

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

Definition: The incremental amount of gross revenue required to generate an additional dollar of operating income. Gross earnings fees included.

Let: GR = Gross Revenue Conversion Factor
T= Federal and Minnesota Income Tax

Formula for Gross Revenue Conversion Factor

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

Gross Revenue Conversion Factor:

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

$$GR = 1.403351$$

The following provides an overview of recoverable advertising expenses for 2022 - 2024, along with some samples of recoverable advertisements which have run in the Minnesota Gas Jurisdiction. The recoverable categories are:

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

Northern States Power Company
State of Minnesota Gas Jurisdiction

Recoverable Advertising Expense

Category	FERC	2022 Test Year
General Advertising	930.1	16,413
Diversity Recruiting Ads		
Supplier Diversity Ads		
Job Postings		
Energy Update		
Online Information		
Mandatory Notices	928	320
Conservation (General)	908/909	13,441
Customer Programs	909	16,264
Bill Inserts / Direct mailings		
InfoSmart		
Billwise		
Paysmart		
BudgetSmart		
Energy Solutions		
Energy Update		
Online Information		
Safety Advertising	909	211,053
Billboards/Inserts		
TV, Radio Advertising		
Newspapers		
Online Information		
TOTAL Advertising in Base Rates		257,492

Northern States Power Company
State of Minnesota Gas Jurisdiction

Non-Recoverable Advertising Expense

Category	FERC	2022 Test Year
General Advertising	930.1	
Brand Imaging		(67,068)
Brand Sponsorship		(157,986)
Non-Recoverable Customer		(2,000)
TOTAL Non-Recoverable		(227,055)

* Ties to Exhibit____(BCH-1), Schedule 12 Advertising Removal Adjust

Northern States Power Company
State of Minnesota Gas Jurisdiction

Includable Advertising Expense

TOTAL GENERAL	2022 Test Year
	\$ 16,413

Name of Ad	Ad Category
Publication	General

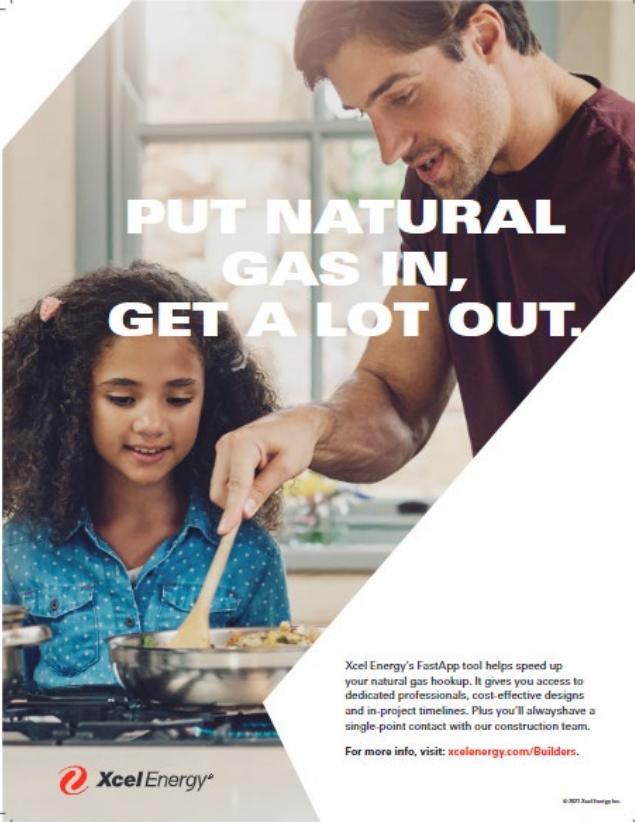
Timing	Market	Media Type
Various	Minnesota Service Territory	Mailing

Publication

Docket No. G002/GR-21-678

III. 1. Advertising


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**PUT NATURAL
GAS IN,
GET A LOT OUT.**

Xcel Energy's FastApp tool helps speed up your natural gas hookup. It gives you access to dedicated professionals, cost-effective designs and in-project timelines. Plus you'll always have a single-point contact with our construction team.

