



PUBLIC SAFETY PROGRAM

# EFFECTIVENESS

*Metrics, Scorecards & Quantitative Research Roundtable*

**UPSA** Utility Public Safety Alliance  
2017 Regional Meeting

WHAT WE'RE GOING TO TALK ABOUT:

**WHY METRICS?**

How is this information being used?

**WHAT'S HAPPENING?**

What incidents are occurring?

**WHAT'S WORKING?**

How effective is the outreach?

**WHAT ELSE?**

What else are you tracking & how?

## THE NEED FOR BETTER DATA TO INFORM DECISION- MAKING

### *Using data to....*

Understand what's happening, where it's happening, when it's happening, who is affected, and what works to prevent future incidents with specific groups.

Demonstrate program effectiveness internally, engage decision makers, and justify future investment in public safety.

Build trust with the communities and demonstrate adequate programs to regulators and other officials.

## DATA & STRATEGY

*How else do you use  
data and metrics to  
guide your program's  
strategy?*

# ENGAGING THE PUBLIC

*Developing  
preventative strategies  
to create behavior  
change and improve  
public safety*

© 2017 Culver Company, LLC

5

## What's Measured, Matters: Prove Behavior Change by Measuring Leading and Lagging Indicators

### **Measure and Track the Leading Indicators of Behavior Change**

- Track delivery rates
- Track response rates
- Leverage and cross-reference demographic data

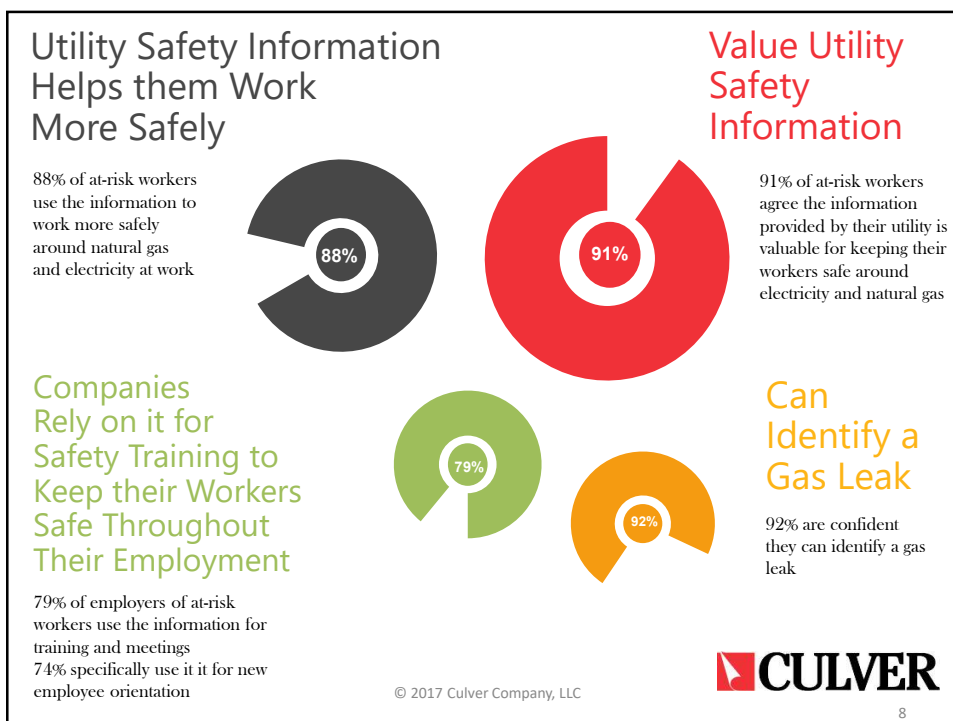
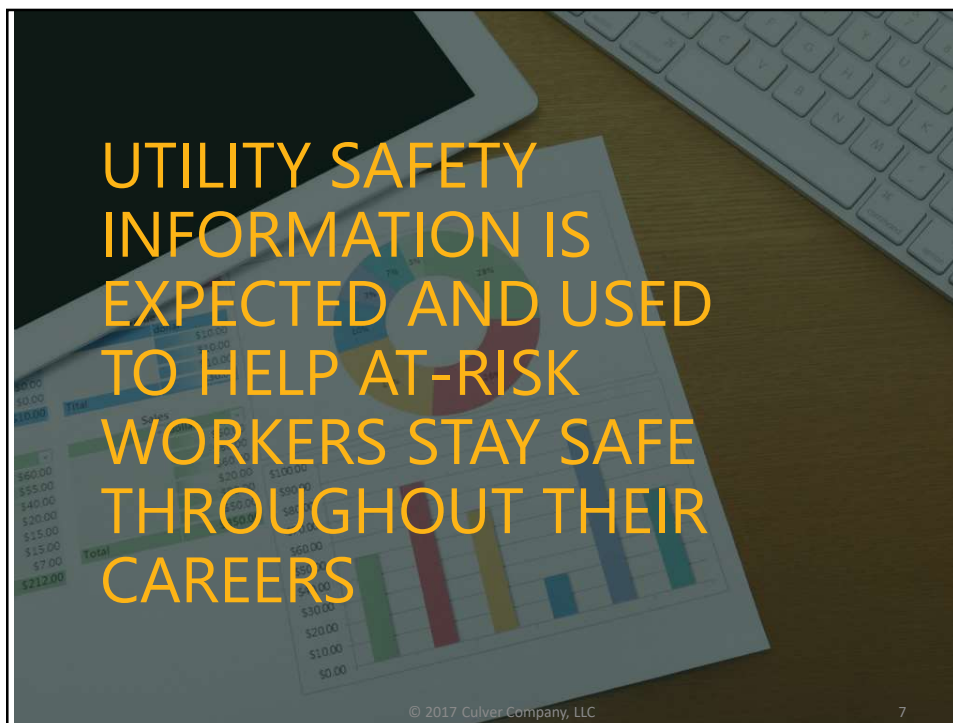


