

Evaluating Public Safety Engagement and Program Maturity

Using a Safety Management System Approach

Darcy Newton

Melissa Wood

Kate Leese

May 9, 2019

Agenda

01 Public Safety

04 Public Safety Engagement Case Studies and Research

02 Using Data to Inform Tactics

05 Safety Culture

03 Public Safety Management System

06 Resources and Looking Forward

INTRODUCTION

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

Our Heritage: Utility public safety strategists for **42 years**

Our Offering: Strategic planning for utility public safety outreach

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

Our Expertise:

- Annually serving more than 750 utilities in all 50 states and Canada, promoting public safety awareness among millions of consumers, contractors, and community leaders
- Annually reaching as many as 15 million members of the Affected Public, and other customers along transmission and distribution rights of way, 4 million students, 215,000 educators, 1.5 million at-risk third-party contractors, and 200,000 first responders
- Support preparing for AEGIS, NTSB, PHMSA, FERC, and state and local regulators

INTRODUCTION

Broad and Diverse Client Base



DEFINING PUBLIC SAFETY

What Do We Mean When We Say Public Safety?

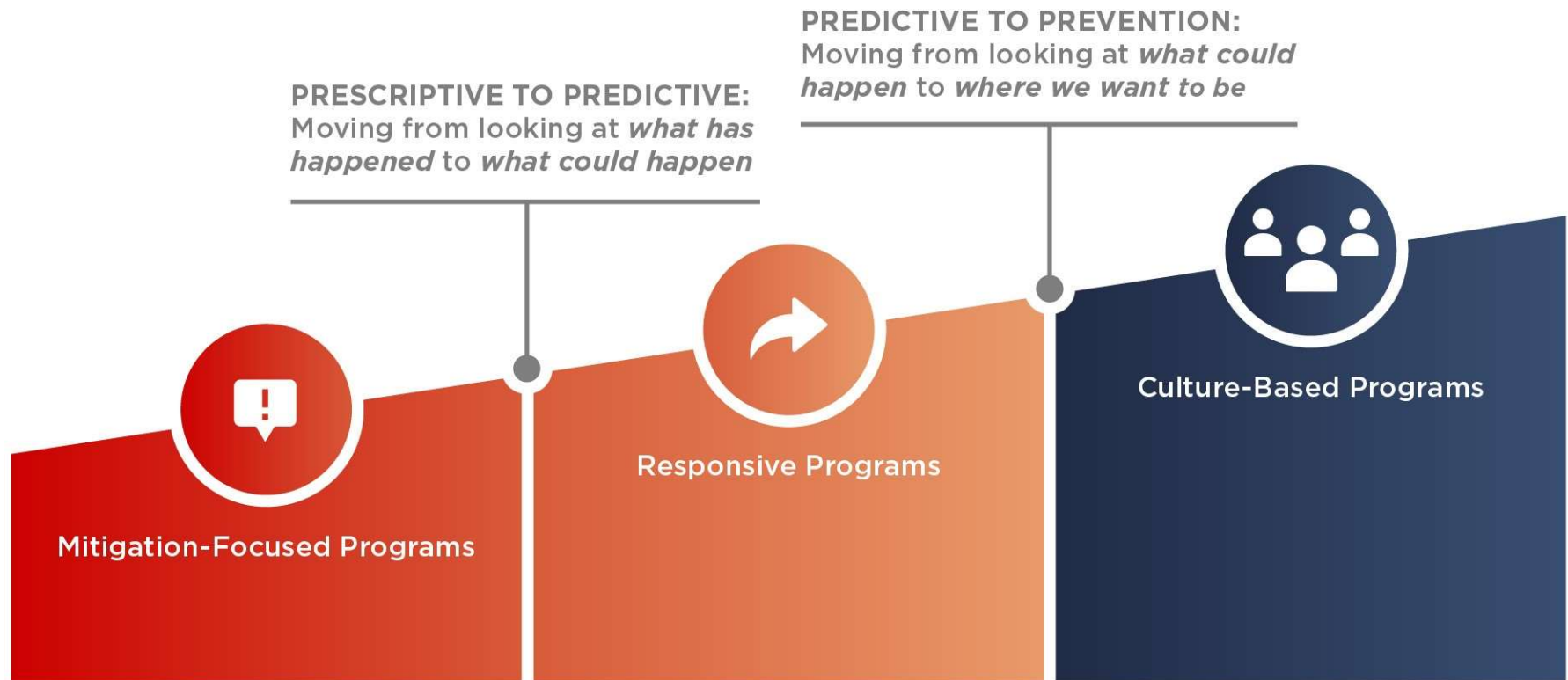




Evolution of Public Safety: Using Data to Inform Tactics



Evolution of Public Safety Programs in a Changing Environment





The Culver Public Safety Management System



The Culver Public Safety Management System

Provides a framework for structuring and continuously improving your public safety program through setting strategy, managing programs, engaging stakeholders, and evaluating risk.



The Culver Public Safety Management System

Provides a framework for structuring and continuously improving your public safety program through setting strategy, managing programs, engaging stakeholders, and evaluating risk.

Public Safety Strategy & Objectives

Determine the strategic direction, goals, and aspirations of your public safety program and secure the commitment required to achieve those goals.



The Culver Public Safety Management System

Provides a framework for structuring and continuously improving your public safety program through setting strategy, managing programs, engaging stakeholders, and evaluating risk.

Program Management

Establish the structure, methods, and requirements needed to meet public safety goals and aspirations.

Tie strategies to tactics and resources that create momentum and visibility.

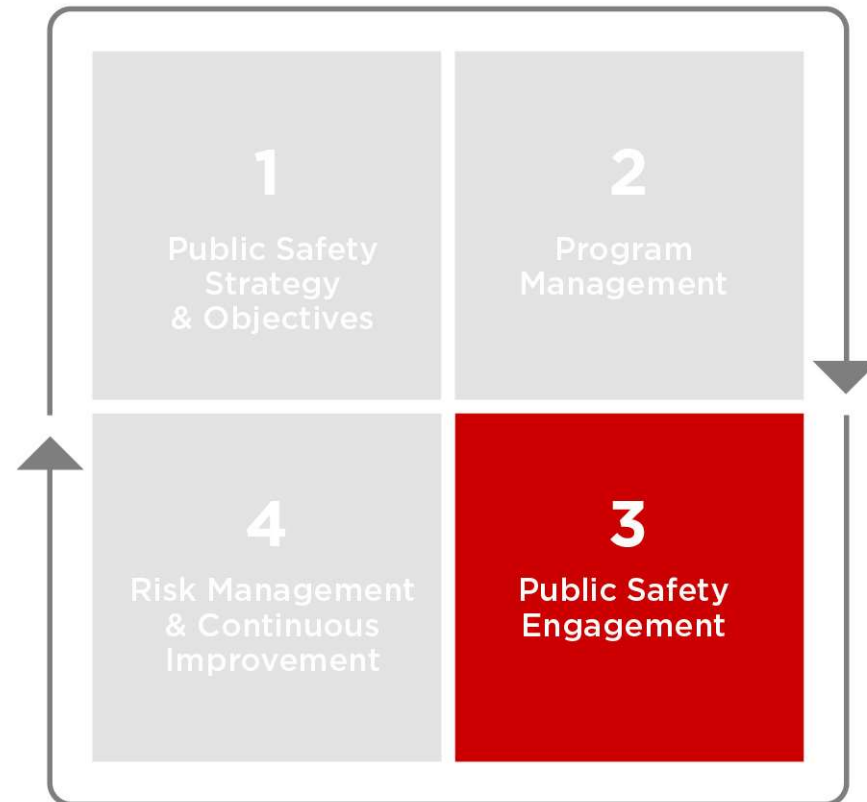


The Culver Public Safety Management System

Provides a framework for structuring and continuously improving your public safety program through setting strategy, managing programs, engaging stakeholders, and evaluating risk.