For more info, visit: xcelenergy.com/Builders.

 **Xcel Energy**

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Publication

Docket No. G002/GR-21-678

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**PUT NATURAL GAS
IN, GET A LOT OUT.**

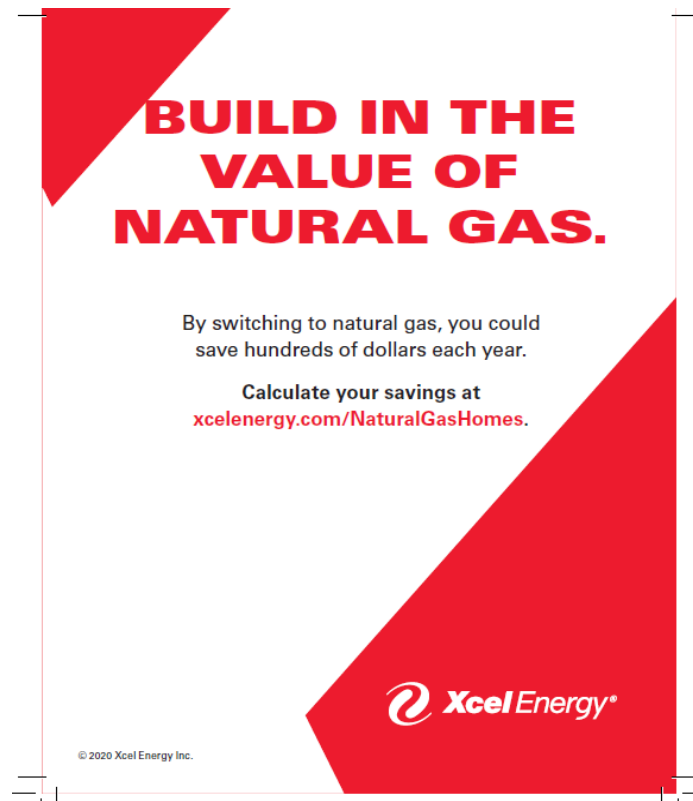
Xcel Energy's FastApp tool helps speed up your natural gas hookup. It gives you access to dedicated professionals, cost-effective designs and in-project timelines. Plus you'll always have a single-point contact with our construction team.

For more info, visit:
xcelenergy.com/Builders.



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Publication



**BUILD IN THE
VALUE OF
NATURAL GAS.**

By switching to natural gas, you could
save hundreds of dollars each year.

Calculate your savings at
[xcelenergy.com/NaturalGasHomes](https://www.xcelenergy.com/NaturalGasHomes).

 **Xcel Energy®**

© 2020 Xcel Energy Inc.

Northern States Power Company
State of Minnesota Gas Jurisdiction

Includable Advertising Expense

	2022 Test Year	
CONSERVATION AND MANDATORY COMMUNICATION - FERC 909	\$	13,761

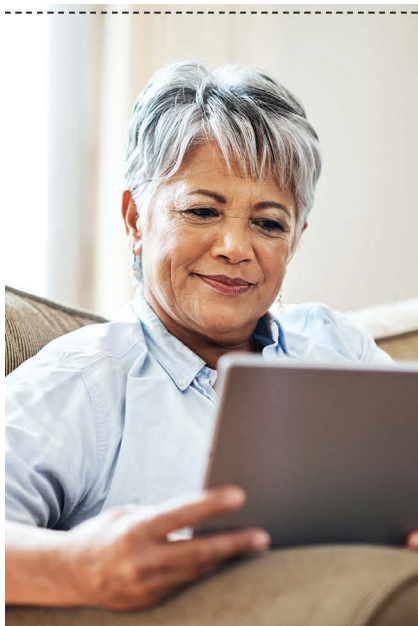
Northern States Power Company
State of Minnesota Gas Jurisdiction

Includable Advertising Expense

TOTAL CUSTOMER PROGRAMS	2022 Test Year
	\$ 16,264

Name of Ad	Ad Category	Timing	Market	Media Type
Auto Pay	Customer Programs	Varies	Minnesota Service Territory	Onsert
Budget Your Bill	Customer Programs	Varies	Minnesota Service Territory	Onsert
Online Billing -A	Customer Programs	Varies	Minnesota Service Territory	Onsert
Online Billing -B	Customer Programs	Varies	Minnesota Service Territory	Onsert

Onsert



ENROLL IN AUTO PAY

NO LATE FEES, 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.

