



August 14, 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 Second 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 companies (LDC) members, submits the second 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

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 played on Spanish language stations.
- The ads ran from March 30, 2015 through May 10, 2015.

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, ME, MA, NH, NJ, NY, RI, VT).

Public Safety and Odorant Inserts

- Focus group findings were used to redesign NGA inserts to clearly identify how to detect a leak, what to do, and the importance of acting quickly. The inserts are being printed in August 2015 and will be shipped to participants in September 2015. Those member companies that produce their own inserts and brochures are also using focus group results to enhance their materials.
- Online foreign language translations of inserts are being developed and will be posted on participating LDC websites, as well as NGA's website, in September 2015. Inserts will direct non-English speaking recipients to a website that provides a translated version.

Regional Public Safety Videos

- Engaged a creative agency to develop new concepts for videos as part of a coordinated social media campaign.
- Two concepts have been developed and presented to participating LDCs.
- The concepts are being tested with outreach to a survey sample of 500 New York State residents using an online survey instrument. The survey will be completed by August 31.

Social Media

- Engaged an agency to develop creative concepts for a regional social media program. Two concepts have been developed and presented to participating LDCs.
- The concepts are being tested with outreach to a survey sample of 500 New York State residents using an online survey instrument. The survey will be completed by August 31.

School Children Education Program

- Two concepts have been developed and presented to participating LDCs.
- The concepts are being tested with outreach to a survey sample of 500 New York State residents using an online survey instrument. The survey will be completed by August 31.

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 the recent public awareness focus group discussions.

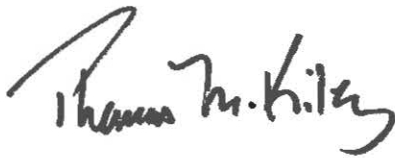
II. Collaborative Programs for the purpose of Educating Public Officials on the Risk of Third Party Damages

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.

*Northeast Gas Association Collaborative Progress Report
Case 11-G-0565
August 14, 2015
Page 3*

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'.

By: Thomas M. Kiley

President & CEO
Northeast Gas Association
75 Second Avenue, Suite 510
Needham, MA 02494

For further information please contact:

Daniel Dessanti
Director, Operations Services
Northeast Gas Association
20 Waterview Boulevard, 4th Floor
Parsippany, NJ 07054
973 265 1900 ext. 216
ddessanti@northeastgas.org