

# Evaluation of Current Public Outreach Plans



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# Requirements

## **56-265.16:1.E**

The members of a notification center shall be responsible for developing and implementing a public awareness program to ensure that all parties affected by this chapter shall be aware of their responsibilities.

# Outreach Plans

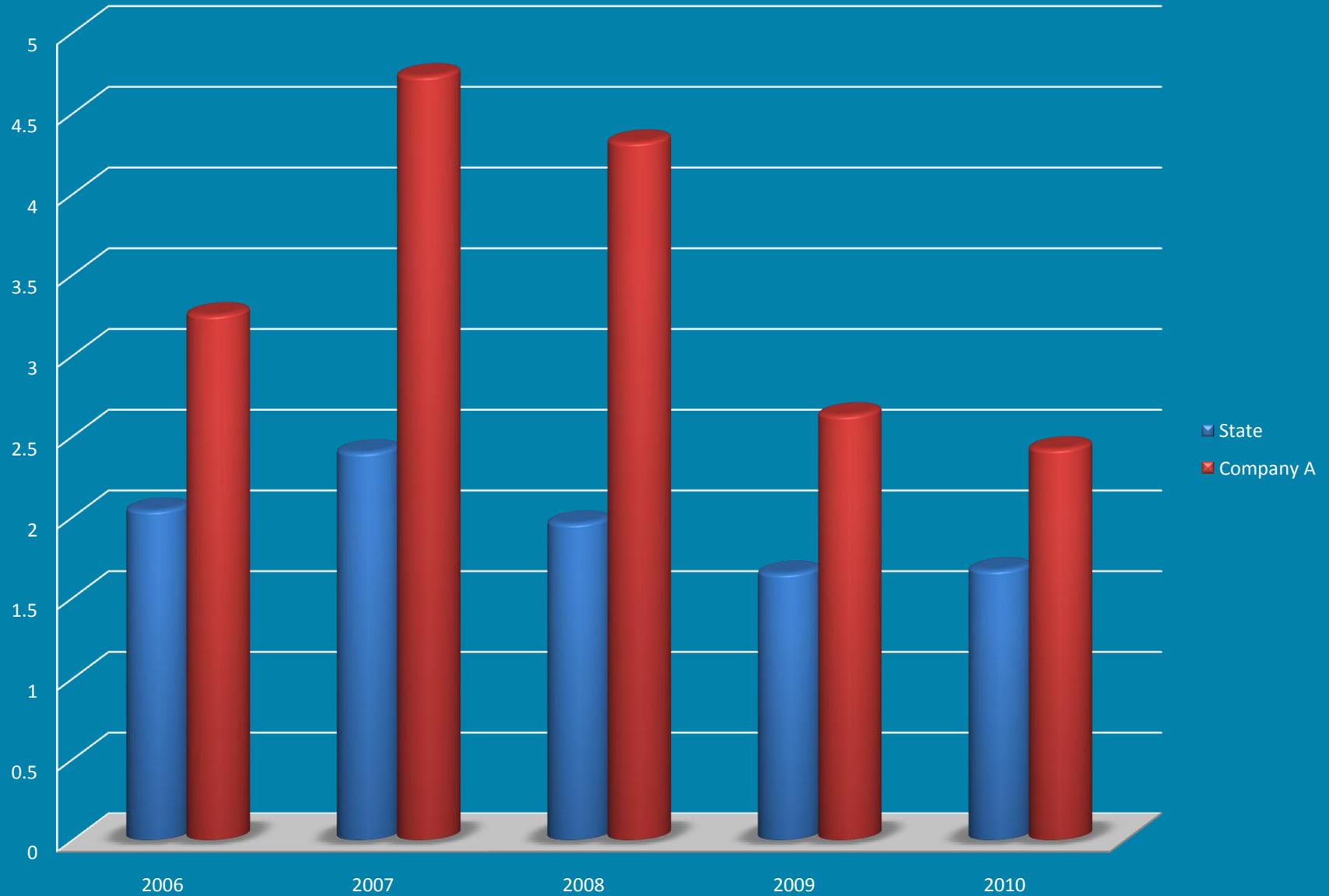
- Over the past 10 years, Commission and VUPS have supported a statewide public outreach plan
- Utility stakeholders have and implement their own outreach plans
- Gas companies are required by pipeline safety regulations
- Plans must be effective to yield best results
- Close coordination between the plans (Commission, VUPS, Utilities, Excavators, etc.) is required to provide the most effective campaign and help reduce damages to our underground utility infrastructure