### **Measure and Track the Lagging Indicators of Behavior Change – *the Leading Indicators of Incident Reduction***

- Survey awareness, knowledge, and reported behaviors via quantitative, projectable, longitudinal studies
- Implement qualitative interviews, focus groups, and other studies that provide deeper audience insights

© 2017 Culver Company, LLC

6



### Case Study: At-Risk Worker

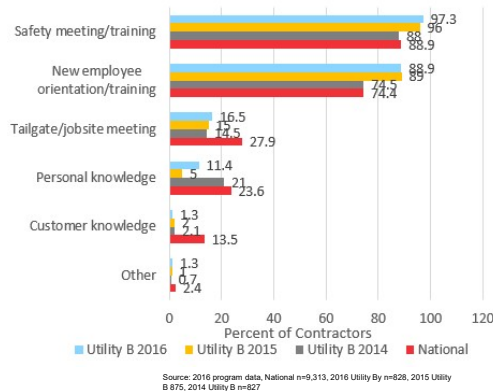
While At-Risk Workers Prefer Direct Mail, Programs Include a Broad Portfolio of Segmented Materials to Increase Engagement With Safety Information

The 2016 Program Delivery Rate Is 96%



The 2016 Program Expanded to Include At-Risk Excavators and Natural Gas Safety Messaging

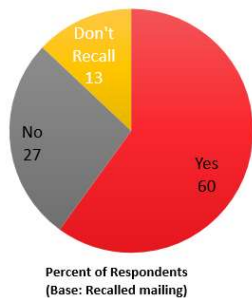
How customers use safety information



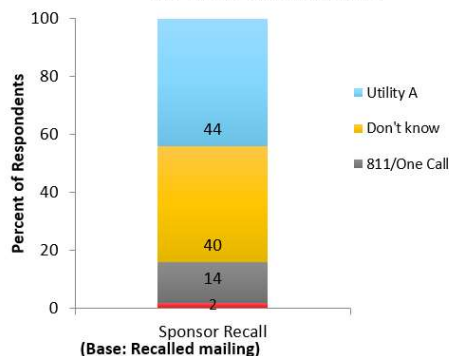
### Case Study: At-Risk Worker Engagement Study

