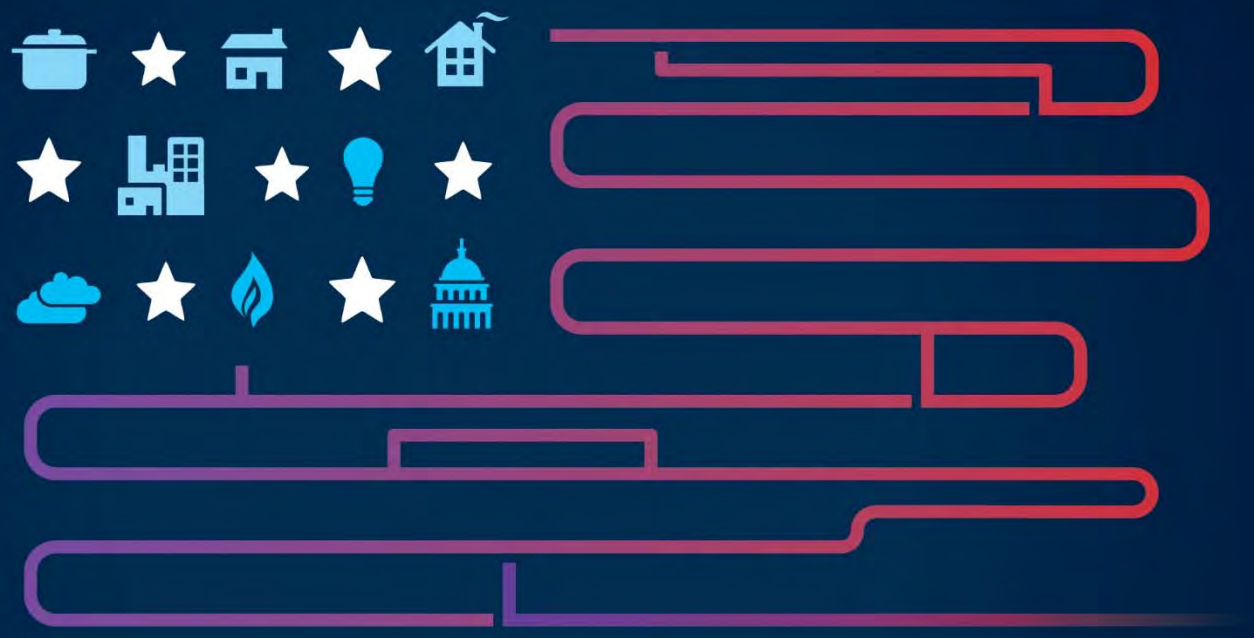
Response to PA SWOT Report



Public Awareness

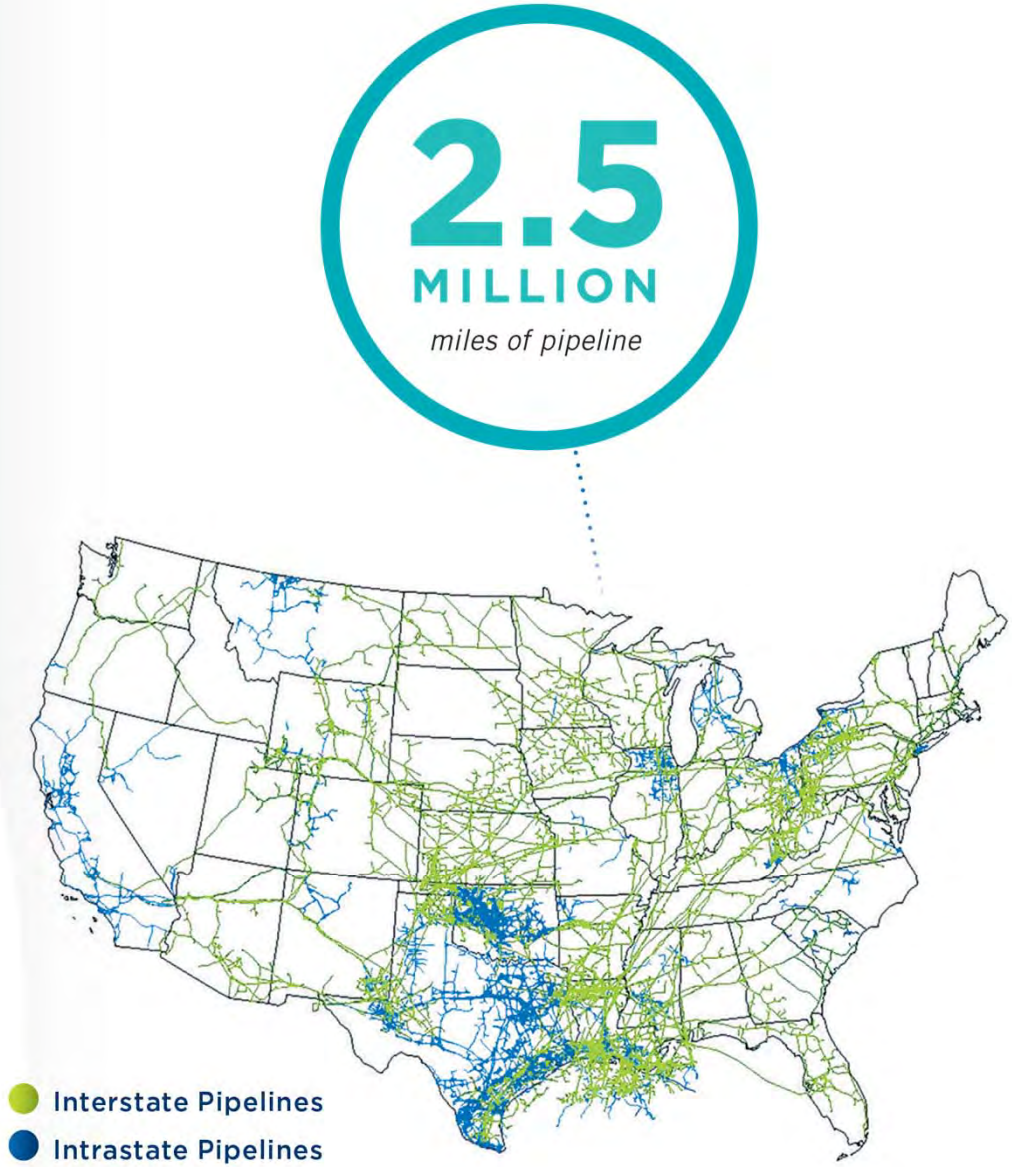
Chicago, IL – 7/13/2016

Yvonne Low – Southwest Gas

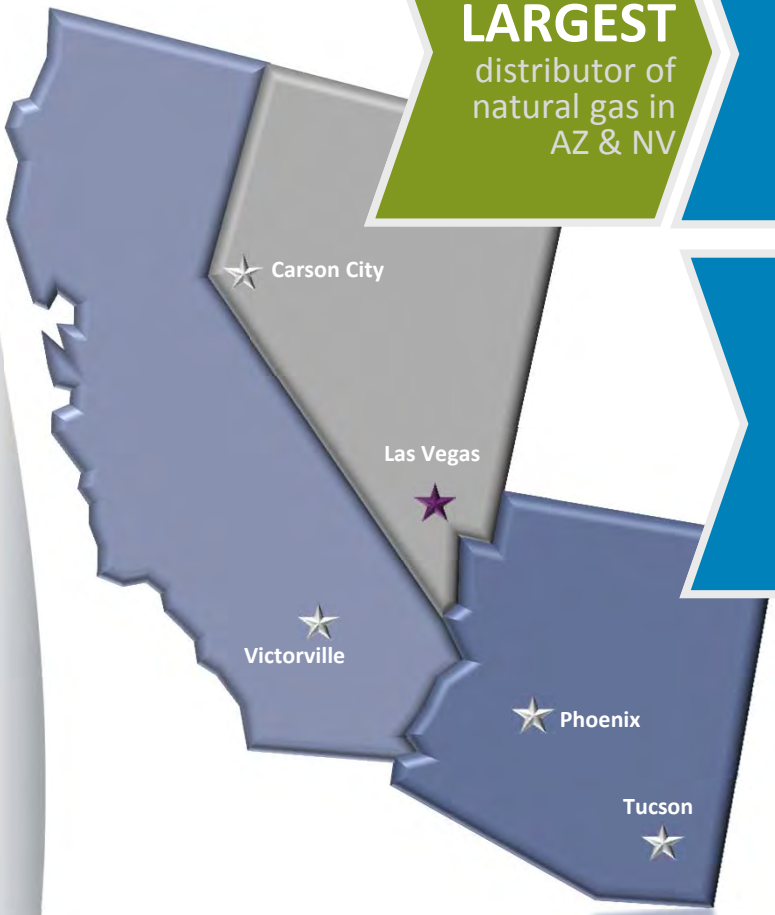
AGA American Gas Association

The Infrastructure

- **Gathering:** 20,000 Miles
  - Production to Pipeline
- **Transmission:** 300,000 Miles
  - Interstate vs. Intrastate
  - Larger diameter/pressure
  - Transport gas large distances
- **Distribution:** 2.2 Million Miles
  - Deliver gas to homes & businesses
  - Diverse Material Types
  - Various sizes and pressures



Southwest Gas



LARGEST distributor of natural gas in AZ & NV

1.9M+ customers

53,230 miles of distribution pipeline

640 miles of transmission pipeline

Paiute Pipeline 859 miles of transmission pipeline

DPAC member

AGA member

AGA Public Awareness Commitment

1. Explore ways to **educate & engage** stakeholders to increase pipeline awareness and the need to call if you smell gas.

