



Public Awareness Program

2010 Program Update



Agenda

- Compliance Assistance
- Cycle of Events
- 2005 – 2007 Survey Data
- Next Steps



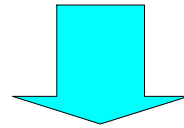
Compliance Assistance

- Surveys conducted on behalf of the OGA target the “affected public” only
- Operators should conduct surveys to target Emergency Responders, Contractors and Public Officials
 - Participation in group meetings that conduct surveys

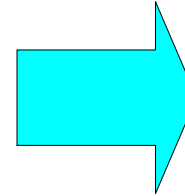


Cycle of Events

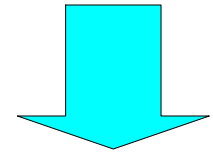
Establish P.A. Program
Administration with Management
Support (Steps 1 – 4)



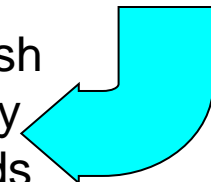
Identify the
Stakeholder
Audiences
(Step 5)



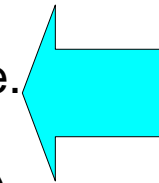
Determine the
Messages
(Step 6)



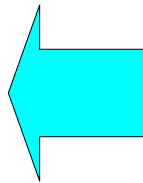
Establish the
Frequencies
(Step 7)



Establish
Delivery
Methods
(Step 8)

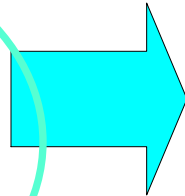


Assess Need for
Program
Enhancement (i.e.
Supplemental
Activities) (Step 9)



Implement the
Program and
Track Progress
(Step 10)

Evaluate Program and
Implement Continuous
Improvement
(Steps 11 and 12)



