



PUBLIC SAFETY & EDUCATION

PRESENTED BY:

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Director- Community Strategy & Engagement

UPSA Regional Meeting

October 1, 2019

PEOPLE FIRST!

COMMUNITY & CUSTOMERS



BY THE NUMBERS



Largest Municipally Owned Electric and Gas Utility in the U.S.
Largest Solar Power Production in Texas; Seventh in the Nation
Second Largest Wind Power Production in Texas



AA+
Premier
Credit Rating



841K Electric¹

353K Gas

Our Customers

159

Years of Serving
San Antonio

Most Trusted Brand in the
South Region by MSI



\$11B - Assets
\$2.8B - Annual Revenue

¹ as of 5/21/19

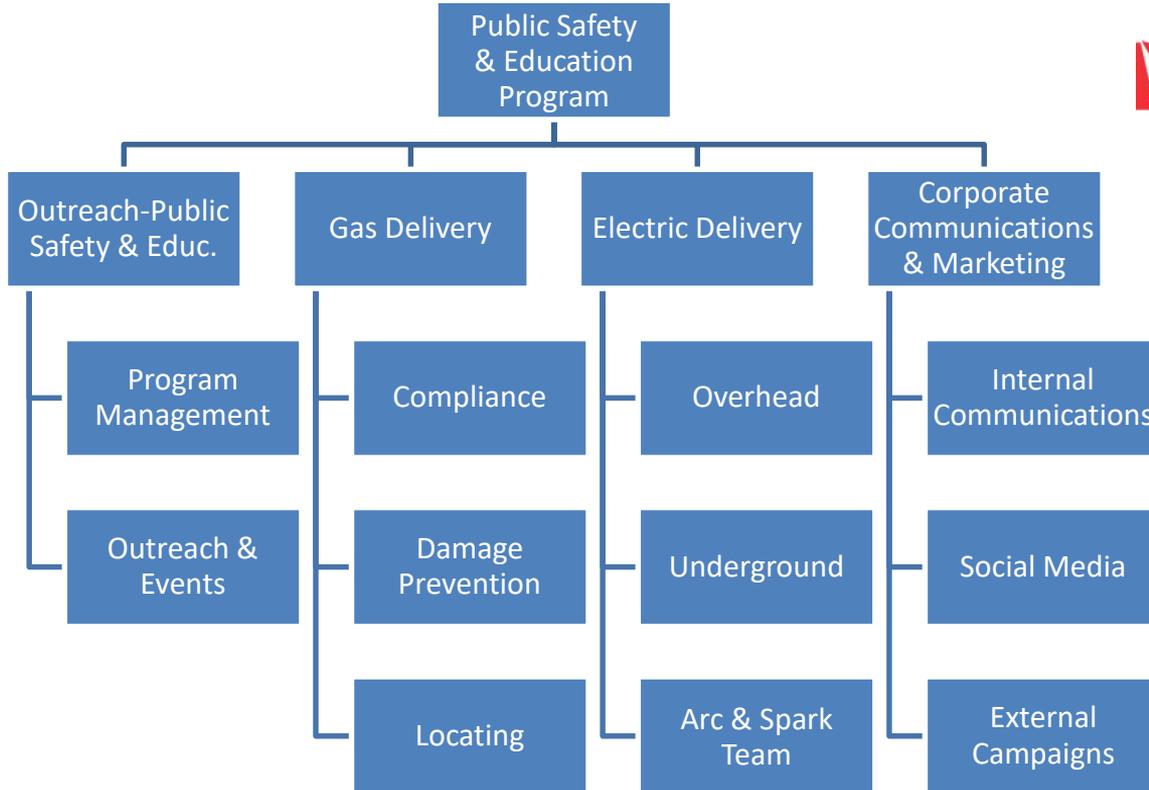
PUBLIC SAFETY & EDUCATION (PS&E) PROGRAM



- Educate our community on **electric and natural gas safety awareness and prevention** to reduce incidents, prevent injuries, and save lives!
- Educate our community on **energy conservation** to save energy and lower bills
- Work across a **matrixed team** to segment audiences and target safety outreach
- Help to ensure **compliance activities** related to Gas Public Safety Awareness are completed
- Collect data to measure **program effectiveness** and make adjustments where needed



