

APPENDIX B - Examples of Natural Gas Leak Response Education Best Practices (Materials, Graphics & Messaging)

As part of this project, Cyera Strategies reviewed materials, graphics and messaging used by 15 gas utility companies and industry collaborative groups to educate customers and the general public regarding how to recognize and respond to a natural gas leak.

Appendix B includes copies of materials from five companies or organizations identified as a best practice for 1) effective use of high impact media and graphics and/or 2) effective leak response messaging that emphasizes the urgency to respond.

Items included for reference include a poster distributed by SourceGas to schools in Wyoming, Colorado, Nebraska and Arkansas; a 3-D billboard in Denver used by Xcel Energy; web content, graphics and campaign materials used by the Georgia Public Utility Commission as part of their Safe Gas campaign; web content, TV PSA and graphics used by the Ohio Gas Association; and web content, graphics and materials used by the Indiana Gas Association.

Materials are included for reference with permission from the company/organization that created them.

B1. SourceGas School Poster (Distributed in Colorado, Wyoming, Arkansas and Nebraska)¹

In 2013, SourceGas redesigned gas safety materials for distribution to schools within its gas service territory. The dominant text at the top of the poster emphasizes the urgency to respond to a leak – “Gas leak? Don’t Delay. Get away!”

NATURAL GAS SAFETY INFORMATION FOR SCHOOLS

Gas leak?
DON'T DELAY
Get away!

Find Gas Meters & Pipelines Near Your School
Pipeline markers and gas meters identify the general location of our distribution, gathering and transmission lines. Learn more about our pipelines near your school using Pipelines Nearby, <http://sourcegas.pipelinesnearby.org>.

Signs of a Natural Gas Pipeline Leak:

- A “rotten egg” odor near a gas appliance or pipeline (if odorant is added).
- Hissing, whistling or roaring sounds.
- Dirt spraying into the air, continuous bubbling in a pond or creek.
- Dead or dying vegetation in an otherwise moist area.

A leak involving an un-odorized section of our transmission gas line will not be detectable by a “rotten egg” odor.

Identify & Report Signs of a Leak
If you suspect a gas pipeline leak, leave the area and from a safe place notify 9-1-1 and SourceGas.
You can help prevent a natural gas fire. Do not operate any device that might create a spark, including electronics, cell phones, vehicles or electric switches. If you suspect a leak near a gas appliance, open a window or door to allow gas to dissipate and leave the building. Consider turning off the gas at the appliance or meter.

Call us 24-hours a day at
1-800-563-0012
to report a potential pipeline leak or for more information regarding our pipelines near your school.

SourceGas is a natural gas local distribution utility headquartered in Golden, Colorado, with operations in Arkansas, Colorado, Nebraska, and Wyoming. SourceGas serves nearly 420,000 customers and operates 17,700 miles of distribution, gathering and transmission pipelines, as well as compressor stations and storage facilities.



¹ School poster created by Cyera Strategies as part of 2013 updates to gas safety communication materials.

B2. Georgia Public Service Commission – Safe Gas campaign materials and graphics

The Georgia Public Service Commission’s Safe Gas campaign includes materials in English and Spanish for children and adults. Materials prominently feature the “Smell Gas? Act Fast!” tagline emphasizing the urgency to respond to a gas leak.

The screenshot shows a web browser window with the address bar at www.safegas.org. The page features a green background with a blue and white cartoon dog mascot named Sniffy. The main headline reads "Smell Gas? Act FAST!" in large, stylized letters. Below this, there is a navigation menu on the left with links: "About Natural Gas", "Natural Gas Safety Tips", "Provider Awareness Kit", "Kid's Pages", "Natural Gas News", "List of Providers", "About SafeGas.org", and "Pipeline Safety Information".

Key text elements on the page include:

- Spanish text:** "Español: Para texto en español, haga clic aquí." (Spanish: For text in Spanish, click here.)
- It's best to be safe:** A callout box stating: "If you smell gas RIGHT NOW—don't touch or turn off your computer—leave the area! After you go someplace away from the odor, call your natural gas provider. If you don't know that number, dial emergency services, 9-1-1."
- Smell-Gas? Act FAST!** A callout box stating: "To learn how to contact your natural gas provider, click here."
- Natural Gas description:** "Natural Gas: Clean. Efficient. Nontoxic. And naturally odorless. * All-in-all, it's one of the safest, most environmentally friendly fossil fuels in use today."
- Sniffy's role:** "Our friend, Sniffy, knows a lot about natural gas. On this Web site, he has provided information to help you learn more about natural gas and natural gas safety."
- Speaking of safety:** "Speaking of safety: **Smell Gas? Act Fast!** is Sniffy's way of reminding you that if the smell of gas is in the air, whether a little or a lot, don't delay—get away!"
- Starburst callout:** "That's right, natural gas, in its natural form has no odor! The distinctive smell you recognize is actually added by the gas company to help you detect gas leaking into the air. This harmless odor, kind of like rotten eggs, is called mercaptan." (Accompanied by a small illustration of a cracked egg with a question mark above it.)

At the bottom, a footer box contains the Georgia Public Service Commission logo and the text: "SafeGas.org is brought to you by the Georgia Public Service Commission. All text and images appearing in this Web site may be freely downloaded and utilized for purposes of natural gas safety education. Any commercial use of such materials is expressly prohibited."



It's best to be safe:

If you smell gas RIGHT NOW—don't touch or turn off your computer—leave the area! After you go someplace away from the odor, call your natural gas provider. If you don't know that number, dial emergency services, 9-1-1.

B3. Xcel Energy Outdoor Billboard (Denver, Colorado)

Xcel Energy’s high-impact, 3-D billboard includes the following leak response language – “If you smell natural gas, get out and get away.”



B4. Ohio Gas Association – Safe Gas campaign materials (graphics, messaging)

The Ohio Gas Association’s Safe Gas campaign includes “..move your feet! Then call when you’re down the street.” leak response messaging and a campaign logo graphic that visually illustrates the desired sequence of response actions.

The campaign also includes a TV PSA for broad demographic and audience reach that visually illustrates leak recognition and response actions with emphasis on leaving the area as the first response action.



Suspect a natural gas leak?

First, move your feet!

Then call when you're down the street.

USE YOUR SENSES



Use your senses of sight, hearing or smell to be alerted to the presence of a gas leak.

[>> watch video](#)

WHAT TO DO IF YOU SUSPECT A GAS LEAK

If you smell a natural gas odor, hear the hissing sound of gas escaping or see other signs of a leak:

- REMAIN calm.
- DON'T light a match, candle or cigarette.
- DON'T turn electrical appliances or lights on or off or use any device that could cause a spark.
- IMMEDIATELY EVACUATE the area, and from a safe location, call your local natural gas company and 9-1-1 for emergency response.

B5. Indiana Gas Association – Safe Gas campaign materials (graphic)

Like the Ohio Gas Association campaign, the Indiana Gas Association’s Safe Gas campaign includes high-impact graphics and text that emphasize leak response actions and the sequence of those actions.

