

APPENDIX A – PSE Gas Leak Recognition & Response Materials, Graphics & Messaging

As part of this project, Cyera Strategies reviewed communication materials used by Puget Sound Energy in 2012 and 2013 to educate customers and the general public regarding how to recognize and respond to a natural gas leak. Items reviewed include bill inserts, multi-media safety campaign materials (print, transit, online), web content, social media posts, press releases, customer newsletters, public service announcements and presentations delivered at community meetings.

Specific items reviewed as part of gas leak recognition and response message assessment include:

- Safety Bill Insert/Tri-fold Brochure (current version)
- Gas Safety Web Content (current as of December 2013)
- 2013 “Think Safe. Be Safe.” Safety Campaign (print ads)
- 2013 “Think Safe. Be Safe.” Safety Campaign (transit ad)
- 2013 “Think Safe. Be Safe.” Safety Campaign (interactive web ad)
- 2013 “Think Safe. Be Safe.” Multi-Language Natural Gas Safety Public Service Announcement (PSA) Radio Script
- “Stinky Bill” Press Release (September 2012)
- “Stinky Bill” Press Release (September 2013)
- Call 811 Before Digging Press Release (April 2012)
- Safe Digging Month Radio On-Air Read Script (April 2012)
- EnergyWise Newsletter (January/February 2012)
- EnergyWise Newsletter (March/April 2012)
- EnergyWise Newsletter (July/August 2012)
- EnergyWise Newsletter (January/February 2013)
- Social Media Posts (2012)
- Social Media Posts (2013)
- Winter Storm Presentation for General Public (2013)

Copies of each of these items are included for reference in Appendix A. Gas leak recognition and responses messaging is marked for reference in pink with a “4” to align with the fourth message in the message mapping legend used by Cyera for public awareness message compliance review.

A1. Safety Bill Insert/Tri-fold Brochure (current version)¹

Customer-owned buried natural gas piping

PSE regularly inspects its underground natural gas pipelines to make sure they are safe. If you own buried piping, such as piping to pools, hot tubs, natural gas barbecues or detached buildings, it is your responsibility to maintain the piping unless PSE installed and agreed to maintain it. If your piping is not maintained, it may leak or corrode. Have a licensed plumbing contractor do the inspection and any necessary repairs.



Be prepared for emergencies

Use this checklist to plan ahead and stay safe during a major power outage or natural disaster, such as an earthquake.

- Keep flashlights handy and make sure they have fresh batteries. Also, keep extra batteries on hand.
- Obtain an emergency kit that includes a three-day supply of food, water, flashlights, battery-powered or hand-crank radio, extra batteries, medicine, pet supplies and a first aid kit.
- Have PSE's 24-hour customer service line – 1-888-225-5773 – readily available in case you need to call to report an electric or natural gas emergency.

For additional preparedness tips, visit: redcrosswashington.org

Puget Sound Energy
1-888-225-5773
TTY: 1-800-902-5499
PSE.COM/SAFETY
1/11 08/12

Stay connected to PSE



Natural Gas and Electric Safety

We care about your safety



THINK SAFE. BE SAFE.

Nothing is more important to Puget Sound Energy than your safety. Learn how to recognize, react to, and prevent unsafe conditions.



Call PSE at 1-888-225-5773 or call 911 for a natural gas or electric emergency, such as a gas leak or downed power line.

THINK SAFE. BE SAFE.

Smell natural gas?

- Leave the area and call PSE at 1-888-225-5773 or call 911.
- Do not use cell or land line phones near the leak.
- Do not touch any electric switches or use another electrical device.
- Do not smoke; light a match; use a lighter.

Your nose is not the only way to detect a natural gas leak. Blowing dirt, bubbles in a puddle or a hissing sound may indicate a leak.

Call 811 before you dig

Whether you're a homeowner or contractor, contact the 811 "Call Before You Dig" hotline two business days before digging. The law* requires anyone digging to call and have underground utilities located to avoid potential hazards.

If you think you damaged an underground utility line or smell the odor of natural gas, follow the safety steps above.

*See RCW 19.122 on <http://www.wa.gov>

Call 811 before you dig.
Llama 811 antes de cavar.



Safety stinks! (For good reason)

Clean burning natural gas is odorless, colorless and non-toxic in its natural state. PSE adds a distinctive sulfur or rotten-egg odor to natural gas so even the smallest leak can be detected.

Scratch this flame with your fingernail. Then snuff the flame. Make sure your family and friends also know the smell of natural gas.

If you ever suspect a natural gas leak, leave the area immediately. Call PSE at 1-888-225-5773 or call 911.

Raspe y huele la llama para reconocer el olor del gas natural. Si alguna vez sospecha que hay una fuga de gas natural, llame a Puget Sound Energy al 1-888-225-5773 ó al 911.

刮擦火焰圖案並聞一聞有何氣味。這有助於您辨別天然氣Puget Sound Energy 的氣味。如果您懷疑有天然氣洩漏，請給打電話。電話號碼是1-888-225-5773，或者打911緊急電話。

Чтобы узнать, как пахнет природный газ, отряпите покрытие и пощипайте запах пламени. Если Вы когда-нибудь заподозрите утечку природного газа, позвоните в компанию Puget Sound Energy по телефону 1-888-225-5773 или наберите 911.

