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May 18, 2015

By Electronic Mail
Hon. Kathleen H. Burgess
Secretary to the Commission
New York State Public Service Commission
Three Empire State Plaza
Albany, New York 12223-1350

Re: Case 11-G-0565 – In the Matter of a Natural Gas Incident at 198 Joseph Street, Horseheads, on January 26, 2011 in the Service Territory of New York State Electric and Gas Corporation

Dear Secretary Burgess:

In accordance with the New York Public Service Commission's Order Directing Implementation of Best Practices of New York Gas Facilities, issued under the referenced proceeding on April 17, 2015, Consolidated Edison Company of New York, Inc. hereby submits the attached Revised Education Plan.

Please contact me if you have any questions regarding this matter.

Very truly yours,

/s/ Enver Acevedo



Order Directing Implementation of Best Practices of New York Gas Facilities –
Case 11-G-0565

May 18, 2015

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A. LDC Best Practices

In response to the LDC and Commission best practices set forth in Appendix A relating to public awareness programs regarding gas odors, the Company has implemented these best practices as follows:

Develop and mail bill inserts/brochures with gas safety messaging

Con Edison includes gas safety messaging including pipeline safety and how to identify the smell of gas in each quarterly Customer News bill insert. We mail a Natural Gas Safety brochure to all customers annually.

Distribute “scratch & sniff” pamphlets that simulate gas odor

Con Edison’s Smell Gas. Act Fast. peel & sniff odorant card was redesigned in 2014 to include more effective and relevant messaging based on feedback from focus groups conducted in 2014.

The peel & sniff went into bills for 1.1 million gas customers in November 2014. Starting in 2014, a gas odorant brochure was mailed to 700,000 eBill customers in May 2014. Both mailings are conducted annually. Con Edison has been sending odorant brochures annually since 2010. In March 2015, a peel-

Appendix A: Public Awareness Programs Regarding Gas Odors

and-sniff postcard was mailed to nearly one million residents of master-metered buildings in the Company's gas service territory.

Provide non-English versions of brochures upon request

Con Edison's Natural Gas Safety brochure is available upon request in Spanish, Chinese, Korean, and the Energy Safety brochure with gas safety information is translated into Russian and Haitian Creole. These versions are all available as a pdf on conEd.com. Multi-lingual brochures and Smell Gas. Act Fast. refrigerator magnets are also distributed at outreach events. English/Spanish copies of this brochure were shipped to all elected officials in New York City and Westchester. This practice will continue annually.

Use a block of foreign language on some gas brochures to indicate that the information is important and should be translated

The Company's gas and energy safety brochures are translated into Spanish, Chinese, Korean, Russian, and Haitian Creole. Other gas safety collateral including a peel-and-sniff bill insert and postcard features a language block informing customers who speak those languages that they should have the important message translated. Google translations are available on conEd.com.

Participate in NGA's annual pipeline safety awareness campaign for radio/TV/online media outlets

The company is a longtime participant in the NGA's annual campaign.

Deploy email blasts with gas safety messages

In March 2014, November 2014, and March 2015, the company deployed 1.5 million gas safety emails to customers in both English and Spanish with an embedded gas safety video describing how to recognize and report gas leaks. [See attachment B] The emails had an average open rate of 16%. The company will continue to send out the gas safety email blast two times a year. Gas safety messaging is also included in a quarterly Customer News email to the 1.9 million customers whose email addresses are on file.

Incorporate messages in social media communication

The Company uses its Con Edison Facebook and Twitter pages to share gas safety information with customers and the public. [See attachment A]

Expanded: The Company now posts at least one tweet per week and at least two Facebook posts per month about gas safety. Posts include our multi-lingual videos in English, Spanish, Chinese, and Korean, as well as "signs of a gas leak," and instructions to leave the area and call 911 if a leak is suspected.

Appendix A: Public Awareness Programs Regarding Gas Odors

Provide education to school children

The Company's long-term partnership with Scholastic, Inc., teaches nearly 100,000 students in grades 3 through 8 about energy safety twice each year. Kids participate in games and activities, and take home an assignment related to electric and gas safety. Scholastic hosts our branded safety content on their website, which has been visited by nearly 7,000 children, parents, and teachers over the past two years. The Company sends 300 packets of safety information to local libraries each year, and collaborates with DC Comics on an energy safety comic book. The conEd.com/kids website also provides age-appropriate gas safety information.

Annual mailings to contractors and periodic mailings to public officials

The company sends a mailing to contractors each year reminding them about gas safety and the importance of calling 811 before they dig. The Company sent gas safety information to elected and municipal officials via email once every three years.

Expanded: Beginning in 2014, the company mails bilingual brochures to elected officials each year with a letter asking them to share important gas safety messages with their constituents.

Distribute gas safety information during service calls

The Company is exploring the feasibility of restarting the program on distributing brochures or other materials during service calls but only on non-leak calls.

Add QR code to publications directing to website

A QR code is included on company gas safety bill inserts to direct customers to our gas safety website. There, gas safety information is available in six languages, with Google Translate available to translate additional languages.

Provide town/community meetings on gas safety

The company increased gas hazard training for municipal responders, and includes a full section on gas safety in annual Muni Info Exchanges in Westchester.

Expanded: We will coordinate with community partners, community boards, and elected officials to identify opportunities to extend outreach in local communities through various outlets, including community or town meetings.

Appendix A: Public Awareness Programs Regarding Gas Odors

Include gas safety information at community events

Customer Outreach staff continues to distribute the Natural Gas Safety brochure in multiple languages and “Smell gas. Act fast.” refrigerator magnets translated into Spanish, Chinese, Korean, and Russian, as well as other giveaways (change purses, etc.) with the “Smell gas. Act fast.” phrase and a link to the Company’s gas safety website.

Appendix A: Public Awareness Programs Regarding Gas Odors

B. Commission Best Practices

Scratch and sniff pamphlets

The Company's "Smell Gas. Act fast." peel-and-sniff bill insert is mailed to all customers with their paper bills, and is mailed separately to eBill customers each year.

