



greatblue

WHAT'S NEXT.

Educating the Public & Building Trust and Confidence

TRUST, TRANSPARENCY & SAFETY IN NATURAL GAS | **October 14, 2025**

OUR CORE FOCUS

**“Shaping human insight
into forward moving
business strategy”**



Representative Client Roster

American Municipal Power

American Public Power Association

AVANGRID

Berkshire Gas Company

Bryan Texas Utilities

Central Maine Power

California Municipal Utility Association

Connecticut Natural Gas

Connecticut Water Company

Distribution Pipeline Awareness Council

Easton Utilities

ElectriCities of North Carolina

Eversource

Florida Municipal Electric Association

Florida Municipal Power Agency

Grand Haven Board of Light & Power

GTI Energy

Holyoke Gas & Electric Department

Iroquois Gas Transmission System

Kissimmee Utility Authority

Manitowoc Public Utilities

Marietta Power & Water

Massachusetts Clean Energy Center

Middleborough Gas & Electric Department

Modesto Irrigation District

Municipal Electric Association of
Massachusetts

New Braunfels Utilities

New York State Electric & Gas Corporation

North Attleborough Electric Department

Northeast Gas Association

NiSource

Oklahoma Municipal Power Authority

Paducah Power System

Piedmont Municipal Power Agency

Regional Water Authority

Rochester Gas & Electric

Rochester Public Utilities

South Central Connecticut Regional Water
Authority

Southern Connecticut Gas

Southwest Gas Corporation

Sterling Municipal Light Department

Turlock Irrigation District

United Illuminating Company

TODAY'S TOPIC

TRUST, TRANSPARENCY & SAFETY IN NATURAL GAS

Why This Matters

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- BUILDING PUBLIC TRUST IS
Essential For Safe, Effective
Energy Delivery
- TRANSPARENCY AND EDUCATION
Results In Greater Safety
Compliance And Fewer Incidents
- SAFETY AWARENESS Saves Lives
And Prevents Property Damage

TRUSTED UTILITIES SEE HIGHER SATISFACTION

+20%

What Drives Trust

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RELIABILITY

Consistent service and quick response times

COMPETENCE

Knowledgeable and well-trained staff

COMMUNICATION

Clear, honest messaging



What Drives Trust

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LIKELIHOOD TO RECALL SAFETY MESSAGING AMONG THOSE
WHO TRUST THEIR
NATURAL GAS COMPANY

75.4%

COMPARED TO

63.5%

AMONG THOSE WHO DON'T
TRUST THEIR GAS COMPANY

Transparency in Action

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- **Open Reporting On Maintenance, Inspections, And Incidents**
BUILDS ACCOUNTABILITY
- **Clear Billing, Fees, And Service Reliability**
STRENGTHENS CONFIDENCE
- **First Contact Issue Resolution**
LEADS TO +20% SATISFACTION SCORES ON AVERAGE
- **Public Access To Safety Protocols & Metrics =**
HONESTY IN OPERATIONS



Educating the Public

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67.5%

OF GENERAL PUBLIC BELIEVE NATURAL GAS IS A SAFE FUEL
SOURCE

HOWEVER

PEOPLE OFTEN
OVERESTIMATE THE
RISKS OF NATURAL
GAS

EDUCATION CLOSES THAT GAP

Educating the Public

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- SAFETY CAMPAIGNS IMPROVE PREVENTION AND EMERGENCY RESPONSE
- USE MULTIPLE CHANNELS TO MEET PEOPLE WHERE THEY ARE
 - ✓ Social Media
 - ✓ Newsletters
 - ✓ Community Events
 - ✓ Safety Flyers

5-7X

AVERAGE NUMBER OF TIMES CONSUMERS NEED TO HEAR A MESSAGE BEFORE BEING “MEMORABLE”