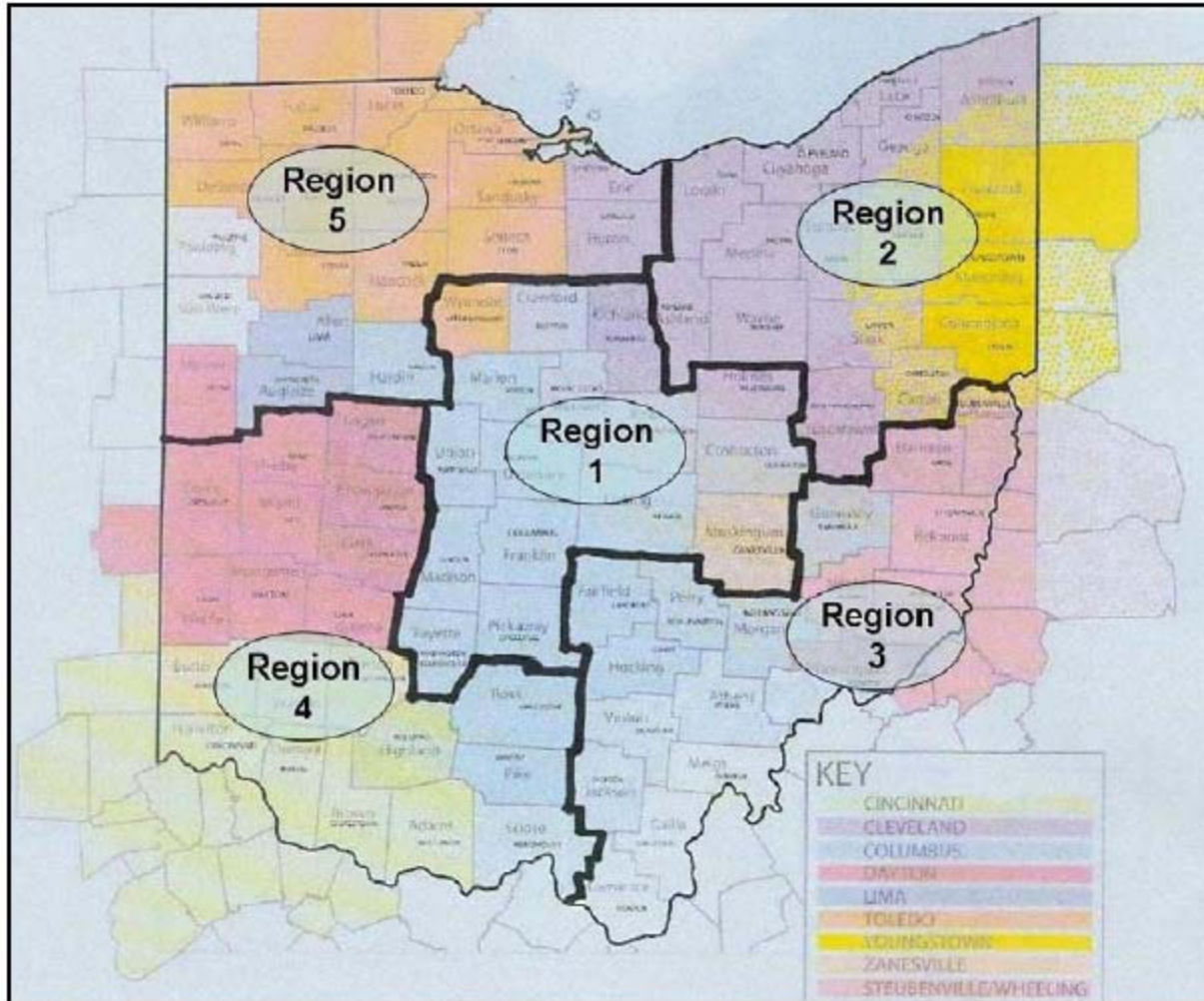


2005 – 2007 Survey Data

Result Comparison



Regional Sampling





OGA Phone Surveys

- Baseline survey conducted
 - October 18 – November 16, 2005
 - Random sample of 1,011 Ohio residents
- Follow-up survey conducted
 - January 8 – January 25, 2007
 - Random sample of 1,006 Ohio residents
- Emergency responders, public officials, and excavators were **not** surveyed



Data Weighting

- Approximately 200 completed surveys per region
- Each region weighted to reflect actual population
 - For example, region 2 weighted heaviest and region 3 weighted lightest, based on total population
- 95% confidence, +/- 3.1% points



Survey Attributes

- Overall awareness
- Pipeline purpose and reliability
- Leak recognition and response
- Knowledge of potential leak hazards
- Pipeline system safety record
- OUPS awareness
- Awareness of company outreach