New customers currently receive a Welcome brochure with energy safety information in their first month's bill, and the Natural Gas Safety brochure in their second month's bill.

Expanded: We plan to begin sending new gas customers a peel & sniff brochure with their first bill.

Website

Gas safety brochures including how to identify and report the smell of gas are available in six languages and are posted prominently at the top of the Company's gas safety website. Google Translate is available to translate all other languages. The site includes links to download pdfs of the brochures.

Expanded: A link will be added to the gas safety website to allow customers to request printed gas safety brochures and peel & sniff handouts.

Language block

A language block directs customers to our gas safety website in Spanish, Chinese, Korean, Russian, and Haitian Creole. There, they will find brochures translated in their language, videos available in Spanish, Chinese, and Korean, and Google Translate for any other languages.

Office locations

Natural Gas Safety brochures and countertop posters with Smell Gas. Act Fast. messaging are available at all walk-in centers at all times. Video screens in each location display rotating messages including a gas safety message.

On-hold messaging

A gas safety message is played for customers on hold at our call center, which fields approximately 6.5 million calls per year.

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Collaborative Initiatives

Leverage existing NY One-call safety videos and target them to public officials and government agency personnel

Dig Safely New York has developed a video Damage Prevention DVD that was made available to Utility Operators. The DVD availability will be expanded in 2015 to be offered to the various Cities, Town and Municipal agencies and their Public Officials in Westchester County.

In the New York City Area, New York 811 has hired a Utility Member Liaison whose responsibility will be to aid in New York 811's campaign to target Public Officials and Government Agency Personnel and educate them on the Damage Prevention. New York 811 currently utilizes "Digging Dangers" videos obtained from Underground Focus Trade Magazine, an Organization geared toward Damage Prevention, to show as part of their presentations.

Leverage regional face-to-face and online education programs to be developed in partnership with One-call centers

Westchester County, New York, has 6 cities, 19 towns and 23 villages (48 in total). Invitations were sent to these various entities by mail and e-mail encouraging them to attend the NY Dig Safely Excavator Safety Seminars on March 18 in Fishkill, New York and March 19 in Middletown New York. There was information on their Dig Safely New York's website also had on line links to seminar information. Of the 48 cities, towns and villages in Con Edison's gas area, a total of 17 or 35% attended the seminars.

In the New York City and Long Island Region, New York 811 held an Excavation Safety Expo in Uniondale, New York on April 1, 2015. There were representatives in attendance from the New York City Water Department and New York City and New York State DOT.

LDC Initiatives

Conduct face-to-face meetings at least once a year with municipalities with high instances of contractor damage

Status: Already adopted

Audience: Town Supervisors/Mayors, Highway Department Superintendents, Municipal Contractor, NYC DDC, NYC DOT and NYC DEP

Schedule: As needed throughout the year in Westchester and the NYC area

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Copy the project owner on correspondence and invoices regarding damage to utility facilities by contractors retained by municipality. Follow up with call or meeting

Status: Already adopted

Audience: Town Supervisors/Mayors, Highway Department Superintendents, Municipal Contractor, NYC DDC, NYC DOT and NYC DEP

Schedule: As needed throughout the year in Westchester. In the New York City Area, information is exchanged on a quarterly basis or sooner with City Agencies if a specific Contractor is problematic.

Participate in municipal construction meetings with contractors on projects where damage has occurred

Status: Already adopted. The meetings held to date have been successful in educating contractors on following the damage prevention guidelines. More importantly, they have resulted in a decrease of billable damages made by the same contractors.

Audience: Town Supervisors/Mayors, Highway Department Superintendents, Municipal Contractor, NYC DDC, NYC DOT and NYC DEP

Schedule: As needed throughout the year in Westchester. In NYC, there are in progress meetings in each of the boroughs either biweekly or monthly.

Urge municipalities to investigate contractor damage prevention training certification lists with NY One-call centers prior to adding contractors to bid lists

To date, both NY 811 Call Centers have not developed the contractor certification lists. Con Edison will adopt when the lists are ready.

Perform annual mailings seeking information on public improvement projects from municipalities and counties and conduct follow up meetings

In the New York City area, the City Agencies notify the Utilities in advance of large upcoming projects. There are alignment meetings where the Utilities and the City analyze any potential interference issues.

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Participate at meetings that town supervisors, superintendents and commissioners attend to emphasize damage prevention and public safety

Status: Already adopted

Audience: Town Supervisors/Mayors, Highway Department Superintendents, Municipal Contractor, NYC DDC, NYC DOT and NYC DEP

Schedule: As needed throughout the year in Westchester. In the New York City Area, information is exchanged on a quarterly basis or sooner with City Agencies if a specific Contractor is problematic.

There are annual Municipal Information Exchange meetings held where emphasis is being placed on damage prevention and public safety.

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Gas Safety Communications – An Ongoing Priority

Current and Future Communications and Outreach Efforts

Con Edison has a longstanding comprehensive and integrated multilingual campaign to educate customers about identifying and reporting gas leaks. For years, we have included gas safety messages in every issue of our bilingual customer newsletter in English and Spanish that reaches three million customers, and we have sent bilingual (English and Spanish) scratch and sniff bill inserts to our one million gas customers. We publish multilingual gas safety brochures covering identifying and reporting gas leaks, how to keep safe, Call Before You Dig, and carbon monoxide (CO) safety information. The brochure is sent with customer bills annually. In addition we publish an energy safety brochure that covers electric safety and gas safety. Our Welcome to Con Edison brochure mailed to all new customers in New York City and Westchester also features gas safety messages. We also send gas safety messages in an annual mailing to contractors.

