

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)
Grand Total	\$ 3,582	\$ 30,708	\$103,281	\$285,747	\$ 120,431	\$ 18,138	\$ 362	\$ 157,783	\$ 2,189		\$ 209,005	\$ 288,517	\$ (80,489)	\$1,139,253

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](#)



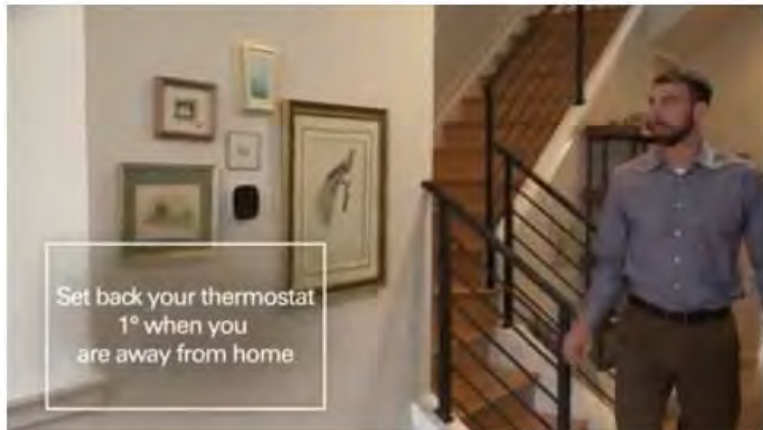


Xcel Energy Colorado

Sponsored · 🌐



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

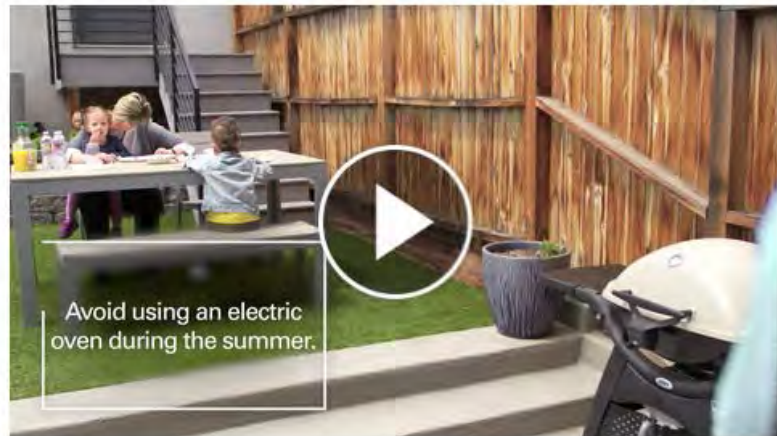


Xcel Energy Colorado

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](#)

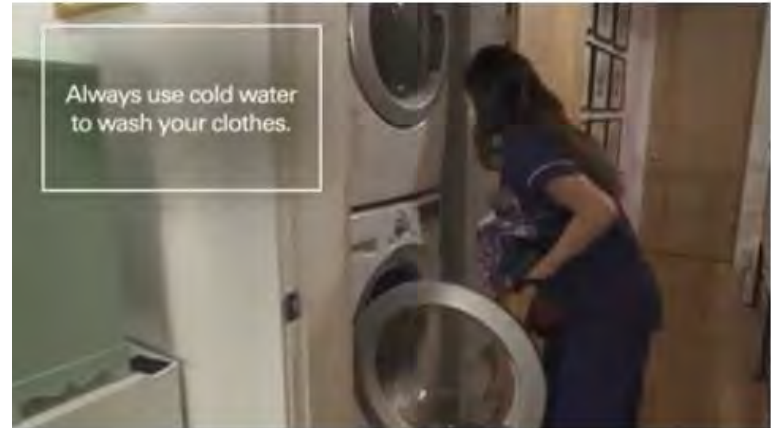


Xcel Energy Colorado

Sponsored · 🌐



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



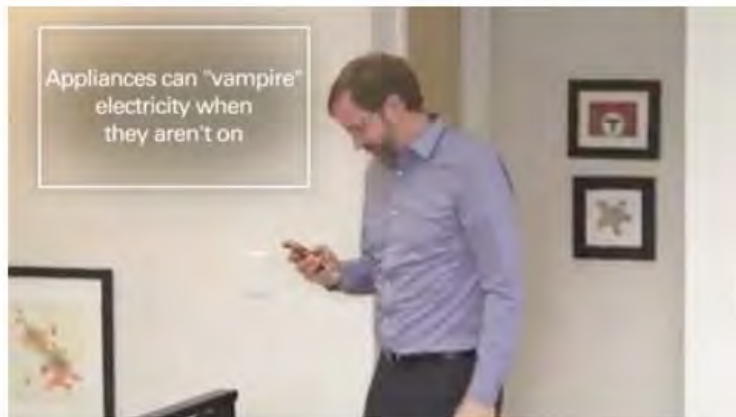


Xcel Energy Colorado

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](#)

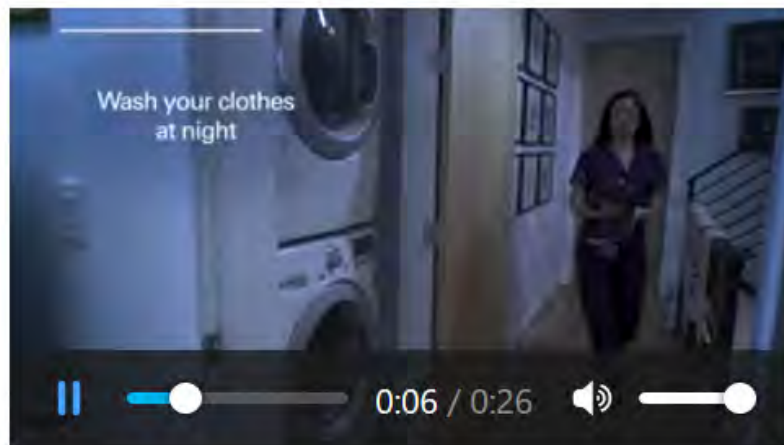


Xcel Energy Colorado

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](#)

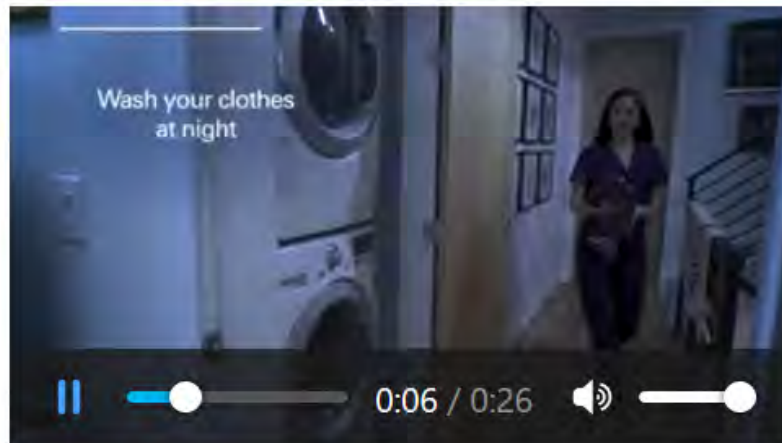




In the summer, close curtains and blinds during the day to keep your home cool. In the winter, open your curtains to naturally [...See More](#)

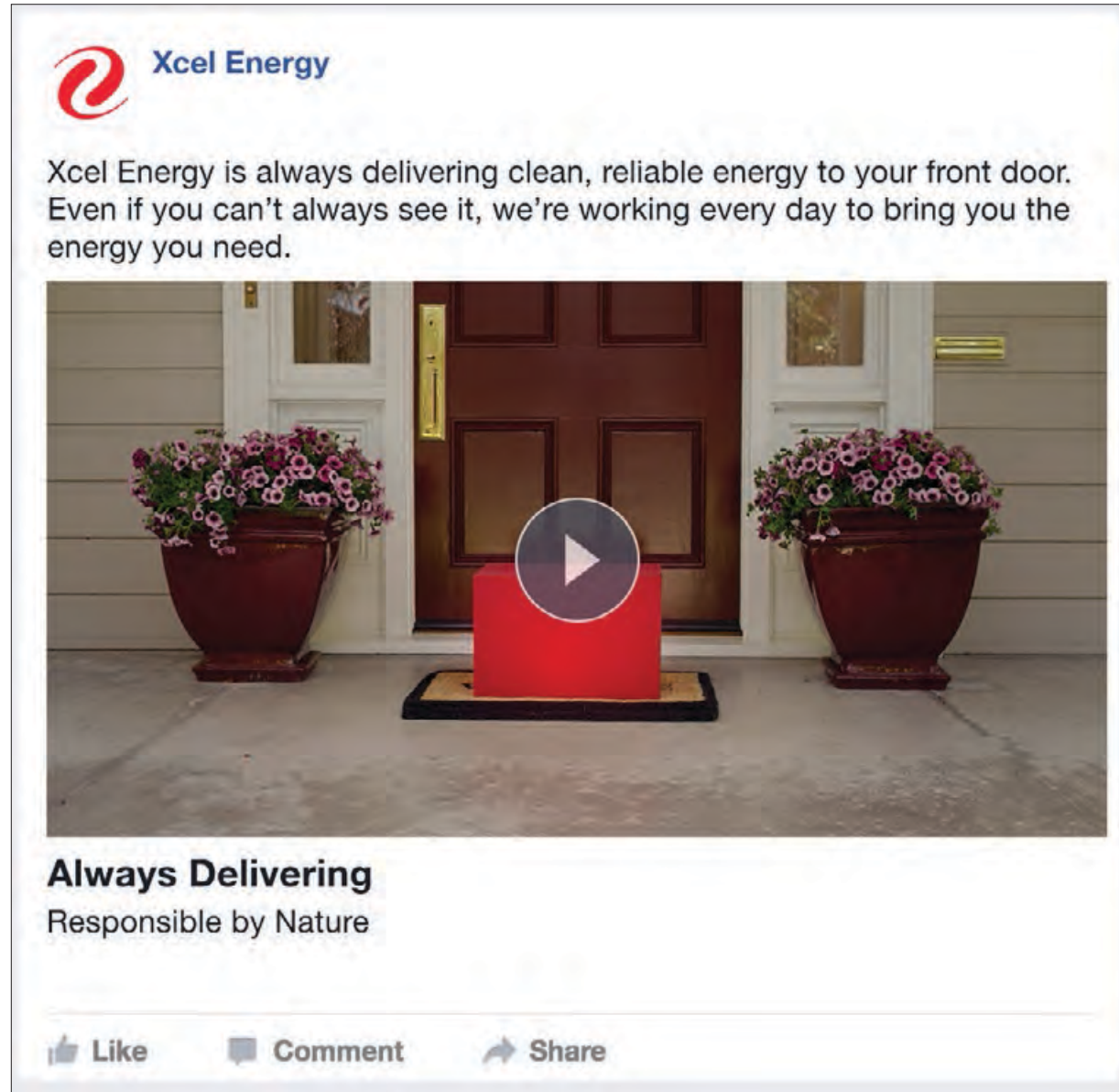


Make your residential pricing plan work harder for you – do your laundry before 9 a.m. and after 6 p.m. weekdays to save [...See More](#)