MATRIXED TEAM



PS&E OUTREACH ACTIVITIES



- Annual **mailers** segmented to each audience
 - Customers (bill inserts, emails)
 - School Teachers
 - First Responders
 - At-Risk Workers
 - Public Officials
 - Residents & Businesses near Natural Gas Transmission Pipeline
- Interactive **Websites** (Educators, At-Risk Workers, First Responders)
- In-person **presentations**
- Tabletop outreach at **community events**
- Host **special events**
- First Responder **Training**
- Ads (Social Media, Billboards, Radio/TV, Print)



SCHOOL PS&E OUTREACH



- Annual mailer to **elementary and middle school** educators offering complimentary classroom material
- Interactive **Website** for Educators with Games, Activity Pages, and Videos
- In-person **classroom presentations** with props
 - Louie the Lightning Bug & Sniffy booklets to elementary students
 - Wires and pipes, insulator, gloves, danger signs
 - Hazard Hamlet to demonstrate electrical hazards
 - Mobile Support Center & Gaston as learning tools



SCHOOL PS&E OUTREACH



FIRST RESPONDERS



- Annual mailer to **emergency officials and first responders** offering complimentary safety training material
- Interactive **Website** with material
- In-person **safety presentations** at fire stations
- Participation in their **community events**

# Fire Departments ¹	# Classes ¹
13	11
# Attendees ¹	# Months ¹
244	9



2019

¹ 2019 To-date

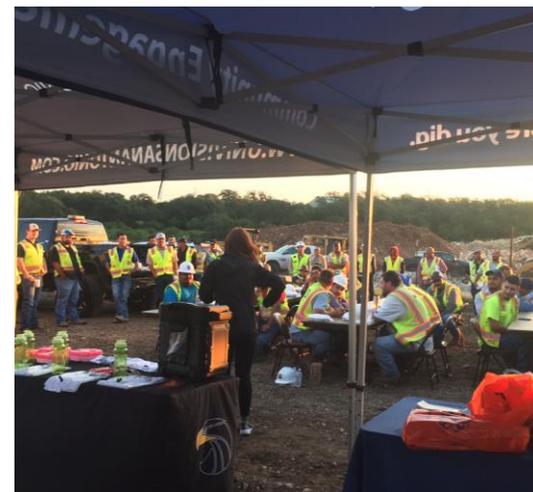
AT-RISK WORKERS



- Annual mailer to **excavator/worker organizations** offering complimentary safety training material
- Interactive **Website** for Contractors
- In-person **safety presentations** with props
- Arc & Spark Team to **demonstrate high voltage** electrical hazards
- Host **Safety Events** for targeted work groups
- Weekly **Safety Alert email** to City of San Antonio Building Permit Applicants
- Ad in **Construction Newspaper**
- Gas Hit Line **Repeat Offender Outreach**
 - Certified letter to call for a safety presentation
 - Annual phone call/kit delivery to repeat offenders
- Mobile Support Center & Gaston as learning hubs



LUNCH & LEARNS



ARC & SPARK



SAFETY EVENTS



COMMUNITY



- Host **People First! Community Fairs** throughout San Antonio and surrounding areas
- Annual mailer to residents and businesses along our **Gas Transmission Pipelines**
- Bill Inserts or Email to our **Gas and Electric Customers**
- CPSEnergy.com/safety
- In-person **safety presentations to group meetings**
- Tabletop outreach at **community events**
- Social Media, Billboards, Radio



COMMUNITY



ADS/MEDIA



CPS Energy
September 20

This September has been one of the wettest in San Antonio history. And we're expecting more rain this weekend. ...Storms can cause heavy traffic, flooding and even power outages. What should you do during a power outage? How do outages occur? How long will your power be out? We've got the answers! Use this blog as a handy guide for all things outages and check our websi... See More

OUTAGE SAFETY TIPS
#PublicPower

If electrical power lines are down, don't touch them. Keep your family and pets away. Report downed lines to your utility company.

