December 23, 2015

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


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 this 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 premises 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 aired on Spanish language stations.
- The ads ran from March 30, 2015 through May 10, 2015. The TV ads can be viewed online by using the following link: https://www.youtube.com/playlist?list=PLZPL3vI47JnGPFO3Oe6CVOAi7TZAD5z0 (Radio ads utilize the same audio as the TV ads).

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).
New TV and radio ads are being developed for 2016 to complement the new safety video, social media and school children educational outreach program described later in this report and further discussed in detail in appendix B.

Public Safety and Odorant Inserts

- Focus group findings were used to redesign NGA’s natural gas safety bill inserts to address detection of a leak, what to do, and the importance of acting quickly. The inserts were printed in August 2015 and shipped to participants in September 2015. Those member companies that produce their own inserts and brochures also used focus group results to enhance their materials.
- Online foreign language translations of inserts were developed and have been posted on participating LDC websites, as well as NGA’s website. Inserts direct non-English speaking recipients to a website that provides a translated version. The translations can be found online at the following link: http://www.northeastgas.org/public_awareness_languages.php
- Public safety and odorant insert designs will be edited for 2016 to complement the new safety video, social media and school children educational outreach program described later in this report and further discussed in detail in appendix B.

Public Safety Videos, Social Media and School Children Education Program

- The Ideas Agency, a creative design firm with experience in the natural gas distribution industry, was engaged to develop new concepts for videos, social media and school children education program as part of a coordinated campaign.
- Two concepts were tested with 500 New York State residents using an online survey instrument. The survey was completed in September by Great Blue Research and presented to participating NY LDCs. The results from this survey are included in this report as appendix A.
- The results show a strong preference for the concept “Being Nosey will Keep You Safe”.
- A detailed cost proposal to utilize the above concept to design and produce safety videos, school children education programs, bill inserts, social media, print and mass media campaigns has been completed and provided to participating NY LDCs for consideration.
- The Ideas Agency has been authorized to proceed with the design and production of the above programs by NGA on behalf of its participating members. The design and production components will be completed by March 31, 2016.
- Additional information about these programs can be found in appendix B.

Effectiveness Survey

- NGA has arranged for 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 groups.

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

LDCs have partnered 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.

The following are collaborative initiatives that have been implemented:

- Participants are using existing New York one-call center damage prevention safety videos and target them to public officials and government agency personnel, highlighting the consequences of ignoring their duty to take proper precautions and identifying their responsibilities. These videos cover the following topics and can be found on the following website: http://www.digsafelynewyork.com/safety-training/safety-videos. The videos cover the following topics:
  - Complete Safety Overview
  - Why Call 811?
  - Preparing for the Call
  - Making the Call
  - Waiting for the Appropriate Time
  - Confirming the Responses
  - Verifying and Documenting the Marks
  - Understanding and Maintaining the Marks
  - Respecting the Marks
  - Potholing and Other Safe Digging Techniques
  - Emergency Procedures

- Participants are utilizing regional face-to-face and online training/education materials for public officials, developed in partnership with New York one call centers, that provide comprehensive damage prevention outreach to municipalities, including:
  - Submitting locate requests
  - Maintaining tolerance zones
  - Proper hand-digging techniques
  - Proper use of air lances and other technologies to eliminate damages to gas pipes
Thank you for the opportunity to provide this report and please let me know if you have any questions.

Respectfully submitted,

By: Thomas M. Kiley
President & CEO
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Aggregate Data *(Provided Separately)*
Evidence-based research across diverse industries

Our experience in instrument design affords our clients actionable analytics to help them identify, address, and improve offerings to, and the way they communicate with, their key constituents.

With more than 35 years of experience in diverse markets, our consultative approach ensures our data can be the basis to make important business decisions.

Cross-functional engagement teams ensure a complete view of the issues and solutions.
Expertise in a diverse set of research methodologies

Having conducted millions of surveys and thousands of focus groups over the past 30+ years, our experience in instrument design, data collection and the presentation of those findings in manageable, actionable ways allows us to serve our clients across the spectrum of research studies.
Solutions that focus on strategic and operational needs of clients

Whether direct to clients or through their agencies, we apply our core research methodologies, often applying a mixed methodology to ensure a study that captures both quantitative and qualitative information, to ensure our solutions exceed client expectations.
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Project Overview

- GreatBlue was commissioned by the Northeast Gas Association (hereinafter “NGA”) to conduct comprehensive research among New York residents to gain a deeper understanding into their media consumption tendencies, perceptions of, and preference for specific pipeline safety messaging concepts.