WHAT'S IN THE BOX

Social (Facebook) :30 Video

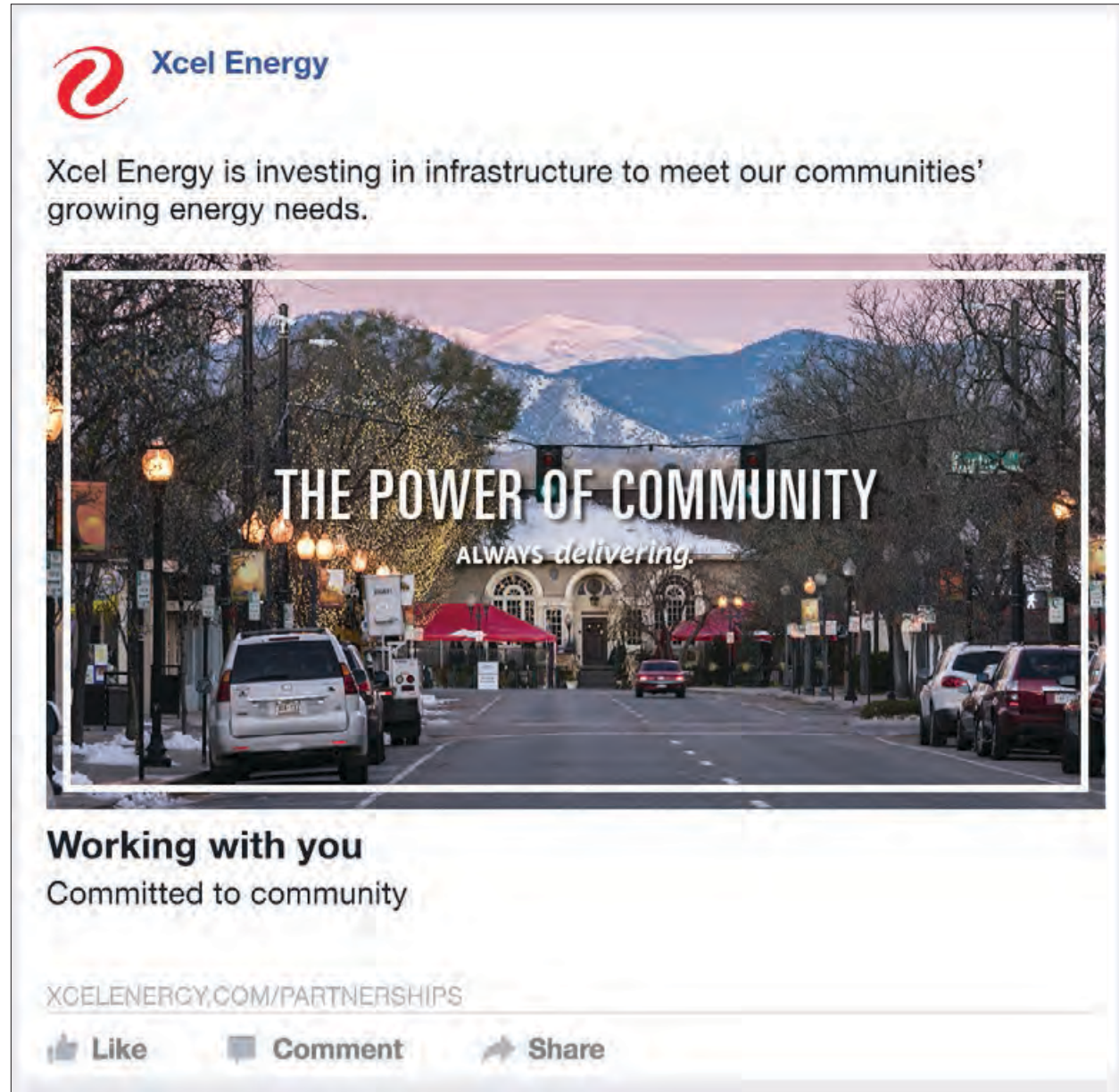


The image shows a Facebook video player interface. At the top left is the Xcel Energy logo, consisting of a red stylized 'e' followed by the text 'Xcel Energy'. Below the logo is a short paragraph of text: 'Xcel Energy is always delivering clean, reliable energy to your front door. Even if you can't always see it, we're working every day to bring you the energy you need.' The main content of the video player is a still image of a front door with two large flower pots on either side. A red play button icon is centered over the image. Below the image, the text 'Always Delivering' is displayed in bold, followed by 'Responsible by Nature' in a smaller font. At the bottom of the player are three icons: a thumbs-up for 'Like', a speech bubble for 'Comment', and a share arrow for '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)


 Xcel Energy

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

 Xcel Energy

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.



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.



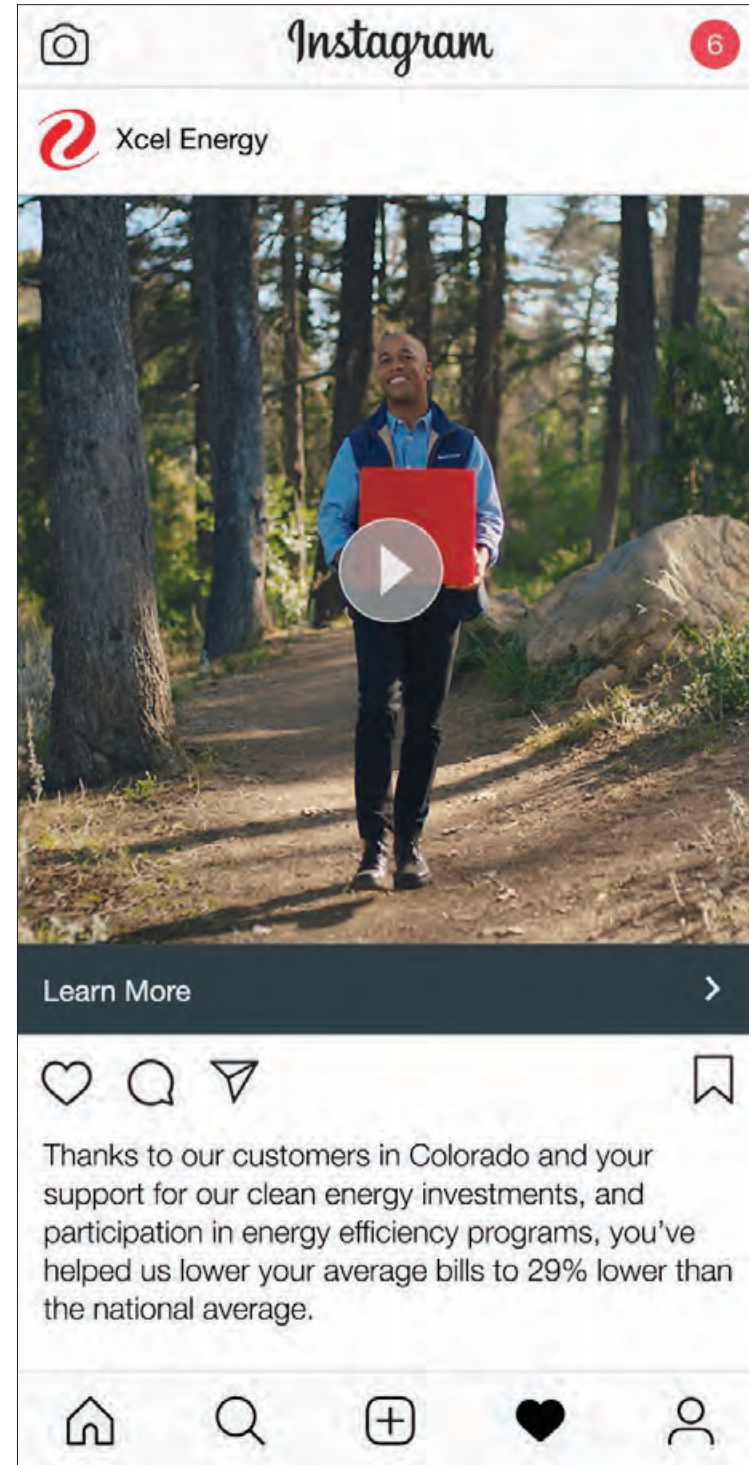
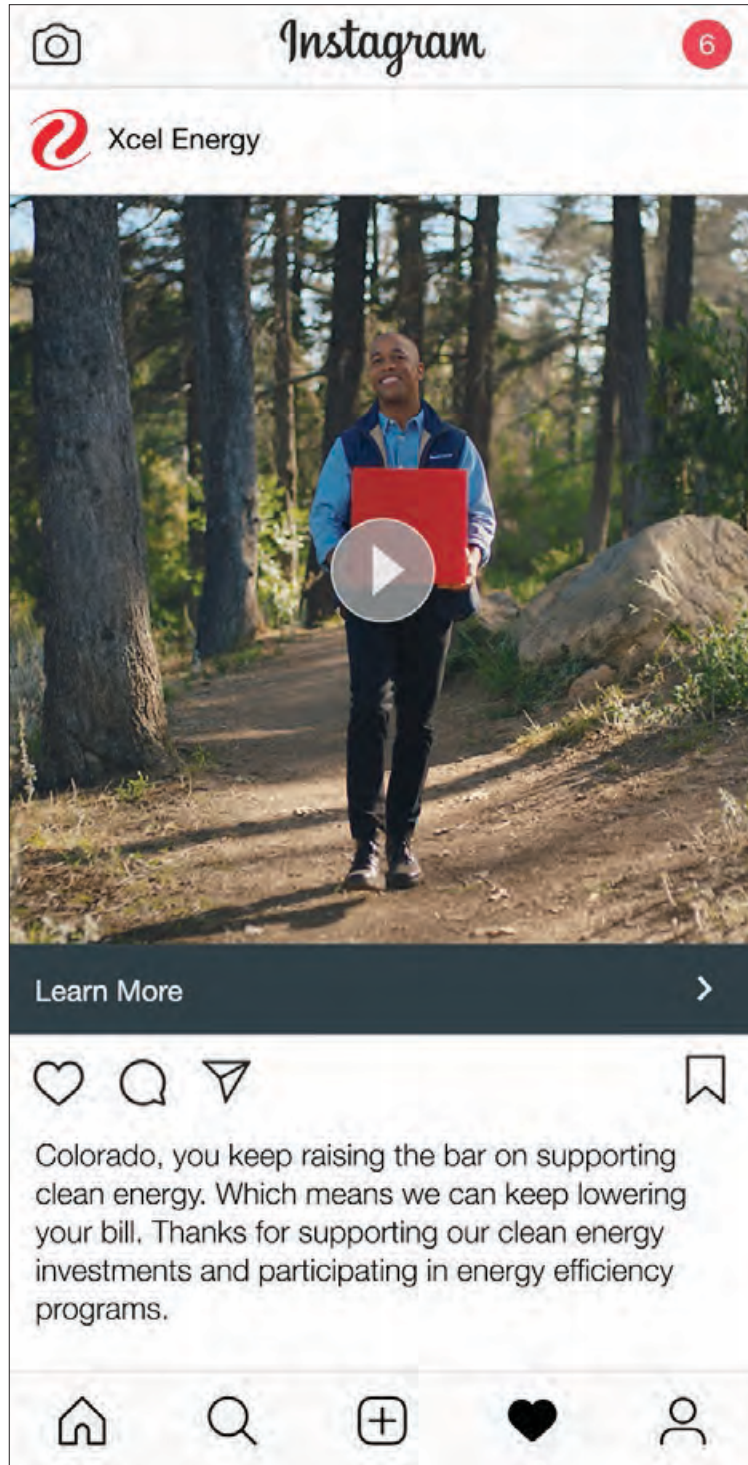
Increasing Clean Energy
Not Increasing Cost of Energy

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.