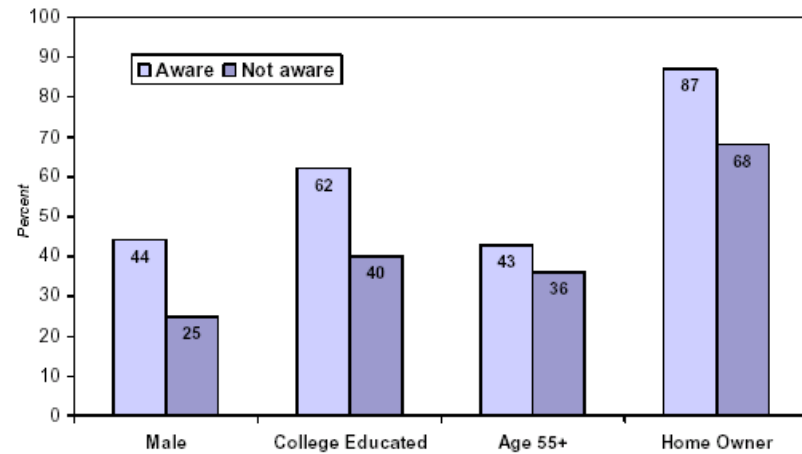


Survey Questions

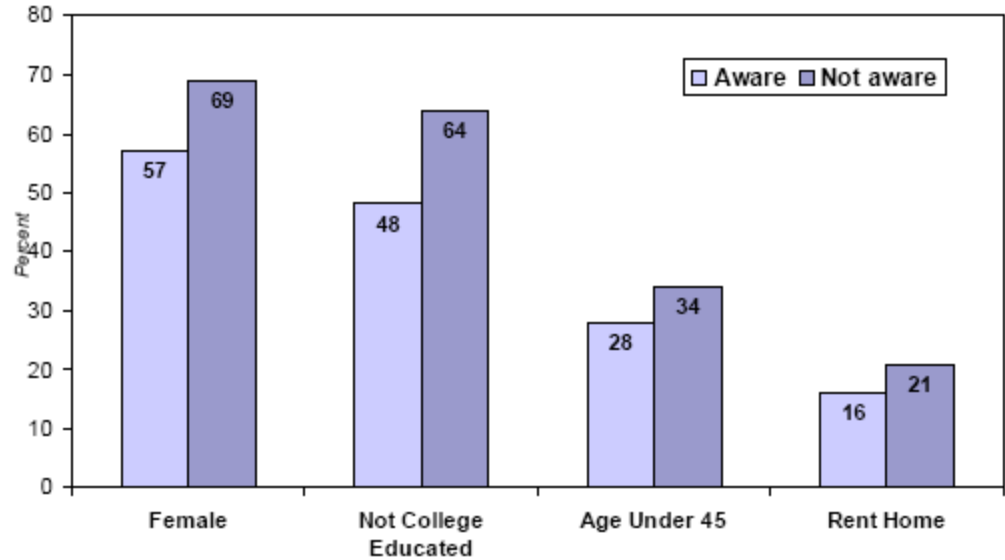
1. Do you know the name of your local natural gas utility?
2. Generally, are you aware of how to recognize and react to a natural gas leak?
3. Please describe how you would recognize a nature gas leak?
4. What would you do if you suspected a natural gas leak outdoors?
5. What steps would you take if you suspected a natural gas leak indoors?
6. What potential hazards might result from a gas leak?
7. Do you know there is a free service called the Ohio Utilities Protection Service, often referred as OUPS that residents and contractors can call to have underground utility service lines marked before any outdoor excavation begins?
8. Have you seen, heard or received any information regarding natural gas safety in any media in the past year?
9. To what extent do you agree or disagree with the following statement:
Pipelines are one of the safest and environmentally friendly methods of transporting natural gas to your home. Would you say you (strongly disagree to strongly agree)...why do you disagree with this statement?



Demographic differences



2005



2007



Survey Says . . .

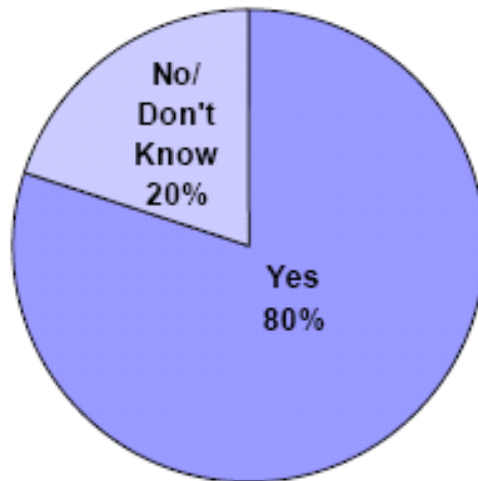
- Overall awareness on how to recognize and respond to a natural gas leak
 - 2005 – 77%
 - Highest among older, college-educated, male homeowners
 - 2007 – 80%
 - Least aware are female, not college educated, under age 45 and rent their home (not own)
 - Should consider targeting this segment



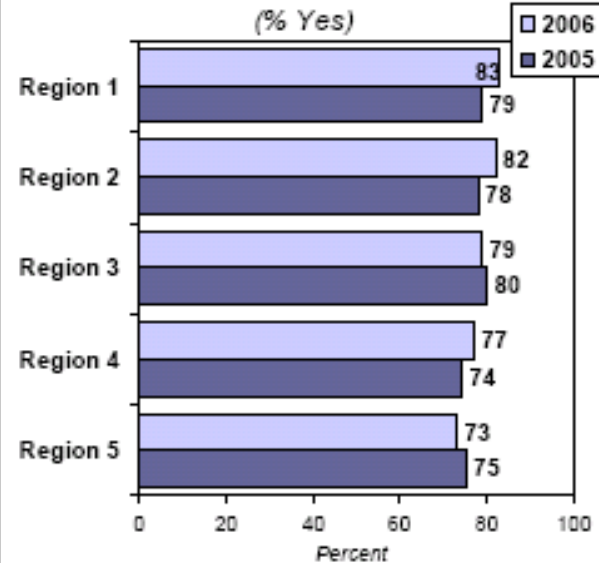
Ability to recognize gas leak

Ability To Recognize a Gas Leak

Total Ohio Residents - 2006
(n=1006)



Residents by Region - Trended
(% Yes)



Q2. Generally, are you aware of how to recognize and react to a natural gas leak?