Public Safety Engagement

Outreach, education, training, communication, and other actions to engage the public and employees in safe behaviors.



The Culver Public Safety Management System

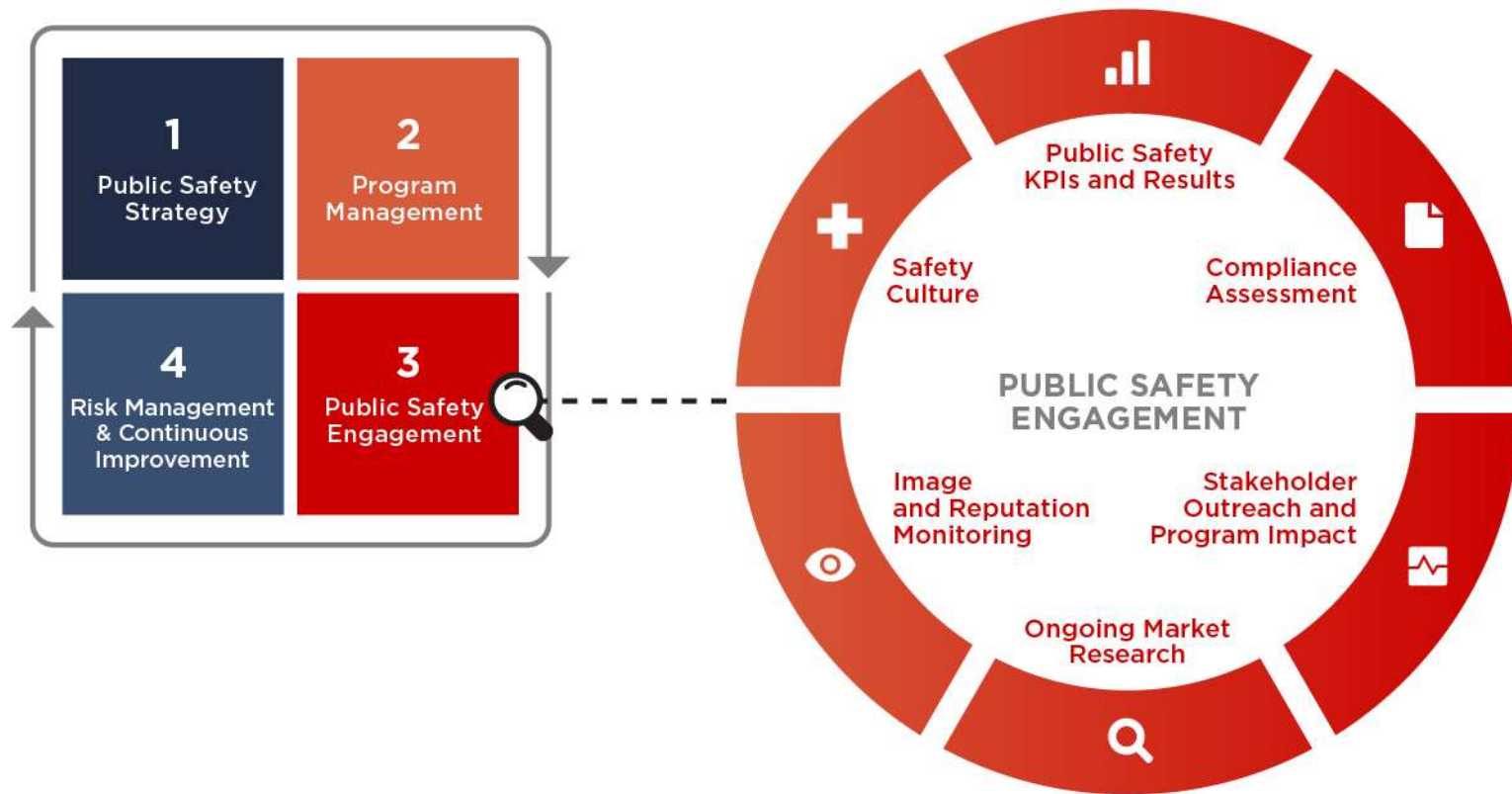
Provides a framework for structuring and continuously improving your public safety program through setting strategy, managing programs, engaging stakeholders, and evaluating risk.

Risk Management & Continuous Improvement

Determine the need for new strategies, programs, and risk reduction initiatives based on the effectiveness of existing efforts.



Engaging the Public in Safety Requires a Multifaceted Approach





Public Safety Outreach and Engagement



COMPLIANCE ASSESSMENT

Providing Evidence of Regulatory Compliance Is Tablestakes, But Time Consuming



Utilities With the Most Effective Public Safety Outreach Rely on a Customer-Centric Approach



Public Officials

Leverage as influencers within their own organizations and a channel for communicating information to the public

Emergency Officials

Decisions made can have dire and widespread safety consequences

Affected Public

High reputational risk, higher likelihood of contacting distribution-related hazards, less knowledge – lack expertise

Utility benefits from positive image and reputational impact by just communicating about safety

