climax with a crisp emotional resolution as we intercut with emotional expressions from Xcel employees and our real people using power in their everyday lives. The burst of cinematic energy will erase the line between employee and customer, creating a sense of unity: just people working together to make the world a better place.

Logo: Xcel Energy  
Super: Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for safety tips.

## 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.



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 an afternoon scene where a utility worker 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 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:



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 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](http://xcelenergy.com/Safety).



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**DG:** Always delivering. That's Xcel Energy.

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# Educational-Safety First (CO, MI, MN, ND, NM, SD, TX, WI)

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.

# DIGITAL VIDEO

CBYD 3-DAY “Reasons” –15s (CO, MI, WI)



Audio: [Description of music and/or track title/composer/artist goes here.]

SUPER: XCEL ENERGY PRESENTS: Safety tips to keep you safe

Video: We see a person endlessly digging a hole.

VO: IF YOU'RE PLANTING A GARDEN, BURYING A TIME CAPSULE OR HOSTING A TRADITIONAL HAWAIIAN LUAU WHERE YOU COOK A PIG IN A HOLE IN THE GROUND, CALL 811 BEFORE YOU DIG.

CTA SUPER: Call 811 at least three business days before you dig.

VO: Stay safe out there.

LOGO: XCEL ENERGY

SUPER: [XcelEnergy.com/safety](https://www.xcelenergy.com/safety)



# DIGITAL VIDEO

CBYD 3-DAY “Shrub” –15s (CO, MI, WI)



Audio: [Description of music and/or track title/composer/artist goes here.]

SUPER: XCEL ENERGY PRESENTS: Safety tips to keep you safe

Video: We open on a row of shrubs.

VO: THESE ARE SHRUBS. AND TO PLANT THEM, YOU NEED TO GET THEM INTO THE GROUND.

BUT BEFORE YOU DO THAT, YOU NEED TO CALL 811. OR YOU CAN STICK WITH

THE WHOLE SHRUBS IN A BUCKET THING.

CTA SUPER: Call 811 at least three business days before you dig.

VO: Stay safe out there.

LOGO: XCEL ENERGY

SUPER: [XcelEnergy.com/safety](https://www.xcelenergy.com/safety)



# DIGITAL VIDEO

## Natural Gas “Hissing” –15s (All States)



Audio: [Description of music and/or track title/composer/artist goes here.]

SUPER: XCEL ENERGY PRESENTS: Safety tips to keep you safe

Video: Open on a locked shot of a gas meter beside a suburban home. We hear hissing over picture.

VO: IF YOU HEAR A HISSING SOUND OUTSIDE AND THERE AREN'T A BUNCH OF SNAKES OUT THERE, IT COULD BE A NATURAL GAS LEAK. LEAVE AND THEN CALL 911.

CTA SUPER: Suspect a gas leak? Leave, then call 911.

VO: Stay safe out there.

LOGO: XCEL ENERGY

SUPER: [XcelEnergy.com/safety](https://www.xcelenergy.com/safety)

# DIGITAL VIDEO

## Natural Gas “Furnace” –15s (All States)



Audio: [Description of music and/or track title/composer/artist goes here.]

SUPER: XCEL ENERGY PRESENTS: Safety tips to keep you safe

Video: We open on a furnace. We slowly zoom in.

VO: IF YOU SMELL A SMELL THAT SMELLS LIKE SULFUR, WHICH SMELLS LIKE ROTTEN EGGS, IT COULD BE NATURAL GAS. LEAVE, THEN CALL 911.

CTA SUPER: If you smell natural gas, leave, then call 911.

VO: Stay safe out there.

LOGO: XCEL ENERGY

SUPER: [XcelEnergy.com/safety](https://www.xcelenergy.com/safety)

# DIGITAL VIDEO

## Overhead Lines –15s (All States)



Audio: [Description of music and/or track title/composer/artist goes here.]

SUPER: XCEL ENERGY PRESENTS: Safety tips to keep you safe

Video: We open on overhead lines, barely moving. We cut between near-still images of other overhead lines and a downed power line as the voiceover goes on.

VO: THIS IS AN OVERHEAD LINE. HERE'S A DROOPY ONE. HERE'S ONE ON THE GROUND. HERE'S ONE WITH A BIRD ON IT. NOW THAT YOU KNOW WHAT TO LOOK FOR STAY AT LEAST TEN FEET AWAY.

CTA SUPER: Stay at least 10 feet away from all power lines.

VO: Stay safe out there.

LOGO: XCEL ENERGY

SUPER: [XcelEnergy.com/safety](https://www.xcelenergy.com/safety)



**Name of Campaign:** Safety Advertising

**Category:** Email, Digital, Social Media, Web

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$43,871

Placement	Timing
PSCo Service Territory	Varies

## Safety BANNERS

### CBYD 3 DAY (A)

- Animated
  - 300x250
  - 160x600
  - 300x600
  - 728x90
- Static
  - 320x50
  - 300x50



FRAME 01



FRAME 02



END FRAME

*ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.*

## Safety BANNERS

### CBYD 3 DAY (B)

- Animated
  - 300x250
  - 160x600
  - 300x600
  - 728x90
- Static
  - 320x50
  - 300x50



FRAME 01



FRAME 02



END FRAME

ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.