What's that smell?

- Odor is most recognized leak indicator
 - 2005 – 90%
 - 2007 – 88%
 - 70% of the 12% who do not know how to recognize and respond to a natural gas leak say that they would recognize the odor
 - 19% (1 in 5 unaware people) said they weren't sure how they would recognize a gas leak



Recognizing a Gas Leak

HOW RESIDENTS WOULD RECOGNIZE A GAS LEAK

(Unaided; Multiple Responses Allowed)

| | Total | | Region 1 | | Region 2 | | Region 3 | | Region 4 | | Region 5 | |
|--------------------------------|-------|------|----------|------|----------|------|----------|------|----------|------|----------|------|
| | 2005 | 2006 | 2005 | 2006 | 2005 | 2006 | 2005 | 2006 | 2005 | 2006 | 2005 | 2006 |
| <i>(n)</i> | 1,011 | 1006 | 188 | 180 | 186 | 181 | 197 | 191 | 224 | 241 | 216 | 213 |
| Cannot describe any/Don't know | 8% | 5% | 5% | 3% | 7% | 5% | 10% | 7% | 11% | 7% | 8% | 7% |
| Smell/odor | 90 | 88 | 92 | 91 | 92 | 89 | 88 | 86 | 89 | 85 | 88 | 86 |
| Noise/hissing sound | 3 | 7 | 4 | 9 | 3 | 6 | 4 | 8 | 2 | 6 | 2 | 8 |
| Flame | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 0 | 1 | 2 |
| Bubbles in water | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 0 | 0 | 0 | 1 | 1 |
| Dead vegetation | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| Blowing dirt | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 |
| Vapor cloud | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 |
| Detector | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| Getting sick | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 0 |
| Other | 2 | 4 | 1 | 4 | 1 | 4 | 1 | 5 | 0 | 3 | 1 | 4 |

Q3. Please describe how you would recognize a natural gas leak?

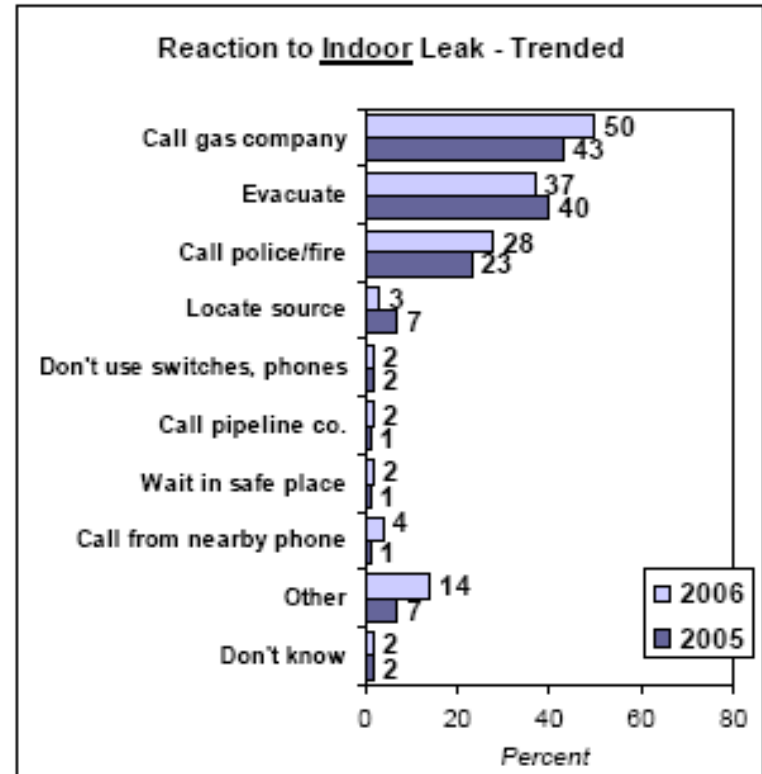
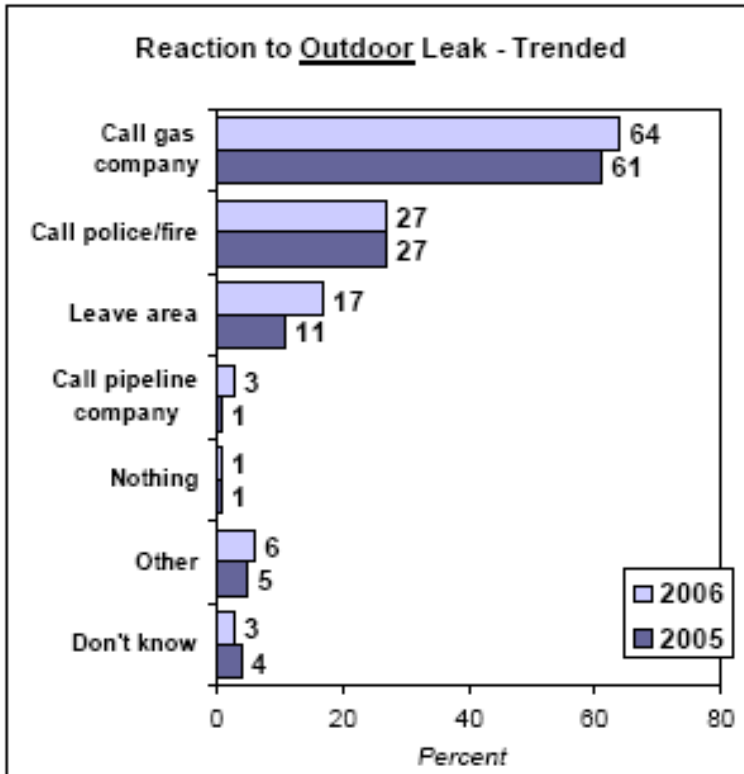


