

Breakout Session

Public Safety Issues and Updates

Moderator

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President

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Agenda

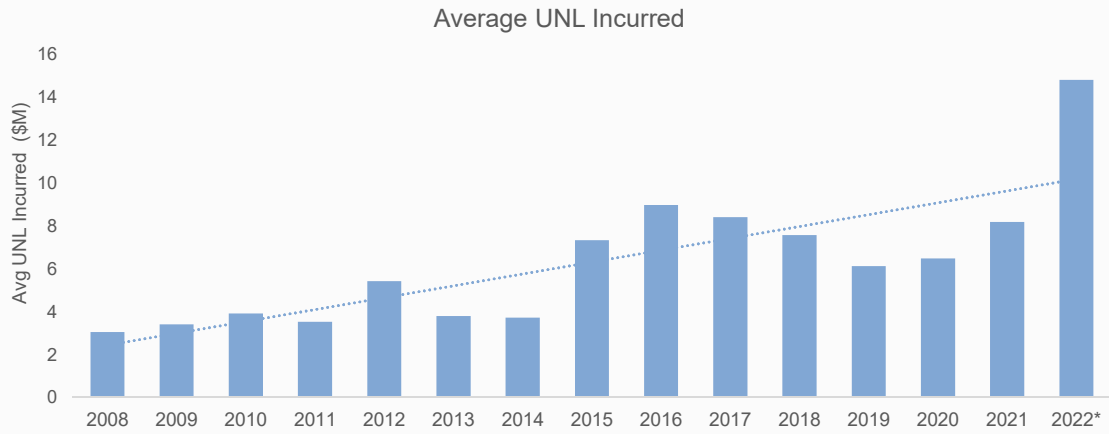
- Introduction
- The Power of a Timely Phone Call
- Not Knowing the Next Move Can Be Deadly
- Embracing Accountability Matters
- Proving the ROI of Public Safety Engagement Programs
- What the Best Public Safety Engagement Programs Do Differently
- Take the Next Step

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Average Incurred Losses – Excess Liability

Increasing Ultimate Net Loss (UNL) reveals the public's rising intolerance for utility safety accidents



* Adjusted to account for expanded limits

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The Power of a Timely Phone Call

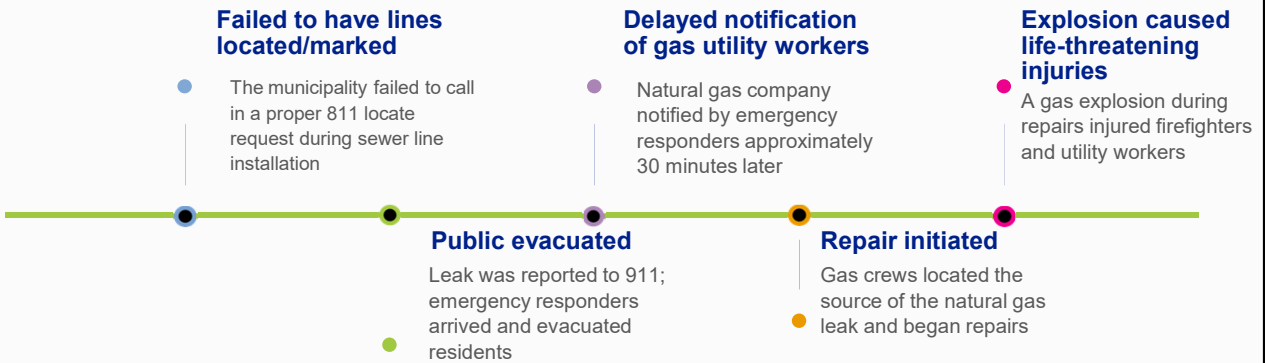


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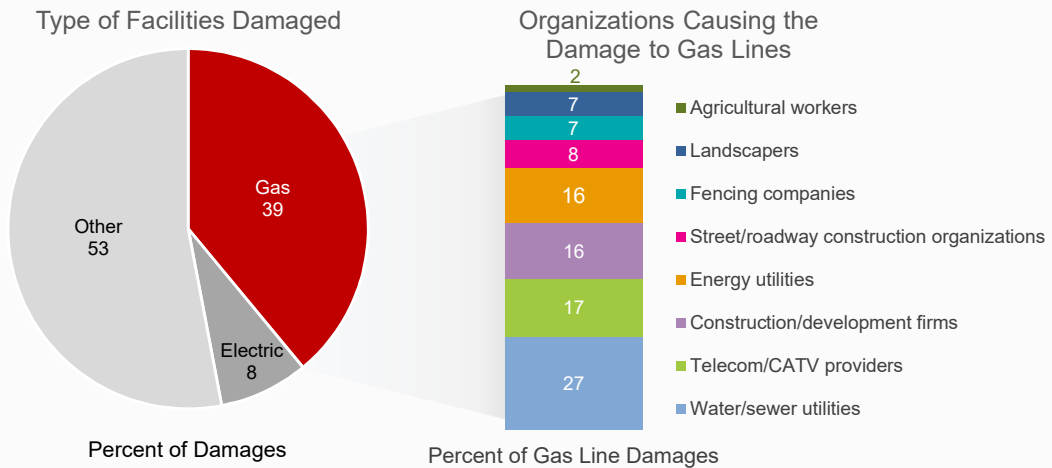
The Power of a Timely Phone Call

Contacting 811 to have lines marked and placing a timely phone call to report the leak to the gas utility would have made a difference



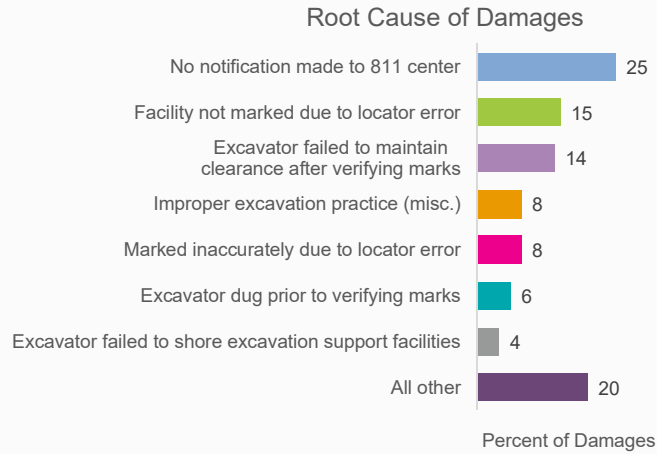
Water / Sewer Utilities are a Major Culprit of Gas Dig Ins