# Plan Effectiveness

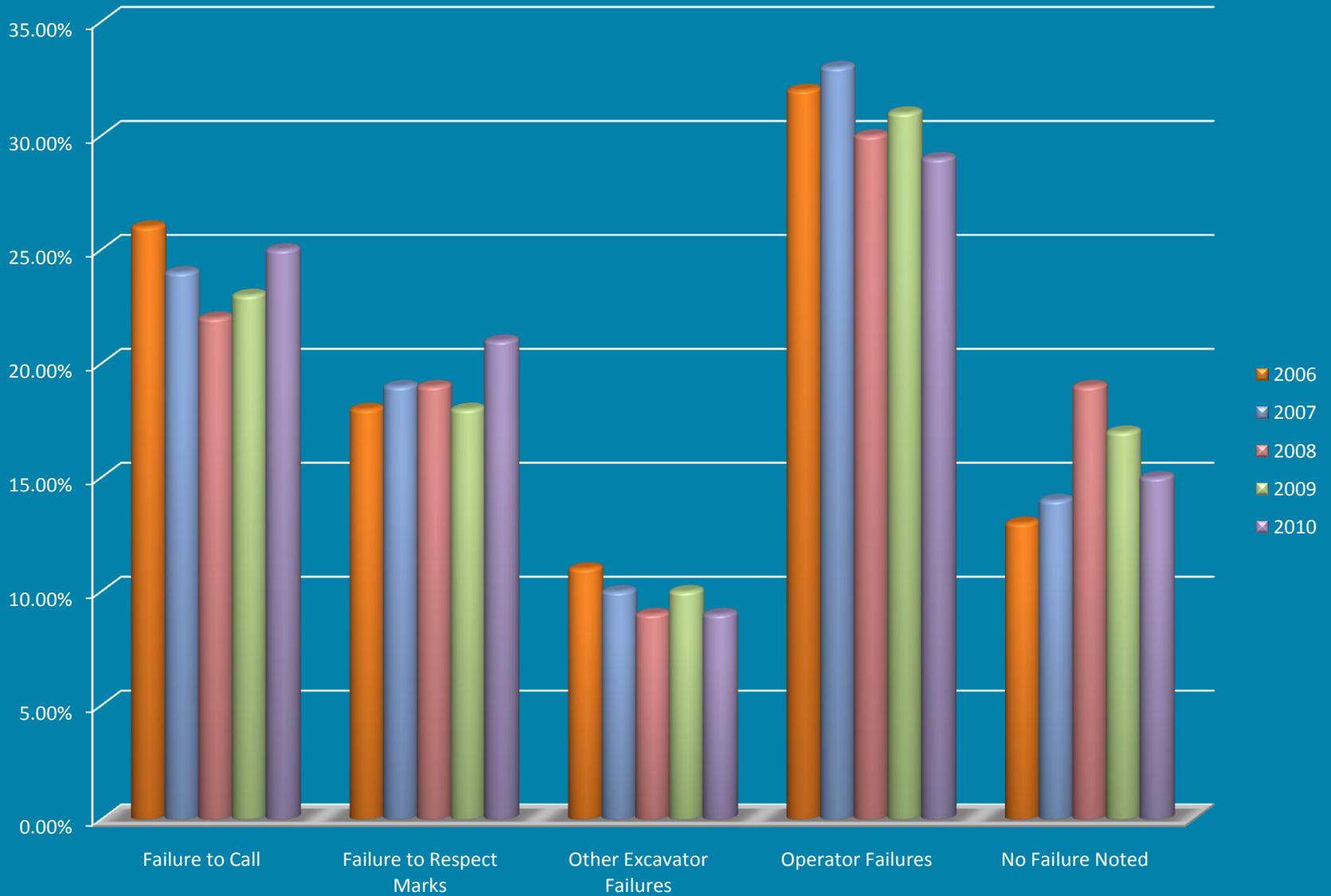
Q: How do we determine if our plan and money spent is working?

