

Corporate Communications Award

This award recognizes companies whose communications programs or initiatives have improved corporate effectiveness.

Judging Criteria	Potential Entries Might Include
<ul style="list-style-type: none"> • Were the goals and actions of the plan clearly defined? • Were there measurable results and were they good? • How was this program original and innovative? • Will there be a lasting company impact? • What is the sustainability of this program? • How did the program engage and involve employees? • What's the fun factor? (If applicable) 	<ul style="list-style-type: none"> • Rate Cases • Environmental Issues • Crisis or Natural Disasters • Executive Leadership Changes • Acquisitions/Divestitures

Submissions Overview

Corporate Communications Award Submissions - 21 Nominees		
Company Name	Program Name	ID Number
Artera Services	<i>Recruiting: Promoting Skilled Trades and Careers with Artera</i>	CC-1
Atmos Energy	<i>Virtual Atmos Energy Essentials</i>	CC-2
	<i>Visions Monthly</i>	CC-3
Black Hills Energy	<i>Pro-Gas Campaign</i>	CC-4
Boardwalk Pipeline Partners	<i>Boardwalk's COVID-19 Corporate Communication Plan</i>	CC-5
Groebner Technical Services	<i>Coffee with Jim & James</i>	CC-6
ONE Gas	<i>Be a Dig Hero: Safe Digging Month & 811 Day</i>	CC-7
	<i>Business Testimonial Video Series</i>	CC-8
	<i>Midwest Winter Storm Communications Efforts</i>	CC-9
	<i>ONE Gas COVID-19 Internal Crisis Communications</i>	CC-10
	<i>Pass the Mic Video Series Explains the Importance of ESG</i>	CC-11
Southern Company Gas	<i>Do Your Part 811 Safety Communications Campaign</i>	CC-12
Southern Cross	<i>Southern Cross Communications Program</i>	CC-13
Southern Star	<i>2020 Virtual Customer Meeting</i>	CC-14
	<i>Culture Video – Will Wathen</i>	CC-15
	<i>Jimmy Fires the Intranet</i>	CC-16
	<i>“Upgrade Your Own Computer” Video</i>	CC-17
Spire Energy	<i>Spire's Natural Gas Champions Program</i>	CC-18
TECO Peoples Gas	<i>Peoples Gas 2020 Rate Case Communications</i>	CC-19
	<i>Peoples Gas: At the Heart of Florida's Energy</i>	CC-20
Xcel Energy	<i>Leadville Gas Distribution Renewal Program</i>	CC-21

Nomination CC-1	
SGA MEMBER COMPANY NAME	Artera Services
SGA MEMBERSHIP TYPE	SGA Associate Member
SGA MEMBER SINCE	2021
PROGRAM NAME	<i>Recruiting: Promoting Skilled Trades and Careers with Artera</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-1-Doc1-Comms%20Plan_Mike%20Rowe%2011252020.pdf? t=1623273034
PROGRAM DESCRIPTION	DCA (Distribution Contractors Association) has a strong connection with mikeroweWORKS Foundation, promoting the importance of skilled trades and a strong work ethic. DCA provided Artera with an opportunity to support this mission with a sponsorship of Mike Rowe’s newest television program, Six Degrees with Mike Rowe. Artera produced two television commercials; a 30-second spot, which aired exclusively on discovery+ from January through April 2021 and a 60-second spot, which aired on the Discovery Channel on April 11 and May 9 during the program. A third, 3-minute video was created for the exclusive use of Artera, which showcases four leaders within our operating companies who have built their skilled trade career with Artera. All three videos feature Mike Rowe as the voiceover. The 3-minute video is featured on Artera’s YouTube channel, Artera’s website and Artera’s social media channels (Facebook and LinkedIn).
RESULTS OF/RESPONSE TO THE PROGRAM	<ul style="list-style-type: none"> • Doubled Artera’s LinkedIn followers in four months, growing the follower base from 848 to 1,702. • Garnered 2,273 views on Artera’s YouTube channel. • Initial Facebook post on January 5 reached ~21,000 people with 100+ engagements (reactions, comments, shares) • Created #TradeTuesday as part of a continued effort to promote skilled trade openings at Artera’s operating companies. • This video created a “buzz” around the corporate office and operating business of excitement and being an employer of choice. • Talent recruiters received comments from potential hires about the video and how they could see themselves fitting within the organization • Displayed our commitment to workforce development and the industry
PARTICIPATING EMPLOYEES	501+
SUPPORTING DOCUMENTS	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-1-Doc2-Artera%20Commercial%20-%20Script%20for%20Mike%20Rowe%20Final%20%281%29.pdf? t=1623273034
ADDITIONAL SUPPORTING LINKS AND MATERIALS	Link to the video on Artera’s YouTube channel: https://youtu.be/hscqtK3LYsA