- The primary goal of this research study was to assess the quality of NGA’s new pipeline safety messaging test concepts, identify areas for improvement, and identify the most effective logo and slogan to increase pipeline safety awareness among the affected public.

- In order to service this research goal, GreatBlue conducted online interviews among residents living throughout NGA’s New York service territory.

- The outcome of this research will enable NGA to a) more clearly understand aspects of messaging that positively and adversely affect pipeline safety recall, b) act on near term opportunities for improvement and, c) create a strategic roadmap to increase pipeline safety awareness through strategic messaging.
The NGA Concept Testing Study leveraged a quantitative research methodology to address the following areas of investigation:

- Preferences for seeking information
- Effectiveness of various media platforms
- Effectiveness of various advertising concepts in conveying natural gas safety
- Ease of retaining information in various advertising concepts
- Likelihood of taking action as a result of various advertising concepts
- Demographic profiles of respondents
## Research Methodology Snapshot

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</table>

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel in addition to computer-aided interviewing platform ensure the integrity of the data is accurate.
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Aggregate Data *(Provided Separately)*
**Key Study Findings**

- The most effective media that respondents believed the public is exposed to are “TV advertising” (60.0%), “exposure to websites and social media sites” (55.4%) and “online and email advertising” (51.6%). However, respondents would largely seek information about pipeline safety using the internet (54.2%).

- Concept A (Being Nosey) was preferred by most respondents (69.0%) compared to Concept B (Family Safety/Gastro). Concept A was viewed as “simple/direct/easy to understand” and “more memorable/catchy.” Those who favored Concept B liked “Gastro’s character better” and believed it would “appeal more to kids.”

- In reviewing Concept A specifically, the tag line “Being Nosey Can Keep You Safe” was the most attention-grabbing aspect. Respondents were drawn to the big nose and felt that the message was “to the point, easy to remember, and catchy.”

- 79.6% of respondents felt the “Being Nosey” concept portrayed a strong connection to pipeline safety and 77.8% of respondents would “take action as a result of the information in the message. There was also a strong sense that this message would not only appeal to children and teens (37.8%), but residents of all ages (25.2%).
Key Study Findings, continued

- Concept B (Family Safety/Gastro) was not as well received by respondents and there was not one particular aspect that stood out among the entire message. Fairly equal attention was paid to “I think about my family’s safety every day” (26.4%) and “Smell Gas? Leave premises and call 911 immediately!” (26.2%). Respondents felt the “family safety” tag line was relatable, while the “smell gas” message was informative and urgent.

- 76.4% of respondents believed the “family safety” message connected well with natural gas safety, whereas “Gastro” noted a strong connection of 71.2% of respondents. Fewer respondents reported this concept’s messaging would cause them to take action (63.2%).

- While 76.6% of respondents felt that Concept B would be effective at “connecting with children,” a small segment felt this concept would be appropriate for all ages (18.8%).
When presented with various types of media, respondents reported that “TV advertising” (60.0%), “exposure to websites and social media sites” (55.4%), and “online and email advertising” (51.6%) were the most effective platforms to expose them to messaging. While the remaining media plateaued in comparable effectiveness, “billboards” were widely seen as the least effective by respondents.
Even though TV advertising was seen as the most effective media for exposing a mass audience to messaging, fewer reported they actively seek information via TV ads. Most respondents rely heavily on websites and general internet searches to find information on natural gas safety or natural gas in general.
After being presented with two differing pipeline safety concepts, respondents largely preferred Concept A “Being Nosey Can Keep You Safe” (69.0%) over Concept B “Everyday Natural Gas Safety/Gastro” (31.0%). Those who preferred Concept A cited simplicity and the ability to remember the message, whereas the respondents who preferred Concept B felt that the inclusion of a character such as Gastro was more appealing, especially for children.
**Concept A and B with Child Audiences**

It is important to note that while the “Being Nosey” concept was more preferred by those respondents whom evaluated the messaging concepts with their child(ren), there was not a huge drop off in preference among respondents without children. This implies the concept offers wide appeal in its ability to convey pipeline safety information.

