



Regional Utility Public Safety Alliance Welcome

September 2017



Journey to **Zero**

Company Overview

Xcel Energy serves electric and natural gas customers in portions of Colorado, Michigan, Minnesota, New Mexico, North Dakota, South Dakota, Texas and Wisconsin under four wholly owned utility subsidiaries:

- Northern States Power (NSP) Minnesota
- Northern States Power (NSP) Wisconsin
- Public Service Company of Colorado (PSCo)
- Southwestern Public Service Co (SPS)

Xcel provides energy-related products and services to 3.6 million electricity customers and 2 million natural gas customers.

Safety Strategy



Public Safety is part of Xcel Energy’s overall safety strategy, *Journey to Zero*.

While employee safety and public safety have different programs, regulations, and perspectives, we overlap in many ways.

Our safety culture means personnel and public safety are Xcel Energy core values.

Safety Philosophy

- **Journey to Zero:** Started nearly a decade ago, this is an ongoing effort to eliminate workplace injuries.
- **Line of Fire:** Awareness of potential for injury if in the line of fire when conducting work. Focus on position, energy release, PPE, equipment isolation, recognizing when situation changes
- **Rules to Live By:** Shall not under any circumstances be violated because of the high risk of injury or death.

Safety Philosophy

- **Stop Work Responsibility:** Establishes employee responsibility and supports workers who perform a safety intervention or stop work when an unsafe condition or situation develops at their worksite.
- **Gold Shovel Standard:** First-of-its-kind, two-part excavation safety program. The program certifies an excavator's policies and procedures against the Gold Shovel Standard, and publishes a score or rating, which is an ongoing measure of an excavator's excavation-safety-worthiness. It is a new and ambitious program on a North American scale to dramatically reduce damages from excavation to buried asset networks.

Public Safety Programs

- **Media and Communications:** 811 Call Before you Dig, Ice on Meters, Natural Gas and Overhead lines safety.

Outreach campaigns include:

- Just-in-time safety messages
- Social media posts
- Email
- Billboards
- Radio
- Print
- Digital
- Video
- Televised safety campaigns (new for 2017)



Public Safety Programs

- Risk Models
- Public Safety Committee
- AGA Peer Review Process
- 1st Quartile Damage Prevention Program
- Proactively Improving Pipeline and Employee Safety (PIPES)
- UAS (Drone) Technology

Engagement

- Public safety requires continued drive of engagement, pursuit of industry-leading programs, and acting as a model for our utility peers:
 - Continue to evolve from reporting and informing
 - Build lasting relationships
 - Change behaviors
 - Educate and increase safety awareness
 - Reduce exposure to unnecessary risks
 - Engaging Leaders

Engagement

Roadmap

2017

- Grow ambassador program
- Create and distribute Public Safety “tool kits”
- Gold Shovel Program participation
- National Excavator Initiative 811 campaign
- First responder training
- Audience-specific surveys
- Community Managers Support
- Measure performance
- Substation safety brochure
- Pipeline Operator Safety Partnership [POSP](#)
- Sponsor 2017 Cold Zone Conference [Cold Zone Conference](#)

Beyond

- Evaluate and adjust
- Investigate new partnerships
- Anticipate regulatory changes
- Just-in-time safety messages
- Dynamic surveys
- Presentation equipment
- Xcelenergy.com Phase 2
- “Joint” 811 campaign