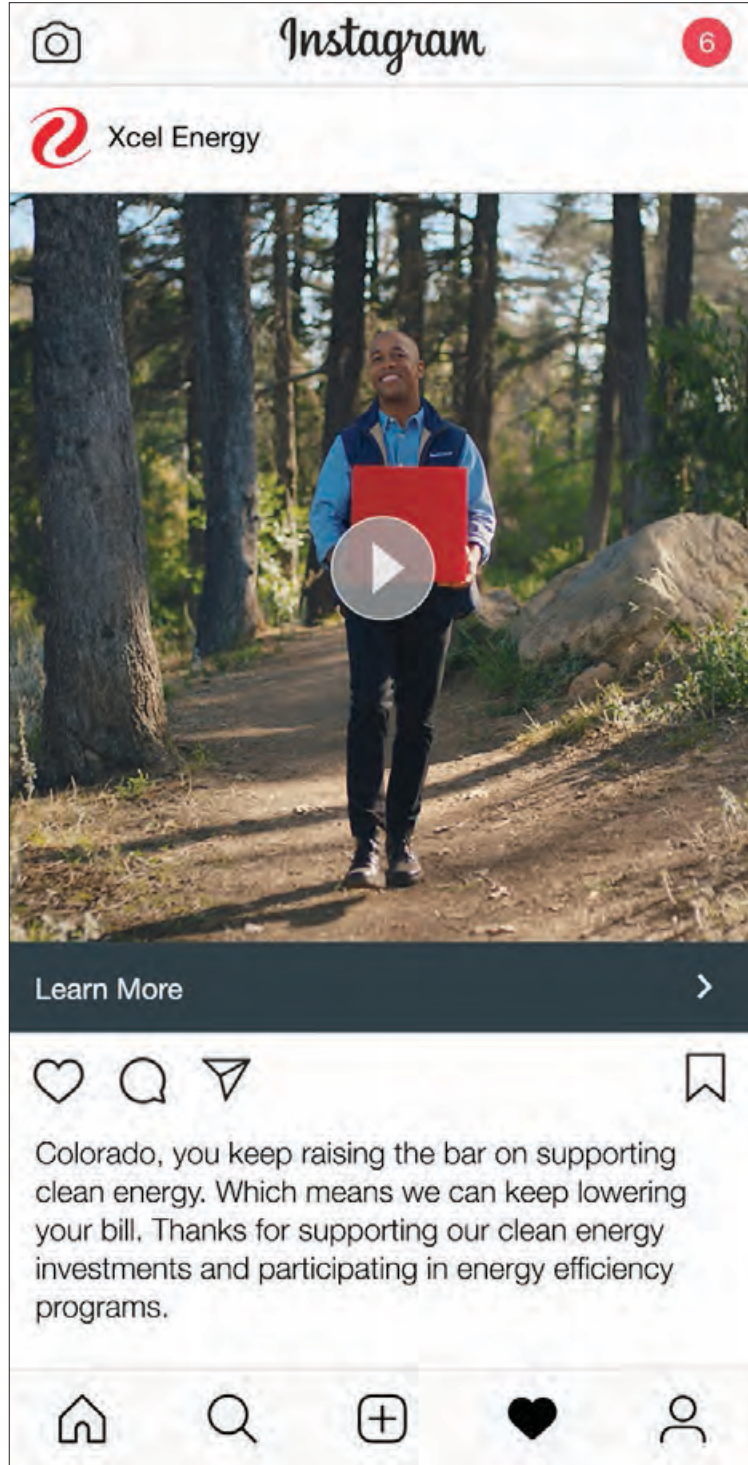


Thank you, Colorado
Keep your bills low

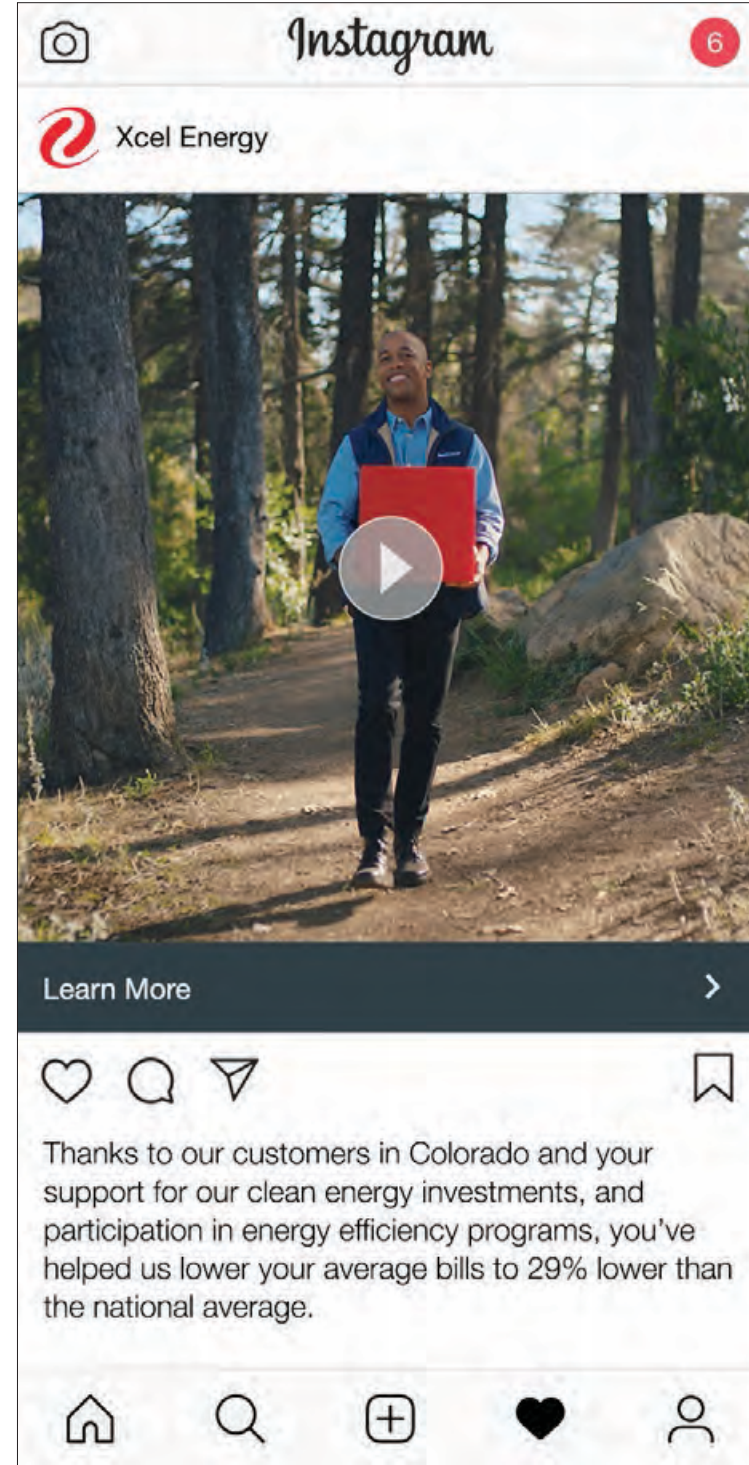
Like Comment Share

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.



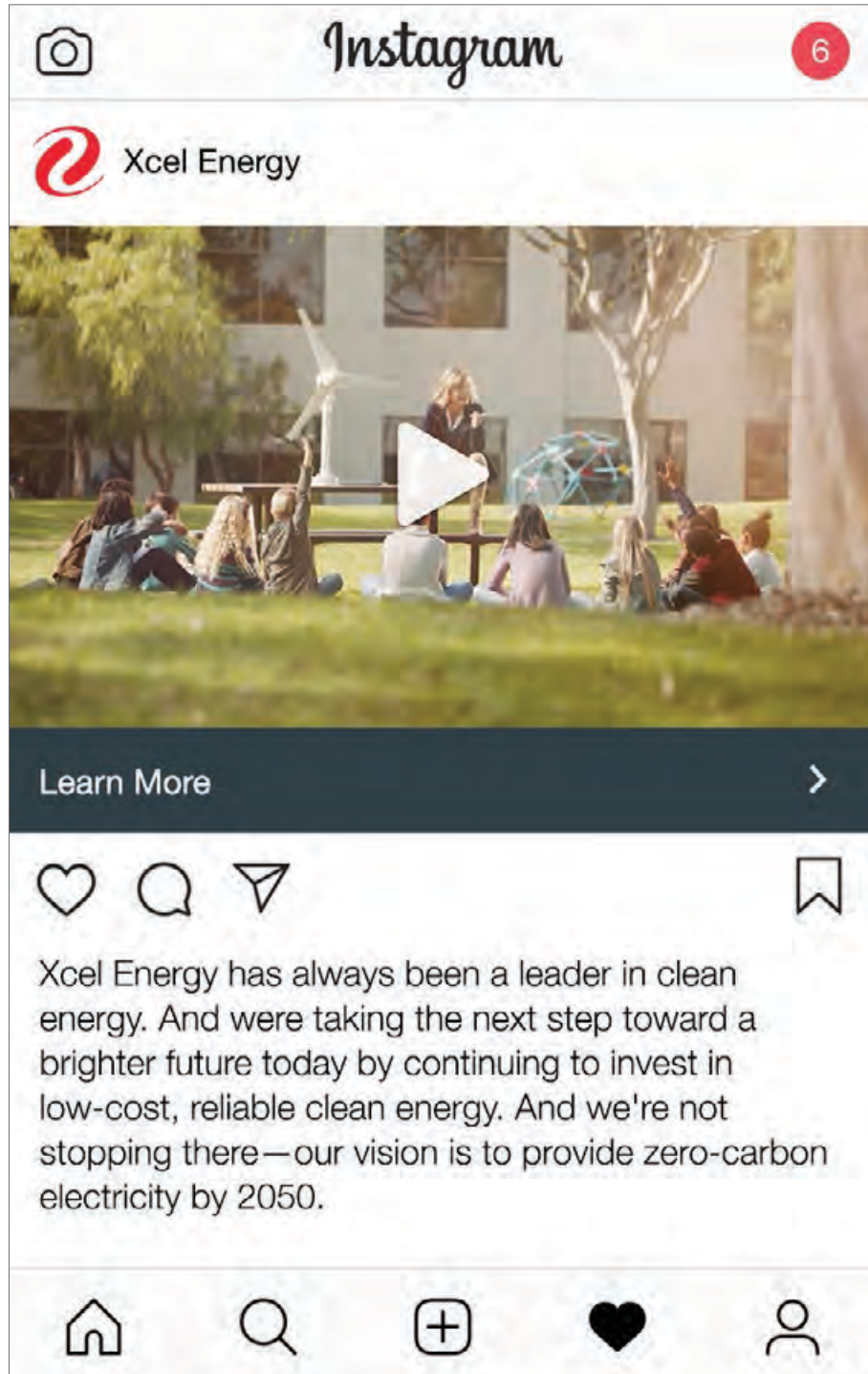
XCELENERGY.COM
Clean, reliable energy
Zero-carbon by 2050

[Learn More](#)

