



Duke Energy

Public Safety Outreach and Education Program Overview

Regional Utility Public Safety Alliance Meeting
November 15, 2018



Duke Energy Overview

A Fortune 125 Company Serving More Than 8 Million Customers Across Multiple Jurisdictions

ELECTRIC UTILITIES & INFRASTRUCTURE



GAS UTILITIES & INFRASTRUCTURE



- Market capitalization of more than \$59 billion
- Electric operations in six jurisdictions serving 7.6 million retail customers
- Industry-leading safety performance, as recognized by EEI
- Natural gas distribution operations in five states, serving 1.6 million customers
- Continued expansion of natural gas infrastructure with significant investments in midstream natural gas pipelines and storage facilities



A Best-in-Class Program Delivers a Strategic Advantage: Reduces Risk, Promotes Safe Behaviors, Enhances Brand

Strategic Program Enhancements Duke Energy

- **Drive continuous improvement and demonstrate a Good Faith Effort across each affected stakeholder and at-risk audience**
 - Conduct SIC risk analysis for first responders and at-risk workers
 - Increase school target audience size to industry standard (equivalent of one full grade)
 - Further define and track baseline metrics (dig-in ratio, etc.)
- **Evolve integrated communication based on target audience preferences and industry best practices**
 - Restore segmented outreach to at-risk workers to reduce risk and drive read rates and participation rates
 - Restore communication channels for first responder and at-risk workers to improve program impact and reach
- **Track and communicate internally the link between public safety communication, and image and trust**
 - Conduct primary effectiveness research for baselining and benchmarking
- **Demonstrate corporate citizenship and enhance brand**
 - Include environmental and energy efficiency content in school program
- **Build employee engagement and leverage employees as ambassadors** promoting the investment and value of current public safety initiatives

At-Risk Worker Program Results

In 2017, Duke Energy Put Safety Information in the Hands of 134,918 Companies Whose Workers Are Most At Risk for Injury



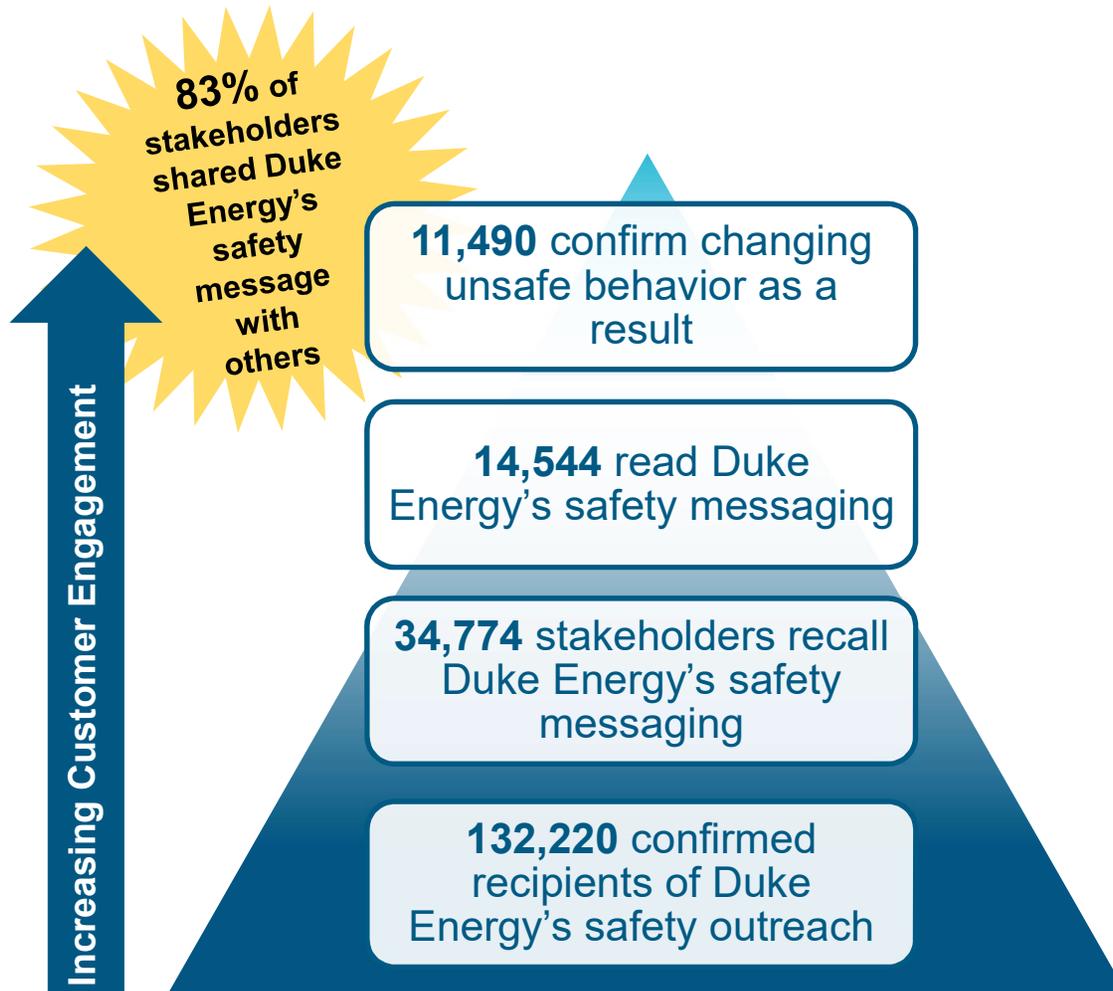
The response rate for additional safety training materials in 2017 was 1.0%, which remains consistent with Duke Energy goals—and resulted in safety materials reaching an additional 37,400 workers.

