

Save Lives
Reduce
Claims
Mitigate Litigation
PREVENT
Injuries
manage risk
Increase
Stakeholder
VALUE
Enhance
Your Brand



The Key to Proving Public Safety Effectiveness

June 13, 2018
Culver Company

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

Our Heritage: Utility public safety strategists for **41 years**

Our Offering: Strategic planning for utility public safety outreach

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

Our Expertise:

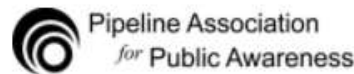
- Providing public safety programs, data, and services in 50 states and Canada
- Serving approximately 700 utilities annually
- Preparing for AEGIS, NTSB, PHMSA, FERC and state and local regulators

Enhancing Public Safety Impact Through our Partnerships, Approach, and Research



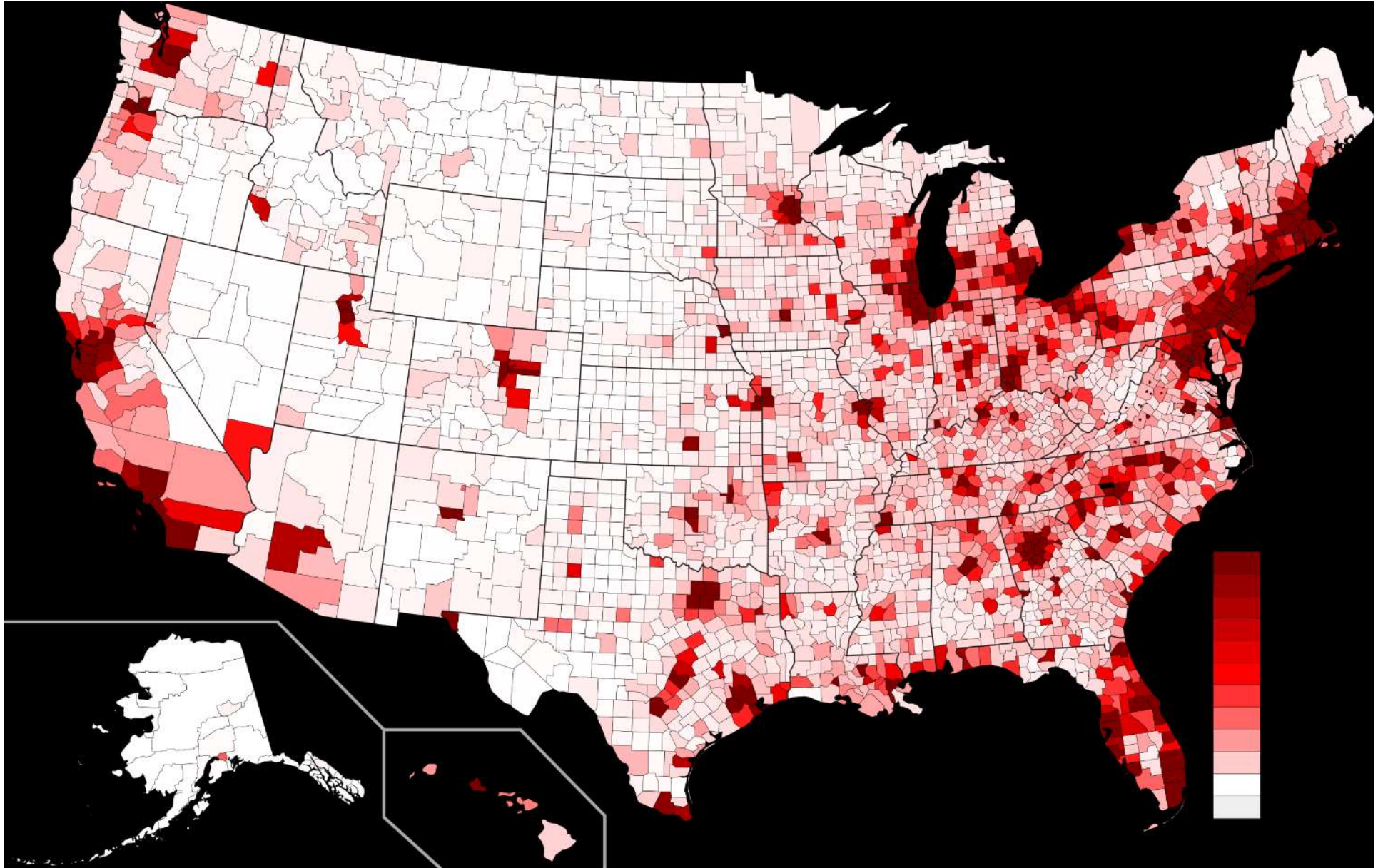
Introduction

Broad and Diverse Client Base



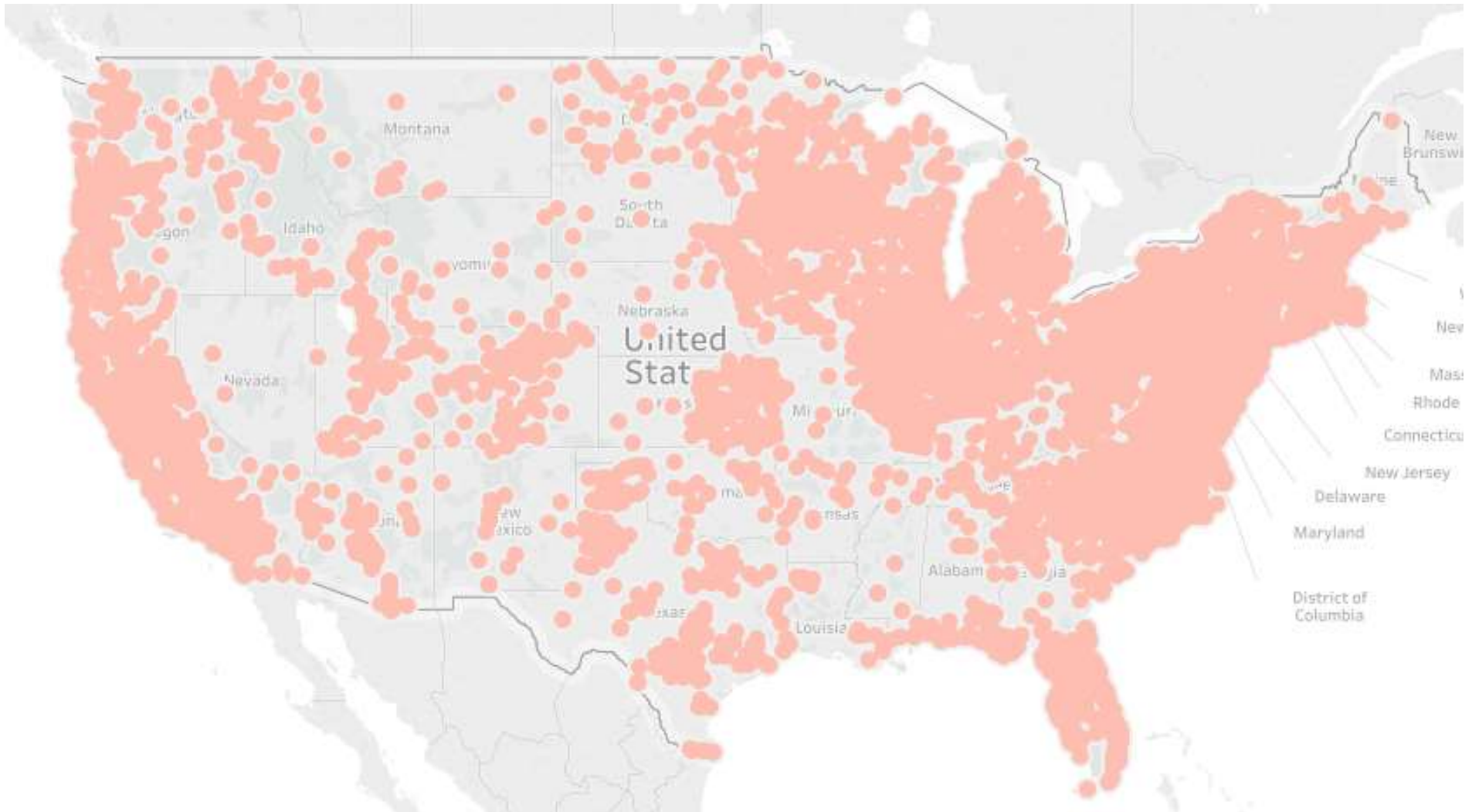
Reach

Population Density 2010



Reach

Culver Annual Reach Aligns with Population



Agenda

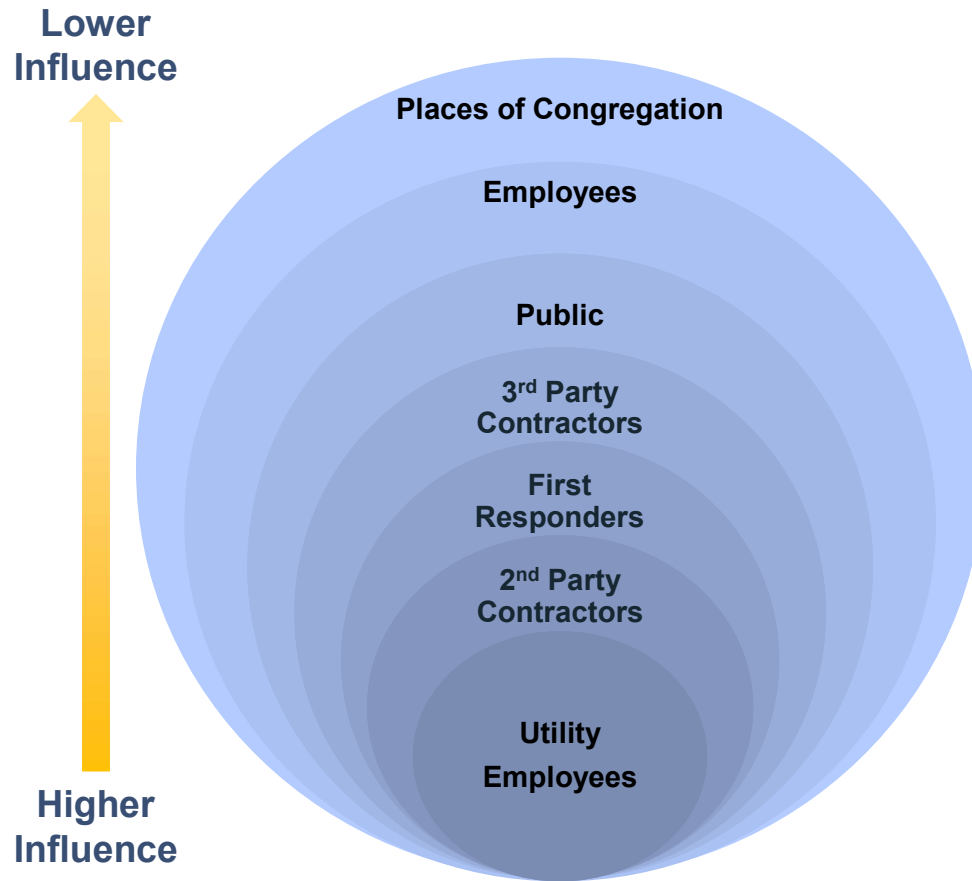
- Defining Public Safety
- Developing Programs Based on Risk and Influence
- Using the Right Indicators to Reduce Incidents
- Public Safety Engagement Effectiveness
- Program Evolution
- Safety Index
- Using Data to Inform Tactics