To enroll in Auto Pay online, visit **xcelenergy.com/PayBill**.
For more information call **800.895.4999**.

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.

Onsert

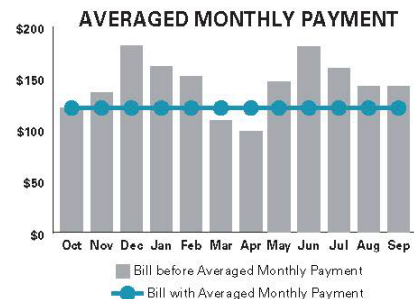
BUDGET YOUR BILL.

If you're on a budget, 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
- Consistent bill each month
- Program cancellation at anytime

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



Onsert

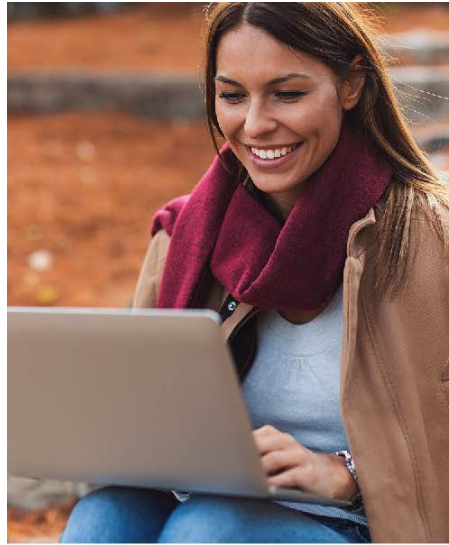


AVOID THE CLUTTER OF YOUR PAPER BILL.

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.**](https://xcelenergy.com/PayBill)

Onsert



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.**](https://xcelenergy.com/PayBill)

Northern States Power Company
State of Minnesota Gas Jurisdiction

Includable Advertising Expense

TOTAL SAFETY	2022 Test Year
	\$ 211,053

Name of Ad	Ad Category	Timing	Market	Media Type
Tip of the Trade "Safe 8"	Safety	August	Minnesota Service Territory	Print
Tip of the Trade "Crosss Bores"	Safety	August	Minnesota Service Territory	Print
"Super Safe" .30sec	Safety	Jauary - Mid August / Mid- l	Minnesota Service Territory	Radio
"Super Safe 30 sec"	Safety	Jauary - Mid August / Mid- l	Minnesota Service Territory	TV
"Super Safe .15 sec"	Safety	Jauary - Mid August / Mid- l	Minnesota Service Territory	Digital Videos
"Overhead Lines" Transcript	Safety	Jauary - Mid August / Mid- l	Minnesota Service Territory	Digital Videos
"Call Before You Dig" Transcripts	Safety	Jauary - Mid August / Mid- l	Minnesota Service Territory	Digital Videos
Call Before You Dig - 2 Day	Safety	January - April	Minnesota Service Territory	Digital Videos
Culver Company	Safety	Various	Minnesota Service Territory	Mailing
Publication	Safety	Various	Minnesota Service Territory	Mailing

Trouble viewing this email? [Click here.](#)



Play it safe: Follow this “SAFE 8” directional-drilling checklist



To reach your state's underground utility service/one-call center, call 811 or visit their online site by clicking on your state's name below.