In 2017, the Duke Energy At-Risk Third-Party Worker Program Produced a Minimum of **445,167 Positive Brand Impressions**



At-Risk Worker Program Results

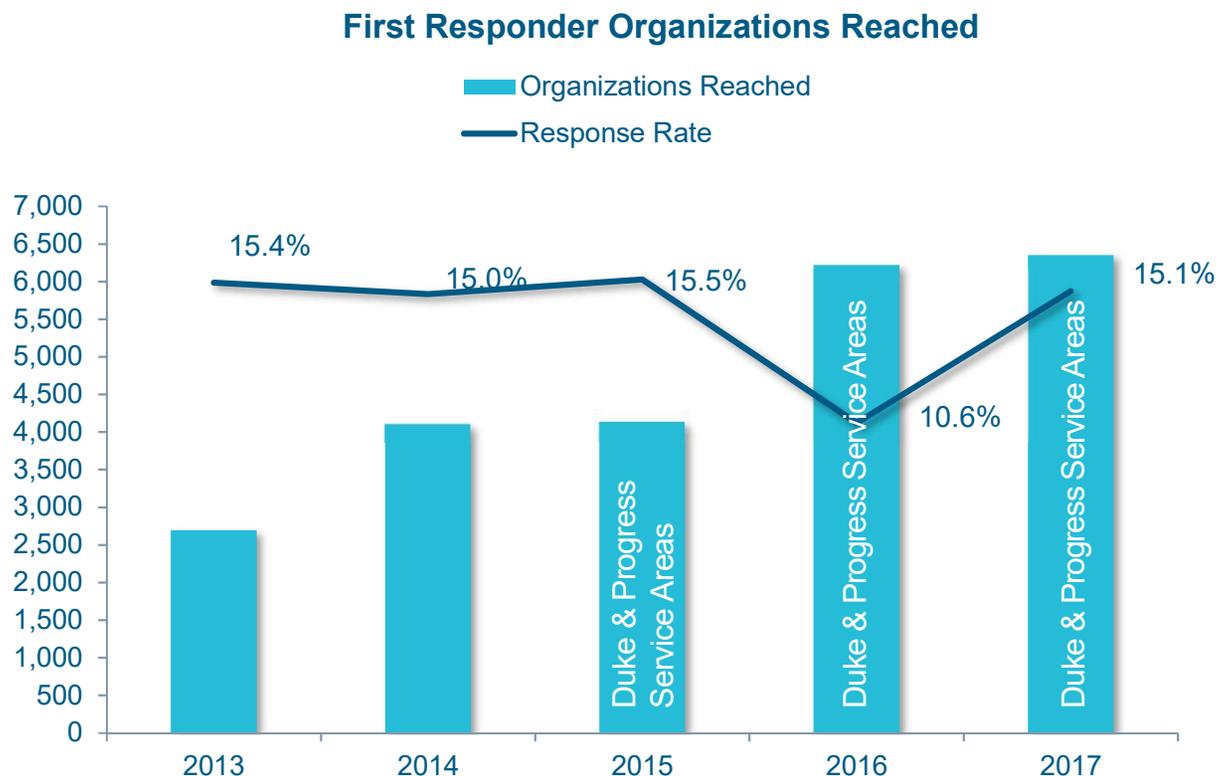
Our Public Safety Outreach Efforts Help Influence Stakeholder Behaviors



