

NW Natural 2010 Safety Implementation Schedule

Stakeholders	Methods	Tactics	Jan	Feb	Mar	Арг	May	June	July	Aug	Sept	Oct	Nov	Dec
Affected Public	Media													
[All stakeholders]	Television/Cable	Smell. Go. Let us Know									100			
	Television/Cable	811 (common ground alliance)				1								ii
	Radio	811 / Smell. Go. Let us Know (psa)											100	
	Newspaper	Smell. Go. Let us Know												
	Online	Smell- Go. Let us Know												
	Media and Public Relations	811												
	Media and Public Relations	Pipeline Safety - Smell, Go. Let us Know									100			
	Media and Public Relations	Winter Storm Events												
	Media and Public Relations	Carbon Monoxide Awareness												100
Noted by Mailing	Mailings		+											
	Emergency Officials (Fire and Police)	Custom Brochure & Letter												
	Multi-Family (tenants)	Safety Brochure & Letter												
	Excavators/Builders/Land Dev.	Flyer & Letter												
	Floating Home	Flyer & Letter												
	Public Officials	Safety Brochure & Letter							r i					
	HCA/ROW (Along transmission line)	Flyer	1						-					
LDC Customers	Bill Inserts		+											
	Brochure	General Safety Insert (Res/Comm/Ind)	I LUV											
	Article	Comfort Zone												
	eNewsletter	811 / Smell. Go. Let us Know.						1200						10.0
	8rochure	Houseline Maintenance (Res)												
	Brochure	Rights and Responsibilities												
LDC Customers	Bill Envelope Message		+								·			
	Graphic	General Safety (Res/Comm)												
	Graphic	811 (Res/Comm)			1 100									
	Graphic	Smell. Go. Let us Know												
LDC customers	Bill Promo Box Message		+											
	Message	General Safety (Res/Com)	1											
	Message	811 (residential/comm)	Ì											
	Message	Flammable Liquid Safety (Res / Commercial)								- 7				
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	On Hold Message	811	+ -	-						-	1			
	Message	Smell. Go. Let us Know							-					
	Message	smett. Go. Let us know												
LDC customers	New Customer Welcome Packets													
	Brochures	General Safety, Houseline Maintenance	-			_						_		_
Emergency Officials	Training/Personal Contact			A. Carrier							i -	Name and		
	Fire and Police Agencies	eLearning Tool									-	_		
	Targeted Mailing	eLearning Tool												
All stakeholders	Web Site													
	Message Tout	811				1 100			1				-	
		Smell, Go. Let Us Know.		-								-		
	School Program													
	Gradeschools	Teacher/student packets												
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