

energy innovation CORRIDOR

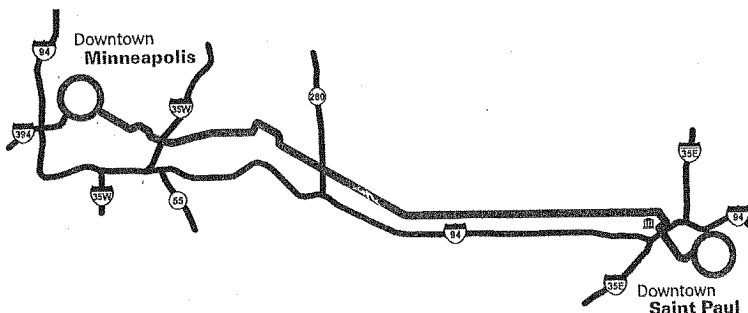
the future today—**Energy Innovation Corridor**

imagine a future where...

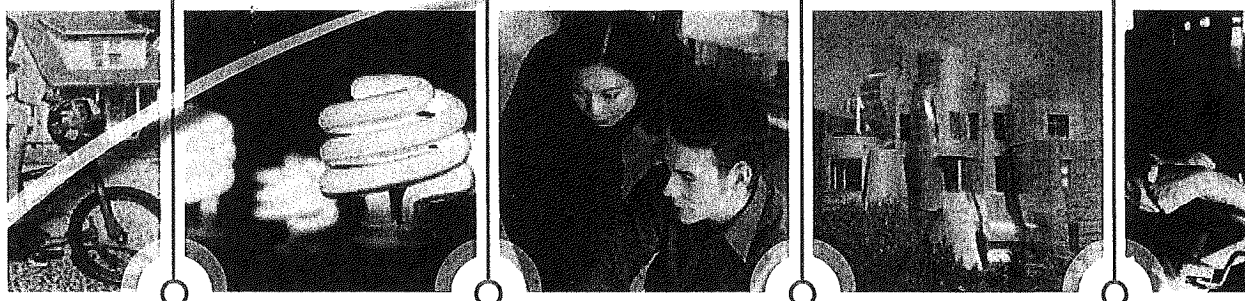
- ...energy and transportation infrastructure development helps strengthen our communities.
- ...you can charge your electric car while you work or shop.
- ...you can use solar or wind energy to power your home or business.
- ...smart technology makes the electricity grid more intelligent.
- ...the community is a partner in energy conservation.
- ...businesses implement energy efficiency as a competitive advantage.

With the **Energy Innovation Corridor**, all of
this becomes a **reality—today.**

Located within one of the most unique urban areas in the country, the Energy Innovation Corridor was formed to create an energy and transportation showcase.



energyinnovationcorridor.com



Forward-looking

The Energy Innovation Corridor (EIC) is a first-of-its-kind clean energy and transportation model in an established urban center in the Upper Midwest. The showcase area extends along the 11-mile Central Corridor light rail transit project route, from downtown Saint Paul to Target Field in downtown Minneapolis, along Washington and University avenues, via the Minnesota State Capitol and entire University of Minnesota-Minneapolis campus.

Locally, businesses, residents and travelers in the area will benefit from one of the most sophisticated energy and transportation infrastructure systems ever developed. Every member of the community along the corridor will be given the opportunity to experience the future of renewable energy, advanced energy efficiency programs, electric transportation and smart energy technologies.

By doing so, the EIC will become a national model for the future development of transportation and energy corridors.

More importantly, the EIC will advance critical local, state, regional and federal efforts to invest in alternative and renewable energy, address global climate change and create new jobs.

Community engagement

In addition to a high concentration of commercial, government, educational and health care facilities, the Energy Innovation Corridor showcase area is home to the downtowns of Minneapolis and Saint Paul, Minnesota State Capitol, and University of Minnesota-Minneapolis campus, as well as strong residential neighborhoods, entertainment districts and activity centers.

