



2010 Public Safety Awareness Plan Summary 4.22.11

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1. Objectives of Public Safety Awareness Program

NW Natural developed the Public Safety Awareness Program in compliance with API RP 1162 guidelines and to advance the quality of public awareness and understanding of pipeline operations and practices. The primary objectives of NW Natural's Public Safety Awareness Program are to:

- Raise the awareness of the affected public and other key stakeholder audiences 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.

2. Summary of Plan Components

NW Natural believes that a more informed public will reduce the likelihood and potential of emergency pipeline releases. In addition, an informed public will realize that they play an important role in helping to prevent damage and third-party accidents. NW Natural has implemented its Public Safety Awareness Program in accordance with API RP 1162. The broad Plan components include:

- Definition of the targeted stakeholder audiences
- Plans for communications with each audience, including frequencies, means of communication, and required content
- Delineation of responsible parties for each aspect of the plan

3. Commitment from Management

NW Natural demonstrates its support of the Public Awareness Program through written company policy and management participation. NW Natural has a written company policy, Standard Practice 619, "Customer and Public Education," that emphasizes the importance of public awareness. This policy is available to employees through the Company Intranet. This policy is reviewed at least once every calendar year for compliance with 49 CFR Part 192.

NW Natural management is fully committed to compliance with the company's Public Awareness Program and the requirements of API RP 1162 and 49 CFR 192.616. Management has committed to providing resources and funding for program development and implementation. Additionally, management has created a Public Awareness Program team that includes broad

representation from across the company. This team meets annually to review program components, accountabilities, research or feedback, and to develop and implement continuous improvement activities. The Director of Corporate Communications is the Plan program administrator and is responsible for overseeing the implementation of the Public Safety Awareness Plan.

4. Responsibilities, Key Personnel, and Budget

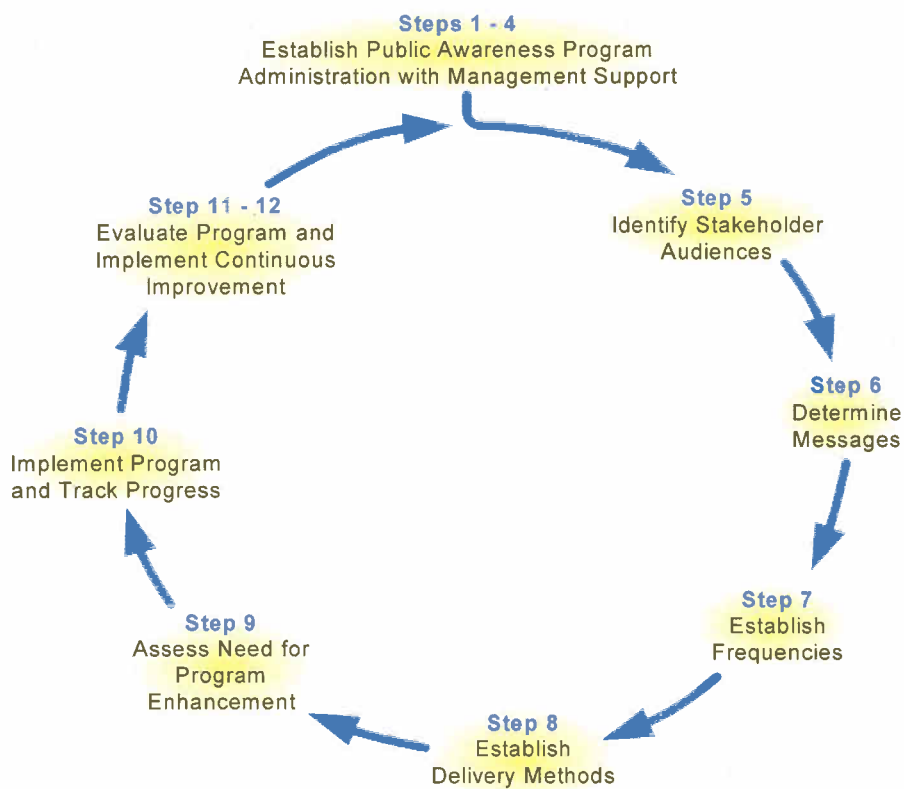
Public Safety Awareness Team (Subject Matter Experts)	Area of Responsibility	2010 Budget
<p>Kim Heiting Plan Administrator <i>Director, Corporate Communications</i></p> <p>Cory Beck Manager, Consumer Information & Internet Services</p>	<ul style="list-style-type: none"> ▪ Facilitate research components of plan ▪ Develop and implement communications to customers ▪ Develop and implement communications / advertising to affected public ▪ Integration of program components into Program Plan and Documentation Book ▪ Schedule and lead Public Awareness Plan team meetings at least twice each calendar year ▪ Present Plan and results to executive sponsor annually ▪ Provide Plan, Documentation Book and Results to OPS and Regulators as requested ▪ Serve as Public Information Officer for Incident Command System 	<p>\$350,000</p> <p>(Paid communications, advertising)</p> <p><i>(Labor associated with fulfilling accountabilities for each team member is budgeted separately, as part of each department's budget.)</i></p>
<p>Jenna Cooper-Gross <i>Corp. Communications Specialist</i></p>	<ul style="list-style-type: none"> ▪ Develop and implement media relations activities to target Affected Public ▪ Serve as media contact for proactive safety education and for emergency situations ▪ Serve as Public Information Officer for Incident Command System 	
<p>Kerry Shampine <i>Principal Compliance Engineer</i></p> <p>Darlene Maurer <i>Compliance Specialist</i></p>	<ul style="list-style-type: none"> ▪ Subject Matter Expert for information provided to public and other stakeholders, and review Plan for consistency and compliance relative to NW Natural's Pipeline Safety Programs 	
<p>Gary Hyatt <i>Manager, Damage Prevention</i></p>	<ul style="list-style-type: none"> ▪ Liaison to One-Call System/Contractor Network ▪ Track third-party damages 	
<p>Cari Colton <i>Manager, Operations Technical Services</i></p> <p>Leslie Kantor <i>Manager, Safety</i></p>	<ul style="list-style-type: none"> ▪ Subject Matter Expert for Fire Dept. information and training ▪ Oversee district manager Fire Dept. contacts, and ensure appropriate documentation completed 	
<p>Daniel Nielsen <i>Manager, Corporate Security</i></p>	<ul style="list-style-type: none"> ▪ Subject Matter Expert for communications to Emergency Management & Criminal Justice agencies ▪ Communicate/coordinate/offer training to emergency law enforcement ▪ Manage Business Continuity and Corporate Security activities 	
<p>Executive Sponsor: Dave Williams <i>VP, Utility Services</i></p>	<ul style="list-style-type: none"> ▪ Review final Plan and annual Plan results 	