Markers identify natural gas pipelines

PSE installs above-ground pipeline markers to indicate buried natural gas pipelines in the area. These are generally situated along highways and major road and railway intersections.

They display the name and phone numbers of the pipeline operator in case of an emergency. Pipeline markers and warning signs indicate only the presence of a pipeline. Call 811 to determine the exact location of the pipeline.

We troubleshoot furnace problems

If you think your natural gas furnace, water heater or other appliances are not operating safely, or if you are having problems with pilot lights, please call us to schedule a PSE natural gas service technician for a free visit to diagnose the problem.

Depending on the diagnosis, the technician may make minor repairs (there will be a charge for parts and labor) or recommend you choose a contractor. Call PSE at 1-888-225-5773 to report your problem and schedule a PSE service technician.

¹ Gas leak recognition and responses messaging is marked for reference in pink with a “4” to align with the fourth message in the message mapping legend used by Cyera for public awareness message compliance review.

A2. Gas Safety Web Content (current as of December 2013)¹

The screenshot shows the PSE Natural Gas Safety website. The browser address bar displays 'http://pse.com/safety/NaturalGasSafety/Pages/default.aspx'. The page header includes the PSE logo, social media icons, and navigation links like 'Contact Us | Print | Home'. A search bar is located in the top right corner. The main navigation menu includes 'Accounts & Services', 'Safety', 'Savings & Energy Center', 'In Your Community', 'About PSE', and 'Other Languages'. The 'Safety' menu is expanded, showing options like 'Electric Safety', 'Natural Gas Safety', 'Detect a Leak', 'Gas Shut Off', 'Gas Safety Tips', 'Call Before You Dig', 'What's Your NGIQ?', 'Maintain Your Piping', 'Carbon Monoxide', 'Blocked Sewer', and 'Gas Inspections'. The 'Detect a Leak' option is highlighted with a pink box and a '4' in a pink square. Below the navigation menu is a large banner for 'Natural Gas Safety' with a blue background image of a gas burner. To the right of the banner is a 'Featured Content' sidebar with sections for 'Safety' (Earthquakes, Storm, Flood, Electric Safety Tips) and 'Related Information' (Gas Supply, Gas Reliability, Choosing Natural Gas, Source to Stove (video)). The main content area features several articles: 'Recognize a Leak' (with a pink box around the title and a '4' in a pink square), 'Blocked Sewers', 'Safety Tips', 'Call Before You Dig', and 'Test Your Safety IQ'. The 'Recognize a Leak' article text reads: 'Use your eyes, ears and nose to identify a natural gas leak and quickly respond. [More](#)'.

PSE PUGET SOUND ENERGY | Contact Us | Print | Home | Search...

Accounts & Services | **Safety** | Savings & Energy Center | In Your Community | About PSE | Other Languages

Electric Safety > **Detect a Natural Gas Leak**

Use your eyes, ears and nose.

Clean burning natural gas is odorless, colorless and non-toxic in its natural state and it is flammable. We make natural gas stink for your safety. Puget Sound Energy adds a distinctive rotten-egg smell to natural gas so you can detect even the smallest leak, take appropriate action and stay safe.

Smelling natural gas is not the only way to know there is a leak. If you see dirt blowing, bubbles rising in a puddle or hear a hissing sound, it may also indicate a natural gas leak.

If you detect a leak:

- Leave the area immediately.
- Call PSE 24/7 at 1-888-225-5773 or call 911. Do not use phones (cell or land lines) near the leak.
- Do not do anything that might create a spark.


If you don't know the stink of natural gas, we can send you a [scratch and sniff](#) brochure. Call us at 1-888-225-5773.

If you notice any signs of a natural gas leak, call PSE or 911 immediately.

Featured Content

Safety
 Earthquake
 Flood
 Storm
 Have a Plan
 Create a Kit

Related Information
 System Reliability
 Natural Gas Supply
 Choosing Natural Gas
 Source to Stove (video)
 Natural Gas Storage



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PSE PUGET SOUND ENERGY | Contact Us | Print | Home | Search...

Accounts & Services | **Safety** | Savings & Energy Center | In Your Community | About PSE | Other Languages

Electric Safety > **Natural Gas Safety Tips**

Natural Gas Safety Tip

1-888-CALL-PSE (1-888-225-5773)
 TTY: 1-800-962-9498

Think safe, be safe

- Know how to [detect a natural gas leak](#). If you smell gas, leave the area immediately. Don't do anything that may cause a spark.
- Check your furnace filters monthly, change or clean as needed to keep your heating or cooling appliances operating safely and efficiently.
- Have your furnace inspected yearly for proper operation according to the manufacturer's recommendations.
- If your pilot light goes out and you are unsure about relighting it, call Puget Sound Energy at 1-888-225-5773.
- Please keep the natural gas meter clear of debris, landscaping bark, shrubs or other vegetation, snow or overhead icicles. If the meter becomes damaged or covered, call PSE at 1-888-225-5773.
- Never keep flammable liquid or any combustible material near your furnace or water heater, vent pipe or its venting that might ignite. Liquids from paint thinner, gasoline, cleaning solvents, etc. can catch fire or ignite if exposed to a flame or spark.
- Maintain the natural gas pipes you own. Periodically inspect your gas lines between the meter and your appliances, pools, hot tubs and out buildings for wear and corrosion. Make any necessary repairs immediately.
- If you are planning any digging, [call 811](#) first to make sure you don't hit any underground utilities.
- Consider installing earthquake valves on your house piping that will automatically shut off gas in the event of an [earthquake](#).
- If your gas is shut off for any reason, do not attempt to turn it back on to yourself. Call PSE at 1-888-225-5773.
- [Energy System Restoration Plan for 2014-2015](#)
- [Natural Gas Safety, Test and Quiz](#)