Gas lines account for 39% of facilities damaged; Water / sewer utilities cause 27% of these



Failure to Notify 811 is a Problem

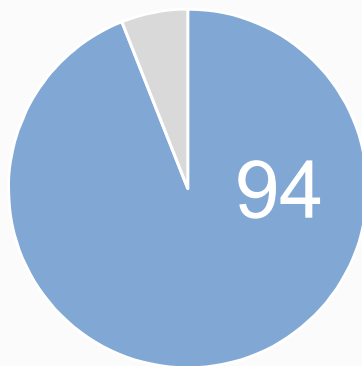
25% of all gas line utility damages occur because the excavator fails to notify 811, a preventable cause of damage



Common Ground Alliance 811 Annual Report for 2022

811 Awareness and Compliance Aren't Synonymous

Just because third-party contractors know what's right doesn't mean they'll do it



Percent of Respondents

Percent of third-party contractors are familiar with their local 811 service

However, 2 out of 10 admit someone from their organization failed to have lines located and marked before digging

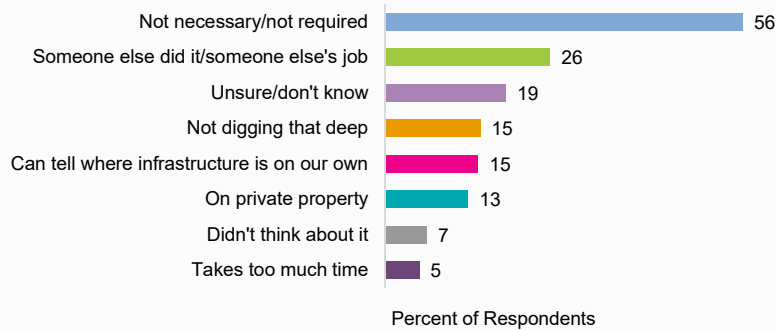
Collier Company Third-Party Effectiveness Study 2022-2023

Failure to Prioritize Safety is the Problem

Third-party contractors put themselves at risk when they do only what they feel is required

Why Someone in Their Organization Failed to Request Line Location

Base: Respondents Whose Organizations Don't Always Have Their Lines Located / Marked

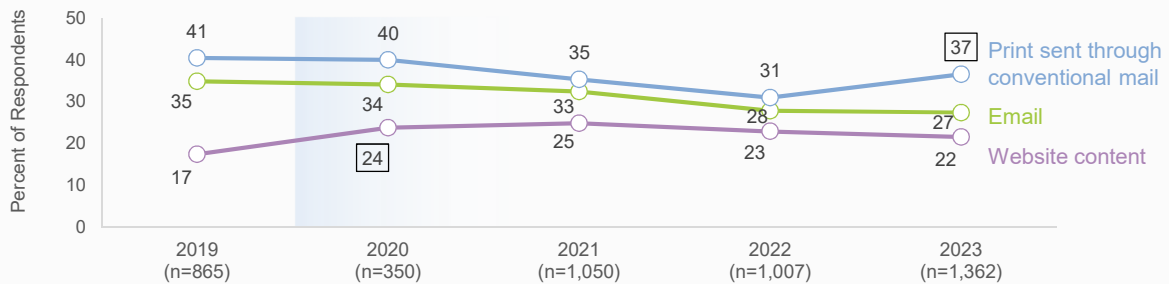


Culver Company Third-Party Effectiveness Study, 2019-2023

Digital Communication Attracts Contractor Interest

Despite waning somewhat since 2019, email remains the second-most valued channel and proves effective for seasonal reminders

Third-Party Contractors' Top Preferences for Receiving Safety Training Materials



Significantly differs at a 95% confidence level from previous research wave

Culver Company Third-Party Effectiveness Study, 2019-2023

Basic Blocking and Tackling

Not losing sight of the basics remains important; We can't let up on building 811 awareness

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Quarterly Tips of the Trade Focus on Specific Training Topics

Brand-aligned email bulletins augment annual baseline mailers

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Using a Variety of Digital Channels Ensures Messages Get Heard

Tips drive traffic to a comprehensive utility safety website



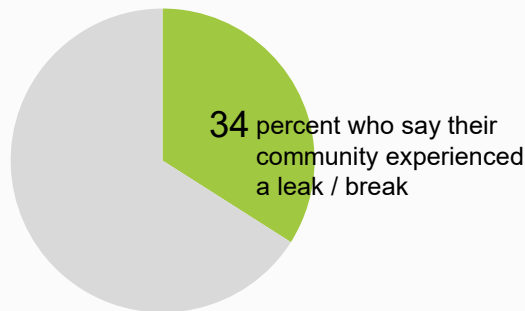
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Emergency Responders Must Be Prepared for Gas Emergencies

About one-third report a pipeline break or leak recently occurred in their community

Awareness of a Pipeline Break or Leak in Their Community Over the Past 12 Months



"We don't have many gas lines in this area, but that information is still useful."
- Emergency Official

Culver Company Emergency Officials Effectiveness Study, 2022-2023 & Culver Company Emergency Officials Pulse Research, 2022

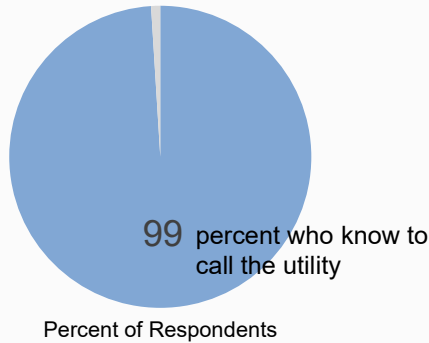
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Mailings Help Keep Phone Numbers Top of Mind

While notifying the utility of a pipeline break is nearly universal, knowing where to get the phone number is equally as important

Know They Must Ensure the Local Gas Utility is Called if Faced with a Natural Gas Emergency



Phone numbers typically rank first of the content emergency officials are most likely to remember from the mailing

Clear Company Emergency Officials Effectiveness Study, 2023

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Prominent Placement

Top-of-poster placement increases information recall

HANG THIS POSTER

To learn more about safety for first responders, visit firstresponder.domsafety.com

For gas emergencies, call Dominion Energy: OH: 877-642-2656 SC: 800-415-6083 NC: 877-776-2427 TX: 911 IL, UT, WY: 866-707-1089

first responder beware Staying Safe While Saving Others Natural Gas Safety for First Responders

Visit firstresponder.domsafety.com for our natural gas safety e-learning certification course and other training tools.

