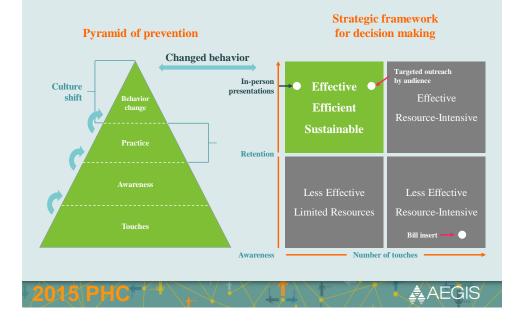


Culver Understands Utilities and Their Customers' Safety Information Needs and Expectations

- **Proven track record** Public safety outreach strategist and market leader for more than 35 years
- Valuable data Robust insights and knowledge about customer perspectives, perceptions, and impact for baseline evaluations and industry benchmarking
- **Industry perspective** Take the pulse of industry trends and validate leveraging stakeholder feedback
- Comprehensive reach Large reach, and growing
 - Outreach in 38 states on behalf of over 1,000 utilities
 - 1.1 million at-risk workers
 - 2 million students
 - 15,000 first responder organizations
 - Repeat offender programs
 - Websites for 200 utilities

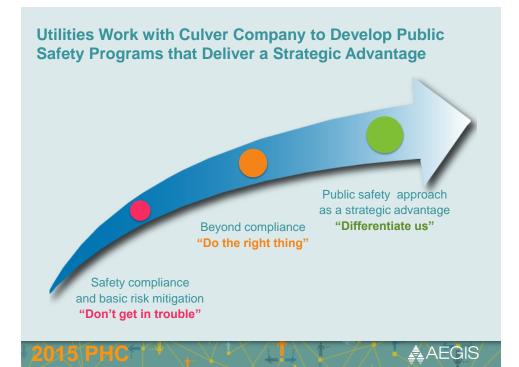


Prevention-Based Public Safety Outreach Strategy

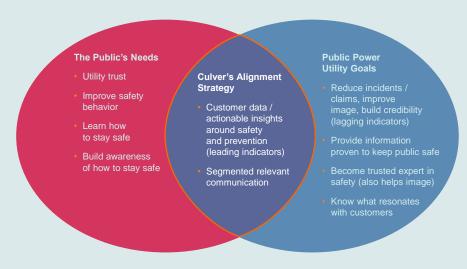
What's Your Public Safety Risk Tolerance Level?

- How do you measure prevention?
 - Leading indicators (changed behavior)
 - Lagging indicators (loss / claims)
- When do you know if you have moved out of your risk tolerance zone?
- How do you balance resources and tactics and leverage best practices for continuous improvement?





Leveraging Knowledge and Insight Are the Keys to a Strategic Advantage



Target Key Stakeholder Audience Sectors and Further Segment Them to Ensure that Messages "Stick"



Educators Value Direct Mail and Email as Primary Communication Vehicles

School Program

School safety programs reach educators, students, and their families with direct mail and online safety resources and education

- Program materials
 - Dozens of standards-based, utilitybranded K-12 grade electrical and natural gas safety and energy efficiency booklets in English and Spanish, targeted to area educators, students, and their families
 - *e-SMARTkidsTM* utility-branded website provides a 24/7 safety resource and allows for the promotion of your utility's internal campaigns and programs



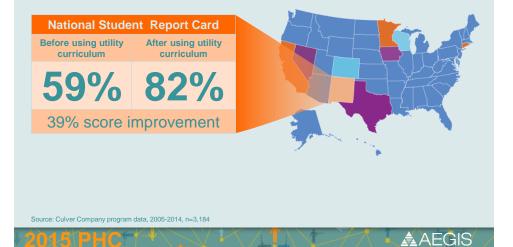


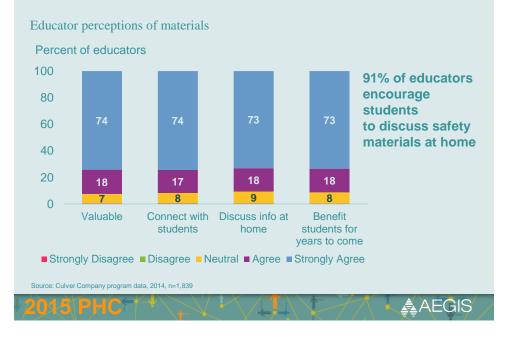
Educators Concentrate on Elementary Students

Grades for which educators are ordering safety materials by utility type

Knowledge Checks Track Student Safety-Awareness Improvements and Behavior Change

School program





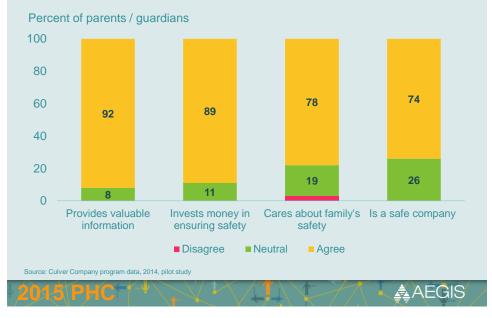
Educators Find the Material Valuable

From One Teacher Request, 276 People Are Reached School program

• When a utility generates awareness of its safety program...