60% of at-risk workers recall seeing a logo on the outreach and 44% of them correctly attributed it to Utility C (unaided)

**At-Risk Workers Remember Seeing a Logo...**  
60% of those who remembered receiving the outreach also recalled seeing a logo



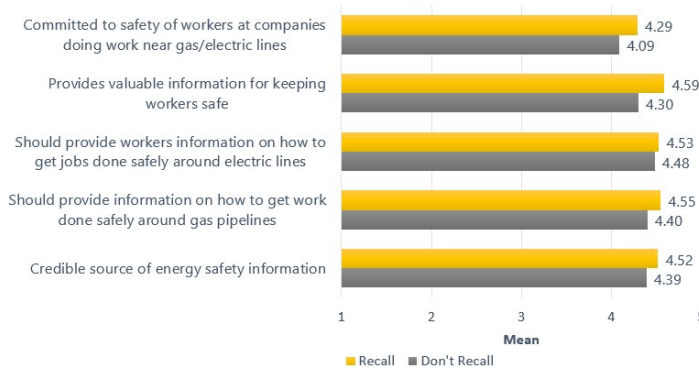
**... and Utility C Gets the Credit**  
Utility A's sponsorship attribution is consistent with the national average (49%)



**Case Study: At-Risk Worker Engagement Study**

Excavators who recall the Utility A mailing feel more positive about the utility's commitment to their safety

**Excavator Expectations of Utility (Mailing Recall)**



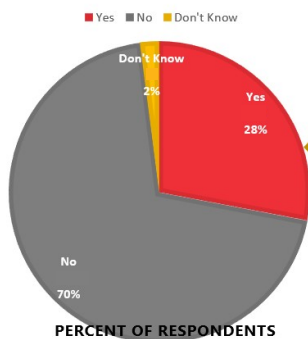
© 2017 Culver Company, LLC

11

**Case Study: At-Risk Worker Engagement Study**

Workers Plan to Change How They Do Their Job as a Result of What They Read in the Safety Mailing

*"Will you make any changes in how you approach your job as a result of seeing the safety messages in the mailing?"*



More than one-quarter (28%) of those who at least skimmed the mailing indicate they will make changes in how they approach their job as a result of the safety messages in the mailing.

Source: Culver Program Partner data, 2016

© 2017 Culver Company, LLC

12

## FIRST RESPONDERS ARE THE MOST ENGAGED

“Even though incidents involving systems are rare, the hazard awareness information this training provides remains important to all first responders. What better way to learn than from the people who wrote the book (the utility)!”

-- Otto R. Kohlmier, Jr. fire fighter and chief of 46 years



# 96%

of Emergency Officials who recall receiving a safety mailing were confident they could identify gas leaks

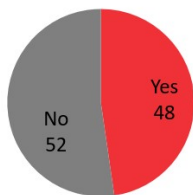
# 68%

of first responders read all or most of the safety information sent to them (recent case study)

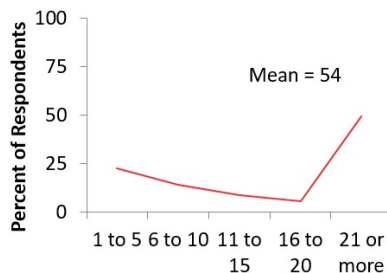
### Case Study: First Responder Engagement Study

First responders are key influencers, with those in management overseeing an average 54 employees