At the same time, Con Edison recognizes the need to educate the larger population. We serve nine million people in New York City and Westchester, but can only directly reach three million customers of record. So we work to deliver gas safety messages through channels other than bills. For example, Gas safety education messages also run throughout the year in major daily newspapers, 100 local/ethnic publications, radio, digital and ads in the subway. We also do an annual public service gas safety print ad in local and ethnic publications across New York City and Westchester. Additionally we contribute to a Northeast Gas Association (NGA) collaborative cable television and radio buy that runs annually and features gas safety and 811 messages.

We consistently spread the word about gas safety education and the urgency of reporting gas leaks through a variety of outreach efforts. Outreach staff attends street fairs and community meetings and events throughout the year, and distributes customer brochures including the energy and gas safety brochures.

The NGA's 2014 Gas Pipeline Safety Study found that nearly 79 percent of Con Edison customers surveyed are "very" or "somewhat familiar" with the smell of natural gas, up from nearly 71 percent in the previous year. Three-quarters of those surveyed correctly said they could identify a gas leak by smell. When asked how they would report a gas leak, nearly 58 percent said they would call their local gas utility, while more than 42 percent said they would call 911. More than 21 percent said they would move to a safe area if they suspected a gas leak.

Outreach Events

Our outreach programs inform the public at large and help them understand the critical nature of gas safety and the need to report the smell of gas. Outreach staff attends and distributes gas safety brochures and information at street fairs, community meetings, and events in New York City and Westchester throughout the year.

We also have the opportunity to reinforce gas safety messages at town and community meetings, Muni information exchanges, and other community events/exhibits.

Youth Outreach

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

We recognize the need to educate our youth about gas safety so we've established a robust long-term partnership with Scholastic. Twice a year, nearly 100,000 students in grades 3 through 8 participate in games and activities, plus a take-home assignment related to electric and gas safety. Scholastic hosts our branded safety content on their website, which has been visited by nearly 7,000 children, parents, and teachers over the past two years. In addition, we send 300 packets of safety information to local libraries each year. In collaboration with DC Comics, we developed energy safety comic books and distributed the comic books at outreach events and Con Edison-sponsored community events. Con Edison's kids' website also addresses the importance of staying safe around gas.

Social Media Channels

We are active in the digital and social realms as well. We produced a gas safety video which discusses all aspects of gas safety including reporting the smell of gas, CO, and calling before you dig. The video is hosted on Con Edison's video website, our gas safety web pages, as well as on Con Edison's Facebook page, and YouTube channel. Our mobile apps also include information about identifying and reporting the smell of gas. We post at least one tweet per week, and at least two Facebook posts per month about gas safety. Posts include our multi-lingual videos in English, Spanish, Chinese, and Korean, as well as "signs of a gas leak," and instructions to leave the area and call 911 if a leak is suspected. [See attachment A for sample social media posts]

Our gas safety messaging is also included in loops of recordings played for customers on hold at our Call Center, which fields approximately 6.5 million calls per year.

Reevaluating Gas Safety Communication in 2014

Market Research to Understand Barriers to Reporting the Smell of Gas

Con Edison wants to understand the barriers preventing more people from reporting the smell of gas. So we have initiated market research, focus groups, and phone surveys, to delve into this issue.

In early April, we held four bilingual English/Spanish focus groups and talked to a combination of residential and commercial customers, and building managers. The groups were not limited to Con Edison customers; we wanted to hear from people who we don't reach through the bill. Following the focus groups, we conducted hundreds of phone surveys in English and Spanish reaching the same consumer and commercial base. People do know the smell of gas, a finding that is consistent in NGA's consumer research. Although they are routinely informed about the urgency of reporting a gas leak immediately, there is a disconnect between people's understanding that it is an emergency and their behavior when it comes to reporting it.

Our research found that people are hesitant to call for a variety of reasons. We identified opportunities to bridge these barriers and refine our communications to broaden and deepen our outreach. We found that people didn't make the call because they assumed someone else already reported a leak. We also heard that many didn't think it was an emergency situation. People know to call 911 when they see or smell smoke, so making the matter urgent was critical.

Another finding was that people will be more likely to report a leak if the call can be anonymous. Some people were concerned about their legal status; many liken a utility to a government body. Others

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hesitate to call because reporting requires being on the phone and having to stay until responders arrive. Apartment dwellers also raised the informal protocol of reporting problems directly to their building's superintendent or landlord. Breaking this protocol could jeopardize their relationship with building management.

Traditionally, our gas safety materials included directions to call 1-800-75-CONED to report a gas leak. We presented focus group participants with new gas safety communications, including our Smell Gas. Act Fast. scratch and sniff card, which included a strong emphasis on calling 911 or 1-800-75-CONED. Participants said they preferred the option of calling 911, which is trusted implicitly and easier to remember than a utility phone number. Based on these findings, we emphasized the importance of calling 911 or the utility immediately.

Our new online market research community gives us greater access to the voice of the customer from a pool of more than 10,750 customers recruited into the private online forum to participate in research-related activities. We tap into their feedback through moderated forum discussions, quick polls, short surveys, and more complex quantitative and qualitative research. We can use this tool to gauge how well our customers have understood and retained gas safety information, and to what extent it has made them more likely to correctly identify and report gas leaks.

Enhancing Communications

Putting Research Findings to Work

We revamped our campaign messaging to reinforce calling 911 or the utility, and stressed that calls could be anonymous. (At the same time we coordinated 911 responses with city agencies.) We launched a three-week print, radio, and digital campaign. We targeted the general and multi-cultural markets (Spanish, Chinese, Korean, and Russian). New English-only bill envelopes with a Smell Gas. Act Fast. message were printed and put into circulation. Foreign languages are identified based on census data.

More Multi-Lingual Communications

A bilingual English/Spanish e-mail campaign was sent to 1.5 million customers in March, with an embedded link to our gas safety video. This email achieved an open rate of 16 percent, above the 10 percent industry standard average for email blasts. The email blast will be scheduled to go out twice annually. [See attachment B for sample email blasts]

Looking to further extend our reach to non-English speaking audiences, we produced gas safety videos in Spanish, Chinese, and Korean and released the video through press releases, Twitter, Facebook, and YouTube. We focused distribution to targeted media outlets as well as increasing the frequency of gas safety messaging in social media outlets.

