



Xcel Energy's Prevention-Based School Program Overview

UPSA Regional Meeting

September 20, 2017



Xcel Energy has proactively invested in a prevention-based school safety outreach program since 2005

• Program History

- Xcel Energy's school program reaches educators, students, and their families with direct mail and online resources
- Since 2005, Xcel Energy has reached 864,419 students with electric and natural gas safety education

• Educational Materials

- Xcel Energy offers three different K-6 grade safety booklets to area educators, students, and their families
- e-SMARTkids website provides a 24/7 safety resource: <http://www.e-smartonline.net/xcelenergy>

Electrical and Natural Gas Safety Tips

Electrical Safety
If you fly kites or climb trees... Stay far away from power lines in power lines can cause injury or fires. Climbing trees near power lines is dangerous.

Enhance Learning
Energy Safety Education Program

Protect our energy lines. Protect the community.
811
Know what's below. Call before you dig.

Natural Gas Safety
Natural gas leaks, although rare, can be a fire hazard.

Educators are reached through their preferred communication channels, and students are provided age-appropriate safety content to increase safety knowledge and behavior change

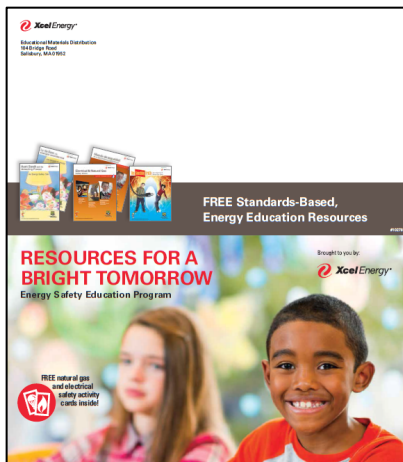
School Program Value Chain:

Offer: Xcel either emails or mails the offer to at least one educator at every K-6 grade school in service territory

Engage: Educators request and receive age-appropriate curriculum-based safety materials and lesson plans

Deliver: Educators (the trusted expert) deliver the safety lesson and booklets to students

Share: Students take the booklets home and share them, and the website with their families



Order Your FREE Classroom Resources from Xcel Energy

Name: _____

Role (e.g., teacher, principal, librarian): _____

School name: _____

Is this a homeschool? Yes No

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Which subject(s) do you teach? _____