Featured Content

Safety
 Electricity Shut Off
 Earthquake
 Storm
 Flood
 Electric Safety Tips

Related Information
 System Reliability
 Natural Gas Supply
 Natural Gas Rules
 Choosing Natural Gas
 Ask an Energy Advisor
 Source to Stove (video)

Accounts & Services | **Safety** | Savings & Energy Center | In Your Community | About PSE | Other Languages

General Info | 1-888-225-5773 | Contact Us
 Terms of Use | Privacy Policy

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A3. 2013 “Think Safe. Be Safe.” Safety Campaign (print ads)¹



PSE Customer, Michaelene Fowler

**SMELL NATURAL GAS?
GO. THEN CALL PSE or 911.**

If you smell the rotten egg odor of a natural gas leak, leave the area immediately. Make sure not to do anything that may create a spark and call PSE at 1-888-225-5773 or call 911.

Think Safe. Be Safe. For more tips visit PSE.com/Safety




PUGET SOUND ENERGY
The Energy To Do Great Things


**SMELL NATURAL GAS?
GO!
THEN CALL PSE OR 911.**

THINK SAFE. BE SAFE.

If you smell the rotten-egg odor of a natural gas leak, leave the area immediately. Do not do anything that might create a spark. Move away from the suspected leak and call PSE at 1-888-225-5773 or call 911.



Stay connected to PSE
PSE.COM/SAFETY



PUGET SOUND ENERGY

A4. 2013 “Think Safe. Be Safe.” Safety Campaign (transit ad)¹



A5. 2013 “Think Safe. Be Safe.” Safety Campaign (interactive web ad)¹



A6. Multi-Language Natural Gas Safety PSA Radio Script (2013)¹

	<p>Puget Sound Energy Safety Campaign – REVISION 1/22/13 Radio Scripts</p> <p>Natural Gas -10 (Korean) If you smell a rotten egg odor, it could be a gas leak. Leave the area immediately and call PSE or 911 from outside. Visit PSE dot com slash Korean for more information.</p> <p>-15 (English) If you smell a rotten egg odor, it could be a gas leak. Leave the area immediately. Don't do anything that may create a spark and call PSE or 911 from outside. Remember: Think safe, Be safe. And visit PSE dot com slash safety for more information.</p>
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A7. "Stinky Bill" Press Release (September 2012)¹**A Bad Smell – For a Darn Good Reason!****Stinky Pamphlet in Upcoming PSE Bills Offers Natural Gas Safety Tips**

BELLEVUE, Wash., (Sept 14, 2012) – The Puget Sound Energy bills now reaching more than 1.5 million homes and businesses through October include a scratch and sniff pamphlet to remind customers of the odorant used to help identify natural gas leaks.

A scratch on the [natural gas safety](#) pamphlet releases a distinctive, sulfur-like aroma, a smell similar to rotten eggs. To help detect natural gas leaks more easily, PSE and other natural gas utilities add an odorant, called mercaptan, to natural gas, which is naturally odorless and colorless.

"Every family needs to know that 'rotten egg' odor of natural gas so they can recognize, react and report a gas leak around their home or elsewhere," said Andy Wappler, vice president of corporate affairs for PSE. "Safety comes first, and having your family know what to do is our top priority."

In addition to bearing the "rotten egg smell", the pamphlet also guides people to call 811 two days before digging to prevent damage to underground utility lines and on how to recognize and safely report suspected natural gas leaks by going to a safe location and calling us at 1-888-225-5773 or 911 from a safe distance. PSE natural gas technicians will respond immediately at no charge from service centers located across Western Washington.

If a natural gas odor is smelled inside a house or building, the occupants should leave the premises immediately.

If anyone suspects a natural gas leak, follow these steps:

- Leave the area immediately.
- Do not use phones, turn any electric switches, appliances or lights on or off.
- Do not smoke, light a match, use a lighter or do anything that might create a spark.
- Use a phone well away from the area and call PSE, 24 hours a day, at 1-888-225-5773 or 911.

"Smell isn't the only way to detect a natural gas leak," added Wappler. "A hissing sound or blowing dirt may also indicate a possible natural gas leak."

About Puget Sound Energy

Washington state's oldest local energy company, Puget Sound Energy serves 1.1 million electric customers and more than 750,000 natural gas customers in 11 counties. A subsidiary of [Puget Energy](#), PSE meets the energy needs of its customers, in part, through cost-effective energy efficiency, procurement of sustainable energy resources, and far-sighted investment in energy-delivery infrastructure. PSE employees are dedicated to providing great customer service that is safe, dependable and efficient. For more information, visit www.PSE.com.