2. **Support** public awareness **programs** targeted at damage prevention and pipeline safety awareness.

3. Use industry **training facilities** & **evaluate opportunities** to expand outreach/ education to stakeholders.

4. **Reach out** to **emergency responder** community in order to enhance emergency response capabilities.

5. **Collaborate** with stakeholders near **transmission lines** to increase awareness/ adoption of PIPA recommended best practices.

SWOT
TOP TAKEAWAYS

SWOT – Top Key Takeaways

STRENGTHS

- Industry collaboration.
- Concerted effort to engage stakeholders.
- Meet or exceed message frequency.

WEAKNESSES

- Too many messages.
- Stakeholder overload.
- Measuring behavior changes as bottom-line metric.

OPPORTUNITIES

- Using compelling messages.
- Sharing best practices and lessons learned.

THREAT

- Stakeholders unreceptive; not required to listen, understand or take action.
- Compliance-driven programs may stifle innovation and creativity.

STRENGTHS

1

Industry collaboration efforts create value in aggregate data and trending over time.

Distribution Public Awareness Council

Benchmarking

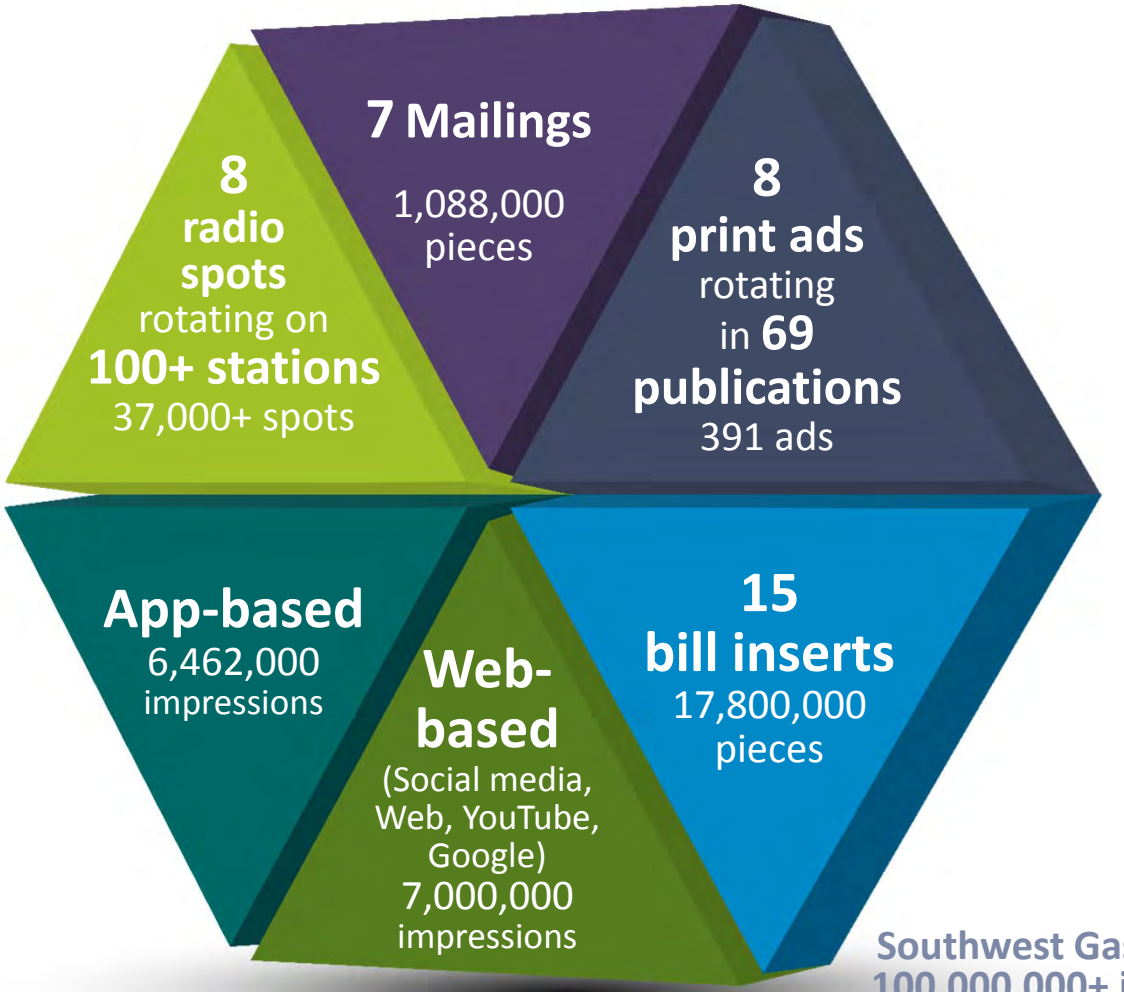
1. Industry collaboration efforts create value in aggregate data and trending over time.