Defining Public Safety

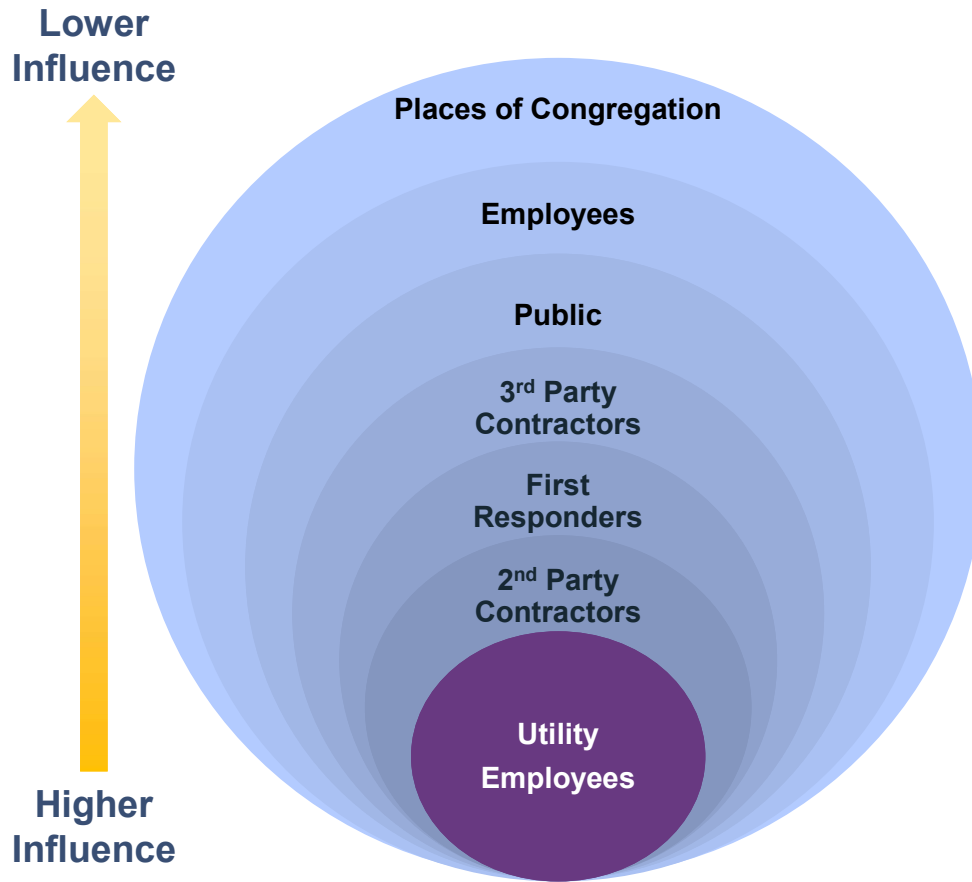
What Do We Mean When We Say Public Safety



