

# Evolution of Public Safety Programs in a Changing Environment

Safety Culture Driving Strategy and Tactics

Culver Company

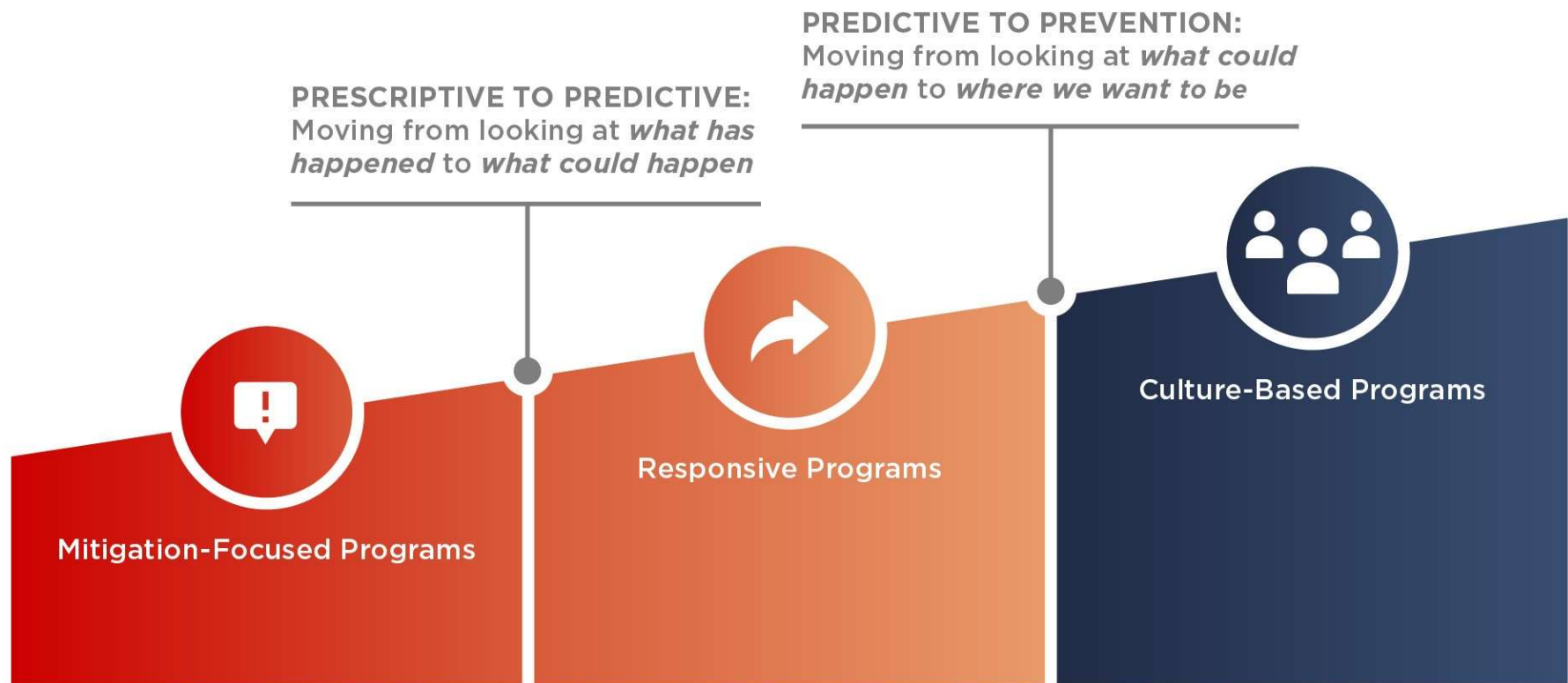
## INTRODUCTION

# Agenda

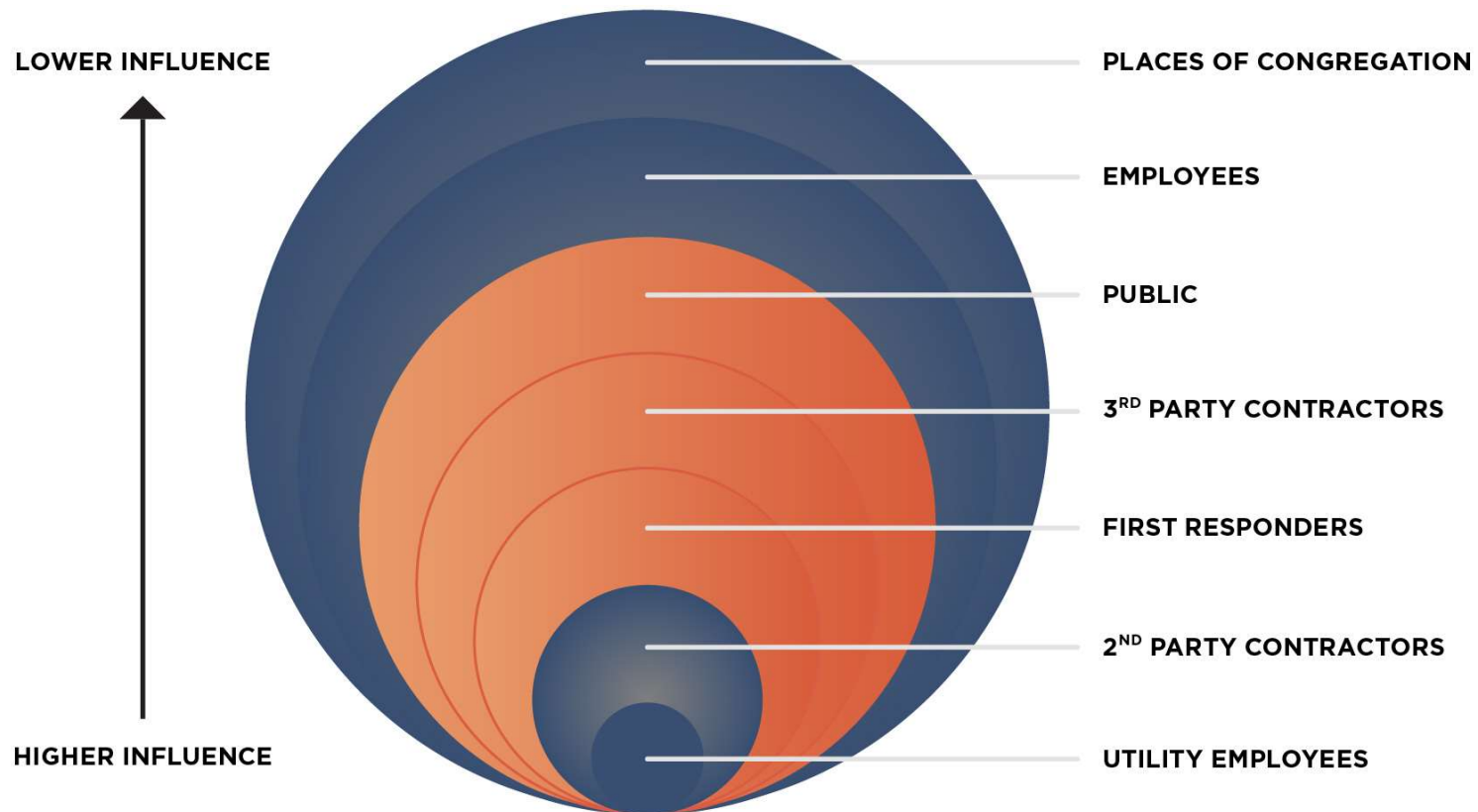
- 01** Roadmap: Evolution of Public Safety Programs
- 02** Stakeholder Outreach and Program Impact
- 03** Public Safety Management System
- 04** Case Study: Safety Culture Driving Strategies and Tactics