**A: RESULTS DETERMINE  
EFFECTIVENESS!**

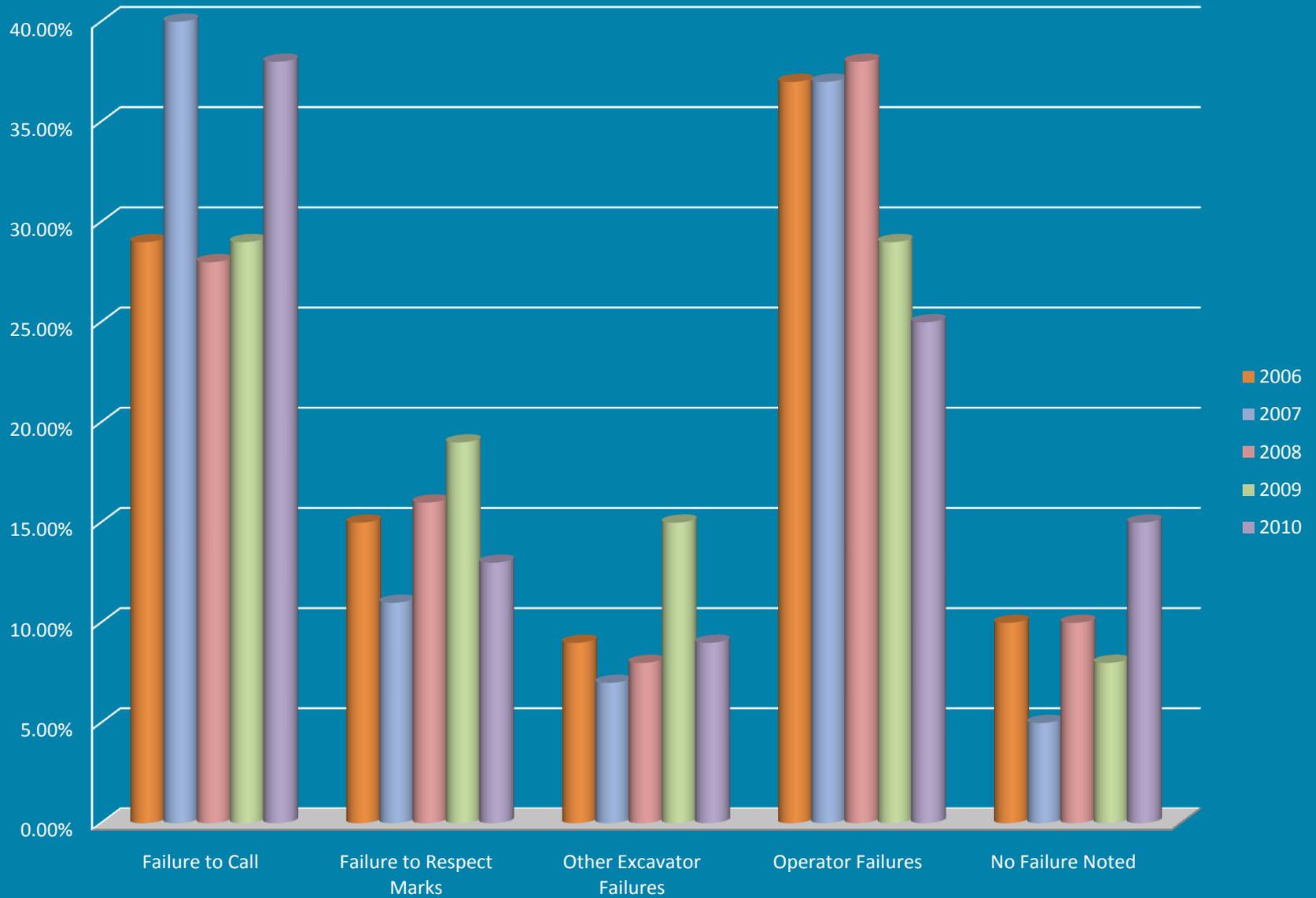
# Company A Gas Damages per 1000 Gas Tickets