Media Contact

Dorothy Bracken, 1-888-831-7250 or
PSENewsroom@pse.com

<http://pse.com/aboutpse/PseNewsroom/NewsReleases/Pages/A-Bad-Smell.aspx>

A8. “Stinky Bill” Press Release (September 2013)¹

Whoa! This Stinks!

Bad Smell Delivered With PSE Bills to Highlight Natural Gas Safety

BELLEVUE, Wash. (9/4/2013) – It's a trip to the mailbox that could have heads turning. Billing statements from Puget Sound Energy arriving at more than 1.5 million homes and businesses now through October include a scratch and sniff pamphlet to remind customers of the smell that's used to help identify natural gas leaks.

A scratch on the insert releases a distinctive, sulfur-like aroma similar to rotten eggs. To help detect gas leaks more easily, PSE and other natural gas utilities add an odorant called mercaptan to the natural gas, which is naturally odorless and colorless. Everyone in a family needs to recognize the odor, and know what to do if they smell it.

- If a natural gas odor is detected inside or outside a house or building, or if a leak is suspected, everyone should get out immediately.
- Do not switch any lights or appliances on or off.
- Do not use cell or landline phones.
- Do not use anything that might create a spark or has a flame, such as lighting a match or a cigarette.
- When far away from the area, call 911, or PSE's 24-hour emergency hotline at 1-888-225-5773. PSE's natural gas technicians will respond immediately from our service centers at no charge to check out a problem.
- A hissing sound, blowing dirt or bubbles in a puddle may also indicate a possible natural gas leak.

In addition to delivering a "rotten egg smell," the pamphlet also reminds customers to call 811 to have underground utility lines located before having any work done to prevent injuries and damage.

At Puget Sound Energy, safety is always priority number one. We serve more than 760,000 natural gas customers in King, Pierce, Snohomish, Thurston, Lewis, and Kittitas counties.

About Puget Sound Energy

Puget Sound Energy is Washington state's oldest local energy company. We serve 1.1 million electric customers and more than 760,000 natural gas customers in 10 counties. For more information, visit www.PSE.com, or follow PSE on [Facebook](#) and [Twitter](#).

Media Contact

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Ray.Lane@pse.com

<http://pse.com/aboutpse/PseNewsroom/NewsReleases/Pages/Whoa-This-Stinks.aspx>

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A9. Call 811 Before Digging Press Release (April 2012)¹

Puget Sound Energy Urges Everyone to Call 811 before Digging April is Washington State Safe Digging Month

BELLEVUE, Wash. (April 2, 2012) – With [Gov. Gregoire's declaration](#) that April is Safe Digging Month, Puget Sound Energy urges everyone to call 811 to schedule a free utility locator service before beginning any work that involves digging.

"As April marks the start of spring digging season with various garden, home improvement and construction projects, remember to call 811 two business days before digging to help prevent serious injuries or potential hazards from striking or damaging underground utility lines," said Sue McLain, PSE senior vice president of Delivery Operations. "It's important to call 811 before any digging activity—even when you only plan to use a shovel or hand tool."

In 2011, PSE experienced 850 incidents related to accidental dig-ups of the utility's 25,000 miles of underground natural gas lines and 300 incidents involving the utility's 10,000 miles of buried power lines; this is down 5.5 percent from a total of 1,214 combined incidents in 2010. Nearly 90 percent of the damage to PSE's underground natural gas lines was caused by residents, contractors and other excavators.

"Any scratch, dent or gouge to a natural gas pipe or nick to an underground electric line has the potential to become a real-time safety hazard," said McLain. "These potentially dangerous accidents can be prevented by one simple call to 811 to have utilities marked before digging is started, which is required by [Washington state law](#)."

PSE advises anyone who may have damaged natural gas pipes or electric systems – including merely scratching or denting the pipe, conduit or plastic covering the wire, or who smell the rotten-egg odor of a natural gas leak, to leave the area immediately. Do not do anything that might create a spark. Move away from the suspected leak or damaged facility and call PSE at 1-888-225-5773 or call 911. PSE asks citizens to test their natural gas awareness by taking an [online quiz](#), which is accessible to everyone.

About Puget Sound Energy

Washington state's oldest local energy utility, Puget Sound Energy serves 1.1 million electric customers and more than 750,000 natural gas customers in 11 counties. A subsidiary of [Puget Energy](#), PSE meets the energy needs of its customers, in part, through cost-effective energy efficiency, procurement of sustainable energy resources, and far-sighted investment in energy-delivery infrastructure. PSE employees are dedicated to providing great customer service that is safe, dependable and efficient. For more information, visit www.PSE.com.

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PSENewsroom@pse.com

<http://pse.com/aboutpse/PseNewsroom/NewsReleases/Pages/PSE-Urges-Everyone.aspx>

PSE On-Air-Read Message, KXA radio – July 2012

Draft 1 – 6-27-12

60 seconds / rotate versions 1 & 2:

Version 1 (smell gas?):

Nothing is more important to Puget Sound Energy than the safety of our customers and the communities we serve.

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As Snohomish County's natural gas provider, Puget Sound Energy reminds you to take no chances if you smell natural gas.