## ROADMAP

# Evolution of Public Safety Programs in a Changing Environment



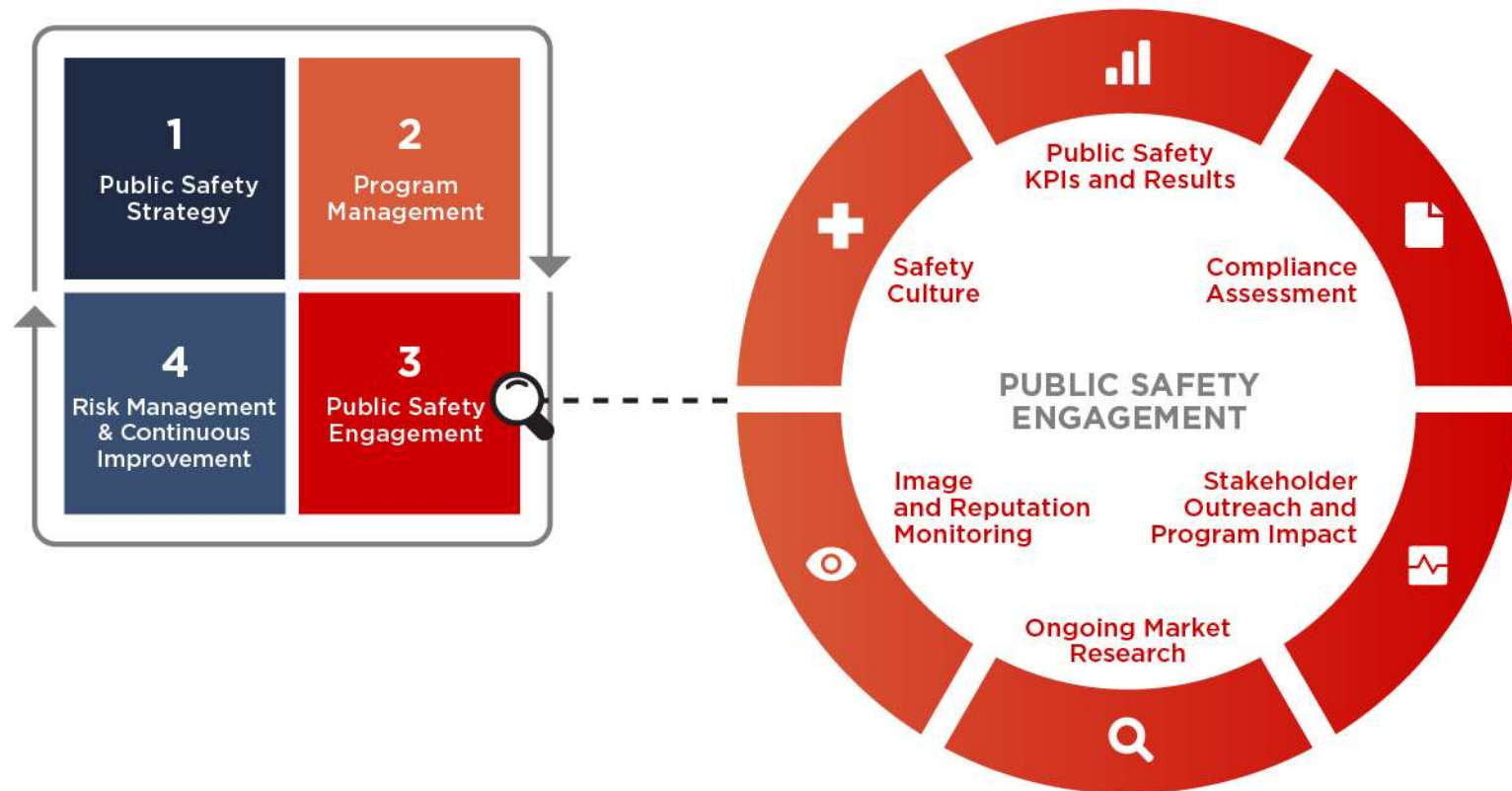
# Knowing the Target Audience and Developing Programs Based on Risk and Influence



# Utilities With the Most Effective Public Safety Outreach Rely on a Customer-Centric Approach



## Engaging the Public in Safety Requires a Multifaceted Approach



## What a Good Faith Effort Can Do for Your Utility

WITHOUT

### The Daily W

Sunday, August 30, 2009

**Worker electrocuted when equipment contacts downguy**

**\$28.8 Million**

WITH

### The Daily W

Sunday, August 30, 2009

**Man injured when backhoe strikes utility line**

**\$3.5 Million**

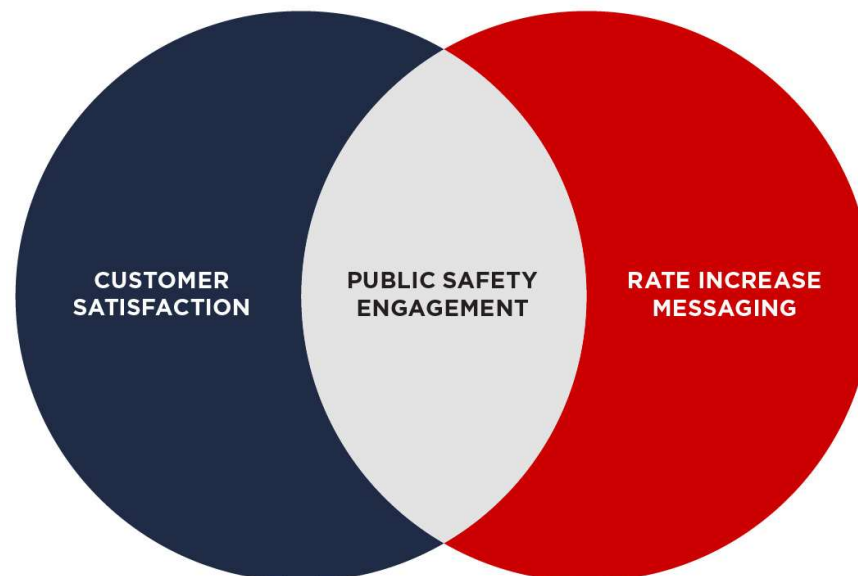
## SATISFACTION DRIVERS

# Public Safety Engagement Taps Into Customers' Expectations of Utility Safety Communication, a Known Satisfaction Driver