Sources: Duke Energy 2017 program data and Culver Company's nationwide benchmarking analysis.

First Responder Program Results

In 2017, Duke Energy Delivered Safety Awareness Information to 6,350 First Responder Organizations



In 2017, Duke's first responder program drove requests for 12,910 additional safety training booklets.

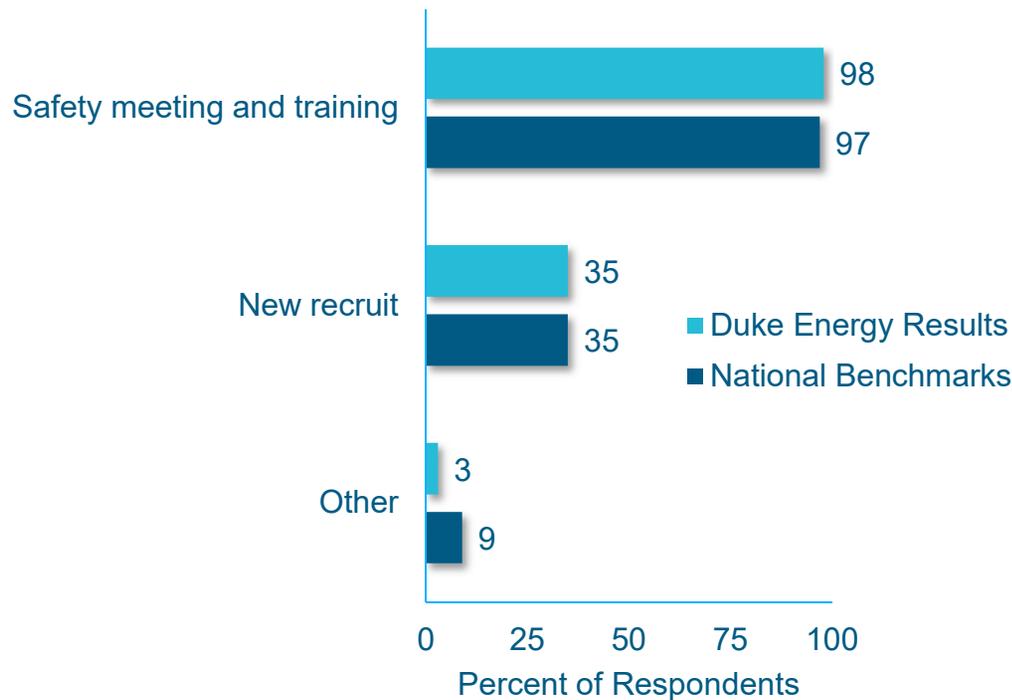
The Duke Energy First Responder Program Produced a Minimum of **71,729** Brand Impressions in 2017



First Responder Program Metrics

First Responders Engage with the Content, Using It During Safety Meetings, Training, and for New Recruit Training

How First Responders Use Program Safety Information



Sources: Duke Energy 2017 program data and Culver Company's nationwide benchmarking analysis.