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On its own, clean-burning natural gas is odorless and colorless. Puget Sound Energy adds a rotten-egg odor to natural gas so that even the smallest leak can be noticed. Although natural gas is nontoxic, it *IS* flammable. So if you smell the rotten-egg odor of natural gas, leave the area *immediately* and call Puget Sound Energy at 1-888-225-5773 or 9-1-1. And don't do anything *as you're leaving* that could create a spark ... including flipping a light switch or making a call on your cell phone.

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Puget Sound Energy wants you to be safe. Smell natural gas? Leave the area and call us or 9-1-1.

Learn more about natural gas safety at PSE.com.

Think Safe, Be Safe with Puget Sound Energy.

A11. Safe Digging Month Radio On-Air Read Script (April 2012)¹

On-Air Read Messages – April 2012

SPOT RADIO :30

April is National Safe Digging Month! Puget Sound Energy reminds you to Call 811 two business days before starting a digging project to avoid underground hazards, potential injuries, or penalties. Call 811 to arrange a free service that will mark the location of underground utilities. Before you start a digging project – even one that involves a shovel to plant a tree -- make sure you know where underground utilities are located. Think Safe, Be Safe with Puget Sound Energy.

April is National Safe Digging Month! Puget Sound Energy reminds you to keep outdoor projects safe by identifying underground utilities before digging. Call 811 two business days before starting a digging project to avoid underground hazards, potential injuries, or penalties. Before you start a digging project – even a project to plant trees or shrubs – make sure you know where underground utilities are located. Think Safe, Be Safe with Puget Sound Energy.

Clean burning natural gas is odorless and colorless. Puget Sound Energy adds a rotten-egg odor to natural gas so that even the smallest leak can be noticed. Though it is not toxic, natural gas is flammable. If you smell the rotten-egg odor of natural gas, leave the area immediately, call 9-1-1 and do not do anything that might create a spark. Puget Sound Energy wants you to be safe. Smell natural gas? Leave the area and call 9-1-1. Think Safe, Be Safe with Puget Sound Energy.

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NPR SPOTS :20

CALL BEFORE YOU DIG - SAFE DIGGING

Support for (station) comes from... Puget Sound Energy. April is National Safe Digging Month. Calling 811 two days before a digging project can help avoid underground hazards, injuries and penalties. 8-1-1 is a public service that marks the location of underground utilities. More about safe digging at CallBeforeYouDig.org.

NATURAL GAS SAFETY

Support for (station) comes from Puget Sound Energy. Natural gas has a strong odor for safety reasons, so even tiny leaks can be noticed. If natural gas is detected, it's important to leave the area immediately and call 911. More about natural gas safety at PSE.com.

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Reconstructed plant at Snoqualmie Falls taking shape

A major upgrade of PSE's Snoqualmie Falls Hydroelectric Project is moving ahead, with crews replacing or rebuilding virtually all of the key power-generating equipment and infrastructure at the 113-year-old facility. Major enhancements also are being made to the facility's public park, trails and wildlife lands. This photo, taken about 100 yards upstream of the falls, shows the project's Plant 1 area (at left), where the initial powerhouse was built inside an excavated cavern 200 feet below the surface. On the opposite side of the river, below the Sailish Lodge, is the new intake structure for delivering water to the Plant 2 powerhouse, located a quarter-mile downstream of the falls. The redevelopment work is scheduled for completion in spring 2013.

Support equips Vashon Island for emergencies

The Puget Sound Energy Foundation in December funded the final phase of an emergency alert system for Vashon Island residents and businesses with a \$15,000 grant.

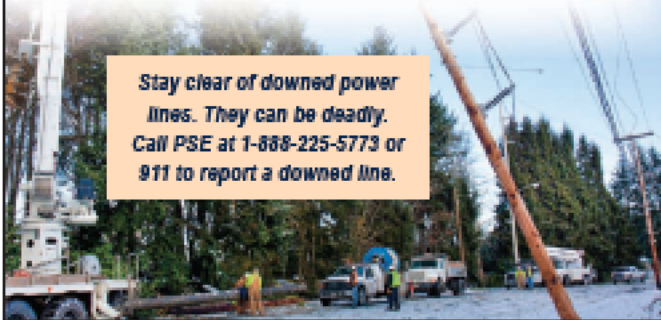


Jeanne Dougherty, president of Voice of Vashon, receives the \$15,000 check from Andy Wappler, chair and president of the foundation.

The Voice of Vashon manages the island's cable television and radio stations.

None of the foundation's funds come from PSE's utility customers.

Stay clear of downed power lines. They can be deadly. Call PSE at 1-888-225-5773 or 911 to report a downed line.



Keep meters clear of snow, ice

Remember to keep snow and ice buildup from covering your natural gas meter. Use a broom to gently clear snow or ice from around the meter, and never shovel snow against the meter or pipes.



When ice thaws, don't allow water to drip onto the meter equipment. If you see ice build-up or suspect a problem, call PSE at 1-888-225-5773.