Awareness of utility efforts to increase electrical safety is associated with a **112-point increase** (on a 1,000-point scale) in total satisfaction\*

For residential gas customers, perception of the utility's level of helpfulness in preparing for a safety issue links with a **121-point increase** in customer satisfaction\*

**73% of customers** find safety messaging persuasive to justify rate increases\*\*



\* 2019 JD Power Utilities Satisfaction Outlook

\*\* Rate Case Messaging: The Character/Competency Conundrum, Hahn Research 2016



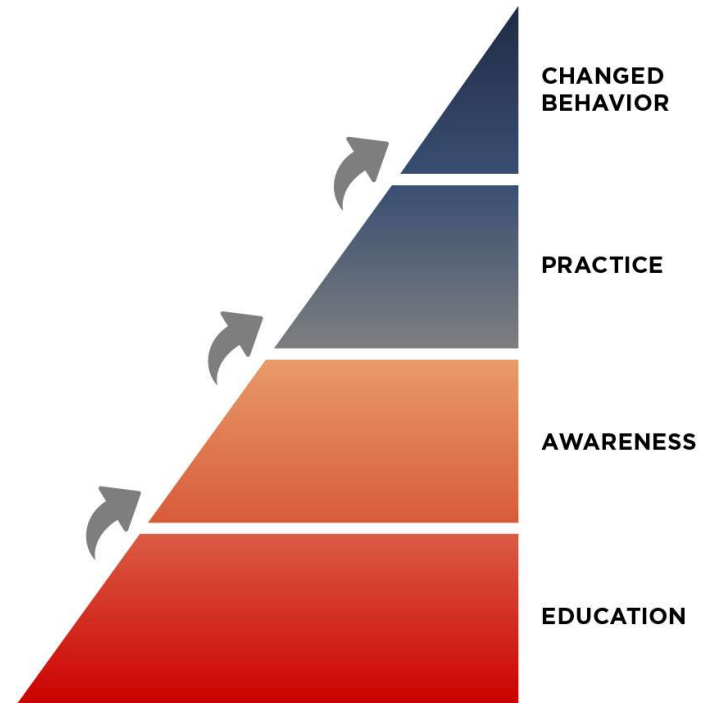


# Case Study: Safety Culture Driving Strategies and Tactics



## Process to Execute on a Robust Public Safety Awareness Plan

- Consider existing scorecard/metrics
- Define how to measure success (your expectations aligned with executive leadership goals and company priorities)
- Initiate phased approach