School Program Overview

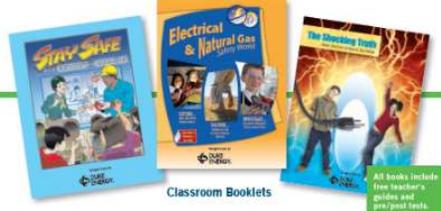
Duke Energy Has Proactively Invested in Electric and Natural Gas School Outreach Since 2006

Duke Energy Program History

- The Duke Energy school program reaches educators, students, and their families with direct mail and online natural gas and electrical safety resources and education

Duke Energy Program Materials

- Duke Energy offers:
 - Three different electrical safety and natural gas & electrical safety booklets
 - List of state standards addressed by each booklet
 - Lesson planning guides
 - Pre/Post tests
- Duke Energy's e-SMARTkids website provides a 24/7 safety resource and allows for the promotion of internal campaigns



Classroom Booklets

Stay Safe Around Electricity and Natural Gas
Grades 3-5, #37990

All books include free teacher's guides and pre/post tests.

Brought to you by
DUKE ENERGY

These essential electrical and natural gas safety lessons provide essential electrical and natural gas safety lessons, along with crossword and decoding activities to reinforce and address academic standards.

Main Concepts

- Electrical flow, paths and grounding
- Underground utilities and safe digging practices
- Safety around natural gas appliances

Science Safety World

Hands-on experiments that address the science and safety of electricity.

- Natural gas drilling, processing, storage and distribution
- Gas leak recognition and response
- Electric and gas appliance safety

Meet Teaching Objectives
FREE Energy Education Resources

Out Electrical

Activities to educate students about the science and safety of electricity.

- Fiction, data recording and conclusions along with hands-on exercises
- Principles, practical knowledge and hazard information

Additional Topics

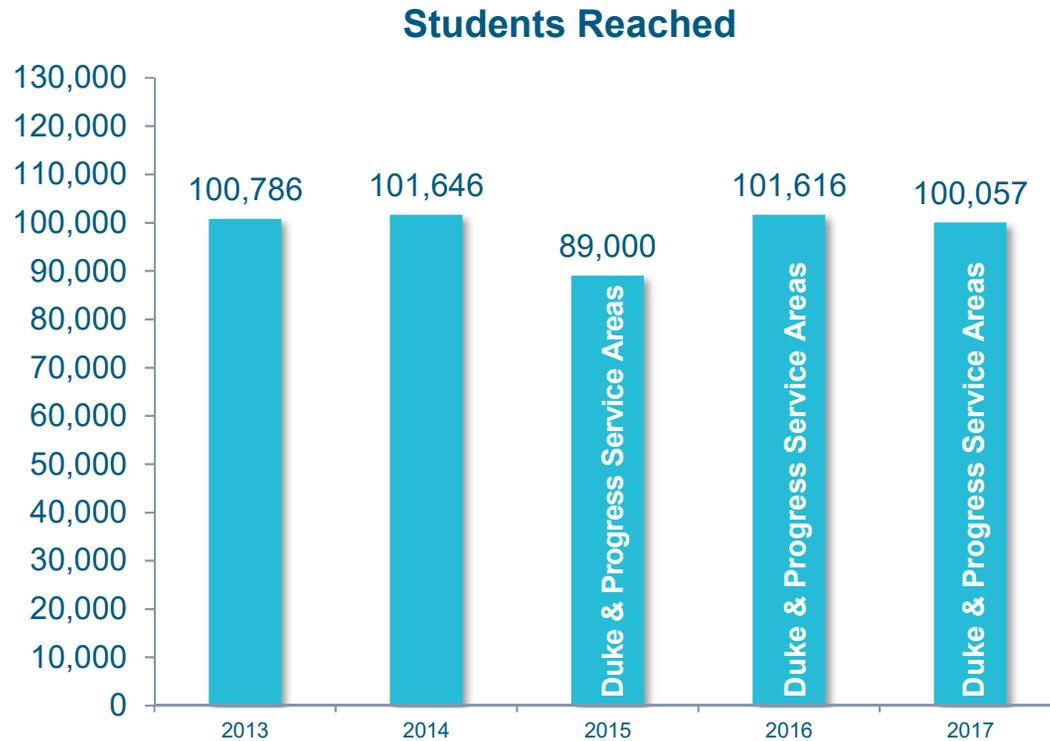
- The human body and electricity
- What to do in an electrical accident
- Natural gas deposits, drilling and distribution
- The uses of natural gas
- Natural gas appliances and safety