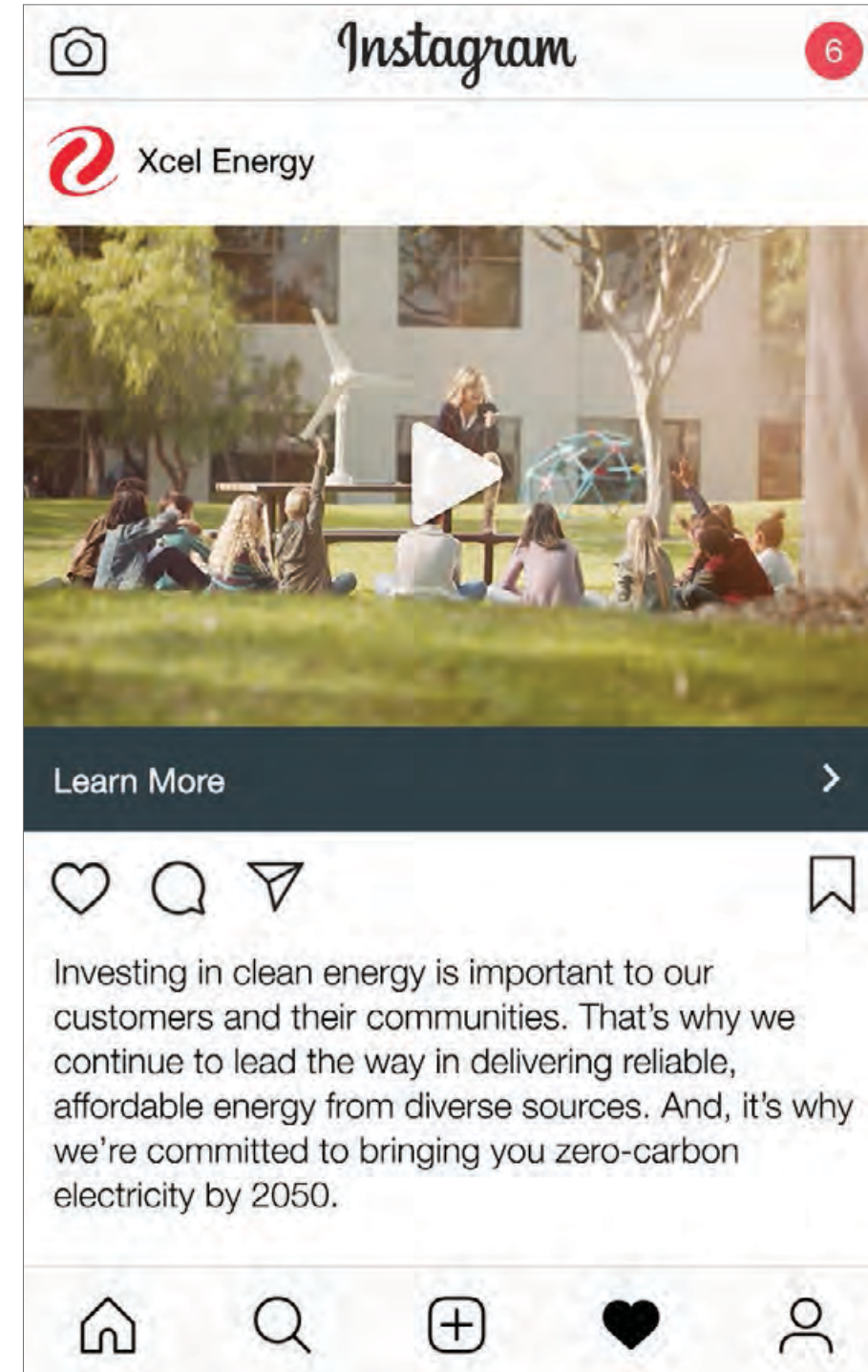
 Like  Comment  Share

Brand & Jurisdiction (CO) - Clean Energy

Social video "Clean Energy" (Instagram) - v1

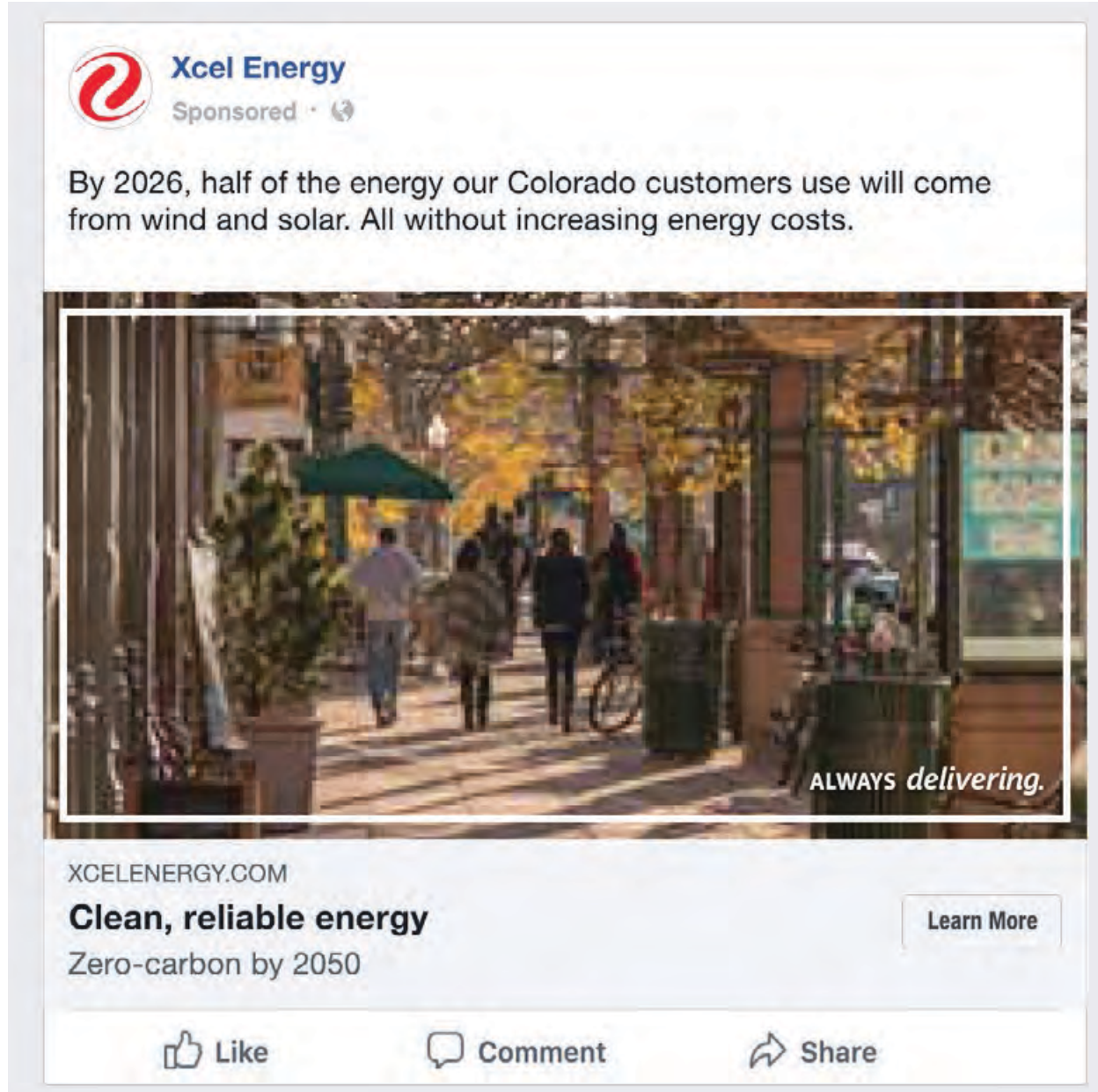


Social video "Clean Energy" (Instagram) - ALT - v2



Brand & Jurisdiction (CO) - Clean Energy

Social "Clean Energy" (FB) - v2



A screenshot of a Facebook post from Xcel Energy. The post features a video thumbnail showing a city street scene with people walking and a bicycle. The text of the post is as follows:

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

THE DENVER POST

Edition ? Subscribe/Members ? Newsletters ? Obituaries

News Sports Business Entertainment Lifestyle Opinion Politics Cannabist Classifieds Video Search

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

THANK YOU, COLORADO.

Xcel Energy
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](#)

Xcel Energy
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.

DENVER POST	
3/4 HOMEPAGE TAKEOVER	100%

Brand & Jurisdiction (CO) - Thank You

The screenshot shows the CBS4 Denver website homepage. At the top, there is a navigation bar with the CBS4 logo, 'CBS Denver', and links for NEWS, WEATHER, SPORTS, TOP SPOTS, VIDEO, and CONTESTS & MORE. A 'CBS4 WATCH NOW' button and a weather widget showing 48° are also present. The main banner features a red and white advertisement for Xcel Energy with the text 'THANK YOU, COLORADO.' and 'ALWAYS delivering.' Below the banner, the page is divided into several sections:

- Goat Seems To Have Joined Elk Herd In Colorado:** A video thumbnail showing a goat on a road with elk in the background.
- LATEST WEATHER:** A weather map for Denver, CO, showing a high wind warning and a temperature of 48°.
- Follow CBS4:** Social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn.
- OUR NEWSLETTER:** A sign-up form for the newsletter.
- TV SCHEDULE:** A list of programs including 'CBS4 News at Noon', 'The Bold and the Beautiful', 'The Talk', 'Let's Make a Deal', and 'Hot Bench'.
- CHECK IT OUT:** Links to 'Mile High Holidays', 'Together 4 Colorado Toy Drive', and 'CBS4 Program Guide'.
- TOGETHER 4 COLORADO:** A section with three video thumbnails: 'Driver Backs Car Halfway Into Apartment's Kitchen', 'Colorado's Missy Franklin Announces Retirement At Age 23', and 'We Have Defeated ISIS: White House Orders Pentagon To Pull Troops From Syria Immediately'.

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

Brand & Jurisdiction (CO) - Thank You

Weather Watchers Page Banners

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

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

Home page takeover

The screenshot shows the homepage of The Denver Post with a prominent takeover by Xcel Energy. At the top, the newspaper's name and navigation menu are visible. Below the navigation, a red banner features the text "CLEAN ENERGY POWERS COLORADO." and the Xcel Energy logo with the tagline "ALWAYS delivering." Below this, the main content area is divided into sections: "NEWS" with a large image of a man speaking at a podium, "LATEST STORIES" with several headlines, and a "LATEST NEWS" section with a headline about Nikola Jokic and Jamal Murray. A large red box on the right side of the takeover contains the text "WE HAVE A VISION FOR LOW-COST ZERO-CARBON ELECTRICITY BY 2050." and a "Learn More" button. The Xcel Energy logo and tagline are repeated at the bottom of this takeover box.

THE DENVER POST

Edition ? Subscribe/Members ? Newsletters ? Obituaries

News ▾ Sports ▾ Business ▾ Entertainment ▾ Lifestyle ▾ Opinion ▾ Politics ▾ Cannabist Classifieds ▾ Video Search

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

CLEAN ENERGY POWERS COLORADO.

Xcel Energy
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

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

[Learn More](#)

Xcel Energy
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.

DENVER POST	
1/7, 2/4 HOMEPAGE TAKEOVERS	100%

Brand & Jurisdiction (CO) - Clean Energy

The screenshot shows the CBS4 Denver website homepage. At the top, the navigation bar includes the CBS4 logo, "NEWS WEATHER SPORTS TOP SPOTS VIDEO CONTESTS & MORE", a "CBS4 WATCH NOW" button, and a weather widget showing "48°".

The main banner features an Xcel Energy advertisement with the text: "WE HAVE A VISION FOR LOW-COST, ZERO-CARBON ELECTRICITY BY 2050." and the slogan "ALWAYS delivering." The ad includes the Xcel Energy logo and a man holding a red folder.

Below the banner, the page is divided into several sections:

- Goat Seems To Have Joined Elk Herd In Colorado:** A video thumbnail showing a goat on a road with elk in the background. The text below reads: "A domestic goat has been hanging out with a herd of elk west of Loveland."
- LATEST WEATHER:** A weather map for Denver, CO, showing a "High Wind Warning" and "Broken Clouds Feels like 40°".
- love has no labels:** A video thumbnail featuring two young girls.
- Driver Backs Car Halfway Into Apartment's Kitchen:** A video thumbnail showing a car in a kitchen.
- Colorado's Missy Franklin Announces Retirement At Age 23:** A video thumbnail showing a swimmer in a pool.
- 'We Have Defeated ISIS': White House Orders Pentagon To Pull Troops From Syria Immediately:** A video thumbnail showing a tweet from Donald Trump.
- City Leaders Table Drone Ban Proposal After Professionals Raise Concerns:** A video thumbnail showing a drone.
- Missing 15-Year-Old Boy Considered Endangered, Needs Medication:** A video thumbnail showing a young boy.
- 19-Year-Old Motorcyclist Fights For His Life After Being Hit By DUI Suspect:** A video thumbnail showing a person in a hospital bed.

Other sections include "TV SCHEDULE" (listing programs like "CBS4 News at Noon", "The Bold and the Beautiful", "The Talk", "Let's Make a Deal", and "Hot Bench"), "FOLLOW CBS4" (with social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn), "OUR NEWSLETTER" (with an email sign-up form and "Subscribe Now!" button), and "CHECK IT OUT" (with links for "Mile High Holidays", "Together 4 Colorado Toy Drive", and "CBS4 Program Guide").

At the bottom left, there is a "TOGETHER 4 COLORADO" banner.

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

Brand & Jurisdiction (CO) - Clean Energy

Weather Watchers Page Banners

The screenshot shows the CBS4 Denver website's Weather Watchers page. At the top, there are navigation links for 'MENU', 'NEWS', and 'WEATHER', along with a 'CBS4 CHASE' button. The main header features 'WEATHER WATCHERS' and 'JUNIOR WEATHER WATCHERS' with a 'LEARN MORE' button. Below this, there's a 'CBS4 Weather Watchers' section with social media icons and a brief description of the program. A 'WEATHER NEWS FROM COLORADO'S WEATHER CENTER' section follows, with a 'Latest Forecast: Storm Moves Away And Allows For A Big Winter' headline. There are also links to 'APPLY HERE' and 'ALREADY A MEMBER? LOGIN HERE!'. A 'Current Temperatures' section is visible, along with a 'Weather Visits' section. At the bottom, there's a 'COMMITTED TO LOW-COST, ZERO-CARBON ELECTRICITY FOR COLORADO.' banner with the Xcel Energy logo and 'ALWAYS delivering.' slogan.

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

Xcel Energy
ALWAYS delivering.

BY 2026, HALF THE ENERGY OUR
COLORADO CUSTOMERS USE
WILL COME FROM WIND AND SOLAR.

Xcel Energy
ALWAYS delivering.

CLEAN ENERGY POWERS COLORADO.

Xcel Energy
ALWAYS delivering.

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

Xcel Energy
ALWAYS delivering.

WEATHER WATCHERS	
1/21-2/17	100%

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



COMMUNITY PARTNER (CO)

728x90 / 300x600 Digital Takeover, Static

GET BREAKING NEWS IN YOUR BROWSER. CLICK HERE TO TURN ON NOTIFICATIONS.

THE DENVER POST

News Sports Business Entertainment Lifestyle Opinion Politics Cannabist Classifieds Video Search

Trending: 10 gifts for foodies Vance Joseph's new motto Deportations up under Trump Dish CEO steps down Winter bucket list Holiday Lights 2017

THIS COMMUNITY HAS US GLOWING WITH PRIDE. **ALWAYS delivering.**

LATEST STORIES

This Colorado mountain city needs snow so badly it's ready to see your best "snow dance" to make it happen [1 hour ago](#)

Crip gang member convicted in 2015 murder at Denver house party [4 hours ago](#)

SPONSORED CONTENT

Understanding the basics of social media attribution [By Adtari](#)

Border arrests fall, deportations soar in Trump's first year [3 hours ago](#)

Wickstrom: Why fishing at Dillon Reservoir is the best it's been in years [2 hours ago](#)

Remember Thornton's triceratops, "Tiny?" Turns out he's a another dinosaur entirely. [3 hours ago](#)

Russia banned from 2018 Winter Games following doping allegations [23 mins ago](#)

"It's just all about pride." Broncos playing for their future in NFL during final month of bitter season

When Chris Boswell's last-second field goal Monday night lifted the Steelers to a 23-20 victory over the Bengals, the infinitesimal possibility of the Broncos reaching the playoffs remained. Denver's players, though, know that kick merely delayed impending elimination, which could come this weekend.

- As Broncos face final stretch of season, coach Vance Joseph has come up with a new motto
- Vance Joseph on the hot seat? Broncos not making coaching, personnel changes at this time.
- Lunch Special: Is it time for the Broncos to fire Vance Joseph?

As Colorado baker case opens at U.S. Supreme Court, Justice Kennedy poses sharp questions for both sides

THE DENVER POST
Season to SHARE

300x250 Digital Ad, Animated

WE CARE ABOUT THIS COMMUNITY AS IF IT WERE OUR HOME.

ALWAYS delivering.

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

BECAUSE IT IS.

ALWAYS delivering.

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

PROUD TO GIVE BACK TO OUR HOME TOWN.

[Learn More](#)

ALWAYS delivering.

Headline 2 slides out to left and headline 3 slides in from right and CTA button fades in.

300x250 Digital Ad, Static

WE CARE ABOUT THIS COMMUNITY AS IF IT WERE OUR HOME. BECAUSE IT IS.

[Learn More](#)

ALWAYS delivering.

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**[®]

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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.

 **Xcel Energy**[®]

© 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.

 **Xcel Energy**[®]

© 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 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 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.

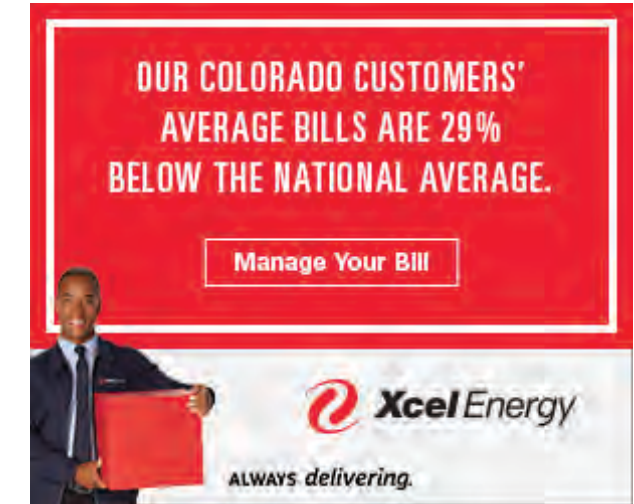
ALT CLAIM 1

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.