NEWSROOM.CPSENERGY.COM
Power Guide: What You Need to Know About Outages -
This handy guide will give you information about what cau...

CPS Energy @cpsene... · 10/25/18

#LookUpAndLive - We have a tree trimmers & landscaper safety training on TOMORROW, OCT. 26, 8a-10a. SafetyRSVP@cpsenergy.com to save your spot! #SafetyFirst

OUR SAFETY MATTERS
Su seguridad importa

LOOK UP & LIVE
CPS ENERGY

Trimmer & Landscaper Safety Training
Corte y entrenamiento de seguridad para podadores y jardineros
y, October 26, 2018
8a. - 10a.m.
CPS Energy Company Park • 9911 Patton Bahal Rd.

811
Know what's below. Call before you dig.

CPS Energy
October 18 at 7:00 AM

Plant a tree. Save energy. Save money. -- Earn a \$50 rebate when you purchase a qualifying shade tree! Remember to call 811 before you dig. Call 811 Before You Dig

CPSENERGY.COM
Green Shade Tree Rebates
Trees create shade and keep your home cooler. Get rebate...

CPS ENERGY

Call 811 before you dig.

It's simple. Call 811 two days before you start digging and CPS Energy will come locate underground gas and electric utility lines. Not calling can result in damage to gas and electric lines. Damage to a gas line can cause a gas leak, ignition, or loss of service. It's free and it's the law.

If you're working near gas lines:

- Mechanized equipment is prohibited within the tolerance zone of the natural gas line
- The tolerance zone is 36-inches on either side of the pipe plus half the pipe diameter
- Underground Natural Gas lines may be located near your residence or place of business and are a safe and reliable source of energy
- These gas lines are inspected for gas leaks on a regular basis to ensure pipeline safety and reliability

If a pipeline is damaged:

- Leave the area
- Call 911 immediately if there is a release of natural gas
- Call CPS Energy at (210) 353-HELP (3537) at the first sign of a gas leak
- Call 811 and request 24-hour notification within 1 hour of incident
- Notify the Railroad Commission within 30 days of the incident

Call CPS Energy at (210) 353-HELP (3537) if you recognize these three signs of a gas leak:

- SMELL - distinctive odor, like rotten eggs, which is added to natural gas to make it easier to detect
- SOUND - hissing, whistling or roaring

Visit cpsenergy.com/safety for more information

How can you tell the location of a pipeline?

- Pipeline markers are used to indicate their approximate location
- They do not indicate the exact location or the depth of the pipeline
- They can be found at fence, street, railway crossings
- The markers display the product transported, name of the operator, and an emergency telephone number of the operator
- You can see a map of the approximate location of transmission pipelines in your area and find the name of a pipeline's operator on the National Pipeline Mapping System at www.npms.phmsa.dot.gov