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

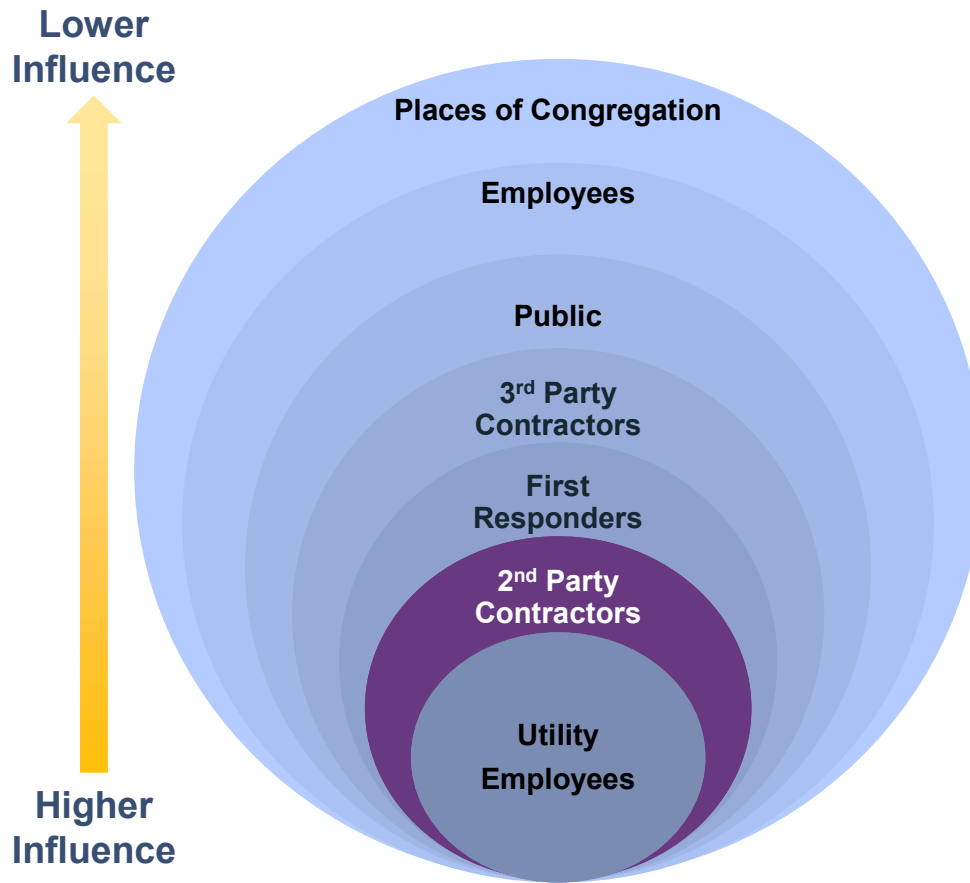


Utility Employees

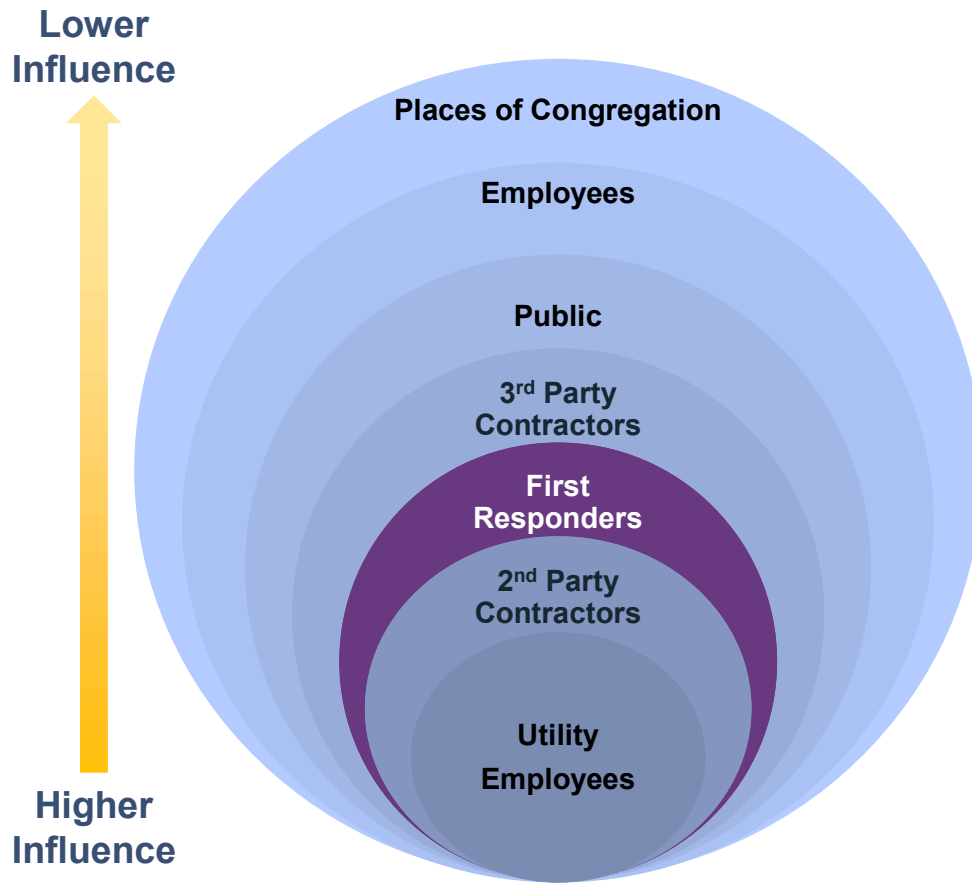


Developing Programs Based on Risk and Influence

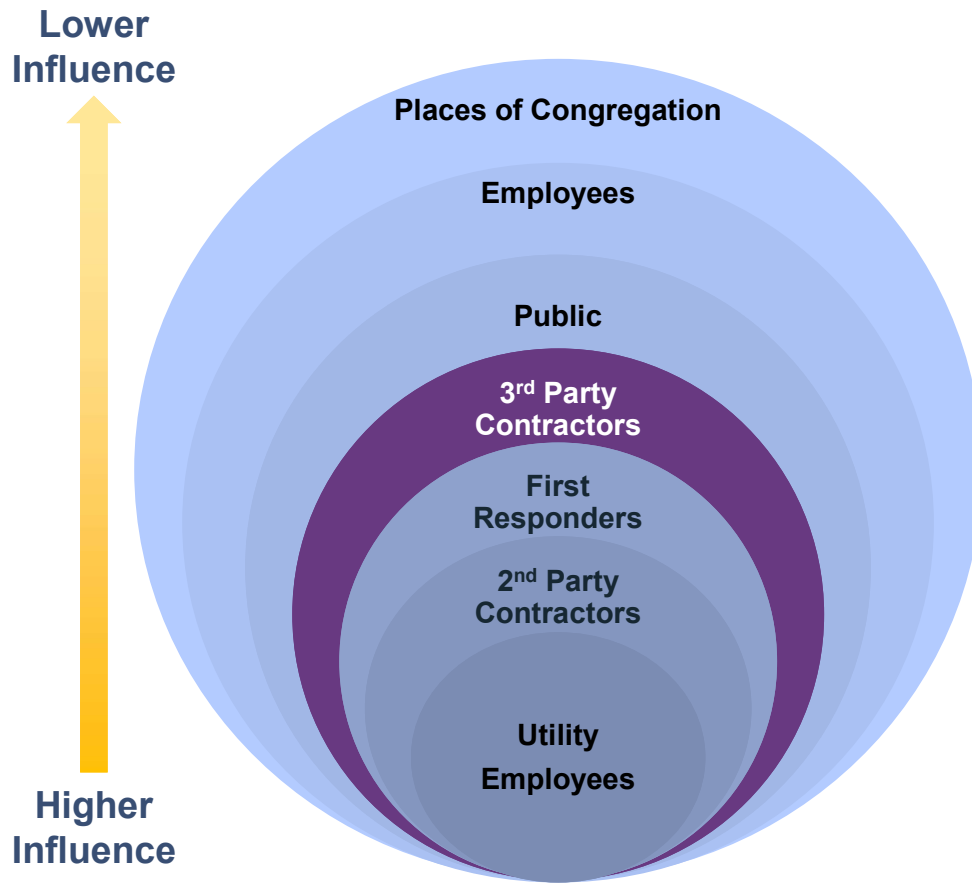
2nd Party Contractors



First Responders

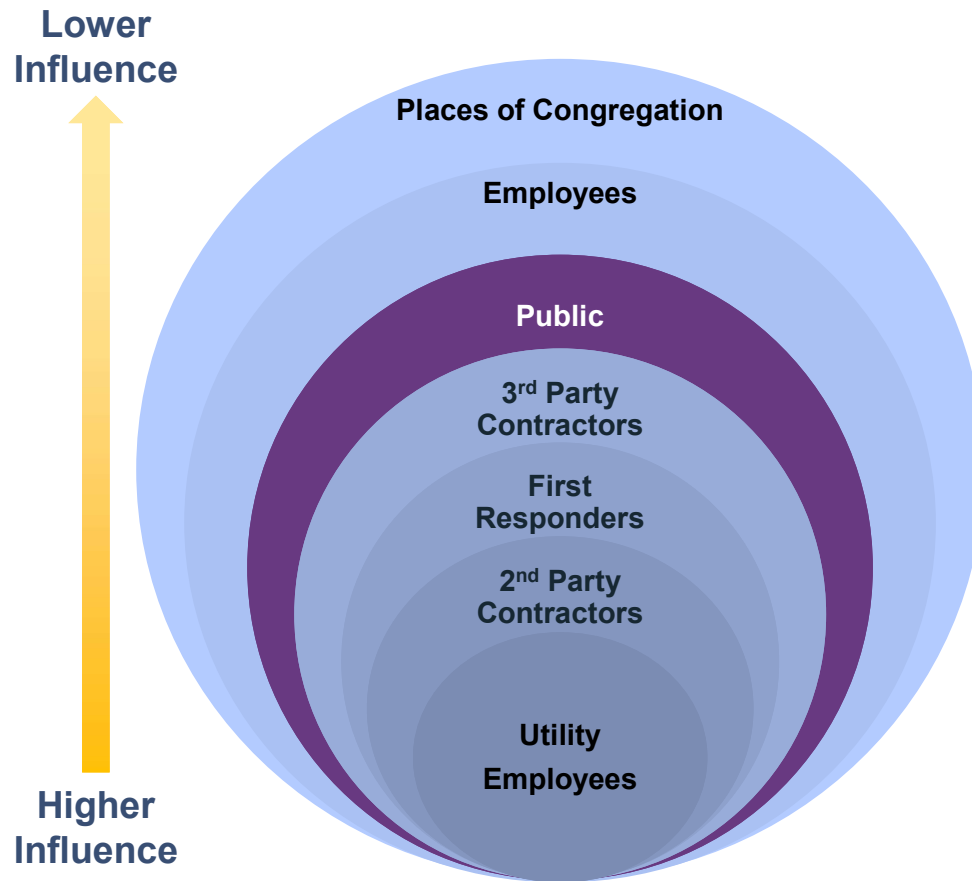


3rd Party Contractors



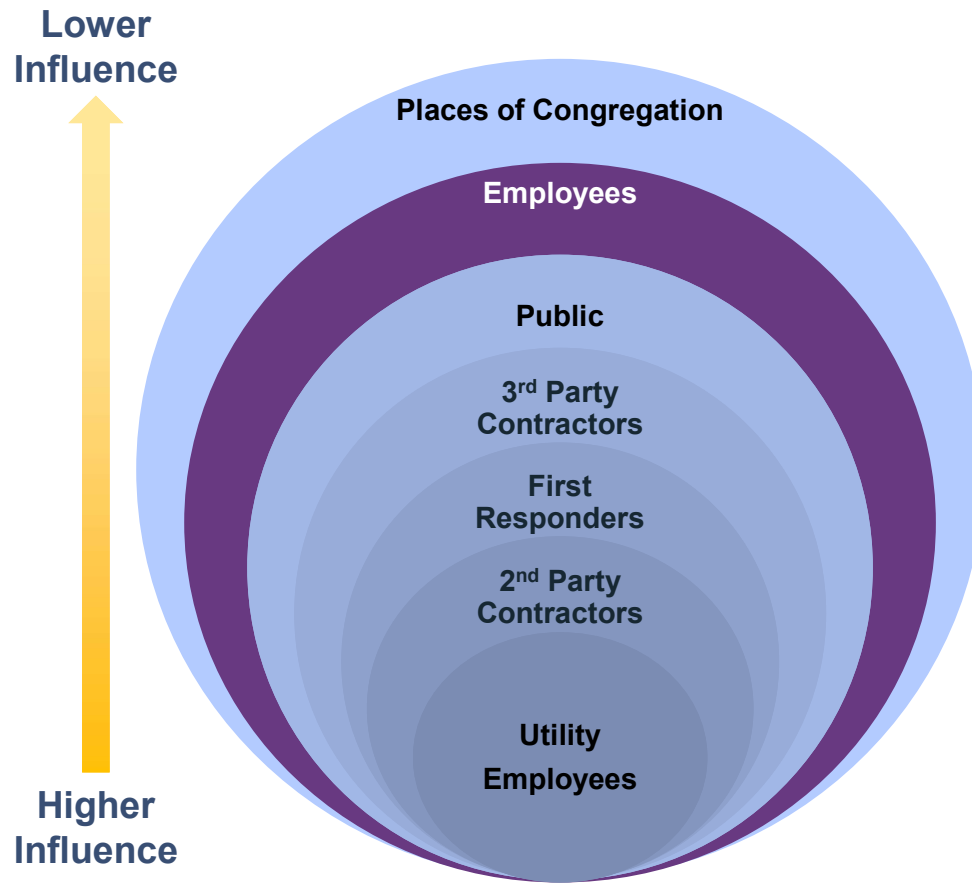
Developing Programs Based on Risk and Influence

