APGA DATELINE

New APGA safety-awareness effectiveness measurement program addresses new mandatory OPS regulations…introducing APGA-GOAL

APGA-GOAL (Gas Overall Awareness Level) is compliance made efficient and easy.

New Regulations – 49 CFR 192.616
These new regulations from the federal Office of Pipeline Safety (OPS), published, May 19, 2005, require gas utilities to develop and follow written Public Awareness Plans[1] regarding safety and the safe use of gas. One of the requirements is that each utility must periodically assess the effectiveness of its efforts to inform customers *and* non-customers close to its lines about safety and the safe use of gas.

OPS Requires Measurements
The uniqueness of the new OPS regulations results from the fact that not only are utilities required to communicate with their customers, as well as nearby non-customers, regarding safety – all gas utilities now are required to measure whether their messages are being received **AND** show improvement year-to-year in the awareness and understanding of key safety messages, including reporting leaks, call before you dig, etc. ***It now is a requirement to assess your outreach efforts, audience knowledge and changes in behavior – on a regular basis.***

APGA-GOAL (Gas Overall Awareness Level) **is compliance made efficient and easy.**
APGA is proud to offer GOAL, the cost-effective turnkey program that not only complies with these regulations – ***but makes it economically viable to contact 100 percent of those in any service area.*** It also helps gain insights and knowledge that can help you manage and grow your utility's business – *all in real time!*

APGA-GOAL utilizes new data-gathering technology.
The core of the GOAL Program is its state-of-the-art, computerized voice-recognition market research telephone-calling component. This new and proven technology achieves the statistical levels required by the OPS regulations at a fraction of the cost and time of other techniques – five times the completion rate of mail questionnaires and equal to more expensive human call centers.

How APGA-GOAL Works
APGA-GOAL operates on a four-year cycle. In year one, a baseline study is conducted in the areas of all participating utilities. In at least one of the next four years, customers and non-customers in your area will be polled to determine their gas safety knowledge:

1. A computerized telephone call is made to a qualified phone list covering your service area. Follow-up calls are programmed if the first call is not answered.
2. The person answering the phone is asked a series of questions that benchmark their current knowledge and provide educational information.
3. Data from the call questions is collected in real time.
4. A final report, designed to meet all compliance requirements, is provided to you.
5. A follow-up matching survey is conducted periodically to measure the change in knowledge as required by the regulations.

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[1] A model Public Awareness Plan is available free for members from APGA

Each year, you will receive a report summarizing national statistics. In the years your area is polled, you will receive both the national report *AND* a report with statistics specific to your area that you can use to demonstrate compliance.

Another benefit of APGA-GOAL is that not only will you have your data quickly, you also will receive national-average data enabling you to compare your performance with that of all participating utilities. Comparisons also can be made regarding the relative effectiveness of different communications methods, i.e. "bill stuffers" versus newspaper ads, etc. - *comparisons that are not possible in single utility studies*.

Tailored for Your Specific Needs!
According to the new regulation effectiveness assessments must be conducted at least once every four years. APGA-GOAL lets you select from four options – Gold, Silver, Bronze or Minimum - the program that is best for your needs and budget:

Gold Standard Program
100% of your customers are surveyed in year one, and 25% of your customers are surveyed each year for four years.

Silver Standard Program
100% of your customers are surveyed in year one, and a statistically valid sample is surveyed each year for four years.

Bronze Standard Program
A statistically valid sample is surveyed in year one and during each of the following four years.

Minimum Standard Program
A statistically valid sample is called in year one and in one of the next four years. You will be put in a pool of APGA systems that will then allow you to have a level annual budget for this initiative.

Join APGA-GOAL Now
Don't delay. APGA is proud to provide GOAL to you. This is one compliance issue that you can satisfy economically, simply and quickly. Use the attached order form below to select the program option that fits your system and sign-up today. APGA will follow-up; it's that simple.

ORDER FORM APGA-GOAL PROGRAM

To order:

1. Fill in your system information below.
2. Select Program 1-Members or 2-Non-Members and fill in necessary figures.
3. Sign and date.
4. Mail to: American Public Gas Association, c/o GOAL, 201 Massachusetts Ave., NE, Suite C-4, Washington, D.C. 20002
   OR FAX to 202-464-0246

Name:					
System:					
Address:					
City:		State:		Zip:	
Phone:		Fax:			

Number of Customers:	

(Please note an equal number of non-customers will be contacted to meet the intent of the regulations.)

Estimated Market Penetration:	

Do you have customer phone numbers: ☐ Yes ☐ No

Fee Per Call

Membership Category	**Cost/call**
APGA Member Discount	**29 cents**
APGA Non-Member	**49 cents**

Program Option Selection

Check the program option desired; see tables that follow to determine the program to fit your specific needs.

☐ Gold Standard – APGA Member
☐ Gold Standard – APGA *Non-Member*

☐ Silver Standard – APGA Member
☐ Silver Standard – APGA *Non-Member*

☐ Bronze Standard – APGA Member
☐ Bronze Standard – APGA *Non-Member*

☐ Minimum Standard – APGA Member
☐ Minimum Standard – APGA *Non-Member*

Signature **Date**
Authorized System Representative

APGA-GOAL Ensures Valid Measurements

The charts below are designed to help you select and specify the sample size necessary to achieve a measurement with a 95% confidence level and an error rate of + or -5% to meet your specific needs.