5. Program Evaluation Process

Each year, NW Natural will evaluate the effectiveness of its Public Safety Awareness Program and make appropriate updates, changes, and/or enhancements with the goal of continuous improvement.

NW Natural reviews its Public Safety Awareness plan to determine whether the program is meeting the stated objectives and the requirements of state and federal regulation.

The Public Safety Awareness Program will be subjected to an annual internal evaluation to determine areas of improvement, maintenance, or areas that may need additional emphasis in future activities.



NOTE:

Figure is a description of the program development process, highlighting the continuous nature of the development, implementation, and evaluation process.

6. 2010 plan evaluation

2010 marked the sixth consecutive year of the NW Natural Public Safety Awareness plan, developed in step with RP1162 guidelines. In 2010, a large pipeline safety rupture in San Bruno, California caused great public and industry concern about pipeline safety. To respond, NW Natural created supplemental pipeline safety program information and distributed enhanced materials to all our stakeholder audiences, including the media, customers, consumers located along a pipeline right of way or in a High Consequence Area, contractors, public and emergency officials and the general public.

This supplemental information provided an overview of our pipeline integrity management efforts and reinforced general natural gas safety guidelines. The breadth of this outreach is included in the Program Awareness Summary, as well as a special "San Bruno Response Summary" addendum.

New Safety Messaging

An important component to our safety program is driving awareness of specific safety messages. One area that we continually seek to improve on is: Recognize (how to recognize a gas leak), React (leave the area immediately) and Report (call NW Natural away from the area).

As part of our efforts continuous improvement efforts, we hired an advertising agency in 2010 to develop a new trademarked tagline that we believe will help increase awareness of these important safety instructions: Smell. Go. Let us Know. While it communicates the same information, we believe it does so in a much more easy to remember fashion. We will be measuring its effectiveness over the next several years, as we introduce it into our paid safety advertising and communications efforts.

Safety Message Awareness

Each year safety message awareness is measured by facilitating a qualitative survey of customers and non-customers (500 participants). Overall safety message awareness increased 2 percent from 2009 results at 50 percent total awareness. 2010 results reflect a 13 percent total increase from 2004.

