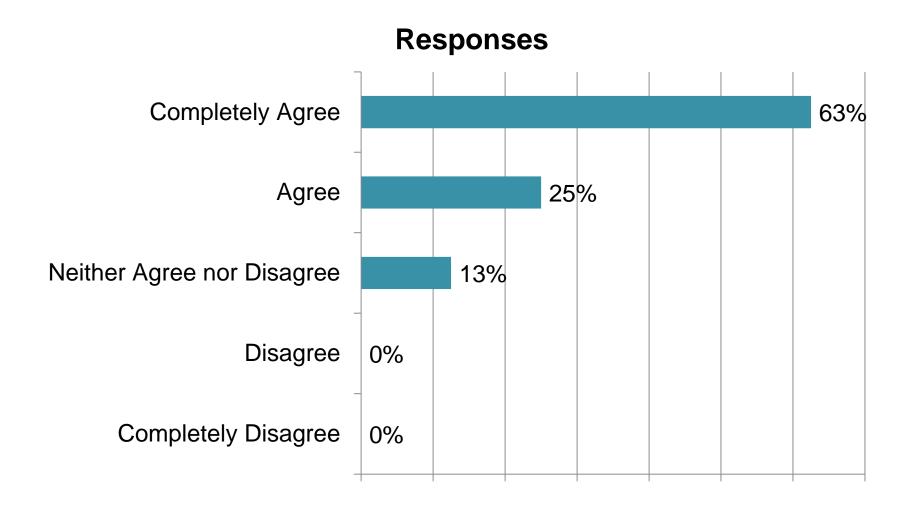
#### PUBLIC SAFETY PROGRAM OVERVIEW: Linking Program Design and Structure to Success Metrics

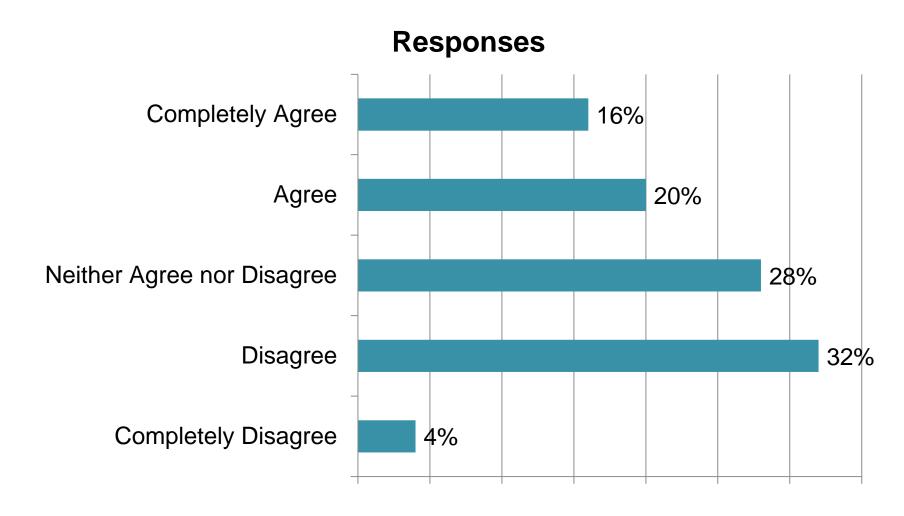
**UPSA 2016** 

Victor Robledo and Amy Rosenkrantz

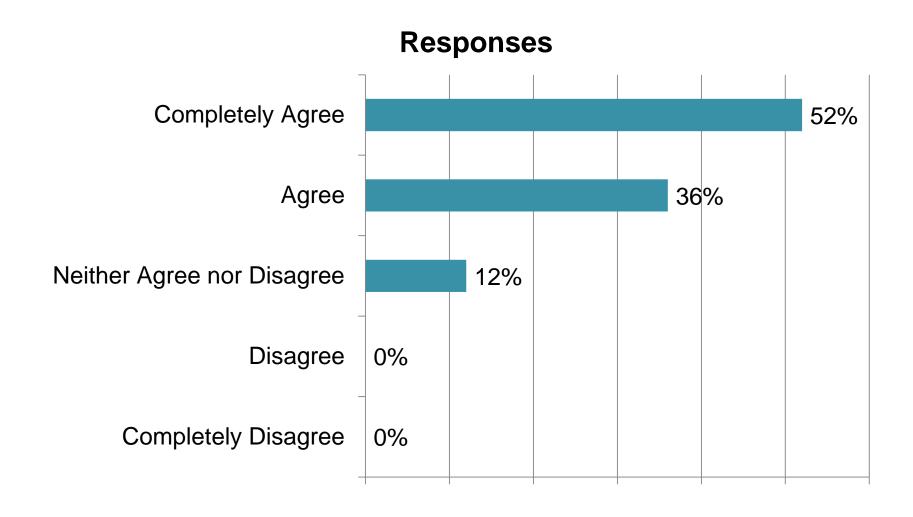
I feel confident my company's public safety education program contributes to keeping the public safe.