Nomination CC-2	
SGA MEMBER COMPANY NAME	Atmos Energy
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2009
PROGRAM NAME	<i>Virtual Atmos Energy Essentials</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-2-Doc2-Atmospirit%20History%20-%20Objective%20-%20Agenda.pdf
PROGRAM DESCRIPTION	For years, all new employees have traveled to the Charles K. Vaughan Center to participate in a three-day, in-person workshop to learn about our AtmoSpirit culture and the role each employee plays in making Atmos Energy the safest provider of natural gas services. When we pivoted to a digital work environment this year, members of our Workforce Development team introduced Virtual Atmos Energy Essentials, which is designed to remotely onboard 10 new employees per session from any location. Two groups of new employees “virtually meet” throughout a single week – one group from 9 a.m. to 1 p.m. and another group from 1 p.m. to 3 p.m. each weekday.

	<p>This partial-day format allows participants to learn and apply AtmoSpirit principles in their work and home life, and Microsoft Teams provides the technology to foster a true connection between the participants. In addition, management committee executives also participate in each of the sessions. From our Chief Executive Officer to our general counsel and senior vice president of operations, all senior leaders of the company are able to visit with each of the new employees virtually for the entire duration of the program. New employee supervisors also attend the virtual sessions and support their team members throughout the orientation process.</p> <p>To better connect with each new hire, Atmos Energy Essential facilitators dedicate 15 minutes of each virtual session to building rapport. Facilitators allow time for team members to reflect on previous classes, share personal stories, and offer opportunities such as “bring your pet” or “bring your child” to the session.</p> <p>Each employee is sent a packet to their home or office, which includes the Atmos Energy Essentials booklet with material revolving around Self Awareness, Relationship Management, Embracing Change, Accountability, Teamwork, Self-Management, Blue Chips and Conflict Styles. Also in the packet are game pieces, personal contract cards and the AGA Natural Gas Playbook. To ensure everyone has the technology needed to participate virtually, each team member is also sent a tablet or laptop equipped with a camera.</p> <p>Unable to play games that require face-to face interaction like the Dart Game, Broken Squares or the Operational Excellence Lego tower building, AtmoSpirit facilitators replaced those learning moments with new games called Broken Arrowheads, Playing Card equations and Word Memory. In addition, throughout the week, there is a small homework assignment AtmoSpirit content was adjusted to work as a virtual workshop.</p> <p>This partial-day format allows participants to learn and apply AtmoSpirit tools and principles in their work and home life while attending the workshop via Microsoft Teams without significant disruption to their work.</p>
<p>RESULTS OF/RESPONSE TO THE PROGRAM</p>	<p>Since June 2020, the Atmos Energy Essentials virtual program has:</p> <ul style="list-style-type: none"> • Trained more than 400 new employees that represent a variety of departments, such as operations, communications, marketing, public affairs, finance, human resources, legal, information technology, customer service, energy assistance, engineering, stakeholder engagement, and pipeline safety. • Reduced classes from 40 team members to 10 team members via the virtual platform, producing increased engagement and connection for each new employee to the AtmoSpirit facilitator. • Eighty to 90 percent participation from all new hires in the form of feedback, questions, and commentary during each virtual session. <p>“I thought there might be a barrier because the training was online, but Microsoft Teams facilitated a true connection with everyone in the class,” said first-week participant Vince Worley, a service technician from Bristol, Va. “This one-week session reinforced my belief that this is a company that strives for excellence and cares about its employees and customers. Even in these weird times, here is a company that wants to reach out and train its new employees. The Teamwork section taught me a lot about myself and to have a great attitude and be part of the Atmos Energy family.”</p> <p>“I have been in many companies, and this has been by far the most informative training I have ever received. Thank you all.”</p> <p>“By far the best initial training I’ve received. It’s everything you want to hear from a respected company. It’s pretty rare, honestly.”</p> <p>"I really enjoyed Atmos Energy Essentials this week and wanted to thank you for being amazing facilitators. I am so glad I had the opportunity to be a part of this very cool workshop with you and to meet so many awesome new team members. Thank you!"</p>
<p>PARTICIPATING EMPLOYEES</p>	<p>501+</p>
<p>SUPPORTING DOCUMENTS</p>	<p>https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-2-Doc1-AEEW%208.31%20V2.jpg</p>
<p>ADDITIONAL SUPPORTING LINKS AND MATERIALS</p>	<p>Atmos Energy Essential Photos and Materials: https://shared-assets.adobe.com/link/d48d70f7-49c2-450e-7b3b-40d6f13c7d05</p>