DG: Xcel Energy. Always Delivering.

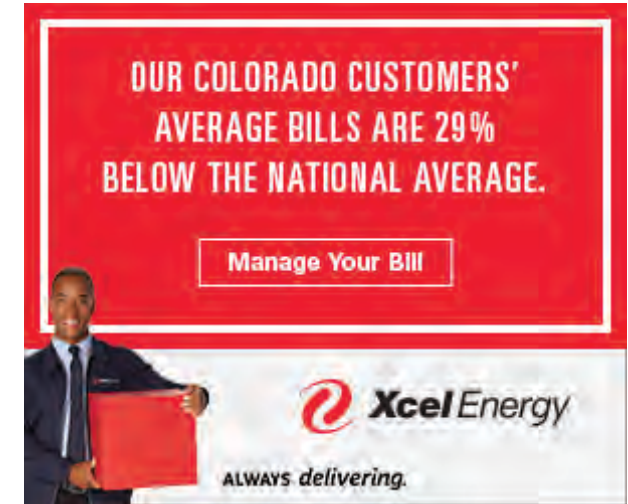
ALT CLAIM 1

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%

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. 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 on 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.

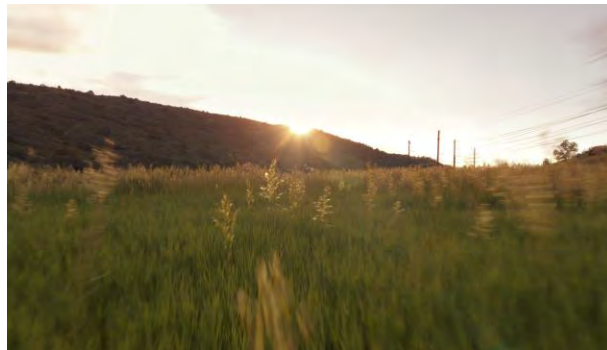


Cut between shots from other spots, including lights being turned on, electricity surging through cable, city skylines lit up at night, wind blowing an umbrella down a beach with kids chasing it, etc.



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.



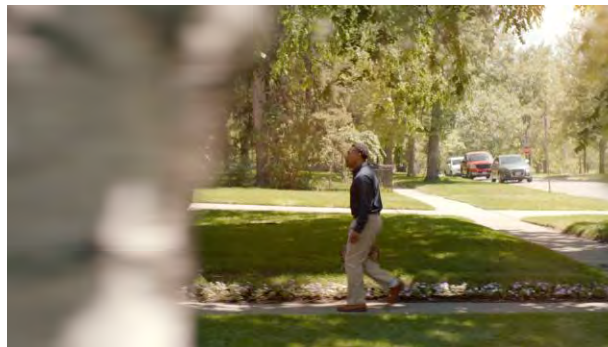
VO: OR GETTING A SMART THERMOSTAT TO GO WITH YOUR SMART PHONE AND SMART WATCH AND SMART LIGHTS AND SMART EVERYTHING ELSE.

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

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

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



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.



© 2018 Xcel Energy Inc.

Brand & Jurisdiction (CO) - Community Influencers

Print ad



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](http://xcelenergy.com).

ALWAYS delivering.



© 2019 Xcel Energy Inc.

FEB, APR, JUN	100%
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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.



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

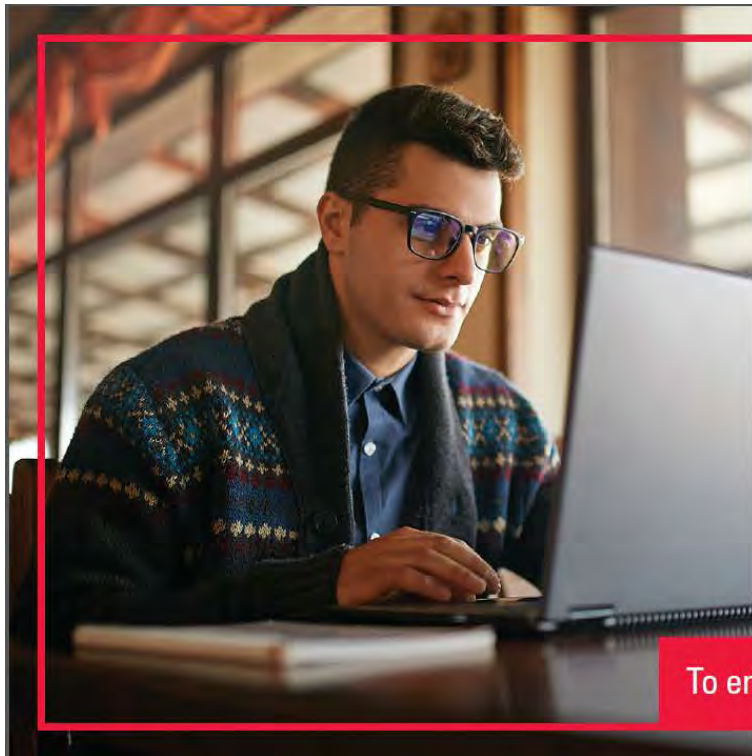
Xcel Energy account number

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.

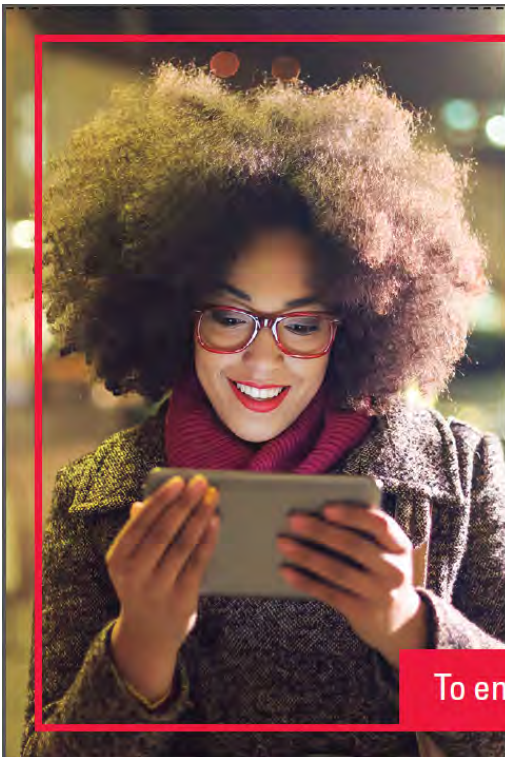
To enroll in Auto Pay online, visit [xcelenergy.com/PayBill](https://www.xcelenergy.com/PayBill). For more information call **800.895.4999**.



Avoid the clutter 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://www.xcelenergy.com/PayBill).



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.

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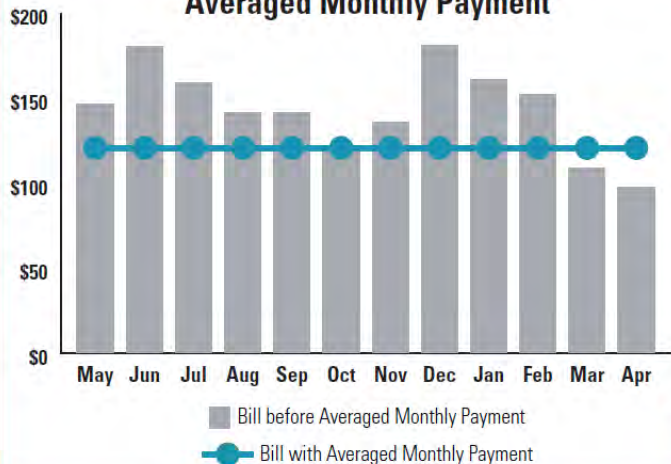


Make room for what matters and avoid the clutter of your paper bill.

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.

Averaged Monthly Payment



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://www.xcelenergy.com/AveragedMonthlyPayment).



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

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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.

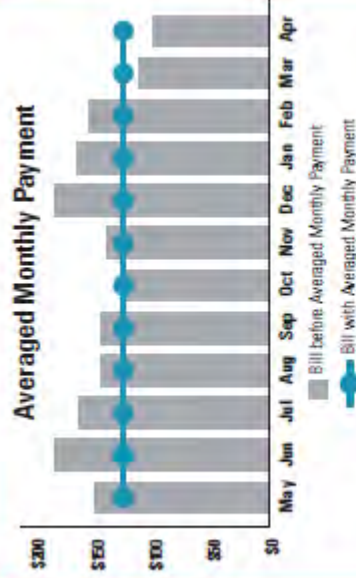
To enroll or find more billing and payment options, visit xcelenergy.com/PayBill.



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.

Program benefits include:

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

To start budgeting your bill visit xcenergy.com/AveragedMonthlyPayment.



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

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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.

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

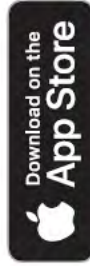
To enroll or find more billing and payment options, visit [**xcelenergy.com/PayBill**](https://xcelenergy.com/PayBill).



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://www.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 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

ALWAYS delivering.

 **Xcel Energy**[®]

© 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.

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

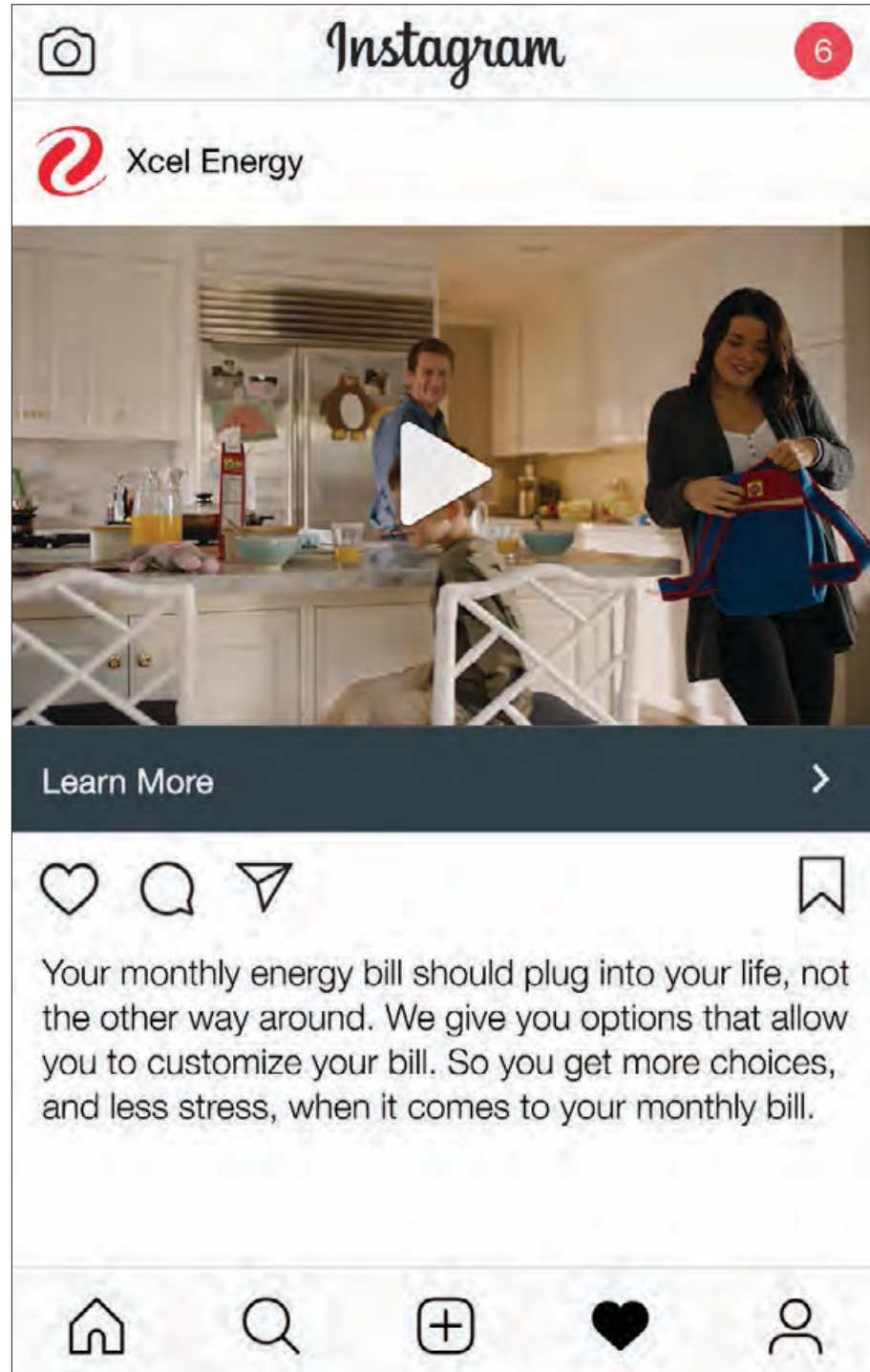
Customize your bill [Learn More](#)

More choices. Less stress.