Who ya gonna call?

- In 2005:
 - The gas company!
 - 61% for outdoor leaks
 - 43% for indoor leaks
- In 2007:
 - The gas company
 - 64% said gas company for outdoor leaks
 - 57% mentioned the gas company as first option
 - 50% said gas company for indoor leaks
 - 37% would immediately evacuate



Response to suspected leak



Q4. What would you do if you suspected a natural gas leak outdoors?

Q5. What would you do if you suspected a natural gas leak indoors?

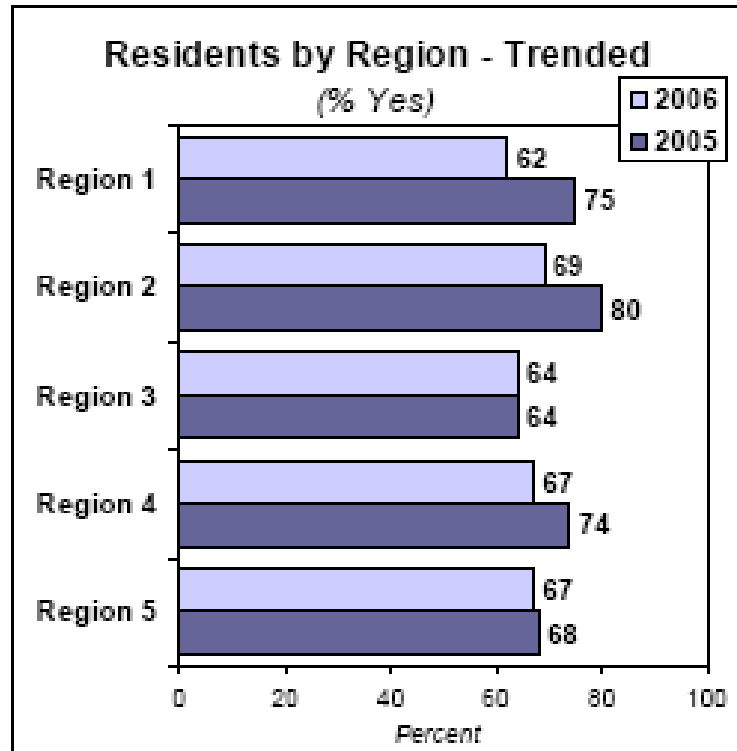
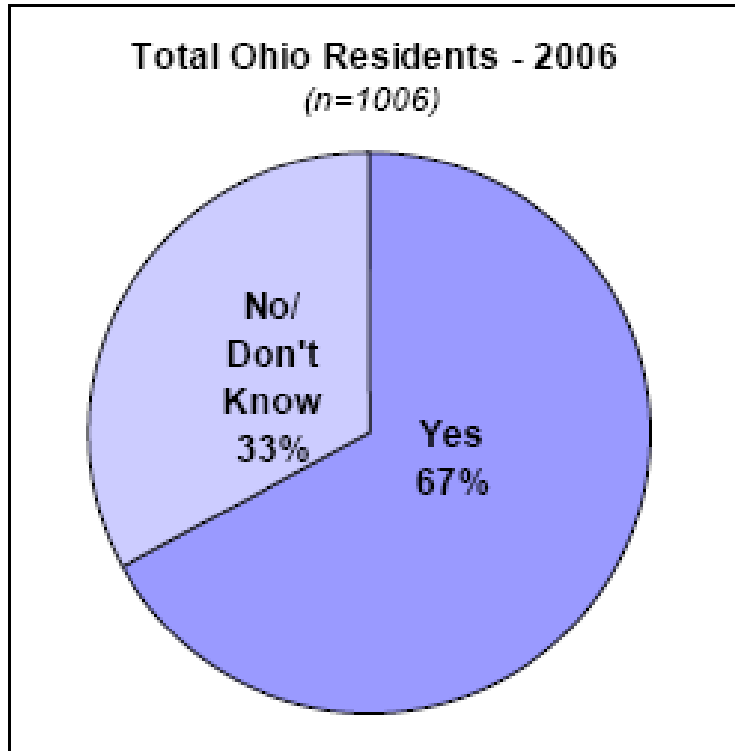