Public

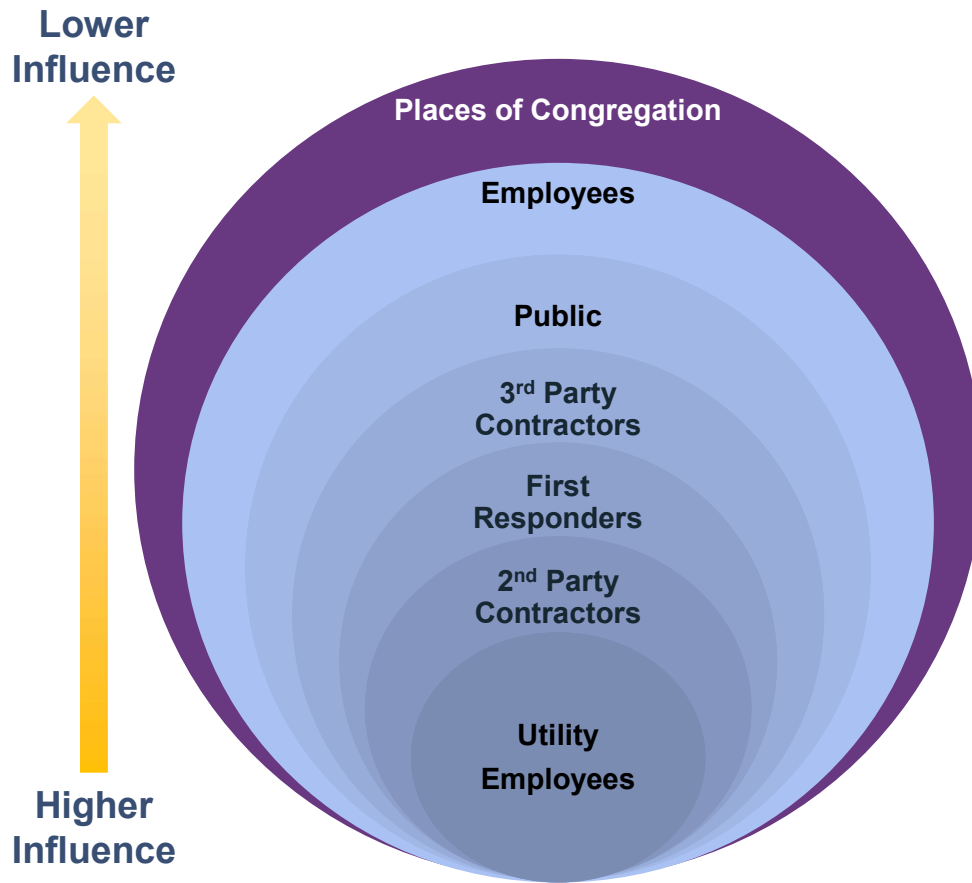


Developing Programs Based on Risk and Influence

Employees

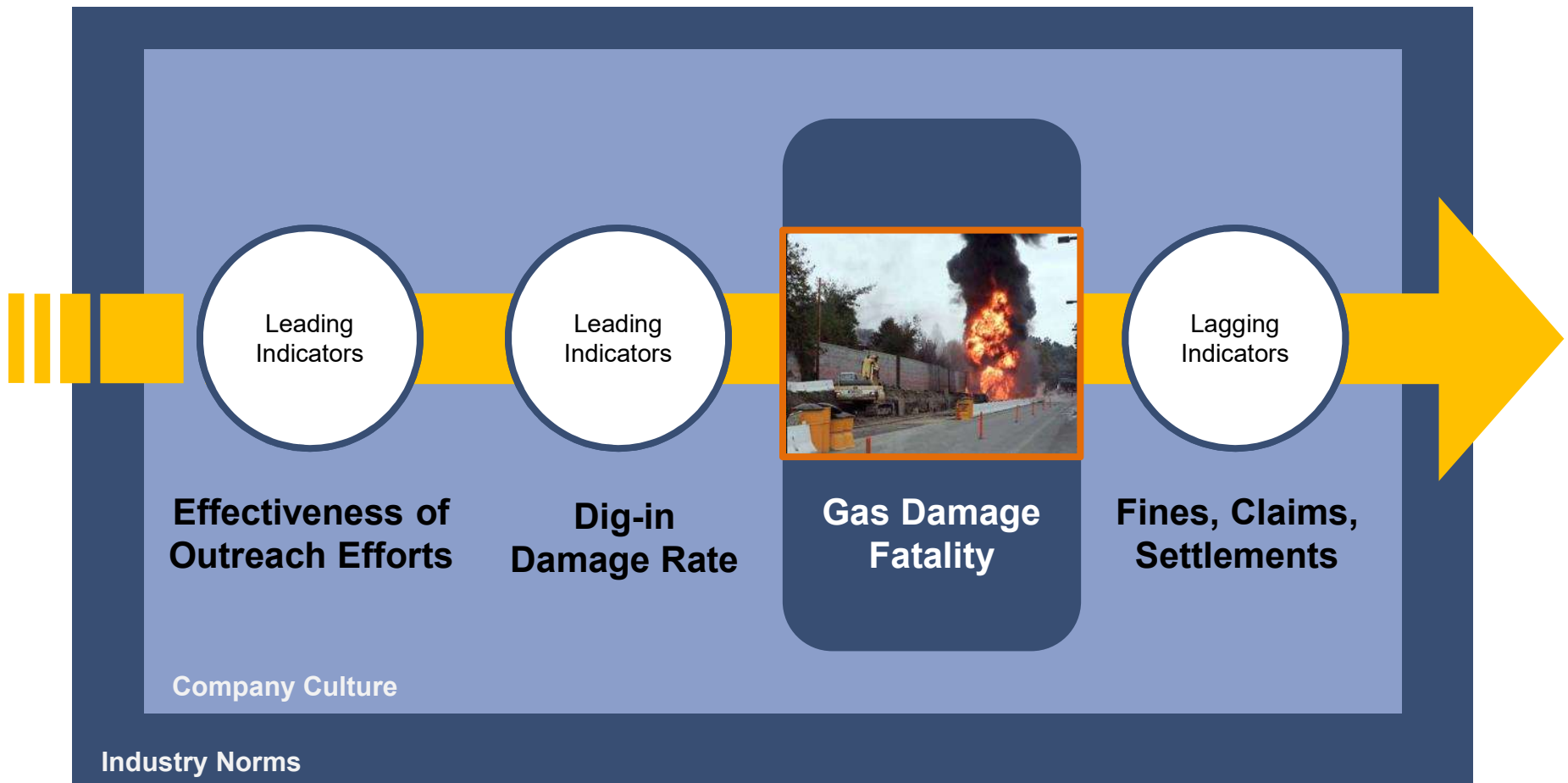


Places of Congregation



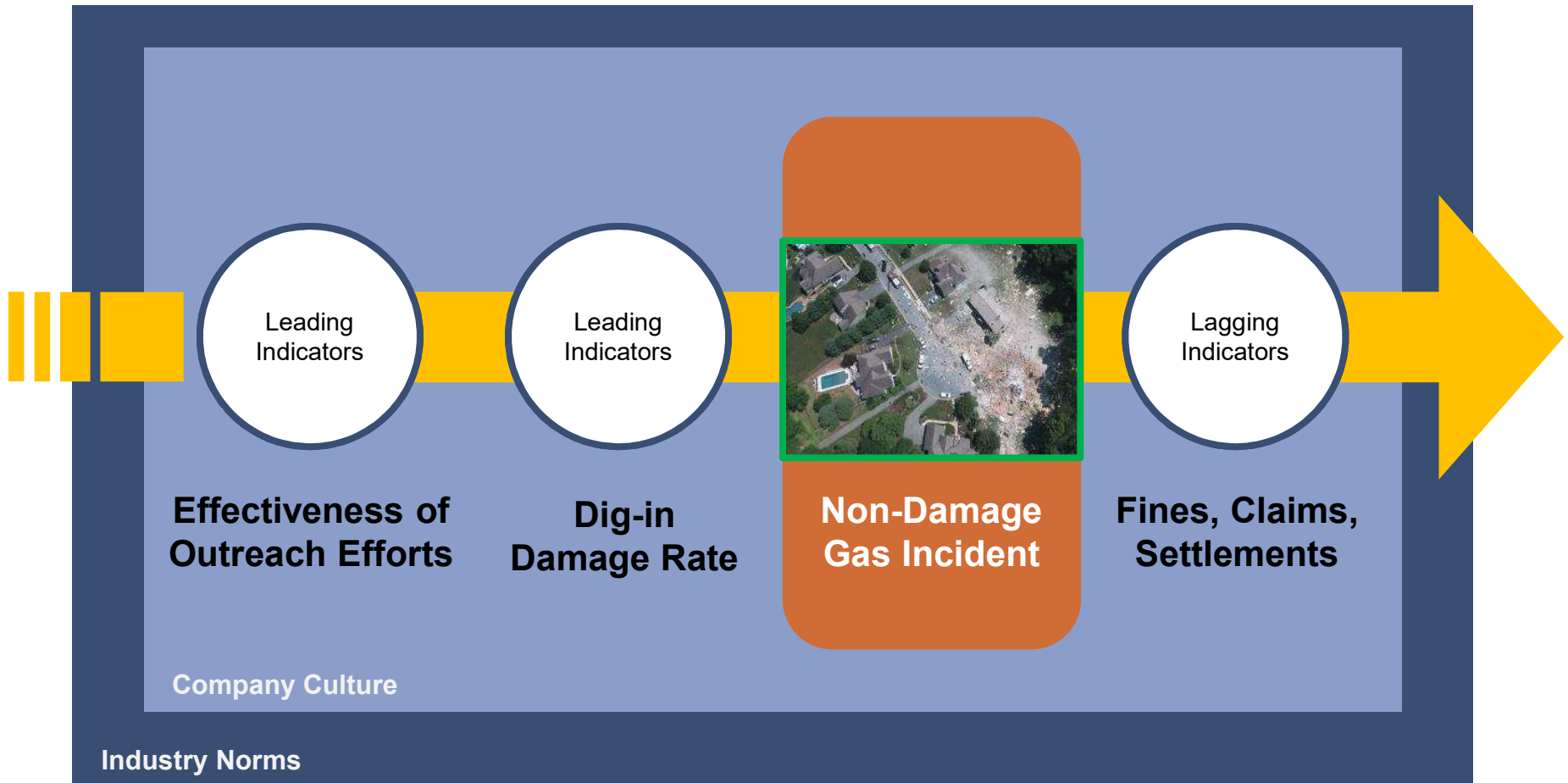
What are the Right Indicators

Anchor Public Safety Definition While Identifying Before and After Indicators



What are the Right Indicators

Using Indicators to Reduce Incidents



Public Safety Engagement Effectiveness



Program Effectiveness

Effectiveness Program Impact Can Extend Beyond Meeting RP1162 Expectations – a Look at Some Recent Culver Company Analysis of Enhanced Programs and Insight

- **Affected Public**
- **At-Risk Workers**
- **First Responders**
- Public Officials