 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.



MORE ENERGY CHOICES.
ALWAYS delivering.

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

WEATHER WATCHERS	
4/15, 4/29	100%

Brand & Jurisdiction (CO) - My Bill

Weather Watchers Page Banners

The screenshot shows the CBS4 Denver website's 'Weather Watchers' section. At the top, there are navigation links for 'MENU', 'NEWS', and 'WEATHER', along with a search bar and a 'CBS4 CHASE' button. The main header features the 'Weather Watchers' logo and a 'LEARN MORE' button. Below this, there's a 'CBS4 Weather Watchers' sub-header with social media icons and a brief description of the program. A 'Learn More' button is also present here. The main content area includes a 'Current Temperatures' map, a 'CBS4 WEATHER TEAM' list with member photos, and a 'Weather Visits' section. At the bottom, there's a navigation menu with categories like 'CBS4 NEWS', 'CBS4 SPORTS', 'WEATHER', 'ENTERTAINMENT', 'CORPORATE', and 'CBS4'. A large banner at the bottom of the page reads 'ALWAYS DELIVERING WAYS TO BRING YOU A BETTER BILL.' with the Xcel Energy logo and tagline.

CONTROL HOW, WHEN AND EVEN WHAT YOU PAY EACH MONTH.
[Learn More](#)

Xcel Energy
 ALWAYS delivering.

LESS STRESS. MORE WAYS TO CUSTOMIZE YOUR MONTHLY BILL.
[Learn How](#)

Xcel Energy
 ALWAYS delivering.

EASY, FLEXIBLE, PREDICTABLE. WE HAVE OPTIONS WHEN IT COMES TO PAYING YOUR BILL.
[Get Started](#)

Xcel Energy
 ALWAYS delivering.

ALWAYS DELIVERING WAYS TO BRING YOU A BETTER BILL.

Xcel Energy
 ALWAYS delivering.

WEATHER WATCHERS	
4/15-5/12	100%

UNDERSTANDING YOUR ENERGY BILL

STATIC: 300x250 Digital Ad



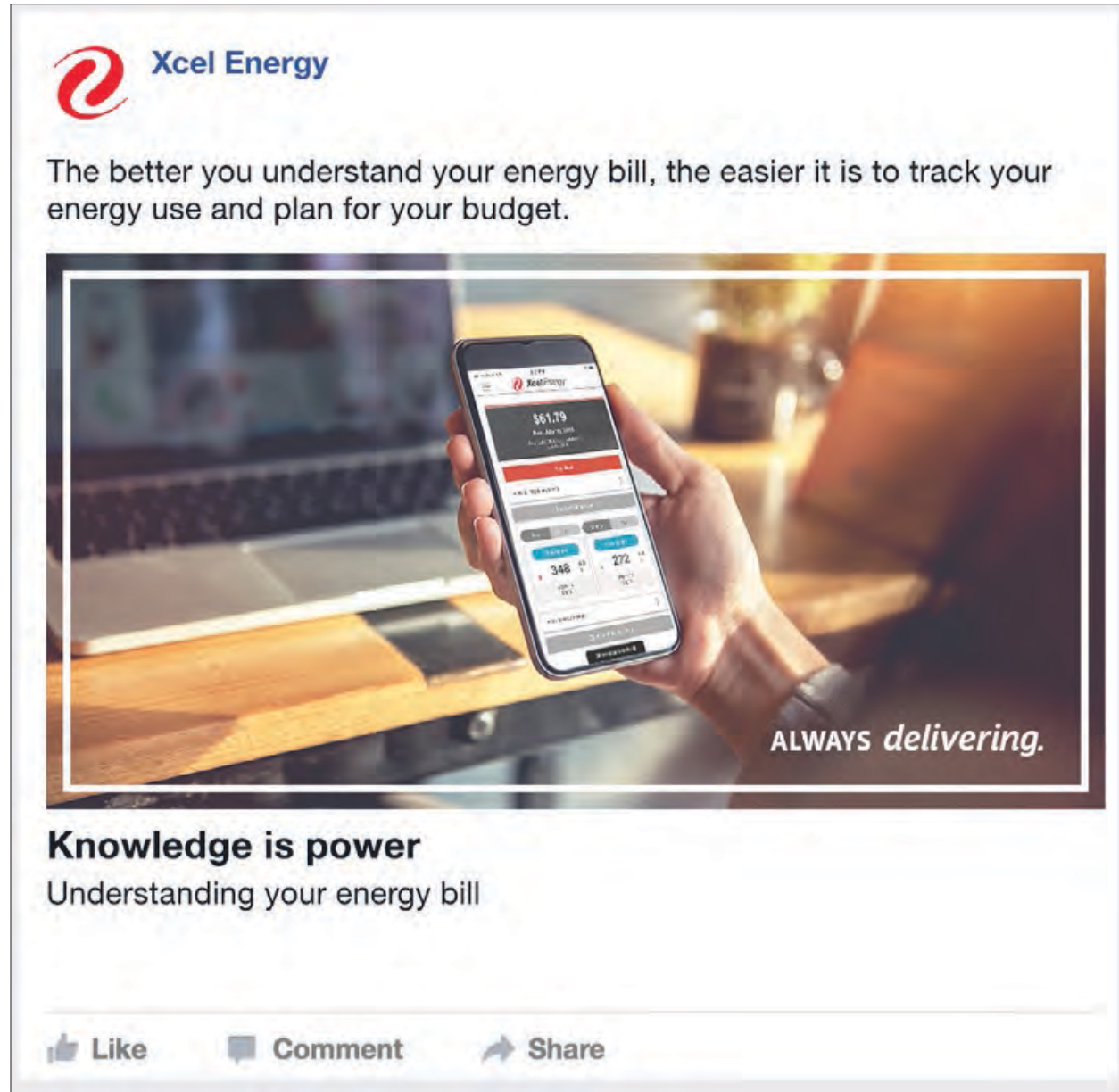
ANIMATED: 300x250 Digital Ad



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)



Xcel Energy

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



ALWAYS delivering.

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

 Xcel Energy

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

 Xcel Energy

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.



ALWAYS delivering.

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)

Xcel Energy

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!



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

 Xcel Energy


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

 Xcel Energy

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.

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 para obtener mapas de uso público de la localización de las tuberías.

Visite xcelenergy.com/Safety para más información importante sobre seguridad.



xcelenergy.com | © 2018 Xcel Energy Inc. | Xcel Energy is a registered trademark of Xcel Energy Inc. | #00205372 | 1.35M | 3/18 | 18-01-204



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.

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.

Visit 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.**

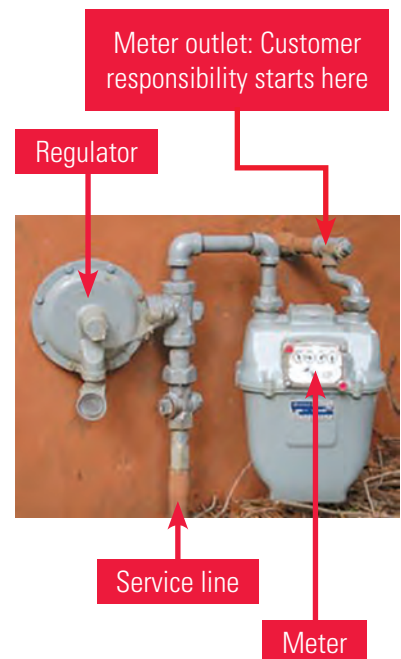
Xcel Energy owns and maintains the natural gas piping from the street to our customers' gas meters, but as the property owner you are responsible for maintaining any natural gas lines from the meter outlet to gas appliances and equipment (see example at right). In some cases, the meter may be located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

LIKE, WAY SAFER.

IF YOU'RE INTO SAFE ENERGY AS MUCH AS WE ARE, VISIT XCEL-ENERGY-DOT-COM-SLASH-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. 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

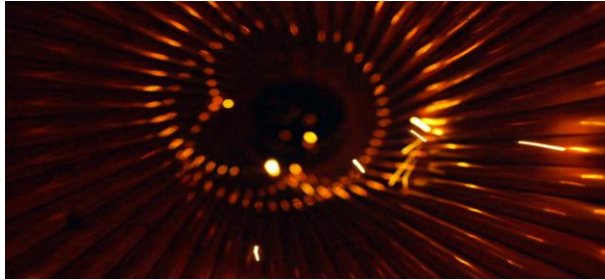
850000040432

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.

Power to Protect TV :30



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



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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.

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

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.

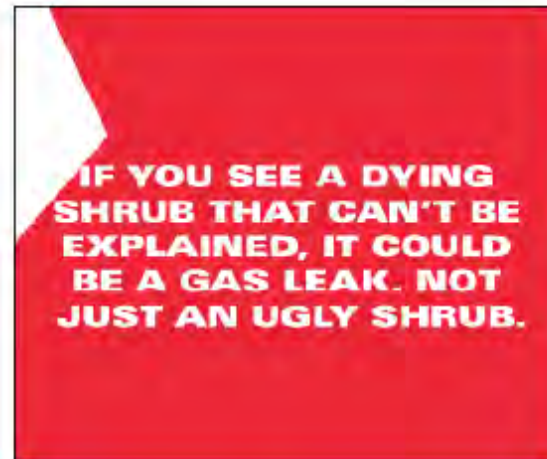
Safety BANNERS

NATURAL GAS (B)

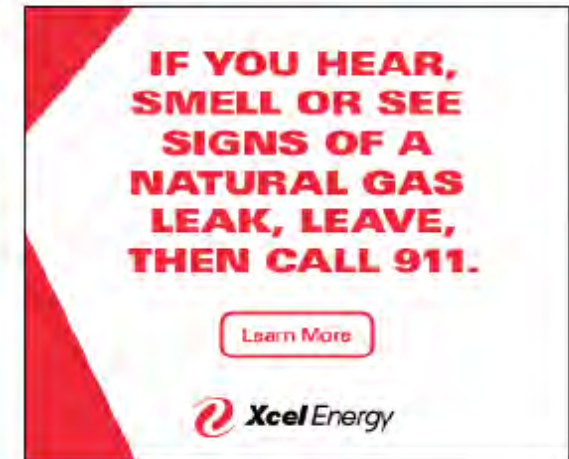
- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



FRAME 01



FRAME 02



END FRAME

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

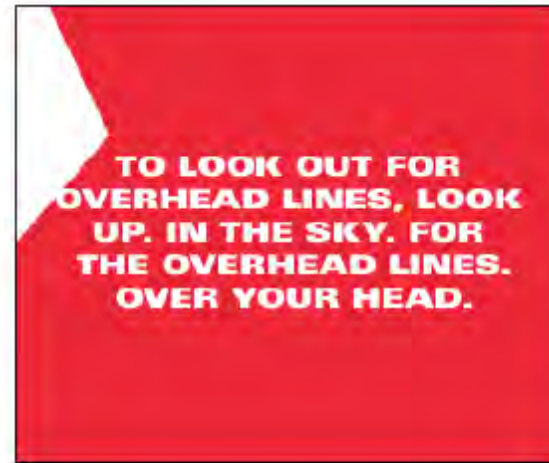
Safety BANNERS

OVERHEAD LINES (A)

- Animated
 - 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 (B)

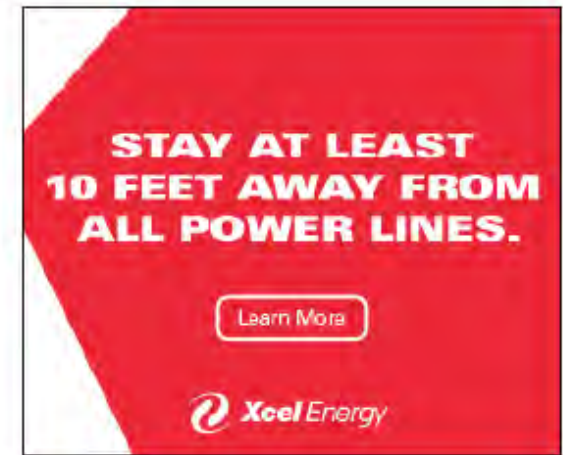
- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



FRAME 01



FRAME 02



END FRAME

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

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: 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.

08.28.18 Xcel Energy - Safety

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.



