



September 21, 2023

Evolution of a Public Safety/Awareness Program

Jim Santora Jr. – Supervisor, New Business & Outreach

About the Presenter

Exelon Employee for 33 years:

- Customer Service Rep (Atlantic City Electric)
- District Service Rep – New Business (Atlantic City Electric)
- DB2 Analyst (Conectiv)
- Training Specialist (Pepco Holdings)
- Applications Business Analyst – Mobile Dispatch & Outage Management (Pepco Holdings)
- Business Analyst IT – (Exelon Business Services - BSC)
- Sr. Business Program Manager – (Delmarva Power - Gas)
- Supervisor, New Business & Outreach – (Delmarva Power - Gas)

Outside the Office:

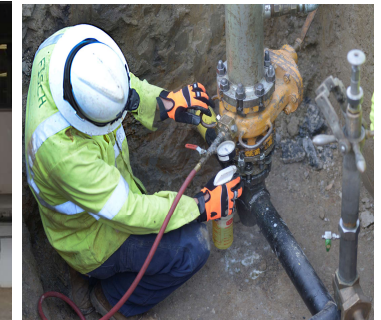
- Married (Jennifer) with 2 Dogs (Maddie, Penny)
- Two Children: Joshua (26) and Abbie (22)
- Music Fan with Extensive CD Collection
- Author of Underrated Rock Book and Underrated Rock Book Too!
- Lead Singer of a band that was an opening act for Tesla
- Enjoy Bowling, Golf and Strat-O-Matic Games



About Delmarva Power

- An Exelon Company
- Part of Pepco Holdings Inc (PHI) – Delmarva Power, Atlantic City Electric and Pepco
- The only PHI Utility that has a Gas Division
- The smallest Gas Division of the Exelon Companies (BGE, PECO)
- Main Headquarters – Wilmington DE
- Total Employees – 140
- Territory is in New Castle County DE
- Over 139,000 Customers
- Approx 2,209 Miles of Gas Main
- New Castle County LNG Plant

That's Me!



DPL Gas Public Awareness

- DPL-Gas has maintained a Public Awareness program since 2005
- Prior to 2005, any awareness was handled by Corporate Communications
- Dedicated person responsible for all materials, reviews and coordination with Corp Comm, Marketing, External/Government Affairs and Gas Management team

Day 1 – February 24, 2020

My transition into the Sr. Business Program Manager role at DPL was:

- A three-hour meeting
- A word document
- An Excel spreadsheet



How Do I Do It?

What Do I Do?

Day 18 – March 12, 2020

COVID -19:

- Pack up your things
- Work from home



Gas Safety/Public Awareness - 2020

This Is Where We Started... But Can We Do More?

of the above natural gas
 the Delmarva Power Gas
 at 302-454-0317.
 can also be obtained by

INFORMATION ABOUT

for additional information
 ty.

ty and reliability of our gas
 m, we have developed a
 Management Program. For
 call 302-429-3099.

tes pipelines, including a
 files pipeline operators in
 be found on the Department
 National Pipeline Mapping
 ms.phmsa.dot.gov.

ware law requires everyone who
 to dig in Delaware to notify
 Utility of Delaware at least two
 ing days before digging so that
 companies can identify and
 their underground lines and
 it must be carried out prudently
 ll reasonable steps necessary
 sment, workers and the public
 y of Delaware, call 8-1-1.

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**STAY SAFE AROUND
 NATURAL GAS**

811

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CAUTION: SEWER LATERAL REPAIR

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A blocked sewer line may be the accidental result
 another utility or municipal line (gas, electric or
 communications) being cross bored through the
 or line. Neither sewer main operators nor property
 ers mark these lines in response to a Miss Utility
 eason notification. Therefore, no one knows that
 cross bore has occurred.