Nearly Half (48%) Oversee People



Number of People Overseen

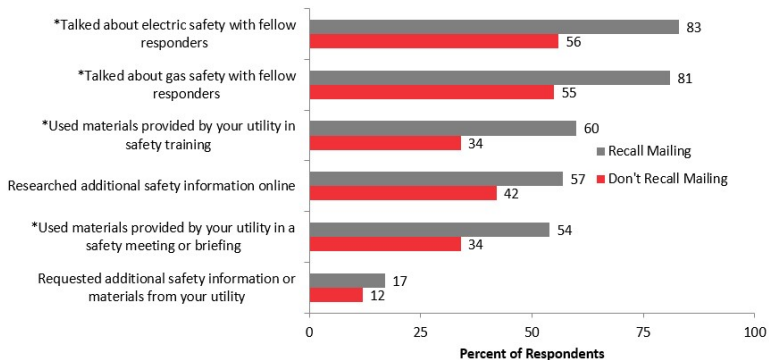


Source: Culver Program Data Benchmark, 2016 (based on 2015 data)

### Case Study: First Responder Engagement Study

First responders recalling the mailing were much more likely to leverage the safety materials with their colleagues in either discussions or training

Actions Performed by Emergency Officials Over the Past Three Months



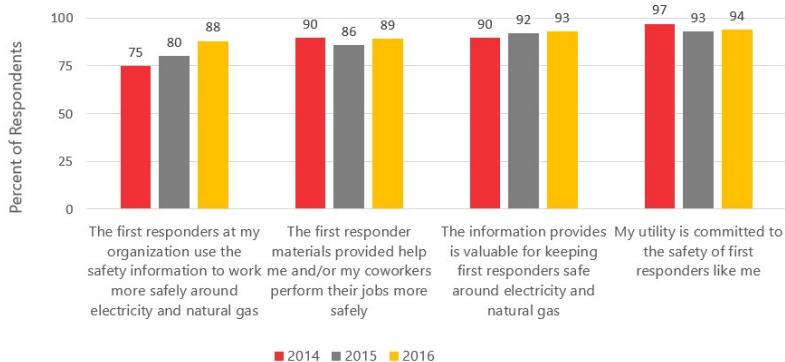
© 2017 Culver Company, LLC

15

### Case Study: First Responder Engagement Study

Right Time, Right Message, Right Channel Delivers Results

First Responders Who Agree...

