



Distribution Public Awareness Council (DPAC)

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UPSA
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Distribute solely to those with a need to know.

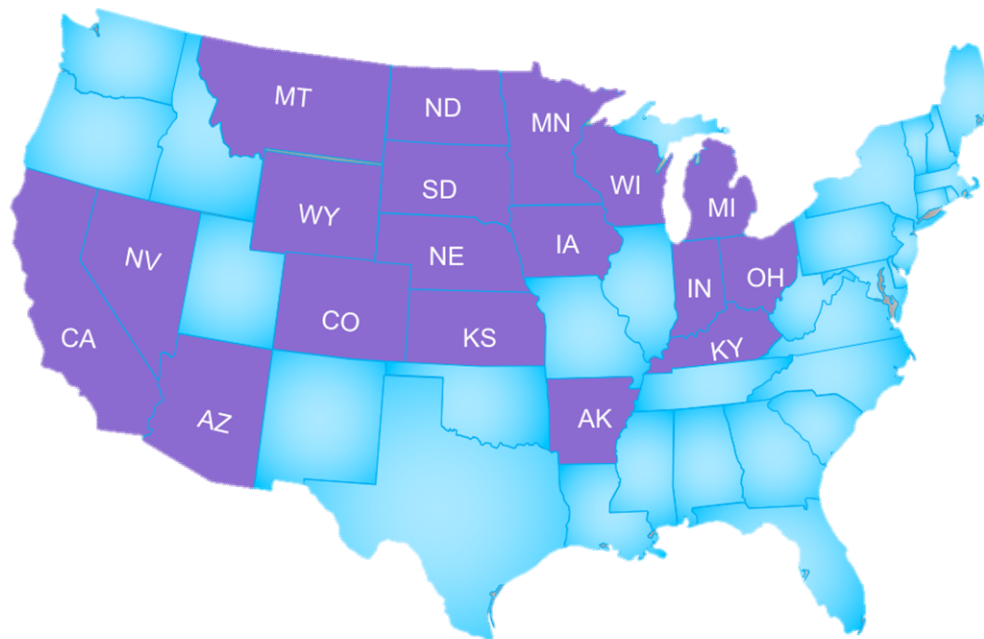
What is DPAC

We are a group of natural gas utility companies that address the unique challenges specific to natural gas distribution public awareness activities

- ◆ Member-driven and member-run volunteer organization (501c3 status)
- ◆ Share best practices
- ◆ Conduct peer reviews and benchmarking
- ◆ Develop consensus standards

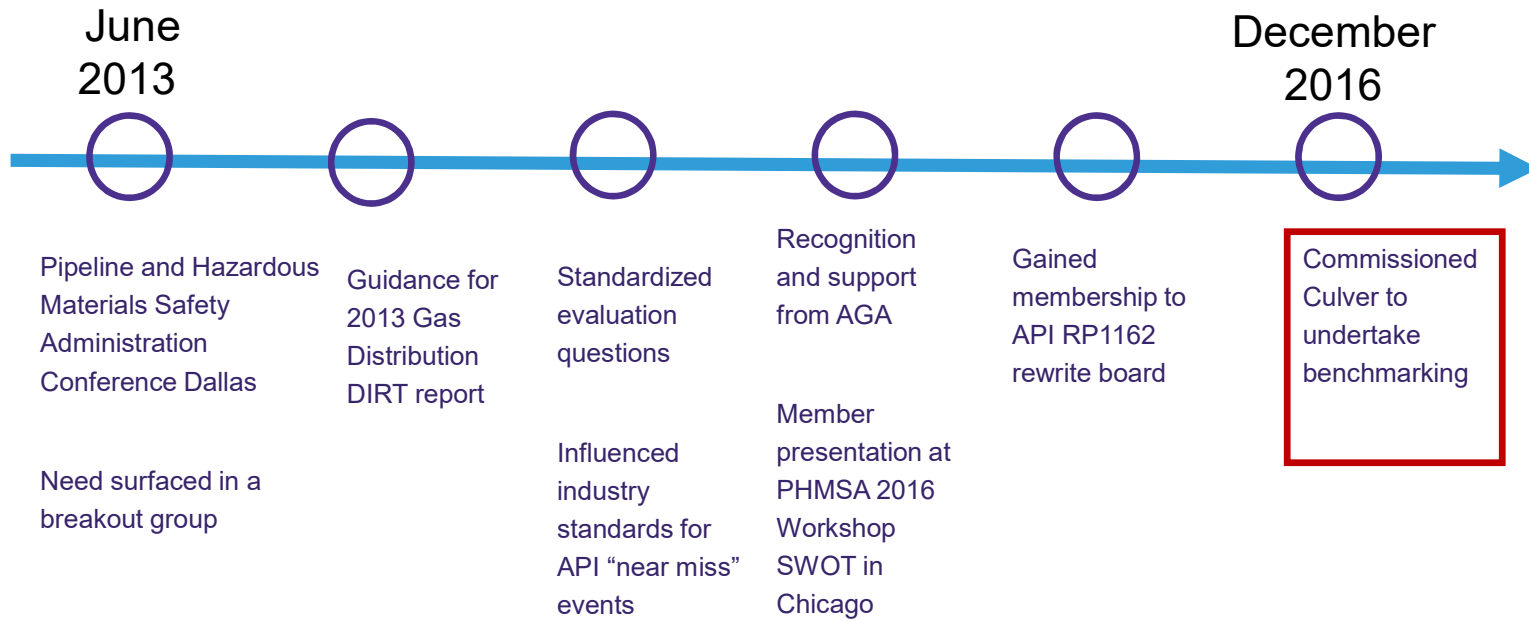
- ✓ Monthly conference call
- ✓ Formal meeting agenda and minutes
- ✓ High-level of collaboration
- ✓ Engaged members