# Integrated Best-In-Class Public Safety Engagement Goals

## BENCHMARKING

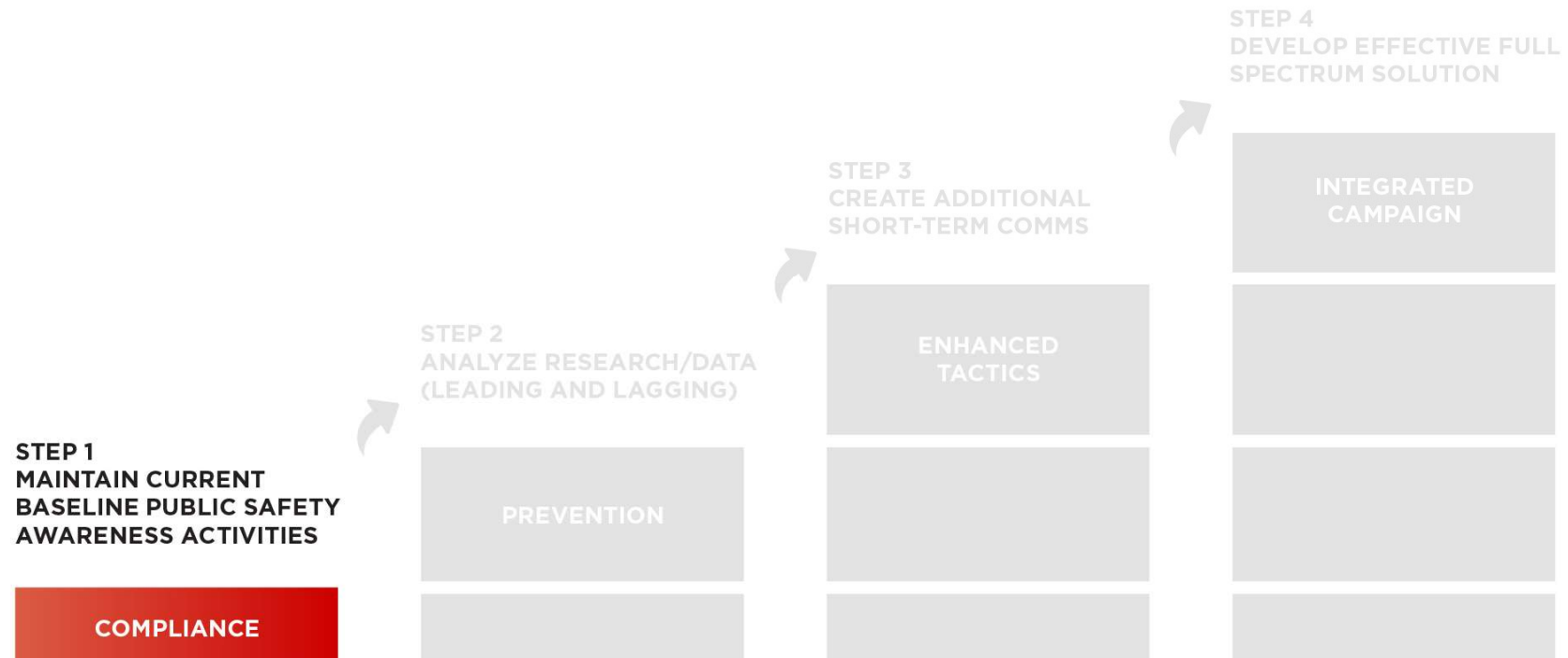


- Drive continuous improvement over baseline/benchmarked metrics per corporate priorities
- Evolve integrated communication **based on target audience preferences** and by applying advanced segmentation
  - Message Type (What)
    - Tailored images and content to specific stakeholder audience segments