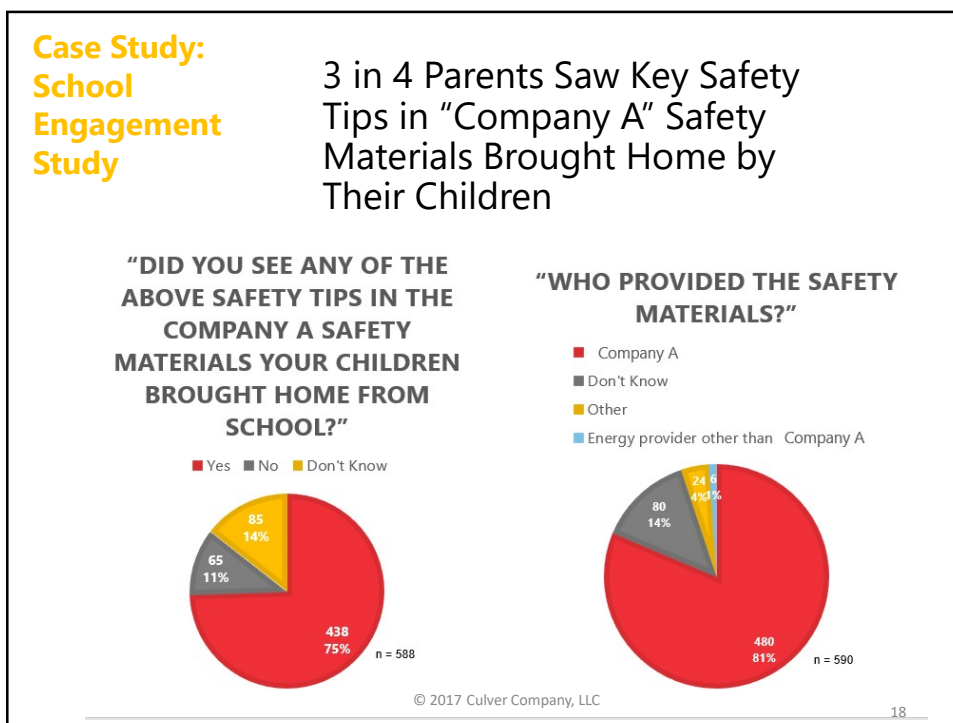
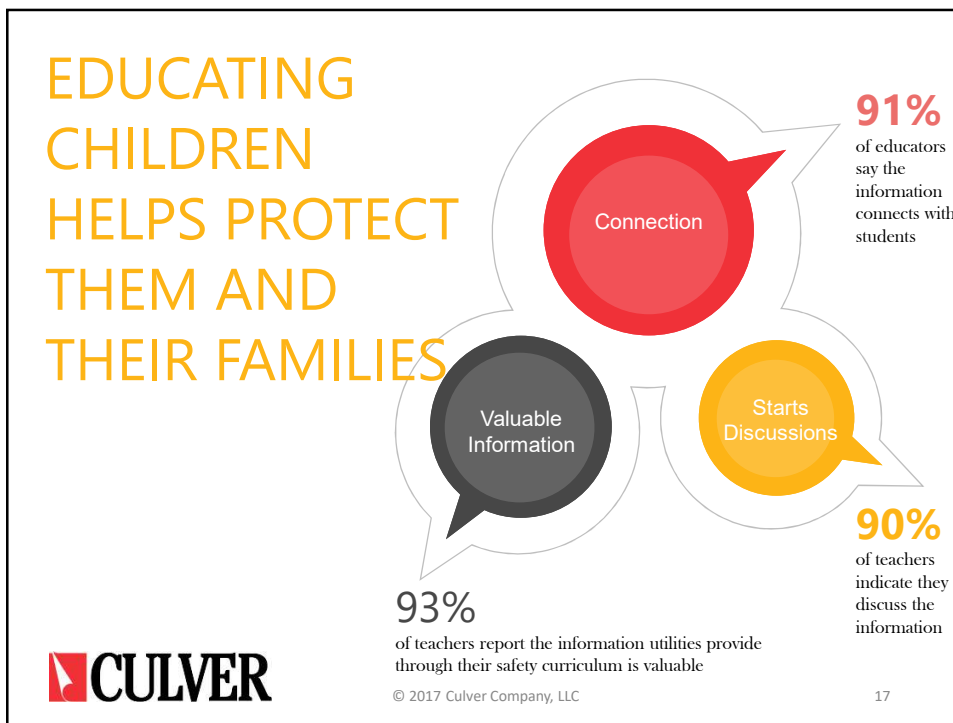


Source: Culver Program Data Benchmark 2014 through 2016

© 2017 Culver Company, LLC

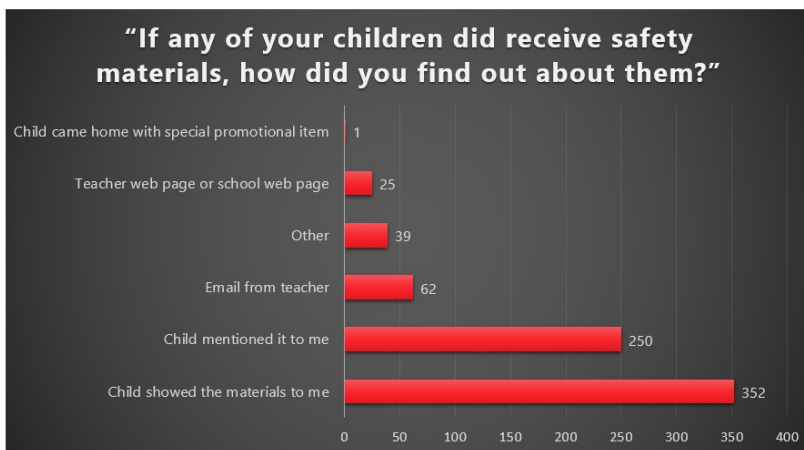
16





**Case Study:  
School  
Engagement  
Study**

83% of Parents Learned about the Safety Program from Their Children



© 2017 Culver Company, LLC  
Source: Culver Parent Engagement Survey data, 2017

**Case Study:  
School  
Engagement  
Study**

3 in 4 Parents Saw Key Safety Tips in “Company A” Safety Materials Brought Home by Their Children