A blocked sewer line can go undetected for months,
 1 year. Eventually, a plumber is called to remove
 blockage.

empting to clear this type of blockage can result
 serious accident involving loss of life, injury and
 ffluent property damage. We want you to be **SAFE**.
 w these safety precautions before cleaning out a
 or line:

- 8-1-1 and request an emergency Miss Utility ticket to
 the underground utility lines for the property market.
- equire with the property owner, occupant or
 idling maintenance to determine:
 The location of the sewer facilities such as clean
 outs, and
 If there has been any recent excavation to install
 utility lines - in some case the line may have been
 bored through years earlier with symptoms only
 recently coming to light.
- markings for existing underground utility lines cross
 or path of the sewer line, it may be a cross bore that
 causing the blockage.
- se a pipeline camera to identify the location of the
 blockage within the sewer lateral before trying to
 ear any blockages
- you suspect or determine the blockage is caused by
 cross bore:
 Do not attempt to clear the blockage with a
 mechanical device

WAYS TO SUBMIT A REQUEST

- Website: missutilitydelaware.com
- Phone: 811 or 800-282-8555

MISS UTILITY OF DELAWARE
 Know what's below.
 Call before you dig.

811

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**SCRATCH THE EGGS TO
 SMELL NATURAL GAS.**

NATURAL GAS SAFETY
 IT SMELLS BAD FOR A GOOD REASON
 SI HUELE MAL ES POR UNA BUENA RAZÓN

For Natural Gas Emergencies Call
Para reportar emergencias en caso de
una fuga de gas natural
302-454-0317

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**IMPORTANT NATURAL GAS
 SAFETY INFORMATION**

Carbon Monoxide Safety

Carbon Monoxide (CO) is a colorless, odorless gas that can
 be deadly. If you have natural gas in your home or business,
 you should consider installing CO detectors to help prevent
 carbon monoxide poisoning.

A blocked chimney or flue on a natural gas furnace could
 result in carbon monoxide poisoning. Blockages can be
 caused by either mortar that has fallen down the chimney's
 inner walls or other debris that has fallen down the chimney,
 such as leaves and bricks. Check your chimney for blockages
 annually and have it cleaned by a qualified contractor if
 necessary. Also, a contractor can ensure that your fuel-burning
 appliances and piping are properly ventilated to the outside.

Often, there is little time before poisoned victims experience
 symptoms that limit their ability to seek help. Some of
 the symptoms include: headache, dizziness, weakness,
 nausea, rapid heartbeat, loss of hearing, blurry vision,
 vomiting, seizures, unconsciousness, respiratory failure and
 cardiac arrest. If you suspect CO poisoning, get fresh air
 immediately. Be sure to call for help before helping others.

Winter Natural Gas Safety

The warmest place during a snowstorm certainly may be
 indoors, but don't forget to venture out to take care of
 utility equipment to ensure safe and proper operation.

- Be sure outside vents from direct-vent appliances (such

Corrugated Stainless Steel Tubing

Corrugated Stainless Steel Tubing (CSST) is a flexible, stainless
 steel pipe used to supply natural gas in residential, commercial
 and industrial structures. CSST is often coated with a yellow
 or black exterior plastic coating.

If you have CSST in your home or business after the gas
 meter, we recommend that you contact a licensed electrician
 to ensure piping after the gas meter is bonded and grounded
 properly. Delmarva Power does not provide an inspection
 service for CSST installations. If you are unsure if your
 property contains CSST, contact a qualified contractor to
 obtain a professional inspection.

Gas Appliance Connectors

Gas appliance connectors are corrugated metal tubes used
 to connect gas appliances to fuel supply pipes. To avoid
 unsafe conditions, replace corroded, damaged, kinked or
 uncoated brass connectors. We recommend replacing with
 a flexible connector that has a built in excess flow valve.

Hot Water Hazard

Stay safe by following these tips to prevent a hot water
 accident:

Objectives and Timelines 2020

- **Support All Public Awareness Activities For Gas Per Exelon Management Model**
- **Jan/Feb: First Responder Beware Brochure (Work with External Affairs Manager)**
- **Feb/Mar: Elected Officials Mailer (Scratch N Sniff, Stay Safe Around Natural Gas, Letter – Work with Government Affairs Manager)**
- **March: Stay Safe Around Natural Gas Bill Print Mailer (Work with Corporate Communications)**
- **April: Contractor Beware Mailer (Work with Culver)**
- **July: Crossbore Mailer (Sent to Small Group, Licensed Plumbers and Sewage Specialists that did not receive Contractor Beware)**
- **August: Scratch & Sniff Bill Print (Work with Corporate Communications)**
- **September: Stay Safe Around Natural Gas Bill Print (Work with Corporate Communications)**
- **October: Important Safety Information For Gas Customers – AEGIS (Work with Corporate Communications)**
- **October: Scratch & Sniff, Stay Safe Around Natural Gas Mailer – (Sent to all Paperless Customers, City of Newark, City of New Castle and homes within ¼ mile from transmission pipeline)**
- **November: Scratch & Sniff, Stay Safe Around Natural Gas, Letter – (Private Service Customers)**

- **Educational Outreach Program – NEF**

Objectives and Timelines 2021 to 2023: What Changed?