Name Recognition

- In 2005:
 - 75% knew name of local gas utility
 - 67% also familiar with OUPS
- In 2007:
 - 67% knew name of local gas utility
 - 67% still familiar with OUPS



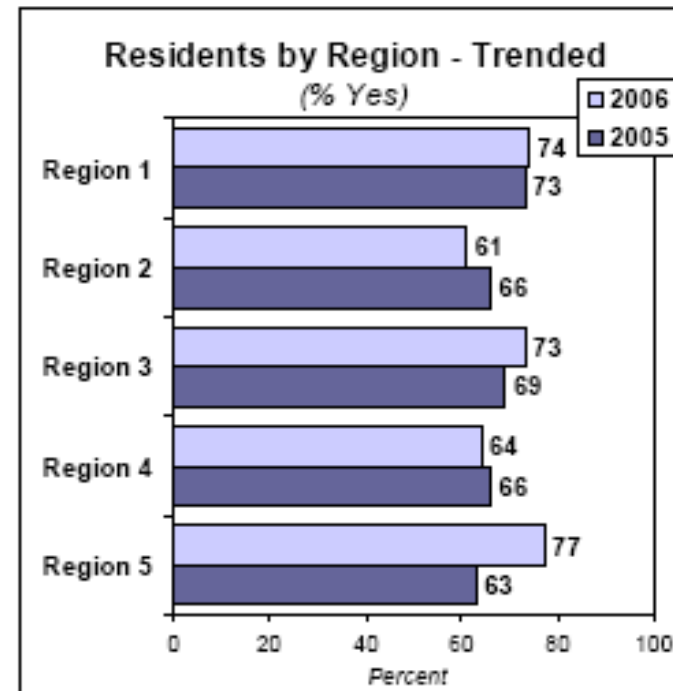
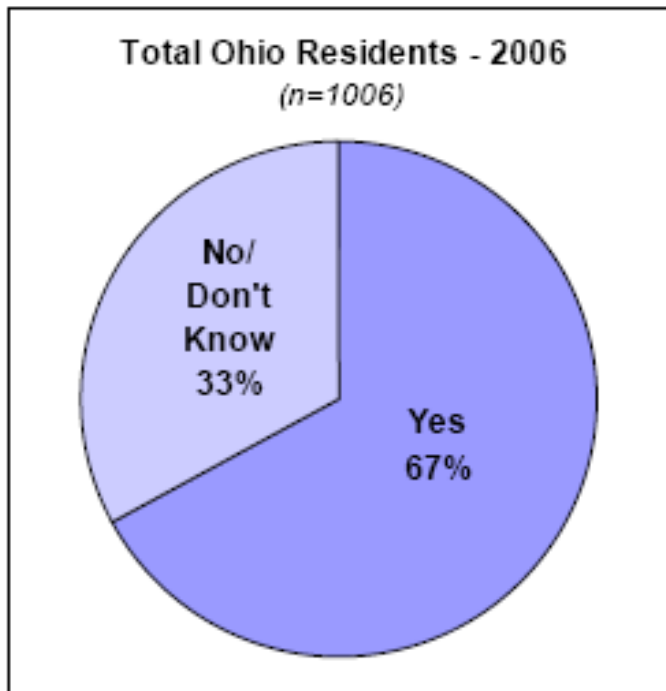
Awareness of local gas utility