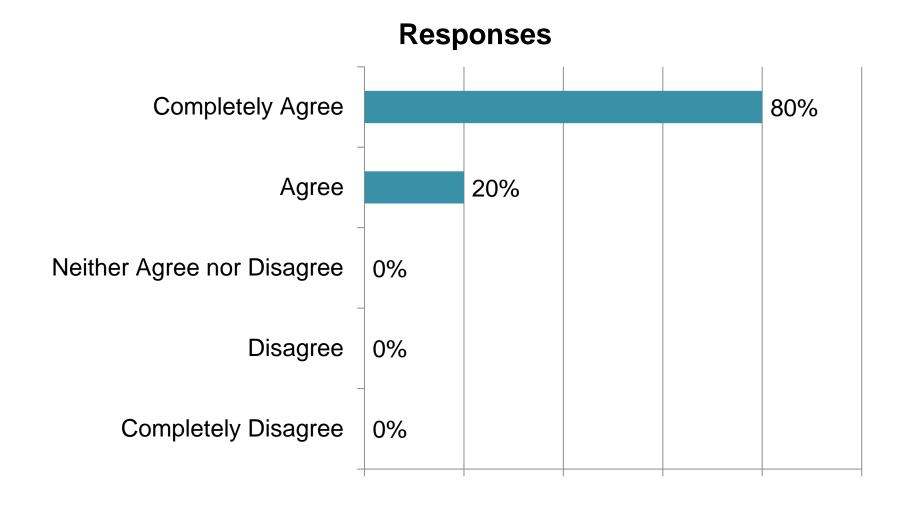
# I have the data I need to prove my company's public safety education programs' impact.



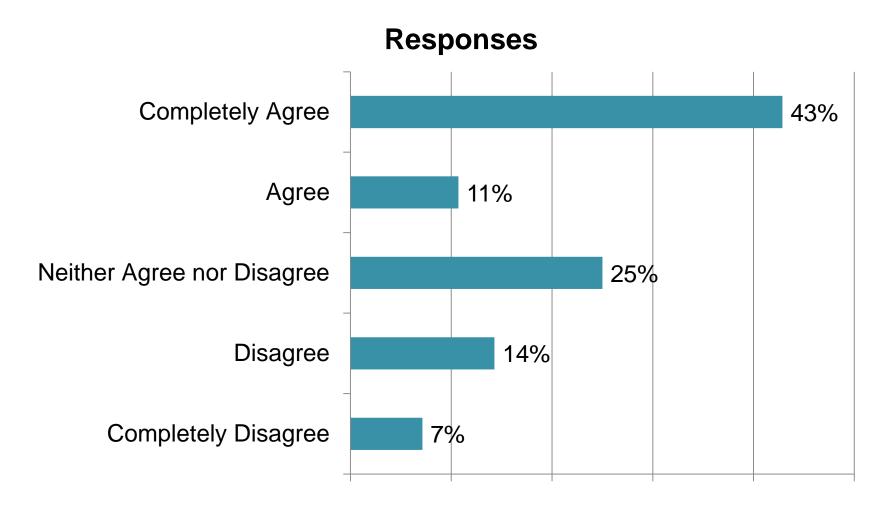
## My company's public safety education programs contribute to company image and reputation.