  - Delivery Method (How)
    - Email, direct mail, websites, etc.
- Track the link between public safety communication, and image and trust
- Build and maintain credibility with regulators and insurers

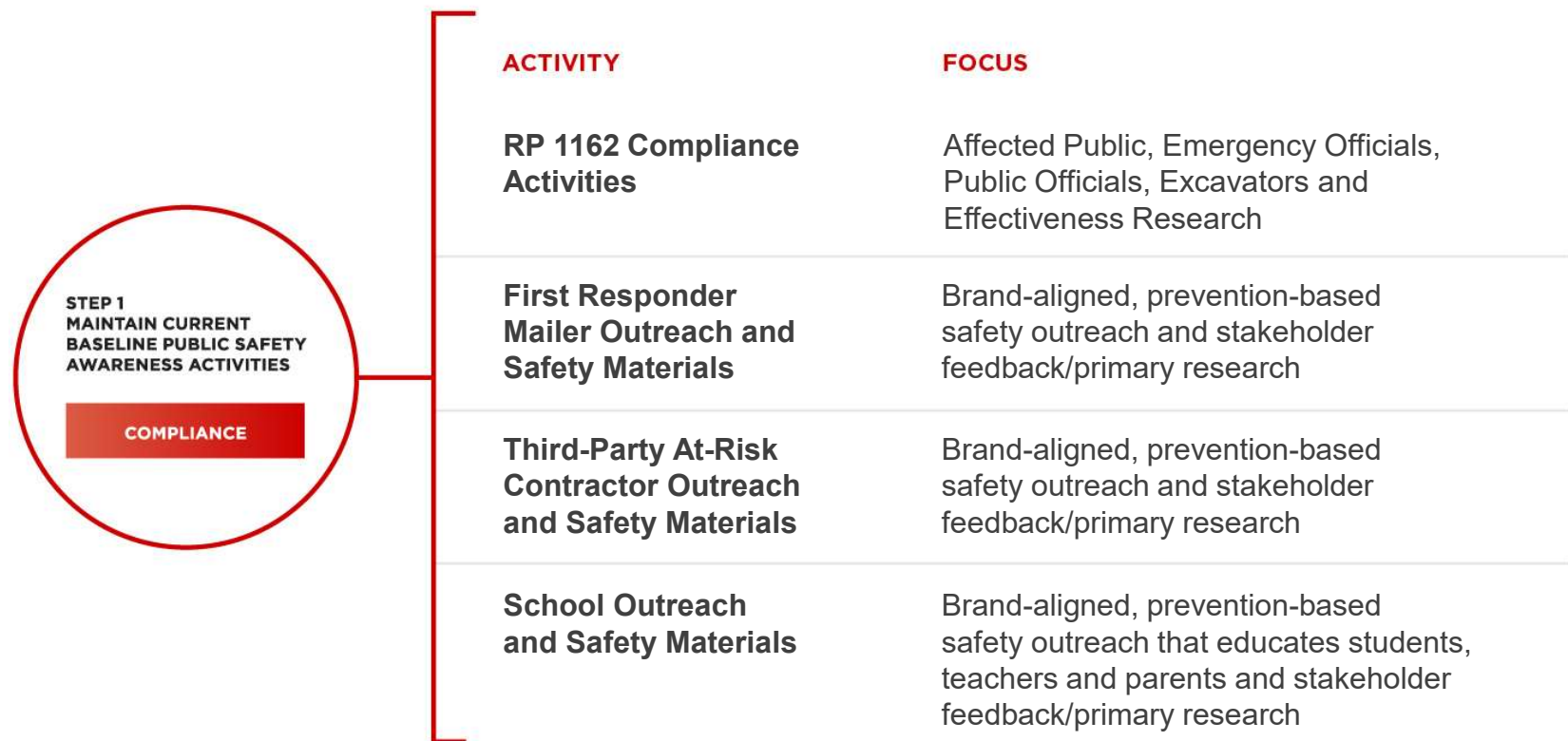
# An Integrated and Phased Approach to Changing Stakeholder At-Risk Behavior and Delivering on Corporate Priorities