Nomination CC-3	
SGA MEMBER COMPANY NAME	Atmos Energy
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2009
PROGRAM NAME	<i>Visions Monthly</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-3-Doc1-Visions%20Monthly%20Cover_September%202020.pdf
PROGRAM DESCRIPTION	<p>For 94 years Atmos Energy’s internal monthly magazine, now titled Visions Monthly, has kept its team members and retirees connected and informed of the company’s most exciting current events. Created in 1927, the publication began as a black and white newspaper called The Trumpet and featured articles about record breaking pipeline achievements and expansion projects across the state of Texas. Photos depicted company leaders and investors, and it was distributed to all company employees.</p> <p>Since the 1920s, the newspaper evolved into a magazine also shared with retirees and has carried several different names and styles over the years, depicting eye catching graphics and photos representing each decade. For example, The Jet in the 1970s had a vibrant cover with an orange and yellow tidal wave graphic, and The Reporter in the 1990s transitioned to several newspapers drafted by each division with a retro cover of black and white text and bold blue headlines.</p> <p>Visions Monthly is published by the Employee Communications Department of Atmos Energy for current and retired employees, with Joe Mark Horn serving as the editor and photographer for every issue. As the company transitioned to a digital work environment due to the pandemic, Visions Monthly also transitioned from hard copy to an online publication. Insightful and thoughtful articles capture news of community outreach initiatives, innovative operational efforts, division news, technology advancements, and employee accomplishments. Recent issues highlighted the extraordinary efforts of team members during the 2021 historic winter storm, spotlights of local nonprofits partnerships, division news, and employee profiles, keeping us connected in a digital work environment.</p> <p>Digitally distributed each month to more than 4,700 employees, Visions Monthly is easily accessible to every team member with one click from a mobile device or laptop computer (a hard copy is still mailed, even today, to approximately 2,200 retirees).</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<ul style="list-style-type: none"> • The average person spends 15 seconds on a website before their attention is lost, however at Atmos Energy, the average time spent reading Visions Monthly is up to 17 minutes. • Digitally distributed to more than 4,700 Atmos Energy employees every month • Hard copy mailed to approximately 2,200 retirees • Easily accessible on a mobile • Archived on the company intranet • Transitioned to an online flipbook, keeping the feel and style of a magazine • Published thousands of issues over 94 years
PARTICIPATING EMPLOYEES	501+
SUPPORTING DOCUMENTS	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-3-Doc2Nonprofit%20Spotlight_Visions%20Monthly.JPG
ADDITIONAL SUPPORTING LINKS AND MATERIALS	<p>2020 -21 Visions Monthly Editions: https://shared-assets.adobe.com/link/eeefee90-330b-4121-7699-f4e3b59147a3</p> <p>Visions Monthly evolution:</p> <ul style="list-style-type: none"> • 1927 – The Trumpet • 1946-1954 – The Gas Employees' News • 1955-1975 – The Gas Jet • 1976-1982 – The Jet • 1982-1983 – Pioneer Magazine • 1985-1986 – Energas Newsletter • 1986-1995 – Energas Reporter • 1988-1994 – Trans La Reporter • 1988-1995 – Western Kentucky Gas Reporter • 1990-1995 – Atmos Reporter • 1994-1995 – Greeley Gas Reporter