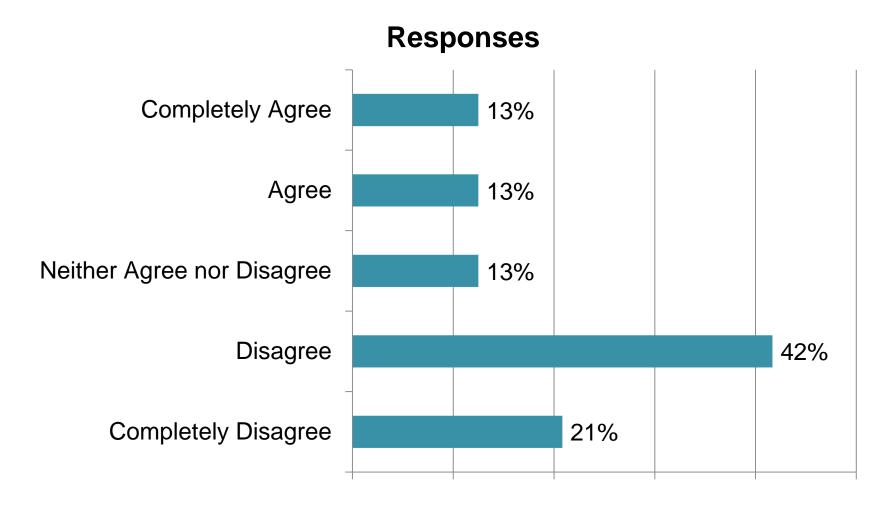
While most people understand the dangers of a gas leak or digging without locating utilities, knowledge gaps still exist.



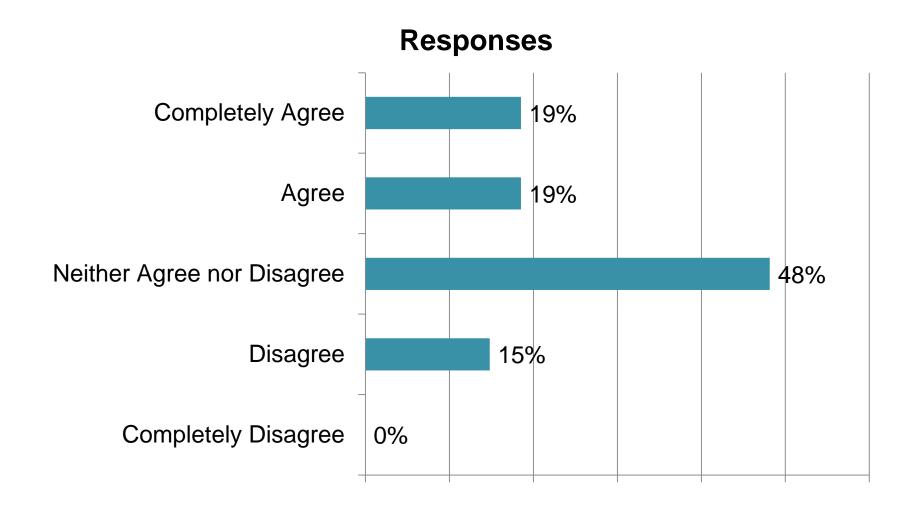
My company's senior executives expect data and metrics to describe how we know our public safety engagement program is working.



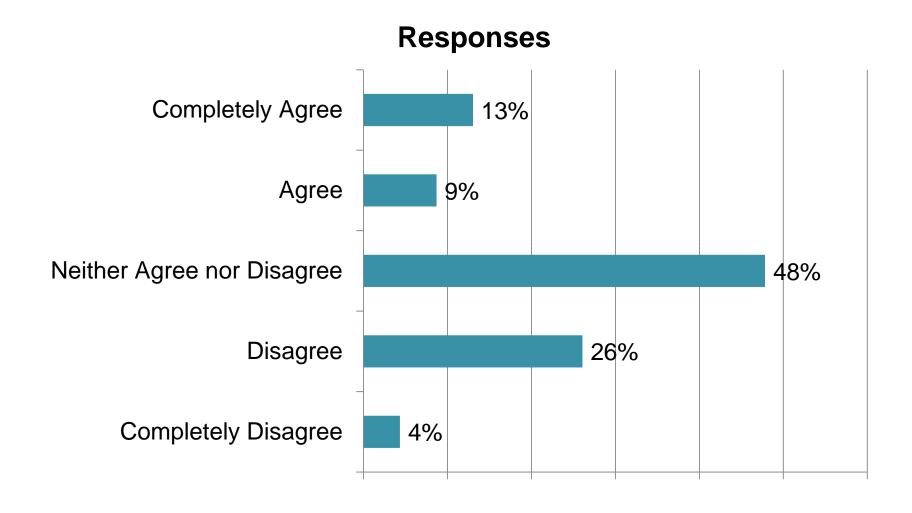
Regulators and local officials in my company's operating territory have expressed concern that we are not doing enough when it comes to public safety.