2. Some public awareness programs represent concerted effort to engage key emergency response stakeholders and proactively build relationships through a variety of methods.

1. Industry collaboration efforts create value in aggregate data and trending over time.

2. Some public awareness programs represent concerted effort to engage key emergency response stakeholders and proactively build relationships through a variety of methods.

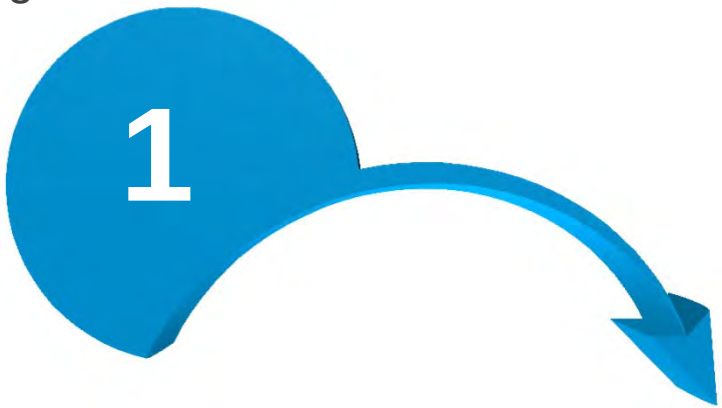
3. Generally, operators are following or exceeding the message frequency requirements.



Southwest Gas Outreach
100,000,000+ impressions

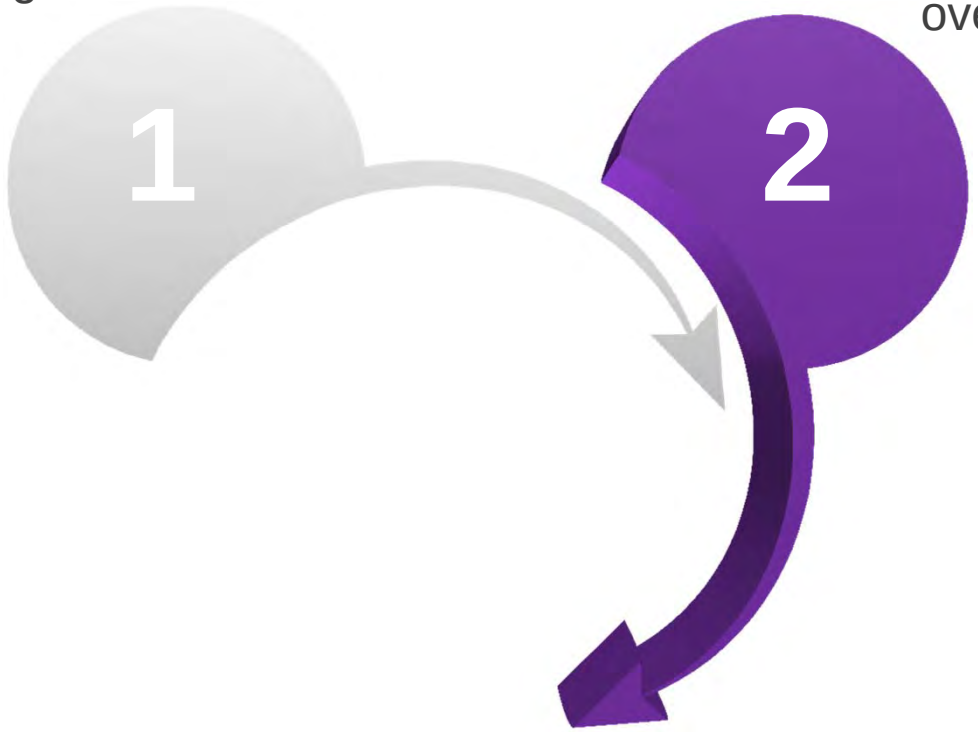
WEAKNESSES

Too many messages



Too many messages

Stakeholder overload



Natural Gas
SAFETY INFORMATION

SOUTHWEST GAS

At Southwest Gas, your safety is our priority. Working together, you can help us do what we do best...provide safe and reliable natural gas service 24/7. Our commitment to safety includes:

- Routinely patrolling, testing, repairing, and replacing our pipelines to ensure the highest level of safety and reliability;
- Meeting or exceeding all federal and state requirements and standards for safe pipeline operation and maintenance; and
- Regularly communicating and training with emergency responders to remain prepared for any natural gas emergency.