According to the 2000 census, nearly 120,000 people live in the corridor, with an expected increase of 34 percent by 2030.

To address the projected growth—while ensuring a commitment to an improved standard of living—the partners of the EIC will engage the local community to:

- ✓ Achieve 50% higher levels of energy savings than mandated by the state of Minnesota (enough for 7,100 homes)
- ✓ Achieve 9.5 gigawatt hours of renewable energy supplied or generated (enough for 1,200 homes)
- ✓ Support the deployment of electric vehicles and infrastructure
- ✓ Reduce carbon emissions (95 million pounds annually)

- ✓ Create local jobs
- ✓ Showcase and advance the use of sustainable building design and practices
- ✓ Create a regional smart energy technology demonstration project

Interested in how we measure up? For our latest results – check out the *Achievements* page on our website.

EIC efforts are focused on energy efficiency, renewable energy, transportation and smart technologies. Visit our website *Showcase* to check out all of the successful projects and results.

We've made it easy for you to get involved too. Our *Resources* page serves up specific programs for residents, businesses, developers and builders.

Energy Efficiency

We're here to help you to become energy efficient through a wide variety of programs, rebates and financing. We have something for everyone: residential, multi-family, commercial, government, and industrial.

Renewable Energy

Businesses and residents like you are reducing their carbon footprint by choosing renewable energy options. We support you by offering solar and wind energy programs.

Transportation

Transportation that isn't the same ol' same ol'. Discover car-sharing, bike-sharing, and mass transit. And, we are working to get Minnesota electric vehicle ready – electric car charging stations are coming to the EIC.

Smart Technologies

Technologies to make the electricity grid smarter and more efficient. The EIC is the host of a pilot project using 2-way communications and intelligent centralized software to monitor and minimize system losses on the distribution system. That should translate into improved power quality to you, and less generation on our part.

e-Newsletter sign up

Keep up with the latest news, results and program highlights.

Visit energyinnovationcorridor.com.

11-02-011

Several public, private and non-profit organizations are making the Energy Innovation Corridor a reality.

Center for Energy and Environment • CenterPoint Energy • City of Minneapolis • City of Saint Paul • District Energy St. Paul • Greater Minneapolis BOMA • Greater Saint Paul BOMA • Hennepin County • Midway Area Chamber of Commerce • Minneapolis Regional Chamber of Commerce • Neighborhood Energy Connection • NRG Energy Center Minneapolis • Office of Energy Security • Ramsey County • Saint Paul Area Chamber of Commerce • Saint Paul Port Authority • Science Museum of Minnesota • University of Minnesota • Xcel Energy

NORTHERN STATES POWER CO
Advertising

Minnesota Electric Jurisdiction

TOTAL SAFETY

2016 Test Year	2017 Plan Year	2018 Plan Year
\$ 536,423	\$ 548,820	\$ 580,951

Name of Ad: Call Before You Dig & No Contact
Ad Category: Safety
Timing: May-June-July
Market: Minnesota Service Territory
Media Type: Print

Name of Ad: Public Safety
Ad Category: Safety
Timing: Continual
Market: Minnesota Service Territory
Media Type: Radio

Name of Ad: Call Before You Dig & No Contact
Ad Category: Safety
Timing: April-December
Market: Minnesota Service Territory
Media Type: Onserts

Name of Ad: Public Safety - Extreme Weather
Ad Category: Safety
Timing: Continual
Market: Minnesota Service Territory
Media Type: Radio

Name of Ad: Call Before You Dig & No Contact
Ad Category: Safety
Timing: April - August
Market: Minnesota Service Territory
Media Type: Billboards

Name of Ad: Public Safety - Contractors
Ad Category: Safety
Timing: Continual
Market: Minnesota Service Territory
Media Type: Web-Interactive

