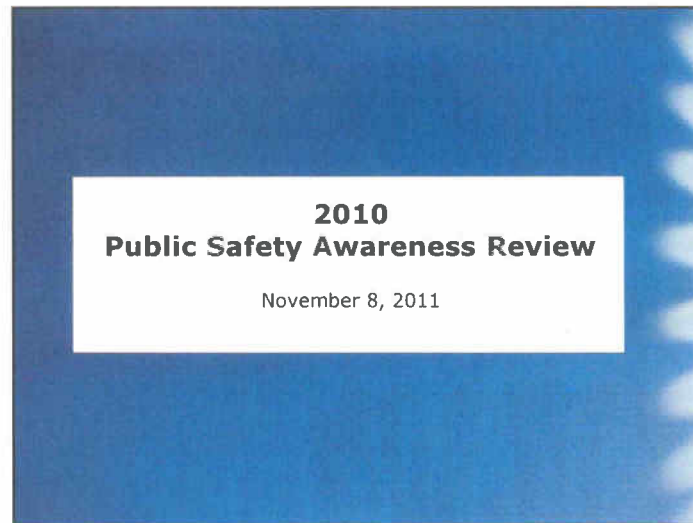



11/8/2011



AGENDA

- Public safety plan objectives
- 2010 plan components & schedule
- 2010 supplemental activities
- 2010 plan evaluation
- Historical results
- 2011 recommended improvements
- Questions

 NW Natural

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OBJECTIVES

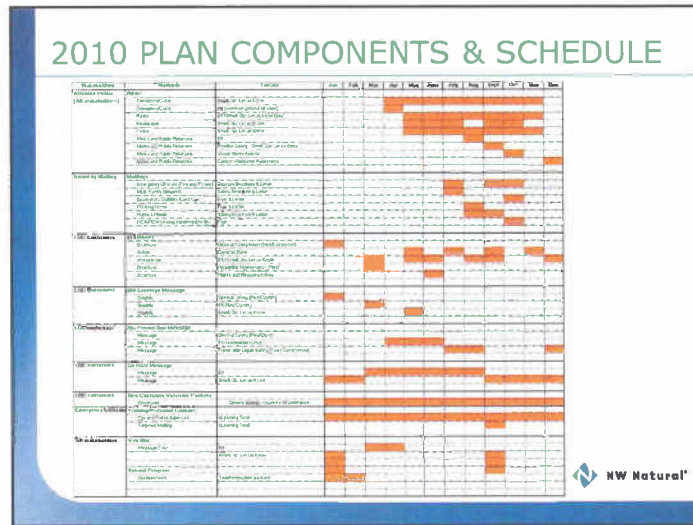
- Meet or exceed RP1162 requirements.
- Raise the awareness of the affected public and key stakeholders to natural gas safety precautions, and the presence of pipelines in their community.
- Decrease third-party damages.
- Continuously improve on the execution and effectiveness of our plan.



2010 PLAN COMPONENTS & SCHEDULE

- Paid and earned media
- Mailings
- Customer communications
- Website
- School program
- Training





- ### 2010 SUPPLEMENTAL ACTIVITIES
- Continued recruitment of fire officials to engage with the e-learning tool.
 - Created a "pipeline safety" brochure and delivered through supplemental mailings to key audience groups (result of San Bruno incident).
 - Developed and trademarked "Smell. Go. Let Us Know." message.
 - Executed 4 crisis drills designed to keep our incident response skills sharp.
 - Requested PSA air-time in areas most affected by flooding and landslide activity.

2010 PLAN EVALUATION results

- Reached all customers a minimum of 6 times through customer channels
- Reached 94.8% of the Portland Metro 18x (includes southwest WA and north coast)
 - Estimated 33.5 million HH impressions
- Reached 92.7% of the Eugene Metro 9x (includes south coast)
 - Estimated 6.2 million HH impressions
- Reached 672 grade schools in NWN Territory
 - 11,909 students participated (up 22% from 2008/09)
- Reached all key stakeholder groups 1-2 times through direct mail



2010 PLAN EVALUATION results

- Overall safety message awareness = 50%
 - Increased 2% over 2009
- Call before you dig awareness = 80%
 - Dropped 7% from 2009
 - Damages dropped to 554 from 618 in 2009
- What does natural gas smell like = 75% said "*rotten eggs*"
 - Up 1% from 2009
- Top JD Power safety communication score in the west (natural gas safety topics)