Favorable regulatory environment

Excavators

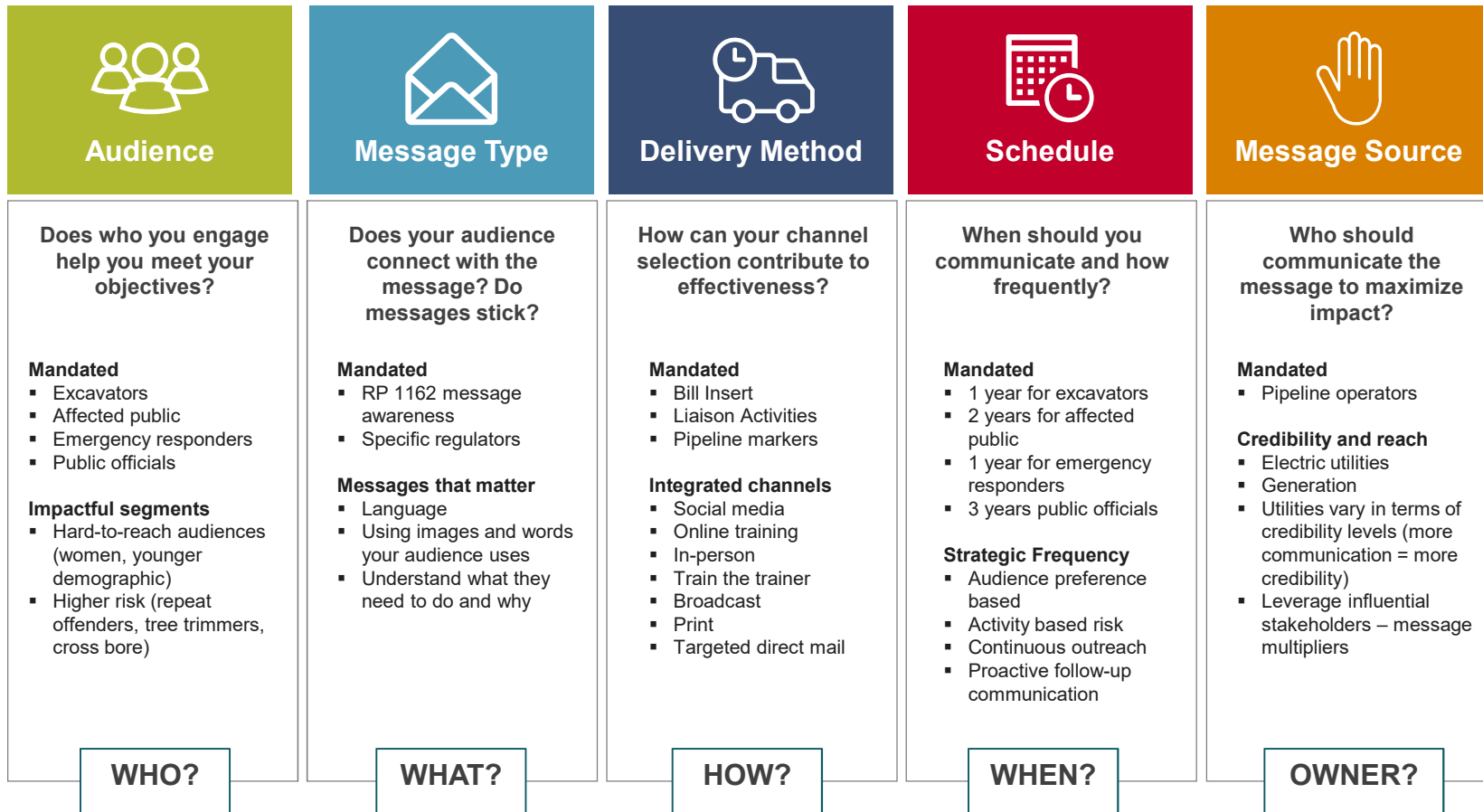
Most direct link to prove damage avoidance

Demonstration of good faith effort and claims avoidance

Utilities Are Increasingly Seeing Public Safety Outreach as an Opportunity



Utilities With the Most Effective Public Safety Outreach Rely on a Customer-Centric Approach



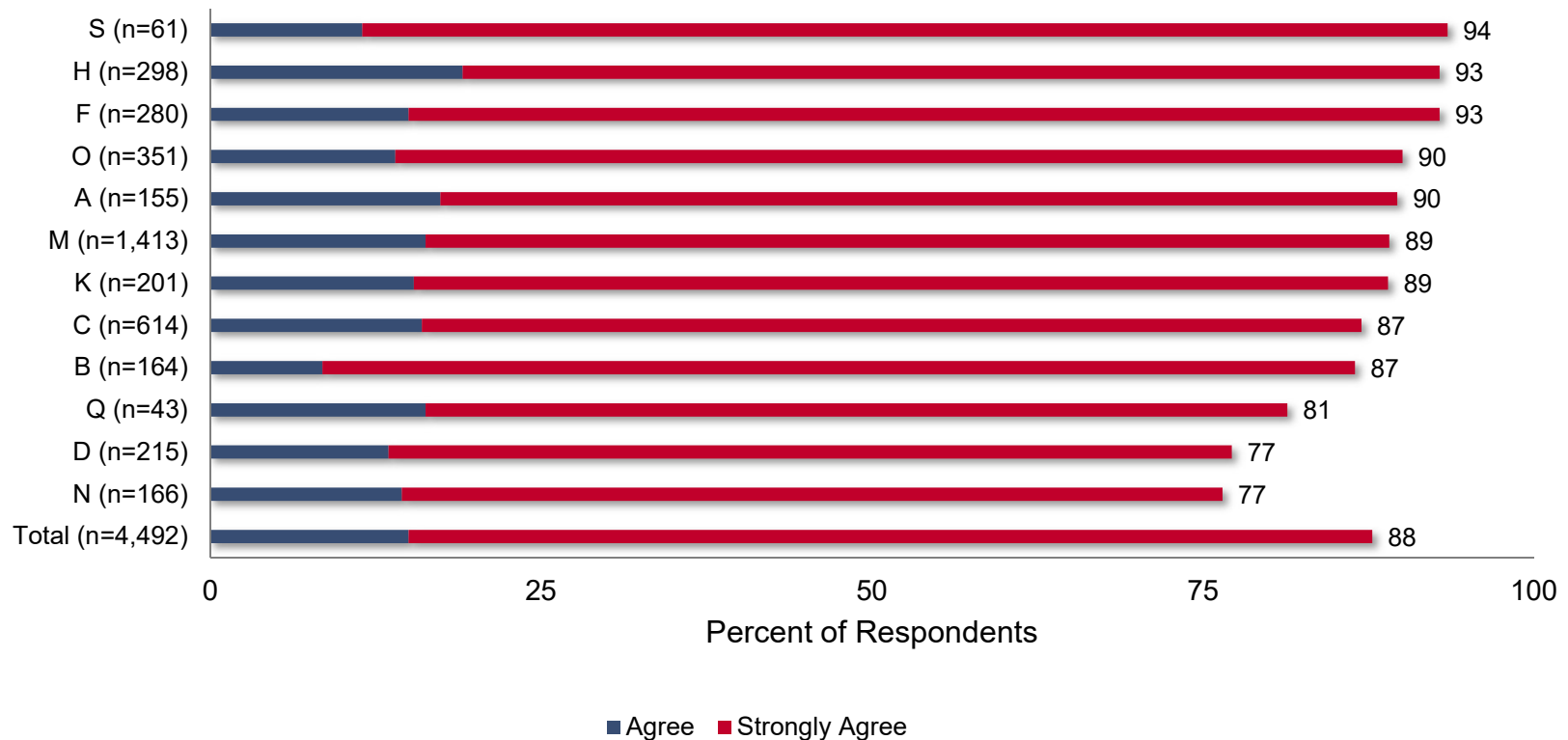


Stakeholder Outreach and Program Impact: Excavators



Contractors' Expectations Differ. Do You Know What the Excavators in Your Operating Area Expect?