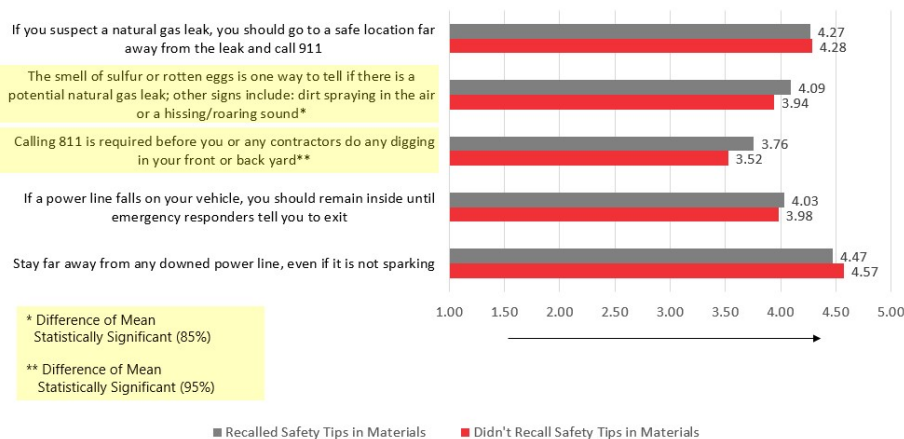


© 2017 Culver Company, LLC  
■ Yes ■ No ■ Don't Know n = 588

**Case Study:  
School  
Engagement  
Study**

**Classroom Materials Increase Parent Awareness of Safety Behaviors (Call 811 before Digging; Identifying Signs of a Natural Gas Leak)**

“Level of Familiarity (1 to 5) with Safety Tips in School Materials”



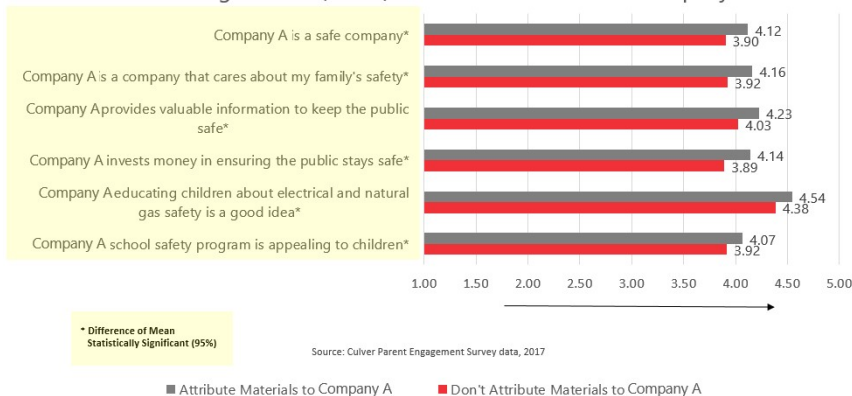
© 2017 Culver Company, LLC

21

**Case Study:  
School  
Engagement  
Study**

**Parents Who Recall “Company A” Materials Report Increased Value of the Program, Support for the Investment, and Enhanced Perception of “Company A”**

“Level of Agreement (1 to 5) with Statements About “Company A” ”



© 2017 Culver Company, LLC

22

## HOW DO YOU MEASURE

*...Program effectiveness?  
Outreach efforts?  
Public Awareness?  
Employee Engagement?  
What is working?*

© 2017 Culver Company, LLC

23

## WHAT ELSE ARE YOU TRACKING?

*Who is the information shared with?*

*How do you use these metrics?*



© 2017 Culver Company, LLC

24



ARE YOU SEEING ANY  
**TRENDS?**  
*...and what is being done to address them?*

**UPSA** Utility Public Safety Alliance  
2017 Regional Meeting