# Statewide Gas Damage Cause Distribution



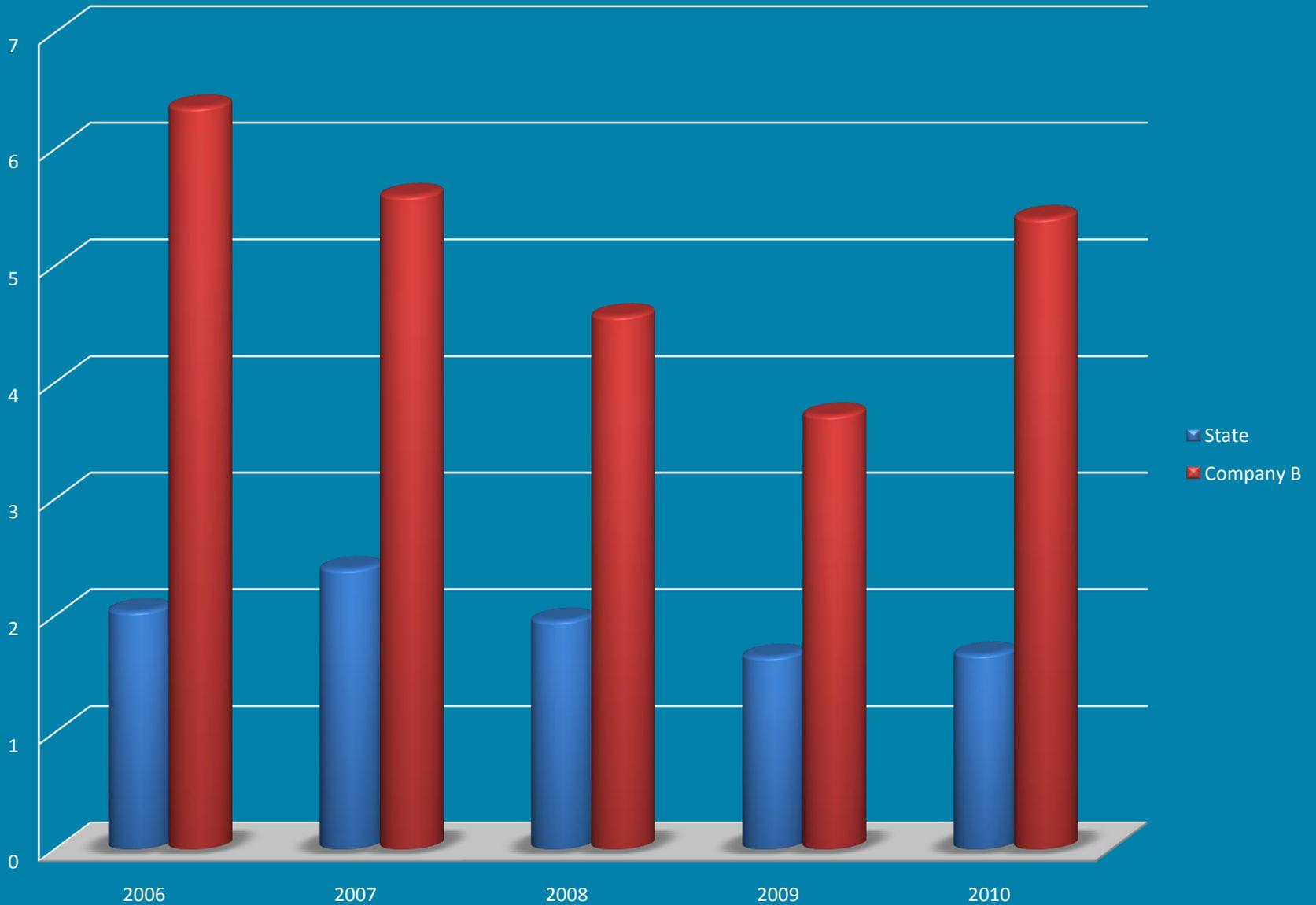
# Company A Damage Cause Distribution



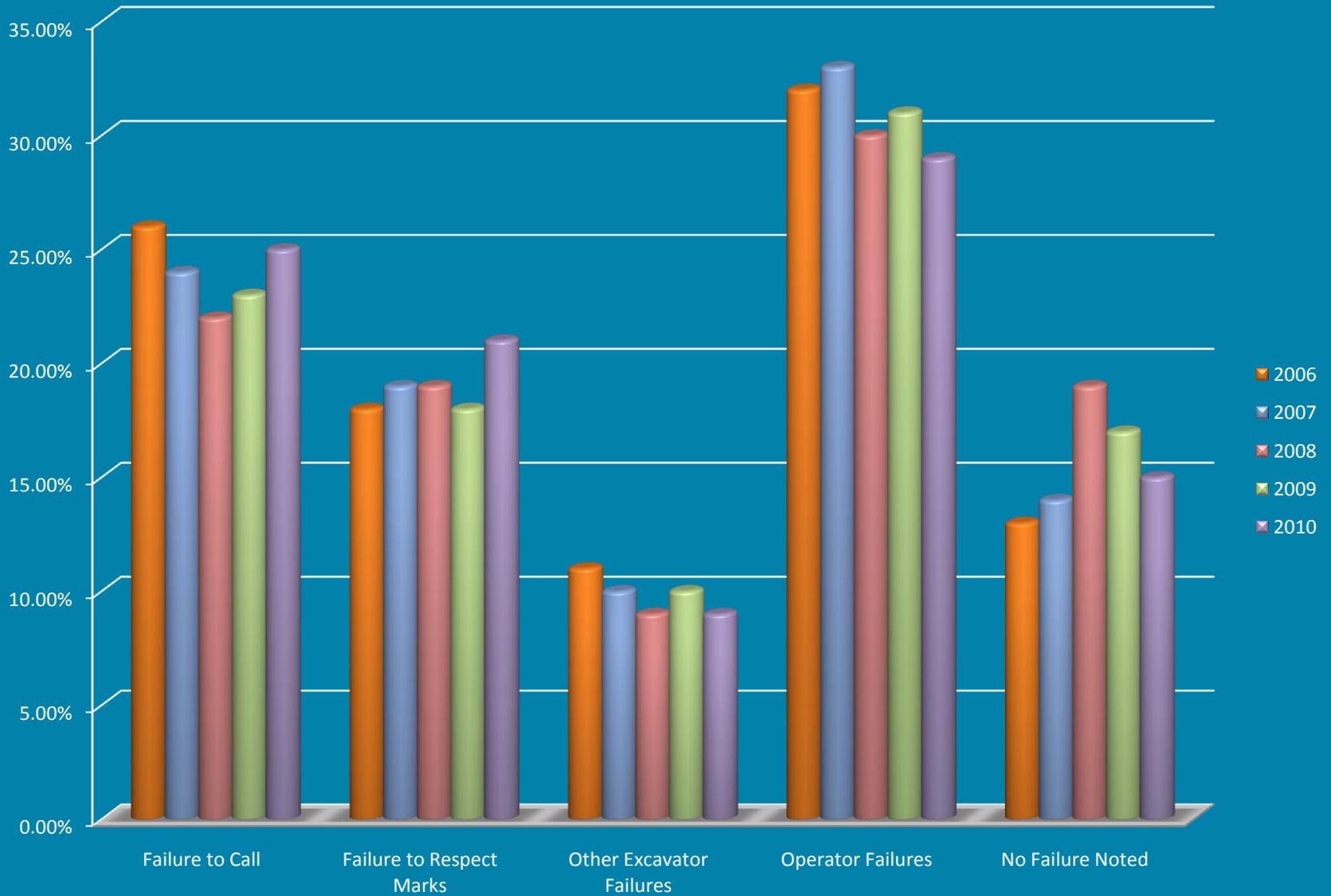
# Company A Plan

- Newspaper ads
- Bumper stickers on vehicles
- Billing inserts
- Distribute public awareness information to excavators
- Decals on meters in Virginia
- Pilot Program Phase II participation
- Approximate Budget \$35,000