Engaging Parents Shapes Their Perceptions of the Utility Feedback



Methodology Focuses on Changing Unsafe Behaviors and Generating Positive Safety Impact

At-risk worker safety program



Information Serves As a Foundation for Meetings and Training

How customers use safety information



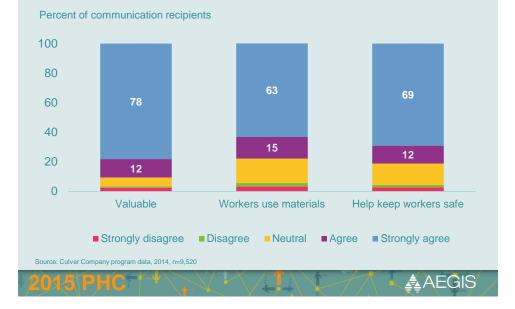
Customers Expect Safety Information from Their Utility; Utilities Benefit from the Image Boost

At-risk worker perception of safety communication



Materials Valued and Used to Help Keep Employees Safe

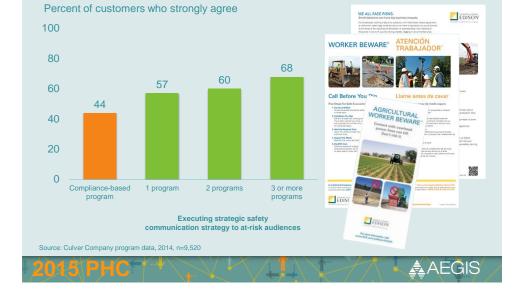
At-risk worker perception of materials



Integrated Safety Communication Valued More Than Compliance-Based Communications



At-risk worker feedback

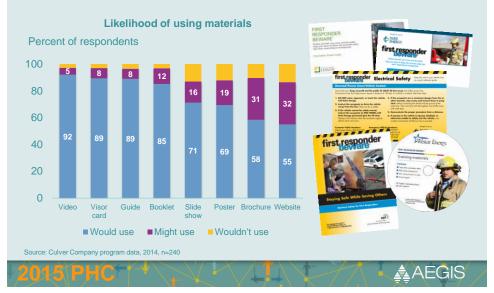


Use Increases When Multiple Segments Receive Materials

Workers use information

Videos, Visor Cards, Guides and Booklets Used the Most; Websites the Least

First responder safety program



Utilities Leverage the First Responder Training Culture to Create a Safer Community



Culver Designs Social Media Tactics to Promote Public Safety Messaging and Meet Regulator Expectations

- Comprehensive public safety outreach strategies integrate social media into the communications mix
 - Leverage existing followers to extend reach
 - Manage internal/external expectations about the effectiveness of social media
 - For many at-risk customers, social media is not a preferred method for receiving safety messaging
- Social media presents opportunities to consider at-risk audience-targeted apps



Utility Associations Deliver Cost-Efficient Safety Messages

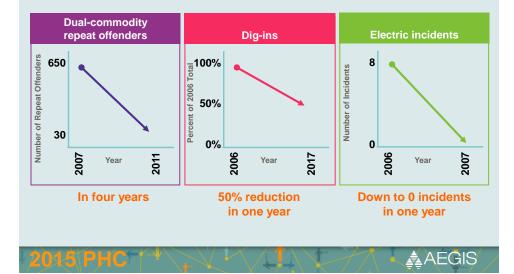


- Associations allow utilities to leverage economies when delivering safety content on behalf of even the smallest municipal utilities
- Associations also provide utilities with an additional channel for reaching targeted segments
- Culver assists clients in coordinating safety messaging via national and state utility associations as well as in linking to industry associations that represent your at-risk customer audiences—i.e., local firefighter associations, unions



Prevention-Based Safety Communication Strategies Integrating Utility Data and Customer Insights

Deliver measurable results



Successful Public Safety Tactics

- Utilities that understand the public's safety information needs and focus on leading indicators create prevention
- Prevention-based programs deliver metrics that reduce risk to reach desired risk tolerance level
- Safe business is smart business because it saves lives, mitigates risk, and builds credibility