Call before you dig message awareness dropped 7 percent from 2009 but still maintains a very high overall awareness at nearly 80 percent. However, the drop in message awareness did not adversely affect the number of third party dig-ins. In 2010 we had 554 damages as compared to 618 in 2009. Our locates continue to be very strong at 176,712 (over 33,000 more than 2004 when the program began).

Correct recall of safety messages:

What does natural gas smell like	Rotten eggs	75% (up 1% from 2009)
What do you do if you smell gas	Leave	63% (flat from 2009)
	Call	62% (up 2% from 2009)
Call before you dig		80% (down 7% from 2009)

Given the results of our message awareness survey we will continue on the same communication path in 2011 as in 2010, but maintain an emphasis on call before you dig messaging.

Mailings/Direct communications

As stated earlier our communication approach in this area was enhanced through additional mailings and supplemental materials in light of the San Bruno incident. For mailing specifics see section 1.2. Effectiveness in this area is also measured through surveys with key groups.

For purposes of evaluation, we studied the results of our HCA mailing (2,111 total responses) as it contains all main message categories.

Before this mailing, were you aware that a pipeline is located near you?

Yes = 49.8% (flat from 2008 = 49.8%)

Do you know the number to call in case of a pipeline emergency?

Yes = 82.8% (up from 2008 = 74%)

Do you think you could recognize a pipeline leak?

Yes = 90.5% (up from 2008 = 84.7%)

Do you know what number to call before you dig in your area?

Yes = 87.4% (up from 2008 = 78.6%)

Do you know what the prohibited land use activities are in a pipeline right of way area?

Yes = 70.7% (up from 2008 = 63.5 %)

Do you find the information in this brochure helpful

Yes = 98.4% (up from 2008 = 97.4%)

Given the solid performance and increase in nearly all tested categories, we will continue with our current message strategy and communications in future mailings.

Emergency Response Training (eLearning Tool)

The company formed an emergency responder safety review committee to identify training and communications improvement opportunities for emergency officials. To that end, the company developed a self-study e-learning program for Fire Officials and Training Officers. The program launched in November, 2008 through group training events. The tool is still in place and being used today.

In 2010, a survey was conducted along with the annual emergency officials mailing to gage the awareness and effectiveness of our eLearning training tool. 50 percent of respondents are aware of the tool as compared to 55 percent aware in 2009. The value of the tool received an average score of 3.7 out of 5 as compared to 4 out of 5 in 2009. In 2010 we had 167 complete the training online using the tool.

We will continue to contact our entire database of fire departments with a targeted effort to encourage participation in the training, and assess the feedback to determine what, if any, modifications to the training are needed.

ICS Improvements/Response Plan

The security and communications department planned and executed six crisis drills designed to keep our incident response skills sharp. Evaluation of the drills was positive and proved valuable for all participants (see section 6 for details).

Winter storm events

NW Natural enhanced our safety outreach to areas most affected by flooding and landslide activity through a paid radio and TV schedule and requesting bonus PSA air time (when available). Our safety messages 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.

We will continue this activity in 2011.

The Public Safety Awareness team is scheduled to conduct a post 2010 safety plan debrief during the first quarter of 2011 to discuss the results of the 2010 plan and approve the recommendations for improvement activities for the 2011 plan.

7. 2011 recommended supplemental communications

Safety Message Awareness

- Develop a new TV spot to keep the messages fresh in the minds of the consumer
- Refresh the look and feel and content of the general safety brochure
- Increase the frequency of call before you dig messaging in customer communications and on our website
- Continue our network TV partnership (on KATU in Portland) initiated by the Oregon One Call Center, coordinating public service announcements. We will also continue to issue press releases during peak digging months
- Increase our print advertising presence with the call before you dig message
- Continue our school program covering general natural gas safety
- Create a new kids safety section and game on our website that can be used by teachers as a tool to discuss natural gas safety.

Mailings/Direct communications

- Given increased public concern about pipeline safety, maintain higher mailing frequency of pipeline safety and natural gas safety information to affected stakeholders

Winter storm events

- Continue to reach areas most affected by flooding and landslide activity through radio PSA air time and a targeted public relations push

Emergency response training

- Continue to promote the eLearning tool through direct contact and annual mailing
- Increase Public Information Officer (PIO) outreach to local fire department PIOs