Which grade(s) are you ordering for? _____

How many teachers will be using these materials? _____

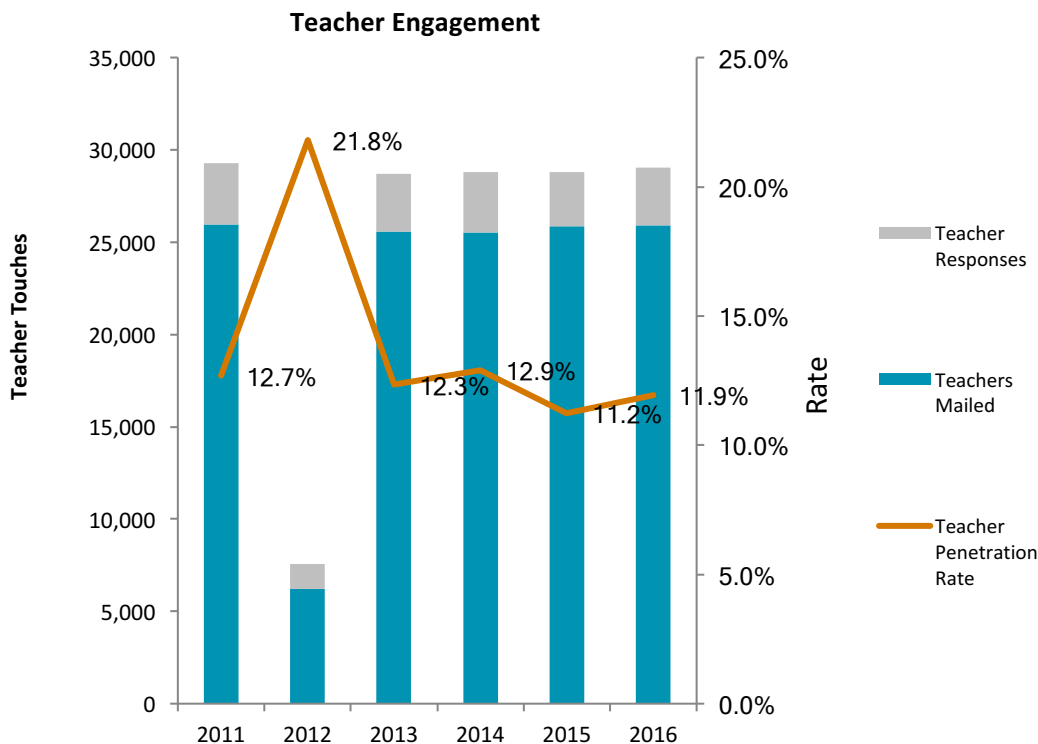
Comments: _____

| Title | # of Books |
|--|------------|
| Aunt Sarah and the Amazing Power, Gr. K-2, #37415 | |
| Aunt Sarah and the Amazing Power-Spanish, Gr. K-2, #41075 | |
| Electrical & Natural Gas Safety World, Gr. 3-6, #37400 | |
| Electrical & Natural Gas Safety World-Spanish, Gr. 3-6, #37405 | |
| The Shocking Truth About Electrical & Natural Gas Safety, Gr. 4-6, #37410 | |
| Scratch & Sniff Gas Card, #87760 (Quantity equals the number of students in your class. Please limit one per student.) | |

Thank you for your order. Materials will arrive in two to four weeks. #10276



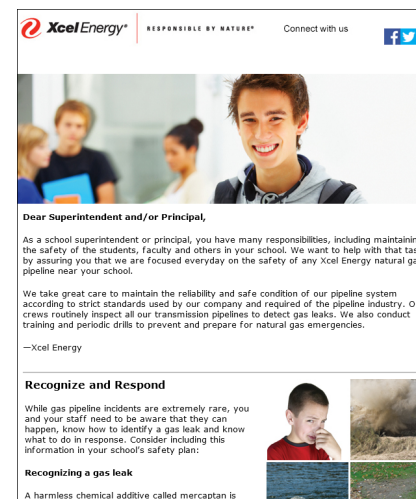
We engage educators as safety ambassadors and influencers through direct mail each year; in 2017 we've piloted an email-and-mail-based outreach approach



RP 1162 Compliance is embedded in Xcel Energy's Public Safety Products and Programs

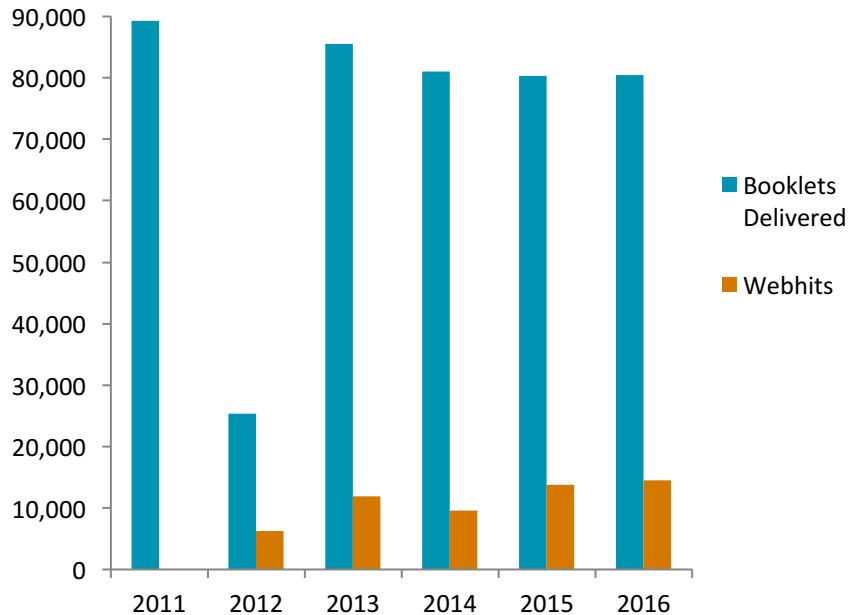
In 2016, 75% of educators who ordered materials were first time program participants!