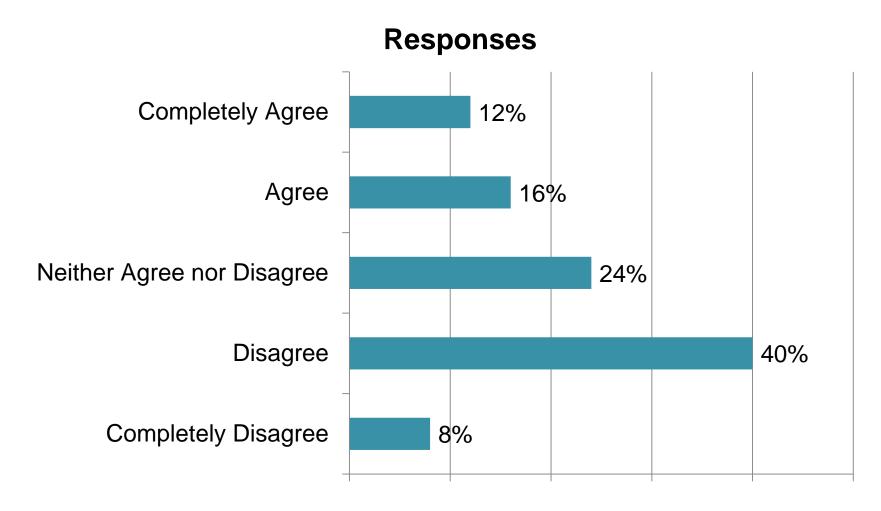
Nationwide, many incidents involving natural gas lines can be traced back to a lack of knowledge on the part of the public.



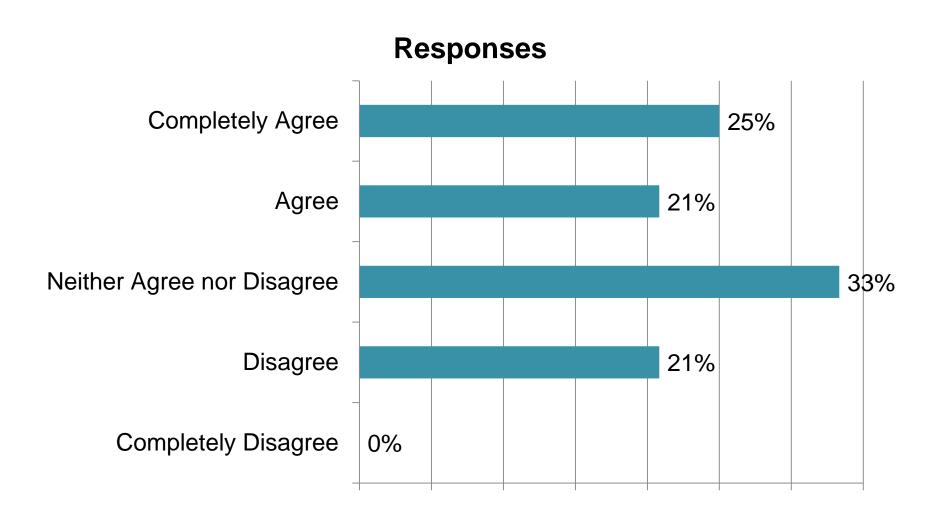
Nationwide, many incidents involving electric power lines can be traced back to a lack of knowledge on the part of the public.