DPAC Members collectively operate in 18 states



- Black Hills Energy
- Colorado Springs Utilities
- Pacific Gas & Electric
- SoCal Gas
- Southwest Gas
- Vectren
- Xcel Energy

DPAC's History and Accomplishments



Collaboration in Action - Benchmarking

- ◆ **DPAC members collaborated to develop core and supplemental questions to serve as a foundation for benchmarking**
 - Review existing surveys
 - Ensure for RP1162 compliance
- ◆ **In late 2016, DPAC commissioned Culver to analyze DPAC members' collective affected public effectiveness research results**
 - Utilities independently conduct primary research
 - DPAC utilities surveys included core and many included supplemental questions, enabling benchmarking
- ◆ **Methodology differences include, but are not limited to:**
 - Survey question order
 - Data collection method (e.g., phone, online)
 - Data collection timing
 - Sample source: customer list versus panel
- ◆ **Culver analyzed results from survey questions demonstrating similar content and structure**

Utilities Used Best Research Practices, Enabling Benchmarking

Survey content

- ◆ All identified the utility research sponsor up front
- ◆ DPAC core and optional questions used to enable comparison across participating utilities

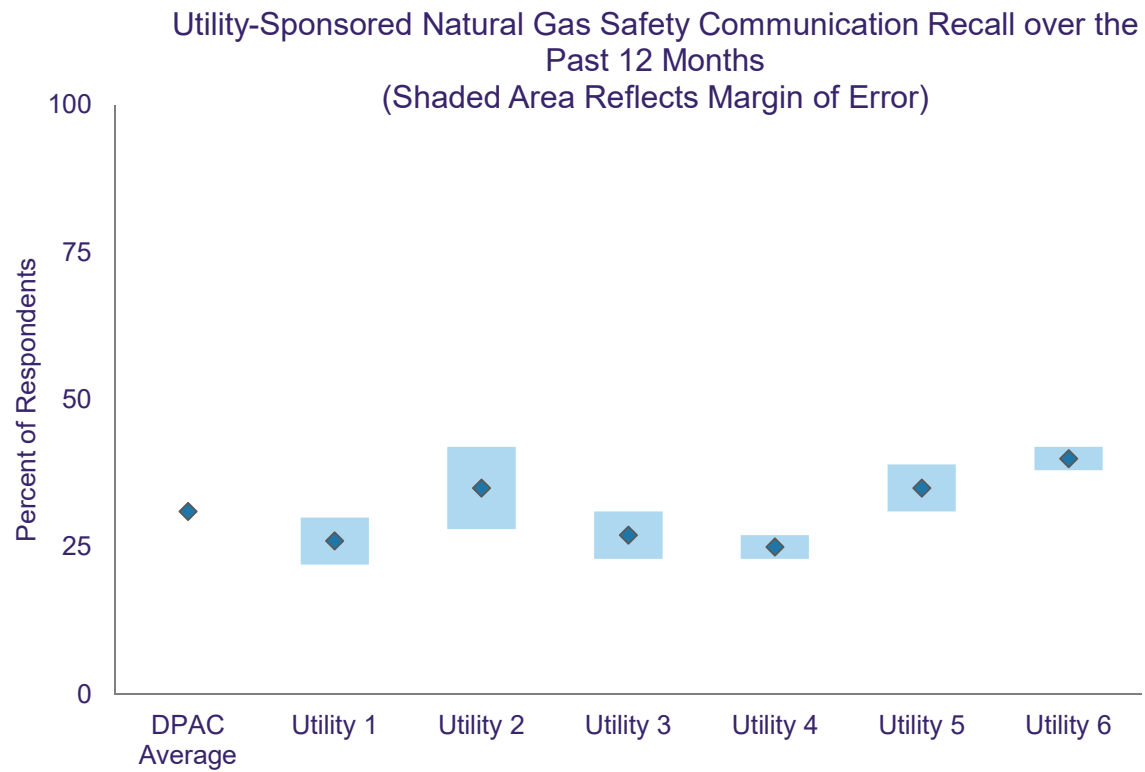
Data collection

- ◆ Most conducted phone research using expert interviewers
- ◆ Most utilities purchased respondent lists, comprised primarily of sponsoring-utility retail customers
- ◆ One utility leveraged their online opt-in customer panel

Sample size

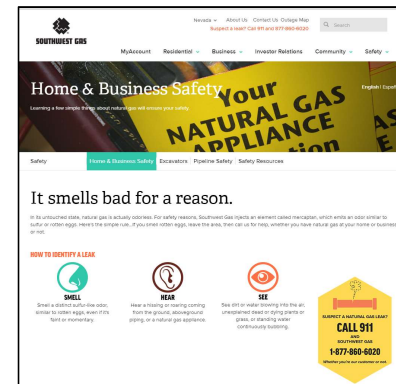
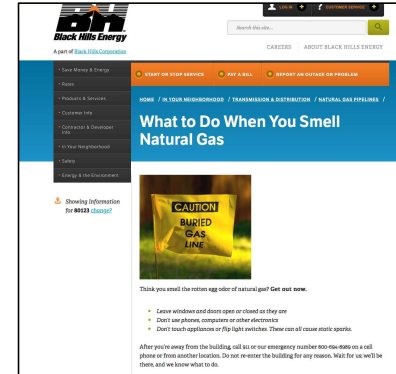
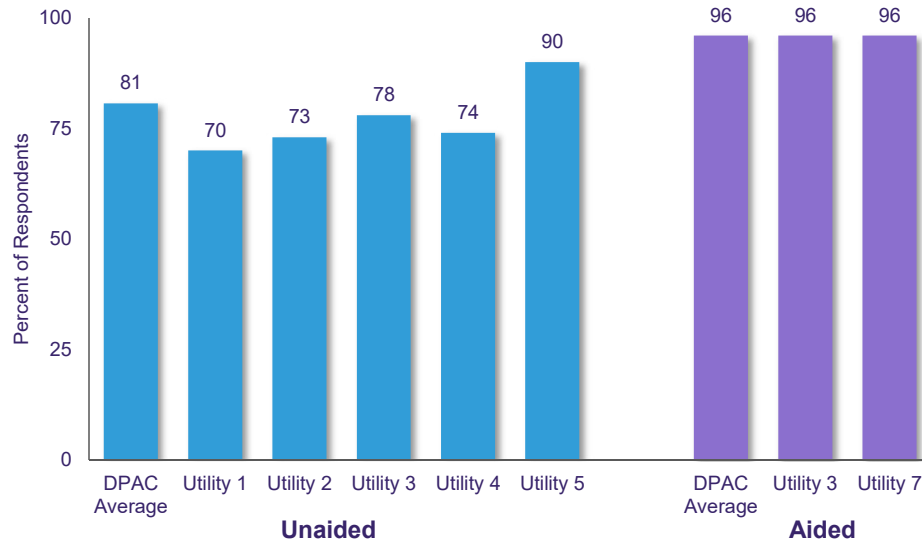
- ◆ Residential adults most responsible for reviewing household utility bills
- ◆ Average sample size of 430

3 out of 10 Recall Pipeline Safety Communication from their Utility



The Distinct Odor Stands Out as a Telltale Gas Leak Sign

Identified Distinct Odor (e.g., Sulfur, Rotten Eggs) as a Natural Gas Leak Sign



Channels

- ◆ Respondents recall general natural gas safety communication from TV, newspaper or magazine ads
- ◆ Bill inserts, brochures, television and direct marketing letters top the list for utility-sponsored communication




Natural gas safety



AGA: Kids & natural gas safety



Call 811
Before you dig!



ONE SIMPLE CALL TO 811 GETS UNDERGROUND UTILITY-OWNED LINES MARKED FOR FREE.