	<ul style="list-style-type: none"> • 1998-2019 – Atmos Energy Monthly • 2019-Present – Visions Monthly
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Nomination CC-4	
SGA MEMBER COMPANY NAME	Black Hills Energy
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2013
PROGRAM NAME	<i>Pro-Gas Campaign</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-4-Doc1-Choose%20Natural%20Gas%20Campaign.pdf
PROGRAM DESCRIPTION	The Pro-Gas campaign was developed as an educational/informational campaign to promote the advantages of natural gas to begin the dialogue with consumers/customers to combat electrification efforts in our service territory. The campaign is the first step in awareness and engagement which will eventually lead to advocacy. The Federal landscape now includes electrification. Municipalities and environmental groups are increasingly conducting GHG inventories and climate action plans. Colorado is seeing threats from legislative, regulatory and municipal action. Climate Action Collaborative is setting goals for fuel switching, no new natural gas by 2030. Also introduced multiple pieces of legislation that would promote electrification, including “beneficial electrification” bill, social cost of methane and a performance standard for gas utilities requiring reduction targets in burner tip and fugitive emissions. Energy Choice bills have been introduced in numerous states; incentivization and energy efficiency standards emerge as alternates to bans. Passed or has been introduced in IA, AR, KS, WY. Specific threats to natural gas usage are looming in several of our states. Dubuque: 10% residential and 5% commercial fuel switching by 2030. Lawrence: 100% renewable energy by 2035 (council adopted) This activity will only increase. The Pro-Gas is the beginning stage of education and information. Our research indicated that consumers really don’t even understand the different energy sources, with some even saying they don’t know the difference between electricity and natural gas. The Pro-Gas campaign directly touts the benefits. As electrification efforts increase, the Pro-Gas campaign will conform to the landscape, into an Energy Choice type of campaign, as governments will further take away consumer’s choice.
RESULTS OF/RESPONSE TO THE PROGRAM	The efforts so far have resulted in awareness and engagement with the messages at a rate greater than projected and greater than all benchmarks, not only industry, but consumer packaged goods and retail. There is still a long way to go, however, laying the groundwork around the advantages of natural gas will be essential when consumers/customers discover that cities/counties are considering taking away their choice between natural gas and electricity. Our research results on the campaign show delivery of 28.2 million impressions, overdelivering by 93%. Viewability rates on banner ads exceeded benchmark by 21%. Connected TV video completion rate was 98.1% (Benchmark 96.02%.) Facebook exceeded benchmark click-through rate by 28% (.41% compared to .32%. Most of the campaign was delivered by digital platforms with some traditional TV and OOH in select markets. In all the target markets throughout our gas footprint) Fayetteville, Arkansas; Avon, Basalt, Eagle, Glenwood Springs, Snowmass and Telluride, Colorado; Dubuque, Iowa; Lawrence, Kansas; and Lincoln, Nebraska) Impressions, click thru rates, video completion rates, all deliver above benchmarks.
PARTICIPATING EMPLOYEES	501+
SUPPORTING DOCUMENTS	<ul style="list-style-type: none"> • https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-4-Doc2-BHE%20Pro%20Natural%20Gas%20RADIO%201%2030.mp3 • https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-4-Doc3-BHE%20Pro%20Natural%20Gas%20RADIO%202%2030.mp3
ADDITIONAL SUPPORTING LINKS AND MATERIALS	<ul style="list-style-type: none"> • https://youtu.be/T8KldgruAp0 • https://youtu.be/7FN9ZybzpZU • https://youtu.be/Reeighbjelc