The required “business day” wait time for each state is as follows (excludes weekends and legal holidays):

- [Colorado](#): 3 days
- [Michigan](#): 3 days
- [Minnesota](#): 2 days
- [New Mexico](#): 2 days
- [North Dakota](#): 3 days
- [South Dakota](#): 2 days
- [Texas](#): 2 days
- [Wisconsin](#): 3 days

In case of emergency, call 9-1-1 and Xcel Energy:

- Electric Emergencies: 800.895.1999
- Natural Gas Emergencies: 800.895.2999
- Colorado only: Gas Transmission Pipeline Emergencies: 800.698.7811

Please help us improve our safety tips to meet your training needs. Take our two-minute survey.

TAKE SURVEY >>

August 2020: Everyone's resources have been affected by the COVID-19 pandemic. You can help prevent locate delays by pre-marking your proposed dig area in white and notifying 811 of your planned excavation with as much lead time as is possible in your state.

To learn more about Xcel Energy's response to COVID-19, [click here](#).

Review these tips with coworkers at your tailgate or toolbox meetings before work begins to help avoid potential hazards when working near overhead power lines, and underground power or natural gas lines.

Horizontal directional drilling (HDD) is like threading a large needle through a maze of existing underground utilities—while blindfolded! Mistakes can be costly, causing injury or even death to you, your crew or the public, and you can be held liable for outages that disrupt critical community services.



As with any excavation, it's essential to notify 811 to have underground utility lines located and marked before you dig, but you've got to take it a step further when you are using HDD:

- Inform 811 that you'll be using HDD.
- Pre-mark your proposed route with white paint, stakes and/or flags to help locators identify all the utility lines in your dig area.

Then follow these “SAFE 8” drilling practices to assure your success.

1.

Verify that all facilities have been marked, and walk the planned drill path, looking for gas meters, manhole covers and other indications of underground utilities that haven't been marked. Maintain all locate documentation at the site.

2. When working within 10 feet of switch cabinets and terminal poles, expose all drill exits before boring begins.
3. Pothole all facilities at the point where your bore path will cross them. Be sure to pothole to the full depth of your bore path.
4. Look into the potholes and watch the bore head and back reamer cross all facilities.
5. Maintain a **3-foot** clearance when crossing **below** an exposed utility line.
6. Maintain a **2-foot** clearance when crossing **above** an exposed utility line.
7. Maintain a **3-foot** separation when **paralleling** underground utility lines.
8. Never stack new facilities above or below existing underground utility lines.

Would you like to know more?

Additional overhead and digging guidelines, emergency procedures, case studies, instructional videos and training tools can all be found at no charge to you on Xcel Energy's **e-SMARTworkers website**.

Do you like this email series?

Do you find the information helpful? We'd like to know. Please visit our website for other **Tips of the Trade**. **Sign up** to tell us what you think, or let us know what topics you'd like to see in future emails.

For more information on contractor safety, visit www.xcelenergy.com/safety.



Xcel Energy is a founding member of the *Gold Shovel Standard*, which is a first-of-its-kind, two-part excavation safety program. The program both certifies an excavator's policies and procedures against the *Gold Shovel Standard*, and publishes a score or rating, known as an EICO™ score, which is an ongoing measure of an excavator's excavation-safety worthiness. It is a novel and ambitious program on a North American scale to dramatically reduce damages from excavation to buried asset networks. To find out more about the *Gold Shovel Standard*, please visit goldshovelstandard.org/industry/excavators.

Having trouble viewing this email? Click here to view in a browser.



Be alert for cross bores

To learn about Xcel Energy's response to COVID-19, [click here](#).



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

To reach your state's underground utility service/one-call center, call 811 or visit their online site by clicking on your state's name below.

The required "business day" wait time for each state is as follows (excludes weekends and legal holidays):

- **Colorado:** 3 days
- **Michigan:** 3 days
- **Minnesota:** 2 days
- **New Mexico:** 2 days
- **North Dakota:** 3 days
- **South Dakota:** 2 days
- **Texas:** 2 days
- **Wisconsin:** 3 days
- **Wyoming:** 2 days

In case of emergency, call 9-1-1 and Xcel Energy:

- Electric Emergencies: 800.895.1999
- Natural Gas Emergencies: 800.895.2999
- Colorado only: Gas Transmission Pipeline Emergencies: 800.698.7811

Call before you clear a sewer clog or blockage.

