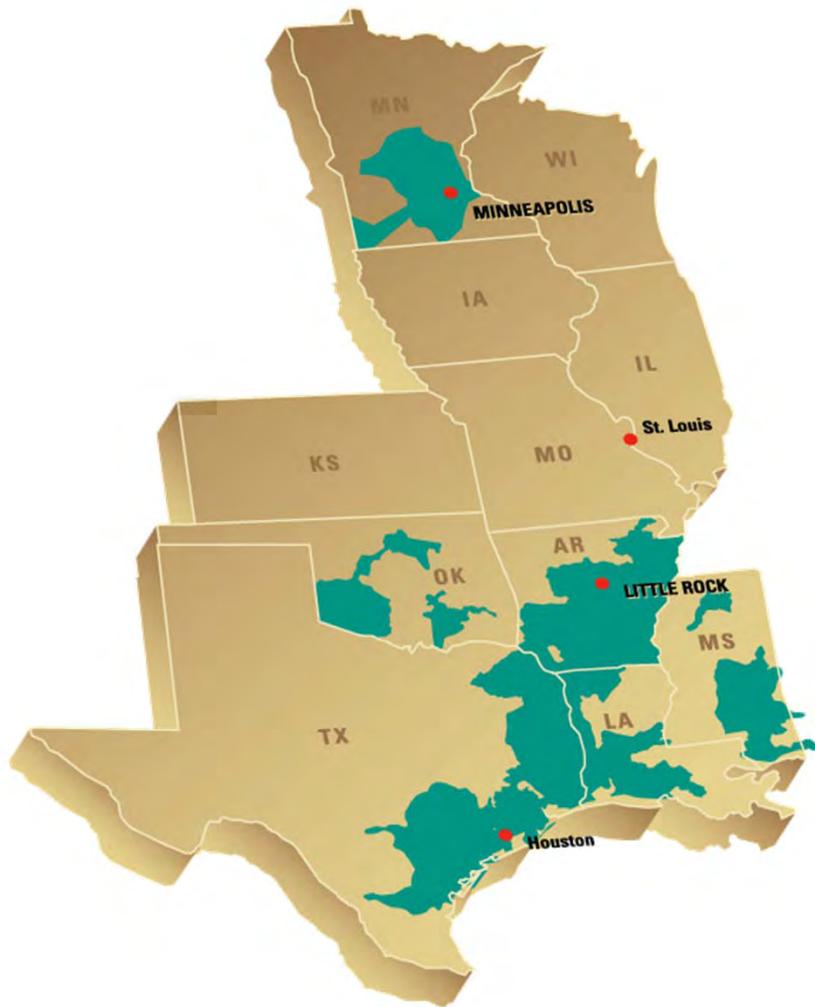


***PHMSA Public Awareness
Workshop***

***Jerry Gann – CenterPoint Energy
Manager of Operations Compliance***

June 30th 2010

CenterPoint Energy Natural Gas Distribution



CNP Distribution

- Serves approximately 3.2 million customers in 6 states

Initial Challenges

- Program Covers Six States
- Program Had to be Flexible to Leverage Different State Collaborative Efforts and Multiple Media Methods
- Initiated Plan in 2006 to Provide Measurement Data in 2010
- Affected Public Non-Customer was the Most Difficult Group to Reach and Measure

What Implementation Strategies Worked Well

- Collaborative Efforts
 - Texas Pipeline Awareness Alliance
 - Direct Mail and Other Collaborative Programs
- Measuring Effectiveness
 - Telephone Baseline and Follow Up Survey
 - Consultant Support
 - Message Mapping