*Number of respondents whom reported their child(ren) assisted them with the concept evaluation portion of the survey*
Evaluating Concept A: Nosey

The most commonly reported aspect of Concept A that appealed to respondents was the tag line “Being Nosey Can Keep You Safe.” The nose itself drew the most attention and provided a memorable slogan. Very importantly, the “Smell Gas” slogan also caught attention and conveyed a sense of urgency to respondents.
Nosey easily + effectively conveys gas safety

The majority of respondents believed the “Being Nosey” concept presented information in a way that was easy to remember and was effective at conveying natural gas safety. It should be noted that while “smell” is consistently cited as the top method of gas detection, less respondents reported the “Being Nosey” concepts connected with natural gas safety.

- 92.8% find it easy to retain the important information.
- 91.6% concept is effective at conveying natural gas safety.
- 79.6% strongly connect “Being Nosey” with natural gas safety.
Respondents provided consistently high ratings for the characteristics that measured the message’s effectiveness. While the ability to “increase pipeline safety awareness” was slightly lower than the remaining characteristics, 77.8% of respondents reported the information would trigger them to take some action. In addition, it is important to note, children and teens were widely considered the target audience, but a large segment also believed that this message would appeal to “all ages” (25.2%).

77.8% would take action as a result of the information in the message.

37.8% “Children/teen s” are intended audience
25.2% “Anyone/all ages” are intended audience
Respondents reported similar attraction to both “I think about my family’s safety every day” (26.4%) and “Smell Gas? Leave Premises and call 911 immediately!” (26.2%). Rational for this attraction varied as the “family safety” message embraced a mentality respondents could relate to, while the “smell gas” message was more informative and relayed urgency.
Respondents largely felt Concept B presented information that was easy to retain and was effective at conveying natural gas. While both were slightly lower, “Family Safety” created a stronger connection to natural gas safety than “Gastro” logo.

**Family safety yields strong connection**

91.2% find it easy to retain the important information

88.2% concept is effective at conveying natural gas safety

76.4% strongly connect “Family Safety” with natural gas safety

71.2% strongly connect “Gastro” with natural gas safety

I think about my family’s safety every day.

SMELL GAS? Leave the premises and call 911 immediately!
Similar to the “Nosey” message, the “Family Safety/Gastro” experienced the lowest rating in its ability to “increase pipeline safety awareness” (67.8%). A similar percentage also reported the message would cause them to take some sort of action (63.2%). This message would reportedly be well received by children and teens, however despite being centered on family safety may not resonate as well with larger, comprehensive audiences.
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- **Cultivate a sense of urgency.** Previously collected data suggests the affected public - generally - has a strong understanding of key detection methods and desired behaviors to respond to a potential natural gas leak. Future safety messaging campaigns should continue to cultivate the urgency of performing these behaviors. Importantly, both concepts tested in this study were cited as elevating this urgency.

- **“Being Nosey” high favorability warrants launch.** Respondents were overwhelmingly in favor of the “Being Nosey…” messaging concept. This was consistent among respondents with children - an important constituency to the design of the concept - and those without children. Further data suggests that the concept provides vital elements to a successful pipeline safety campaign (mainly an easier to remember message that conveys urgency).
  - While strengths were recorded in the “Everyday Safety/Gastro” concept, data suggests “Being Nosey” will be the more successful pipeline safety message to raising overall awareness among the affected public.

- **Digital essential to communication strategies.** While TV remained a key element to receiving information and being introduced to the key themes of topics such as pipeline safety, proactively seeking follow-up information such as gas safety tips or emergency numbers is moving to the digital medium. Including calls-to-action that provide avenues for recipients to shift from traditional media to new media will be an important tertiary objective to a successful pipeline safety messaging campaign.
Considerations, continued

**Match medium to message.** Both concepts, but importantly the “Being Nosey…” concept, resonated well with the intended child audience. Moving forward, it is important to design the adequate vehicles or media for getting the content contained in front of a child audience. This may include both schools and community events, but it is also important to understand children are becoming more digitally literate and can also benefit from tailored digital communications.