Name of Ad: Call Before You Dig & Overhead Lines
Ad Category: Safety
Timing: April - May - June - July - August
Market: Minnesota Service Territory
Media Type: Radio

Name of Ad: Public Safety - Emergency Response
Ad Category: Safety
Timing: Continual
Market: Minnesota Service Territory
Media Type: Print

Name of Ad: Public Safety
Ad Category: Safety
Timing: Continual
Market: Minnesota Service Territory
Media Type: Web - Interactive

Name of Ad: Public Safety - Educators
Ad Category: Safety
Timing: Continual
Market: Minnesota Service Territory
Media Type: Print

Print

LOOK *up* LOOK OUT *and* STAY SAFE

If energy comes into your home by an overhead power line, you need to be careful to stay at least 10 feet away, especially when you're up on a ladder. And if you see any low-hanging lines, stay away and call 1-800-895-1999.

Learn more about safety at xcelenergy.com/Safety.



xcelenergy.com/Safety

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LOOK UP | LOOK *out* | and | STAY SAFE

Always stay at least 10 feet away from overhead power lines. And if you see any low-hanging lines, stay away and call 1-800-895-1999.



xcelenergy.com/Safety

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TO DIG SAFELY

calling 8-1-1

IS JUST THE BEGINNING

It's when you call. It's how long you wait. It's how you dig after your yard is marked. It's easy to dig safely. You just need to know how.

Find out at xcelenergy.com/Safety.



xcelenergy.com/Safety

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TO DIG SAFELY

calling 8-1-1

IS JUST THE BEGINNING

Find out how to dig safely after your underground utility lines are marked. Get the details at xcelenergy.com/Safety.



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BE CAREFUL

around

PIPES, WIRES

METERS & POLES

Energy makes our lives better. But we need to be aware—and careful—around the equipment that brings electricity and natural gas into our homes, our businesses, our lives. Simple steps like safe digging, watching for overhead power lines, and knowing the danger signs of natural gas leaks can prevent dangerous accidents.

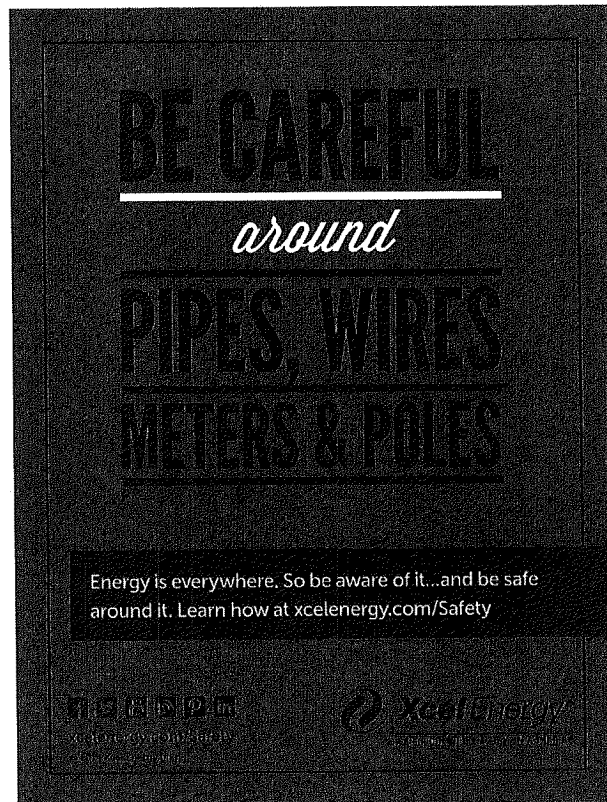
Get all the details at xcelenergy.com/Safety.

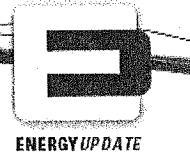


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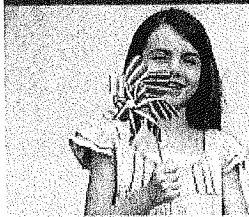
APRIL 2014 CO | MI | MN | ND | NM | SD |



PROGRAM OF THE MONTH

Spring is in the air! The grass is starting to green and the trees are starting to bud. New seasons bring new opportunities to be energy efficient, to save money, and to stay safe.