Q1. Do you know the name of your local natural gas utility?



OUPS awareness



Q7. Do you know there is a free service called the Ohio Utilities Protection Service, often referred to as "OUPS" or "Call Before You Dig," that residents and contractors can call to have underground utility service lines marked before any outdoor excavation begins?

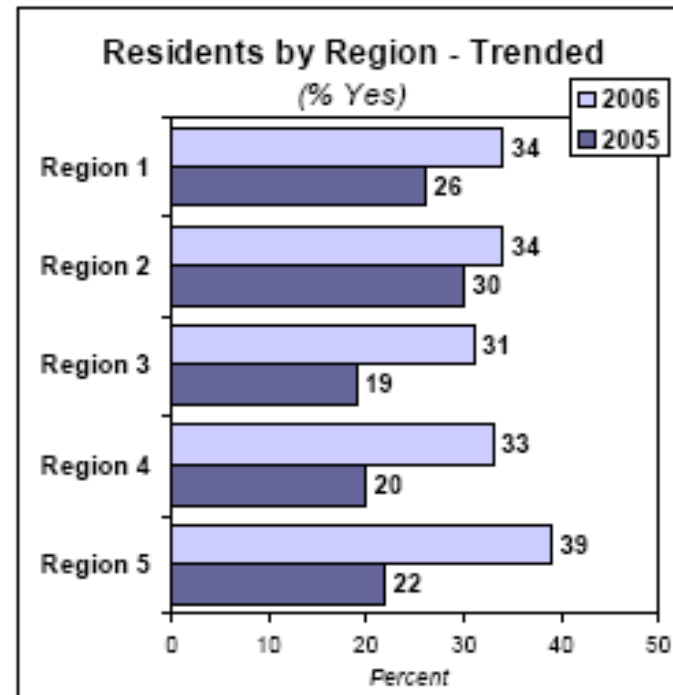
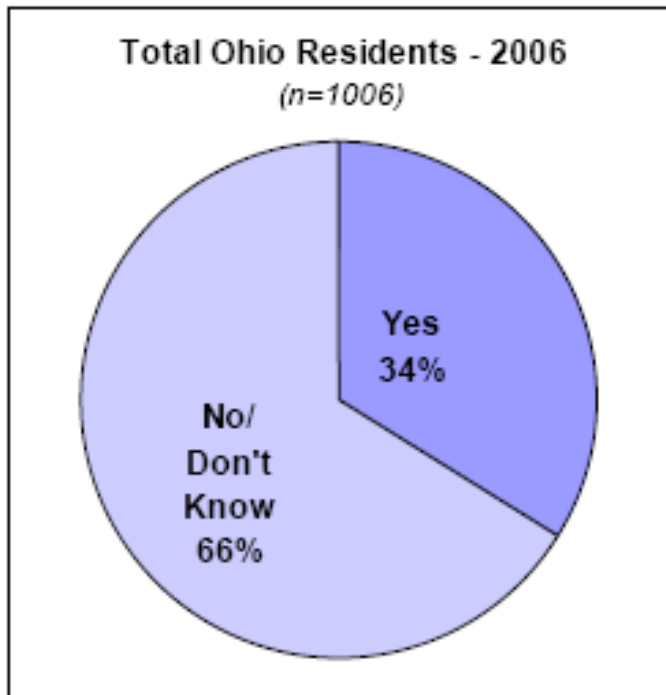


Advertising Awareness

- 2005:
 - 25% aware of any advertising
 - 51% of those recalled bill inserts
- 2007:
 - 34% aware of any advertising
 - 32% of those recalled bill inserts



Advertising awareness



Q8. Have you seen, heard or received any information regarding natural gas safety in any media in the past year?