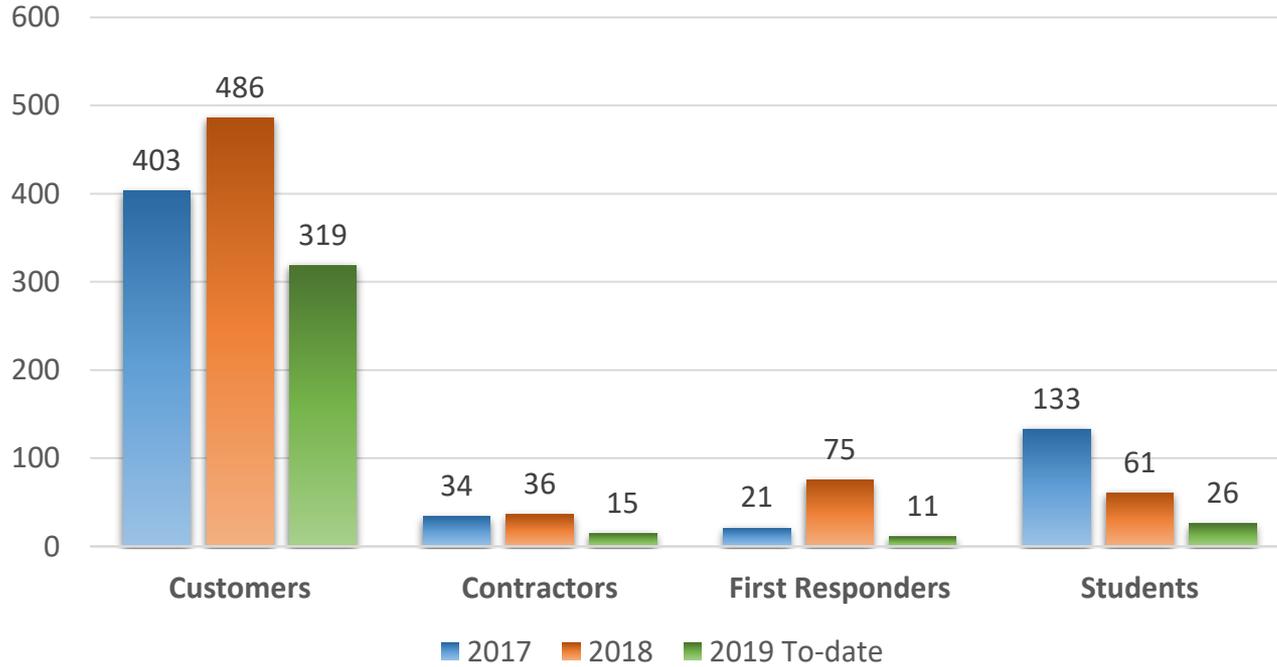
To schedule a safety presentation from the CPS Energy team, email safetyrepresentation@cpsenergy.com or call (210) 353-3939.