## Step 1. Compliance and Mitigation-Focused Programs



# Step 1. Maintain Current Baseline Public Safety Awareness Activities

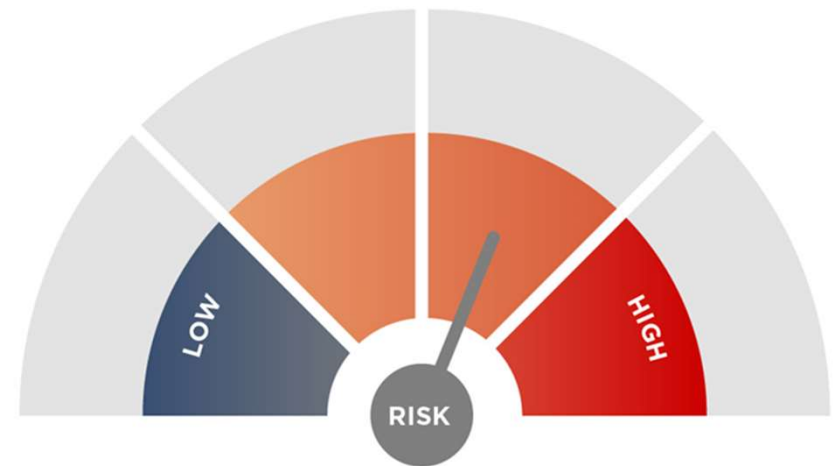


## Step 2. Responsive Prevention Programs



## Step 2. Analyze Leading and Lagging Data/Research Results

- Analyze Public Safety and Risk Indicators
  - Leading Indicators
    - Quantitative and Qualitative effectiveness/primary research with Stakeholders
    - End-user advisory panels (i.e., third-party at-risk worker, first responder, educators, etc. )
    - AEGIS risk assessment
    - UPSA peer benchmarking
  - Lagging Indicators
    - Damage prevention incident data
    - Internal claims data (self insured retention level)
    - AEGIS claims data