You can do your part to help keep yourself and your loved ones safe by knowing how to recognize and respond to a natural gas leak.

A leak may be present if you:

SMELL — an odor similar to rotten eggs, even if it's faint or momentary.

HEAR — a hissing or roaring coming from the ground, above-ground piping, or a natural gas appliance.

SEE — dirt or water blowing into the air, unexplained dead or dying vegetation or grass, or standing water continuously bubbling.

If you notice any of these signs:

- Leave the area immediately.
- From a safe place, call **911** and Southwest Gas at **1-877-860-6020**, day or night, whether you're our customer or not. A Southwest Gas representative will be there as soon as possible.
- Don't smoke or use matches or lighters.
- Don't turn on or off any electric switches, thermostats, or appliance controls.
- Don't start or stop an engine, or use an automated (garage) door.

REMEMBER:
Call Before You Dig. It's easy and free.

You can help prevent unsafe conditions when digging by calling 811 to get your underground utility-owned lines marked for **FREE**. Even small jobs like planting a tree require a call, so be sure to:

- Call 811 at least two working days before starting any digging project
- Wait for the site to be marked
- Respect the marks
- Dig with care
- Familiarize yourself with your state's call-before-you-dig law

811

Know what's **below.** **Call** before you dig.

Natural gas pipeline leaks can occur due to careless or unsafe excavation and may lead to evacuations, natural gas service outages, fire, property damage, injury, or loss of life. So, if you ever suspect a natural gas leak, from a safe place call 911 and Southwest Gas right away.

Southwest Gas 24-Hour Emergency Phone Number: 1-877-860-6020

For more information about natural gas pipeline safety, visit us at **swgas.com/safety,** or call **1-877-860-6020.**

Please share all of this important safety information with others.

INFORMACIÓN DE
SEGURIDAD
Sobre El Gas Natural

SOUTHWEST GAS

Para Southwest Gas, su seguridad es nuestra prioridad. Coopere con nosotros para ayudarnos hacer lo que mejor sabemos hacer: brindar un servicio de gas natural seguro y confiable las 24 horas del día, los 7 días de la semana. Nuestro compromiso con la seguridad incluye lo siguiente:

- Rutinariamente controlar, examinar, reparar y reemplazar nuestras tuberías para asegurar el más alto nivel de seguridad y confiabilidad;
- Logrando o excediendo los requisitos y normas federales y estatáles sobre la operación segura de tuberías y mantenimiento; y
- Regularmente comunicar y entrenar a las personas encargadas de responder ante emergencias para que estén preparadas para cualquier emergencia de gas natural.

Puede ayudar a que usted y sus seres queridos se mantengan seguros al saber cómo reconocer y responder ante una fuga de gas natural.

Puede haber una fuga si usted:

HUELE — un olor similar a huevos podridos, incluso si es débil o momentáneo.

ESCUCHA — un sonido como silbido o un estruendo inusual que provenga del suelo, la tubería sobre el suelo, o un aparato de gas natural.

VE — suciedad o agua volando por el aire, vegetación muerta o a punto de morir sin causa aparente, o si ve agua estancada que forma burbujas de forma continua.

Si detecta alguno de estos signos, haga lo siguiente:

- Salga del área de inmediato.
- Desde un lugar seguro, llame al **911** y a Southwest Gas al **1-877-860-6020**, de día o de noche, si eres nuestro cliente o no. Un representante de Southwest Gas estará ahí lo más pronto posible.
- No fume ni prenda cerillos o encendedores.
- No encienda ni apague ningún interruptor eléctrico, termostato, o controles de aparatos.
- No arranque ni detenga un motor, tampoco use puertas automáticas.

RECUERDE:
¡Llame al 811 antes de excavar! Es fácil y es gratis.

Usted puede ayudar a prevenir situaciones inseguras si llama al 811 para que se marquen las líneas subterráneas de su propiedad antes de una excavación de manera **GRATUITA**. Incluso por trabajos pequeños como plantar un árbol requieren una llamada, asegúrese de lo siguiente:

- Llamar al 811 al menos dos días antes de comenzar cualquier proyecto de excavación
- Espere a que el sitio sea marcada
- Respete las marcas
- Excavar con cuidado
- Estar familiarizado con la ley de preparativos para excavaciones de su estado

811

Determina lo que está **bajo tierra.** **Llama** antes de excavar.