Responding to Natural Gas Leaks

Control ignition hazards and **notify Dominion Energy.**

- Minimize the possibility of ignition:
 - Do not use spark-producing equipment. Intrinsically safe radios and flashlights should be used for the duration of any incident response.
 - Do not use doorbells, wall switches, garage door openers or cell phones, and prevent their use by others. Take steps to eliminate sources of static electricity.
- From a safe location, contact Dominion Energy immediately and take these precautions:
 - Park emergency vehicles away and upwind from the area, and do not park over storm drains or manholes or near potential gas-filled structures. Turn off the vehicle engine.
 - Evacuate the area immediately. Be alert to risks from migrating gas.
 - Shut off gas ONLY at meters or appliance supply lines. NEVER operate system valves (above or below ground), including relief vents, which are designed to release gas in the event of system over-pressurization.

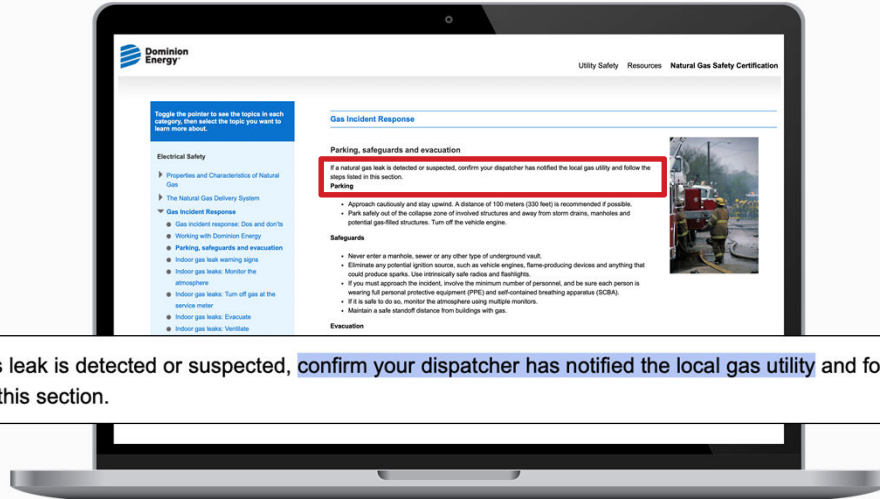
A quarter turn with a properly sized wrench will turn off a gas meter or an appliance supply line. The valve is open when the valve lug is in line with the gas pipe, and the valve is closed when the lug is perpendicular to the pipe. **Inform Dominion Energy of any gas valves that have closed, and do not reopen it under any circumstances.**

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Specify Desired Behaviors

Culver Company's first responder safety website reinforces the need to validate utility notification



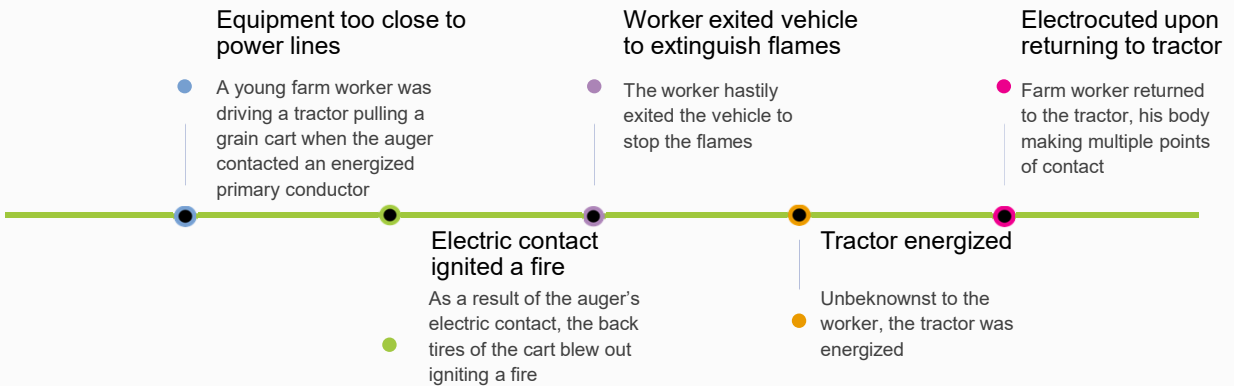
If a natural gas leak is detected or suspected, confirm your dispatcher has notified the local gas utility and follow the steps listed in this section.

Not Knowing The Next Move Can Be Deadly



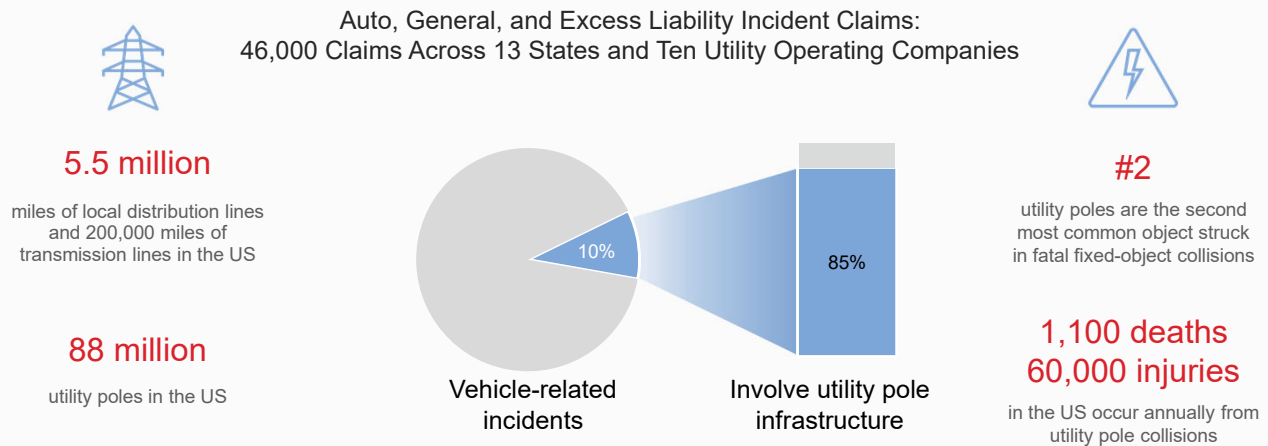
The Safest Alternative May Not Always Be Obvious

Maintaining a safe distance from infrastructure is crucial; however, in situations involving power line contact, the instinct may be to panic and react in an unsafe matter



Electric Infrastructure is Omnipresent

Worsening weather conditions lead to more damaged power lines and vehicular accidents resulting in downed wires; The public must be made aware of how to manage electrical incidents



Agricultural Worker

Segmented mailers engage agricultural workers with relevant visuals and text

POWER LINE SAFETY FOR YOU AND YOUR CREW.
Urge your employees to follow the enclosed safety tips when they work around electric lines.