Detecting and responding to natural gas leaks

With greater natural gas usage during the heating season, PSE urges everyone to be aware of potential natural gas leaks. Follow these tips:

- ✓ Be aware of the possible signs of a natural gas leak, including a distinct sulfur, or rotten-egg odor added to natural gas to help identify leaks, a hissing or roaring sound, bubbles appearing in standing water, blowing dirt or dead or dying vegetation in an otherwise moist area.
- ✓ Leave the area immediately if you suspect a natural gas leak; don't turn on or off any electrical devices, including light switches, or do anything that could cause a spark.
- ✓ From a safe location, call PSE at 1-888-225-5773, or 911.

Lower Snake River Wind Facility begins generating power

In late February, Washington's newest and largest wind farm – the Lower Snake River Wind Facility-Phase I – began generating power, providing PSE's 1.1 million electric customers with significantly more renewable energy.

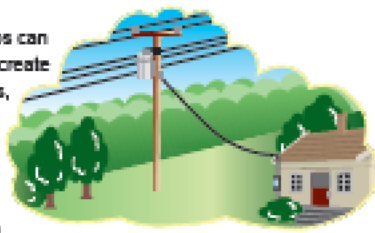


The facility's 149 wind turbines — set among the wind-blown farmlands of Garfield County in southeast Washington — will generate enough electricity, on average, to power about 100,000 homes.

The 343-megawatt (MW) Lower Snake River project is PSE's third wind farm. Our 157-MW Hopkins Ridge Wind Facility, built in 2005, is in Columbia County. The 273-MW Wild Horse Wind and Solar Facility, built in 2006 and expanded in 2009, is in Kittitas County. Together, the three PSE sites generate enough electricity, on average, to meet the total power requirements of approximately 230,000 households.

Between power line and roof: Please keep it clear

Because trees and limbs can conduct electricity and create potential safety hazards, PSE crews work year-round to maintain a safe distance between power lines and encroaching vegetation.



While PSE prunes vegetation from pole to pole, property owners are responsible for maintaining the service line that extends from a power pole to the roof of their home or building. At no charge, PSE will disconnect the service line from the pole to allow property owners to safely clear trees and other overgrown shrubs.

If you're aware of trees that could contact or fall onto a power line, please call us at 1-888-225-5773. We'll send a certified arborist to investigate and discuss whether the trees need to be trimmed or removed. If no one is home, we'll leave a notice advising of the next steps.



Suspect a natural gas leak?

In a natural gas emergency, call Puget Sound Energy toll free at 1-888-225-5773 from a safe location. We respond 24 hours a day, seven days a week, at no charge.

En el evento de una emergencia ocasionado por gas natural, favor de llamar sin cobro a Puget Sound Energy al tel.1-888-225-5773 lugar seguro. Responderemos a su emergencia las 24 horas del día, 7 días por semana sin costo alguno.

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Safety & energy tip: Set water heater to 120 degrees

Washington state law recommends that residential water heaters be set no higher than 120 degrees Fahrenheit, or on the low setting. This will prevent scalding accidents and save energy.



Go Paperless
Save time and postage
PSE.com



Surge protection for home electronics

To help protect expensive home electronic equipment, like computers, televisions, printers and other devices, consider a surge suppressor or surge arrester. Surges can originate either inside or outside your home or building. A surge suppressor, commonly a power strip, helps protect equipment from potentially damaging voltages. A surge arrester, which is installed in or near a home's main electric service panel, close to the electric meter, helps protect all the circuits in a house or office from spikes in voltage of up to 20,000 volts. Surge suppressors are available at hardware and home improvement stores. Surge arresters should be installed by a licensed electrician. Check your homeowners insurance policy for coverage of power surges.



"Safe at Home": \$8 Mariners tickets

Join us at the Safe at Home Mariners game on September 7. Bring your family and friends to the ballpark to learn about being safe around natural gas and electricity. Participate in a safety quiz, with the chance to win an emergency preparedness kit.

Friday Sept. 7, 7:10 p.m.
Athletics vs. Mariners
Safeco Field

Purchase your discounted \$8 ticket in the View Reserved section by going to seattlemariners.com/PSEsafeathome.

Please note: The online ticket offer is for PSE customers only and is not available at Seattle Mariners team stores or box office outlets.

Suspect a natural gas leak? Leave the area, then call.

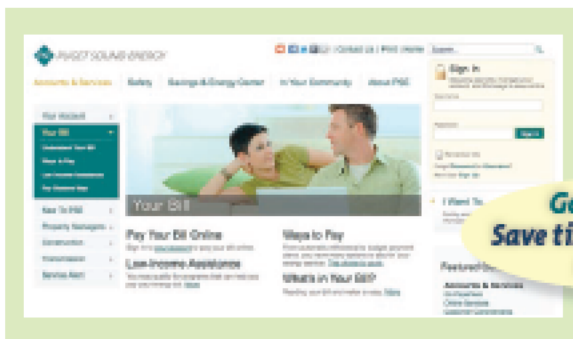
In a natural gas emergency, call Puget Sound Energy toll free at 1-888-225-5773 from a safe distance. We respond 24 hours a day, seven days a week, at no charge.



En el evento de una emergencia ocasionado por gas natural, favor de llamar sin cobro a Puget Sound

Energy al tef. 1-888-225-5773 lugar seguro. Responderemos a su emergencia las 24 horas del dia, 7 dias por semana sin costo alguno.