Las fugas en las tuberías de gas natural pueden ocurrir debido a excavaciones descuidadas o inseguras, lo que puede causar evacuaciones, cortes en el servicio de gas natural, ignición, daños en la propiedad, lesiones o muerte. Por eso, si alguna vez sospecha que existe una fuga de gas, llame al 911 y a Southwest Gas al 1-877-860-6020 lo más pronto posible.

Número de teléfono de emergencia de Southwest Gas las 24 horas del día: 1-877-860-6020

Para obtener más información sobre la seguridad de tuberías de gas natural, visite **swgas.com/safety,** o llame al **1-877-860-6020.**

Por favor, comparta esta información importante sobre seguridad con otras personas.

CALL 811

Know what's below. Call before you dig.

SOUTHWEST GAS

It's Free. It's Easy. It's the Law.

One call to 811 gets underground utility-owned lines marked for free.

Whether you're a homeowner or professional excavator, every digging job requires a call -- even small projects -- so be sure to:

- Call 811 at least two days before starting any digging project
- Wait for the site to be marked
- Respect the marks
- Dig with care

Not calling can be life threatening and costly. You can harm yourself or others, disrupt natural gas service to an entire neighborhood, and potentially be responsible for injuries, repair costs, and criminal penalties.

If you ever suspect a natural gas leak, call **911** and Southwest Gas at **1-800-447-5422** immediately, whether you're our customer or not.

For more information about natural gas pipeline safety, visit us at **swgas.com/safety**.

natural gas SAFETY wherever you are

SOUTHWEST GAS

Natural gas lines can be buried anywhere. So it's important to know how to recognize and respond to a natural gas leak...no matter where you are.

A leak may be present if you:

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SEE: Dirt or water blowing into the air, unexplained dead or dying grass or vegetation, or standing water continuously bubbling.

If you suspect a leak:

- Leave the area immediately.
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- Don't smoke or use matches or lighters.
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- Don't start or stop an engine, or use automated doors.

For more information about natural gas safety, visit **swgas.com/safety** or call **1-877-860-6020**.

pipeline SAFETY AHEAD

SOUTHWEST GAS

Providing safe and reliable natural gas is what we do best.

- We routinely patrol, test, repair, and replace our pipelines to ensure the highest level of safety and reliability;
- We meet or exceed all federal and state requirements and standards for safe pipeline operation and maintenance; and
- We regularly communicate and train with emergency responders to remain prepared for any natural gas emergency.

Natural gas pipeline leaks can still occur due to natural disasters, corrosion, and careless or unsafe excavation. Natural gas leaks may lead to evacuations, service outages, ignition, property damage, injury, or loss of life.

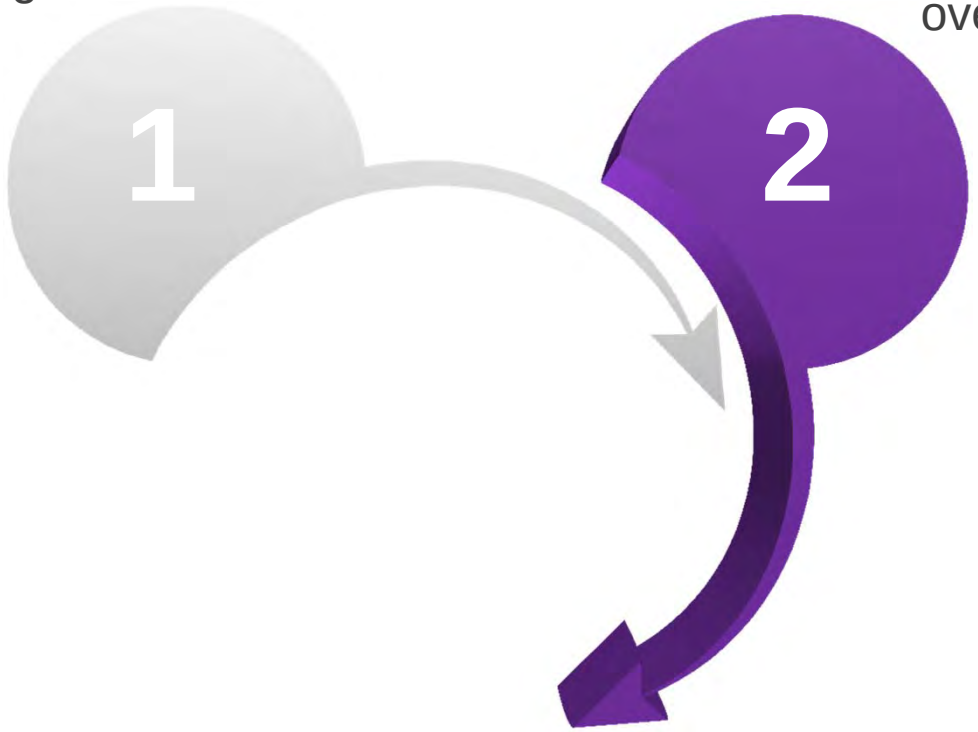
If you ever suspect a natural gas leak, whether you're our customer or not...