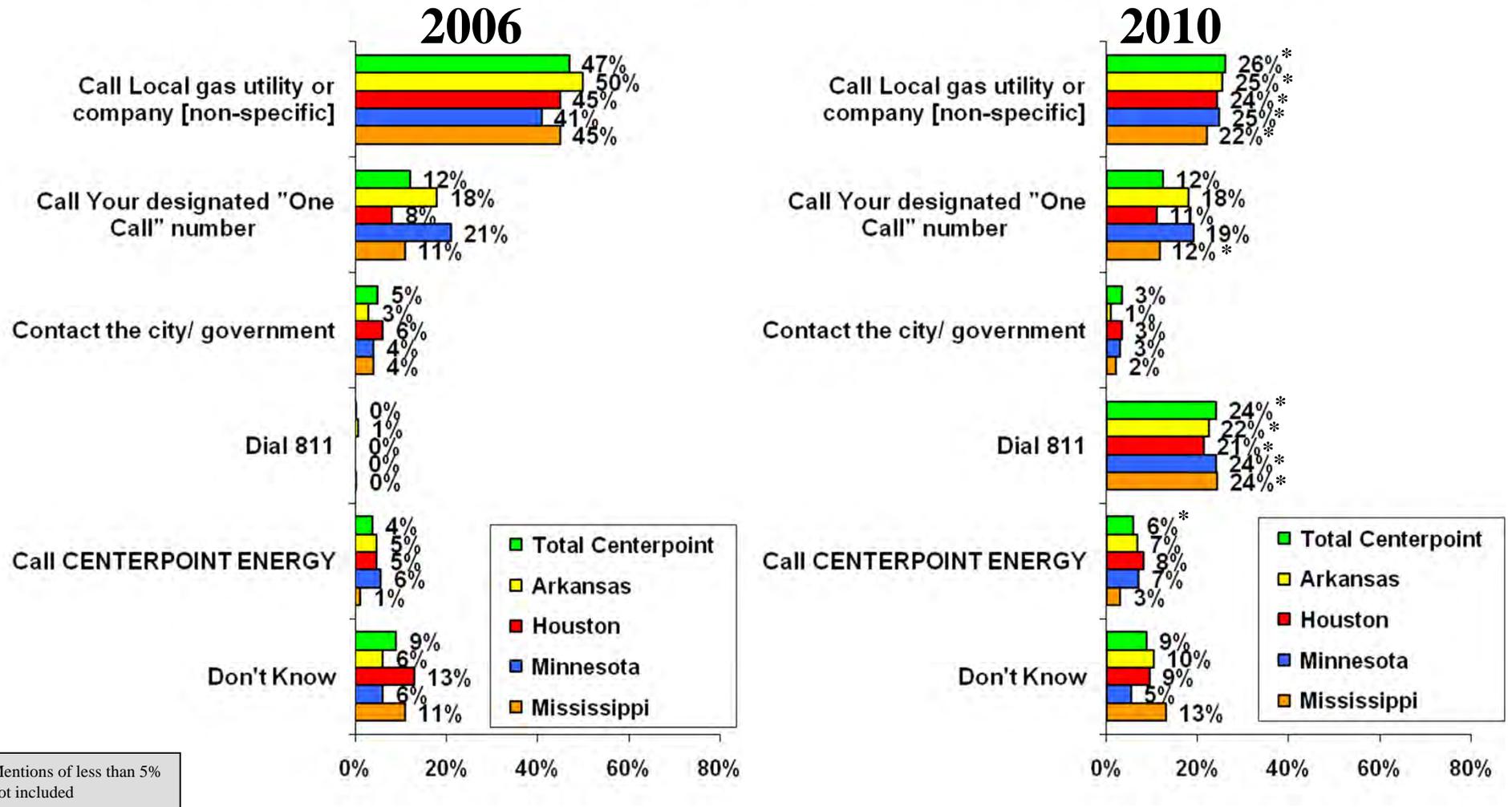
Survey Methodology

- Telephone interviewing for 2006 took place between April 27 and May 21, while 2010 fielding took place between May 3 and June 10.
- A total of 2,183 surveys were conducted within Centerpoint Energy's service regions in 2006 and 2,102 were conducted in 2010.
- On average, interviews lasted between 12 and 13 minutes, and contained both open-end and closed-end questions.

Completed Interviews per CenterPoint Energy Region

Centerpoint Energy		Regions							Total
		AR	Houston	MN	MS	OK	LA	S-TX/E-TX	
	2006	300	300	300	332	300	335	316	2,183
	2010	300	301	300	301	300	300	300	2,102