Citywide and community-based media partners, including radio, print, local TV, and digital outlets, are supporting our efforts to deliver our gas safety foreign language videos to ethnic communities. More than 13 ethnic publications like *Haiti Progress*, the *Korean Times*, *Sing Tao*, and *Russkaya Reklama*, and eight foreign language radio stations including WZRC-AM in Cantonese, WKDM-AM in Mandarin,

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WWRU-AM in Korean, and WSNR-AM in Russian, have posted links to our multilingual content on their websites. Five of the radio stations have also posted social media messages linking followers to the videos on our website. [See attachment C for a list of media outlets and frequency of placements]

Through our relationships with multi-lingual communities, we have had the opportunity to showcase our new videos digitally through outlets run by our ethnic partners.

In addition, we partnered with the NGA in a six-week radio campaign to extend our time in the market.

Web content was also overhauled to reflect the market research findings, and we featured gas safety on the homepage and host the multi-lingual videos on our gas safety pages as well as the website's video channel.

In order to further embed the messages at the community level, we mailed bilingual gas safety brochures in English and Spanish to all elected officials, community boards, and other community leaders in New York City and Westchester. We translated the gas safety brochure into more languages, including Russian, Chinese, Korean, and Creole. A language block was added to our English/Spanish Smell Gas. Act fast. bill inserts to share this important information with a wider audience. We distributed multi-lingual material including our Natural Gas Safety brochure and refrigerator magnets at community events. For example, magnets in Chinese and Korean were given to attendees at the Chinese American Planning Council Health Fair, and Spanish safety brochures, peel & sniff cards, and magnets were given out at the Somos el Futuro Conference, Earth Fest at Pelham Bay Park, and Grandparents Around the World at the Bronx Museum.

Partnering with Nonprofits and Other Community Outlets to Reach More Audiences

Working with our nonprofit partners, we mailed safety comic books to 250 YMCAs, Boys and Girls Clubs, and other youth-focused organizations throughout New York City and Westchester. We created a new Smell Gas. Act Fast. poster with language blocks in English, Spanish, Chinese, Korean, and Russian, and distributed it to senior centers, libraries, and other community organizations in July.

We are using more granular communication tactics to deliver gas safety messages to check cashing stores and laundromats. We also plan to have our crews start distributing gas safety information when responding to gas service calls and when completing oil-to-gas conversions, to get the information directly into the hands of our customers.

In addition to our annual gas odorant annual bill insert, we are mailing the scratch and sniff brochure to roughly 700,000 e-bill customers annually, and are now sending the scratch and sniff to all new customers. Further, a newly redesigned gas odorant "peel and sniff" bill insert is aligned with new Smell Gas. Act Fast. graphics was mailed to 1 million gas customers in Manhattan, the Bronx, parts of Queens, and Westchester in October. The bi-lingual English and Spanish insert has a language block with four languages and a QR code. A gas odorant insert is also being mailed to all new gas customers in our New York City and Westchester gas service territory.

Enhanced Web Pages

Call if you smell gas is featured on the home page of conEd.com. Content on the gas web pages was updated to reflect research findings and include embedded links to the multi-lingual gas safety videos

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and brochures. A link will be added for the public to request printed copies of multi-lingual brochures as needed.

Digital Testing of Most Effective Ad Headlines

Our revamped energy education campaign includes gas safety messaging along with storm safety, and customer service messaging for the print, outdoor, and digital media outlets. To develop the gas safety messaging, we conducted an online digital ad campaign to test headlines and select copy based on audience engagement. Insight from the market research and this digital testing led us to a new headline for one of our gas safety print ads: “You thought they reported the gas leak. They thought you did.” Since June 2014, our energy education campaign has reached a print audience of 5.3 million, digital audience of 17.8 million, radio audience of 300 million, and subway impressions of 1.7 billion. The total estimated reach for these media tactics is 323 million. We also do an annual public service gas safety print ad in local and ethnic publications across New York City and Westchester.

Gas Safety Pilot Press Conference

In May 2014, we invited the media to a press conference to unveil a pilot program that combined gas sniffing technology with our contact voltage detection vehicle. This specially outfitted truck drove the streets of Manhattan and Queens checking for outdoor gas leaks while making its usual rounds looking for contact voltage. This event was covered by several television stations, along with the Associated Press and other print outlets.

Gas Leak Web Maps

Our new interactive map that plots all reported gas leaks on streets throughout our service territory went live in December 2014. The map is searchable by zip code, with data updated every 24 hours. Leaks are classified according to priority, and the map includes past and future inspection dates, along with a ticket number if a user wants more information. The map is not intended as a reporting tool; text on each page includes a gas safety message alerting map users to call right away if they smell gas.

Future Planned Activities

New Outreach Opportunities

- A new DC Comics safety app for kids is also in development, which is expected to launch in 2015.
- Add QR codes and language blocks to future preprints of energy safety brochures.
- Send targeted gas safety digital ads to building owners and landlords, by pursuing additional advertising with Crain’s, the New York Times, and Real Estate Weekly, as well as trade print publications such as Building Operating Management, Buildings, and High Performance Buildings.

Educating Public Officials

Preventing Third-Party Damages

We conduct face-to-face meetings with municipalities that have high instances of contractor damage. We also copy the municipal project owner on any correspondence we receive regarding damage to company facilities caused by a contractor. This information is currently being supplied to the City of New

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

York for damages caused by municipal contractors in the five boroughs. We plan to expand this initiative to include Westchester municipalities.

We currently participate, on a case-by-case basis, in municipal construction meetings with contractors working on projects where damages have occurred.