## Safety BANNERS

### NATURAL GAS (A)

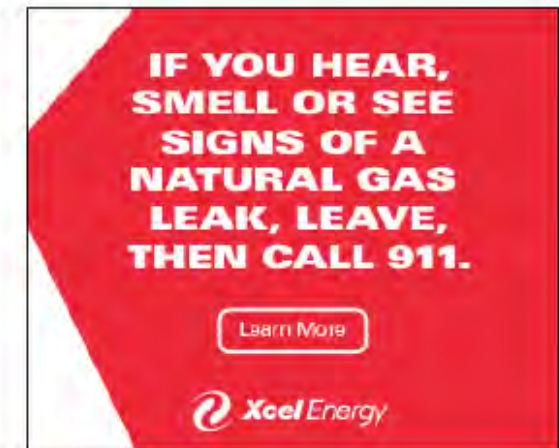
- Animated
  - 300x250
  - 160x600
  - 300x600
  - 728x90
- Static
  - 320x50
  - 300x50



FRAME 01



FRAME 02



END FRAME

*ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.*

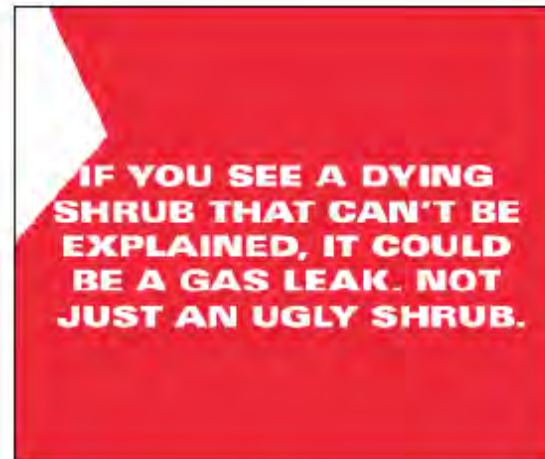
# Safety BANNERS

## NATURAL GAS (B)

- Animated
  - 300x250
  - 160x600
  - 300x600
  - 728x90
- Static
  - 320x50
  - 300x50



FRAME 01



FRAME 02



END FRAME

ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

# Safety BANNERS

## OVERHEAD LINES (A)

- Animated
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  - 160x600
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  - 728x90
- Static
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  - 300x50



FRAME 01



FRAME 02



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ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

# Safety BANNERS

## OVERHEAD LINES (B)

- Animated
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  - 728x90
- Static
  - 320x50
  - 300x50



FRAME 01



FRAME 02



END FRAME

*ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.*



# Educational-CBYD 3 Days Law (CO, MI, ND, WI)

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. It's the law, dig it?.

Title card fades up as Delivery Guy exits scene.



TITLE: Call 8-1-1 at least 3 business days before you dig / xcelenergy.com / Logo and tag

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

# Educational-Natural Gas (CO, MI, MN, ND, WI)

Pre-Roll :15 (as produced)



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

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

# Educational-Overhead Lines (CO, MI, MN, ND, NM, SD, TX, WI)

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 VO:** 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 safely. That's Xcel Energy.



Social (Facebook) v1

 Xcel Energy

Our nearly 3000 utility pros are always working to deliver energy safely to your home—because your safety is important to us.



**Stay Safe**  
Keep 10' From Power Lines

 Like  Comment  Share

v2

 Xcel Energy

When severe weather strikes, we're there to make sure your power is back on as quick—and safe—as possible.



**Stay Away, Stay Safe**  
Downed Lines Are Dangerous

 Like  Comment  Share



Social (Facebook) Carousel v3

 Xcel Energy


...

Your safety matters to us. It's why we're committed to helping deliver safe, reliable energy to our communities every day.



ALWAYS *delivering.*

**Keep Yourself Safe**  
Get Energy Safety Tips

 Like

 Comment

 Share

 Xcel Energy

...

Your safety matters to us. It's why we're committed to helping deliver safe, reliable energy to our communities every day.



ALWAYS *delivering.*

**Keep Yourself Safe**  
Get Energy Safety Tips

 Like

 Comment

 Share

 Xcel Energy

...

Your safety matters to us. It's why we're committed to helping deliver safe, reliable energy to our communities every day.