NEW: In April 2016, Xcel provided RP 1162 key messages to 2,876 superintendents and principals via email



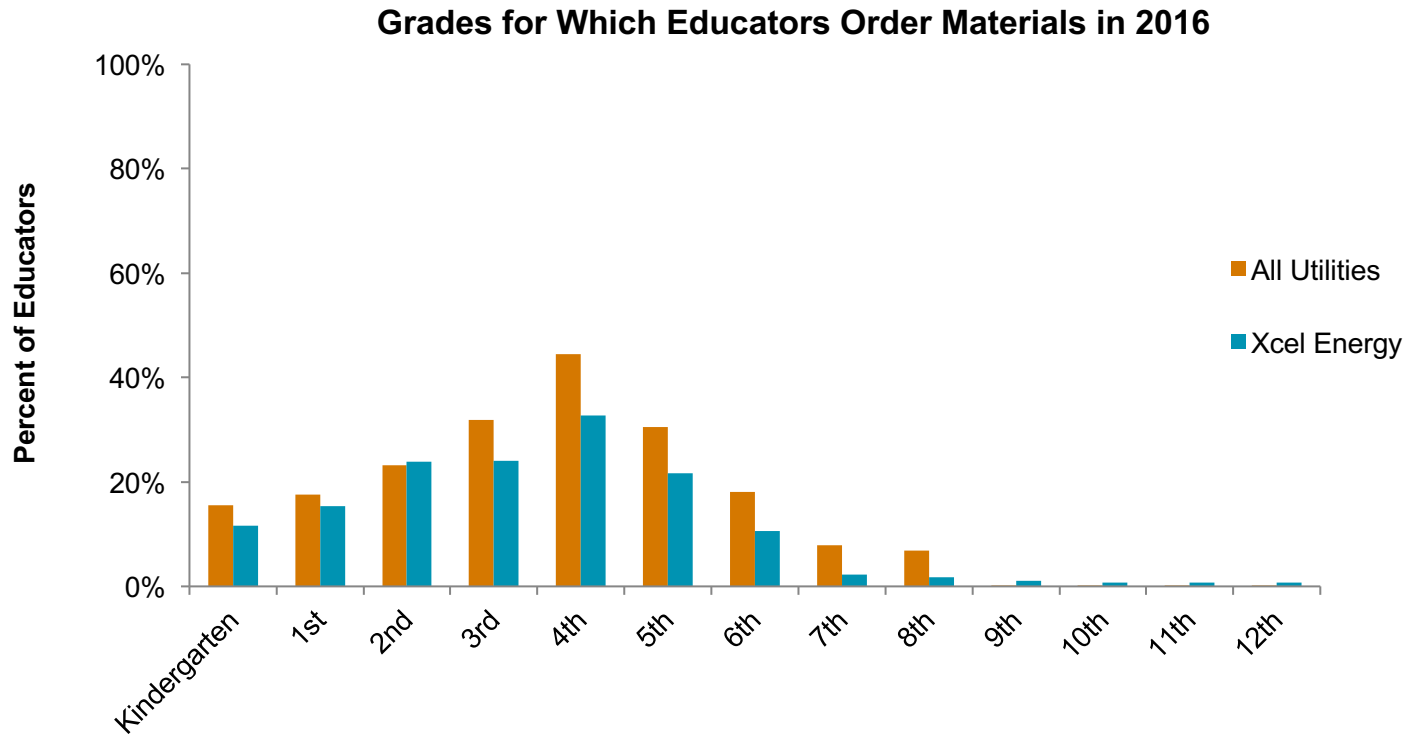
The 2016 school safety program reached 80,424 students with electric and natural gas safety information; additional safety resources are available on the e-SMARTkids website 24/7