We have added damage prevention and public safety information to the agenda for our annual Municipal Information Exchange meetings. We also hold individual meetings with officials to describe safety measures. We also plan to expand our participation at high-level meetings with public officials to emphasize damage prevention and public safety.

In December 2014, we sent Con Edison-branded safety information to more than 29,000 excavators throughout New York City and Westchester. The mailing included a detachable poster and visor card with natural gas safety and safe digging information. We estimate that approximately 90 percent of these mailings reached the intended recipient, and that the mailing produced more than 146,000 brand impressions across our service area.

Future Planned Activities

We plan to share a training video developed by New York's existing One Call Center to educate our public officials and make them aware of the need to prevent damages to our gas pipelines.

We also plan to use the One Call Center's training program to conduct face-to-face and online training and education for public officials, along with presentations developed by Con Edison internally.

We plan to enhance existing natural gas safety communications sent out by the New York City Fire Department to include more information about third-party damage. This information will include tolerance zones, hand digging, proper use of air lances, and details about other technologies.

As part of a joint effort with the One Call Center, we plan to urge municipalities to investigate contractor training certification lists with New York's 811 call centers prior to adding contractors to their bid lists.

Use of New Technology

Con Edison supports the development of new methane and gas odor detectors and is committed to participating in the activities of the NGA and its affiliate, NYSEARCH. We will help fund research projects that enhance the safety of the public, such as residential methane leak detection units.

Conclusion

The safety of the public and our employees will continue to be of paramount importance. We are committed to continuing our work with the NGA and the utility collaborative (in coordination with the New York State Public Service Commission) on recognizing and responding to gas odors. And we will continue to talk to customers through our research and NGA conducted research to continue to improve and refine gas safety messages. Evaluation of our communications efforts will continue through our sponsorship of the NGA research and through metrics available for digital communications.

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APPENDIX

Annual Gas Safety Brochures and Bill Inserts

Status: Already adopted

Natural Gas Safety brochure

Audience: All customers. Available in English, Spanish, Korean, and Chinese.

Schedule: Mailed annually with customer bills to customers in New York City and Westchester.

Budget: In-house

Customer News

Audience: All customers— 3.1 million customers receive the print edition, and 1.3 million customers with e-mail addresses on file receive the digital version

Schedule: March, June, September, December

Budget: Per edition — \$10,500 print, \$5,000 e-mail

Gas Safety Education

Status: Already adopted and will expand

Summer Energy Safety Campaign

Audience: The energy education campaign reaches a print audience of 5.3 million, a digital audience of 17.8 million, a radio audience of 300 million, and subway impressions of 1.7 billion

Schedule: June through November 2014

Budget: \$5 million

Post-East Harlem Gas Safety Print/Radio Advertising

Audience: Reached a print audience of 8.8 million and radio audience of 33 million

Schedule: Mid-March through mid-April 2014

Budget: \$326,000 print, \$187,000 radio

Youth Outreach

Status: Adopted

Scholastic Partnership

Audience: Nearly 100,000 New York City schoolchildren in grades 3 through 8

Schedule: Twice annually

Budget: \$300,000

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Community Outreach

Status: Adopted

Gas Safety Information at Community Event Exhibits

Audience: General public attending town and community meetings and events

Schedule: Ongoing

Budget: In-house

Annual Contractor Mailing

Audience: Contractors and other industry-appropriate stakeholders

Schedule: Once annually

Budget: \$45,000

Excavator Mailing

Status: Already adopted

Audience: 29,000 excavators in Manhattan, Queens, the Bronx, and Westchester

Schedule: Mailed in December 2014

Budget: \$45,000

Conduct Focus Groups

Status: Already adopted

Vendor: Global Strategy Group

Methodology: There were four bilingual focus groups in English and Spanish with a combination of residential and commercial customers and building managers. Following the focus group, 200 bilingual English and Spanish phone surveys were conducted reaching the same consumer and commercial base.

Participant selection: Natural gas customers in the company's service territory through customer lists and random digit dialing.

Budget: TBD

Gas Safety Messaging in Company Social Media

Status: Already adopted and will expand

Audience: 3,870 Facebook fans, 23,900 Twitter followers

Schedule: Ongoing

Budget: In-house

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Gas Odor Scratch and Sniff Brochures to Existing and New Customers

Scratch and Sniff Card Mailing to E-bill Customers

Audience: 700,000 e*Bill customers

Schedule: Annually, beginning Spring, 2014

Budget: \$40,600

New Peel and Sniff Bill Insert

Audience: 1.1 million gas customers

Schedule: Annually since 2007, to new customers starting in 2014

Budget: \$73,600

Multilingual Communications

Status: Already adopted

Bilingual Gas Safety E-mail

Audience: 1.9 million customers

Schedule: Sent in March 2014, plan to send twice annually in English and Spanish

Budget: \$5,000

Gas Safety Videos

Audience: Nearly 3,000 views to date

Schedule: Released in March 2014

Budget: \$3,600

Participate in NGA's Annual Pipeline Safety Public Awareness TV/Radio/Online Campaign

Status: Already adopted

Audience: Adults 35-64

Schedule: April-May annually

Budget: \$60,000

Measurement: Great Blue Research Company, a market research firm based in Connecticut that conducts utility-based market research including the mandated four-year Pipeline Awareness Program Effectiveness Survey for the NGA, conducts a post-campaign awareness survey to measure the effectiveness of the advertising. Each participating utility gets its own report annually. The report also provides another measure of effectiveness of the messages in each company's Public Awareness

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Program.