- Support All Public Awareness Activities For Gas Per Exelon Management Model GO-EU-P003
- Jan/Feb: First Responder Beware Brochure (Work with External Affairs Manager)
- Feb/Mar: Elected Officials Mailer (Scratch N Sniff, Stay Safe Around Natural Gas, Letter – Work with Government Affairs Manager)
- March: Stay Safe Around Natural Gas Bill Print Mailer (Work with **PHI Marketing**)
- April: Contractor Beware Mailer (**PHI Damage Prevention Takes Over This Outreach, DPL-Gas Still plays part in reviewing materials as it relates to Gas**)
- July: Crossbore Mailer (**Contractor Beware dropped Cross Bore info. Work with Culver to roll out to 11,000 HVAC and Contractors in New Castle Co. DE**)
- August: Scratch & Sniff Bill Print (Work with **PHI Marketing**)
- September: Stay Safe Around Natural Gas Bill Print (Work with **PHI Marketing**)
- October: Important Safety Information For Gas Customers – AEGIS (Work with **PHI Marketing**)
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- Educational Outreach Program – NEF

Increased Outreach: Contractor Beware & Crossbore

How Worker Beware Program became a PHI Initiative!

- Pre-2020, DPL-Gas Program Manager worked with Culver on rollout of Contractor program
- DPL-Gas was tracking damages and wanted something brand aligned to send to customers.
- In 2021, Contractor/Worker Beware became a program for all of PHI and was now owned by Damage Prevention group
- DPL-Gas continues to have a role in this work and work close with Damage Prevention on reviews and how the program is doing.
- 2022 Program Review reached over 31,000 contractors across PHI with over 375 kits requested and approx. 109,000 brand impressions.
- The PHI rollout removed cross-bore info. DPL-Gas had an in house mailer that went out to a small group of plumbers and HVAC companies. In 2021, we expanded our cross-bore mailer to approx. 11,000 contractors, providing additional reach to our area.

Hang this poster!

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worker beware® Electrical and Natural Gas Safety Information for You and Your Employees

To report emergencies, call 911 and Delmarva Power immediately. For electrical emergencies, call 800.898.8042. For natural gas emergencies, call 302.454.0317 (New Castle County, Delaware, only)

For more safety information and to request FREE educational materials, visit delmarva.e-smartworkers.com.

SCAN HERE
Place your phone's camera
on this code and click the
link to visit our website.

Notify 811 Before You Dig — It's the Law!

- Always call 811 or place an online locate request at misutilitydelmarva.com at least two full business days (excluding the date of your request, weekends and legal holidays) before you dig or move earth in any way. This service will arrange to have underground utility lines marked so you can dig a safe distance away. Even small or shallow jobs require notification. It's the law!
- Pre-mark your proposed dig area with white paint, flags and/or stakes.
- Before you dig, wait the required time for utilities to locate and mark their lines. Their confirm with Ticket Check that all utilities have responded.
- Respect the marks and dig with care. Do not use mechanical excavation equipment within the "tolerance zone." This safety area spans the width of a marked utility plus a specified distance from each indicated outside edge (24" on Delaware and 36" in Maryland). Use only hand tools or vacuum technology within this zone.
- If you don't notify 811, you risk hitting an underground utility line, resulting in possible outages, fire or explosion. You or your coworkers could be hurt or killed, and you may be held liable for damages.

