



May 15, 2015

Hon. Kathleen H. Burgess
Secretary
New York State Public Service Commission
Three Empire State Plaza
Albany, New York 12223-1350

RE: CASE 11-G-0565 – New York Gas Operators’ Collaborative Progress Report Regarding the Public Service Commission Order Requiring Implementation of Best Practices of New York State Facilities to Educate the Public and Public Officials about Gas Safety

Via Email

Dear Secretary Burgess:

As directed in the *Order Directing Implementation of Best Practices of New York State Facilities* issued April 17, 2015, the Northeast Gas Association¹ (NGA), on behalf of its New York local distribution company (LDC) members, submits the first progress report on the implementation of collaborative programs to educate the public and public officials about gas safety.

I. Collaborative Programs on Educating the Public on Recognizing and Responding to Gas Odors Coordinated by NGA

Research Consumer Behavior

- The Collaborative completed five focus groups with representative panels of the affected public in Albany, Buffalo, Corning, Long Island and Rochester. A report with findings was issued to all Collaborative participants and the New York Department of Public Service (NYS DPS) staff in January 2015.
- Con Edison conducted focus groups and surveys in NYC and Westchester in 2014. These findings were shared with the Collaborative.

Regional Media Campaign

- Focus groups findings were used to enhance TV ads. A banner was added in red directing viewers to leave the premise immediately and call 911 if they smell a gas odor.
- Campaign duration was lengthened from 3 to 6 weeks.
- Spanish language TV and radio ads were created and broadcast on Spanish language stations.

¹ NGA is a regional trade association that focuses on education and training, technology research and development, operations, planning, and increasing public awareness of natural gas in the Northeast U.S. NGA represents natural gas distribution companies, transmission companies, liquefied natural gas importers and associate member companies. Its member companies provide natural gas service to 10 million customers in 8 states (CT, MA, ME, NH, NJ, NY, RI, VT).

Public Safety and Odorant Inserts

- Focus group findings were used to redesign NGA inserts and brochures to clearly identify how to detect a leak and what to do when a leak is detected. Member companies that produce their own inserts and brochures are also using focus group results to enhance their materials.
- Engaged a creative agency to develop online foreign language translations of brochures. Brochures will direct non-English speaking recipients to a website that provides a translated version.

Regional Public Safety Videos

- Engaged a creative agency to develop a new concept for videos as part of a coordinated social media campaign or, alternatively, manage the editing of existing videos for regional use.
- Reviewed available safety videos and identified videos developed and utilized by Con Edison as potentially appropriate for use statewide with some editing.
- Con Edison has offered to share its videos for that purpose. They are available in English, Spanish, Chinese and Korean.

Social Media

- Engaged an agency to develop creative concepts for a regional social media program. Concepts are planned to be presented to New York LDCs in June 2015.

School Children Education Program

- Engaged an agency to develop creative concepts for a regional program. Concepts are planned to be presented to New York LDCs in June 2015.

Effectiveness Survey

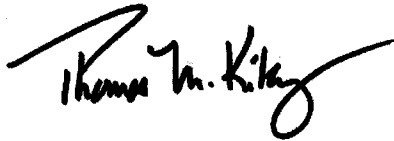
- NGA has solicited Great Blue Research to perform an effectiveness survey of the revised public education plans. The firm has performed past public awareness effectiveness surveys and conducted NGA's recent public awareness focus group exercise.

II. Collaborative Programs for the purpose of Educating Public Officials on the Risk of Third Party Damages

LDCs are partnering with New York One Call Centers to further educate public officials on the risk of third-party damages. NGA conducted meetings to provide a forum to share tools and programs available from the One Call Centers. LDCs will discuss their progress implementing best practices in their individual reports.

Thank you for the opportunity to provide this update and please let me know if you have any questions.

Respectfully submitted,

A handwritten signature in black ink that reads "Thomas M. Kiley". The signature is written in a cursive style with a large, sweeping initial 'T'.

Thomas M. Kiley
President & CEO

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