Partnering With Nonprofits

Status: Already adopted

Audience: Members of youth organizations and senior centers, library patrons

Schedule: Sent in July 2014

Budget: \$10,500

Enhanced Website

Status: Already adopted

Audience: Visitors to conEd.com

Schedule: Launched in April 2014

Budget: In-house

Digital Ad Campaign Testing

Status: Already adopted

Audience: 400 residential gas customers; 100 bilingual Hispanic residential customers; 100 residential Orange & Rockland gas customers

Schedule: July 2014

Budget: \$38,800

Educating Public Officials

Status: Already adopted

Emergency Officials Mailing

Status: Already adopted

Audience: Elected and municipal officials and community boards in New York City and Westchester

Schedule: Offered annually

Budget: \$3,000

Energy 101

Status: Already adopted

Audience: Elected and municipal officials from New York City and Westchester

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Schedule: Offered twice annually

Budget: In-house

Use of New Technology

Status: Plan to fund research

Description: We will help fund research into new methane and gas odor detectors to enhance public safety.

Budget: TBD

Future Planned Activities

Status: Planned

One Call Center Training

Audience: Public officials and municipalities

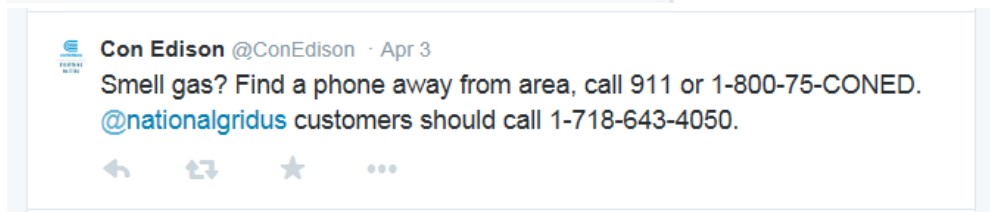
Schedule: TBD

Budget: TBD

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

ATTACHMENT A

Sample Twitter and Facebook Posts About Gas Safety (Multi-lingual)



Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Con Edison @ConEdison · Mar 10
Gas safety is a priority. Check out this video on what we are doing to maintain 4,300 miles of gas mains.
youtu.be/WhVb62MsM0E

YouTube



Con Edison Steps Up Gas Leak Patrols, Creates Online Map to Track...
Con Edison is taking several steps to further enhance the safety of its natural gas distribution system in parts of New York City and Westchester County. The...

[View on web](#)

🔄 1 ★ 1 📺 ...

Con Edison @ConEdison · Apr 27
如果您聞到天然瓦斯的氣味，請立即採取行動。立即致電 Con Edison (800-75-CONED) 或 911 youtu.be/dN1leFCHGsE

YouTube




Cantonese Language: Con Edison Gas Safety Awareness
Con Edison Gas Safety video in Chinese Language. Call 911 or 1800-752-6633

[View on web](#)

🔄 1 ★ 1 📺 ...

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities



Con Edison
March 3 · 🌐

Smell gas. Act fact. Here are three signs of a gas leak: <http://bit.ly/1vOArDx>



Con Edison: Customer Central - gas safety


Gas leaks can create fires and explosions. It's important that you and your family know how to recognize a gas leak and what to do if you suspect a leak.

CONED.COM

Like · Comment · Share


👍 Hammy Kello, Seda Edip Steck and Stacy Scotto Stabile like this.

➦ 2 shares



Con Edison
March 10 · 🌐

Gas safety is a priority. Check out this video on what we are doing to maintain 4,300 miles of gas mains.
<http://youtu.be/WhVb62MsM0E>



Con Edison Steps Up Gas

Con Edison is taking several steps to further enhance the safety of its natural gas distribution system in...

YOUTUBE.COM

Like · Comment · Share

➦ 4 shares

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Con Edison @ConEdison · Apr 2
가스 냄새가 나면 신속히 대처하십시오.
Smell Gas, Act Fast youtu.be/3Njj55OKEtY

YouTube

Con Edison @ConEdison · Apr 2
Here's a great @aga_naturalgas video that helps educate youth about the importance of natural gas safety in the home. bit.ly/1vA57Tw

YouTube

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities



Con Edison @ConEdison · Apr 10

Call before you dig this spring! Learn more about gas safety Click here: bcove.me/oxn8yyxm

and even fined.

- Call 2 to 10 days before starting any project, big or small.
- At no charge, utilities will mark the locations of your gas, electric, cable, phone, sewer, and water lines.
- If you smell rotten eggs, you may have a **gas leak**. Leave the area right away, and take others with you. Once you're at a safe distance, call **911** or **1-800-75-CONED (1-800-752-6633)**. National Grid customers should call **1-718-643-4050**. Your call can be anonymous.

Forward to a friend

1 2

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

ATTACHMENT B

Sample Gas Safety Email Campaigns (English and Spanish)

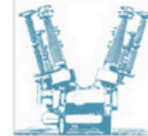
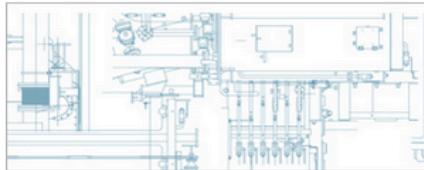
[Click here](#) if you are having trouble seeing the images in this e-mail.

¿Olor a gas? Actúe de inmediato.

- El gas tiene un olor similar a huevos podridos. Si detecta ese olor, es posible que haya un escape de gas.
- Si sospecha que hay un escape de gas, abandone el lugar de inmediato y llévese a las demás personas con usted.
- No encienda ni apague luces u otros electrodomésticos, ni haga llamadas telefónicas, ni arranque un auto, ni encienda un fósforo o encendedor. Estas cosas pueden provocar una explosión de gas.
- Si el olor es débil, abra una ventana antes de abandonar el lugar.
- Una vez que se haya alejado a una distancia segura del área, llame al **911** o al **1-800-75-CONED (1-800-752-6633)**. Los clientes de National Grid deberán llamar al **1-718-643-4050**.
- **Su llamada puede ser anónima.**
- No suponga que otra persona reportará la situación. [Para obtener más consejos.](#)



EVERYTHING
MATTERS



 conEdison EVERYTHING MATTERS

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

[Click here](#) if you are having trouble seeing the images in this e-mail.