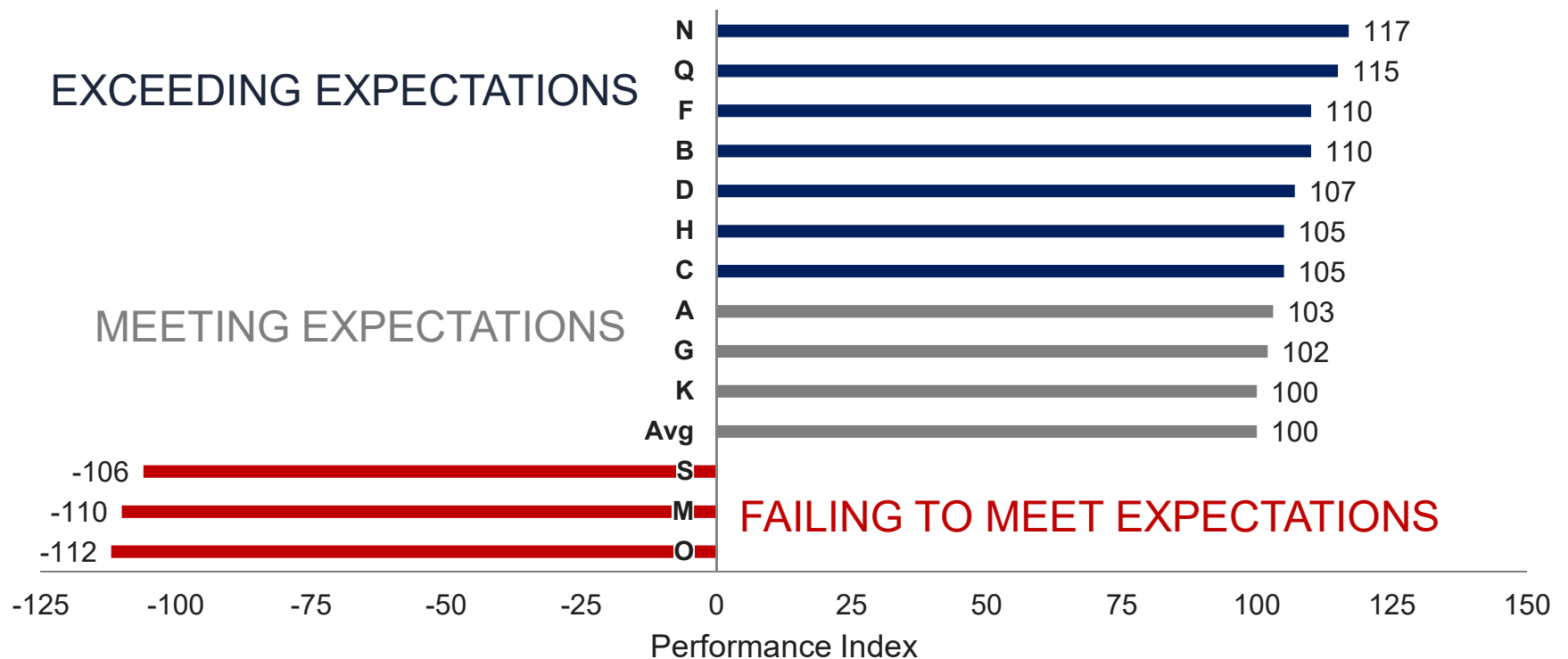
I Expect My Local Utility to Provide Workers Information to Get Their Jobs Done Safely Around Electricity/Natural Gas



Culver Company At-Risk Worker Program Database, 2018

Mandated Messages are Necessary but May Prove Insufficient in Satisfying Contractors' Informational Needs

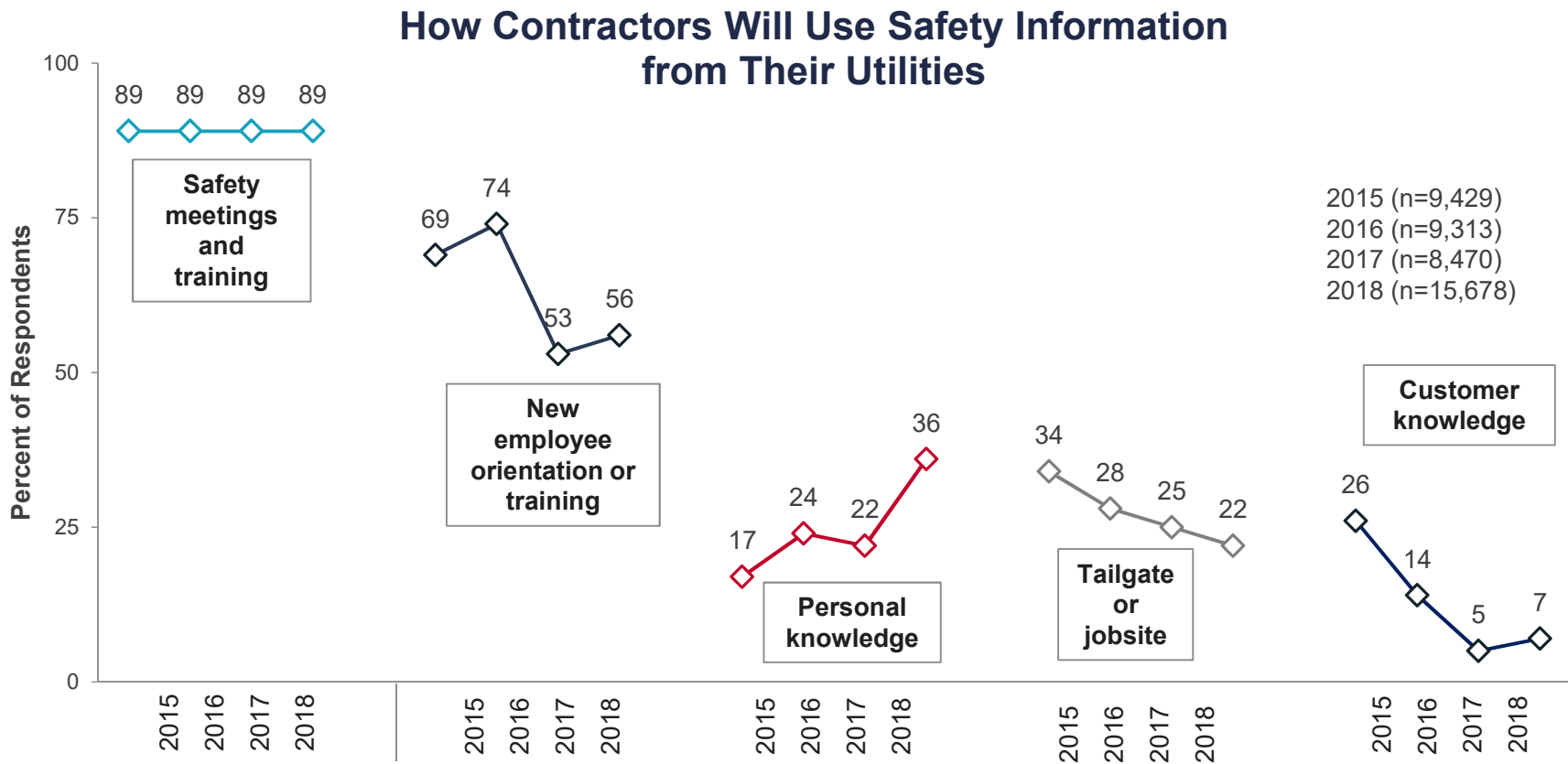
Safety Information Expectations and Performance Index