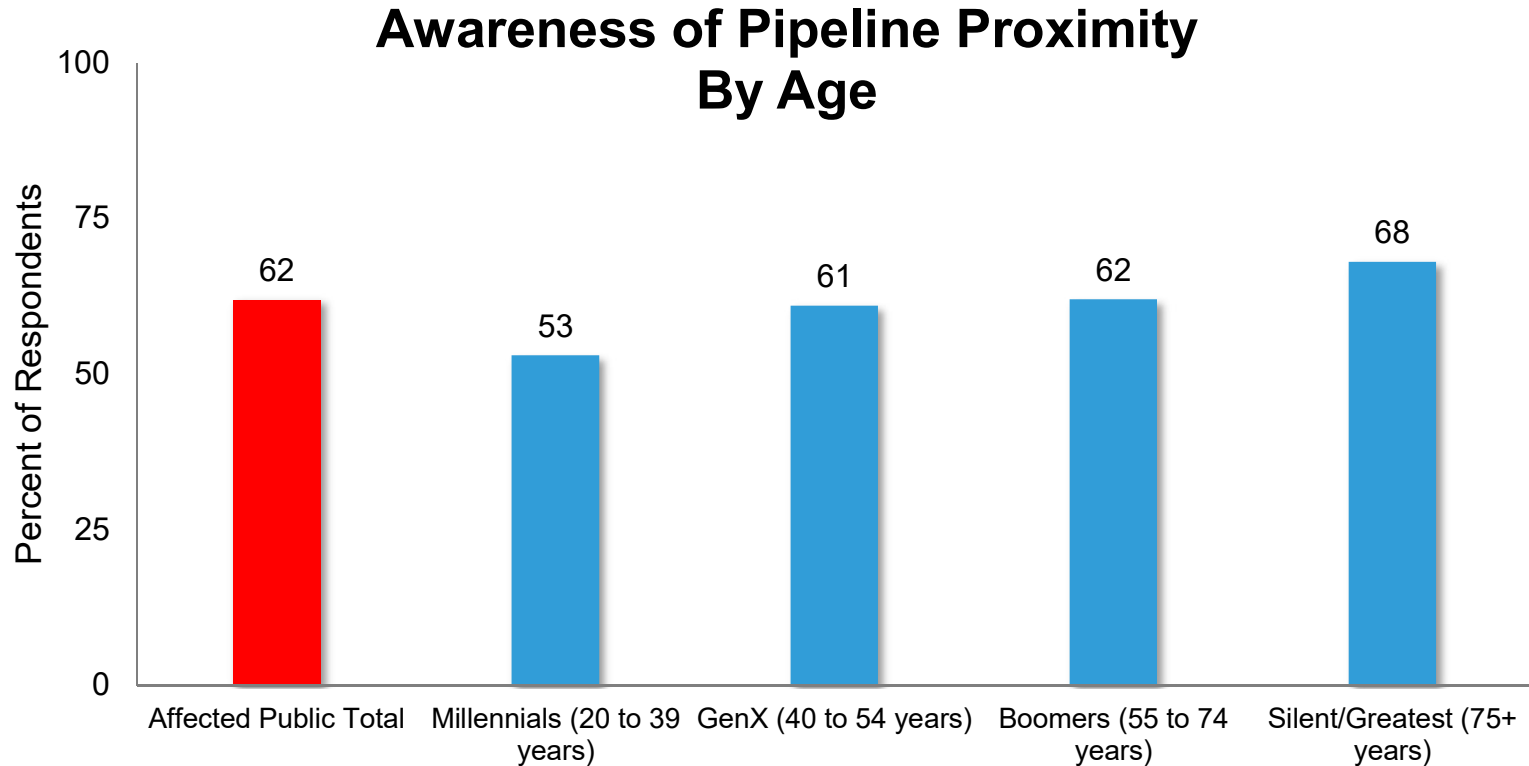


Affected Public



Affected Public

62% of the Affected Public Know They are Near a Natural Gas Pipeline

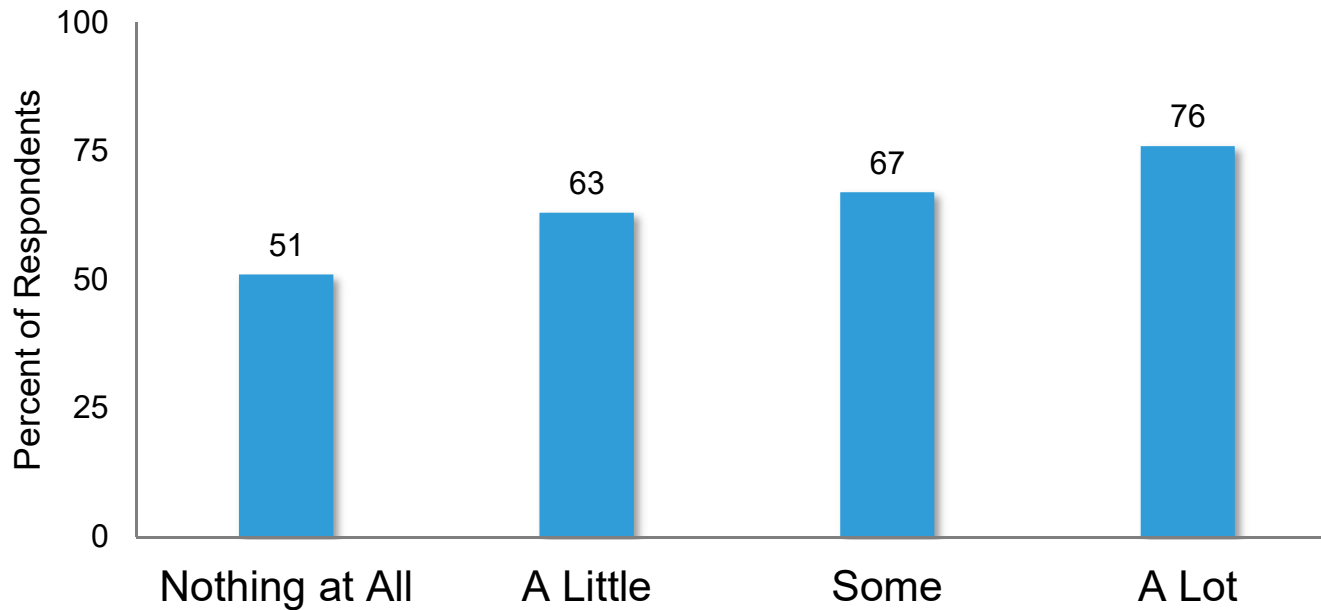


But, could we be missing the mark with younger audiences?

Culver Affected Public Insights Benchmark Analysis 2018

More Frequent Communication Links With Higher Pipeline Proximity Awareness

**Aware they Live or Work Near a Pipeline
by Natural Gas Safety Messaging Frequency**



How Much Natural Gas Safety Communication They Recall

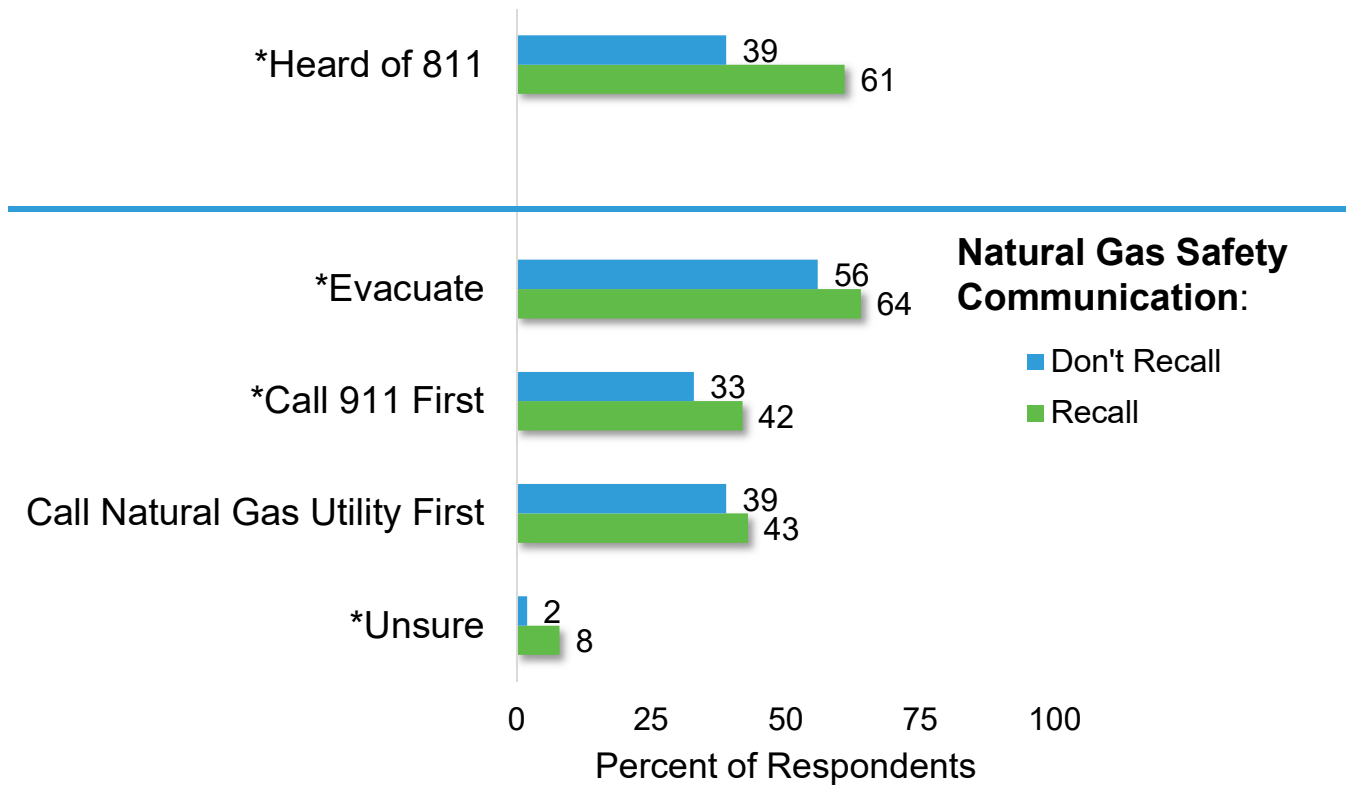
When the Affected Public Recalls Communication, They Can Better Protect Themselves and Others