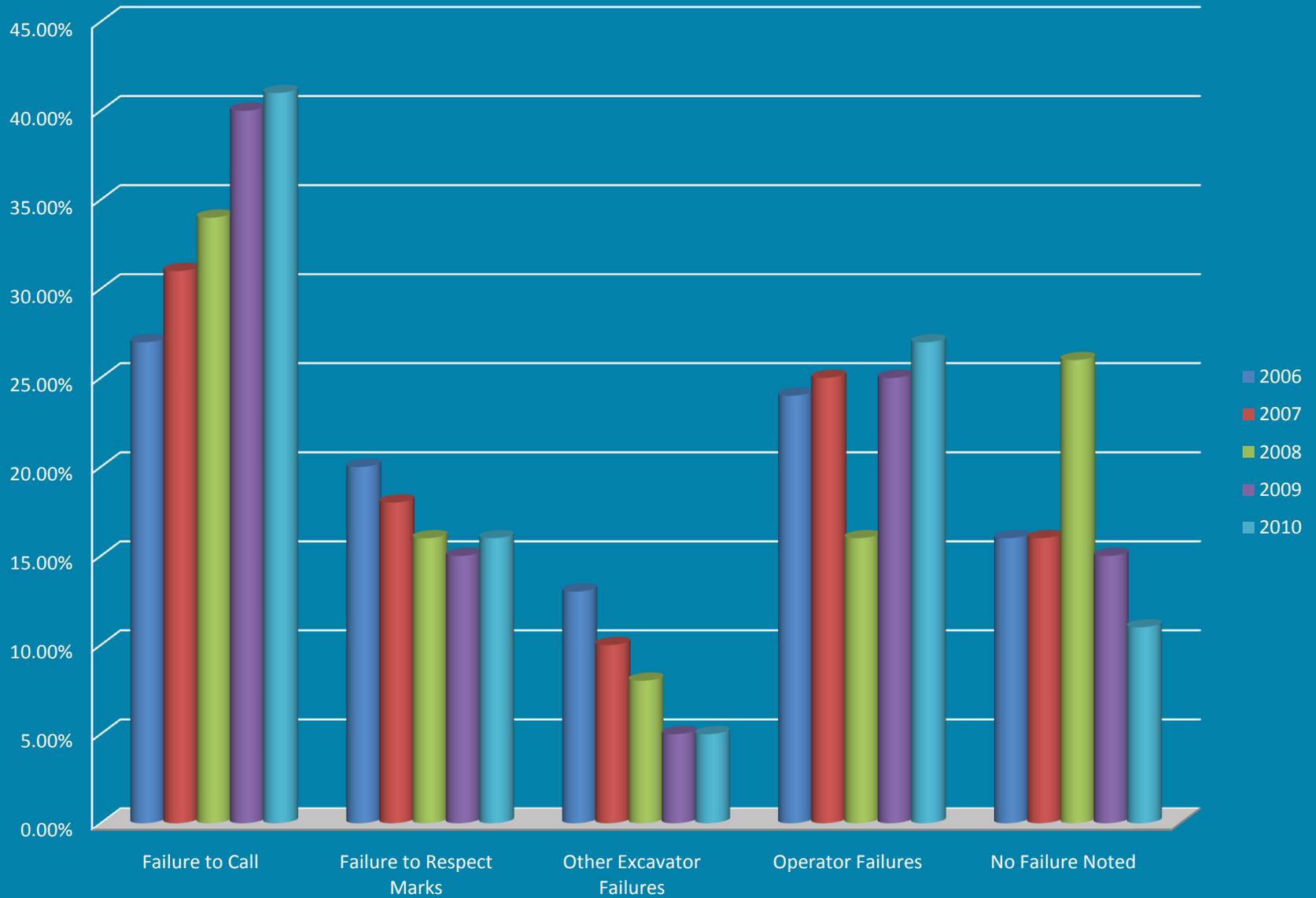
# Company B Gas Damage Per 1000 Gas Tickets