Culver Company At-Risk Worker Program Database, 2018

STAKEHOLDER OUTREACH AND PROGRAM IMPACT: EXCAVATORS

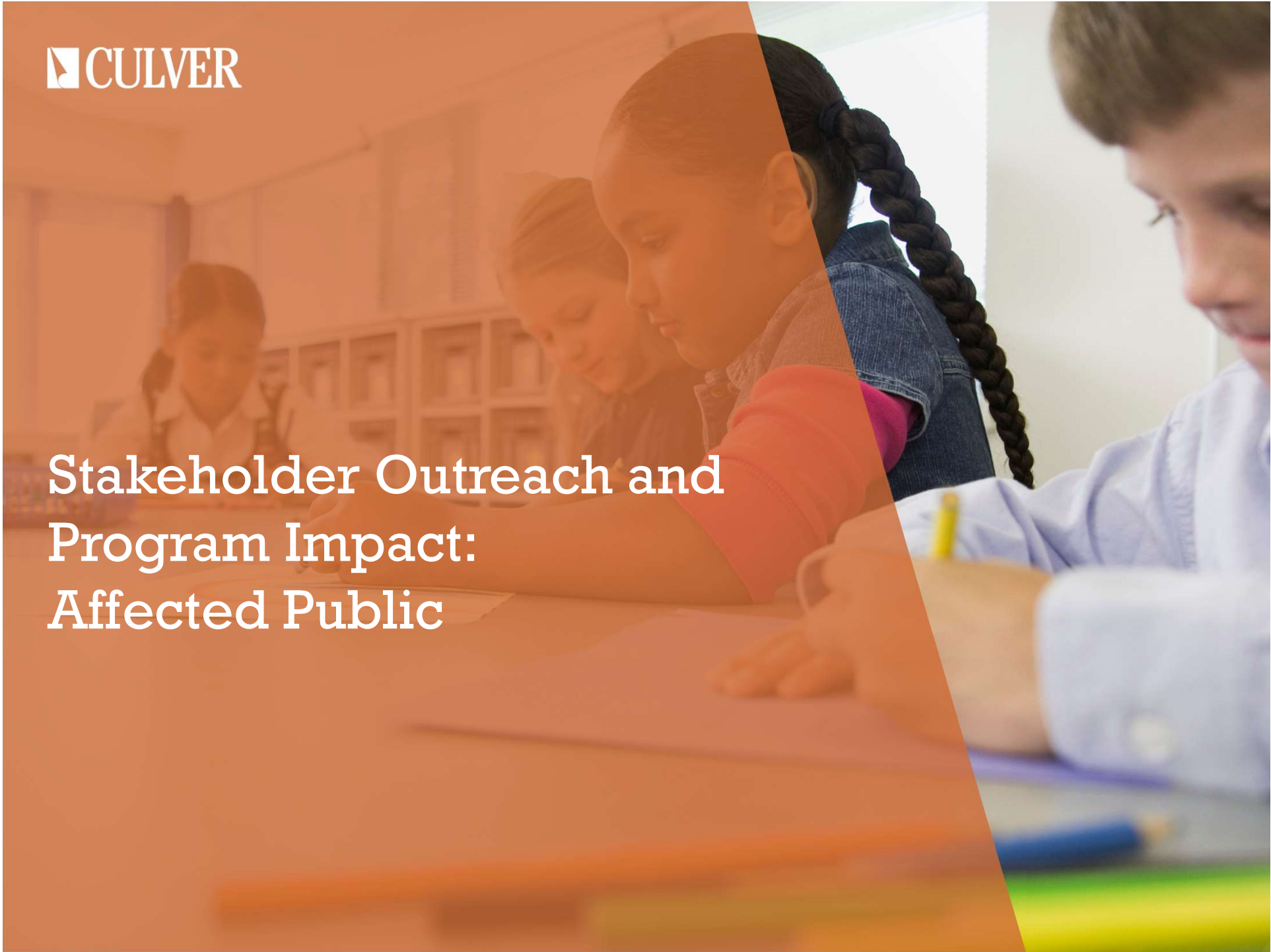
Contractors Historically Use Utility Safety Materials for Meetings and Training Content. There’s an Uptick in Contractors Using them to Increase Their Personal Knowledge



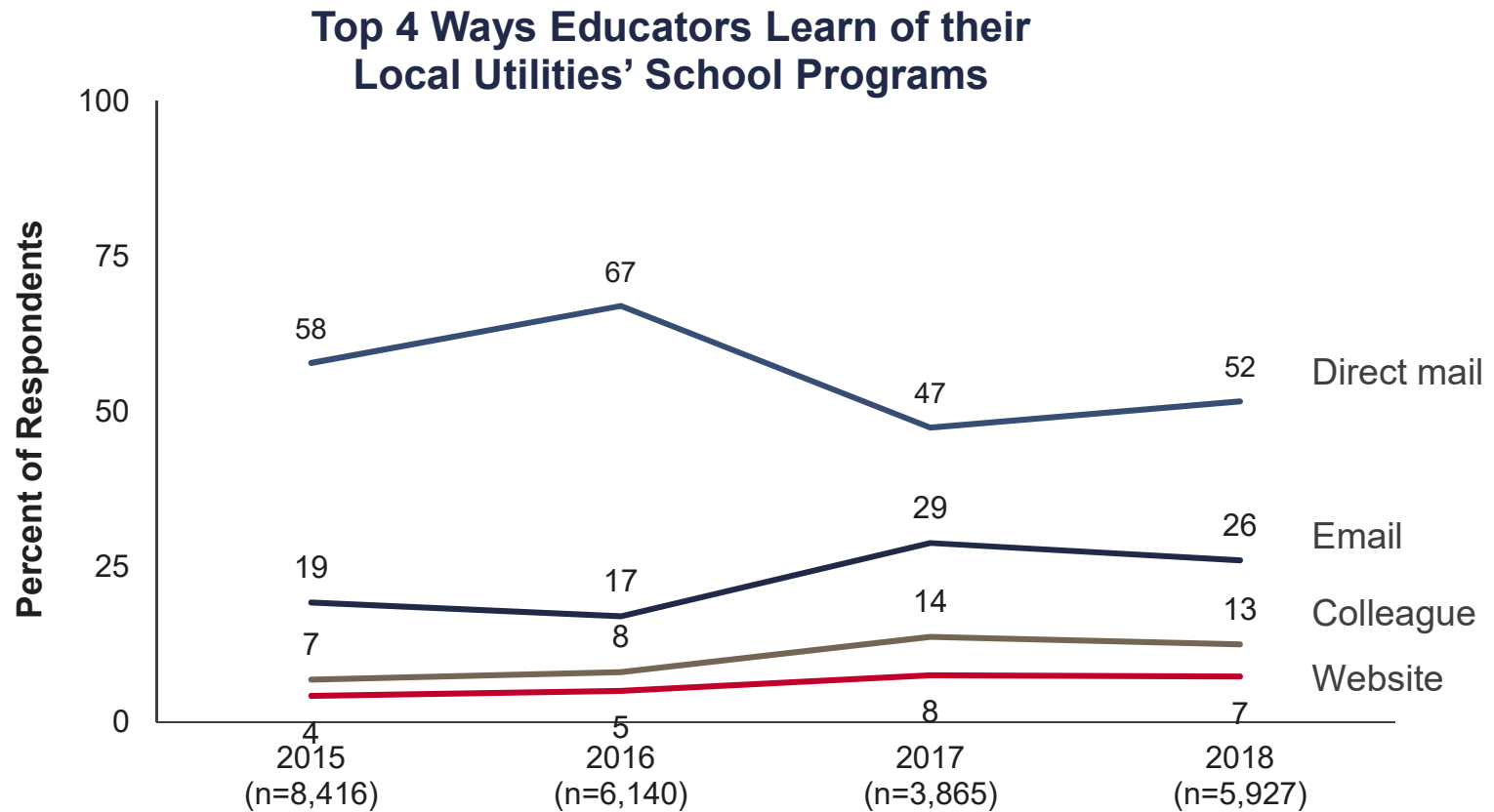
Culver Company At-Risk Worker Program Database 2015 - 2018