SEGUIDAD AL TRABAJAR CERCA DE CABLES ELÉCTRICOS PARA USTED Y SU EQUIPO.
Inste a sus empleados a seguir los consejos de seguridad aquí cuando trabajen cerca de cables eléctricos.

REMEMBER THE 10-FOOT RULE
When using booms, harvesters, dump trucks, ladders, tools or equipment, always stay **at least 10 feet away** from overhead power lines carrying up to 50 kV. Greater voltages require greater clearance distance. For safety clearance questions, call SCE.

AT LEAST 10 FEET DISTANCE
DISTANCIA MÍNIMA DE 10 PIES

Agricultural Worker Beware™ Safety

SOUTHERN CALIFORNIA EDISON®

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Bilingual Mailings Are Key for This Segment

Fulfillment materials and streaming videos are also provided in Spanish

SOUTHERN CALIFORNIA EDISON®

WORK SMART | STAY SAFE

TRABAJE CON INTELIGENCIA | TRABAJE DE FORMA SEGURA

AGRICULTURAL WORKER BEWARE™
Power Line Safety for You and Your Crew

¡ATENCIÓN AGRÍCOLAS!
Seguridad al trabajar cerca de cables eléctricos para usted y su equipo

Order FREE Safety Materials and Stream Videos at scsafety.com

Solicite materiales de seguridad GRATIS en scsafety.com

WARNING! IF YOUR EQUIPMENT CONTACTS A POWER LINE*

- Stay on the equipment until an SCE crew member signals you off.
- Warn others to stay away from any person, equipment or object in contact with the power line.
- Have someone call 911 immediately and inform the operator it is an electrical emergency.

¡ADVERTENCIA! SI SU EQUIPO, HACE CONTACTO CON UN CABLE ELÉCTRICO*

- Permanezca en el equipo hasta que el personal de SCE le indique que puede bajar.
- Advierta a los demás que se mantengan alejados de cualquier persona, equipo u objeto que esté en contacto con el cable eléctrico.
- Pida que alguien llame al 911 de inmediato y avísele al operador que se trata de una emergencia eléctrica.
- Si se ve obligado a bajar del equipo debido a un incendio, salte lejos sin tocar el equipo y el suelo al mismo tiempo. Aterrice con los pies juntos, y aléjese arrastrando los pies con pasos cortos, manteniéndolos bien juntos y sin despegarlos del suelo en ningún momento.

* Si daña una línea de alto voltaje subterránea, avise al Underground Safety Board en california11.org dentro de dos horas.

SOUTHERN CALIFORNIA EDISON®

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All Segments Benefit from Power Line Contact Guidance

Straightforward guidance simplifies the hazards of touch and step potential

worker beware
ELECTRICAL SAFETY INFORMATION
FOR YOU AND YOUR EMPLOYEES

To report electrical emergencies, call 911 and PPL Electric Utilities at 1-800-342-5775

IF YOUR EQUIPMENT CONTACTS A POWER LINE

Stay on the equipment, and warn others to stay away.

- Move the equipment away from the line if you can do so safely.
- Stay on the equipment until utility personnel say it's safe to get off.
- Warn others to stay far away. Anyone on the ground who touches the equipment or even the ground nearby may be injured or killed.
- Notify 911 and PPL Electric Utilities at 1-800-342-5775 (1-800-DIAL-PPL) immediately to report the emergency.
- If fire or other imminent danger forces you off, DO NOT touch the equipment and the ground at the same time. Jump clear, land with your feet together and shuffle away with small movements, keeping your feet close together and on the ground at all times. DO NOT return to the equipment until utility personnel tell you it is safe.

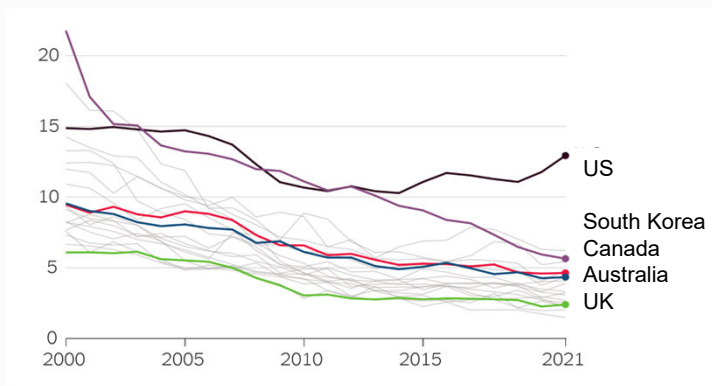
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The US is Moving in the Wrong Direction

While vehicle deaths have decreased by 90% since the 1920s, the US has witnessed a rise that is not observed in other high-income nations

Death Rate Per 100 Million Vehicle Miles Travelled



What's Changed?

- Smartphone use
- Opioid epidemic/legalized marijuana
- Sunbelt population growth (fewer sidewalks) – poles closer to the roadways
- Teenage drivers fare even worse

Centers for Disease Control and Prevention (CDC), 2000 to 2020
The Rise in US Traffic Deaths: What's behind America's unique problem with vehicle crashes? The New York Times, December 2023

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Most Drivers Ed Programs Don't Cover Electric Infrastructure Incidents

The solution considers stakeholder needs to produce content and materials that support all stakeholders' objectives



UTILITIES

Integrated proven channel approach to public safety outreach



DRIVING INSTRUCTORS

Turnkey content that fits into an already-packed curriculum
(10 minutes to deliver)



PARENTS / GUARDIANS

Accurate information parents / guardians may not be aware of themselves



NEW DRIVERS

Digital and print content
Relatable photos of teens

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New Driver Safety Program

Print and digital resources target teen drivers and their parents

IF YOU CRASH INTO A POWER POLE

It's natural to want to get out of your vehicle quickly after a crash. But when power poles are involved, that instinct can be lethal. Instead, assume the area around your vehicle is extremely dangerous and take these steps:

- STAY** in your vehicle. Downed power lines may energize the ground and objects nearby, even if the lines don't hum or spark.
- WARN** bystanders to stay far away. Anyone who contacts a downed line, the vehicle, or the surrounding area can be injured or killed.
- CALL 911** and wait for utility workers to arrive and de-energize the power lines.

STAY in your vehicle!

