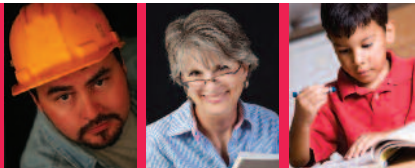
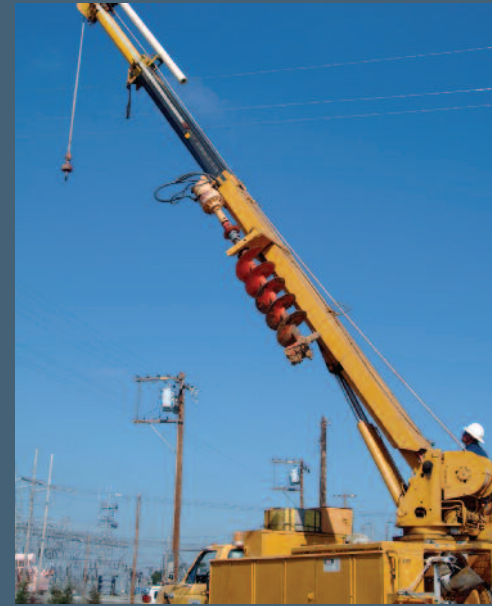


MEASURABLE RESULTS FROM PUBLIC SAFETY

Public Safety Outreach for Utilities





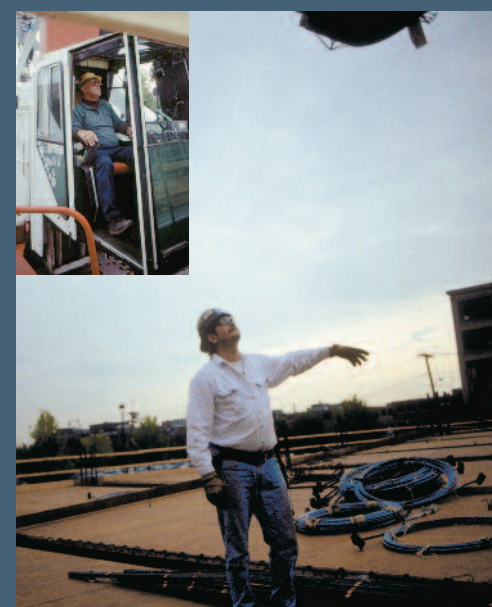
Industry Setting

Public safety has always been a core value at utility companies. More and more, it's making a visible impact on strategic areas like community and shareholder value, corporate brand, and risk mitigation. Entrenched organizational "silos" within large utilities are disappearing. With flatter organizations and the fresh perspectives of managers hired from outside the industry, people all across a typical utility company are now engaged in corporate initiatives like preparing for rate cases.

Challenge

Leaner staffing at utilities makes it tough to bridge the gap between understanding the value of prevention and being able to demonstrate that every effort was made to protect people. For example, two similar third-party contractor power line contacts resulted in very different outcomes: The utility that demonstrated a good faith effort with their public outreach paid a \$3.5 million award, while the utility that couldn't demonstrate a good faith effort paid out \$28.8 million.

The key to maximizing public safety and prevention is to assess at-risk audiences and document a public outreach plan that targets each group.



Strategy

The key to maximizing public safety is to assess at-risk audiences and document a public outreach plan that targets each group, from third-party contractors and first responders to customers, schoolchildren, and families. To achieve this with limited resources, many large utilities use business process outsourcing and leverage industry best practices by working with the public safety experts at Culver Company.

Result

Utilities that partner with Culver Company report measureable results, such as reductions in damages and risk...third-party contractors dropping off their repeat offender list...millions of dollars saved annually in claims-related activity...fewer challenges in rate cases...improved employee morale and increased shareholder value...and most important of all—a culture of prevention that results in lives saved and accidents prevented.

Utilities that partner with **Culver Company** report measureable results:



- Lives saved, accidents prevented.
- Reductions in damages and risk.
- Third-party contractors dropping off their repeat offender list.
- Millions of dollars saved annually in claims-related activity.
- Fewer challenges in rate cases.
- Enhanced brand, improved employee morale, and increased shareholder value.



In a Utility's Words



“Utilities from the smallest REAs to the largest IOUs have depended upon the [safety] products Culver has produced for decades, my company included. Our utilities have benefitted greatly from the professional products Culver has produced and the company has no equal in our industry.”

*–Public Safety Manager
Large Investor-Owned Utility*

Contact Us

www.culverco.com

800-428-5837

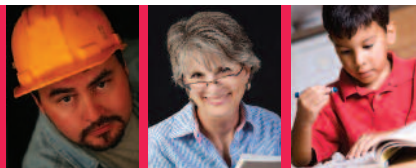
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Public Safety Outreach for Utilities



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