Stakeholder Outreach and Program Impact: Affected Public

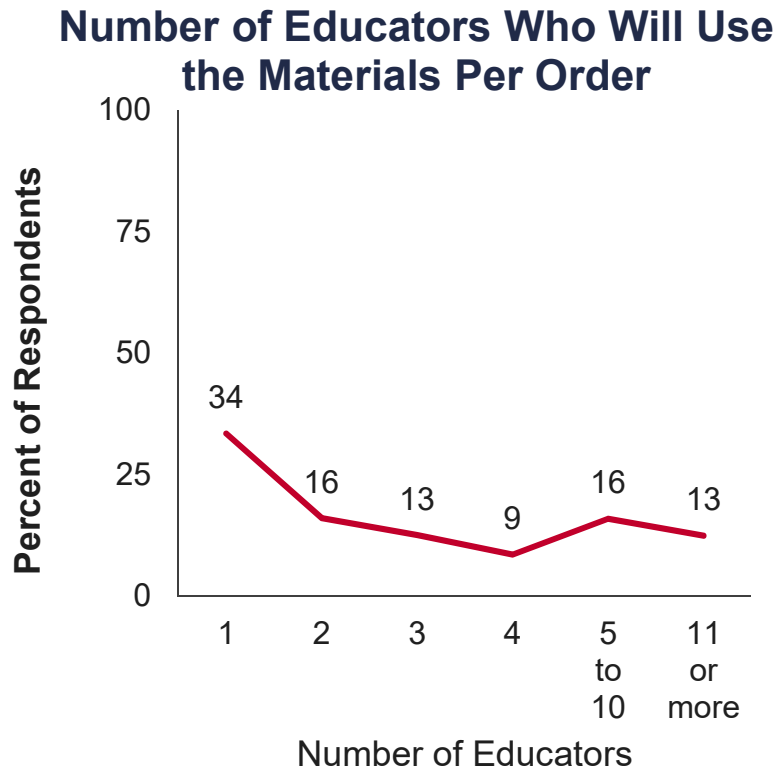


Most Educators Learn of Local Utility School Safety Programs from Direct Mail. Digital Channels Are on the Rise



Culver Company School Program Database, 2018

School Safety Programs Represent an Out-of-the-Box Solution for Capturing the Affected Public's Attention



Student : Teacher Ratio

91%

Of educators report their students discussed the materials with their parents or guardians



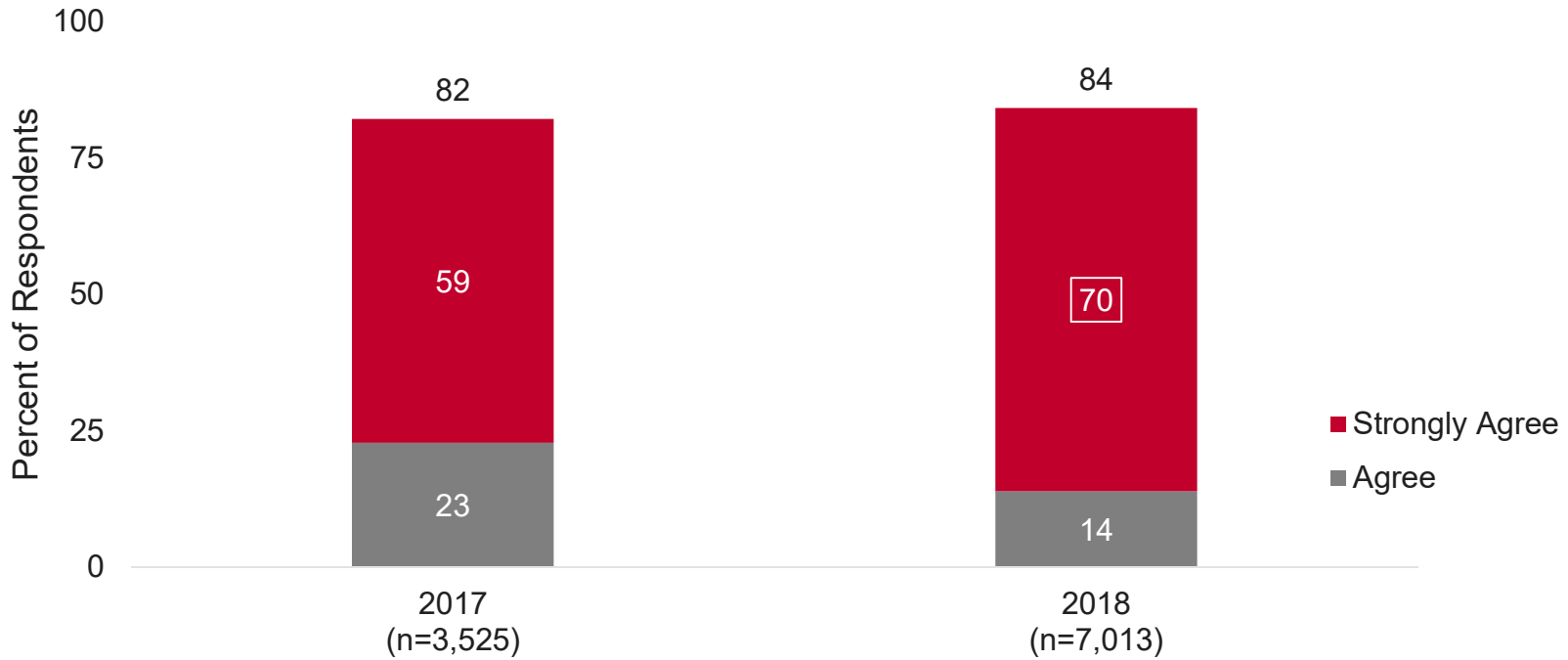
Ongoing Market Research Helps Companies Monitor Public Safety Program Effectiveness, Strengths and Determine Areas for Improvement



High-Level Trends Identified in Primary Research

Benefit All Participating Utilities

The Safety Materials Provided by My Local Utility Help Me and My Coworkers Perform Our Jobs More Safely

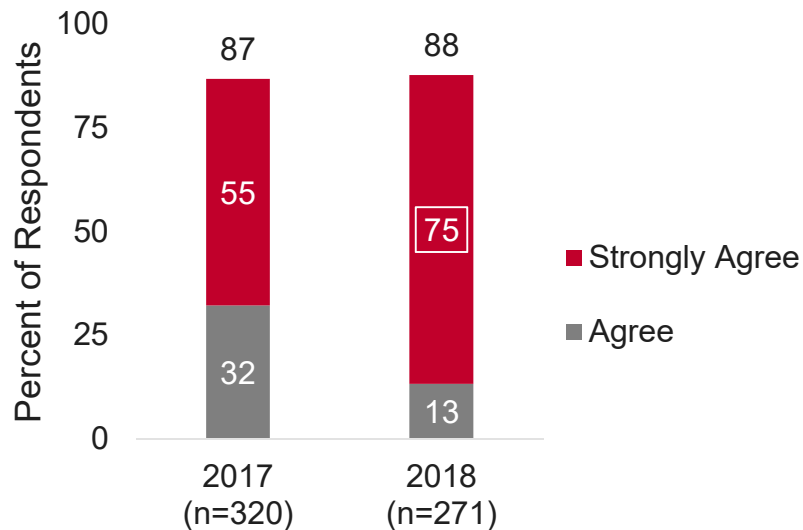


2018 results are statistically-significantly higher at 95% confidence level

Culver Company At-Risk Worker Program Database 2017- 2018

Utilities With a Deliberate Market Research Strategy Improve Even More

The Safety Materials Provided by My Local Utility Help Me and My Coworkers Perform Our Jobs More Safely [Case Study]