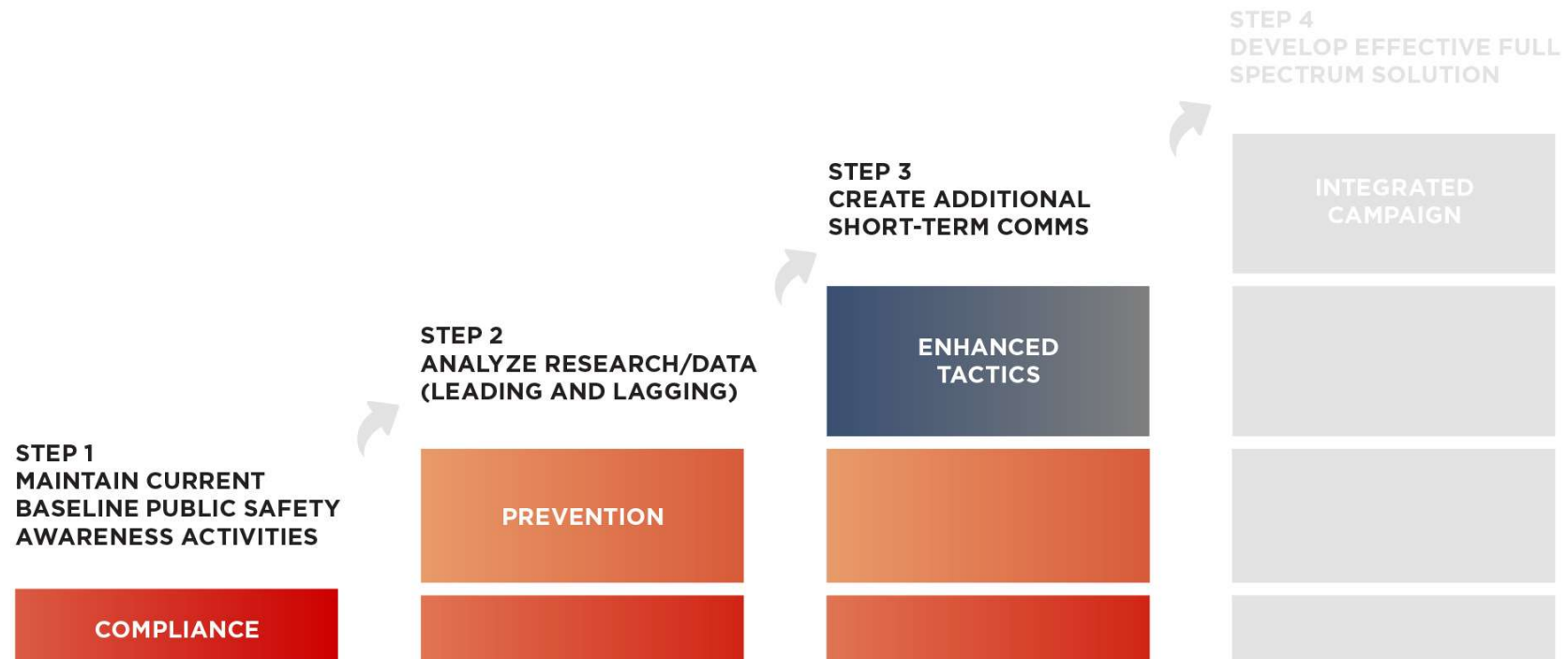


## Step 2. Analyze Leading and Lagging Data/Research Results



- Determine segments based on risk analysis research/data collection:
  - Geography/location/jurisdiction
  - Company size
  - Business type
  - Risk

## Step 3. Enhanced Tactics



## Step 3. Create Additional Short-Term Communications and Messaging

- Develop additional segmented communications ***based on risk analysis and end-user preferences***



## Step 3. Create Additional Short-Term Communications and Messaging

- Disseminate communication through known effective channels:
  - Segment-specific mailings (Geography, Worker Type: Tree Workers, Agricultural Workers Cross Bore, First Responders, etc.)
  - Email “Tips of the Trade” to reinforce key messages
  - Upgrade existing website resources with additional content
  - Brand-align supplemental training materials
  - Employees resources and in-person stakeholder engagement



## Step 3. Create Additional Short-Term Communications and Messaging

- Collect ongoing feedback from end-users through:
  - On-the-ground activities by employees
  - Telephone follow up calls
  - Integrated email survey



## Step 3. Create Additional Short-Term Communications and Messaging

- Plan for long-term, full spectrum solutions



## Step 4. Integrated Campaign



## Step 4. Develop Effective Full Spectrum Solution That Aligns With Our Strong Safety Culture

- Deliver integrated strategy
  - Newly segmented mailings and email campaigns
  - Web-based/app solution
  - Employee and stakeholder engagement
- Demonstrate results
  - End-user behavior change
  - Scorecard metrics
  - Report continuous improvement and impact for regulators, insurers and management