Exit the vehicle ONLY if you notice smoke or fire:

- Plan your exit route to avoid contact with sagging or downed lines.
- Jump clear of your vehicle. **DO NOT** touch the vehicle and the ground at the same time.
- Land with your feet together and shuffle away with small steps. Keep your feet close together and on the ground at all times. **DO NOT** allow the heel of one foot to pass the toes of the other.
- Stay far away from the crash area until utility personnel tell you it's safe.

KNOW HOW TO DO THE SHUFFLE

Why do you need to shuffle away from downed power lines?

Downed power lines can energize the ground with high-voltage electricity. The voltage is strongest where the power lines touch the ground or an object and gets lower with distance from that point. If you walk normally across an energized area, electricity may travel up one leg and down through the other to get from a higher-voltage to a lower-voltage zone. This could cause a serious or fatal electrical shock.

Shuffling keeps one foot in a similar voltage zone as the other foot, making electrical shock less likely.

Follow these same procedures if you crash into a pad-mounted transformer (like this one).

Visit our website for more information. culver.e-smartdrivers.com

IF YOU CRASH INTO A POWER POLE

- STAY** in your vehicle.
- WARN** bystanders to stay far away.
- CALL 911** and wait for utility workers to arrive.

Assume all downed lines are energized and dangerous, even if they don't hum or spark.

Exit the vehicle ONLY if you notice smoke or fire:

- Plan your exit route to avoid sagging or downed lines.
- Jump clear of your vehicle. **DO NOT** touch the vehicle and the ground at the same time.
- Land with your feet together and shuffle away with small steps. Keep your feet close together and on the ground at all times.
- Stay far away from the crash area until utility personnel tell you it's safe.

CULVER
culver.e-smartdrivers.com

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New Driver Safety Program

Website features dynamic visual cues that will stick with new drivers



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Embracing Accountability Matters

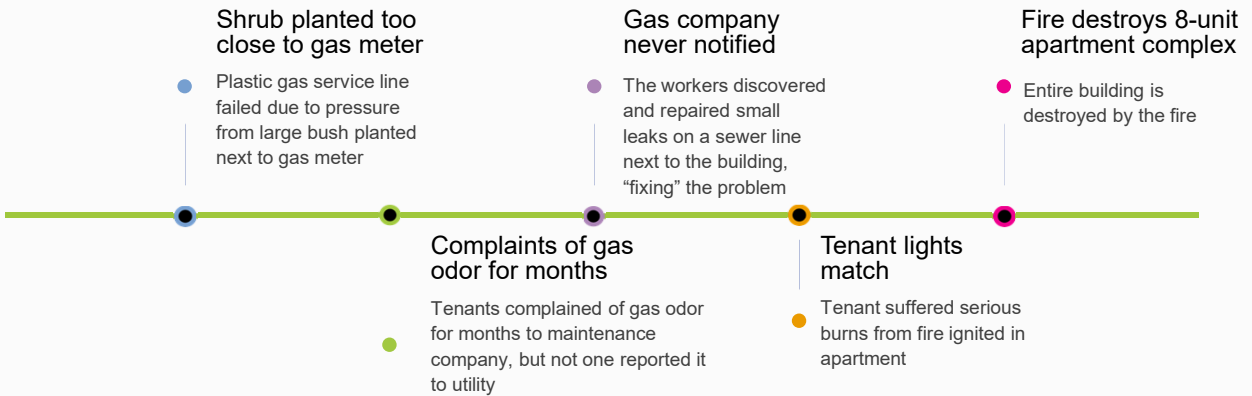


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Unreported Gas Leaks Devastate Lives

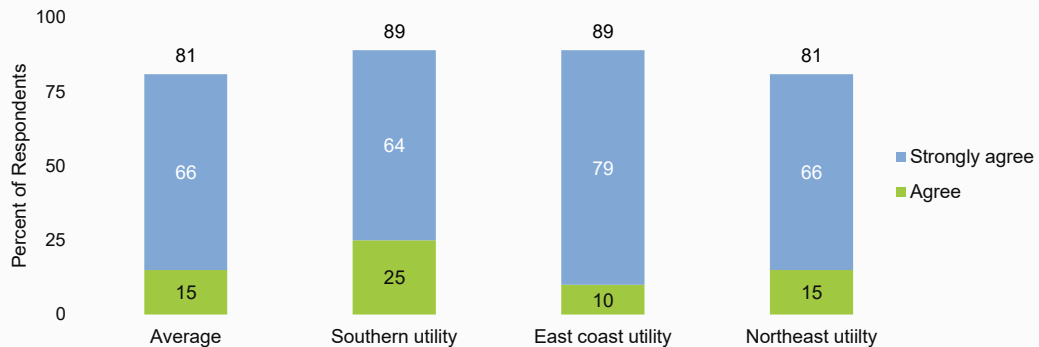
Numerous opportunities existed to avoid tragedy from the dangerous shrub placement, to contractors repairing leaks without expertise/authority, and lack of reporting on everyone's part



Accountability Acceptance Varies

Community members must understand and embrace personal safety accountability near gas and electric infrastructure

Agree They Play Role in Keeping Themselves Safe Around Natural Gas



Targeted Communications

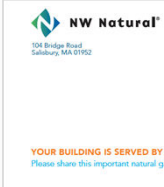
Consider the stakeholder relationship ecosystem to get information into the right hands

Dear Owner or Property Manager:

Whether your building has natural gas service in each unit or only in central areas, every resident should know how to prevent gas pipeline damage and recognize and respond to gas leaks. To help educate residents and protect people and property, **please display this brochure** in a prominent location. As your partner in safety, we hope you will also contact us for a free safety inspection of your building's natural gas equipment. Visit nwnatural.com or call 800-422-4012.

If you or a resident notice any conditions that could lead to or indicate pipeline damage or a natural gas leak, please call NW Natural's 24-hour emergency line at 800-882-3377 immediately.


Thank you for taking the time to read and share this important natural gas safety information with your residents. We appreciate your cooperation.



» The safety information on these four panels can save lives and protect property. Please display in a prominent location where all residents will see it.

What to do if you suspect a gas leak

- **MOVE** to a safe environment. **DO NOT** look for the gas leak.
- **DO NOT** light a match, start an engine, use a telephone (even a cell phone), switch on/off light switches, or do anything that may create a spark.
- **CALL 911** and NW Natural at 800-882-3377 immediately.
- **DO NOT** assume someone else will report the condition. Provide the exact location, including cross streets. Let us know if sewer construction or digging activities are going on in the area.