Whether you're a homeowner or professional excavator, every digging job requires a call — even small projects — so be sure to:



- Call 811 at least two days before starting any digging project
- Wait for the site to be marked
- Respect the marks
- Dig with care

NOT CALLING CAN BE LIFE THREATENING AND COSTLY.

You can harm yourself or others, disrupt natural gas service to an entire neighborhood, and potentially be responsible for injuries, repair costs, and criminal penalties.

Natural gas lines can be buried anywhere. If you ever suspect a natural gas leak, call 911 and Southwest Gas at **877-860-6020** immediately, whether you're our customer or not.

For more information about natural gas safety visit swgas.com/safety or call **877-860-6020**

Pipeline Safety is Your Responsibility

Pipeline purpose and reliability

Pipeline systems exist most everywhere and include vast, but invisible networks of pipelines across the U.S. According to statistics offered by the National Transportation Safety Board, the safest means to deliver energy products is through buried underground pipelines. Natural gas pipelines provide essential fuel to businesses, schools, hospitals and homes. Local city and town natural gas distribution systems typically consist of gas mains buried alongside or under streets with even smaller pipelines that branch out to reach local gas customers such as businesses and single-family homes. Utilities use gas meters, most often located outside, to measure and regulate the flow of gas.

Xcel Energy's natural gas network helps provide our almost two million gas customers with reliable, safe and affordable energy. We are committed to customer safety through safe pipeline operation and follow pipeline safety regulations; we regularly patrol and monitor our systems, and we have trained and qualified gas operations workforce. Visit xcelenergy.com/Safety for more important safety information.

Know what's below before you dig

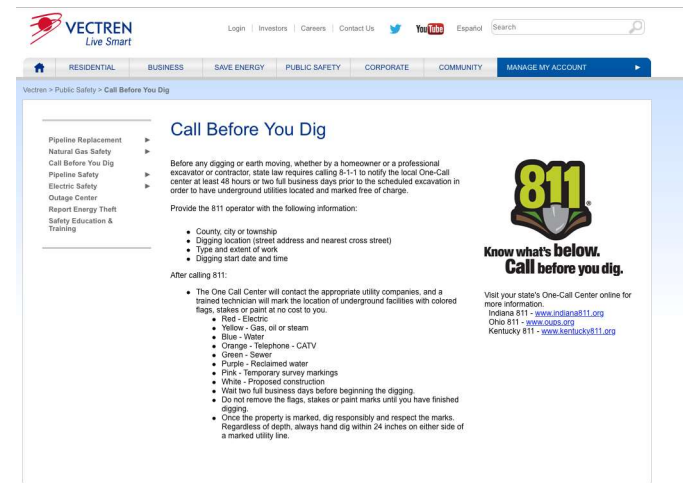
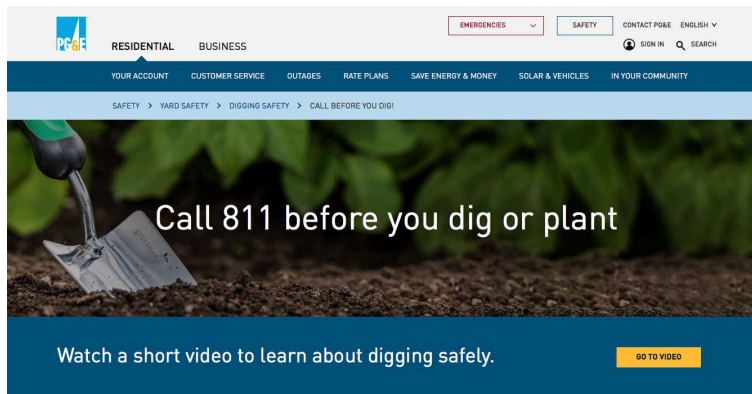
People can help prevent pipeline accidents since the majority of pipeline damages are caused from digging and excavating. Each time anyone, including you, moves earth—from digging a shallow hole to excavating—you must arrange to have all buried lines located beforehand (including electric) even if you know the location of your buried utilities. Utility companies mark their lines with colored-coded flags or paint (yellow for gas; red for electric). Follow these simple, but very important steps to dig safely:

- Pre-mark your planned dig area using white paint, chalk or flour.
- Call 811—you'll reach your state's one-call line, or request a locate via your state's website.
- Do not dig until your state's "wait time" has ended—wait time is defined by state and is typically two or three business days.
- Dig with care, and expose the line while observing and preserving the marks.
- When using power equipment, always hand-expose the line before operating the equipment.
- Call 811 for re-verification should you lose the marks or have questions.

Xcel Energy is unable to locate lines owned by others, including customer-installed gas or electric lines.