PS&E OUTREACH NUMBERS



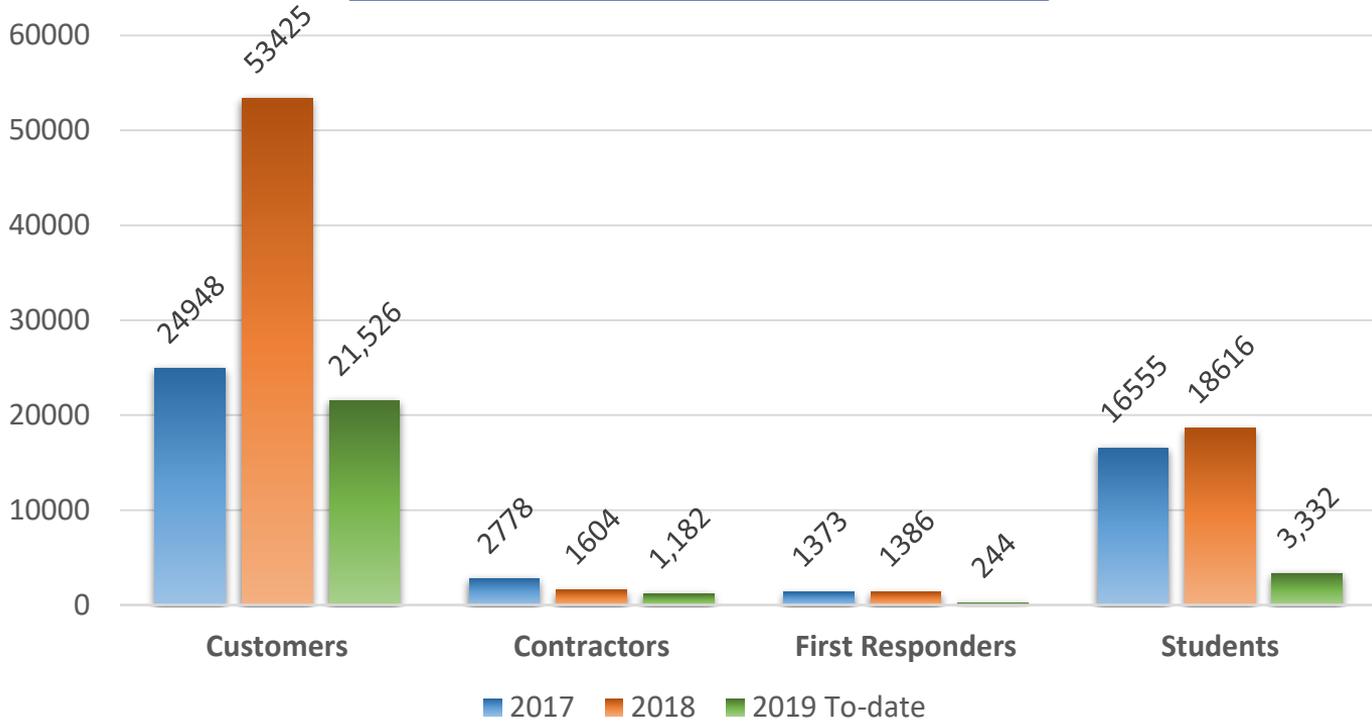
Events by Audience



PS&E OUTREACH NUMBERS



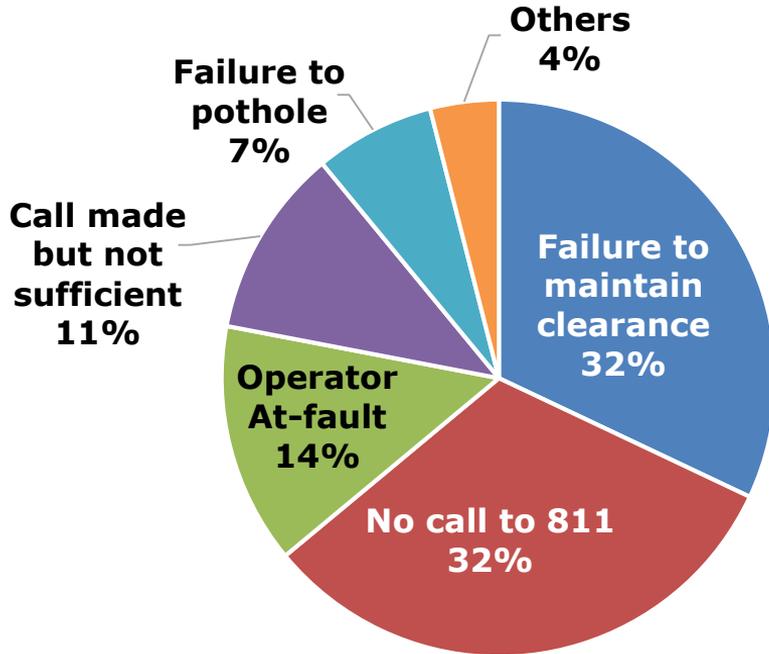
Event Engagement (# Engaged)



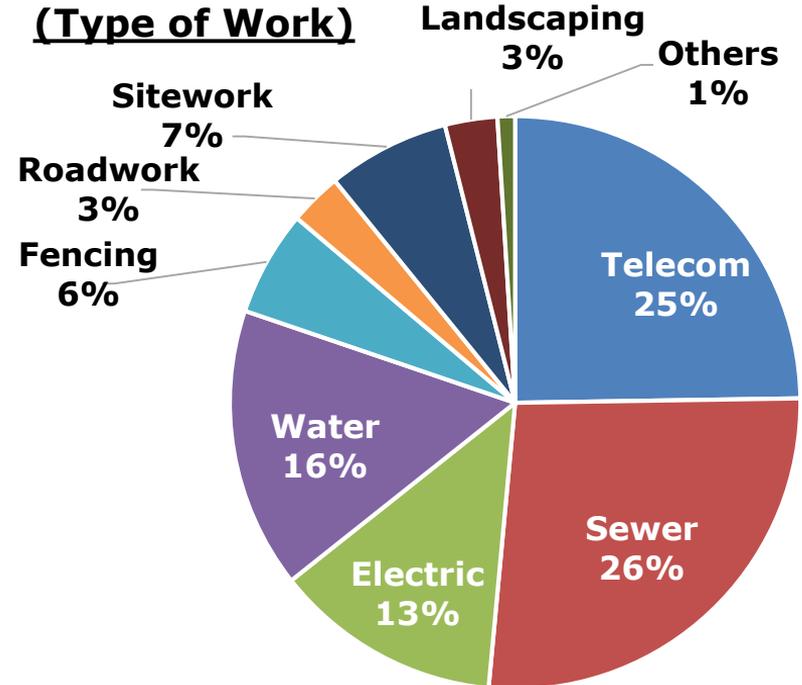
USING DATA TO TARGET PS&E OUTREACH



Root Causes¹



Excavator At-Fault¹ (Type of Work)