 **Smell. Go. Let us know.**



Affected Public Mailers Reinforce Personal Responsibility

Take initiative and call local utility directly, not just 911

React immediately if you suspect a gas leak

- **Assume there is a danger.** Warn others and leave the area quickly.
- If you smell something, say something.
- **DO NOT** use the telephone, matches, lighters, or any electrical appliances, including light switches, garage door openers, doorbells, radios, TVs, or cell phones.

Report the leak to 911 and CPS Energy

- Do **NOT** assume someone else will report the leak.
- From a safe location, dial **911** and call CPS Energy's gas emergency number at **210-353-HELP (4357)**. Provide the exact location, including cross streets, and let us know if sewer construction or digging activities are going on in the area.
- **Stay far away** from the area until our personnel says it is safe to return.



Reaccione de inmediato si sospecha que hay una fuga

- **Suponga que existe peligro.** Advierta a los demás y aléjese del lugar rápidamente.
- Si huele algo, diga algo.
- **NO** use el teléfono, cerillos (fósforos), encendedores u otros artefactos eléctricos, como interruptores de luz, controles para abrir el portón del garaje, timbres, radios, TVs o teléfonos celulares.

Reporte la fuga al 911 y a CPS Energy

- No suponga que otra persona se encargará de reportar la fuga.
- Desde un lugar seguro, marque **911** y llame al número de emergencia de gas de CPS Energy, **210-353-HELP (4357)**. Indique su ubicación exacta, incluyendo las calles de intersección, y también si se están realizando obras cloacales o excavaciones en el área.
- **Manténgase alejado** del lugar hasta que nuestro personal le indique que es seguro regresar.



For gas emergencies, call 911 and 210-353-HELP (4357)



Proving the ROI of Public Safety Engagement Programs



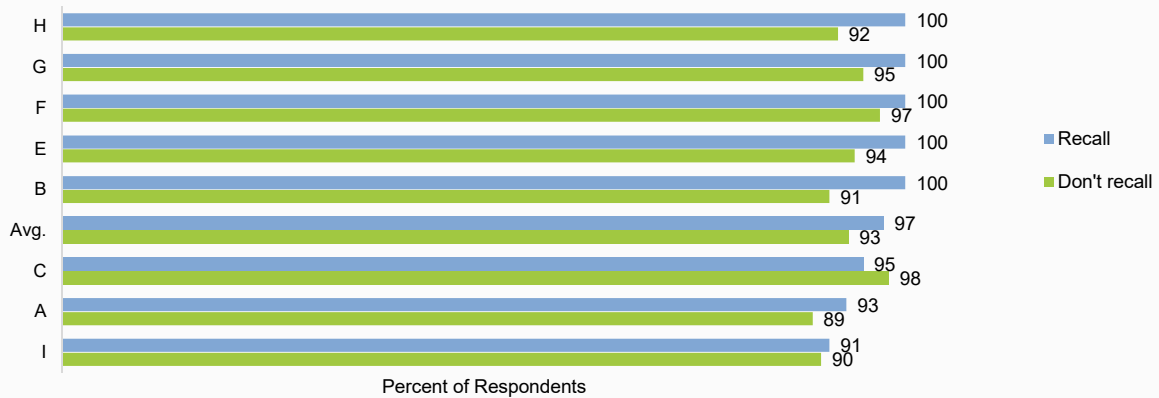
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Communication Makes a Measurable Difference

Community members who recall a mailing demonstrate higher safety knowledge levels

Aware of 811 By Whether Respondent Recalls Receiving Utility Safety Mailing Over the Past 3 Months



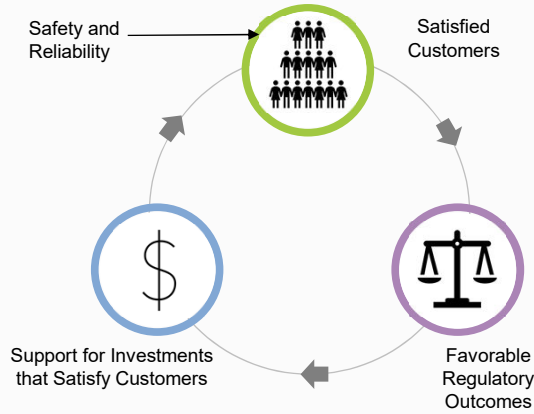
Culver Company Third-Party Contractors Effectiveness Study 2022-2023

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Safety Communication is a Worthwhile Investment

Safety image and reputation helps drive customer satisfaction, which is in turn associated with favorable regulatory treatment and higher return on equity (ROE)



Authorized Return on Equity By Customer Satisfaction Quartile (2015-2021)



J.D. Power Utility Residential Customer Satisfaction Study, SSP Global Community Insights, 2022

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Safety Image and Reputation

How utilities craft messages is as important as *what* they say. Messages need to be accurate and aligned with public sentiment

1959

GAS HEATS BETTER FIVE WAYS

- 1. FRESH AIR.** Gas heat is filtered, humidity controlled, and circulated, replacing stale indoor air in every room of the house every hour. If you wish, a Gas heating system can also bring in and warm fresh air from outdoors.
- 2. CIRCULATION.** With Gas, freshly warmed air moves through each room.

MEASURE ANY HEATING SYSTEM BY THE FIVE IMPORTANT POINTS

LIVE MODERN FOR LESS WITH GAS

1981

By the next century, gas should still be America's largest domestically produced energy for use in homes and businesses; still our cleanest, most efficient major energy system; and still our most economical. Conventional gas supplies can be supplemented with gas from Alaska, coal and renewable sources. Gas: It's the bright spot in America's energy future. Use it wisely.

GAS:

1981

Looking 20 years out

GAS: STILL #1 IN 2001.

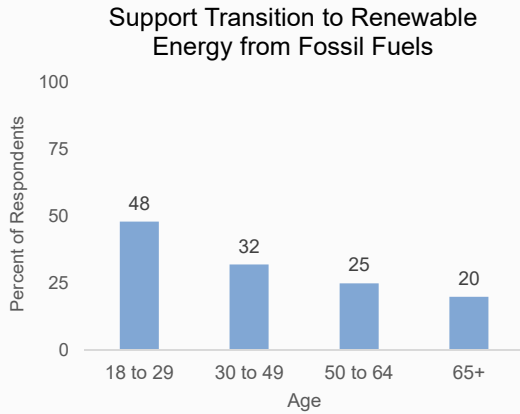
Gas: The future belongs to the efficient.

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Safety Messages are Too Important to Get "Lost"

Connecting with audiences means understanding and aligning with their beliefs in a way that avoids distracting them from vital messages



Pew Research May 23-June 4, 2023

Gas Stoves Are Tied to Health Concerns. Here's How to Lower Your Risk.