The Duke Energy School Safety Program Produced a Minimum of 270,081 Brand Impressions in 2017



School Program Results

In 2017, Duke Energy Reached 100,057 Students with Electric and Natural Gas Safety Education

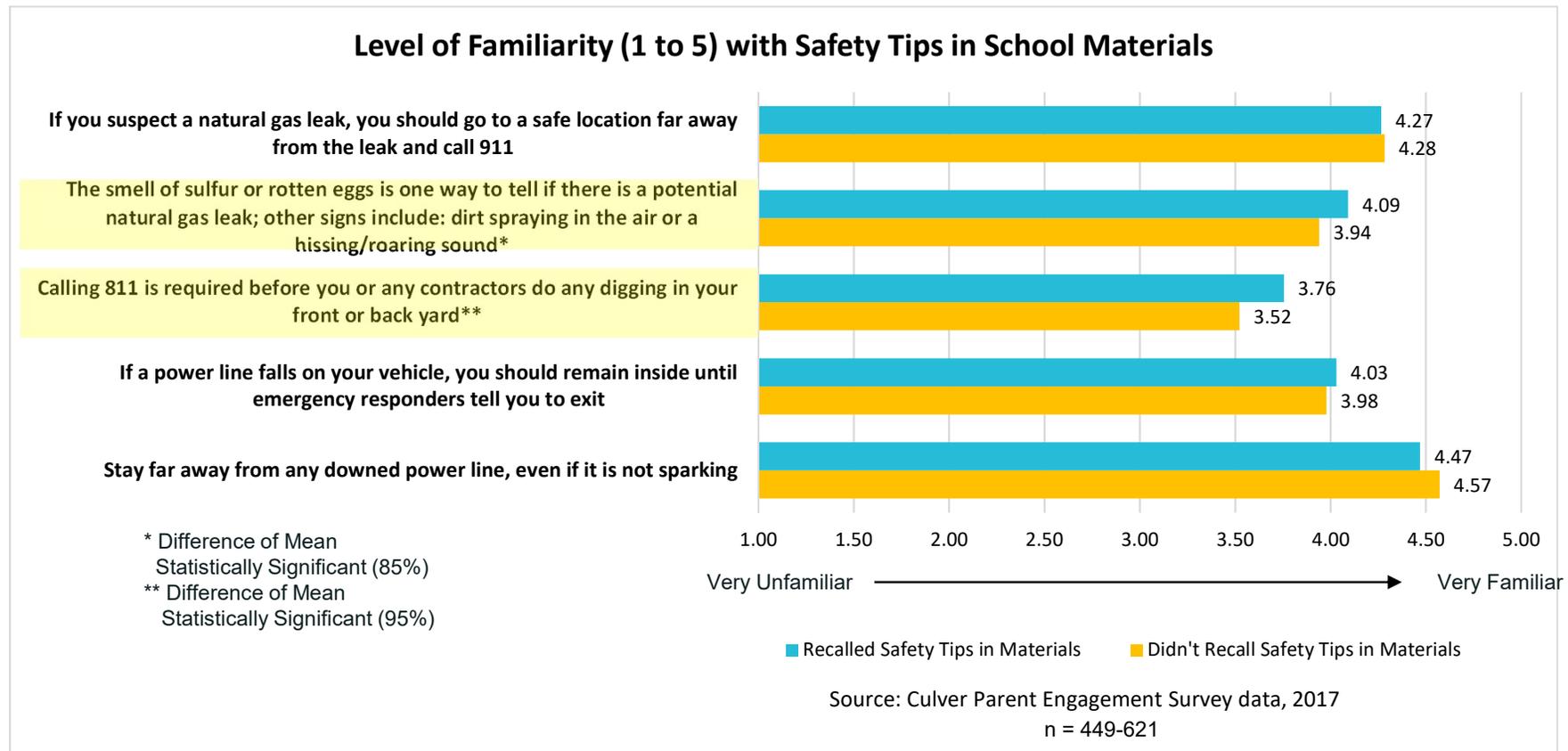


- Duke primary research indicates 93% of parents are aware of the safety program because their