Gas Leak Prevention and Response By Communication Recall

Prevention

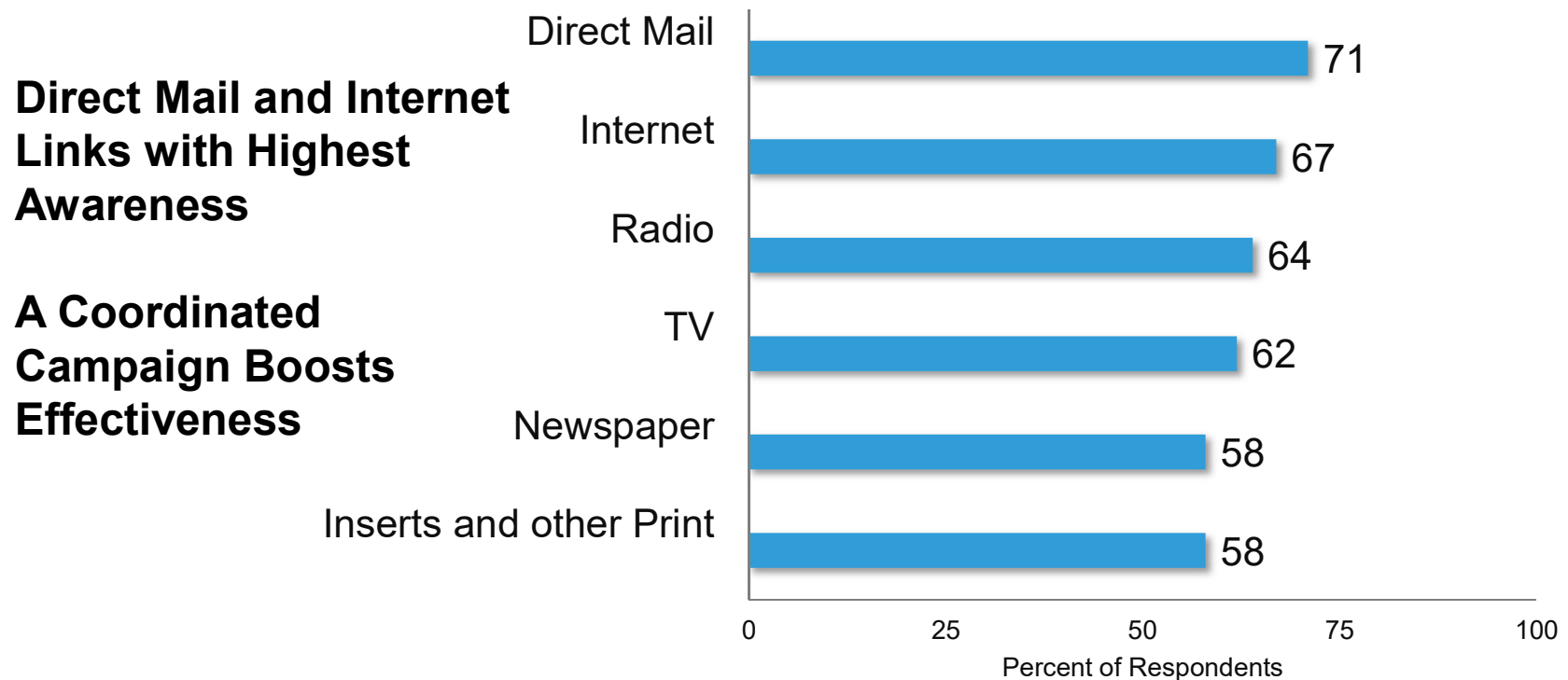


Response



How We Get the Message Out Matters

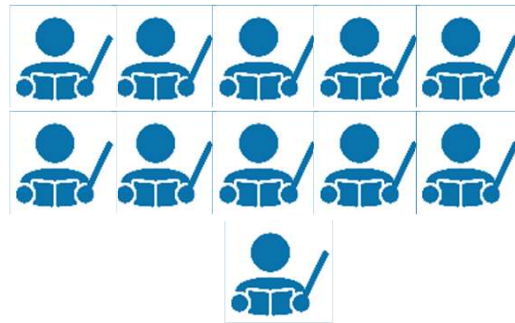
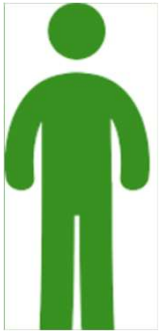
Aware they Live or Work Near a Pipeline By Channel Through Which They Received Information (Base: Recall Natural Gas Safety Communication)



Culver Affected Public Insights Benchmark Analysis 2018

School Programs Are Not Mandated– So Why Do Them? Because They Offer Extensive Reach and Impact

For each request, 11 educators received materials and educated 163 students



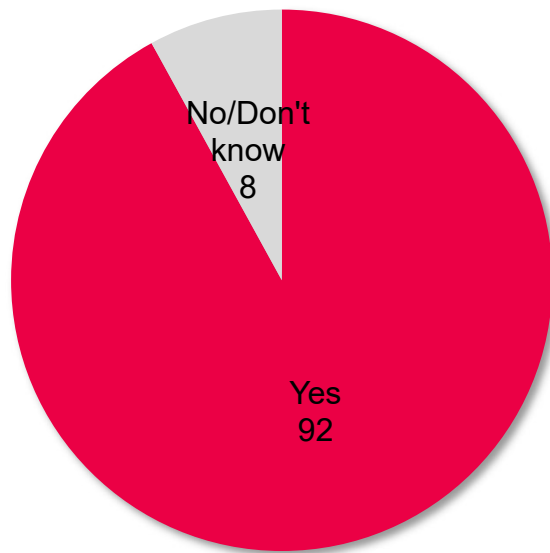
Materials that get ordered, get used! On average, each order consisted of 173 booklets, enough for teachers and students



Pre and post knowledge tests conducted over the past decade prove students learn. Universally, the average test score for all utilities' programs showed an increase

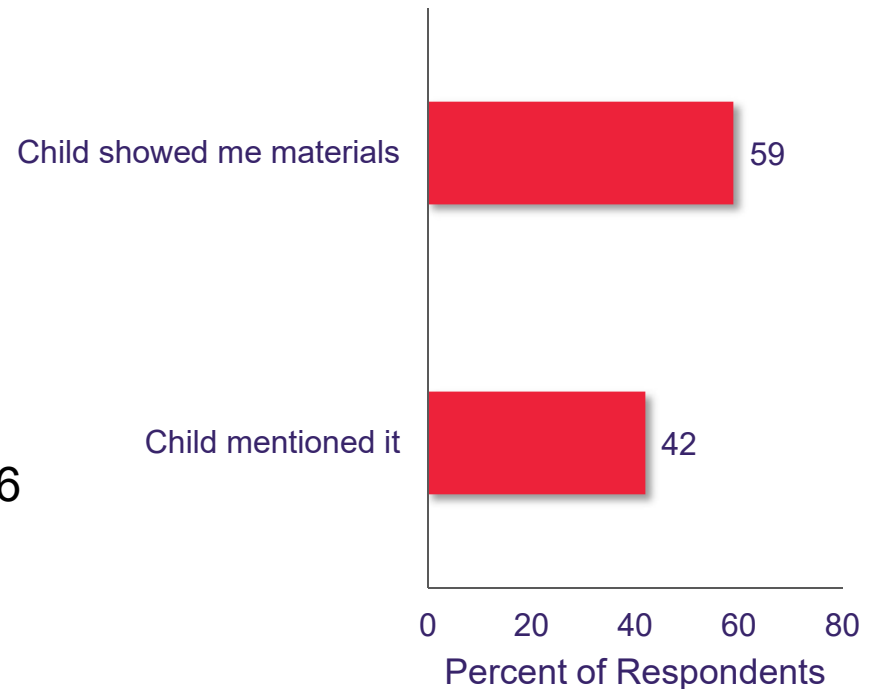
The Impact Doesn't Stop There. Research Conducted With the Parents and Guardians Reveals 92% of Them Knew Their Child Received Materials, With 59% Indicating They Actually Saw Them

Aware of Child Receiving Safety Information at School
Percent of Respondents



n=636

How Parents and Guardians Learned of Safety Materials

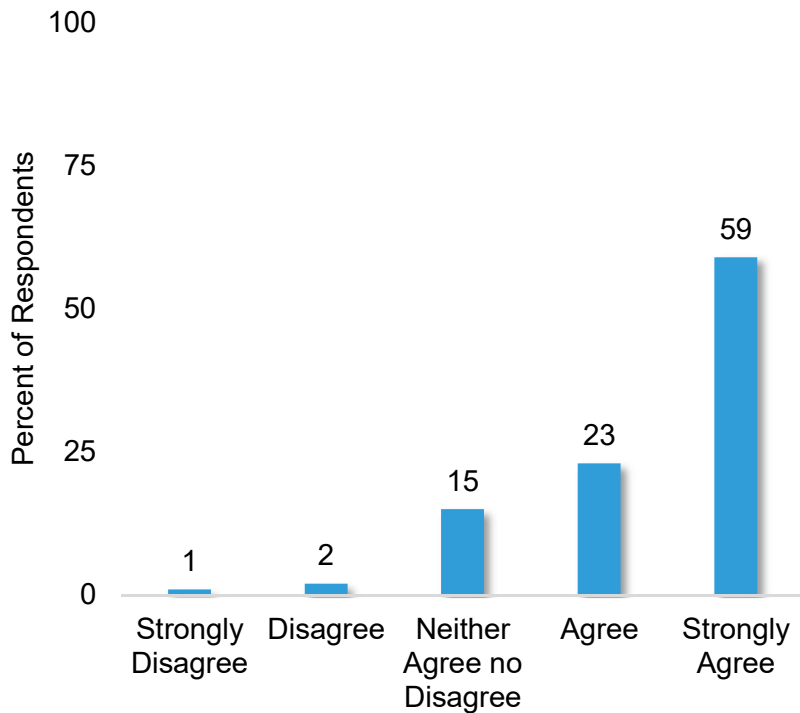


At-Risk Workers



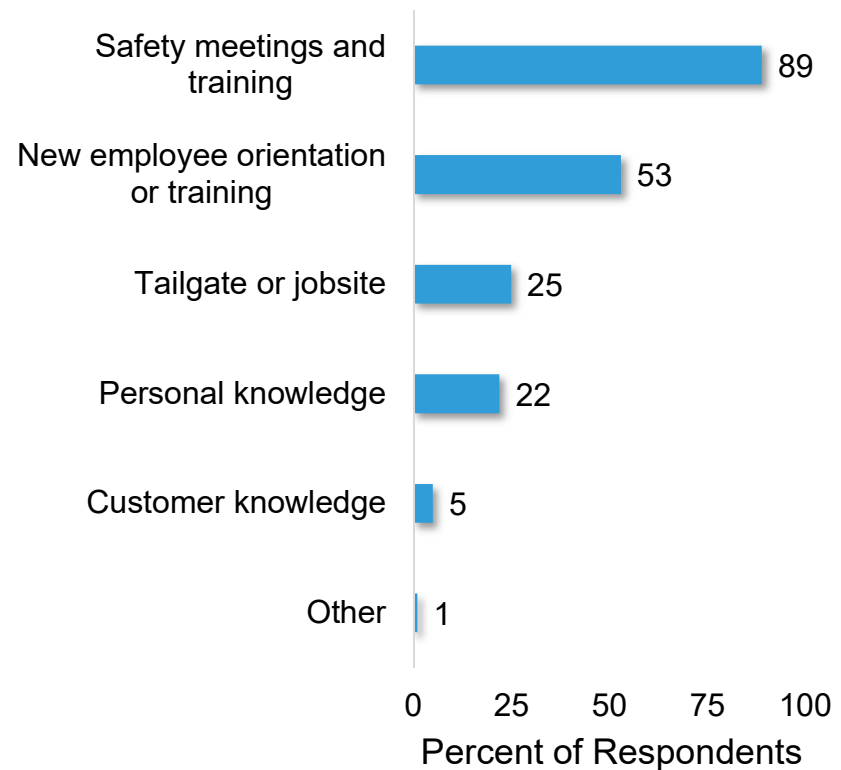
Know How and Where Your Audience Uses Safety Materials