Nomination CC-5	
SGA MEMBER COMPANY NAME	Boardwalk Pipeline Partners
SGA MEMBERSHIP TYPE	Transmission SGA Gas Member

SGA MEMBER SINCE	2009
PROGRAM NAME	<i>Boardwalk's COVID-19 Corporate Communication Plan</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-5-Doc1-SGA%20Submission%20Documents.pdf?_t=1623273381
PROGRAM DESCRIPTION	<p>As part of a critical infrastructure industry, we know that our customers and communities depend on us to continue our operations in a safe and reliable manner. In order to meet their needs, we need to have a strong culture that supports our employees. The Corporate Communications department is dedicated to keeping employees informed and engaged with company goals, initiatives and other important information. From the beginning of the pandemic, Corporate Communications stepped to the challenge of knowing how to communicate authentically, empathetically and appropriately to keep our employees informed and connected throughout the year.</p> <p>As a company, we focused on the care and safety of our employees, their families our customers and the communities we serve, and the execution of our business continuity plans to continue to provide essential services to our customers. The Corporate Communications team was a key component of achieving each of those objectives. In March 2020, Boardwalk announced a work from home directive for employees who could work from home. This new working style created a need for employees to have access to specific resources to continue to effectively do their job from home while navigating the large amounts of differing information on the COVID-19 virus. In addition, more than half of our employees were in the field and at our facilities providing essential services throughout the pandemic. Corporate Communications worked closely with human resources, information technology and the operations team to provide employees with the necessary information, technology and training they needed to keep themselves and each other safe while executing critical job functions.</p> <p>With so many employees working outside of our facilities, new modes of communication were employed to keep employees up to date as well as deliver ongoing COVID-19 safety messages and reinforce that the safety of our employees, their families and our customers and communities was the priority.</p> <ol style="list-style-type: none"> 1. In order to help employees navigate the wealth of information that was being distributed, Corporate Communications developed a COVID-19 Response and Resources Page that employees could access from the homepage of our intranet site. This page contained important federal and local information as well as CDC and WHO guidance, relevant company documents and policies, COVID-19 preventive protocols, COVID-19 vaccine information and sign up options, and all current and prior employee emails and call recordings. 2. We quickly mastered and leveraged a new software called WebEx Events so that leadership could virtually meet with all employees on a consistent basis. These calls were used to communicate any new COVID-19 developments, to thank employees for their outstanding work in continuing operations during COVID-19 and reminders to stay vigilant about safety and preventive care. This was our first time to do virtual calls across the company, but it became increasingly important to communicate early and often with employees. We had an average of 95% of employees attend these calls. 3. We developed location specific COVID-19 preventive protocols and worksite signage to communicate our policies and encourage employees to practice preventive care by social distancing, wearing masks and washing your hands. 4. As a way of being able to communicate with new employees during this time, we developed “Coffee with Stan” where new employees could have virtual coffee with our CEO, Stan Horton. This informal virtual coffee break was an opportunity for new employees to meet members of the leadership team as well as other new employees across the organization. 5. We also recognized the importance of helping employees feel connected while apart and having fun! As a result, we strategically released videos throughout the year celebrating employee milestones, giving employees a glimpse of working from home and celebrating the holiday season. <p>Virtual Service Awards: We usually have an in-person celebration for employees celebrating a service anniversary milestone. Since we could not be together in 2020, the Corporate Communications team put together a virtual service awards that was distributed to employees.</p>