Emissions from gas stoves have been connected to an increased risk for childhood asthma, among other things. You can mitigate the effects with a few simple steps.

Share full article | 829

Tamir Kalita for The New York Times

California declared war on natural gas. Now the fight is going national

NATIONAL
We need to talk about your gas stove, your health and climate change
OCTOBER 1, 2021 | 8:02 AM ET
HEARD ON MORNING EDITION
JEFF BRADY
5-Minute Listen

What the Best Public Safety Engagement Programs Do Differently



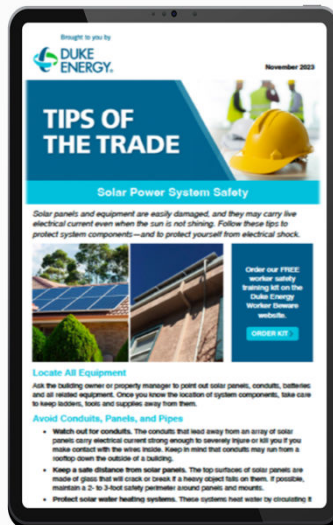
Best Practices

Content based on audience research, incident data, and emerging trends sets the stage for successful safety programs

- Ensure your program is risk-responsive
- Create research-based materials
- Tailor communication to your target audience
- Consider the influencer ecosystem
- Reinforce messages with integrated campaigns

Ensure Your Program is Risk-Responsive

Safety content must keep pace with evolving technology

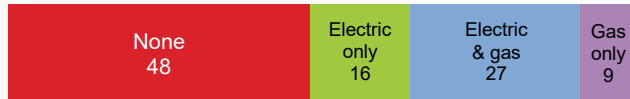


Create Research-Based Materials

Feedback from teachers, utilities, and students serve as a foundation for ensuring gas safety materials continue to hit the mark

	Teachers	Utilities	Students
WHAT WE LEARNED	<ul style="list-style-type: none"> Align gas safety content with standards-based curriculum and learning styles 	<ul style="list-style-type: none"> Identify regional differences in public perceptions of natural gas Capture trends associated with weather impact Understand safety content priorities 	<ul style="list-style-type: none"> Determine most appealing designs Identify most engaging activities Assess message clarity

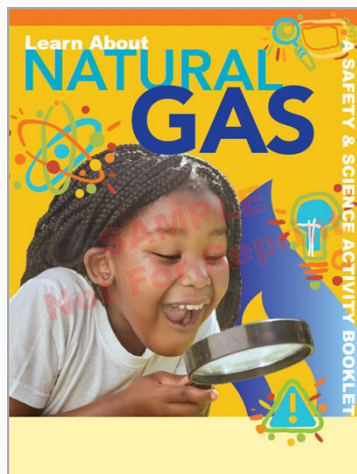
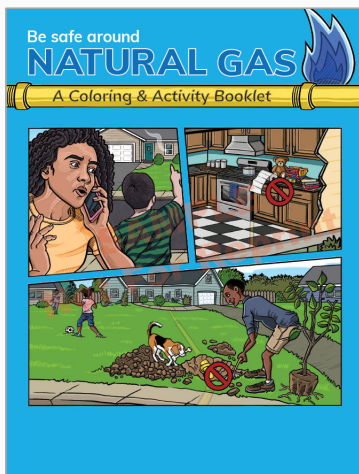
A Gap Exists Around Energy Safety Topics Currently Taught at Their Schools
 Base: Total Respondents (n=101) Percent of Respondents



Teacher and Student Draft Book Reviews (2023)

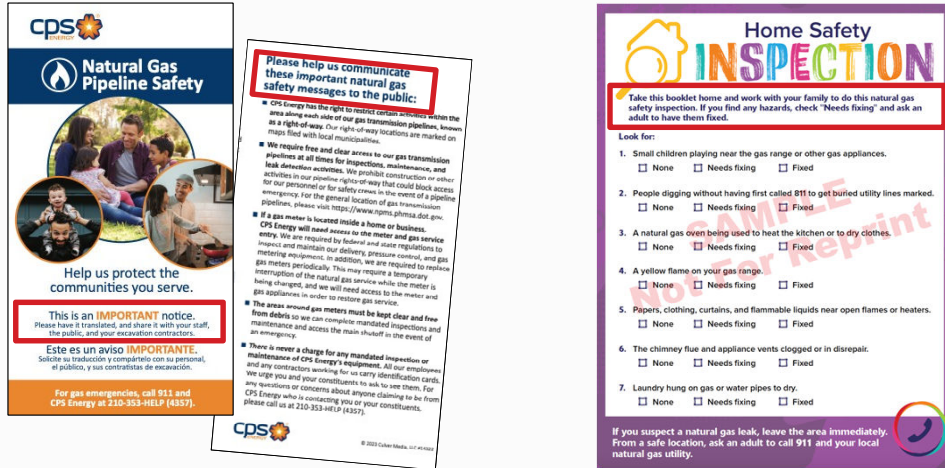
Tailor to Your Target Audience

Alignment with educators' preferences and academic standards entices teachers to order and use; age-appropriate safety tips ensure relevance to students



Consider the Stakeholder Ecosystem

From fire chiefs responsible for training to public officials and even “kidfluencers,” asking stakeholders to share information gives utilities more bang for the buck



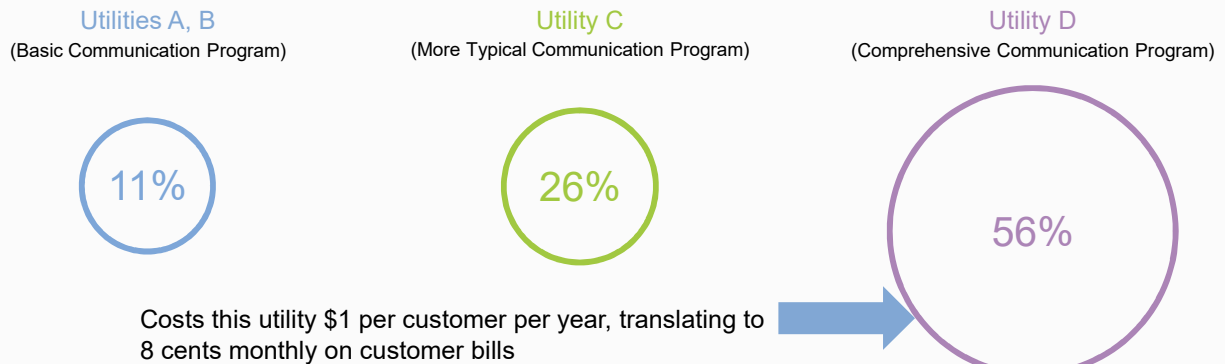
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Reinforce Messages with Integrated Campaigns