The At-Risk Worker Safety Materials Provided Help Keep Me and My Coworkers Safe



n=3,525; Culver Company At-Risk Worker Program Data, 2017

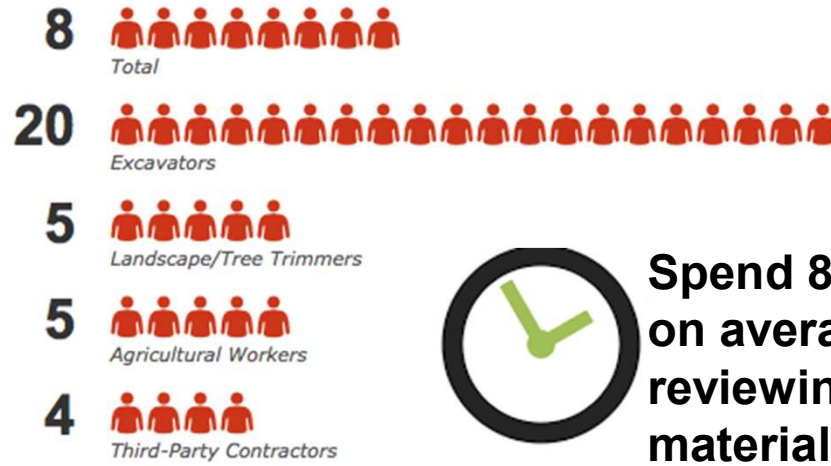
How Materials Get Used



n=8,470; Culver Company At-Risk Worker Program Data, 2017

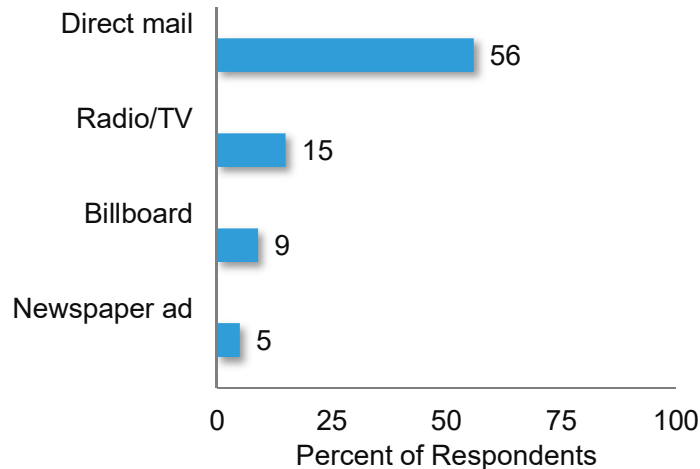
Enhanced Safety Content Gets Passed Along and Continues to Get Used

How Many Colleagues Received Enhanced Safety Materials



Spend 8 minutes on average reviewing materials

More Likely to Act on an Important Safety Message from the Following Channels



50 Days



On Average, Natural Gas Safety Booklets Get Used for 50 Days!

Enhanced Communication Drives Awareness and Evokes Emotions, Which Drive Desired Behavior

Know.

- Messages in enhanced mailings get noticed
 - 47% of excavators reported messages stood out
 - Call 811 before digging in particular attracted their attention with 57% mentioning this in response to an unaided question

Feel.

- They tap into what is meaningful to the target audience
 - 86% will change how they approach work because they learned safe practices reduce costs
 - Excavators also tend to recall photographs and images

Do!

- And, they drive behavior
 - 82% said the safety messages in the mailing were effective at changing behavior
 - 64% will change their on-the-job behavior because of the call before you dig messages they saw

At-Risk Worker

Continuing to Provide Relevant Content In the Channels They Use Remains Key to Keeping Their Attention



PAPA Benchmark 2018

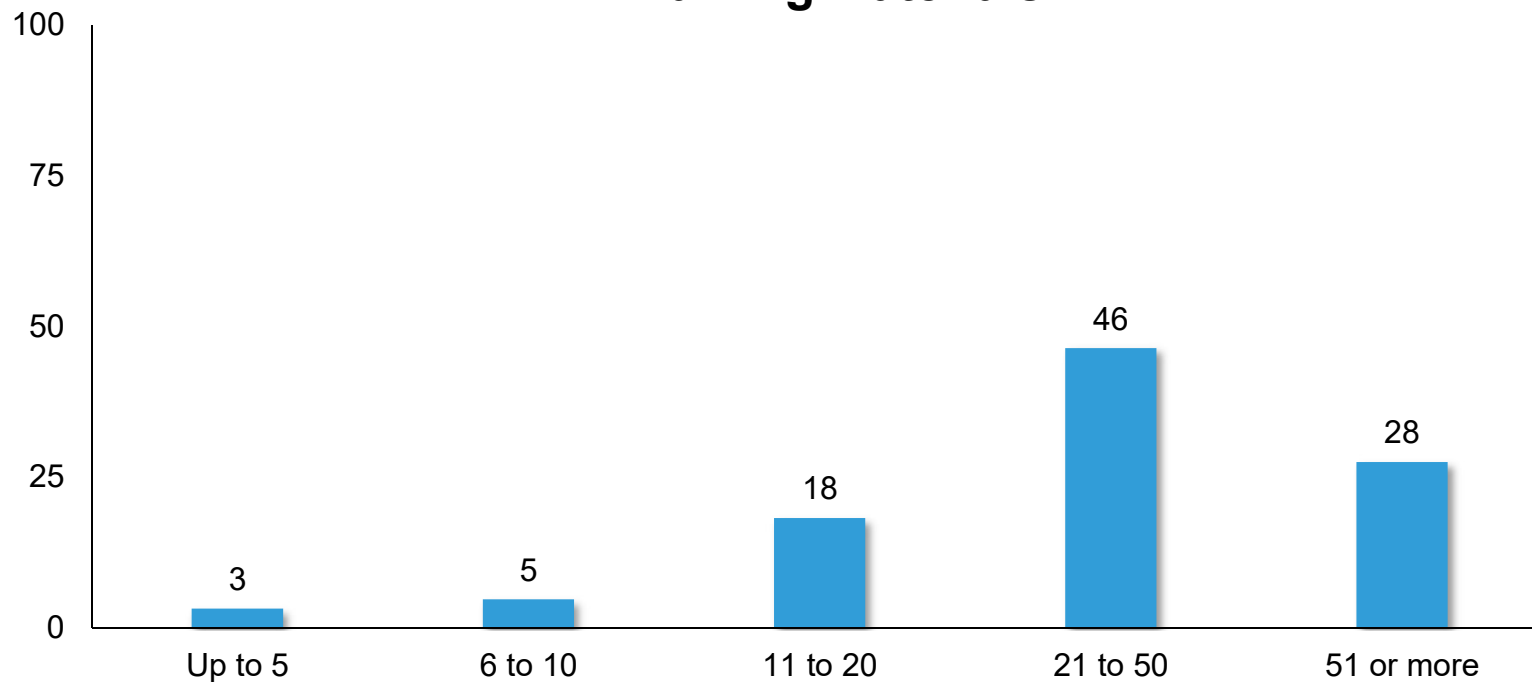


First Responders



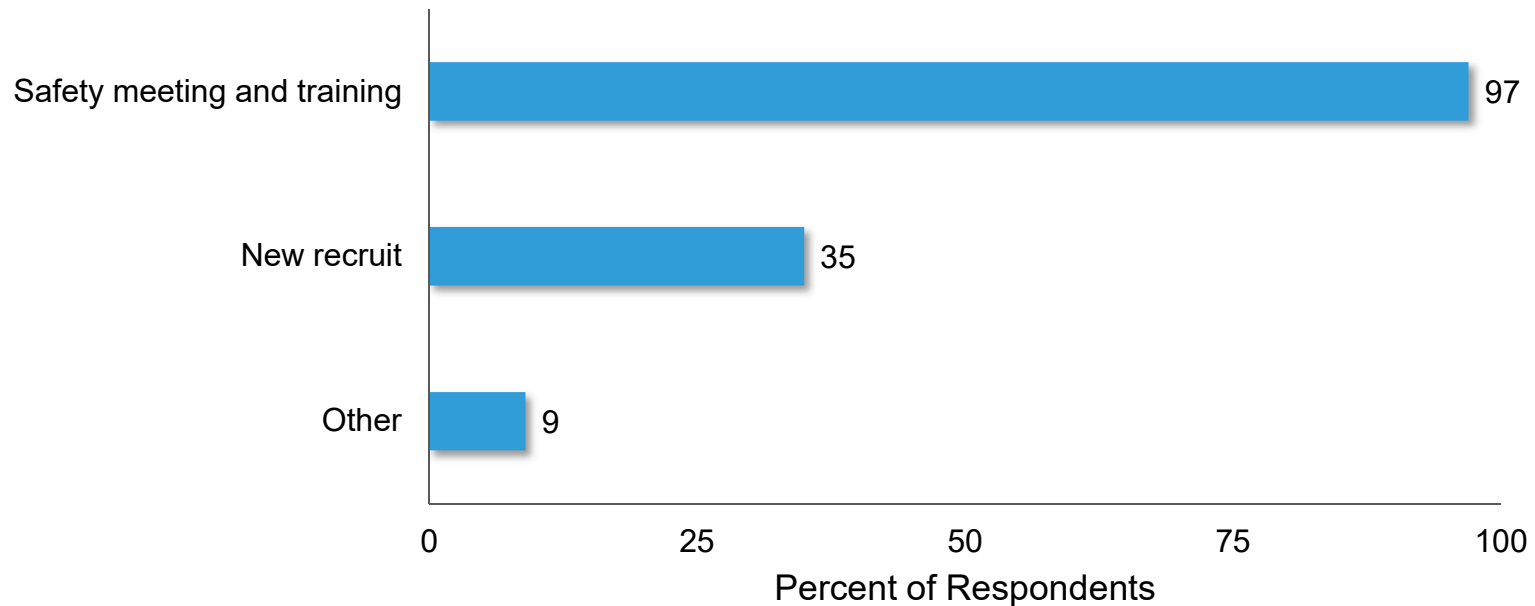
First Responders Ordering Materials are Responsible For Training Between 21 and 50 Other Fellow First Responders