ALWAYS *delivering.*

**Keep Yourself Safe**  
Get Energy Safety Tips

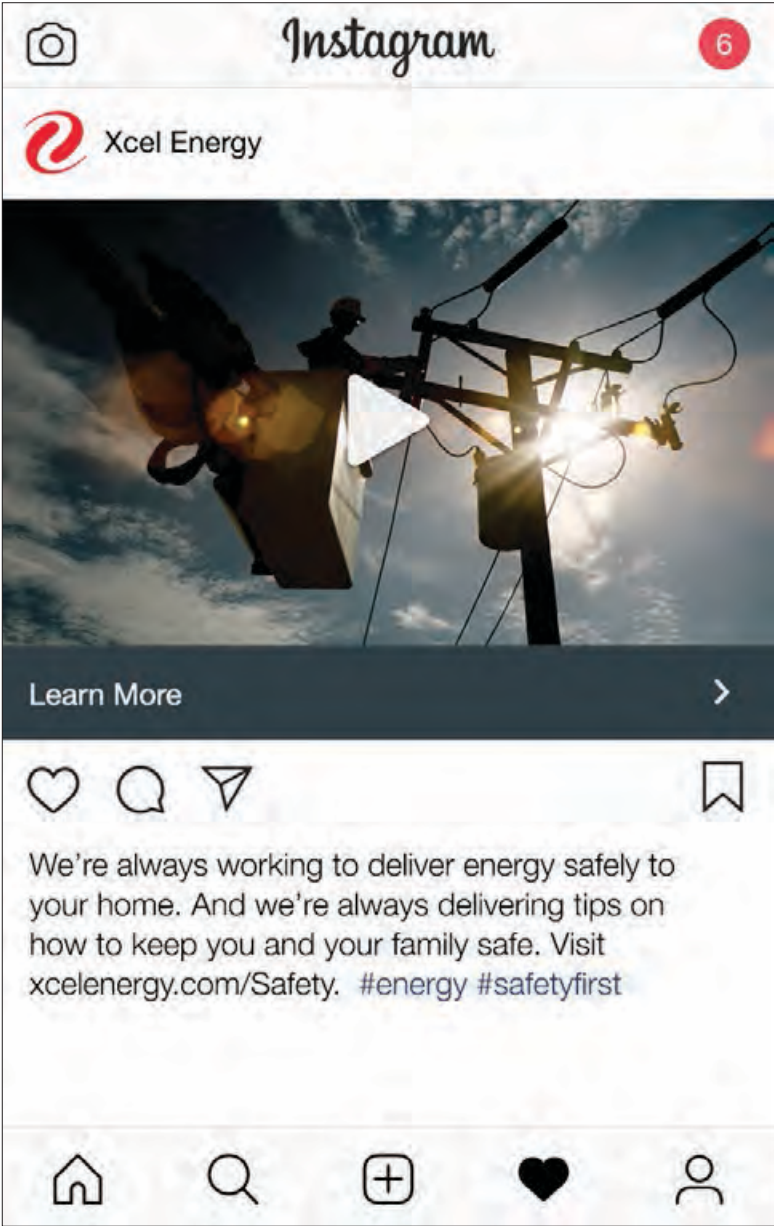
 Like

 Comment

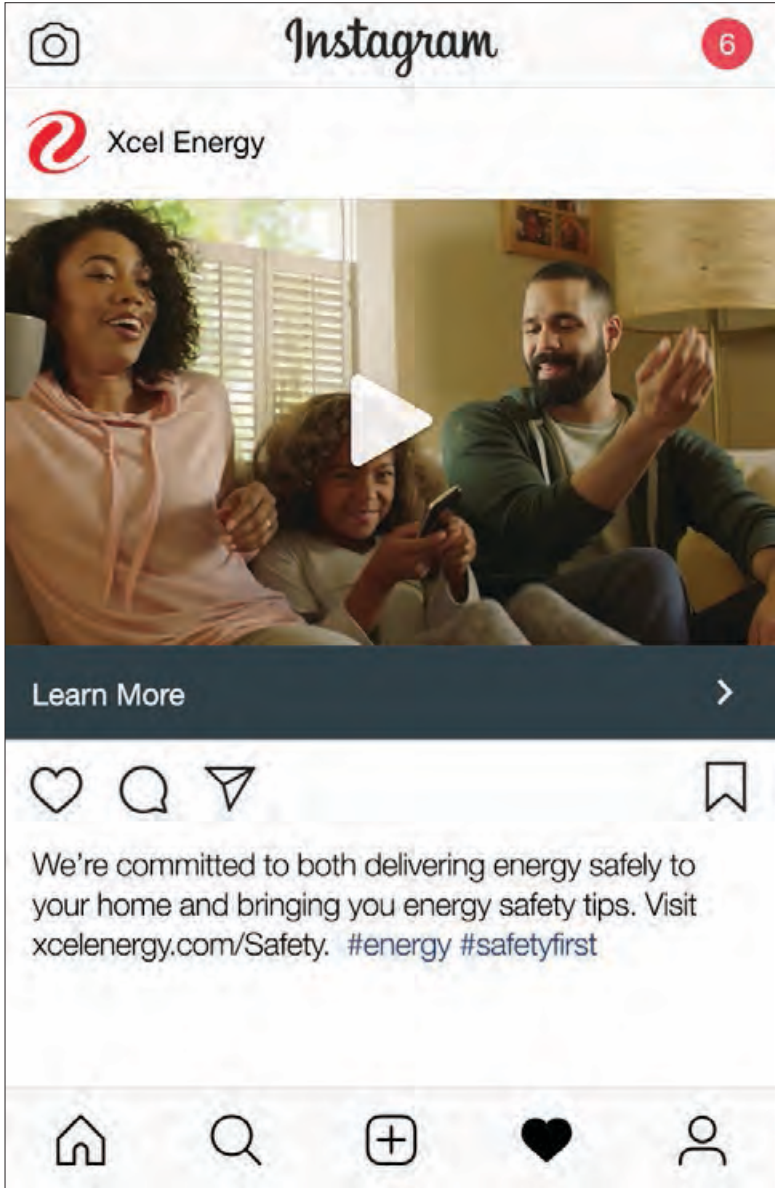
 Share

# Anthem (CO, MI, MN, ND, NM, SD, TX, WI)

Social (Instagram) video v1




Social (Instagram) video v2






# Educational-CBYD 3 Days Law (CO, MI, ND, WI)


Social (Facebook) v1





It's critical to find out what's underground before you dig in your yard. It's also the law. Call at least 3 days beforehand.