COMMUNITY



PARTY FOR THE PLANET EARTH DAY 2014

Earth Day has evolved into a four-day festival this year as Como Park Zoo and Conservatory throws its annual "Party for the Planet" celebration, in partnership with Xcel Energy.

► **When:** Friday, April 25
Sunday, April 27, 2014

Where: Como Park Zoo
and Conservatory

Time: 10:00 a.m. – 4:00 p.m.

Bring the family for a fun weekend of activities, crafts and educational programs that explore the animals, plants and people that depend on this big blue ball. You'll leave with some great ideas for reducing your own impact on the world, and improving our natural habitats.

HOME ENERGY SQUAD®

Your home is unique, just like you. And you probably want customized energy solutions that make sense for you and your family. The Home Energy Squad (HES) can help.

We'll send a trusted team of experts to your door to consult with you on your energy concerns and suggest small changes you can make that add up over time. They'll install your selection of energy-saving materials from a suite of items including a programmable thermostat, door weather stripping, faucet aerators, high-efficiency lighting and more (over a \$200 value). HES provides on-the-spot energy efficiency with lasting results, all for a low-cost trip fee of \$70.



Call us at 1-866-222-4595 or
visit HomeEnergySquad.net
to schedule an appointment.

SAFETY

KNOW WHAT'S BELOW BEFORE YOU DIG!

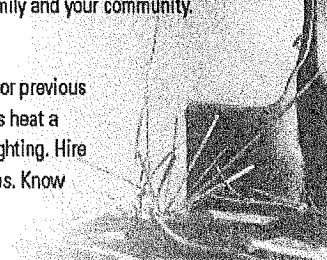
As the weather warms up, outdoor digging projects get underway. Before you use a shovel or any digging equipment, by law, you must first know what's below ground. Even small projects like planting a shrub require an advance call to 8-1-1 or visit to gopherstateonecall.org at least two business days before digging.

Then wait to allow all utilities time to arrive, locate and mark their buried lines. Colored flags or paint mark the type of line—red for electric and yellow for gas.

Dig safely; avoid digging near the marks because hitting a buried gas or electric line can be dangerous to you, your family and your community.


Non-Utility Owned Lines?

Xcel Energy isn't able to locate lines that you or previous owners installed, such as a gas line that helps heat a garage or an electric line that adds outdoor lighting. Hire a professional to locate non-utility owned lines. Know what's below before you dig!





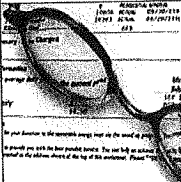
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Know what's below before you dig!

Hitting any gas or electric line is risky. For that reason, if your business installed lines in addition to Xcel Energy's lines, you must hire a professional to locate them before digging.

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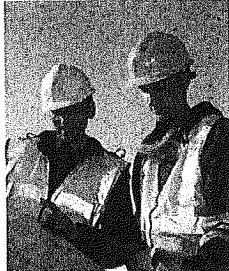
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Keep Your Maintenance Crews Safe


Remind maintenance crews to look up and around to find all overhead electric lines before starting any outdoor work. Always keep a minimum 10-foot distance between a worker, equipment use and power lines. Routine maintenance projects can, and have, turned deadly due to accidental contact with an energized line. If work must be done closer, call Xcel Energy at 1-800-895-4999 to arrange a time for Xcel Energy to make it safe.



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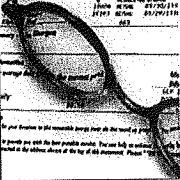
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Look Up for Overhead Lines

Energy lines are all around. Please use caution while performing outdoor chores like cleaning out gutters or pruning. Always determine where overhead electric lines are in relationship to your activities by looking up and around—then keep yourself and any tool you're using at least 10 feet away. Make sure to carry ladders and long-handled tools parallel to the ground to avoid accidental contact with an energy line. It may save your life!