Number of Colleagues to Whom First Responders Provide Training Materials

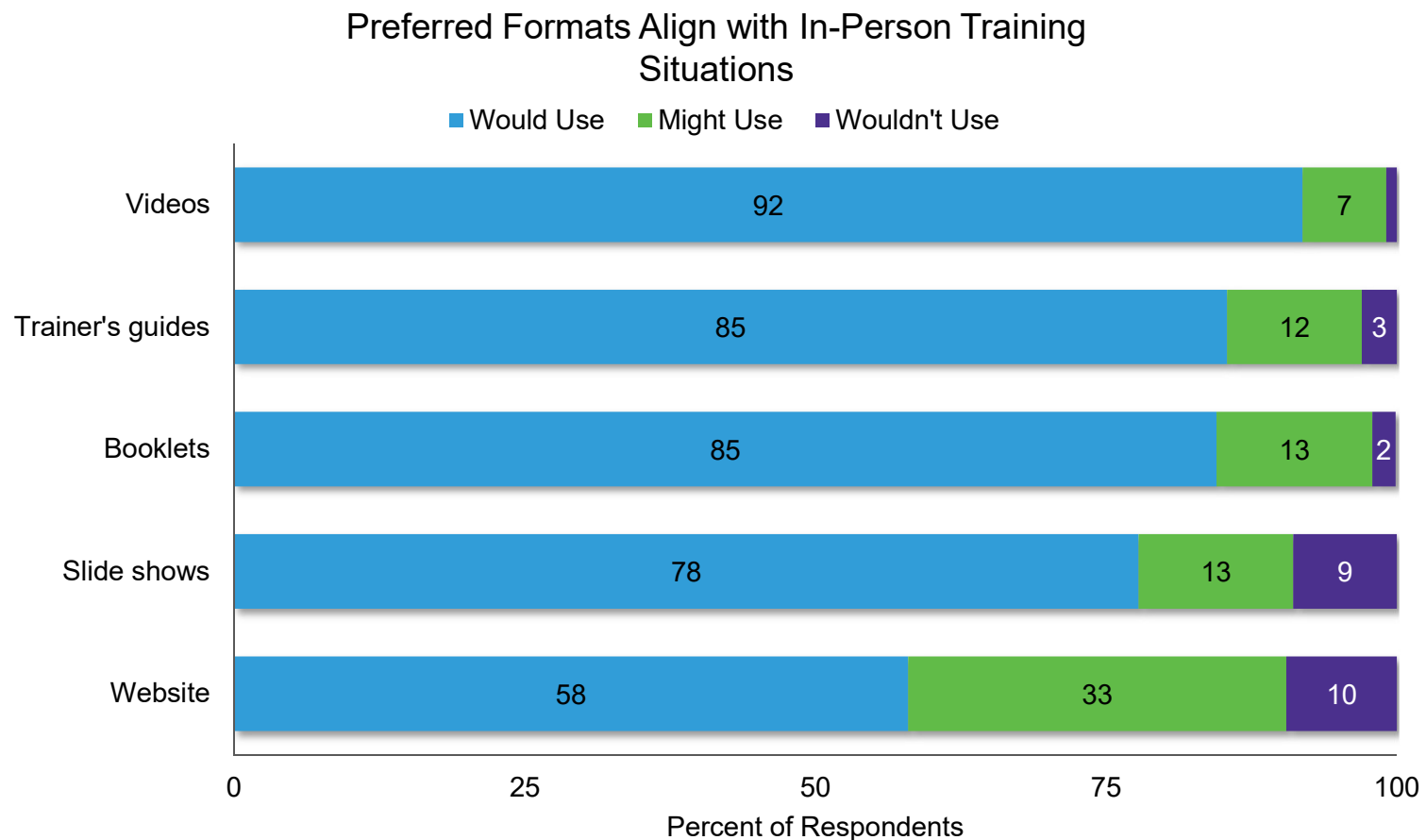


First Responders Nearly Universally Depend on Quality Safety Content From Their Utilities As a Foundation For Their Safety Training

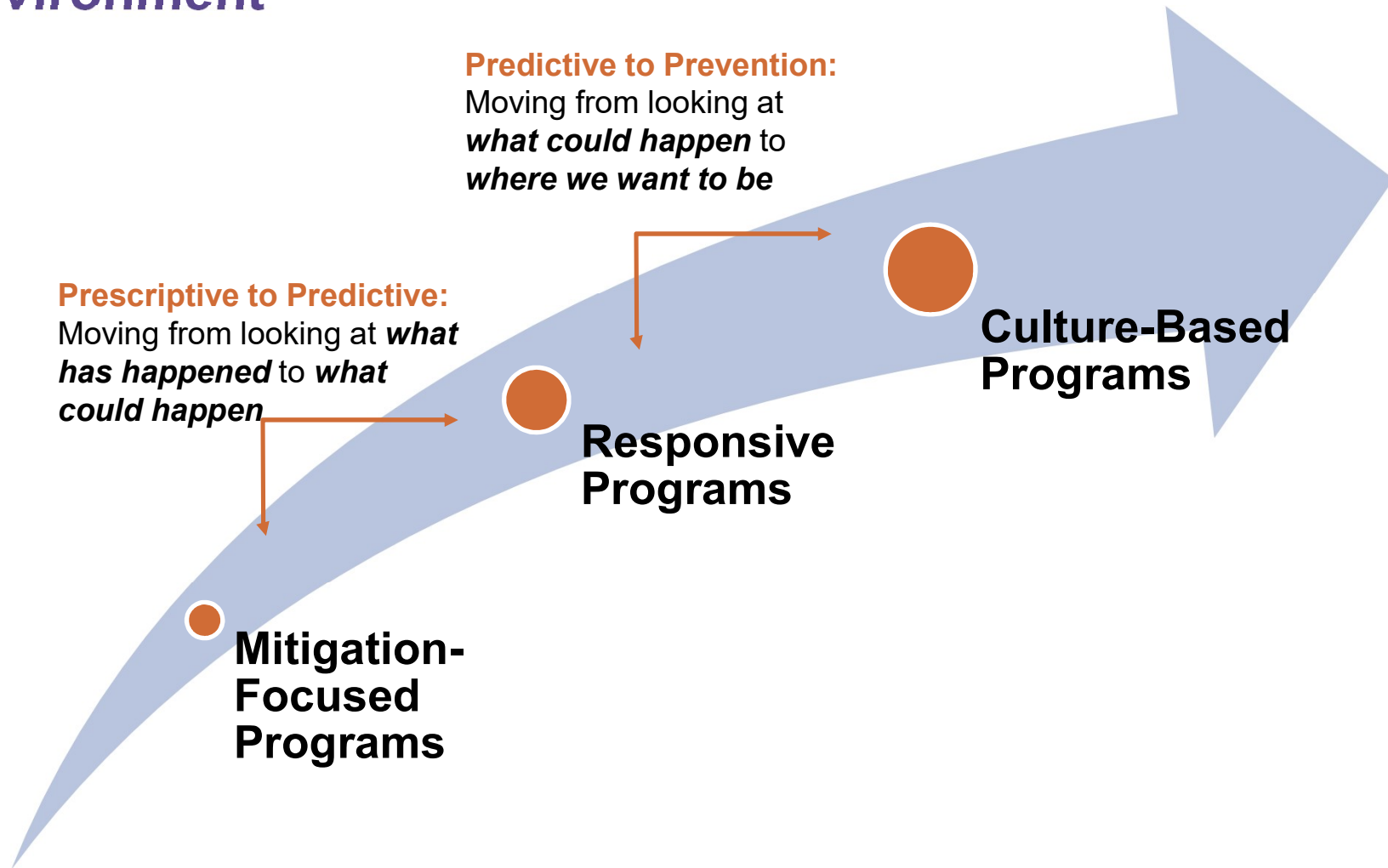
How First Responders Use Program Safety Information



For First Responders, To Get the Most Out of Communication Vehicles, Ensure They Lend Themselves To In-Person Educational Situations



Evolution of Public Safety Programs In a Changing Environment



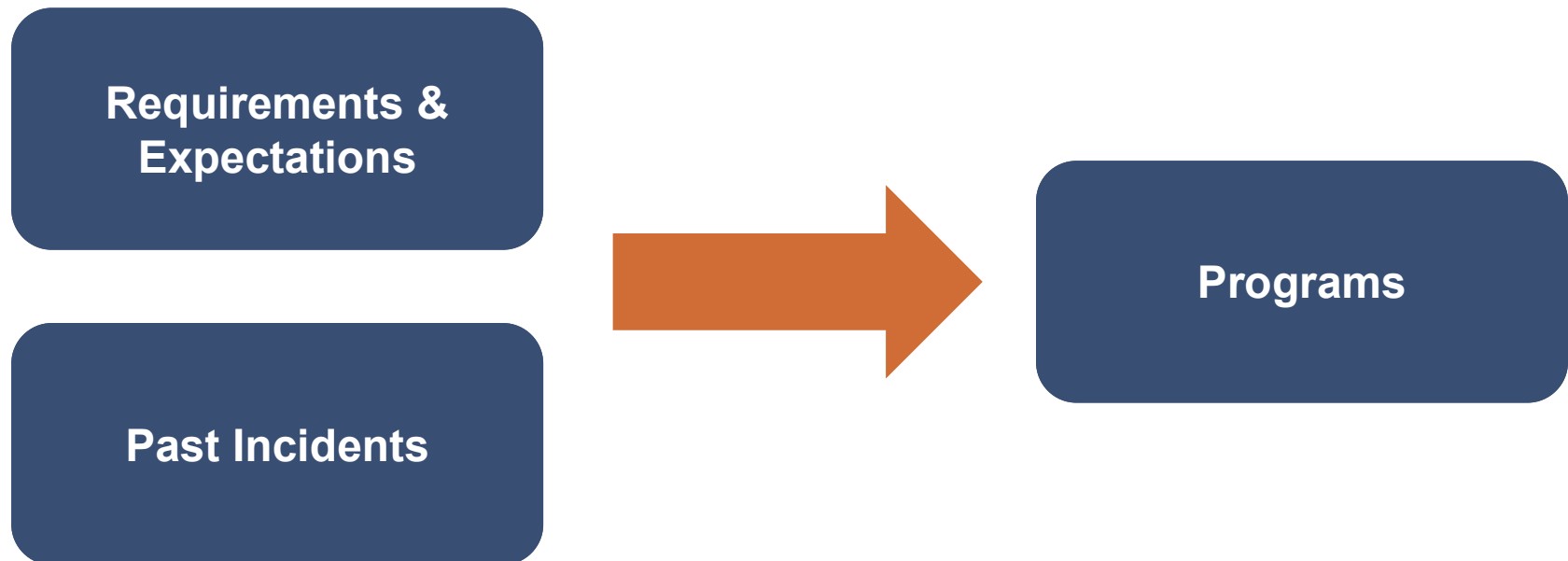
Mitigation-Focused Programs

- Utilities invest in narrow efforts based on required programs or known exposure to losses
 - Example: A combination company that only has a gas safety program (no program focused on electric) because there are only applicable gas safety regulatory requirements



Responsive Programs

- Utilities invest in a variety of specific efforts based on what has happened to them or others in the past
 - Example: Most of their public safety programs can be traced back to a specific incident in the company's history, or high-profile incidents within the industry.



Safety Culture-Based Programs

- Invest in public safety as a whole
 - Setting aside resources to continually tackle the next highest risk area, while also covering their bases of required programs and industry best practices.



Resources to Determine the Maturity of Your Program

Characteristics of a Good Public Safety Index:

- Easily understandable by a wide range of internal audiences
- Offers an opportunity to quantify “moving the needle”
- Links with utility strategic priorities
- Takes into consideration:
 - Outreach effectiveness metrics
 - Risk identification and systems for risk mitigation (e.g., Safety Management System)
 - Incident numbers
 - Financial Investment in Prevention vs. Loss
 - Safety Culture and Corporate KPIs
 - Others you want to see included?

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Questions