Student Engagement



New Solar Safety Module

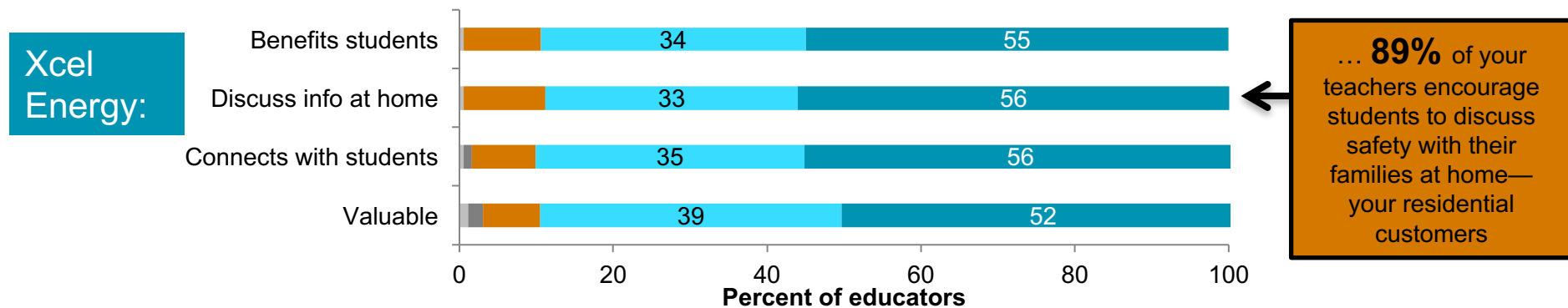
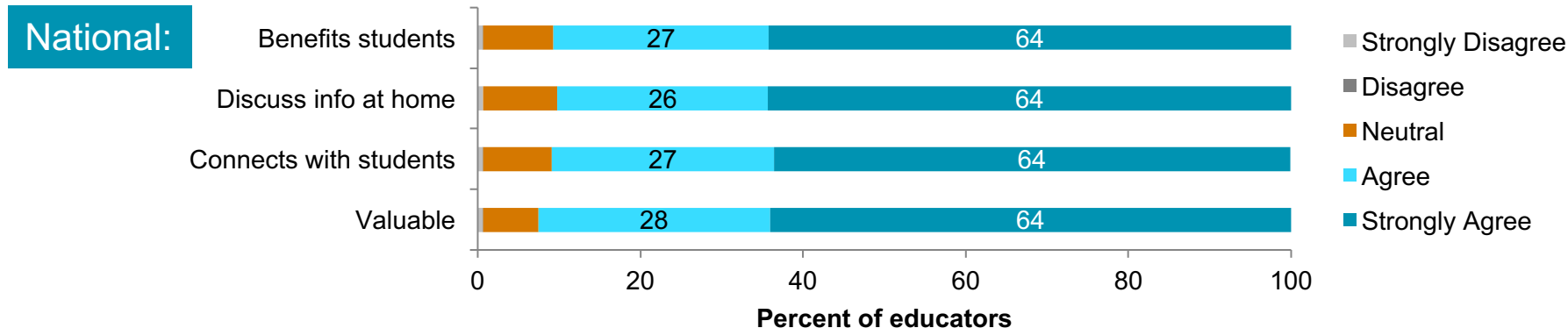
Messaging exposure occurs throughout the school children's elementary education, consistent with national programs



Source: Culver Company program data, calendar year 2016: National n=10,792, Xcel n=829




Xcel Energy educator opinions keep pace with national numbers. The large majority find materials valuable, and...




Source: Culver Company program data, 2016 calendar year, All Utilities n=2,820, Xcel n=189

Annual summaries document school program methodology and impacts for reporting to leadership, regulators, and insurers



School Public Safety Outreach Program

2014



Executive Summary

In 2014, Xcel Energy and Culver Company continued their partnership to deliver a comprehensive natural gas public awareness and electrical safety outreach program to educators, students, and students' families throughout the energy company's service territory.