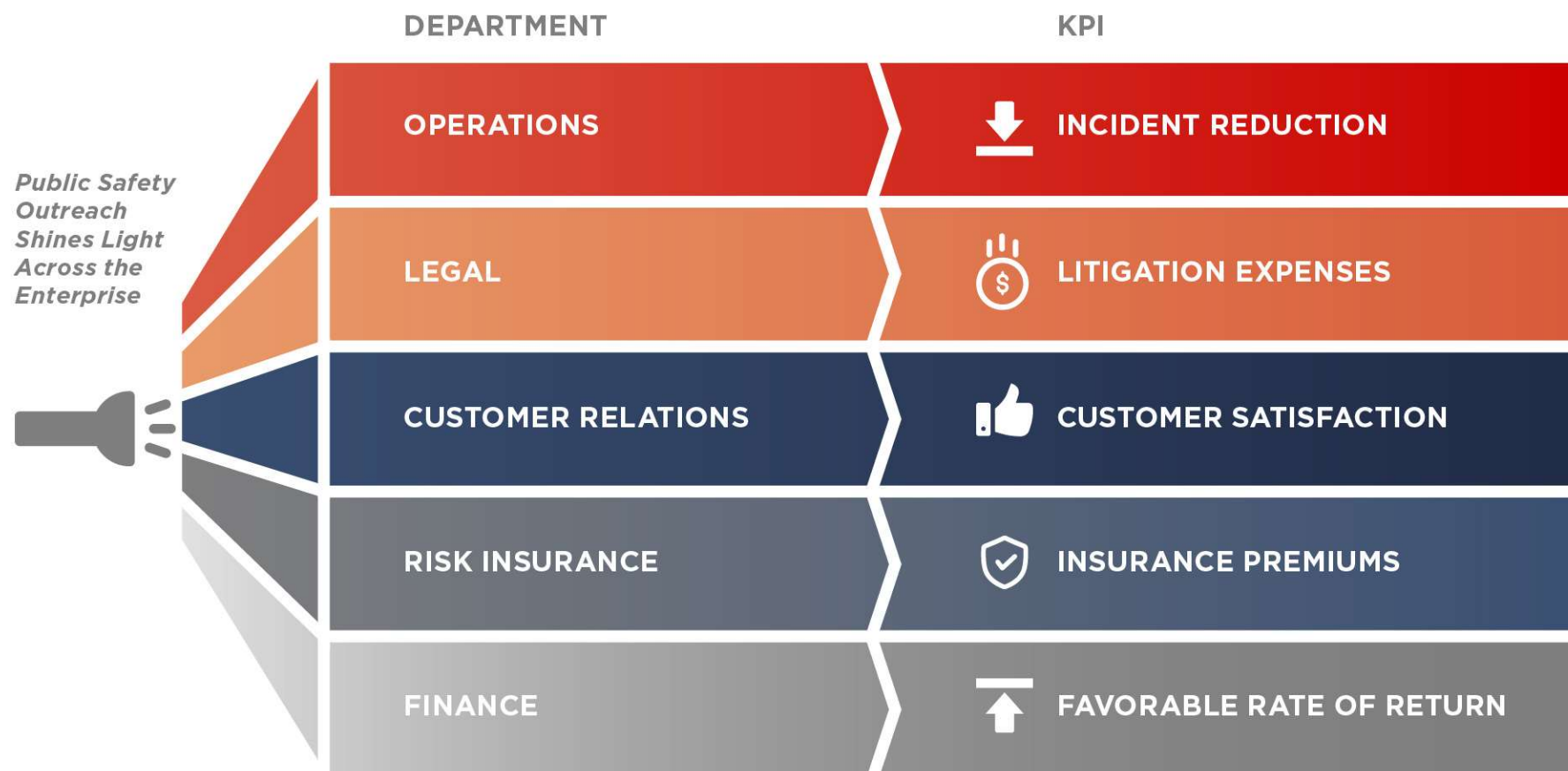
## STRATEGY

# Roadmap to Becoming the Industry Leader in Public Safety



## SAFETY CULTURE

# A Culture of Public Safety Drives Measurable Improvements Enterprise Wide





# About Culver Company



## OUR EXPERTISE

# **Culver is Uniquely Qualified to Provide Insights on Utility Public Safety Engagement Strategy and Tactics**

**Our Heritage:** Utility public safety strategists for **42 years**

**Our Offering:** Strategic planning for utility public safety outreach

- Utility public safety awareness program design, implementation, evaluation, & refinement
- Litigation and regulatory support
- Public safety risk assessment and tactical solutions to fill gaps
- Risk management reporting
- Primary research on program effectiveness (national benchmarks and company baseline)

## **Our Expertise:**

- Annually serving more than 750 utilities in all 50 states and Canada, promoting public safety awareness among millions of consumers, contractors, and community leaders
- Annually reaching as many as 15 million members of the Affected Public, and other customers along transmission and distribution rights of way, 4 million students, 215,000 educators, 1.5 million at-risk third-party contractors, and 200,000 first responders
- Support preparing for AEGIS, NTSB, PHMSA, FERC, and state and local regulators

## CLIENTS

# Broad and Diverse Client Base

nationalgrid

 Exelon

 MIDAMERICAN  
ENERGY COMPANY  
Obsessively. Relentlessly. At Your Service™

 DLC  
DUQUESNE LIGHT CO.

 AVISTA

 Dominion  
Energy

 cps  
ENERGY

 DUKE  
ENERGY

 SMUD

 Consumers Energy  
Count on Us

 FirstEnergy

 PG&E Pacific Gas and  
Electric Company

 NIPSCO

 WEC  
Energy Group

 NW Natural

 Xcel Energy

 SOUTHERN CALIFORNIA  
EDISON  
Energy for What's Ahead™

 PEOPLES

 ppl

 LGE KU  
PPL companies

 ONCOR

 rpu  
we pledge, we deliver

 AMERICAN  
ELECTRIC  
POWER

 Pipeline Association  
for Public Awareness

 Northeast  
GAS ASSOCIATION

 CULVER