children mentioned the program or brought the safety materials home
- “Importance nagging” by children directed at parents is a highly effective tool
(*Kidfluence*, 2008)

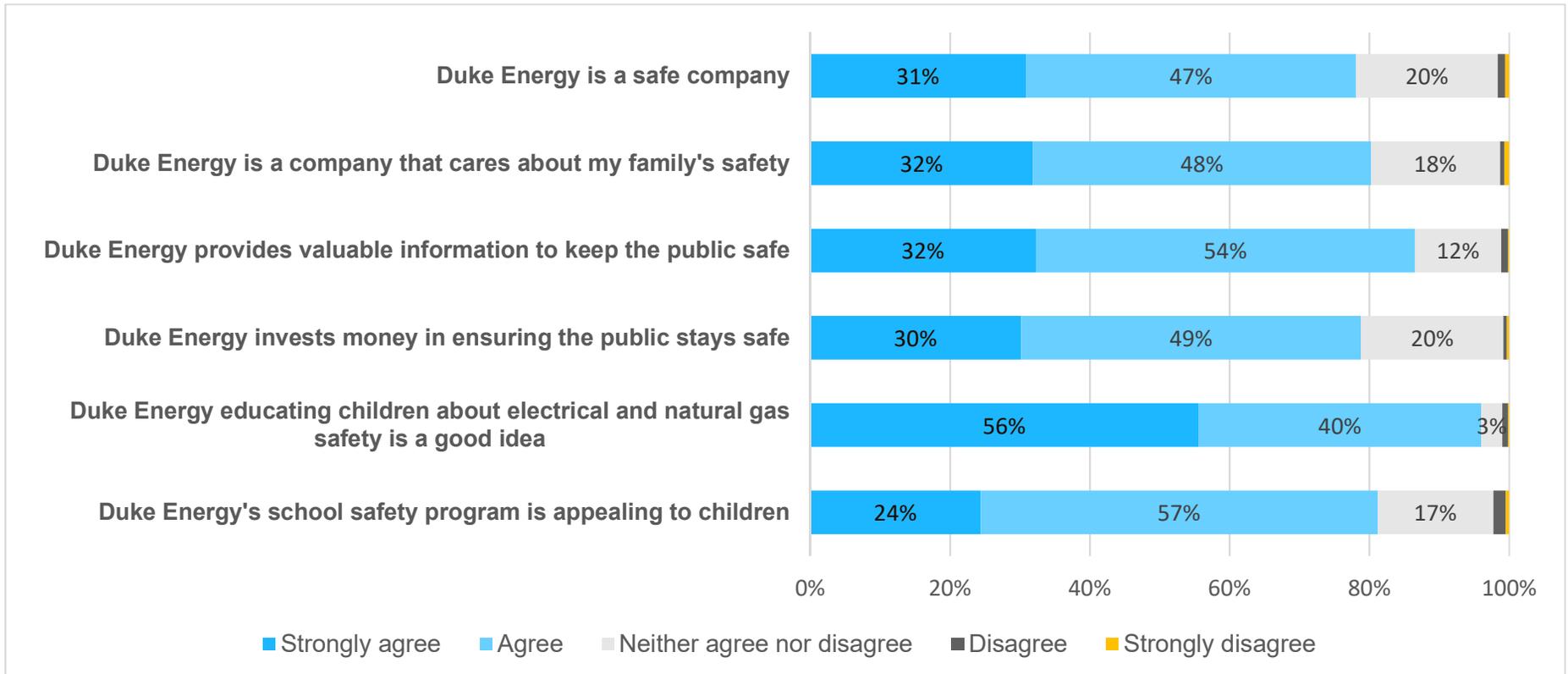
National Student Pre/Post Tests on Booklet Safety Content Demonstrate a Significant Improvement in Safety Knowledge (31-Point Improvement)