How This Utility Improved on Results That Already Outperformed Their Peers in a Difficult Environment

- Treat contractors like customers
- Strategic brand alignment
- Conduct ongoing market research to solicit feedback
- Effectiveness and pulse research
- Recognize geographies differ
- Base changes on market research results
- Included both electric and natural gas in both program content and research questions

2018 results are statistically-significantly higher at 95% confidence level

Culver Company At-Risk Worker Program Database 2017- 2018

A Utility Builds a Strong Reputation Over Time. A Single Incident Magnified in Traditional or Social Media Can Tear It Down

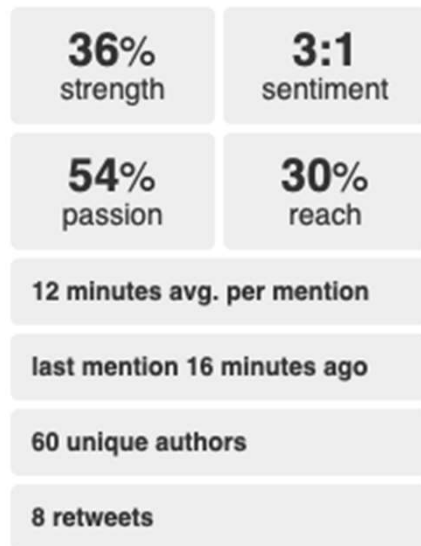


All JD Power Utility Industry Studies Find Safety Initiative Awareness Correlates with High Customer Satisfaction

- Among electric utility customers, awareness of utility efforts to increase safety is associated with a 112-point increase (on a 1,000-point scale) in total satisfaction
- For residential gas customers, perception of the utility's level of helpfulness in preparing for a safety issue is associated with a 121-point increase in customer satisfaction
- Among water utility customers, the belief that the utility maintains its current infrastructure is associated with a 225-point increase in total satisfaction

It's Possible to Monitor Your Online Reputation

Utility A



Sentiment



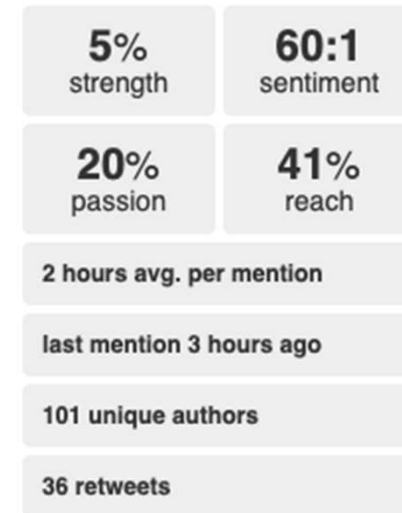
Utility B



Sentiment



Utility C



Sentiment



Proactive Outreach Helps Protect Your Utility's Reputation, Even If an Incident Should Occur

Utility A



Utility B



Utility C



Socialmention

Notional

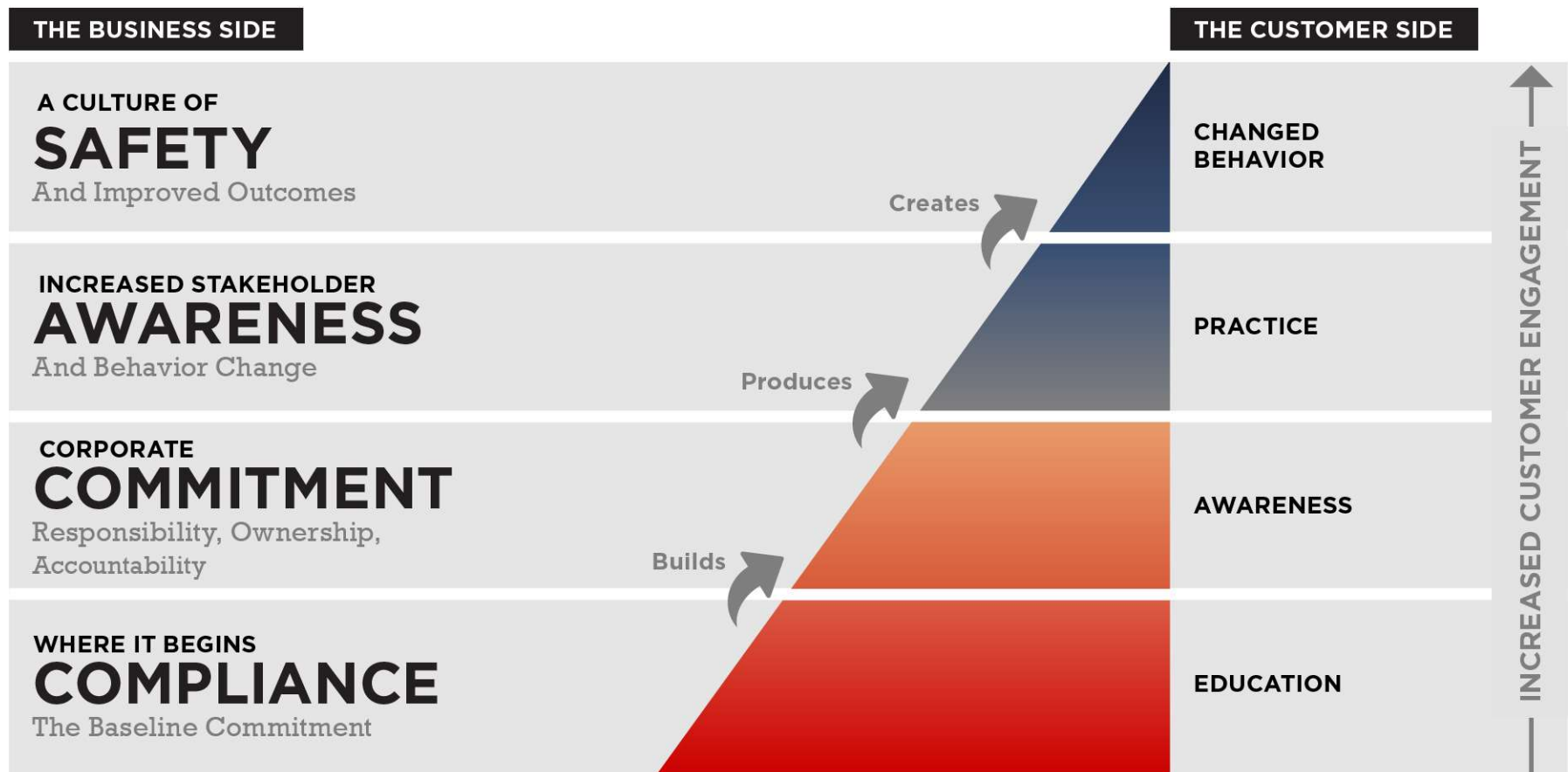
SAFETY CULTURE

Behavior and Culture Change Are Essential to Effective Public Safety Engagement



PYRAMID OF PREVENTION

Prevention-Based Approaches Increase Engagement, Awareness, and Behavior Change Among Stakeholders



Useful Considerations on Public Safety Key Performance Indicators (KPIs)