	<p>We Are Here for You Video: We also put together an employee video where we asked employees to submit video clips of how they were spending their time working from home. We put them together into a video that was sent out to all employees to remind them that we are in this together even though we are apart and how thankful we are for their adaptiveness and flexibility while navigating the pandemic.</p> <p>Virtual Holiday Card: Finally, instead of our holiday party, we put together a virtual holiday card to spread holiday cheer to our Boardwalk family. We asked employees to submit one photo of something that brought them joy and happiness.</p> <p>The results of our video campaign were outstanding with countless employees expressing their appreciation.</p>
<p>RESULTS OF/RESPONSE TO THE PROGRAM</p>	<p>1. Employee COVID-19 Response and Resources Page: We received an overwhelmingly positive response to our portal due to its ability to centralize the latest and greatest information from both internal and external resources. In addition, it contained an archive of all past employee communications including all our corporate calls and emails. The prioritized information also shifted depending on what was most important. For example, once the COVID-19 vaccine was released, we updated the page to include all necessary resources and information that employees might need to educate themselves on vaccines and how to get one if they wished.</p> <p>Feedback on the resource page include: “The COVID-19 Response and Resource portal page has so much useful information and links to important sources of additional information. I thought so when it was first added to the portal, and it continues to improve as more information is included. It is appreciated!”</p> <p>Since its inception, Boardwalk’s COVID-19 Response and Resources Page has received over 7,700 visits from our 1,200 employees. Some of the most accessed materials include our COVID-19 Prevention Protocols as well as State by State Links to Vaccine Availability and Priority Information.</p> <p>2. The video campaign we put together also received a large amount of positive feedback including:</p> <p>“I truly miss seeing my co-workers and to see them in the video was priceless. As I have always said, Boardwalk is committed to their employees and we are committed in return to Boardwalk. I’m proud to be part of this company.”</p> <p>“Standing ovation for doing this video! I really enjoyed it. It’s excellent.”</p> <p>“What a great idea. I watched it with great pride in our company.”</p> <p>“This was really nice. Sure brightened the end of a stressful month. Thanks so much!”</p> <p>“All the tears! Such a sweet message. I love seeing all the company reps being represented with their families.”</p> <p>“I just want to say, it brought tears to my eyes seeing this beautiful video. I am so blessed to be part of the Boardwalk family. Thank you again for giving us the opportunity to work from home to keep safe and healthy. I look forward to seeing my colleagues in the near future.”</p> <p>“Enjoyed the video, and it definitely put a smile on my face! Good to be reminded that I am part of something beyond my home “office.”</p> <p>“What a fantastic video! What a great tool to display the company’s greatest asset, its people.”</p>
<p>PARTICIPATING EMPLOYEES</p>	<p>0-25</p>
<p>SUPPORTING DOCUMENTS</p>	<p>https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-5-Doc2-Boardwalk%20Signage.png? t=1623273381</p>
<p>ADDITIONAL SUPPORTING LINKS AND MATERIALS</p>	<p>We Are Here for You Video: https://vimeo.com/413749084 Passcode: thanks Boardwalk’s 2020 Virtual Service Awards: https://vimeo.com/462531278 Password: 2020 Virtual Holiday Card: https://vimeo.com/492199439 Password: Holiday</p>