2010 PLAN EVALUATION results

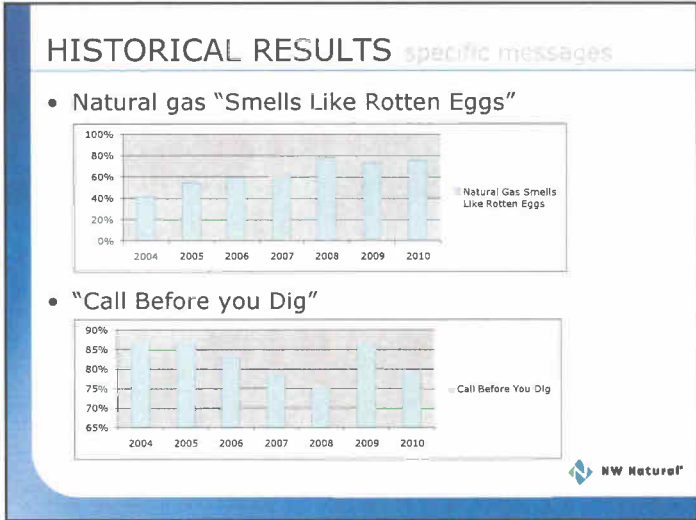
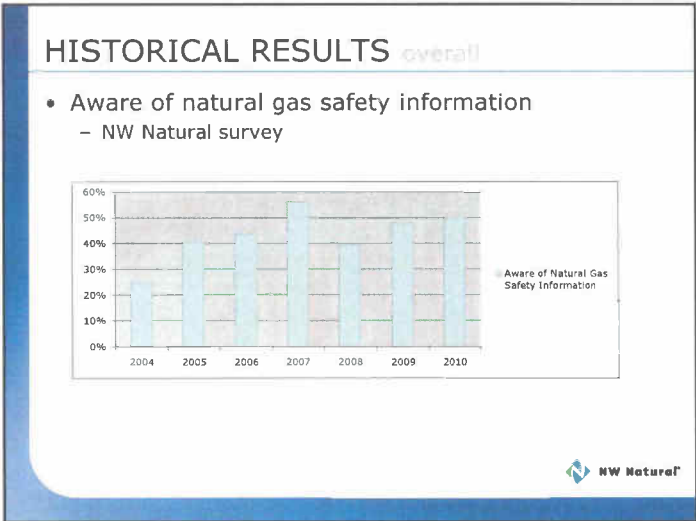
- Correct recall of safety messages
"What do you do if you smell gas"
 - 63% said "leave"
 - 62% said "call NW Natural" (after leaving)
 - Leave is flat and call is up 2% from 2009
- HCA/ROW Survey of message effectiveness
 - Shown improvement over 2006 and 2008
- Emergency Response Training
 - 50% of survey respondents are aware of the tool
 - Value of the tool was rated at 3.7 out of 5
 - 167 used the tool in 2010

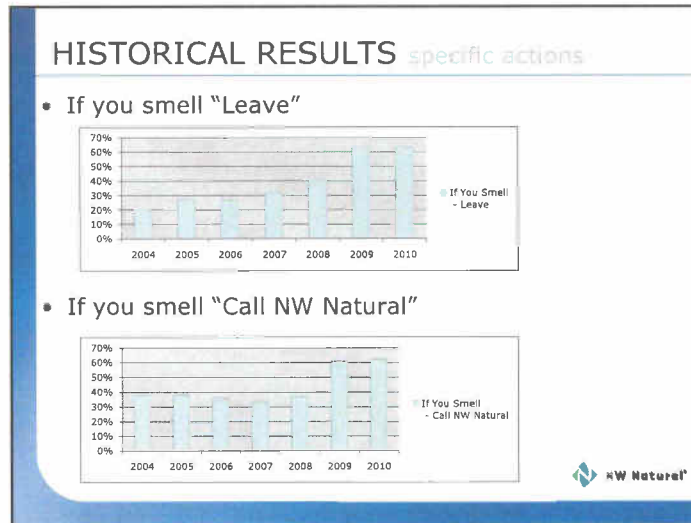


2010 PLAN EVALUATION results

- ICS Training
 - Evaluation was positive and proved helpful
- Winter storm event PSAs
 - Garnered 2,081 bonus TV spots and 1,277 bonus radio spots.
 - 507 of the bonus spots were aired in cooperation with Lincoln City radio stations – an area most affected by flooding and landslide activity.







2011 PLAN IMPROVEMENTS

- Continue with the same message strategy with slightly more emphasis on 811
- Mail to all key stakeholder audiences
- Develop 3 – 15 second TV spots to increase message reach and flexibility
- Double investment in TV partnership with the Oregon One Call Centers
- Increase print advertising presence for 811
- Continue school program and launch enhanced safety web section for kids



2011 PLAN IMPROVEMENTS

- Continue targeted outreach to fire officials encouraging the eLearning tool
- Continue PSA strategy in winter storm season
- Increase PIO outreach to local fire department PIO's
- Integrate more Spanish in direct communications
- Re-design all collateral to keep it fresh
- Integrate color DM envelope with message to increase response rates



11/8/2011

QUESTIONS?