4



Go Paperless
Save time and postage
PSE.com



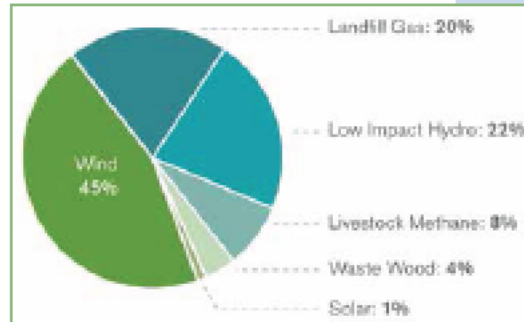
PSE customers go green



More than 34,000 PSE electric customers participate in PSE's Green Power Program, a voluntary program which gives customers a way to guarantee that all or a portion of the electricity they use is matched with clean renewable energy resources from independent producers located in the Northwest.

In 2011, Green Power Program participants purchased more than 342,500 megawatt-hours of renewable energy from the sources shown in the chart. These resources are in addition to, and independent from the wind energy generated by PSE in Eastern Washington.

2011 Green Power Program Resources



For comparison, the current average mix of resources supplying PSE electric customers includes: hydroelectric (50%), coal (32%), natural gas (14%), nuclear (1%), and other (1%) based on 2011 fuel mix as reported by PSE to the Washington Department of Commerce.

Customer service: guaranteed
PSE makes two service guarantees to you.

First, we commit to keeping scheduled appointments, and second, we commit to restoring power outages as soon as we can.

- If we don't keep an appointment to install new service, reconnect existing service, or inspect natural gas equipment, you'll receive a \$50 credit on your PSE bill.

- If your electric service is disrupted for 120 consecutive hours or longer, you may be eligible to receive a \$50 credit on your PSE bill.

These service guarantees are in addition to nine service-quality measures that track PSE's performance. They are subject to certain conditions and may be suspended during unusual and exceptional circumstances.

For more information, visit PSE.com/Guarantees.

Detecting natural gas leaks

With greater natural gas usage during the heating season, PSE urges you to be aware of signs of potential natural gas leaks.

Follow these tips:

- ✓ Be aware of the possible signs of a natural gas leak, including a distinct sulfur, or rotten-egg odor added to natural gas to help identify leaks, a hissing or roaring sound, bubbles appearing in standing water, blowing dirt or dead or dying vegetation in an otherwise moist area.
- ✓ Leave the area immediately if you suspect a natural gas leak; don't turn on or off any electrical devices, including light switches, or do anything that could cause a spark.
- ✓ From a safe location, call PSE at 1-888-225-5773, or call 911.

4



A16. Social Media Posts (2012)¹**2012 Social Media Natural Gas Analytics****FACEBOOK****January 12**Puget Sound Energy shared [a link](#).[What's your natural gas IQ?](#)www.surveymonkey.com

Find out how much you know about natural gas and the underground pipelines that are around you. Take this survey and test your natural gas knowledge.

Help us improve our safety communication by participating in our natural gas awareness survey. Your feedback is important to us and the multiple-choice survey with just nine questions takes about 90 seconds to complete.

February 6Puget Sound Energy updated their [status](#).

We have a natural gas safety tip for you this week. Know how to detect a natural gas leak. If you smell gas, leave the area immediately and call PSE 24/7 at 1-888-225-5773 or 911. Do not use phones (cell or land lines) near the leak. Don't do anything that may cause a spark.

February 21Puget Sound Energy shared [a link](#).[Have you seen these?](#)www.flickr.com

PSE installs above ground pipeline markers to indicate the approximate location of buried, high pressure natural gas pipelines. These line markers display the name of the pipeline operator and a telephone number in case of an emergency.

Have you ever seen one of these? PSE, like other pipeline operators, installs above ground pipeline markers to indicate that a buried natural gas pipeline is in the area. Tell us if you've seen one by taking our natural gas awareness survey at PSE.com/NGSurvey

February 27Puget Sound Energy updated their [status](#).

There are possible snow showers in the forecast this week. Here's a reminder for our natural gas customers: Remember to keep snow and ice buildup from covering your natural gas meter. Use a broom to gently clear snow or ice from around the meter, and never shovel snow against the meter or pipes. When ice thaws, don't allow water to drip onto the meter equipment. If you see ice build-up or suspect a problem, call us at 1-888-225-5773.

February 29Puget Sound Energy shared [a link](#).[Test your natural gas IQ?](#)www.surveymonkey.com

Take a few moments to tell us what you know about natural gas. The multiple choice survey with just nine questions takes about 90 seconds to complete.

Quiz time! We're testing your natural gas awareness. Take this quick survey and tell us what you know about natural gas!

March 26Puget Sound Energy shared [a link](#).[Natural gas pipeline marker](#)www.flickr.com

These line markers display the name of the pipeline operator and the telephone number where the operator can be reached in case of an emergency.

Natural gas pipelines are underground, but where? We install above ground pipeline markers to indicate that a buried natural gas pipeline is in the area. Have you seen one of these yellow markers in your area? Share it with us on Flickr!