Nomination CC-6	
SGA MEMBER COMPANY NAME	Groeber Technical Services
SGA MEMBERSHIP TYPE	SGA Associate Member
SGA MEMBER SINCE	2014
PROGRAM NAME	<i>Coffee with Jim & James</i>
PRIMARY LINK	https://www.audible.com/pd/Coffee-With-Jim-James-Podcast/B08JJMTBB1?ref=a_pd_Coffee_c0_bc&pf_rd_p=1da7ab30-c785-4a0e-a160-4a7e7077b353&pf_rd_r=3J3YCOJSQ08761R112NW
PROGRAM DESCRIPTION	Weekly Industry Podcast that interviews thought leaders across the industry, the podcast brings technical, leadership development, and thought leadership the industry. Energy World Net was the first to look inside after the shutdown of covid-19 on how they could do outreach to connect. They sought out ways for each person on their team and people in the industry to stay connected, feel seen, continue to level up their technical skill, to enhance their leadership skills, and almost as important as all of that: weekly, they brought a sense of normalcy, humor and familiarity to all who tuned in.
RESULTS OF/RESPONSE TO THE PROGRAM	Jim and James have a gift. Coffee with Jim and James powered by EWN feels like you are sitting down and watching a comedy/education program. They have a unique blend of humor and engage with the guests in a manner that is genuine. This is exactly how leadership within the industry looks like when someone new enters. This is prime example of how we get additional people to join the energy industry. We welcome them, just as Jim and James do on their program.
PARTICIPATING EMPLOYEES	501+

Nomination CC-7	
SGA MEMBER COMPANY NAME	ONE Gas
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2014
PROGRAM NAME	<i>Be a Dig Hero: Safe Digging Month & 811 Day</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-7-Doc1-Safe%20Digging%20Month%202020%20Recap.pdf
PROGRAM DESCRIPTION	Every year, ONE Gas and its divisions highlight safety as our top core value with safe digging messaging throughout the year and during April and August. With Safe Digging Month and 811 Day, we raise awareness and educate customers about the importance of calling 811 before any digging project.
RESULTS OF/RESPONSE TO THE PROGRAM	<p>In April 2020, our team created a campaign around Be A Dig Hero with an emphasis on three microsites (beadigherooklahoma.com; beadigherotexas.com; beadigherokansas.com). The microsites house useful information, an animated video and an educational quiz that users could take.</p> <p>Through our social media push, we were able to garner 32K impressions and almost 700 engagements on all owner social channels. While the COVID-19 pandemic consumed much of the media and online conversations, we were still able to get good coverage (9 placements) and traffic to the microsites with engaging creative and a clear CTA.</p> <p>We also focused on our efforts on Excavator messaging by sending 90,000 letters (mailed and emails) with a 64% email open rate.</p> <p>Employee communications was also critical to our success with a weekly message posted every week on our intranet. In total, Safe Digging Month stories were read more than 800 times.</p> <p>In August, we counted down to 811 Day (August 11) with 11 Days of Giveaways. For each post, we asked our followers to engage with us and answer questions by commenting to enter in the drawing for numerous giveaways like a Nest Thermostat and Yeti coolers. With the social campaign, we received more than 66K engagements and received 4.7 million impressions. This was a 434.8% and 1,923.6% increase compared to our 2019 results.</p>

	<p>Our Public Relations team also worked to get 13 earned media placements. Our Kansas team also created a video that they shared with multiple cities in the state which was shared on their government's social channels.</p> <p>An internal contest was also created asking employees to take a quiz about Safe Digging. Almost 200 employees took the quick with 97% getting a perfect score.</p>
PARTICIPATING EMPLOYEES	501+
SUPPORTING DOCUMENTS	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-7-Doc2-811%20Day%202020%20Recap.pdf
ADDITIONAL SUPPORTING LINKS AND MATERIALS	<ul style="list-style-type: none"> • Box folder with social graphics: https://onegas.box.com/s/iujd5r4m5iu92rtoqg7nb2zdkg8xxkj • Animated Video Link: https://www.youtube.com/watch?app=desktop&v=cND2vL9nrM4&feature=youtu.be