**Call 811 before you dig.**  
Keep your family safe.

 Like

 Comment

 Share

Social (Facebook) v2



Planning some yard work? Call 811 at least 3 business days ahead of time to get the utility underground lines marked.



**Your safety comes first.**  
Call 811. It's the law.

 Like


 Comment

 Share




# Educational-CBYD 3 Days Law (CO, MI, ND, WI)

Social (Facebook) v3

Xcel Energy

The last thing you want to do when digging in your yard is accidentally hit a gas or electric line.





SAFETY FIRST


ALWAYS *delivering.*

**Call 811, 3 days ahead.**

Call first. It's the law.

Like


Comment

Share




# Educational-Natural Gas (CO, MI, MN, ND, WI)

Social (Facebook) v1





Xcel Energy


Natural gas is no laughing matter. If you see, smell or hear a hissing sound, get away safely and call 911.




**Trust the signs.**  
Stay safe.

 Like

 Comment


 Share

Social (Facebook) v2





Xcel Energy


Don't ignore the signs of natural gas leaks. If you smell sulphur, hear hissing or see a gas leak, get out.



**Your safety comes first.**  
Call 911 from a safe place.

 Like

 Comment

 Share

# Educational-Natural Gas (CO, MI, MN, ND, WI)

Social (Facebook) v3

Xcel Energy

When it comes to natural gas leaks, be alert for the signs: hissing sounds, a rotten egg smell or hazy air.



**Safety first.**  
Get out, get safe, call 911.

Like

Comment

Share



# Educational-Overhead Lines (CO, MI, MN, ND, NM, SD, TX, WI)

Social (Facebook) v1

 Xcel Energy

If there are overhead power lines in your neighborhood, stay at least 10 feet away to stay safe.



**Your safety comes first.**  
Stay at least 10 feet away.

Like

Comment

Share

Social (Facebook) v2

 Xcel Energy

Look up, look out! Keep yourself and your tools at least 10 feet away from overhead lines at all times.



**Safety around power lines.**  
Keep your family safe.


Like

Comment


Share

# Educational-Overhead Lines (CO, MI, MN, ND, NM, SD, TX, WI)

Social (Facebook) v3


Xcel Energy


Be on the lookout! Overhead power lines can be very dangerous. Make sure to keep yourself and your tools away at all times.




Stay away to stay safe.

Stay at least 10 feet away.

Like

Comment

Share



# ICE ON METERS (CO)

Social (FB)

 Xcel Energy

Snow and ice build up dangerously on your meter. Keep it clear so it can keep working safely.



ALWAYS delivering.

**Keep your gas meter clear**

Ice and snow can build up

 Like

 Comment

 Share

**Gas**

**Name of Campaign:** Safety Advertising

**Category:** Print

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$1,363

Placement	Timing
Print Ad	Oct – Dec 2018

# ICE ON METERS (CO)

Full page print ad



**COLD HARD FACT:  
ICE ON GAS METERS  
IS DANGEROUS.**



We all know snow and ice can cause problems, and your gas meter is no exception. Icy buildup can dangerously interfere with the flow of natural gas. Gently remove any snow or ice that accumulates, and make sure to keep a clear path to your gas meter. Meanwhile, we'll make sure to keep delivering safe, reliable energy, despite the weather. **For more information, visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety).**

**ALWAYS delivering.**



© 2018 Xcel Energy Inc.

Half page print ad



**COLD HARD FACT:  
ICE ON GAS METERS  
IS DANGEROUS.**



We all know snow and ice can cause problems, and your gas meter is no exception. Icy buildup can dangerously interfere with the flow of natural gas. Gently remove any snow or ice that accumulates, and make sure to keep a clear path to your gas meter. Meanwhile, we'll make sure to keep delivering safe, reliable energy, despite the weather. **For more information, visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety).**





**ALWAYS delivering.**

© 2018 Xcel Energy Inc.




# Educational-CBYD 3 Days (CO, MI, ND, WI)

Print ad




BEFORE YOU PICK UP  
YOUR SHOVEL,  
PICK UP YOUR PHONE.



If you're planning to dig on your property, make sure to call 8-1-1 at least 3 business days before you get started! Electrical or natural gas lines could be buried just below the surface, and damaging them can be dangerous, and even deadly. A professional will stop by to mark the area for you. Whether it's a major project or just some gardening, be sure to call 8-1-1 first. It's smart. It's easy. And it's one of the ways we're always delivering ways to help you stay safe. **For more information visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety).**

**ALWAYS *delivering.***



© 2019 Xcel Energy Inc.