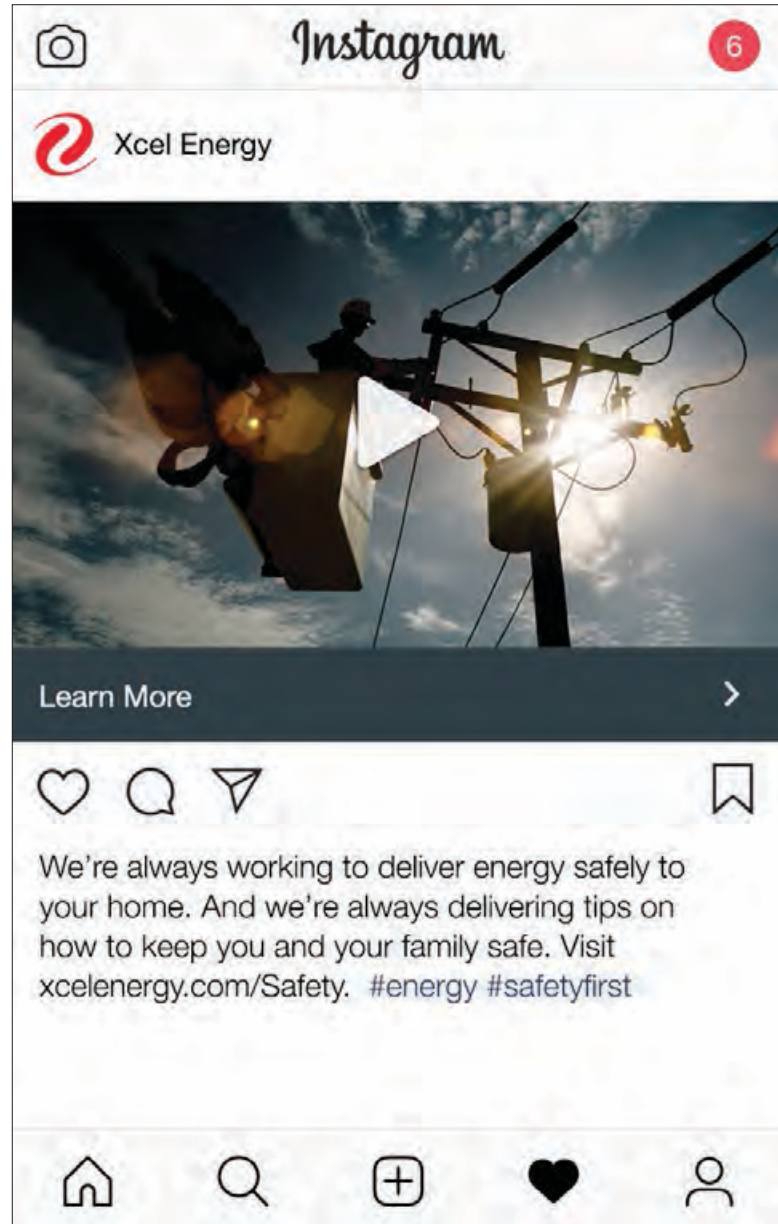
ALWAYS delivering.

Keep Yourself Safe
Get Energy Safety Tips

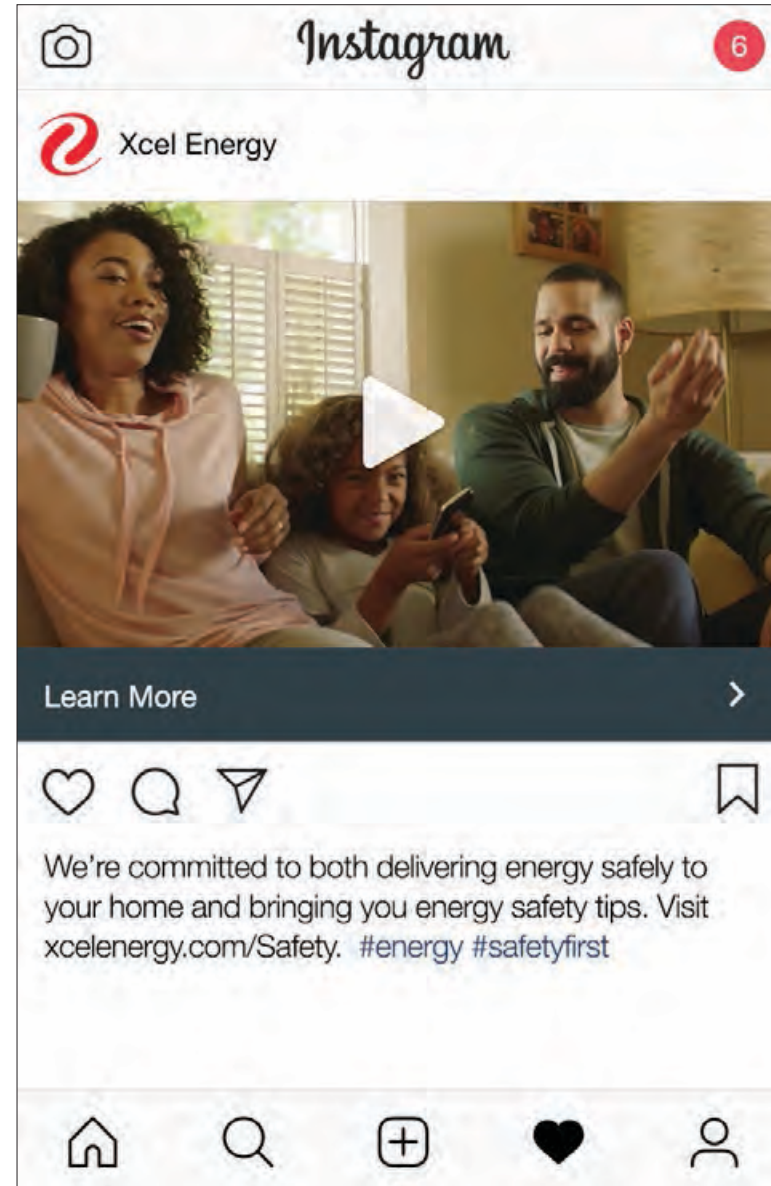
Like Comment Share

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

Social (Instagram) video v1

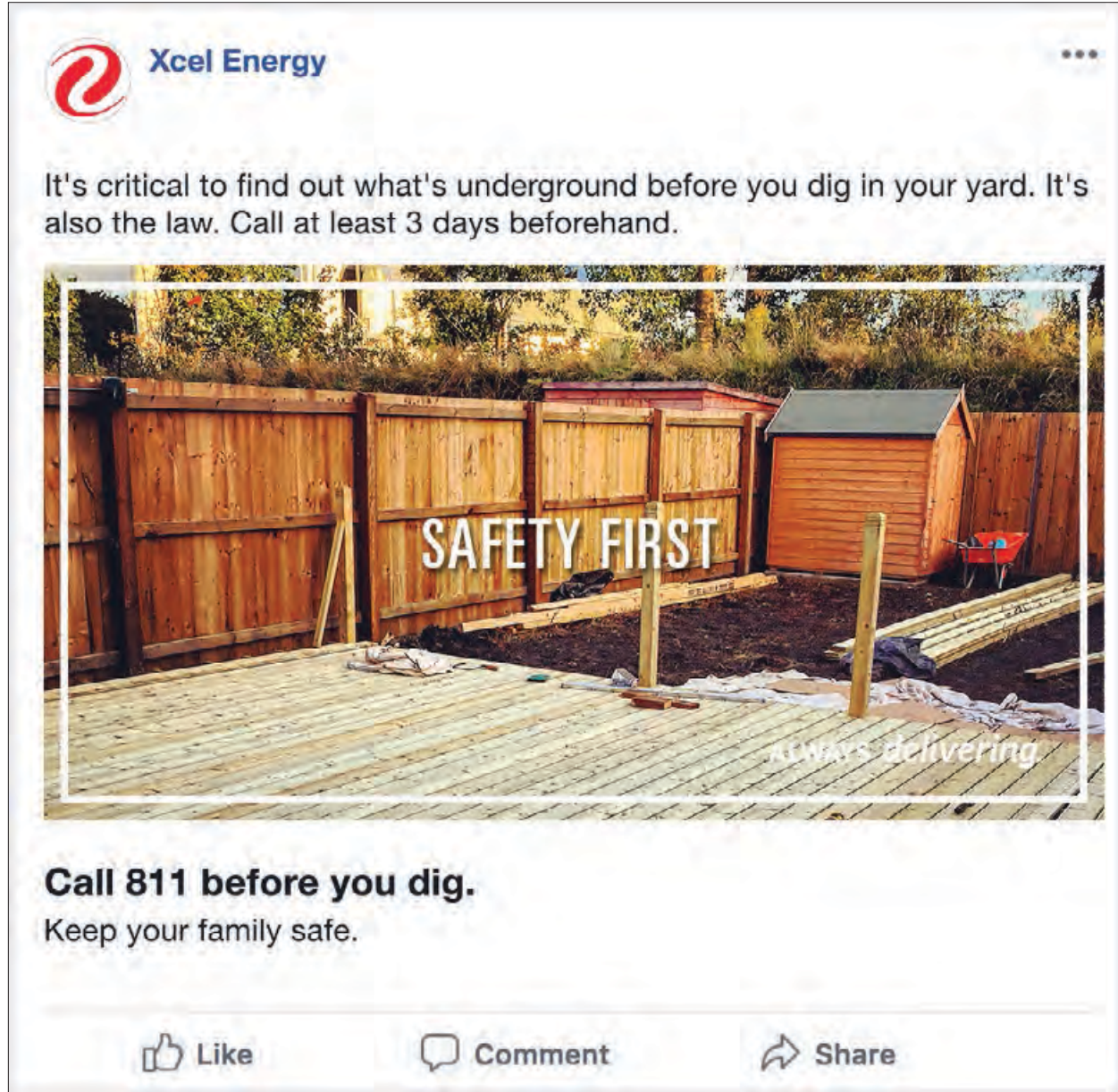


Social (Instagram) video v2




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

Social (Facebook) v1



Xcel Energy

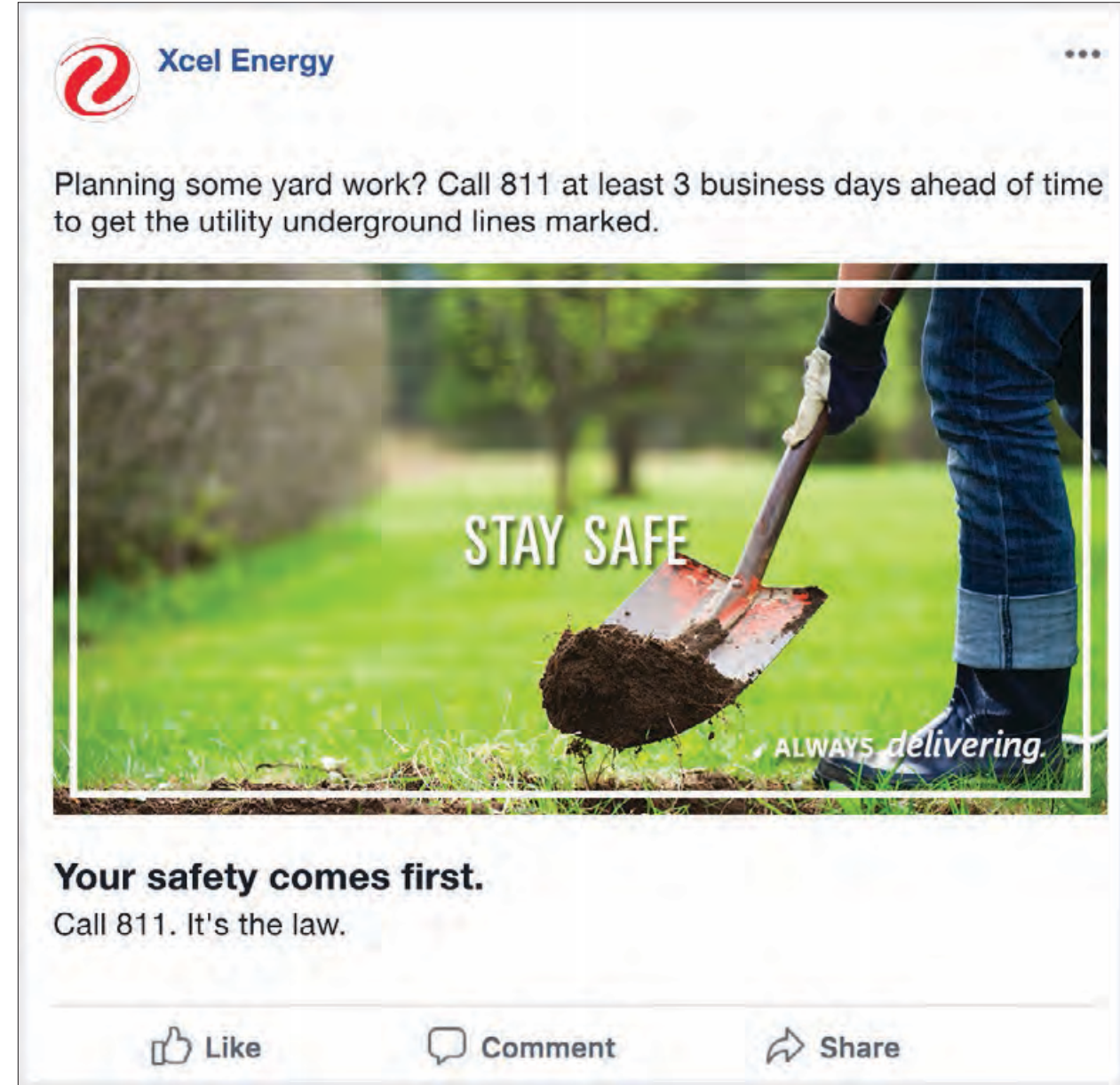
It's critical to find out what's underground before you dig in your yard. It's also the law. Call at least 3 days beforehand.