**Continually evaluate.** Regional data may further confirm the potential success of the “Being Nosey…” pipeline safety concept. Further more, a post-launch study may serve as an important benchmarking tool to measure the success rate of the “Being Nosey…” concept as it is disseminated and saturates the regional media.
Summary of Preferred Concept

- 69.0% preferred “Being Nosey Can Keep You Safe” Concept.
- 81.2% of those respondents strongly preferred “Being Nosey Can Keep You Safe.”
- Preference consistent among respondents with children and without children.
- Tag line “Being Nosey Can Keep You Safe” was the most attention-grabbing aspect (39.0% noticed that first).
- Concept was viewed as “simple/direct/easy to understand” and “more memorable/catchy.”
- Respondents were also drawn to the anthropomorphic nose logo and felt the message included in the Concept was “to the point, easy to remember, and catchy.”
- 79.6% reported the Concept portrayed a strong connection to pipeline safety.
- 77.8% would “take action” as a result of the information in the message.
- Strong sense that Concept would appeal to children and teens (37.8%) as well as residents of all ages (25.2%).
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Natural Gas Safety Campaign

Appendix B
WHY IS NATURAL GAS SAFETY EDUCATION MORE IMPORTANT THAN EVER?

Natural gas is a safe and clean fuel used by millions of Americans every day. But, lack of safety information can result in incidents:

- Numerous natural gas incidents have occurred in recent years due to an inability of the public to identify hazards and leaks, as well as failure of the public to promptly report / take action
- Some of these incidents have resulted in property damage and injuries

Through a comprehensive safety campaign, we can help the public:

- Learn how to spot natural gas hazards and leaks
- Quickly respond and take action to keep their families and communities safe
WHY CREATE A NEW, UNIFIED CAMPAIGN?

**Consistent reinforcement will better educate the public**
- Studies show that awareness and messaging retention are directly related to frequency of information being presented
- Utilizing the same messaging and campaign between members will help increase exposure and ensure consistency

**Share the cost of a comprehensive, engaging and memorable new campaign**
- The creative investment will be supported by multiple NGA members, benefiting everyone and freeing up more funds for placement
OBJECTIVE FOR NATURAL GAS SAFETY CAMPAIGN

Better educate the public about natural gas safety
- Understand how to identify natural gas hazards and leaks
- Create a sense of urgency
- Make call to action extremely clear

Leverage industry best practices and NGA Collaborative Focus Group Study findings
- Graphics and copywriting should convey importance of information
- Selection of colors that convey critical nature
- Engage in social media to reach a wider audience
- Help resonate with a broad range of demographics, from small children to adults

Fresh new look with compelling tonality and messaging
- Smart and engaging, the campaign should be memorable and help to incite action
CREATIVE APPROACH

Safety first
• Every element of this campaign will let the public know what to do when they smell natural gas *(Smell gas? Leave the premises and call 911 immediately)*

Cohesive strategy with impactful tactics that help educate the public
• Mix traditional communication channels (e.g. video, ads, and inserts) with social media and educational kits to engage a broader audience

Unique tonality, look, and messaging
• Creative elements will help the public recall how to identify a natural gas leak and what action to take

Can be easily branded by members
• Elements should reinforce that their utility provider cares about the safety and wellbeing of their family and community
BEING NOSEY CAN KEEP YOU SAFE
BEING NOSEY CAN KEEP YOU SAFE

Being nosey is often associated with vigilance and being on the lookout
  • We have all seen the news, where a nosey neighbor spots a potential hazard and saves the day
  • It taps into a common human trait – we can all be a little nosey sometimes

Nosey also infers using your nose to smell
  • It's a fun play on words that is memorable
  • Connects strongly using a sense of smell to stay safe
Meet Nosey!

A role model, similar to Smokey Bear, who educates the public about natural gas safety.

- Nosey sniffs out gas leaks
- Nosey knows what to do
- Nosey is proactive
- Nosey is simply memorable
Meet Nosey!