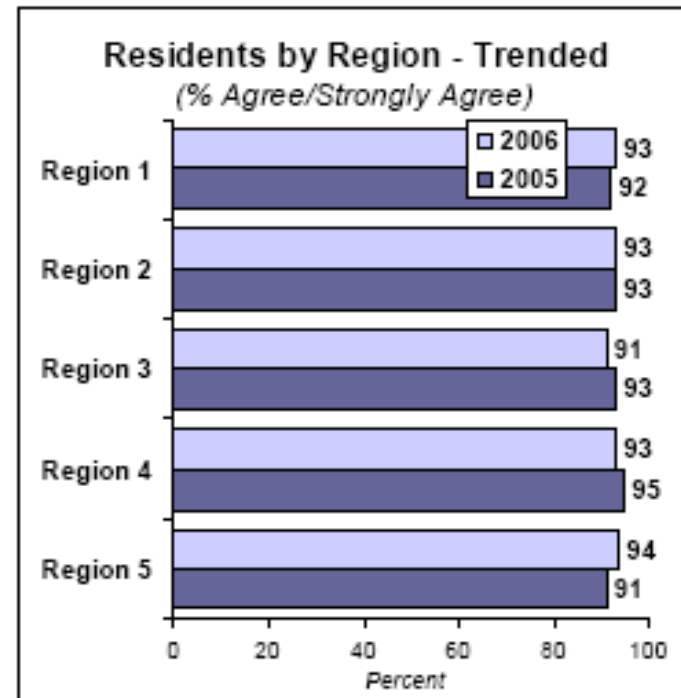
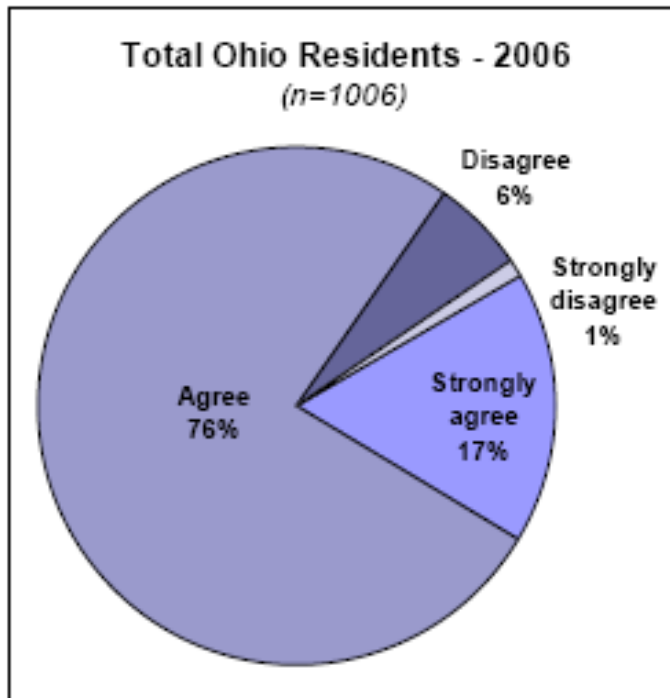


Pipeline Safety

- 2005:
 - 93% see pipelines as safe, environmentally-friendly
 - Third-party dig-ins greatest concern
- 2007:
 - 93% still see pipelines as safe (either strongly agree or agree)
 - Third-party dig-ins remain greatest concern



Opinion of pipelines



Q9. To what extent do you agree or disagree with the following statement: pipelines are one of the safest and environmentally friendly methods of transporting natural gas to your home. Would you say that you...?



Next steps

- 2010 OGA Collaborative public awareness measurement survey
 - Survey will be conducted
 - Same questions will be asked
 - 811 question will be added
- Remember, this will only measure the “affected public” audience



June 20, 2010

- RP1162 advises operators of four measurements to address *per* audience group when conducting program evaluations:
 - Percent of audience reached
 - Understandability of the content
 - Desired behaviors
 - Achieving bottom-line results



Questions?