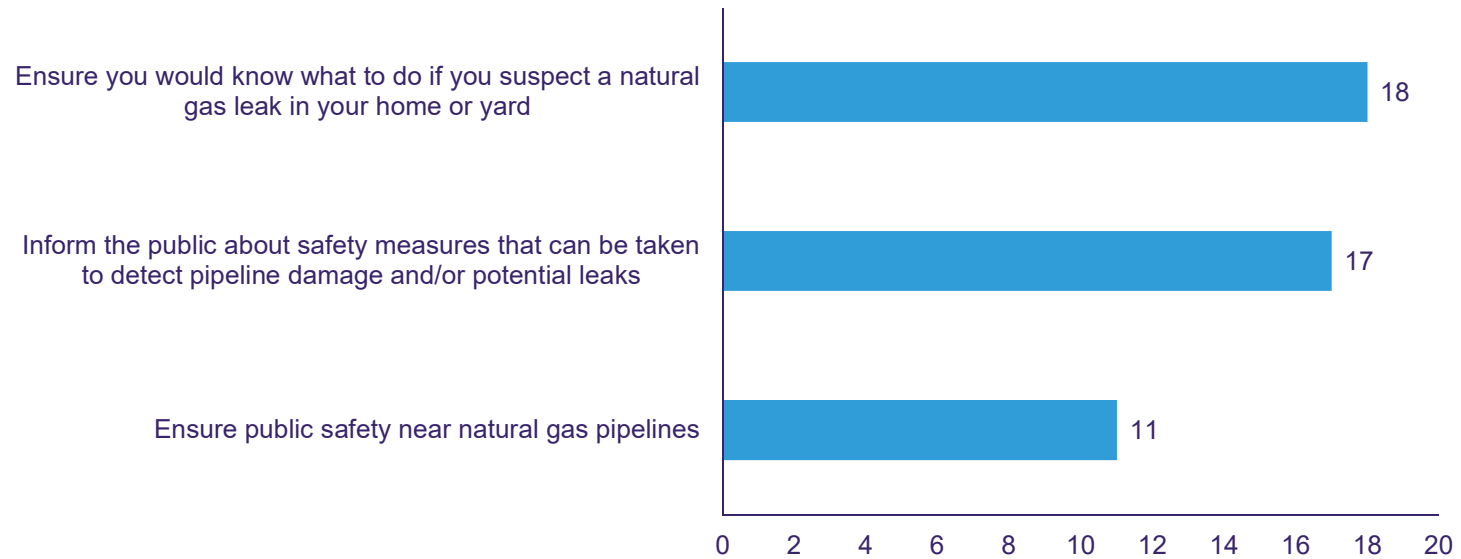
Messaging

- ◆ Respondents recalled messaging about gas leak prevention, recognition and response
- ◆ 8 in 10 cited actions to take before digging as a recalled message

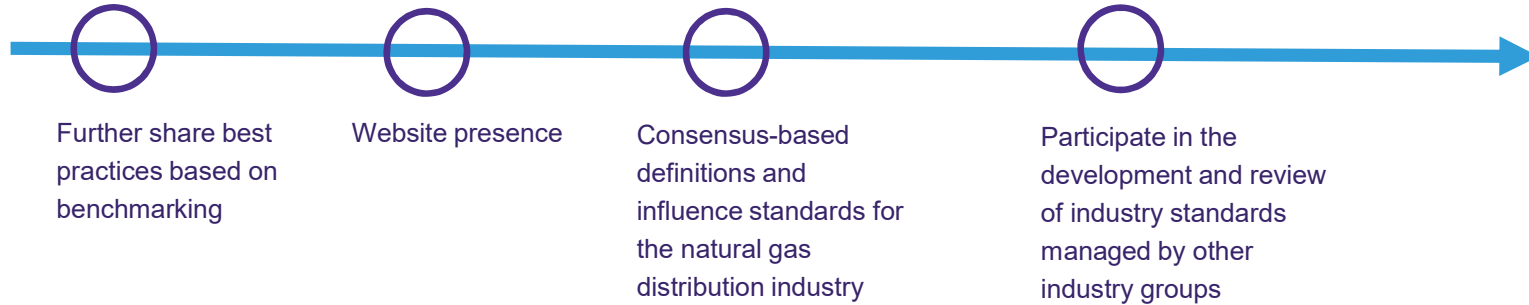


Communication Makes a Difference

Increase in the Percentage (points) of Respondents Who Agree with the Following Statement When they Recall Safety Communication



Where DPAC is Heading



?? Questions ??