Some sewer laterals may have natural gas pipelines intersecting them, in what is known as a "cross bore." So, it's critical that you contact Xcel Energy before clearing any clogged sewer or drain lines to ensure you can proceed without the risk of puncturing a natural gas line. Please call our 24-hour emergency number at **1-800-895-2999**.

Cross bore risks are on the rise

Due to more non-flushable items being flushed in toilets, we are likely to see a rise in sewer line blockages, resulting in more drain-cleaning in laterals. This heightens the risk of plumbers encountering existing cross bores.



Educating the public is a good prevention tool. Leverage your company's outreach programs to inform the public on what is flushable and what is not. Share the **#wipeslogpipes** message with your customers.

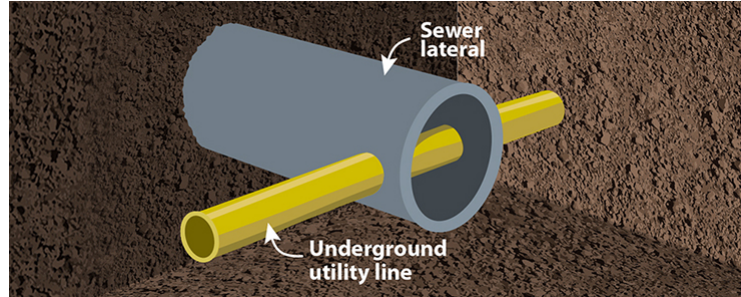
How cross bores happen

Xcel Energy uses horizontal directional digging to install natural gas lines underneath streets, driveways and mature trees. This approach is common in the utility industry because it causes less environmental disruption than open digging. Xcel Energy currently uses techniques to detect sewer lines during directional digging. Before these

techniques existed, unintentional boring through older sewer lines may have occurred.

Know the dangers

A cross bore in a sewer lateral will impede flow and lead to eventual blockage. A worker who attempts to remove the blockage can accidentally cut the gas line and cause a dangerous release of natural gas. The resulting loss of service may not be immediately apparent. Gas can migrate undetected through the lateral and concentrate in sewer lines and nearby structures, causing a potential hazard.



Take these steps to work safely:

- **Before clearing.** Always call Xcel Energy at **1-800-895-2999** before you clear a sewer clog or blockage. We will determine if any conflicts exist between our natural gas lines and the blocked sewer line. If we detect a conflict, we will notify the customer and repair/reroute the gas line.
- **During clearing.** Play it safe and always proceed as if a cross bore might be present. As you go, feel for resistance that does not resemble a tree root or other common obstruction. Natural gas utility lines are typically plastic. If you must use a cutting tool, use gas detection equipment (e.g., combustible gas indicator) and look for yellow or orange plastic on the blades when you withdraw the tool. Also, watch for bubbles escaping from the entry point of the cutting equipment or toilet.
- **If you suspect a gas leak.** Immediately warn all inhabitants and evacuate the area. Do not use a flame or anything electrical, as a spark could ignite the gas. When you reach a safe location, call **9-1-1** and Xcel Energy immediately.

Would you like to know more?

Additional overhead and digging guidelines, emergency procedures, case studies, instructional videos and training tools can all be found at no charge to you on Xcel Energy's **e-SMARTworkers** website.

Do you like this email series? Do you find the information helpful? We'd like to know. Please reply to this email and tell us what you think or let us know what topics you'd like to see in future emails.

For more information on cross bore safety, visit

www.callbeforeyouclear.com.



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“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.

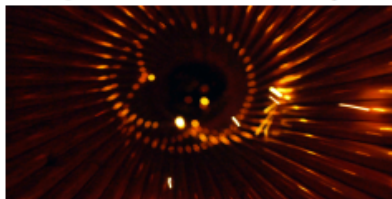
LIKE, WAY SAFER.

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.

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: 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.



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: 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 swaddled child. A mother in a bathrobe fires up the stove burner beneath a tea kettle in the blue light of dawn.



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 city scape.



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 unity: just people working together to make the world a better place.