Learn to Recognize and Respond to a Gas Leak

- A natural gas leak may have a sulfur-like odor (but not always). Other signs may include a hissing or roaring sound, dirt blowing, yellow or white, unexplained bubbling, water, dead or dying vegetation, or an animal's distress (such as a Puffinbarger, bird, fowl or other creature) or a dog's abnormal behavior.
- If you suspect a gas leak or if you contact a natural gas pipeline, take these steps:
 - Warn others and leave immediately.
 - Do NOT attempt to stop the flow of natural gas or the pipeline. Leave the excavation open.
- Do NOT use matches or lighters, start an engine, or operate a radio, phone or any electrical device. Even a tiny spark could ignite nearby gas.
- From a safe location, call 911 and Delmarva Power at 302.454.0317 or your local natural gas utility immediately — even if there is no visible damage to the pipeline. Emergency only: answered by use of call 911 for gas emergency.
- Stay far away from the area until safety officials say it's safe to return.
- Report the incident to your supervisor.

Help Prevent Pipeline Damage

- Delmarva Power has been a trusted safety partner within our community for 74 years. Our pipeline delivers natural gas safely and reliably to more than 18,000 homes and businesses in northern Delaware.
- We regularly inspect our pipelines for corrosion and detect markers for leaks and maintain our system to meet or exceed all safety standards. We educate the public about safe digging practices to prevent pipeline damage, and we work with emergency responders to prepare for natural gas emergencies.
- Despite our efforts, natural gas leaks may occur that could lead to fires or explosions. The greatest risk to gas pipelines is accidental damage during excavation. We need your help to prevent pipeline damage and reduce the risk of dangerous natural gas leaks.
- High-visibility markers with Delmarva Power's 24-hour emergency phone number indicate the need for extra care around our high-pressure natural gas transmission pipelines.
 - These markers are usually found at manholes, railroad crossings and other points along the pipeline route. If you notice any type of suspicious activity near a pipeline marker, call Delmarva Power at the number on the marker.
 - For security purposes, these markers do not show the exact location, path, depth or number of natural gas pipelines in the area. In addition, pipelines may not follow a straight course between markers.
 - Never use pipeline markers or signs as a substitute for notifying 811 to have all utility lines in your dig area located and marked prior to any excavation activity.

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Caution:
A Natural Gas Line
May Be Blocking
That Sewer Line!

New Ideas: The Source

Adding Public Safety Messages To The Source Newsletter

- Company Online Newsletter
- News Articles Posted to Social Media
- Shareable from website via Facebook, Twitter, Instagram or E-mail
- Informative pieces that were not normally covered in our traditional public awareness messaging
- Normally would come out of a meeting, an objective or a customer reaching out to an employee
- Looking back at old public awareness files to see if there are topics to pull for future release



The Source is Pepco Holdings' hub for stories on our work providing reliable service, connecting diverse communities, and powering a 21st century economy across the Atlantic City Electric, Delmarva Power and Pepco jurisdictions.



Empowering Customers

Jun 3rd, 2021

Why Does My Gas Flame Burn Blue, Yellow and Orange?

 Jim Santora



Smarter, Cleaner Grid

Aug 10th, 2022

Gas Meters In High Traffic Areas

 Jim Santora

Mar 20th, 2023

What You Need to Know About Gas Leak Surveys

 Jim Santora

New Ideas: Gas Safety Advertising Campaign

Create A Gas Safety Campaign

- Campaign debuted in 2022
- Worked with our Advertising team (Corporate Communications) to develop.
- Drive awareness with contractors and homeowners of the importance of calling 811 before you dig.
- Campaign Starts in April and runs 30 days*
- OOH (Billboards) – Four Digital and Printed billboards along I-95, US40, US202 and US 13 in New Castle County.
- Social Media placements: Facebook, Twitter, Instagram, Nextdoor (New)
- Search Engines: Google
- Over 14 million impressions
- Search Engine: 2023 CTR 19.49% from 1.76% in 2022
- Decrease in overall 3rd Party Damages in 2023 and becoming on of the best overall years
- Ideas for 2024: Add Streaming Ads (Spotify)



Ad · www.delmarva.com/call811 ▼

Get the Green Light to Dig | Call 811 Before You Dig

Mark the utility lines at your dig site with one free and easy call.