April 5Puget Sound Energy shared [a link](#).[PSE's spring cleaning tips](#)www.king5.com

A17. Social Media Posts (2013)¹**2013 Social Media Natural Gas Analytics****FACEBOOK****January 11**

[Natural gas line upgrade](#)
www.flickr.com

Puget Sound Energy crews install an 8-inch diameter natural gas pipe along Village Green Drive to upgrade the natural gas system serving Mill Creek.

Curious about what's happening along Village Green Drive in Mill Creek? We're installing natural gas pipes to add capacity to our natural gas distribution. You can see what we're doing at <http://www.flickr.com/photos/pugetsoundenergy/sets/72157632467314264/>.

- Puget Sound Energy posted [a link](#) to [Journal Magazine's timeline](#).
- Puget Sound Energy posted [a link](#) to [HeraldNet.com's timeline](#).
- Puget Sound Energy posted [a link](#) to [News of Mill Creek's timeline](#).
- Puget Sound Energy posted [a link](#) to [HeraldNet.com's timeline](#).

February 5

Puget Sound Energy updated their [status](#).

Natural gas stinks! Do you know how to detect a natural gas leak? Let us know in the comments! "Hint: It's not just with your nose ☺"

- [Brandon Honez Jones](#) Spraying joints of gas piping with soapy water. Do I win a prize?
- [Steve Ziehs](#) Hissing sound near a gas line, or dead or dying vegetation.
- [David Fortier](#) Light a match.
- [Puget Sound Energy](#) Sorry, no prizes. We want to know what our customers' awareness levels are in regards to natural gas safety. Check out all of our safety tips at PSE.com/Safety.
- [Robert Friend Weber Whitlock](#) Call your natural gas provider ASAP!
- [Robert Friend Weber Whitlock](#) Personally, I think people should question the term "natural gas." Gas that is extracted from the ground through intensive, dangerous and polluting industrial processes might not be reasonably termed "natural."

What would be natural would be to leave well enough alone, and learn to live in harmony with the planet, rather than at it's expense!

- [Brandon Honez Jones](#) Lol.....you are a walking contradiction Robert. Do you use gasoline, power, oil, etc? Yeah I thought so.
- [Wii Salmonson](#) Your Bill has gone up..
- [Jack Francis](#) Light a match?
- [Gabriel Renville](#) Call 1888-225-5773
- [Gabriel Renville](#) And the smell of sulfur is a huge hint of a leak
- [Norm Keegal](#) Count the dead bodies
- [Debbie Van Parys](#) Soapy water.
- [Victoria Ho](#) Suds
- [Robert Friend Weber Whitlock](#) Thank you!
- [Puget Sound Energy](#) We make natural gas stink for your safety. We add a distinctive rotten-egg smell to natural gas so you can detect even the smallest leak, take appropriate action and stay safe. If you see dirt blowing, bubbles rising in a puddle or hear a hissing sound, it may also indicate a natural gas leak. If you detect a leak: Leave the area immediately. Call PSE 24/7 at 1-888-225-5773 or call 911. Do not use phones (cell or land lines) near the leak. Do not do anything that might create a spark. Thanks!

March 6

Puget Sound Energy posted [a link](#) to [Call 811 Before You Dig's timeline](#).
[Call 811 Before You Dig](http://www.youtube.com)
www.youtube.com

PSE employees take a moment to provide customers with information about natural gas and electric safety.

Washington state's oldest, local energy utility is "shaking" the 811 message!

March 11

Puget Sound Energy shared [a link](#).
[Safety](#)
pse.com

Call PSE at 1-888-225-5773 or call 911 if you think you are experiencing a natural gas or electric emergency, such as a gas leak or downed power line.

Social Media Posts (2013) – Continued¹

With spring break on the horizon for kids in the Puget Sound area, parents should consider talking with their children about natural gas and electric safety. We have great tips for you at PSE.com/Safety!

April 29

Puget Sound Energy shared [a link](#).

[Call Before You Dig](#)

pse.com

Avoid potential injury, fines and electric or natural gas service disruptions. Call 811 two business days prior to digging for a free service that will mark the location of underground lines.

Did you know that April is Safe Digging Month? We want to remind you to call 811 before you dig! Call 811 two business days before digging to have underground utilities marked. It's the law, and helps prevent serious injuries or potential hazards from striking or damaging underground utility lines. Visit PSE.com/Call811 for more information.

June 11

Puget Sound Energy shared [a link](#).

PSE.com/Safety

pse.com

Call PSE at 1-888-225-5773 or call 911 if you think you are experiencing a natural gas or electric emergency, such as a gas leak or downed power line.

With June being National Safety Month, we want to remind you that we have lots of great electric, natural gas, and emergency preparedness tips on PSE.com/Safety. From our list of tips, which one do you think is most important?

September 5


Puget Sound Energy shared [a link](#).

[Your PSE bill stinks this month! #smelly #stinky #safety #rotteneggs](#)

vine.co

P U It stinks...for #safety! #smelly #stinky #energybill



4



PSE
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ENERGY

Natural gas safety

- If you smell natural gas?
 - Leave the building
 - Call 9-1-1
 - Call PSE 1-888-225-5773
- More natural gas info:
 - PSE.com
 - Call Before You Dig
8-1-1



4

2