Logo: Xcel Energy
 Super: Visit xcelenergy.com/Safety for safety tips.

Digital Videos



Video: Open on the hand turning the light switch. Cut to our energy shot. Cut to the camera coming out of the outlet.



VO: AT XCEL ENERGY, WE'RE MAKING THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE AND SAFER.



Video: Cut to the band playing. End on the shadow of the wind turbine in the field.



VO: FOR YOU. FOR US. FOR EVERYONE.



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



Logo: Xcel Energy

Digital Video Transcripts

“Overhead Lines”- 15s (All States) Video

“Call Before You Dig – 15s (All States) Video

“CBYD”– 15s

Video: Open on community garden.

Text on screen: Xcel Energy presents ‘Safety Tips to Keep you Safe’

VO: THESE ARE SHRUBS.

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

VO: BUT BEFORE YOU DO THAT, YOU NEED TO CALL 811.

VO: OR, YOU CAN STICK WITH THE WHOLE SHRUBS IN A BUCKET THING.

Text on screen: Call 811 at least two business days before you dig.

VO: Stay safe out there.

Logo: Xcel Energy

Text on screen: Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for safety tips.

DIGITAL VIDEO

CBYD 2-DAY "Shrub" –15s (MN, ND, NM, SD, TX)

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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 two business days before you dig.

VO: Stay safe out there.

LOGO: XCEL ENERGY

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

Culver Company



FREE standards-based energy education resources

#12250

FLEXIBLE SOLUTIONS FOR THE NEW SCHOOL YEAR

Free energy education resources for classroom or home

Brought to you by:



Docket No. G002/GR-21-678
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Educational Materials Distribution
104 Bridge Road
Salisbury, MA 01952



CALL BEFORE YOU DIG

The single greatest cause of damage to underground utilities—such as gas pipelines and electric lines—is from excavation and outside forces. If you, 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—state law requires you to contact 811 first. This free service will arrange to have buried utility lines located and marked so you can dig a safe distance away from them. After you contact 811, wait your state's required time for lines to be marked before you dig: at least two to three full business 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, continuous 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 leaking natural gas, so take the following precautions until you are a safe distance away.
 - Do NOT use a telephone or cell phone.
 - Do NOT operate electric appliances or switches, such as lights, doorbells, radios, television controllers or garage door openers.
 - Do NOT strike a match or blow out any candles.
- NEVER try to extinguish a gas fire, stop the flow of gas or close a valve on an underground gas pipeline.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



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



2020 School Mailer – Page 2 of 2



RESOURCES FOR A BRIGHT TOMORROW

Whether your students are in the classroom or at home this fall, our energy education resources can help them catch up on any 2020 learning losses they may have experienced, and reach grade-level standards in Language Arts/Reading and Science.



Student booklets

Convenient for classroom use

Our FREE booklets include teacher's guides and pre/post tests to help you assess learning. Our guides make it easy to implement the lessons, with detailed background information, discussion points, follow-up activities and answer keys.

Ideal for home-based learning, too!

Our booklets give students a break from screen time and feature home energy activities, such as safety inspections and experiments, to engage the whole household. When students share safety resources with their families, everyone benefits.



e-SMARTkids website

Your hub for energy education

Our e-SMARTkids website, xcelenergy.e-smartkids.com, contains comprehensive learning modules on electrical and natural gas safety, renewable energy and solar power safety. Educational games, videos, experiments and activity sheets address core educational subject matter and support academic standards. Use our website in the classroom or for remote learning assignments to be completed at home.



Classroom activity cards

Visit the Teachers page on our e-SMARTkids website, 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 these resources and access a variety of educational materials online at xcelenergy.e-smartkids.com.

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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.



Available in Spanish

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.



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.

xcelenergy.e-smartkids.com

e-SMARTkids WEBSITE



Engage students and families

Our e-SMARTkids website provides safety guidance on electrical, natural gas, renewable and solar energy. Use it to cover core subject matter and support critical Language Arts/Reading and Science standards.

