

Decoupling Communications Plan

Communication Goal: Help customers understand their bill, the new decoupling line item and how the program works.

Item	Activity
Information Sheet	Using the FAQs created for the Company’s website, create a fact sheet to help employees with customer-facing contact
Communications to Communities Served through Community Relations & Key Account Managers	Provide Xcel Energy—Colorado Community Relations Managers & Managed Account contacts with a Stakeholder Toolkit , to include information and materials, including the information resource page and information sheet to communicate with the commercial accounts in the communities served (this is in addition to onserts for Schedule C customers).
Customer Care Messaging	Update the information contained in the quick-reference Customer Care database that our customer service representatives use to answer customer questions regarding decoupling.
Website Content	Add a new decoupling information resource page to the Company’s website (at xcelenergy.com) explaining the program, how it affects/appears on your bill, and decoupling FAQs.
External Communication and Media Relations	The Company’s Media Relations team is equipped with all prepared materials and messaging , should they receive inquiries from the media.
Legal Ad Notice	Publish legal notice in the Denver Post on a weekday for two consecutive weeks.
Bill Onsert	Provide a bill onsert to run through a full billing cycle. Customer-friendly explanation about how the decoupling program works, what customers can expect, and steps they can take to save electricity.
Email to Online View and Pay customers	Message to provide information in the bill onsert to these customers (subset of our customers who receive paperless billing, but are not in our MyAccount system).
Bill Message when Decoupling Factor or Adjustment Changes	Bill messages customized by residential/business class to provide more specific information about the adjustments and the line item on their bill.
Bill Backer	Add information about the Decoupling Adjustment to the back of all retail customer bills . The items included on the bill backer are brief definitions of terms commonly found on customer bills.