SAFETY CULTURE

A Culture of Public Safety Drives Measurable Improvements Enterprise Wide

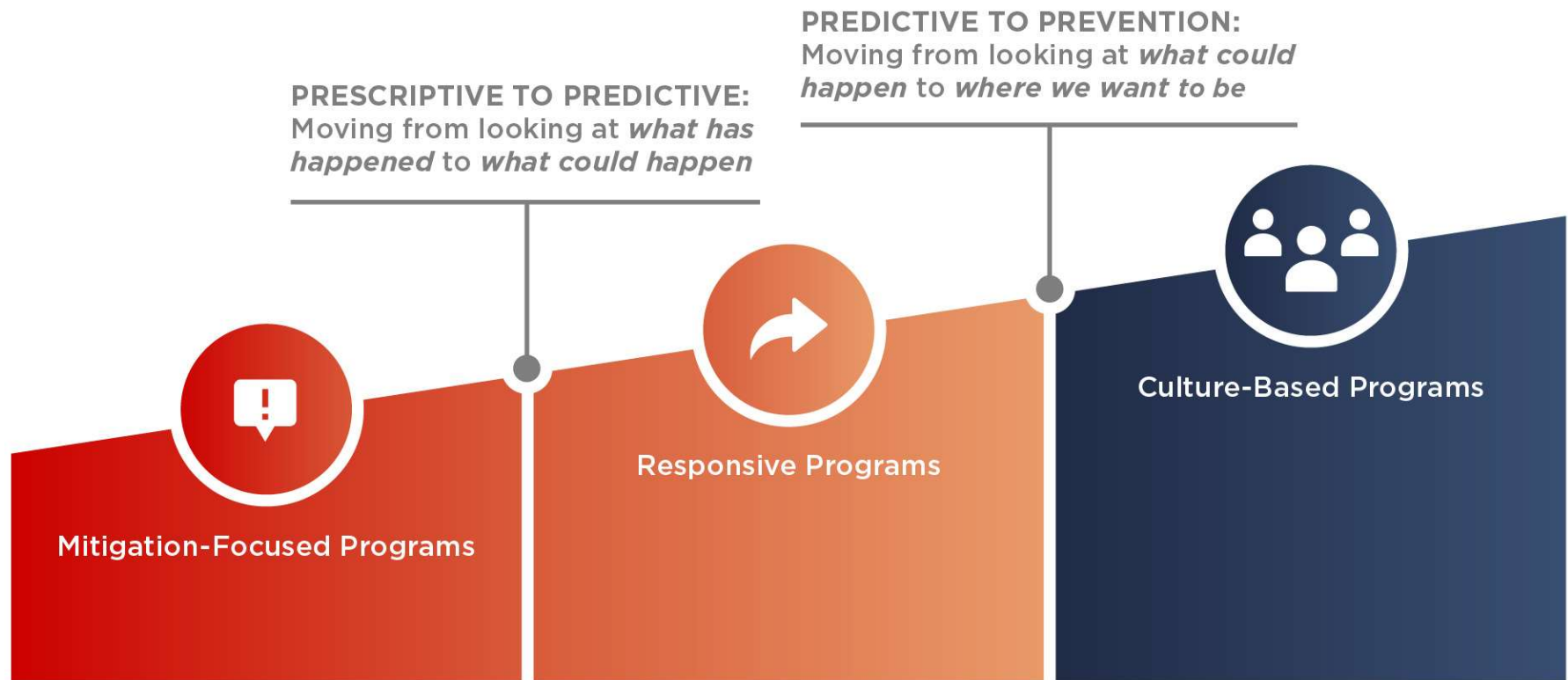


 CULVER

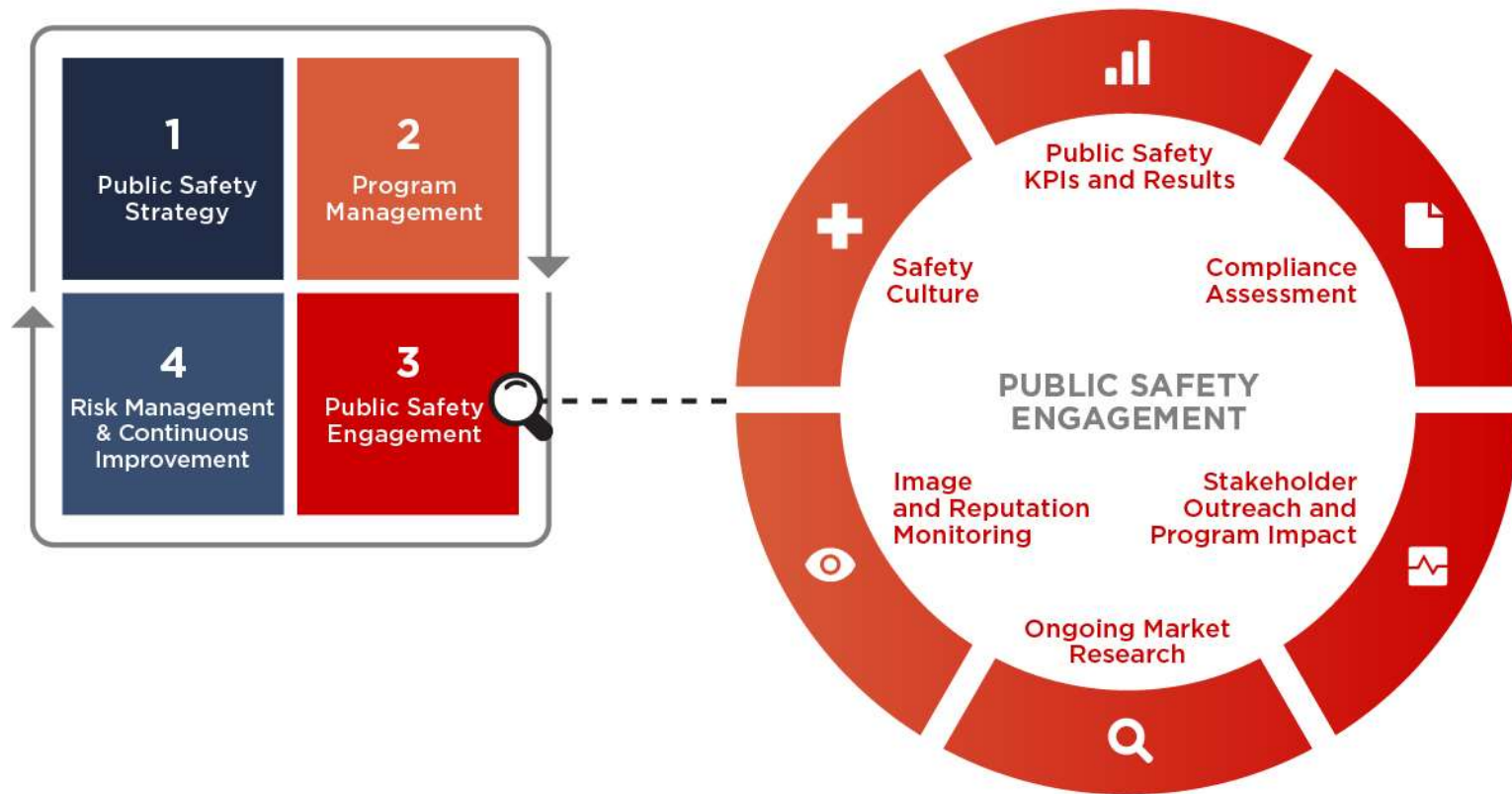
Looking Forward



Where Are You?



Getting to What's Next



Setting the standard for creating a culture of Public Safety in the Utility Industry

Culver Company