Call 811 before you dig.
Keep your family safe.


Like Comment Share

Social (Facebook) v2



Xcel Energy

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

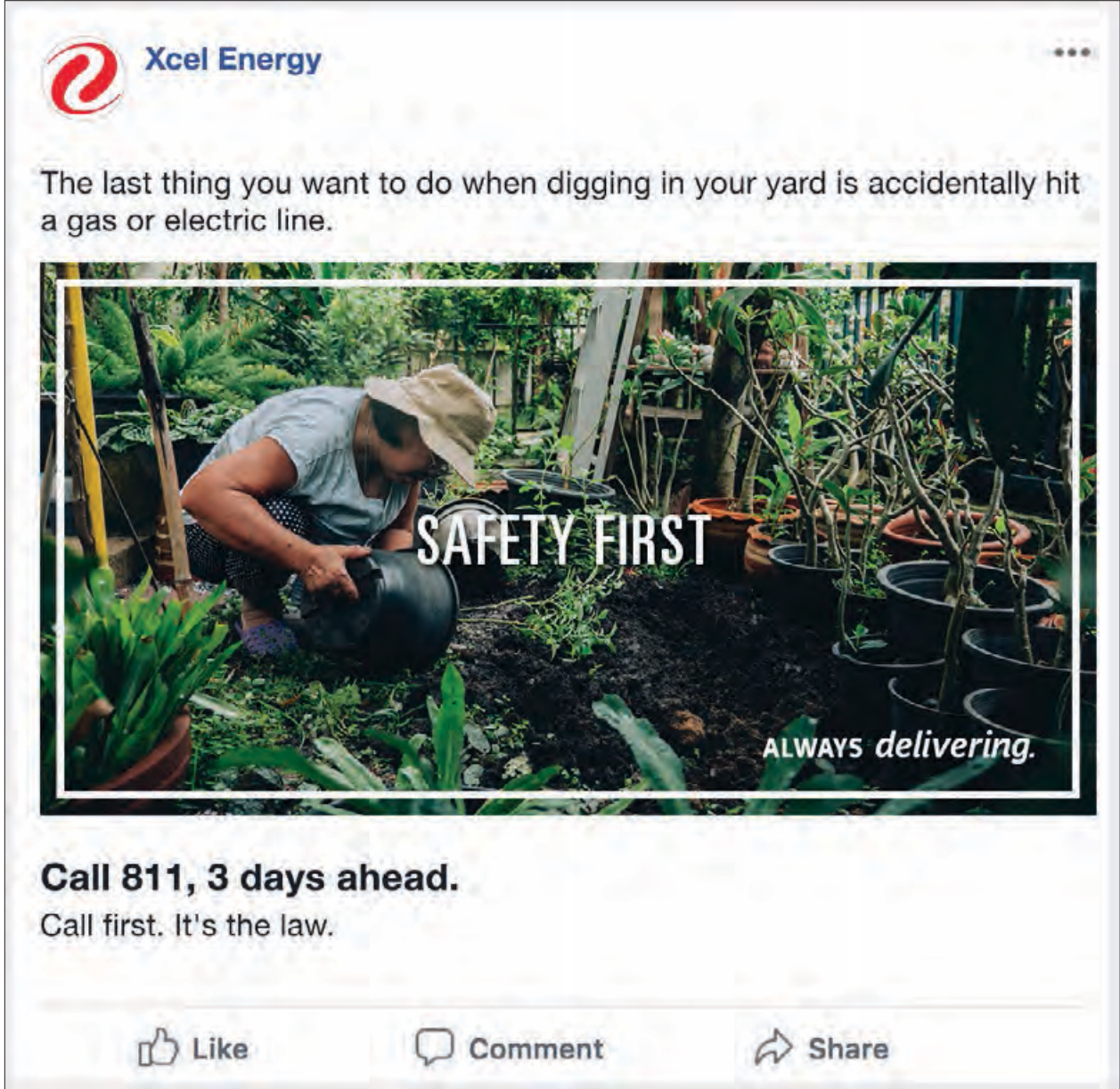


Your safety comes first.
Call 811. It's the law.

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.




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.

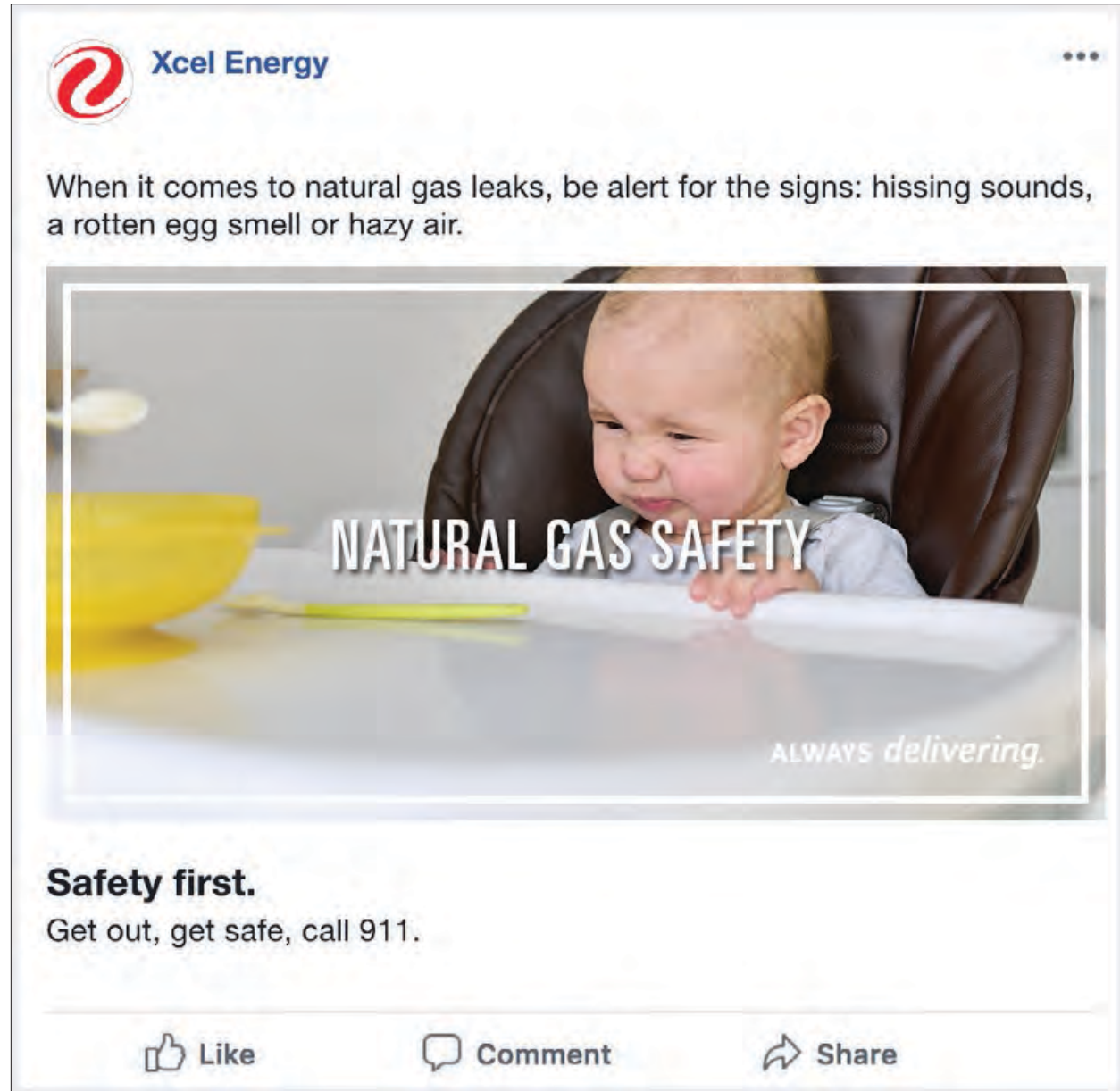


Your safety comes first.
Call 911 from a safe place.

 Like  Comment  Share

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

Social (Facebook) v3



The image shows a Facebook post from Xcel Energy. At the top left is the Xcel Energy logo, a red stylized 'e' inside a circle, followed by the text 'Xcel Energy' in blue. To the right of the logo are three dots. Below the logo is the text: 'When it comes to natural gas leaks, be alert for the signs: hissing sounds, a rotten egg smell or hazy air.' The main content is a photograph of a baby sitting in a high chair, looking down at a white plate. The text 'NATURAL GAS SAFETY' is overlaid in white, bold, capital letters across the middle of the photo. In the bottom right corner of the photo, the text 'ALWAYS delivering.' is written in a smaller, italicized font. Below the photo is the text: 'Safety first. Get out, get safe, call 911.' At the bottom of the post are three icons: a thumbs-up for 'Like', a speech bubble for 'Comment', and a share icon for 'Share'.

Xcel Energy

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

NATURAL GAS SAFETY

ALWAYS delivering.

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.



STAY SAFE

ALWAYS delivering.

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 FIRST


ALWAYS delivering.

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



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.**

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.**



ALWAYS delivering.

© 2018 Xcel Energy Inc.

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

Print ad



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).**

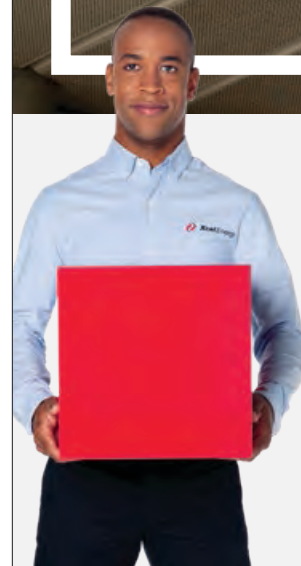
ALWAYS delivering.



© 2019 Xcel Energy Inc.

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

Print ad



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.



© 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

Brought to you by:



**RESOURCES
FOR A BRIGHT
TOMORROW**

**Energy Safety
Education Program**



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.

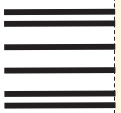
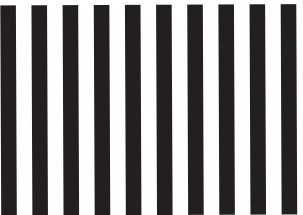
BUSINESS REPLY MAIL

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



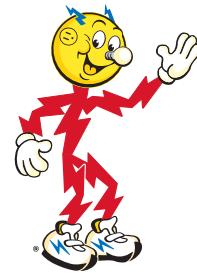


RESOURCES FOR A BRIGHT TOMORROW

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.



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)

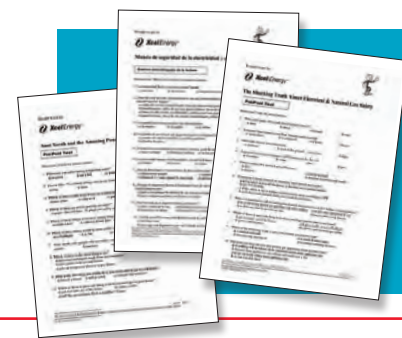
Addresses the subject areas of energy and earth science; principles like the states of matter; and processes like scientific investigation, making models and analyzing data. Also available in Spanish.



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!

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.



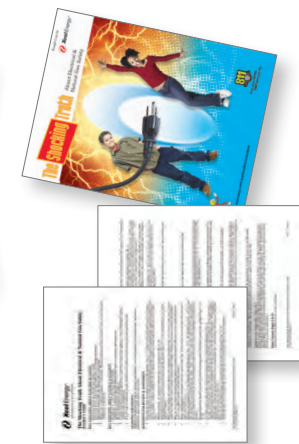
e-SMARTkids WEBSITE

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



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: _____

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.
- 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.
- 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

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:

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



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. 0-5 b. 6-10 c. 11-20 d. 21-50 e. 51+
- Primary business activity: Tree Siding/Gutter/Roofing Excavator
 Public Works Other: _____
- How will you use these safety materials? (Circle all that apply.)
a. Safety meeting/training c. New employee orientation/training
b. Tailgate/jobsite meeting
- What do you think are the most important safety topics that need to be covered in training materials? _____
- 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

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.
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!

00811#

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.

■ **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.



Order these FREE electric and natural gas safety training materials

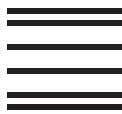
Three easy ways to order

1. Online:
Visit e-smartonline.net/xcelworkers.

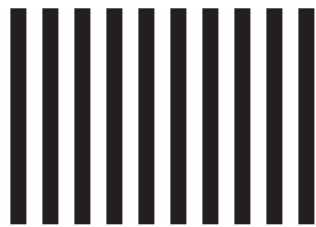
2. Mail:
Complete the attached self-addressed, postage-paid order card and mail it.

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.



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Safety Materials Distribution
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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.

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

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.

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Category: Agency Retainer

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Cost: \$116,075