# Statewide Gas Damage Cause Distribution



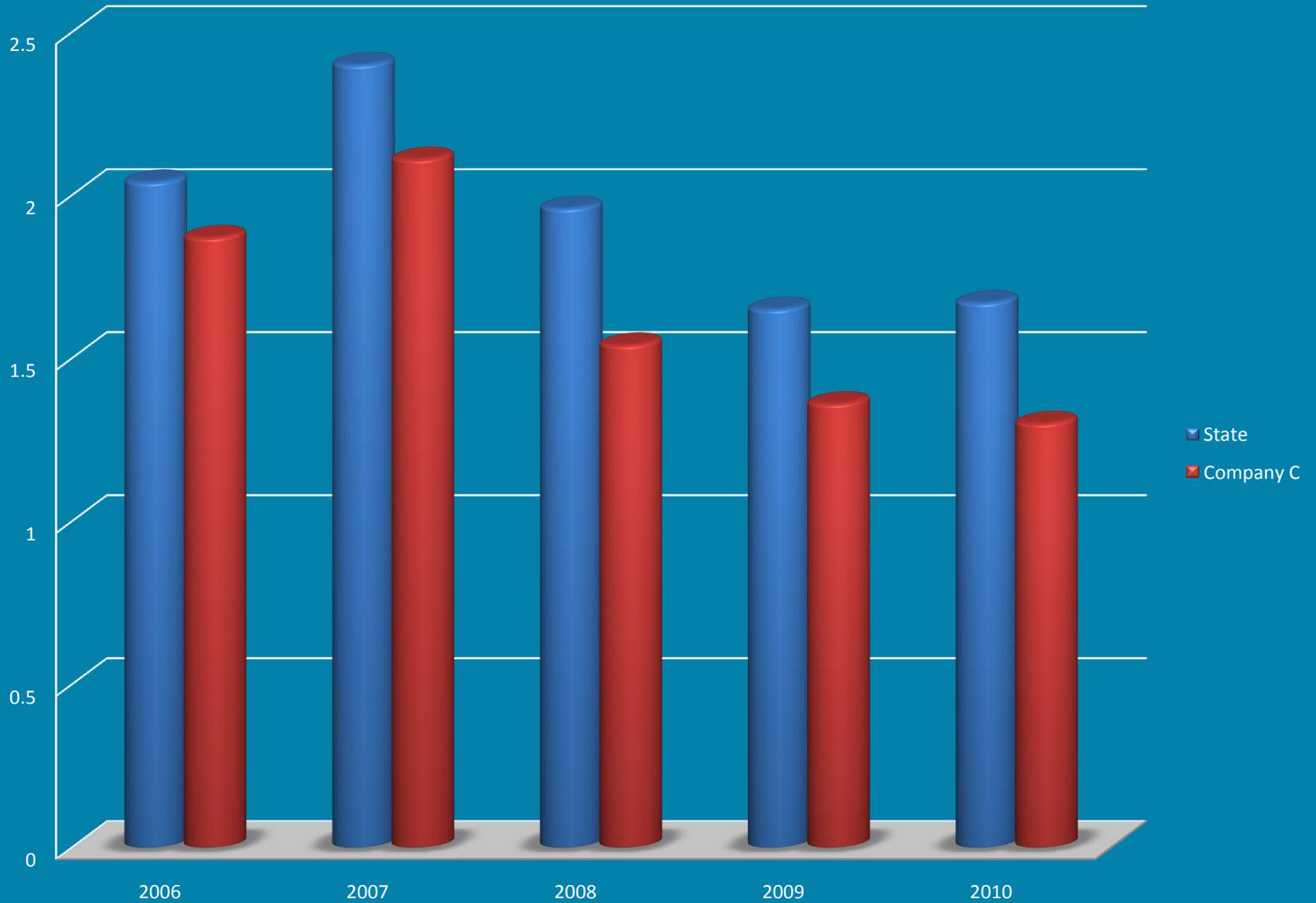
# Company B Damage Cause Distribution



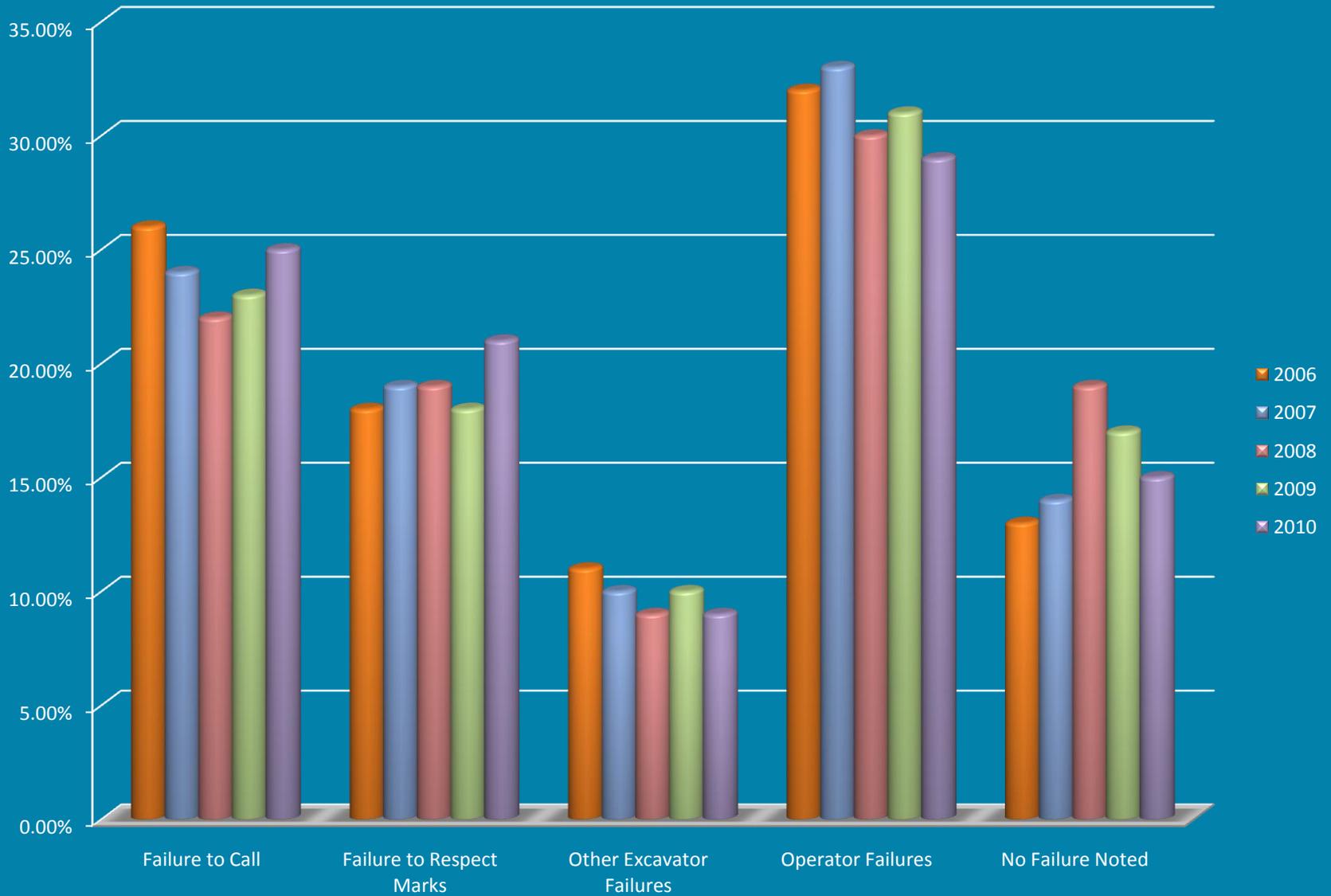
# Company B Plan

- Merchandise with C.A.R.E. logo