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



Duke Survey Shows that Parent/Guardian Engagement Contributes to Customer Trust and Loyalty

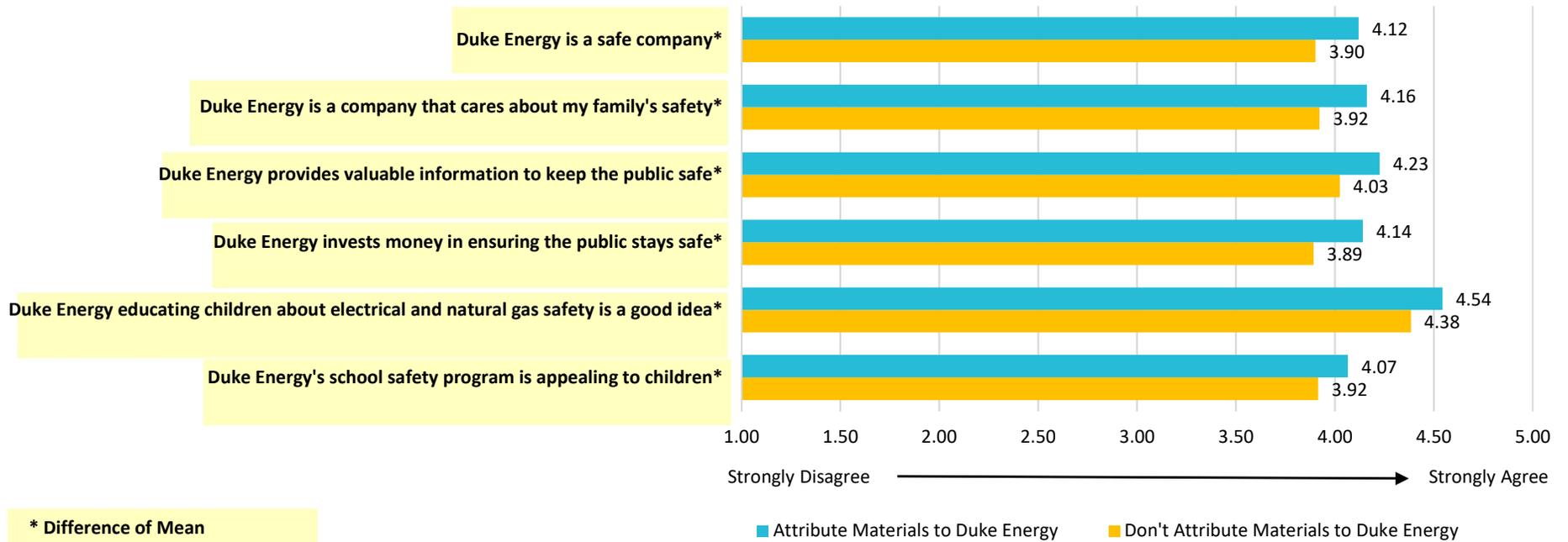


Source: Culver Parent Engagement Survey data, 2017
n = 557-626



Parents Who Attributed Materials to Duke Energy Report Increased Value of the Program, Support for the Investment, and Enhanced Perception of the Company

Level of Agreement (1 to 5) with Statements About Duke Energy



Source: Culver Parent Engagement Survey data, 2017

n = 557-626