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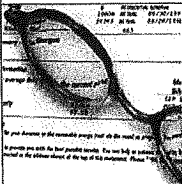
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Please post for your employees.




SCAM TACTICS


The following information will help you identify tactics scammers use and gain a better understanding of our actual business processes.


Scammers:	Xcel Energy:
Tell intended victims their account is past due and they must pay using a prepaid debit card, such as a Green Dot card.	Provides many options for payment; we NEVER REQUIRE the use of a prepaid debit card, such as a Green Dot card.
Threaten to turn off power if a payment is not made immediately.	Sends disconnection notices by U.S. mail before turning off power. If you are uncertain of your account status, you may check it using the My Account feature on our website or call us at our standard customer service phone numbers.
May call on nights and weekends.	Contacts customers Monday through Friday only – not on weekends. Business customers are contacted from 8 a.m. – 5 p.m. (CST); and residential customers from 9 a.m. – 8 p.m. (CST).
Claim that the customer has overpaid their energy bill and need to provide a personal bank account or credit card number to facilitate a refund.	Will apply overpayments to a customer's billing account allowing the credit balance to cover future energy charges. Refunds of overpayments are typically only made by mailing a check to the customer's address on file. We will not call a customer to ask for bank account or credit card information for the purpose of providing a refund.
Provide a fake account number, anticipating the customer will not know their own or have access to it.	Can provide additional information to confirm that a payment reminder call is legitimate. For example, you could ask us to provide you with the date you opened an account with the company.
Play a recording that sounds like an Xcel Energy phone system message when a victim calls the call back number they provide.	Our standard customer service lines are 1-800-895-4999 (residential callers) and 1-800-481-4700 (business callers). You may always call these numbers to verify the authenticity of a call you received.
Manipulate caller ID to display a fake number, which may actually be Xcel Energy's number. This is called spoofing.	If we call a customer, it will be from the phone numbers listed above. If you are suspicious about the call you are receiving, you may always hang up and call back. You can always count on a legitimate representative helping you with your billing and payment questions at these numbers.






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***Please post for your employees.**

Xcel Energy customers have recently been victimized by phone scams. Callers claiming to be from Xcel Energy are threatening to turn off electricity or natural gas service if they are not paid immediately. Scammers may even manipulate Caller ID to look like they are calling from Xcel Energy.

If you feel like there is any possibility that you are dealing with an impersonator, hang up immediately and call Xcel Energy at the numbers below to verify the status of your account.

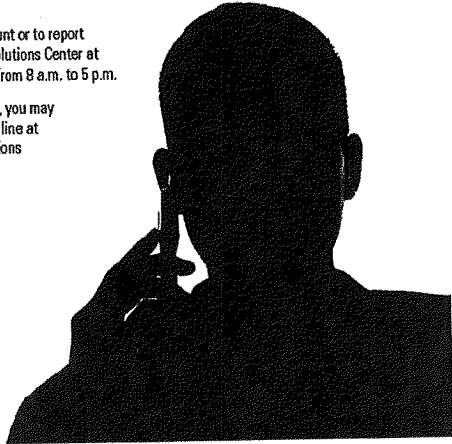
Here are some important tips to help your business avoid being tricked into paying money to a scammer:


1. Xcel Energy provides many options for payment; be suspicious if a caller requires the use of a prepaid debit card, such as a Green Dot card.
2. If your account is in danger of disconnection, a notice will be sent through U.S. mail before your power is turned off.
3. Never wire money or provide your debit or credit card numbers to an unverified source.





Visit connect.xcelenergy.com/scams for more tips on how to protect your account information.