Data analytics initiatives help target outreach to improve our damage prevention initiatives

¹ 2019 To-date

OPPORTUNITIES



- Engage harder-to-reach audiences and JBSA
- Target untapped schools
- Leverage more partnerships (internal/external)
- Expand coverage in surrounding areas
- Further analyze Effectiveness Evaluations
- Enhance analytics to target outreach



SAFE
K:IDS
SAN ANTONIO

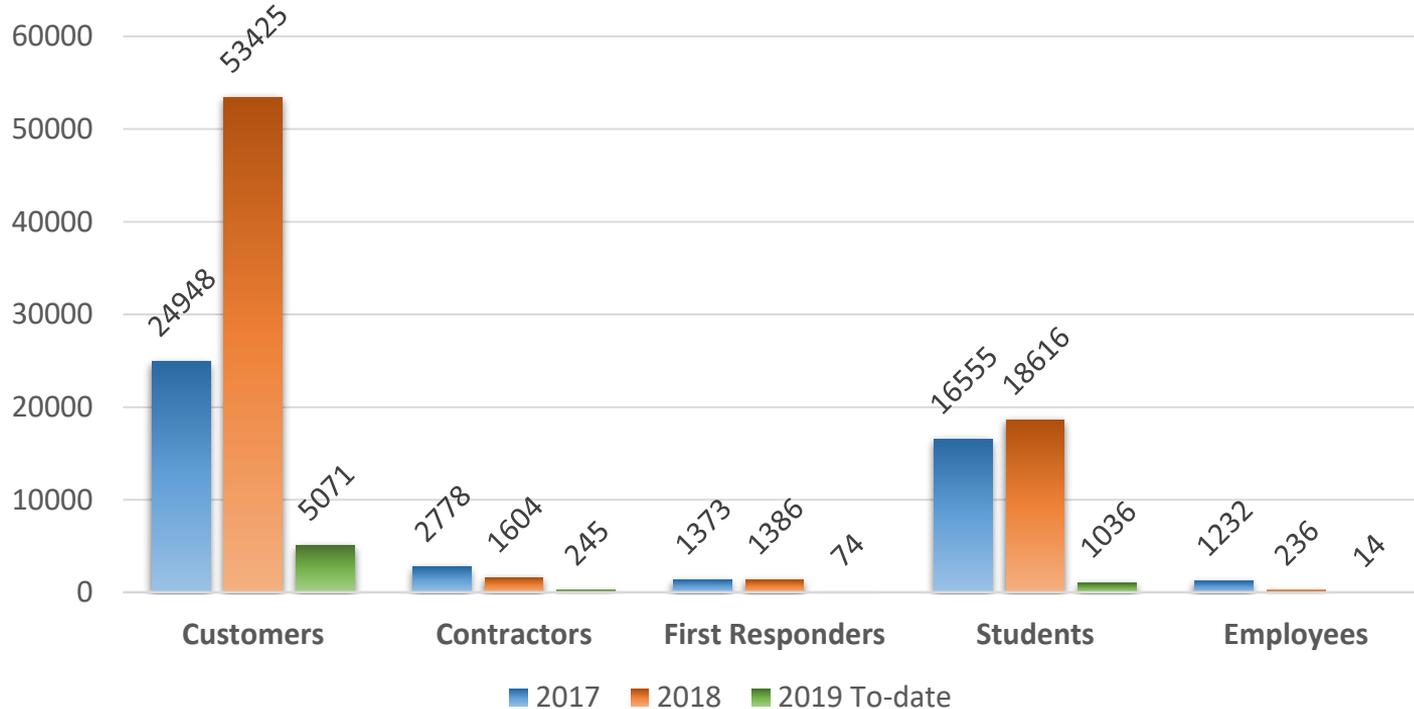


Thank You

OUTREACH NUMBERS



Event Engagement (# Engaged)



OUTREACH NUMBERS



Events by Audience