# Educational-Overhead Lines (CO, MI, MN, ND, NM, SD, TX, WI)

Print ad



GIVE POWER LINES THEIR  
DISTANCE. THEY'RE HIGH  
STRUNG FOR A REASON.



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](https://www.xcelenergy.com/Safety)**

**ALWAYS delivering.**

 **Xcel Energy®**

© 2019 Xcel Energy Inc.

**Name of Campaign:** Safety Advertising

**Category:** Direct Mail & Public Safety

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$157,783

Placement	Timing
Denver	Varies





#11306

# FREE Standards-Based Energy Education Resources

#11805

## RESOURCES FOR A BRIGHT TOMORROW

### Energy Safety Education Program

Brought to you by:

**Xcel Energy®**



Educational Materials Distribution  
104 Bridge Road  
Salisbury, MA 01952

## CALL BEFORE YOU DIG



**Know what's below.  
Call 811 before you dig.**

Most schools use natural gas to provide fuel for heat and cooking, and that means pipelines are nearby. Similarly, electric lines outside the school grounds deliver the power that is used inside the classroom. The single greatest cause of damage to underground utilities—such as gas pipelines and electric lines—is from excavation and outside forces. **If your school, your students or their family members plan to dig or move earth in any way—from planting a tree or shrub to repairing or installing irrigation lines or a fence—to do it safely they need to contact your state's one call center by calling 811.** Then, wait your state's required time before digging—at least two to three working days.

### Warning signs of a natural gas leak

The warning signs of a natural gas leak could be a **distinctive sulfur or rotten egg-like odor, dirt spraying or blowing in the air, a hissing or roaring sound, continual bubbling in water, or plants or grass dead or dying for no apparent reason.** If you suspect a natural gas leak:

- **Leave the area immediately and move to a safe location.**
- **Call 911.** Xcel Energy customers should also call 800.895.2999.
- **Warn others to stay away.**
- **Even a tiny spark could ignite natural gas, so refrain from the following until you are safely away:**
  - Using a telephone or cell phone until safely away.
  - Operating electric appliances or switches, such as lights, doorbells, radios, television controllers or garage door openers.
  - Striking a match or blowing out any candles.
- ***NEVER* try to extinguish a gas fire, stop the flow of gas or turn a valve on pipeline equipment.**

## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO.60 NEWBURYPORT MA

POSTAGE WILL BE PAID BY ADDRESSEE

### Xcel Energy

Educational Materials Distribution  
104 Bridge Road  
Salisbury, MA 01952-9912

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES





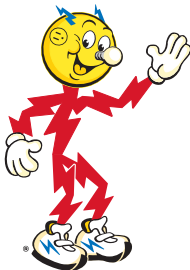


RESOURCES FOR A BRIGHT TOMORROW

It’s important for today’s students to learn how to use energy safely and responsibly. As an educator, you play a central role in conveying such lessons—helping students grow into good citizens and future leaders.

We’re glad to support you and your students by providing educational resources that address electrical and natural gas safety, renewable energy, solar safety and more. All of our materials are developed with educators and industry specialists, and they align with national and state academic standards to ensure they meet your needs. These include videos, games, activities, homework and much more.

We invite you to review this mailer and learn more about our program. Afterward, please order your free materials at **e-smartkids.net/xcelenergy** and incorporate them into your classroom work. Thank you for your commitment to energy education and safety.



Energy education curriculum



Student booklets and teacher guides

Our K–6 student booklets address critical subject matter and academic standards through thought-provoking activities, scientific experiments and informative stories. These booklets are accompanied by teacher’s guides that help you easily implement the lessons and enhance student learning.



e-SMARTkids educational website

The e-SMARTkids website is a hub for energy education, featuring dynamic content and interactive learning. The site contains comprehensive learning modules that address electrical safety, natural gas safety, renewable energy and solar safety. Additionally, the site includes interactive games, educational videos, fun activities, challenging quizzes and more.



NEW! Classroom Activity Cards

Visit the Teachers page on the **e-smartkids.net/xcelenergy** site for **FREE downloadable natural gas and electrical classroom activity cards**. Each card is a condensed classroom lesson that can be conducted on its own, or used to augment the lessons within student booklets, teacher guides and website modules. They include vocabulary words, an experiment, fun facts, a joke or brainteaser and links to other resources. There are four cards, K–3 and 4–6 versions of both electrical and natural gas safety activities.

Order your classroom resources and access a variety of educational materials online at **e-smartkids.net/xcelenergy**.

ORDER FREE TEACHING MATERIALS



Electrical and natural gas materials

Our educational safety materials are developed by educators and industry specialists—so you can be confident that they address educational standards and critical subject matter, while also meeting your teaching objectives.



**Aunt Sarah and the Amazing Power: An Energy Safety Tale**  
Grades K–2 #37415 (English) & #41075 (Spanish)

A beautifully illustrated storybook about three kittens and their aunt who realize both the benefits and hazards of electricity and natural gas. Also available in Spanish.