The primary objectives of the school safety outreach program are to save lives, reduce injuries and claims, mitigate litigation, enhance the Xcel Energy brand, and demonstrate Xcel Energy's commitment to customers, the community, and the environment.

In 2014, Xcel Energy's school outreach initiative produced the following results:

- Provided electrical safety and natural gas safety education to **81,075 students in grades K-6** representing 8.7% of the target student population.
- Realized a teacher penetration rate of **12.9%** — of the **25,519** teachers invited to participate, **3,291** educators took part in the program.
- Achieved a school penetration rate of **23.4%**, with **855** of the **3,654** targeted schools submitting requests for educational materials.
- Produced **496,885 brand impressions** throughout the service territory, positively associating Xcel Energy's brand with electrical and natural gas safety education.

Customer Opinion & Satisfaction Results

Xcel Energy collected customer opinion and satisfaction data from participating teachers, who endorsed the public safety outreach program. A summary of teachers' opinion's follows:

- **96%** of teachers surveyed agree that the Xcel Energy-branded materials are **valuable in helping them teach students**.
- **94%** agree the materials are written and illustrated in a way that **connects with students**.
- **93%** encourage their students to **discuss the information** learned from Xcel Energy's school outreach program **with others, such as friends and family**.
- **95%** agree that the information provided by Xcel Energy in the outreach program **benefits students for years to come**.

In addition, Xcel Energy collected customer opinion and satisfaction data from parents whose students were involved with the outreach materials. These parents endorsed the company's public safety outreach program, based on the following results:

2014 Xcel Energy School Public Outreach Program Summary
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- **86%** of parents' surveyed found the information that Xcel Energy provided to children was helpful in showing students how to stay safe around electricity and natural gas.
- **83%** agree that Xcel Energy invests in public safety;
- **85%** agree Xcel Energy provides valuable public safety information;
- **73%** agree that Xcel Energy is a company that cares about the safety of families; and
- **69%** agree that Xcel Energy is a safe company.

Achieving these metrics demonstrates that educators and parents realize and appreciate the value of the public safety information provided by Xcel Energy.

The table below provides key metrics of the 2014 program by State. Additional metrics and information on the program can be found on the following pages:

| Metric | CO | MI | MN | ND | NM | SD | TX | WI | Totals |
|--|--------|-------|--------|-------|-------|-------|--------|-------|--------|
| Students Reached | 24,540 | 189 | 20,407 | 2,583 | 1,552 | 3,330 | 10,013 | 9,472 | 81,075 |
| Educators who Received Outreach | 9,370 | 45 | 9,514 | 678 | 748 | 748 | 1,985 | 2,427 | 25,519 |
| Number of Educators Requesting Materials | 924 | 7 | 1,344 | 100 | 59 | 112 | 341 | 404 | 3,291 |
| Educator Penetration Rate | 9.9% | 15.6% | 14.1% | 14.8% | 7.9% | 15.0% | 17.2% | 16.5% | 12.9% |
| Schools that Received Outreach | 1,303 | 8 | 1,359 | 94 | 104 | 116 | 280 | 390 | 3,654 |
| Number of Schools Requesting Materials | 244 | 3 | 335 | 30 | 27 | 27 | 94 | 95 | 855 |
| School Penetration Rate | 18.7% | 37.5% | 24.7% | 31.9% | 28.0% | 23.3% | 33.6% | 24.4% | 23.4% |
| Total Requests for Materials | 329 | 3 | 465 | 46 | 32 | 42 | 127 | 130 | 1,174 |
| Response Rate | 3.5% | 6.7% | 4.9% | 6.8% | 4.3% | 5.6% | 6.4% | 6.4% | 4.6% |

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Results are reported by state to meet unique jurisdictional regulatory requirements

Internal and external resources available:

- Activity sheets
- Web presence. Continuous updates to site
 - <http://www.e-smartonline.net/xcelenergy/>
 - www.xcelenergy.com/safety
- Increased Spanish resources