Please note that because of the nature of statistical equations, a smaller system will need to call a larger percentage of its customers. Some smaller systems must call all customers. Experience has shown that between 5% and 15% of the people called will actually agree to answer the questions. To ensure a valid measure, a conservative number of 5% of customers is used in the chart below to determine the number of calls required. In measuring progress in future years, we will adjust the number of required calls based on customer response.

Select One of Three Program Options:

Plan I – Gold Standard Program

- Call all customers for benchmark (Year 1).
- Call ¼ of customers each subsequent year.
- Call a statistical sample of non-customers each year (assumes a 50% market share).

The benefit of this option is that every customer will have been called, resulting in positive public relations, a reduction in liability and a high intimacy with your customer.

Gold Standard-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs
500	**$290**	**$290**
1,000	**$580**	**$580**
5,000	**$2,900**	**$2,290**
10,000	**$5,045**	**$5,045**
20,000	**$7,985**	**$5,665**
50,000	**$16,710**	**$5,835**
100,000	**$31,219**	**$9,469**
500,000	**$147,225**	**$16,725**
1,000,000	**$292,226**	**$74,726**

*Based on 29 cents per call.

Gold Standard-Non-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs
500	**$490**	**$490**
1,000	**$980**	**$980**
5,000	**$4,900**	**$3,430**
10,000	**$8,524**	**$8,524**
20,000	**$13,492**	**$11,042**
50,000	**$28,235**	**$11,085**
100,000	**$52,749**	**$15,999**
500,000	**$248,760**	**$28,260**
1,000,000	**$493,762**	**$126,262**

*Based on 49 cents per call.

Plan II – <u>Silver Standard Program</u>

- Call all customers for benchmark (Year 1).
- Call a statistical sample of customers each year.
- Call a statistical sample of non-customers each year (assumes a 50% market share).

This program allows your organization to verify the claim of having contacted 100% of your consumers, with all of its inherent benefits, and subsequently meets and exceeds the regulation going forward.

Silver Standard-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs
500	**$290**	**$290**
1,000	**$580**	**$580**
5,000	**$2,900**	**$2,900**
10,000	**$5,045**	**$4,290**
20,000	**$7,985**	**$4,370**
50,000	**$16,710**	**$4,420**
100,000	**$31,219**	**$4,437**
500,000	**$147,225**	**$4,451**
1,000,000	**$292,226**	**$4,453**

*Based on 29 cents per call.

Silver Standard-Non-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs
500	**$490**	**$490**
1,000	**$980**	**$980**
5,000	**$4,900**	**$4,900**
10,000	**$8,524**	**$7,248**
20,000	**$13,492**	**$7,385**
50,000	**$28,235**	**$7,469**
100,000	**$52,749**	**$7,498**
500,000	**$248,760**	**$7,521**
1,000,000	**$493,762**	**$7,524**

*Based on 49 cents per call.

Plan III – <u>Bronze Standard Program</u>

- Call a statistical sample of customers each year.
- Call a statistical sample of non-customers each year (assumes a 50% market share).

Annual data provides information for improved public safety education.

Bronze Standard-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs Subsequent Years
500	**$290**	**$290**
1,000	**$580**	**$580**
5,000	**$2,900**	**$2,900**
10,000	**$4,290**	**$4,290**
20,000	**$4,370**	**$4,370**
50,000	**$4,420**	**$4,420**
100,000	**$4,437**	**$4,437**
500,000	**$4,451**	**$4,451**
1,000,000	**$4,453**	**$4,453**

*Based on 29 cents per call.

Bronze Standard-Non-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs
500	**$490**	**$490**
1,000	**$980**	**$980**
5,000	**$4,900**	**$4,900**
10,000	**$7,248**	**$7,248**
20,000	**$7,385**	**$7,385**
50,000	**$7,469**	**$7,469**
100,000	**$7,498**	**$7,498**
500,000	**$7,521**	**$7,521**
1,000,000	**$7,524**	**$7,524**

*Based on 49 cents per call.

Plan IV – <u>Minimum Standard Program</u>

- Call a statistical sample of non-customers in year one and in one of the next four years (assumes a 50% market share).
- Costs will be for benchmark in year 1 in equal annual payments for measurements every four years.

This program option meets the minimum requirements of the new federal regulation.

Minimum Standard-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs Subsequent Years
500	**$290**	**$75**
1,000	**$580**	**$145**
5,000	**$2,900**	**$725**
10,000	**$4,290**	**$1072**
20,000	**$4,370**	**$1092**
50,000	**$4,420**	**$1105**
100,000	**$4,437**	**$1110**
500,000	**$4,451**	**$1113**
1,000,000	**$4,453**	**$1114**

*Based on 29 cents per call.

Minimum Standard-Non-Member-APGA-GOAL Costs*

Meters	Total Year 1 Costs	Annual Costs Subsequent Years
500	**$490**	**$196**
1,000	**$980**	**$240**
5,000	**$4,900**	**$1,960**
10,000	**$7,248**	**$2,740**
20,000	**$7,385**	**$2,954**
50,000	**$7,469**	**$2,988**
100,000	**$7,498**	**$3,000**
500,000	**$7,521**	**$3,008**
1,000,000	**$7,524**	**$3,010**

*Based on 49 cents per call.