New Ideas: Additional Gas Safety In Welcome Packets

- Welcome Packets are sent out to all customer that take part in DPL-Gas My Switch To Gas Program
- Once a meter is installed on the property, the MSTG team will put a packet together which includes a Welcome Letter, Scratch & Sniff card and Water Gauge Card (Water Gauge added in 2021).
- In 2023, the addition of Important Natural Gas Safety Information was included in all letters.



July 12, 2023

DARA TROISE
1222 WILSON RD
WILMINGTON DELAWARE 19803

Dear Customer,

Thank you for participating in our Switch to Gas program. We are delighted that you have made the switch to safe, clean, and affordable natural gas service in your home.

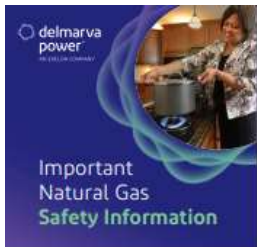
As a new natural gas customer, we encourage you to review the enclosed "scratch and sniff" card and Important Natural Gas Safety Information, and share it with others in your home, so you are familiar with the safety precautions pertaining to natural gas use. If you have converted your hot water heater, we have included a "hot water gauge" card for you to use and determine if your settings are at the right temperature. Additionally, below is a list of helpful phone numbers if you have questions regarding your natural gas service:

Gas Emergency: 302-454-0317
Customer Care/Billing Inquiries: 800-375-7117

If you have any further questions regarding your conversion to natural gas, feel free to contact our Switch to Gas Team at 302-429-3117.

Sincerely,

Switch to Gas Team
Delmarva Power
www.delmarva.com/myswitchtogas/



Carbon Monoxide Safety

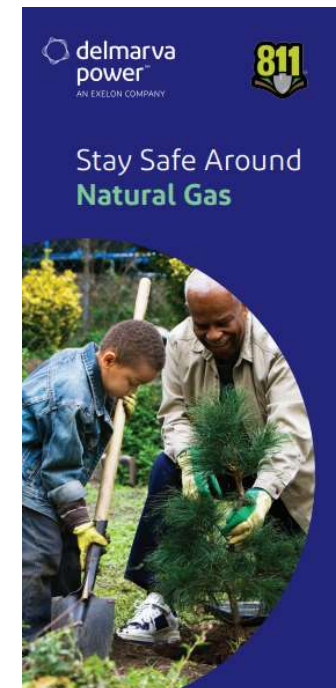
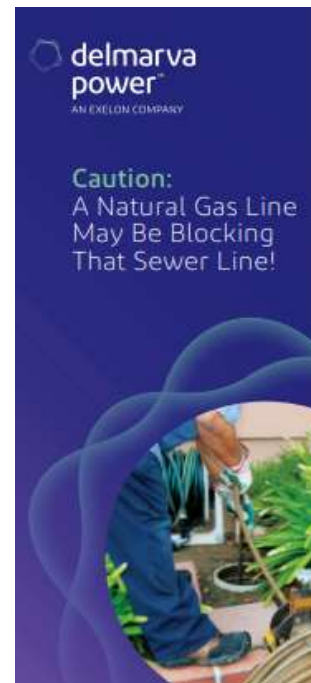
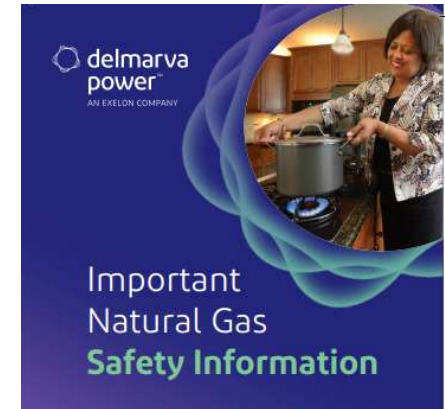
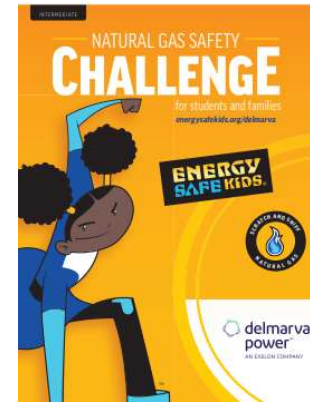
Carbon Monoxide (CO) is a colorless, odorless gas that can be deadly. If you have natural gas in your home or business, you should consider installing CO detectors to help prevent carbon monoxide poisoning.