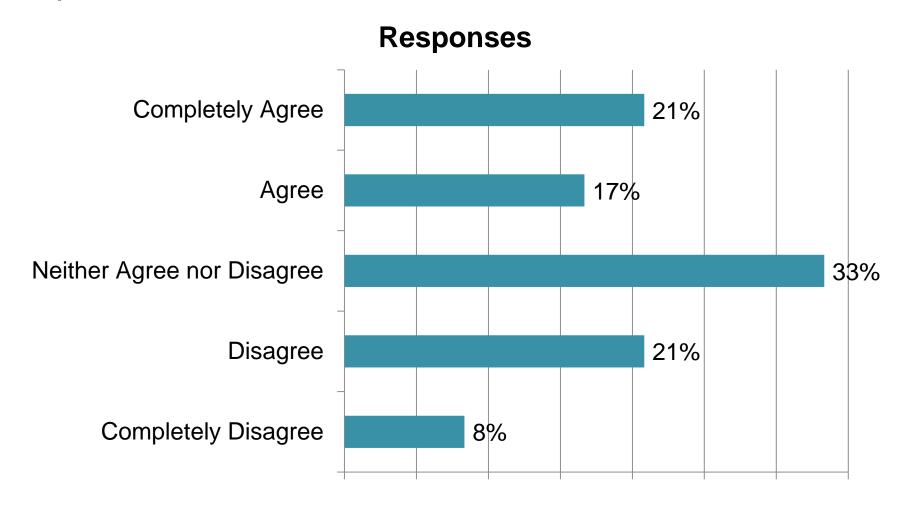
I personally have the data I need to make good decisions when it comes to improving our public safety engagement program.



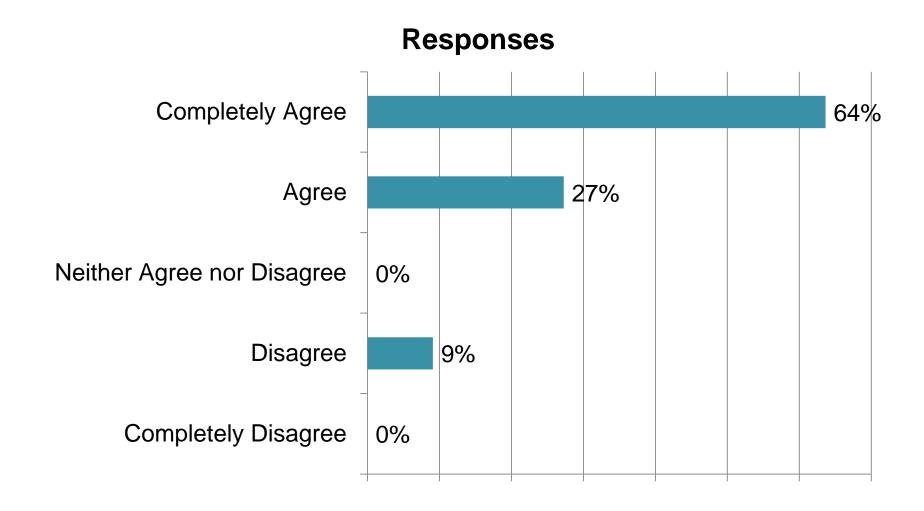
# My company tends to prioritize gas public safety over electric safety.



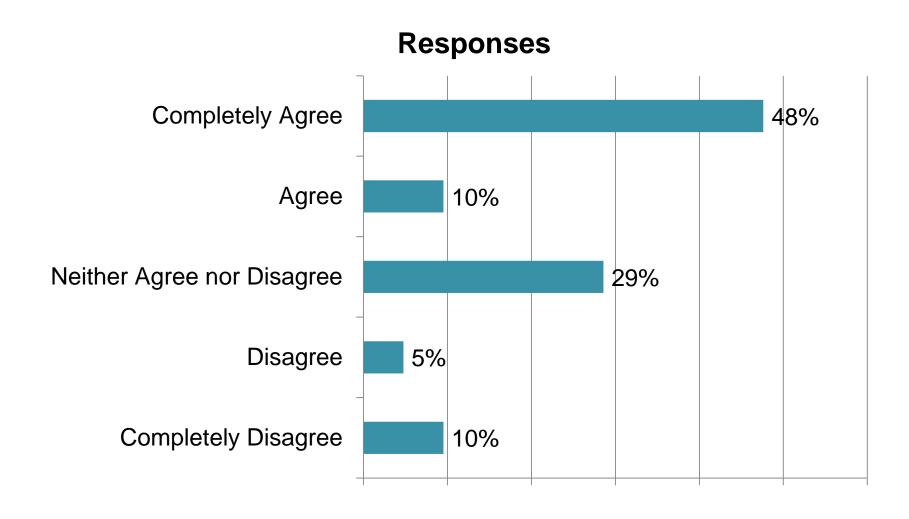
My public safety program regularly provides information to assist our risk management / issuance department.



I personally believe our company can do a better job informing the public about natural gas and electric safety.



# We have company-wide goals related to public safety performance.



# Public safety risks and public safety program efforts are regularly presented to senior leadership.