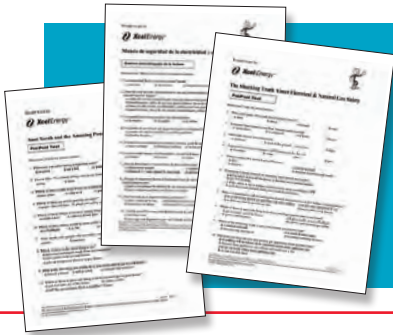
**Electrical & Natural Gas Safety World**  
Grades 3–6 #37400 (English) & #37405 (Spanish)

Addresses the subject areas of energy and earth science; principles like the states of matter; and processes like scientific investigation, making models and analyzing data. Also available in Spanish.



**The Shocking Truth About Electrical & Natural Gas Safety**  
Grades 4–6 #37410

Uses stories, experiments and activities to educate students about the science and safety of electricity and natural gas.



DOWNLOAD FREE TESTS TO MEASURE YOUR STUDENTS’ SUCCESS!

**e-smartkids.net/xcelenergy**

THREE EASY WAYS TO ORDER

- 1) **Online**—Visit **e-smartkids.net/xcelenergy**.
- 2) **Mail**—Complete the attached self-addressed, postage-paid order card and mail it.
- 3) **Fax**—Complete the attached order card and fax it to 978.463.1715.

Limit one book title per educator. Write the number of students in your class next to your title of choice. Orders for more than one book title will be adjusted. Books are limited to schools in Xcel Energy service areas. Thank you for your order. Materials will arrive in two to four weeks.

Order your FREE classroom materials from Xcel Energy

Title	# of Books
Aunt Sarah and the Amazing Power, Gr. K–2, #37415	
Aunt Sarah and the Amazing Power–Spanish, Gr. K–2, #41075	
Electrical & Natural Gas Safety World, Gr. 3–6, #37400	
Electrical & Natural Gas Safety World–Spanish, Gr. 3–6, #37405	
The Shocking Truth About Electrical & Natural Gas Safety, Gr. 4–6, #37410	

Name: \_\_\_\_\_

Role (e.g., teacher, principal, librarian): \_\_\_\_\_

School name: \_\_\_\_\_

Is this a homeschool? ☐ Yes ☐ No

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

What subject(s) do you teach? \_\_\_\_\_

For which grade(s) are you ordering? \_\_\_\_\_

How many teachers will be using these materials? \_\_\_\_\_

Comments: \_\_\_\_\_

Please visit **e-smartkids.net/xcelenergy** to provide your valuable feedback on these materials #11805



e-SMARTkids WEBSITE

Engage students and parents

Our e-SMARTkids website contains the tools you need to help students (and their parents) take positive action when it comes to natural gas and electrical safety, both at school and home.

FREE resources include

- Educational books, videos, downloadable teacher’s guides and pre/post-tests
- Multimedia online games and experiments
- Fascinating stories, fun facts and more





# WorkerSafety

Electric and natural gas safety practices for you and your employees

Brought to you by:



## Stay aware of power lines



- Survey your job site every day to locate all electric utility equipment, and point it out to your crew.
- Review your emergency plan for responding to power line contacts.
- Assume all overhead lines are energized and potentially dangerous, including the service drops that run from utility poles to buildings. Keep people, tools and equipment at least 10 feet away.
- Cranes and derricks may require clearances greater than 10 feet and should adhere to encroachment prevention precautions. For specific requirements, consult [www.osha.gov](http://www.osha.gov).
- If your equipment contacts a power line, call **911** and Xcel Energy immediately at **1.800.895.1999**. For power line assistance or questions, contact Xcel Energy.

## Damage Prevention only begins with 8-1-1

- It's the law to call **811** before you dig. Call in advance so you can work safely.
- Wait your state's required time before digging: CO, ND, MI and WI—three business days; MN, NM, SD and TX—two business days. Your call arranges for utilities to mark their underground lines, including electric cables and natural gas pipelines.
- If you don't call 811, you risk hitting an underground natural gas and/or electric line. This could lead to injuries, gas leaks, explosions, loss of service to customers and possible fines. You or your coworkers could be hurt or killed, and you may be held liable for damages and repair costs.
- Before you notify 811, outline in white your excavation route or area so locators can easily mark the affected utilities.\*
- Follow state laws for digging within the "tolerance zone" or "caution zone," a safety area that spans the width of a marked utility plus a state-mandated distance from each indicated outside edge. Failure to hand dig within the tolerance zone is the leading cause of underground Xcel Energy damages.
- Respect the marks, and dig with care. Call **811** with any concerns. For more information, visit [https://www.xcelenergy.com/community/public\\_safety/call\\_811\\_before\\_you\\_dig](https://www.xcelenergy.com/community/public_safety/call_811_before_you_dig).
- Be prepared and develop a written damage prevention plan with annual training.

\* Xcel Energy can't mark underground lines owned or installed by our customers (e.g., for a grill, garage or pool). Customers must arrange for a third-party contractor to locate and mark these lines.