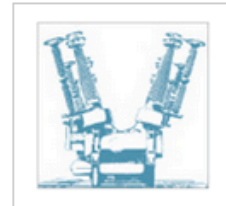
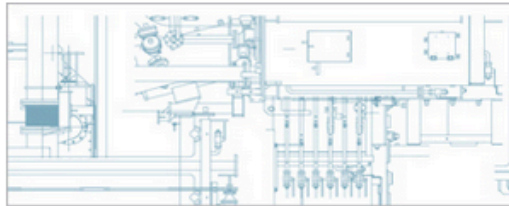
Smell Gas. Act Fast.

- Gas smells similar to rotten eggs. If you smell it, you could have a gas leak.
- If you suspect a leak, leave the area immediately, and take others with you.
- Don't turn lights or appliances off or on, make phone calls, start a car, or spark lighters – doing so could cause gas to explode.
- If the odor is faint, open a window before leaving.
- Once you're at a safe distance, call **911** or **1-800-75-CONED (1-800-752-6633)**. National Grid customers should call **1-718-643-4050**.
- **Your call can be anonymous.**
- Don't assume someone else will report the smell. [Get more tips.](#)

[Hear more from Joe.](#)



EVERYTHING
MATTERS



Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

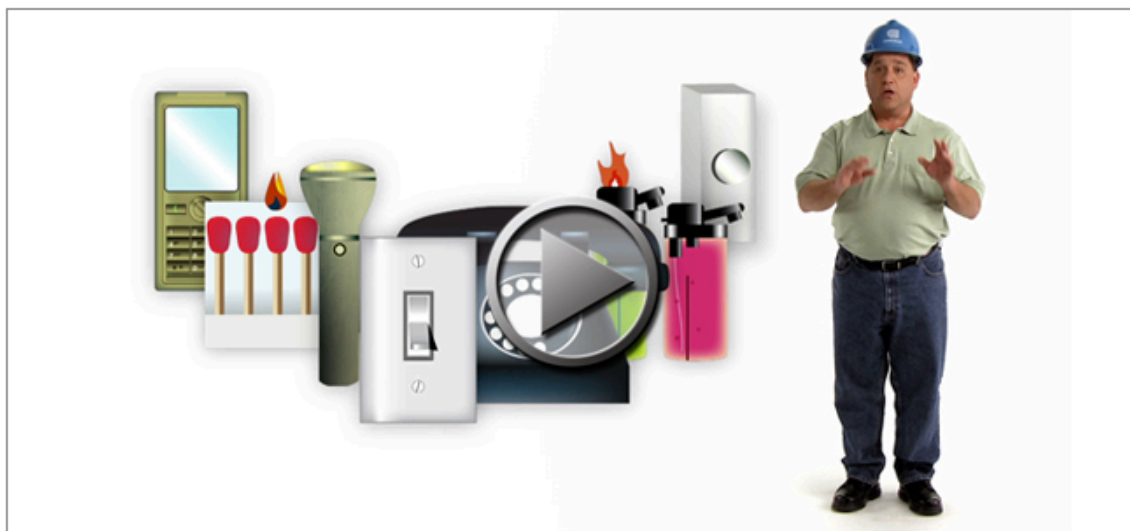
[Click here](#) if you are having trouble seeing the images in this e-mail.

You thought they reported the gas leak. They thought you did.

Smell gas? Act fast:

- Don't assume a neighbor will call 911 or 1-800-75-CONED (1-800-752-6633).
- Leave the area and make the call yourself – once you're a safe distance away.
- If you prefer, you can report a gas-related emergency anonymously.
- You don't even need to be there when help arrives.

Learn more from Joe



Signs of a gas leak:

- Smell – A distinctive, strong odor similar to rotten eggs.
- See – A white cloud, mist, fog, bubbles in standing water, blowing dust or vegetation that appears to be dead or dying for no reason.
- Hear – Roaring, hissing, or whistling.



EVERYTHING MATTERS

[f](#) [t](#) [e](#) Foward to a Friend

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

Subject line from Con Edison: Report the odor of gas

Smell Gas. Act Fast.

- Gas smells similar to rotten eggs. If you smell it, you could have a gas leak.
- If you suspect a leak, leave the area immediately, and take others with you.
- Don't turn lights or appliances off or on, make phone calls, start a car, or spark lighters – doing so could cause gas to explode.
- If the odor is faint, open a window before leaving.
- Once you're at a safe distance, call **1-800-75-CONED (1-800-752-6633)** or **911**. National Grid customers should call **1-718-643-4050**.
- **Your call can be anonymous.**
- Don't assume someone else will report the smell. For more tips, [click here](#).

[Click](#) to hear more from Joe.



EVERYTHING
MATTERS

Twitter: Gas safety tips from @ConEdison. If you suspect a leak, call 1-800-752-6633 or 911. [with bitly link TK]

Facebook: Gas safety tips from Con Edison. If you suspect a leak, call 1-800-752-6633 or 911. National Grid Customers should call 718-643-4050.

Orange and Rockland Utilities, Inc.

Response to Order Directing Implementation of Best Practices of New York Gas Facilities – Case 11-G-0565

Appendix B: Education to Local Governments Regarding Third Party Excavations Near Natural Gas Facilities