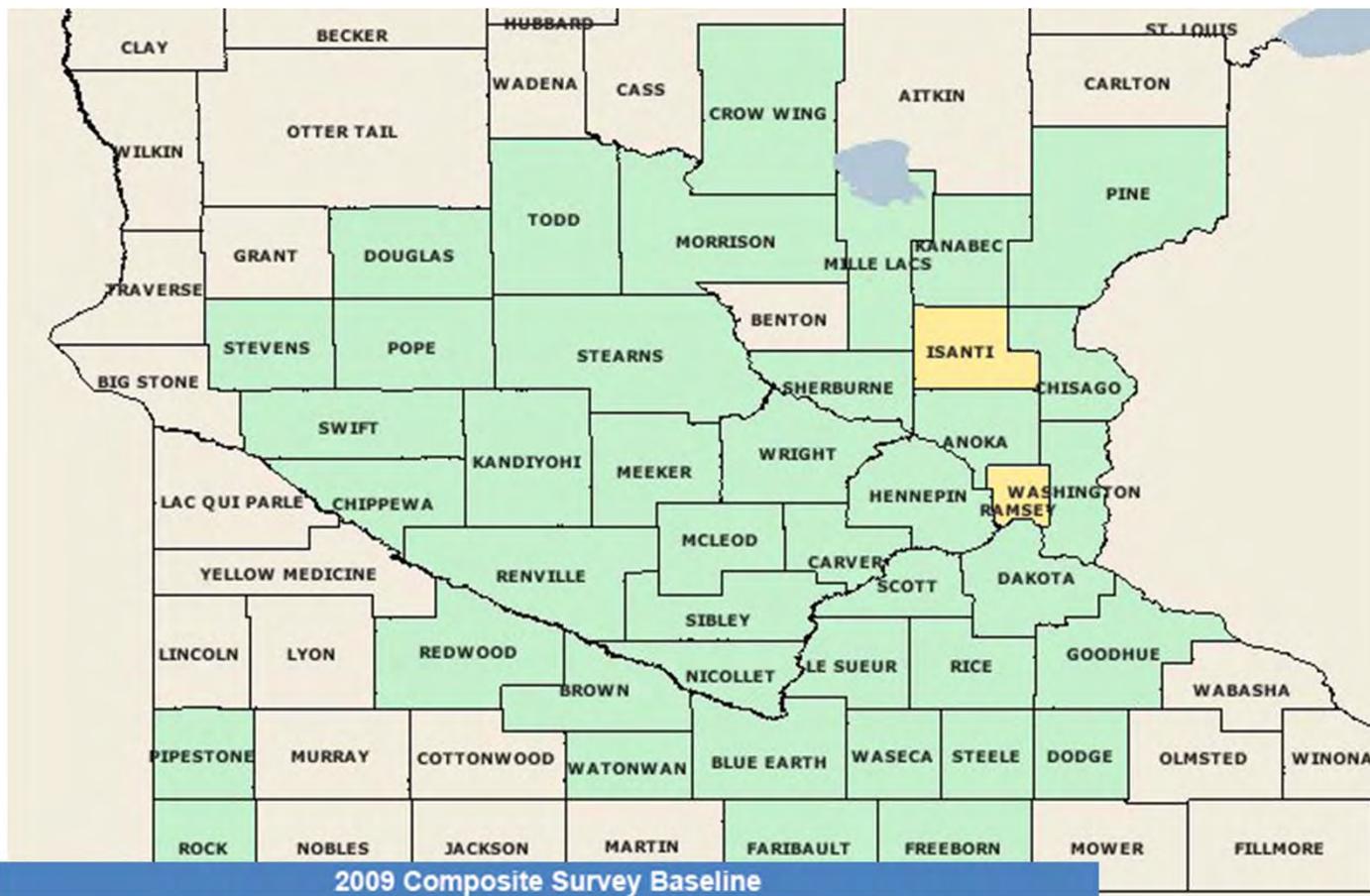
Significantly More Residents in 2010 Recall That Contacting 811 Would Be A Primary Way of Identifying Underground Utilities.



*Denotes a significant change between 2006 and 2010.

Q13. What should you do to determine where there are underground pipelines and utilities before doing any excavation or digging near where you live? [ASKED OF ALL RESPONDENTS; OPEN-END AND PROBED]

Effectiveness Measurement
Survey Baseline Analysis May 27,2010
What To Do If You Smell Natural Gas Odors
2009 Web Awareness Survey Results
Minnesota - 2010 CenterPoint - All Assets Asset Counties



Go Forward Challenges

- New RP 1162 Version Approved and Incorporated by PHMSA
 - Operators Will Have a Better Understanding of What is Required of Their PA Programs
 - Will Help Drive Collaborative Efforts
 - The Greatest Benefactor is the Stakeholder Audience

Go Forward Challenges

- Regulator's Auditing the Measuring Effectiveness of Operators PA Programs
 - Consistent and Reasonable Audits are Needed
- Vendor Turn Key Approach
 - Provide Measuring Effectiveness Reports to Assist Operators With Audits as a Value Added Service

Questions?