## If a natural gas line is contacted



- Warn others and leave the area quickly.
- Do not squeeze or clamp off the line.
- Do not bury the line.
- Do not operate any gas pipeline valves.
- When you have reached a safe distance call **911**, then call Xcel Energy at **1.800.895.2999** to report the gas emergency. Excavators are required by law to call **911** in the event of escaping gas.
- For natural gas line assistance or questions, contact Xcel Energy at **1.800.895.2999**.
- Review your emergency plan for natural gas pipeline contact.

## Don't risk it ... use a spotter

- An equipment operator cannot safely judge the distance from the equipment to overhead power lines on their own.
- Work with a spotter whose only responsibility is to keep you and your equipment a safe distance from overhead lines and other hazards.
- Workers guiding a load from the ground are in the most danger when equipment hits an overhead power line, as electricity can travel through the tag line and through them.
- Don't risk injury or death by trying to guide a load and spot at the same time.



### Warning

Under no circumstances should you or your customers attach electric grounding or bonding wires to any part of a gas meter set. Grounding electricity to a gas meter or gas pipes creates a shock hazard and increases the risk that a gas leak will ignite or explode.

Más información sobre seguridad: [xcelenergy.com/community/public\\_safety\\_spanish](https://www.xcelenergy.com/community/public_safety_spanish)

To learn more about worker safety and order training materials, visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety).

### Order your FREE electric and natural gas safety training materials

Materials\* are available in English and Spanish and include:

#### Five Worker Beware® Visor Cards

This laminated visor card can be kept in vehicles as a quick reference for preventing accidents around power lines on the jobsite. It covers how to work safely around overhead and underground lines, and what to do in the event of a power line contact.

#### One Worker Beware DVD that contains:

- **Worker Beware video:** This video training tool contains the latest utility-related safety information and enhances our other program materials. The video uses realistic, scenario-specific modules for effective training.
- **Slide presentation:** Designed to introduce basic safety concepts, this presentation and talking points can be used to introduce the video program.
- **Trainer's guide:** This comprehensive guide addresses everything you need to run an effective safety training session.

\* If your company trims, removes or plants trees, you will also receive tree-trimming safety Visor Cards.

[e-smartonline.net/xcelworkers](https://e-smartonline.net/xcelworkers)



### FREE Safety Training Materials

1. Please check materials language you would prefer: ☐ English ☐ Spanish ☐ Both
2. How many additional visor cards? \_\_\_\_\_ English \_\_\_\_\_ Spanish
3. Where should we mail your FREE safety materials?  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_ Is this a home address? \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_
4. Number of employees (including owner):  
a. 0-5 b. 6-10 c. 11-20 d. 21-50 e. 51+
5. Primary business activity: ☐ Tree ☐ Siding/Gutter/Roofing ☐ Excavator  
☐ Public Works Other: \_\_\_\_\_
6. How will you use these safety materials? (Circle all that apply.)  
a. Safety meeting/training c. New employee orientation/training  
b. Tailgate/jobsite meeting
7. What do you think are the most important safety topics that need to be covered in training materials? \_\_\_\_\_
8. On a scale of 1-5 (1 = strongly disagree and 5 = strongly agree), how much do you agree with each of the following statements?  
\_\_\_\_ Xcel Energy is committed to the safety of workers.  
\_\_\_\_ The information Xcel Energy provides is valuable for keeping workers safe around electric and natural gas lines.  
\_\_\_\_ I expect Xcel Energy to provide workers the information necessary to get their jobs done safely around Xcel Energy's electric and natural gas infrastructure.  
\_\_\_\_ The workers at my company use the Xcel Energy safety information to work more safely around electricity and natural gas.  
\_\_\_\_ The worker materials provided by Xcel Energy help me and/or my coworkers perform their jobs more safely.

English Kit #78630, Spanish Kit #78635

#11800

# WorkerSafety

## Work safely around electric and natural gas lines

Keep this card in your vehicle visor as a quick reference guide.

### Seven steps for safe excavation

1. Plan your job and pre-mark your dig area with white paint, flags and/or stakes.
2. Call 811 several working days before you dig. For more information, visit [https://www.xcelenergy.com/community/public\\_safety/call\\_811\\_before\\_you\\_dig](https://www.xcelenergy.com/community/public_safety/call_811_before_you_dig).
3. Wait the required time for utilities to locate and mark their lines.
4. Perform a pre-excavation site survey to ensure all utilities have been located.\*
5. Respect the marks when digging.
6. Dig with care and follow hand excavating rules.
7. Communicate with utility owners through the one call center.

\* Xcel Energy can't mark underground lines owned or installed by our customers (e.g., for a grill, garage or pool). Customers must arrange for a third-party contractor to locate and mark these lines.

### Stay safe near overhead lines

- Be aware of power lines and equipment on your job site.
- Assume ALL lines are energized and potentially dangerous, even downed power lines.
- Mark a safety boundary to keep workers and equipment at least 10 feet away from overhead power lines.\*
- Use a dedicated spotter when operating heavy equipment.
- Do not try to guide a load and be a spotter at the same time.
- Know what to do if your equipment contacts a power line.