- Vehicle dedicated to C.A.R.E. message
- Bill stuffers
- Quarterly customer newsletter
- Billboard
- Website
- Targeted mailings
- Approximate Budget \$36,000

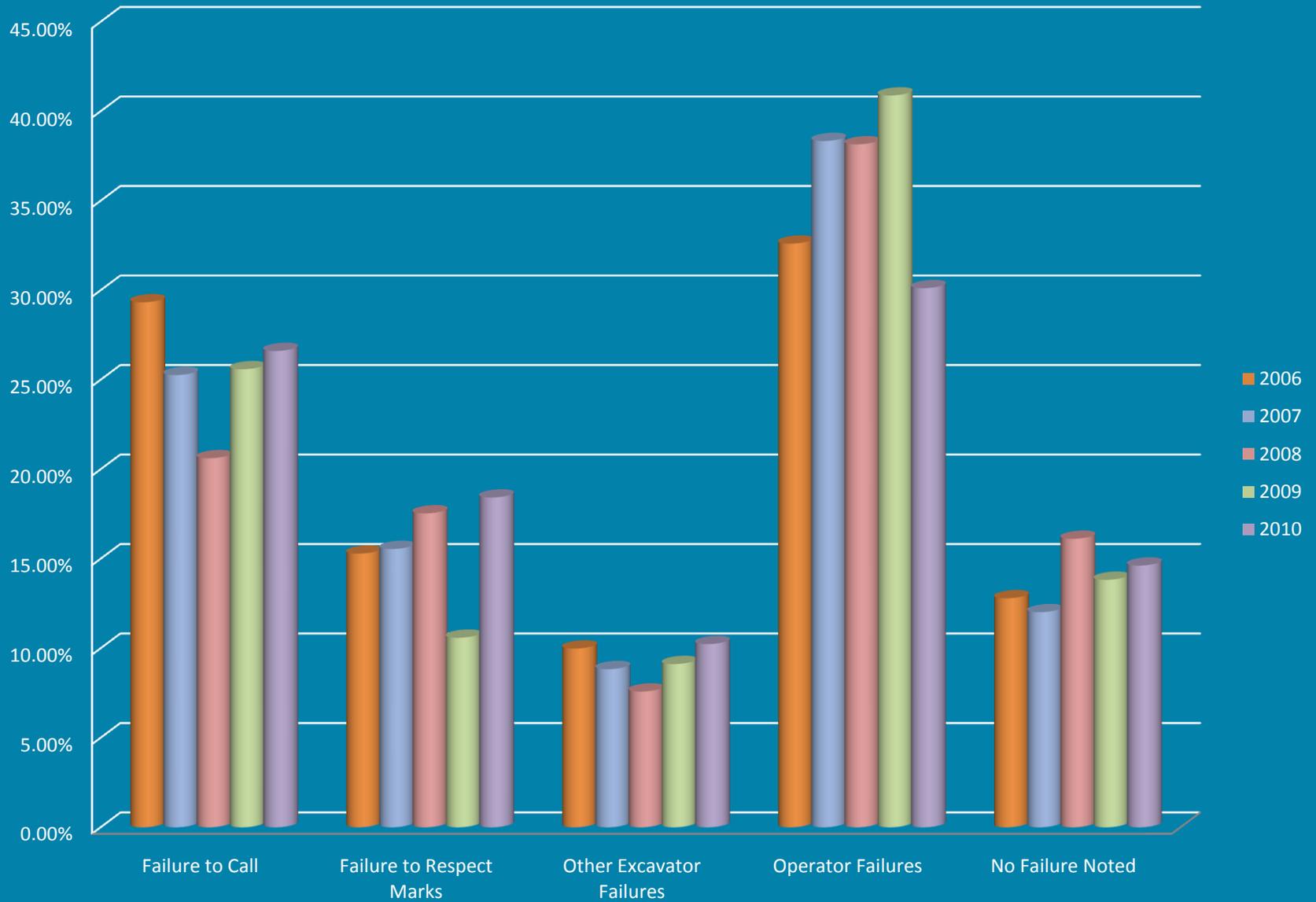
# Company C Gas Damages per 1000 Gas Tickets