A wide variation exists in utilities' commitment to keeping energy safety information in front of community members

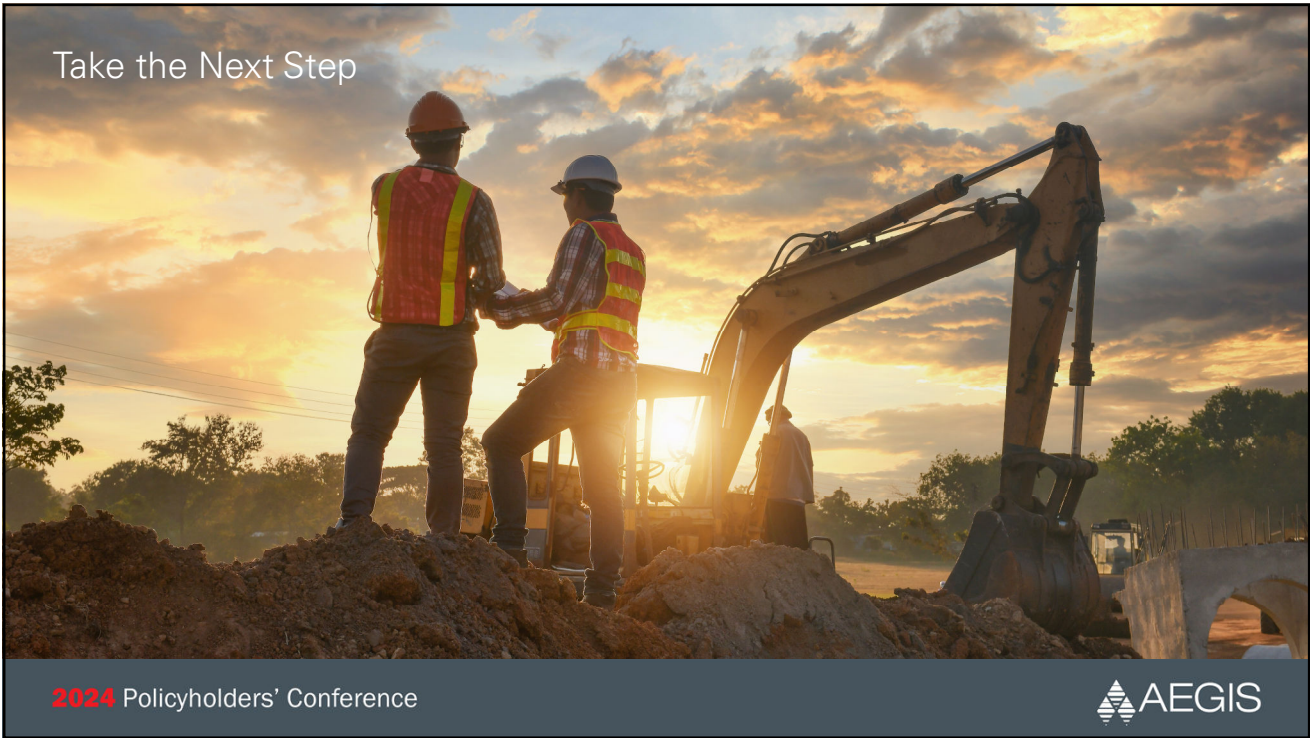
Percent of Community Members Who Recall Receiving Natural Gas Safety Information Over the Past 12 Months



Calder Company Proprietary Adjacent Service Territory Community Member Study 2022

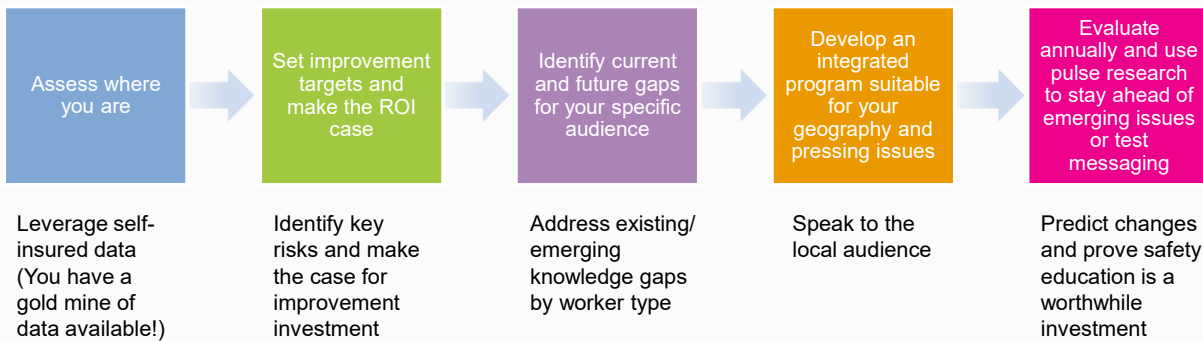
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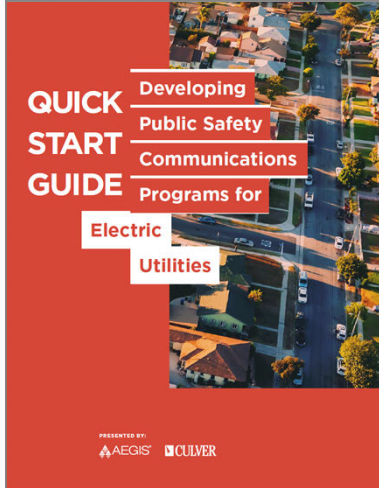
Take the Next Step

Regardless of where you are in your program evolution, there's always an opportunity to take the next step

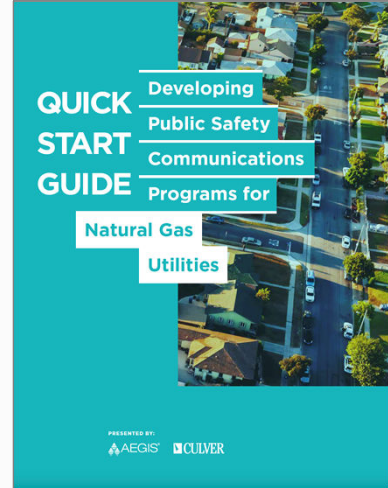


Resources to Get You Started

The AEGIS and Culver Quick Start Guides are free online resources



Scan now to access the free quick start guides!



2024 Policyholders' Conference