Call 911 and **Southwest Gas** at **1-800-447-5422** immediately

For more information about natural gas pipeline safety, visit us at **swgas.com/safety**.

Too many messages

Stakeholder overload



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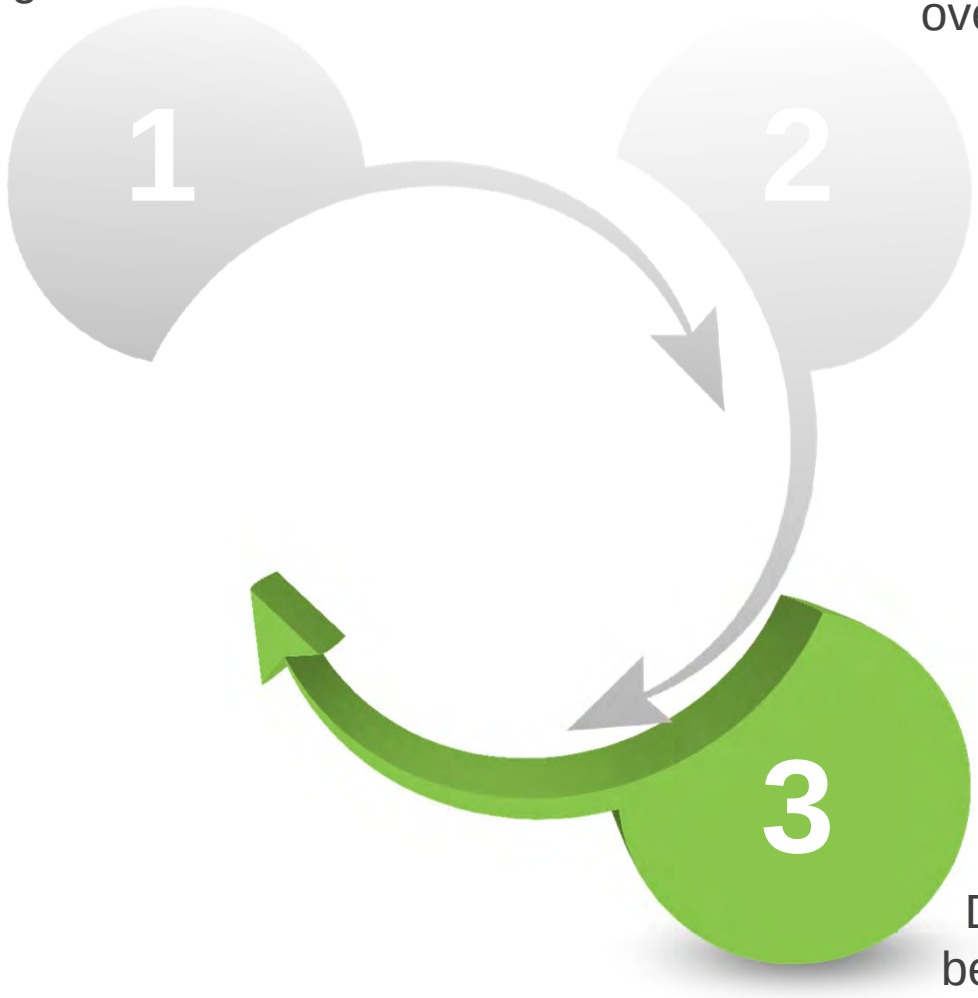
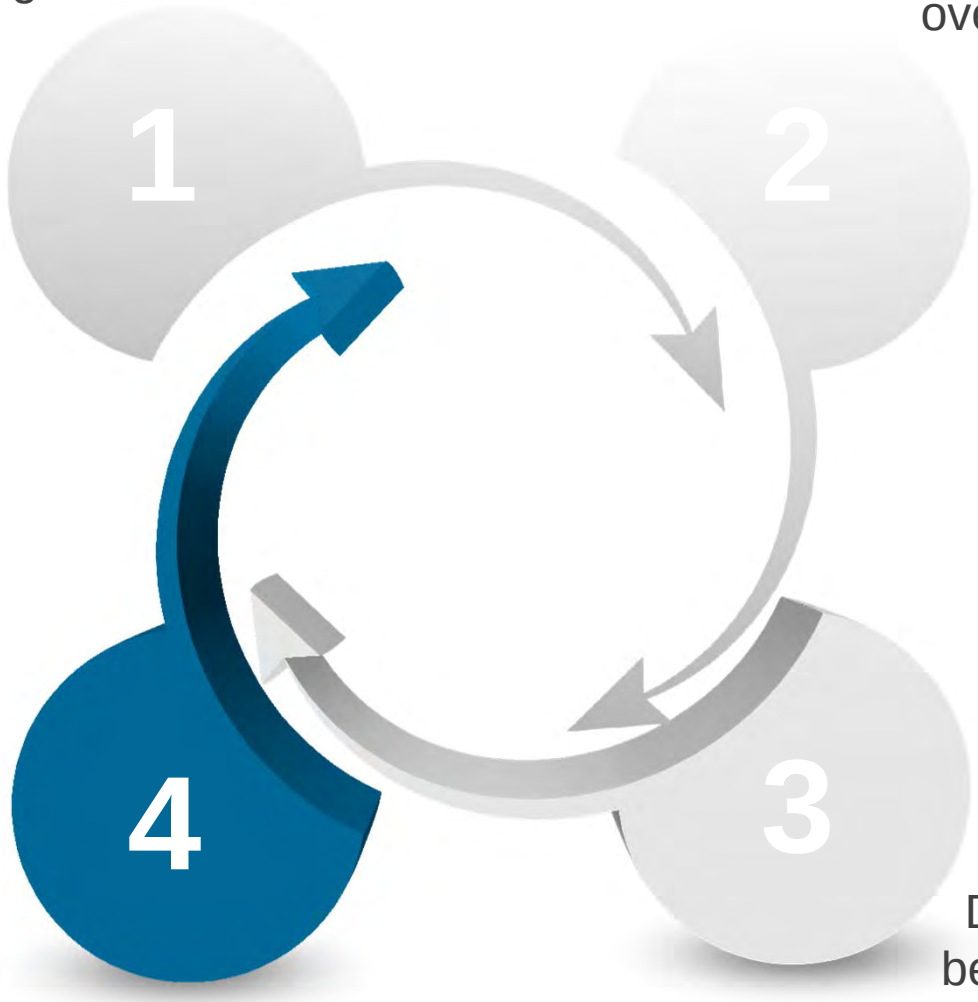