# Statewide Gas Damage Cause Distribution



# Company C Damage Cause Distribution

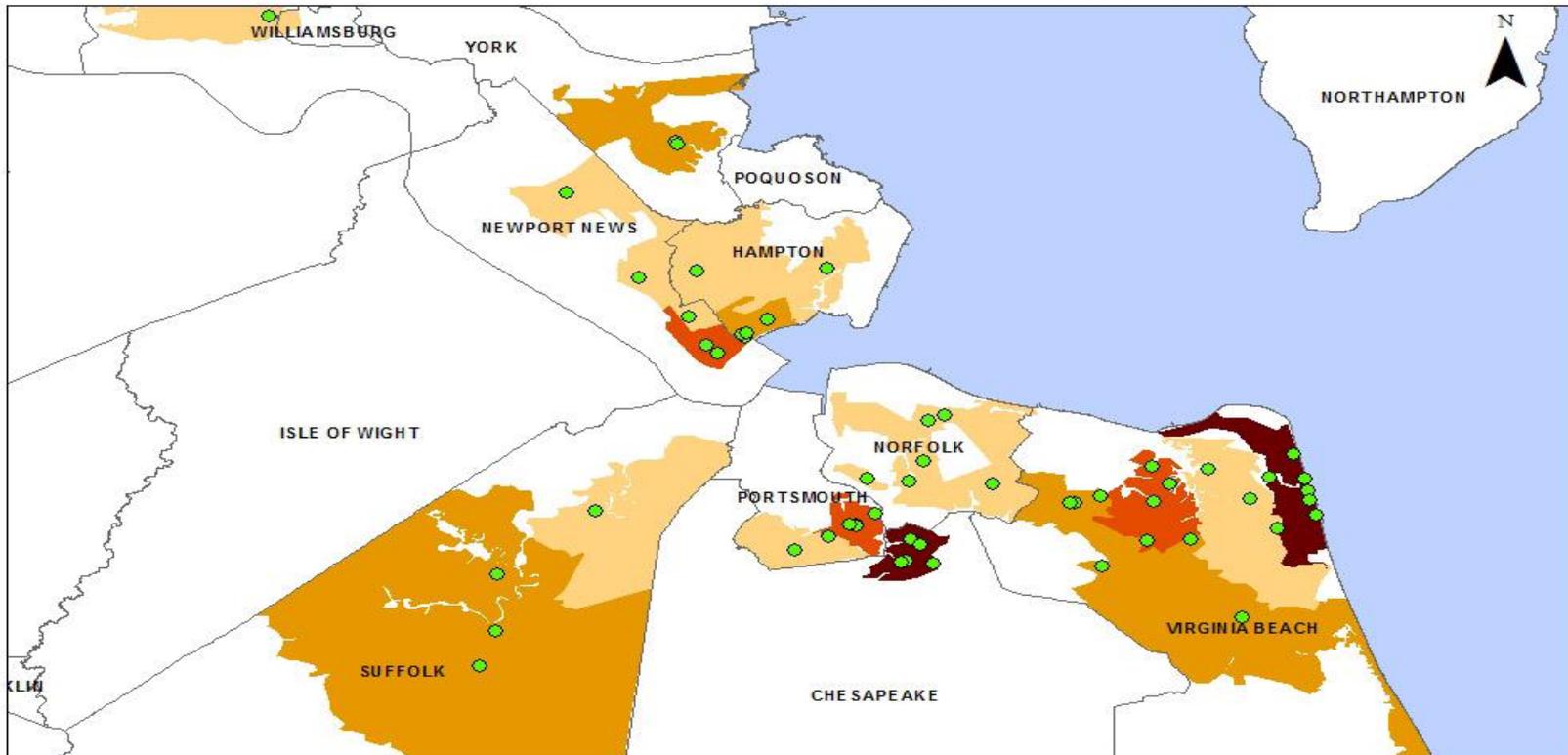


# Company C Plan

- Advertising (print, radio, movie theaters)
- Bill inserts (customer newsletter, natural gas safety brochure, Virginia customer handbook)
- Websites
- Direct mailing campaigns (excavator safety fact sheet, cross-bore safety fact sheet, 811 Call Before You Dig insert, business reply card survey, emergency officials safety fact sheet, public official safety fact sheet, letter to code, emergency and public officials)
- Fleet vehicles with 811 stickers
- Approximate Budget \$280,000

# A Closer Look

January - March 2011



**Damages by Zip**



● Damage Locations



# Now is the Time

- Analyze Data
- Determine trends
- Implement measures to address negative trends

## Stop!