A blocked chimney or flue on a natural gas furnace could result in carbon monoxide poisoning. Blockages can be caused by either creosote build-up from soot, or the chimney's inner walls or other debris that has fallen down the chimney, such as leaves and sticks. Check your chimney for blockages annually and have it cleaned by a qualified contractor if necessary. Also, a contractor can advise on the proper fuel-burning appliances and piping you properly vented to the outside.

Often, there is little time before poisoned victims experience symptoms that limit their ability to seek help. Some of the symptoms include: headaches, dizziness, weakness, nausea, rapid heartbeat, loss of hearing, blurry vision, vomiting, diarrhea, unconsciousness, respiratory failure and cardiac arrest. If you suspect CO poisoning, get fresh air immediately. Go home to call the Fire before helping others.

Updated Branding - 2022

- Exelon updated all branding in 2022
- Objective was to have all DPL-Gas materials updated and approved by end of year
- Worked with PHI Marketing Team and Exelon Branding Team to assure guidelines were being followed
- All updated materials were utilized at beginning of 2023
- All Public Awareness Materials
- All Doorhangers (Outreach)






Other Outreach

Since 2020, I have been the primary contact for all other DPL-Gas outreach as needed. This includes:

- COVID-19 Updates to all letters where we need access inside property
- Communication Letters
- Doorhangers
- Construction Notices
- Internal Documents

What Is Next?

 Sorry We Missed You	 We Visited Today	 Immediate Action Needed
<p>Important Message</p> <p>Date: _____</p> <p>Dear: _____</p> <p>Your gas service at:</p> <p>Address: _____</p> <p>_____</p> <p>Was interrupted due to:</p> <ul style="list-style-type: none"><input type="checkbox"/> Repairs made to our gas equipment<input type="checkbox"/> Maintenance/Repair to our gas main/service lines<input type="checkbox"/> Maintenance or exchange of your gas meter <p>Repairs have been completed, and your gas equipment/facilities have been left in safe condition. Please call Delmarva Power at 800-375-7117 to make arrangements to have your service restored.</p> <p>Thank you.</p> <p style="text-align: right;">delmarva.com</p>	<p>Date: _____ Time: _____</p> <p>Street Address: _____</p> <p>_____</p> <p>It is important that you contact us promptly to schedule an appointment so that we may gain access to our gas meter.</p> <p>Delmarva Power regularly conducts surveys of our gas lines and equipment in order to continue providing safe and reliable service. Our representatives have tested our equipment on your property, but could not obtain access to the meter. An appointment is required because we must have access to the meter to complete the survey and conform to state and federal regulations.</p> <p>There is no charge for this service.</p> <p>Please call 800-375-7117 between 7 a.m. and 7 p.m. Monday through Friday to schedule an appointment.</p> <p>Thank you for your cooperation.</p> <p>Hicimos una visita a su hogar hoy, si necesita informacion adicional favor de llamar 800-375-7117.</p> <p style="text-align: right;">delmarva.com</p> <p style="text-align: right;"><small>© Delmarva Power & Light Company, 2022</small></p>	<p>Service Location: _____</p> <p>Date of Visit: _____</p> <p>Time of Visit: _____</p> <p>Delmarva Power is committed to delivering safe and reliable natural gas service for our customers. As part of our natural gas modernization project, we will be upgrading the service lines that connect our gas main to your home or business. This work may require moving and upgrading your gas meter with new equipment that has several enhanced safety features.</p> <p>This work is performed at no additional cost to you.</p> <p>If your meter is located inside your premises, our work will require access to your home or basement.</p> <p>Please contact our Gas Field Services Supervisor at 667-313-1363 to schedule a time for us to access the natural gas equipment at your home or business and complete this work.</p> <p>If you have a question or concern that you wish to ask Delmarva Power directly, please call us at 800-375-7117.</p> <p>Thank you for your cooperation.</p> <p style="text-align: right;">delmarva.com</p> <p style="text-align: right;"><small>© Delmarva Power & Light Company, 2022</small></p>

Questions?



Thank you

Jim.Santora@pepcoholdings.com
667-313-1698