Character
• “Nosey” is a play on words
• Gender neutral
• Inquisitive
• Versatile
  • Example: Holds nose when smelling gas

Tone
• Direct but not scary or intimidating
• Friendly and engaging
• Approachable by audiences of all ages
SCRATCH ‘N SNIFF INSERT

- Visuals and language are targeted to adults
- Member’s phone number and landing page will be printed in the variable area
- Nosey “badge” will encourage reader to visit the landing page (provides tie-in to campaign)
• Through animation, Nosey comes to life
• Humor and content ensure it remains relevant to adults
• Nosey will be shown in various situations to highlight how to identify gas leaks
• Viewer clearly learns what to do if they suspect a gas leak

• 60-second Video
  • Last frame will be specific to each member

• 30-second TV
  • Last frame will be general: call 911 or your local gas provider

• 30-second Radio
  • Call to action will be general: call 911 or your local gas provider
PRINT / ONLINE BANNER ADVERTISING

- Educate the reader / viewer on how being nosy can help them identify gas leaks
- Clearly provide instructions on what to do if the reader smells gas
- Nosey “badge” encourages reader to visit the landing page (*provides tie-in to campaign*)
EDUCATIONAL MATERIALS

- Children identify with Nosey, who “speaks” directly to them
- Nosey illustrates how to identify gas leaks and what to do
- Kit provides instructions and complete set of educational material to educators
- Each kit comes with a standardized letter personalized for the member that serves the community
SOCIAL MEDIA

- Nosey “speaks” to friends
  - Learn what Nosey is up to today

- Highlight Nosey in various situations
  - Helps follower learn about natural gas safety

- Frequent contests / questions will get followers engaged
  - Contest example: “Show us your best sniffer? #BeNosey”

- #BeNosey will start trending

- Each member will have their own social media accounts (Facebook, Twitter, Instagram, YouTube and Vine)

- Content will be provided by NGA to ensure a coordinated approach
LANDING PAGES

- Each member will have their own landing page
- Will provide a central location for your customers to obtain natural gas safety information and link to social media
- NGA will have own version that will direct visitors to pick their utility company
- Should have vanity URL: www.utilitycompanyname.com/BeNosey
“BEING NOSEY” CAMPAIGN THIRD PARTY TESTING

NGA Contracted professional research firm GreatBlue

- 35 years of experience
- Has conducted millions of surveys and thousands of focus groups

Accurate sampling of target audience

- Online survey with 62 questions
- 500 surveys completed August 14–19, 2015
- 95% confidence level, with a 4.3% margin of error
“BEING NOSEY” IS EFFECTIVE

The majority of respondents believed the “Being Nosey” concept presented information in a way that was easy to remember and was effective at conveying natural gas safety.
“BEING NOSEY” RANKED HIGHLY ACROSS ALL CHARACTERISTICS

Respondents provided consistently high ratings for the characteristics that measured the message’s effectiveness.

![Bar chart showing ratings for different characteristics of the campaign.](image-url)
“BEING NOSEY” WOULD INCITE ACTION

77.8% of respondents reported the information would trigger them to take some action. In addition, it is important to note, children and teens were widely considered the target audience, but a large segment also believed that this message would appeal to “all ages” (25.2%).
“BEING NOSEY” IS A WINNING CAMPAIGN

- It’s memorable
- It clearly conveys natural gas safety messaging
- It reaches audiences of all ages
- It provides an opportunity for all members to work together for greater efficiency and efficacy
CAMPAIGN NEXT STEPS

Develop campaign elements – IDEAS Agency
  • Creative direction, graphic design, copywriting, animation, and recording

Create launch plan
  • Media planning – IDEAS Agency and NGA Members
  • Obtain buy-in from local educational organizations – NGA Members
  • Develop detailed rollout schedule with milestones – IDEAS Agency

Produce marketing launch kit – IDEAS Agency
  • Instructions on implementation
  • Recommended timeline for launch of each tactic
  • Suggested next steps after timeline
  • Completed set of digital assets, such as PDF files of each collateral, image files for use with social media and landing pages, and suggested social media posts
CAMPAIGN DEVELOPMENT AND ROLLOUT TIMELINE

Development and planning
  • December 1, 2015 – March 31, 2016

Campaign launch
  • April 1, 2016
WORKING TOGETHER, WE CAN BETTER EDUCATE THE PUBLIC ABOUT NATURAL GAS SAFETY

Join the other NGA members that will be a part of the new natural gas safety campaign!
Thank You