CON EDISON ADVERTISING MEDIA OUTLETS - GAS SAFETY 2014
JUNE - NOVEMBER

PUBLICATION	FREQ. OF PLACEMENT PER MONTH	TOTAL UNITS	BROADCAST	FREQ. OF PLACEMENT PER MONTH	TOTAL SPOTS	DIGITAL	FREQ. OF PLACEMENT (IMPRESSIONS)	TOTAL IMPRESSIONS	TOTAL UNITS
NY METRO			GENERAL MARKET						
NY Daily News	DAI	1.2	6	WABC-AM	10.4	52	Tribal Fusion	1,080,000 imp per month	6,480,000
NY Times	DAI	1.2	6	WCBS-FM	6	30	Xaxis	1,054,000 imp per month	6,384,000
Wall Street Journal	DAI	1.4	7	WCBS-AM	22.6	113	LIN Digital	260,000 imp per month	520,000
NY Post	DAI	1	5	WEFN-FM	10	50	Twelvefold	125,000 imp per month	250,000
Crain's New York	DAI	0	0	WFAN-FM	8.6	43	Univision	62,500 imp per month	187,500
Staten Island Advance	DAI	0.8	4	WHTZ-FM	10.6	53	Sizmek	507,600 imp per month	1,015,200
Westchester Journal News	DAI	0	0	WINS-AM	5	25	OOH		
Epoch Times	DAI	1.4	7	WKUU-FM	29	145	CBS: Subway	317,663,000 imp per month	1,905,978,000
New York Observer	DAI	0.4	2	WLTU-FM	16	80	CEMUSA: Bus Shelters	14,423,105 imp per month	57,692,420
Newsday	DAI	0.6	3	WOR-AM	19	95	VANWAGNER: PHONE KIOSKS	20,795,975 imp per month	83,183,900
Tablet [Catholic]	WKL	0.6	3	WPLI-FM	23.8	119	TITAN: PHONE KIOSKS	14,842,200 imp per month	59,368,800
The Commercial Observer	BWK	0.4	2	WQFS-FM	25.6	128	CHECK CASHING/LAUNDROMAT WALLBOARDS	300,000 imp per month	300,000
New York Downtown Express	BWK	0.4	2	WNOX-FM	8.4	42			
New York City Housing Auth.	MNT	0	0						
BRONX			ETHNIC/NON-HISPANIC						
CNG PUB - Bronx Times & Reporter	WKL	0.4	2	WBLI-FM	7.6	38			
River Journal	10X	0.2	1	WLIB-AM	4	20			
Island current	MNT	0.2	1	WQHT-FM	4.8	24			
WESTCHESTER			ETHNIC/HISPANIC						
Pelham Weekly	WKL	0.8	4	WZRC-AM Cantonese	4	20			
Westchester County Press	WKL	0	0	WKDM-AM Mandarin	4	20			
River Journal	10X	0	0	WWRU-AM Korean	4	20			
Westchester Business Journal	WKL	0.4	2	WSNR-AM Russian	4	20			
Hometown Media - City Review of New Rochelle	WKL	0.4	2	Radio 103.9	4	20			
Hometown Media - Eastchester Review	WKL	0.6	3	Radio Soleil - Creole/English	12	60			
Hometown Media - Harrison Review	WKL	0.4	2	WADO-AM	15.2	76			
Hometown Media - Mamaroneck Review	WKL	0.4	2	WEFN-AM	48.4	242			
Hometown Media - Hyde City Review	WKL	0.4	2	WPKT-FM	7.6	38			
Westchester Magazine	MNT	0.4	2	WSKQ-FM	5.2	26			
Westchester Parent	MNT	0.2	1	WXPY-FM	21.6	108			
QUEENS			WFLS-AM						
Queens Courier	WKL	0.4	2	6	30				
Western Queens Gazette	WKL	0.4	2						
Queens Ledger	WKL	2.4	12						
Queens Tribune	WKL	0.6	3						
Queens Times Ledger (CNG)	WKL	0	0						
Queens Family	MTH	0.4	2						
BROOKLYN									
Brooklyn Paper (CNG)	WKL	0	0						
Brooklyn Courier (CNG)	WKL	0.2	1						
Courier Life South (CNG)	WKL	0.6	3						
Home Reporter & Spectator	WKL	0.2	1						
Brooklyn Progress	6X	0	0						
Brooklyn Family	WKL	0.2	1						
Brooklyn Parent	MNT	0.2	1						
MANHATTAN									
Tribeca Tribune	WKL	1.6	8						
The Villager-CNG	WKL	0	0						
Downtown Express- CNG	BWK	0	0						
Chelsea Now-CNG	BWK	0.4	2						
East Villager- CNG	BWK	0.4	2						
Strauss Pubs: Westsider	WKL	0	0						
Strauss Pubs: West Side Spirit	WKL	0	0						
Straus News: Chelsea Clinton News	MNT	0	0						
Straus News: Our Town	WKL	0	0						
Straus Pubs: Our Town Downtown	MNT	0	0						
New York Trend	WKL	0	0						
New York Villager	WKL	0.8	4						
NY Trends	WKL	0.4	2						
New York Family	WKL	0.2	1						
Journal News	WKL	2	10						
Big Apple Parent	MNT	0.6	3						
National Organized Labor Journal	MNT	0.4	2						
STATEN ISLAND									
Staten Island Advance	DAI	0	0						
Staten Island Business Trends	WKL	0	0						
AFRICAN AMERICAN PUBS									
Caribbean Life (CNG)	WKL	0.8	4						
The Caribbean News	WKL	0.8	4						
Afro Times	WKL	0	0						
Daily Challenge	WKL	0.8	4						
NY Amsterdam News	WKL	0.6	3						
Our Time Press	WKL	0.4	2						
Westchester County Press	WKL	0	0						
JEWISH PUBS									
Jewish Press	WKL	0.4	2						
Jewish Week	WKL	0.6	3						
Hamodia	WKL	0	0						
HISPANIC PUBS									
El Agula	MNT	0.4	2						
La Voz Hispana	WKL	1	5						
El Diario	DAI	1.8	9						
El Correo de Queens	WKL	0.6	3						
El especialito	WKL	0.6	3						
Impacto Latin News	WKL	0.6	3						
ETHNIC PUBS									
Haiti Progress	WKL	0.6	3						
Irish Echo	DAI	1	5						
News India-Times	DAI	1	5						
Filipino Reporter, The	DAI	1.2	6						
Russkava Reklama	TBD	1.2	6						
Korean Daily Central	DAI	2	10						
World Journal	DAI	1.8	9						
Korean Times	DAI	2	10						
Sing Tao	DAI	0.8	4						