\*Lines carrying more than 50 kV require clearances greater than 10 feet. Cranes and derricks used in construction may require clearances greater than 10 feet and encroachment precautions. Call your local utility for specific clearance requirements.

### American Public Works Association color code for locator marks

Electric Power Lines	Gas, Oil or Steam	Communications Lines, Cables or Conduit
Temporary Survey Markings	Potable Water	Reclaimed Water, Irrigation and Slurry Lines
Proposed Excavation	Sewer and Drain Lines	







2019 WorkerSafety

Protect yourself, your crew and the public.

Free Poster and Visor Card Inside!

#11800

Safety Materials Distribution  
104 Bridge Road  
Salisbury, MA 01952

FREE, effective way to reduce risk

At Xcel Energy, we'd like to help contribute to your employees' safety, especially when it comes to working around overhead and underground utilities. That's why we offer you our worker safety training materials for FREE, to better help protect you, your workers and the public.

Your risks can be costly

Contacting an electric line or natural gas pipeline can have severe consequences:

- Injury or death
  - Higher insurance premiums
  - Lawsuits and property damage
  - Increased workers' compensation costs
- OSHA fines
  - Worker days lost
  - Clean-up costs
  - Worker replacement costs

Save lives, time and money

- **Avoid OSHA fines.** Our materials contain key elements that can help satisfy OSHA training regulations. Get help with your business' health and safety program by joining OSHA's Safe + Sound campaign and/or participating in Safe + Sound week, August 12-18, 2019. To learn more, visit [osha.gov/safeandsound](http://osha.gov/safeandsound).

- **Control injury-related costs.** Research indicates that safety training programs help reduce injuries and fatalities. They help you reduce fines, workers' compensation costs, lost productivity and time for paperwork or investigations.

- **Potential reduction in insurance premiums.** Studies show that safety materials can help lower insurance premiums.

- **Learn more by using our online safety resources.** Sign up for our quarterly safety bulletin, *Tips of the Trade*. To get this free email, visit [e-smartonline.net/xcelworkers/email/signup.html](http://e-smartonline.net/xcelworkers/email/signup.html).

Would you like to know more?

Free additional electric and natural gas safety tips, case studies, instructional videos and training tools can all be found on our e-SMARTworkers website at [e-smartonline.net/xcelworkers](http://e-smartonline.net/xcelworkers).



Order these FREE electric and natural gas safety training materials

Three easy ways to order

1. Online:  
Visit [e-smartonline.net/xcelworkers](http://e-smartonline.net/xcelworkers).

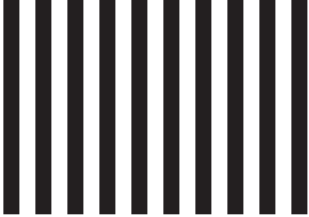
2. Mail:  
Complete the attached self-addressed, postage-paid order card and mail it.

3. Fax:  
Complete the attached order card and fax it to 978.463.1715.

Orders are filled on a first-come, first-served basis and supplies are limited, so order today. Materials will arrive in two to four weeks.



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

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**Xcel Energy**  
Safety Materials Distribution  
104 Bridge Road  
Salisbury, MA 01952-9912



WorkerSafety

Emergency Procedures  
Contact a utility line? Report even minor damage to your supervisor.  
*Keep this card in your vehicle visor as a quick reference guide.*

Gas Leak Signs

A gas leak may have a sulfur or rotten egg-like odor (but not always). Other signs may include a hissing or roaring sound, dirt spraying or blowing into the air, continuous bubbling in water, and grass or plants dead or dying for no apparent reason.

If you contact a natural gas pipeline

1. Warn others and leave the area quickly.
2. Do not use matches, cell phones, radios or lighters, as even a tiny spark could ignite the gas.
3. Do not operate any gas pipeline valves or stop the flow of gas.
4. Leave the excavation open.
5. When you have reached a safe distance, call 911 and the local natural gas utility, or the emergency number posted on pipeline markers. Always call, even if damage is a minor nick or scrape.
6. Stay away from the area until safety officials say it's safe to return.
7. Report the incident to your supervisor.

If your equipment contacts a power line

1. Move equipment away from the line if you can do so safely.
2. Stay on equipment until utility workers tell you it is safe to leave.
3. Warn others away from the line and anything it is touching.
4. Call 911 and the local electric utility immediately.
5. If fire forces you to leave your equipment, jump clear without touching equipment and the ground at the same time. Land with your feet together and shuffle away with small steps.

To report emergencies, call 911 first and then the local electric or gas utility.

Xcel Energy Electric Emergencies: 1.800.895.1999  
Xcel Energy Gas Emergencies: 1.800.895.2999  
Colorado and Texas only:  
Gas Transmission Pipeline Emergencies: 1.800.698.7811

**Name of Campaign:** Safety Advertising

**Category:** Sponsorships

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$728

**Name of Campaign:** Safety Advertising

**Category:** Production, Planning, Research

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$87,424



**Name of Campaign:** Safety Advertising

**Category:** Agency Retainer

**FERC Account:** 909

**JDE/SAP:**

5600576

850000040432

**Cost:** \$116,075