To check the status of your business account or to report a scam, contact Xcel Energy's Business Solutions Center at 1-800-481-4700, Monday through Friday from 8 a.m. to 5 p.m.

During the evening hours or on weekends, you may call our residential customer service 24/7 line at 1-800-895-4999 with scam-related questions or to report a scam.






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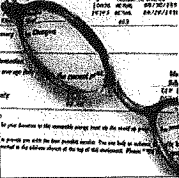
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Keep the Fun in Summer

Energy lines are located throughout our communities and homes, so be careful doing outside chores.

Always call 8-1-1 before digging, and then wait several business days for all utilities to arrive, locate and mark their utilities. If you must dig near the marks, dig only with hand tools.


Look up and all around to find all electrical lines before working. Always keep yourself and all tools held at least 10 feet away from them.



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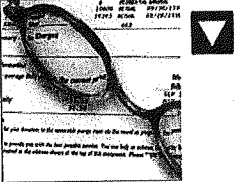
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Get the information you need when the power goes out.


Our priority is getting the lights back on. To quickly report an electric outage, visit "Report an Outage" on xcelenergy.com (Web or mobile) or call our automated reporting system at **1-800-895-1999**.



As summer storms approach, follow us on Facebook and Twitter to get up-to-date information about outages and how to stay safe in your area.

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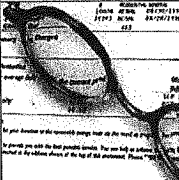
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Make Safety Your Summer Business

Energy lines are located throughout all communities so remind employees to work safely near all electric and natural gas lines.

Always call 8-1-1 before digging and then wait several business days for all utilities to locate lines. If you must dig near locate marks, only do so with hand tools and always with extreme care.


Look up and around for all electrical lines before starting work and keep yourself and all tools at least 10 feet away.



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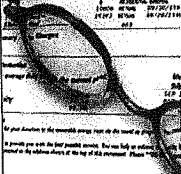
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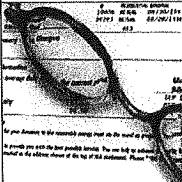
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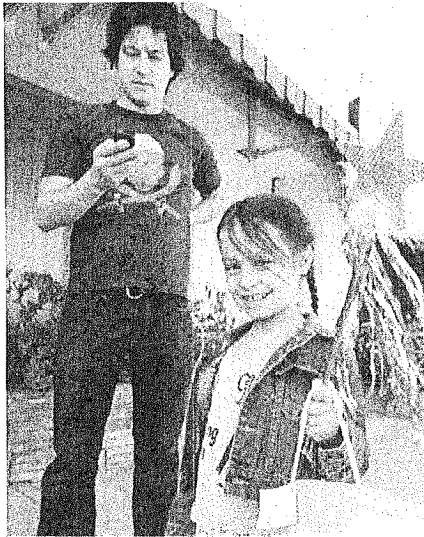
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Need to report an electric outage with your cell phone?

Not a problem. All you need to know is the primary phone number associated with your account—typically your home or cell phone. You can easily report an outage by visiting xcelenergy.com or by calling our automated reporting system at **1-800-895-1999**.




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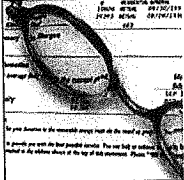
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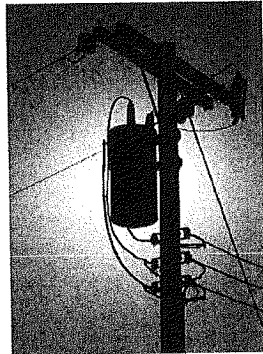
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Summer brings its share of severe weather, capable of damaging the equipment and lines that provide your electricity. Stay safe and never touch any downed or sagging power lines. Always assume they are energized and can hurt or kill you.

Look up and all around when working outside or on a ladder. Keep yourself and any tools you use at least 10 feet from all overhead electric lines.

More about electric safety at xcelenergy.com/Safety.



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