FREE resources include

- Educational games, videos, experiments and worksheets for all ages
- Downloadable teacher's guides and pre/post tests
- Fascinating stories, fun facts and family-friendly activities



xcelenergy.e-smartkids.com

THREE EASY WAYS TO ORDER

- Online—Visit xcelenergy.e-smartkids.com.
- Mail—Complete the attached self-addressed, postage-paid order card and mail it.
- Fax—Complete the attached order card and fax it to 978.463.1715.

Limit one booklet 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

Name: _____	Title: _____	# of books: _____
Role (e.g., teacher, principal, librarian): _____	Aunt Sarah and the Amazing Power, Gr. K-2, #37415	
School name: _____	Aunt Sarah and the Amazing Power-Spanish, Gr. K-2, #41075	
Address: _____	Electrical & Natural Gas Safety World, Gr. 3-6, #37400	
City: _____ State: _____ Zip: _____	Electrical & Natural Gas Safety World-Spanish, Gr. 3-6, #37405	
Phone: _____ Email: _____	The Shocking Truth About Electrical & Natural Gas Safety, Gr. 4-6, #37410	
What subject(s) do you teach? _____		
For which grade(s) are you ordering? _____		
How many teachers will be using these materials? _____		
Comments: _____		

Please visit xcelenergy.e-smartkids.com to provide your valuable feedback on these materials.

#12290

2020 At Risk Worker Mailer– Page 2 of 2



Protect yourself, your
crew and the public

Brought to you by:



Gas Leak Signs

A gas leak may have a soft or rotten egg-like odor (but not always). Other signs may include a hissing or roaring sound, dirt spewing or blowing in 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 away, 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.

Xcel Energy Electric Emergencies: 800.895.1999
Xcel Energy Gas Emergencies: 800.895.3999
Colorado and Texas only:
Gas Transmission Pipeline Emergencies: 800.698.7811

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. Keep 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.

Brought to you by:



xcelenergy.com/Safety

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. To learn more, visit 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.

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.

ENGLISH &
SPANISH
MATERIALS
AVAILABLE!

Order these FREE electric and
natural gas safety training materials



Three easy ways to order

1. Online:

Visit 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
FIRST-CLASS MAIL PERMIT NO. 1 NEWBURYPORT MA

POSTAGE WILL BE PAID BY ADDRESSEE

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



2020 At Risk Worker Mailer– Page 1 of 2

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 post it out to your crew.
- Review your emergency plan for responding to power line contacts.
- Avoidance of 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 entrenchment prevention precautions. For specific requirements, consult www.xcelenergy.com.
- If your equipment contacts a power line, call 811 and Xcel Energy immediately at 800.895.2598. For power line assistance or questions, contact Xcel Energy.

DON'T RISK IT... USE A SPOTTER

- An equipment operator cannot solely 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 at 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 top line and through them.
- Don't risk injury or death by trying to guide a load and spot at the same time.

DAMAGE PREVENTION ONLY BEGINS WITH 811

- If it's the law, contact 811 before you dig. It's the only way to dig safely.
- Wait your state's required time before digging. CO, HI, MD, MI and VT—three business days; RI, 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, fires of service to customers and possible fines. You or your contractors could be hurt or killed, and you may be held liable for damages and repair costs.
- Before you notify 811, outline 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 utility 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 xcelenergy.com/community/public_safety/call_811_before_you_dig.
- Do prepare. Develop a sufficient damage prevention plan with annual training.

*Xcel Energy will mark the point of line contact on a suitable soil surface (e.g., for a pipe, a post). Customers are encouraged to hire a party contractor to locate and mark their 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 away, call 811, then call Xcel Energy, or your local natural gas provider, to report the gas emergency location.
- Are required by law to call 811 in the event of escaping gas.
- For natural gas line assistance or questions, contact Xcel Energy at 800.895.2598.
- Review your emergency plan for natural gas pipeline contact.

SAFETY VISOR CARD for your vehicle

SAFETY POSTER for the break room or work trailer

warning ⚡ 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.