Difficulty measuring behavior changes as bottom-line metric

Too many messages

Stakeholder overload



Difficulty measuring behavior changes as bottom-line metric

Need common understanding of behavior change and how to effectively measure it

OPPORTUNITIES

Use

compelling messaging

that focuses on

generating interest

and

gaining stakeholder attention

regarding pipeline awareness and safety rather than touting the benefits of pipelines.

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1

Share

best practices

and

lessons learned

broadly.

2

AGA Public Awareness Activities

- Peer Review Topic
  - Members of AGA voluntarily participate in other members reviewing their public awareness program to explore areas for improvements.

- Public Awareness Discussions
  - Members share PA efforts with focus in multiple areas that include but is not limited to:
    - Pipeline Safety Management Systems
    - Damage Prevention
    - Safety Alert Notification System
    - Incident Command System

Share
best practices
and
lessons learned
broadly.

2

DPAC

- Consortium of natural gas utility companies
- Addresses unique challenges specific to public awareness activities for LDCs
- Conduct peer reviews and benchmarking
- Share best practices
- Develop consensus standards
- Influence industry standards managed by other organizations

Share
best practices
and
lessons learned
broadly.

2

THREATS

1

Stakeholders are likely **unreceptive** to pipeline awareness and safety messages **unless shown to impact them** directly.

2

Operators required to take action but **stakeholders not required to listen,** understand or take action.

3

Challenging to measure changes in behavior credited to specific influences, e.g., PAP vs. other impacts.

4

Compliance-driven programs may **stifle innovation and creativity**.

RECOMMENDATIONS

Customizable program	Messaging is key	Peer collaboration	Regulation	Continuous improvement
One size does not fit all Example: Transmission vs distribution	Few, focused, effective, “sticky” messages Consistent industry messages Reach the right audience with the right message at the right time using the right communications channel	Benchmarking Best practices & lessons learned National and localized	Leverage legislation and/or regulation, where we can, to demand stakeholder attention	Create Innovate Repeat

AGA's Commitment to Enhancing Safety

AGA and its members are dedicated to the continued enhancement of pipeline safety. As such, we are committed to proactively collaborating with federal and state regulators, public officials, emergency responders, excavators, consumers, safety advocates and the public to continue improving the industry's longstanding record of providing natural gas service safely, reliably and efficiently to 177 million Americans.

- February 2016