Detecting Natural Gas

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COMMUNICATION SHOULD EMPHASIZE... MOST RECOGNIZABLE WARNING SIGNS



ROTTEN EGG
SMELL



HISSING SOUNDS



BUBBLES IN
STANDING
WATER



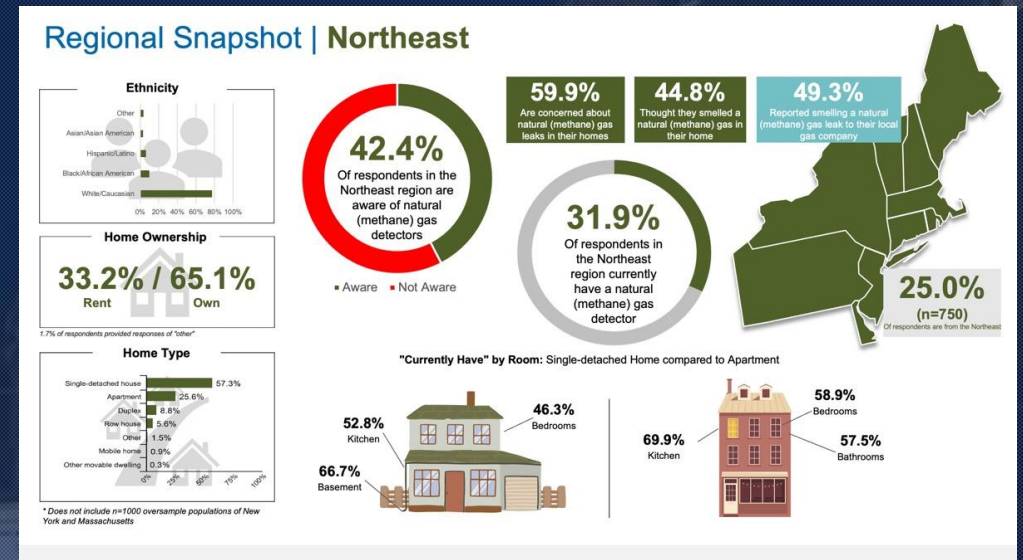
DEAD
VEGETATION

Natural Gas (Methane) Detectors

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NATIONALLY JUST **UNDER ONE-HALF (46.0%)** OF CONSUMERS ARE AWARE OF NATURAL (METHANE) GAS DETECTORS

- MANY LOOK TO NATURAL GAS COMPANIES TO PLAY AN ACTIVE ROLE IN RAISING AWARENESS OF DETECTORS
- EDUCATIONAL MATERIALS SHOULD
 - ✓ Promote Peace Of Mind
 - ✓ Leverage Statistics Related To Risk
 - ✓ Emphasize Simplicity Of Installation



Steps to Take in a Gas Leak

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MESSAGING SHOULD EMPHASIZE **ORDER OF STEPS** TO TAKE

LEAVE
IMMEDIATELY,
DON'T TRY TO FIND
THE SOURCE



DON'T USE
PHONES, LIGHTS,
OR ELECTRONICS



CALL 911 / GAS
COMPANY WHEN
AT A SAFE
DISTANCE

Use Short, Easy To Remember Phrases / Messaging For Quick Recall When
Responding To Gas Emergencies

Open & Honest Communication with Customers

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TRUST GROWS WHEN CUSTOMERS ARE KEPT INFORMED, NOT LEFT IN THE DARK



SILENCE CAN LEAD TO STAKEHOLDER FEAR. EVEN **BAD NEWS, DELIVERED CLEARLY**, IS BETTER THAN NO NEWS



CUSTOMERS ALSO WANT TO BE HEARD – OFFER **TWO-WAY CHANNELS** FOR FEEDBACK AND QUESTIONS

Measuring Success

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WE CAN'T IMPROVE WHAT WE DON'T MEASURE COLLECT FEEDBACK AND CLOSE THE GAP

- TRACK METRICS LIKE CUSTOMER SATISFACTION & SAFETY MESSAGING RECALL THROUGH SURVEYS (EXTERNAL) AS WELL AS INCIDENT REPORTING RESULTS (INTERNAL)
- USE YEAR-OVER-YEAR COMPARISONS TO MONITOR PUBLIC CONFIDENCE

Measuring Success

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CONTINUOUS
IMPROVEMENT THROUGH
FEEDBACK
CREATES
SUSTAINED TRUST



Call to Action

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TRUST & TRANSPARENCY AREN'T JUST VALUES THEY ARE ONGOING RESPONSIBILITIES

- YOU MUST CONTINUE TO INVEST IN **PUBLIC EDUCATION** AND PROMOTE **PROMPT REPORTING OF SUSPECTED LEAKS**
- ENCOURAGE COMMUNITY INVOLVEMENT

Closing

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SAFETY ISN'T JUST A PRIORITY IT'S YOUR BRAND PROMISE

- THE TRUST WE BUILD TODAY ENSURES A SAFE COMMUNITY TOMORROW
- LET'S LEAD WITH HONESTY, CLARITY, AND CARE BECAUSE OUR COMMUNITIES DESERVE NOTHING LESS



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