Mas información sobre seguridad: xcelenergy.com/community/public_safety_spanish
To learn more about worker safety and order training materials, visit xcelenergy.com/Safety.

Order your FREE electric and natural gas safety training materials

Materials* are available in English and Spanish and include:

Free 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 job site. 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 hires, removes or plants trees, you will also receive tree-trimming safety Visor Cards.

e-smartonline.net/xcelworkers

FREE Safety Training Materials

- Please check materials language you would prefer: ☐ English ☐ Spanish ☐ Both
- How many additional visor cards? ☐ English ☐ Spanish
- Where should we mail your FREE safety materials?
Name: _____ Title: _____
Company: _____
Address: _____ Is this a home address? ☐
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____
- Number of employees (including owner):
a. 8-5 b. 6-10 c. 11-20 d. 21-50 e. 51+
- Primary business activity: ☐ Tree ☐ Siding/Gutter/Roofing ☐ Excavator ☐ Public Works ☐ Other: _____
- How well do you use these safety materials? (Circle all that apply.)
a. Safety meeting/training c. New employee orientation/training
b. Takeoff/job site meeting
- 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 is a strongly disagree and 5 is 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 perform their jobs 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 do my construction better than jobs more safely.

Excluso de México, Tijuana y Puerto Rico #32040

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

- Plan your job and pre-mark your dig area with white paint, flags and/or stakes.
- Call 811 several working days before you dig. For more information, visit xcelenergy.com/community/public_safety/call_811_before_you_dig.
- Wait the required time for utilities to locate and mark their lines.
- Perform a pre-excitation site survey to ensure all utilities have been located.*
- Respect the marks when digging.
- Dig with care and follow hand excavating rules.
- Communicate with utility owners through the one call center.

*Xcel Energy can't mark underground lines owned or installed by non-utility owners (e.g., for a light, garage, pond). Customers are faulted areas for utility-only contractors 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 entrenchment 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

■ Potable Water

■ Sewers and Drain Lines

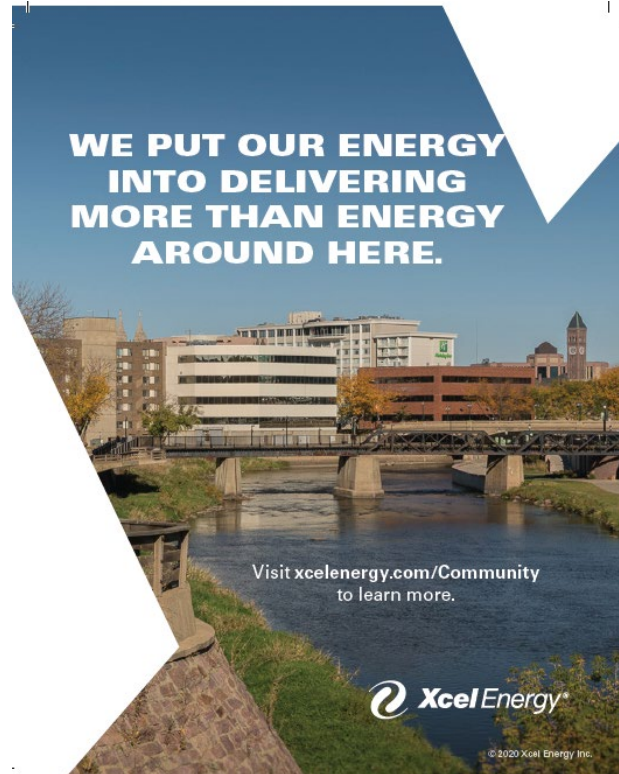
■ Communications Lines, Cables or Conduit

■ Reclaimed Water, Irrigation and Slurry Lines

□ Temporary Survey Markings

□ Proposed Excavation

Publication



Publication

Docket No. G002/GR-21-678

III. 1. Advertising

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To our health care workers, grocery workers,
delivery workers, essential workers: thank you.
While you're keeping it all going, we are too,
thanks to our essential employees who keep
the lights on every day. You. Us. Together.



PAPA (Pipeline Association for Public Awareness)