Nomination CC-8	
SGA MEMBER COMPANY NAME	ONE Gas
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2014
PROGRAM NAME	<i>Business Testimonial Video Series</i>
PRIMARY LINK	https://onegas.app.box.com/s/nmaal8d87417mnvskngnltyhe2gg12w6/file/810574465292
PROGRAM DESCRIPTION	<p>ONE Gas, and its divisions, had a unique opportunity to showcase how natural gas plays an integral role in local businesses and the economies of the areas we provide services to. Through a series of high-quality videos, we showcase the way natural gas plays into our customers lives through the voices of the key partnerships we have in their communities.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>In September 2020, we kicked off the series with a video highlighting Eote Coffee in Oklahoma City. The local business uses natural gas to roast their coffee beans to the perfect temperature. In the testimonial, Founder and Chief Coffee Officer Todd Vinson speaks to how dependable and affordable natural gas is, all while beautiful visuals of customers and coffee beans are shown. The video was released on our owned social channels and reached 11K users, received 12K impressions and had an engagement rate of 5.64%.</p> <p>Our second video highlighted MGP Ingredients in Atchison, Kansas. As a manufacturing plant that specializes in creating grains for foods and alcohol nationwide, natural gas is the only solution for them to ensure they get quality products to their customers. Posted in March, the video reached 9.1K users, received 10K impressions and had an engagement rate of 8.1%. Through our proactive pitching, the video also was highlighted in the Atchison Globe Now and in the Atchison Chamber of Commerce feature. We also created a blog article on our website.</p> <p>Internally, we posted articles for employees to watch the videos created and get more insight into the business and their natural gas usage. Both articles received over 500 views.</p> <p>With the success of the first two videos, our team has worked to create four more videos to release in the coming months.</p> <p>Two videos were shot in Texas highlighting Austin Habitat for Humanity and the Central Texas Food Bank. Both organizations offer a different perspective on how natural gas plays into giving back to a community and helping those in need. Habitat for Humanity, being released the week of May 24, highlights natural gas usage in the homes the organization builds for low-income families. By utilizing natural gas, Habitat for Humanity can give new homeowners a sustainable, affordable solution for their energy needs. Central Texas Food Bank utilizes natural gas in their kitchens that feed thousands of Texans and trains workers for working in a restaurant where natural gas plays a vital role. That video will be released the week of June 1.</p>
PARTICIPATING EMPLOYEES	501+
ADDITIONAL SUPPORTING LINKS AND MATERIALS	<p>Box folder with all videos, internal employee articles and two social graphics: https://onegas.box.com/s/nmaal8d87417mnvskngnltyhe2gg12w6</p> <p>Atchison Globe Now Article: https://www.atchisonglobenow.com/news/local_news/mgp-highlighted-by-kansas-gas-service/article_1b7f8ef0-8c12-11eb-b7ab-dfdc6d651b6f.html</p>

Kansas Gas Service Blog Article: https://www.kansasgasservice.com/blog/2021/kgs/mgpingredients
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Nomination CC-9	
SGA MEMBER COMPANY NAME	ONE Gas
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2014
PROGRAM NAME	<i>Midwest Winter Storm Communications Efforts</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-9-210513-2021-Midwest-Winter-Storm-Comms-Efforts-FINAL.pdf
PROGRAM DESCRIPTION	<p>In February, many states in the south and Midwest were hit with the coldest temperatures ever recorded for an extended period. With these sub-zero temperatures, Oklahoma Natural Gas, Kansas Gas Service and Texas Gas Service needed to communicate quickly and often to ensure customers in all three states has the most up to the minute information on their natural gas service.</p> <p>Through social media, earned media and employee communications, our team successfully communicated to multiple audiences through graphics, videos and other forms of communications.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>Through our Public Relations team, we received 1.66 billion media impressions and 395 earned media placements throughout Oklahoma, Texas and Kansas. The team actively fielded calls from reporters, provided up-to-date information and represented the companies in on-air/ digital interviews. Our PR team also represented the companies on city press conferences and live zoom events for community members to attend.</p> <p>Our owned social media posts resulted in 12,528 engagements and an increase on Facebook/ Twitter followers of 5,714. On Facebook, our posts reached over 500K users with 558K impressions. We utilized our social platforms to speak directly with customers and to hear their questions which, in turn, led to our future social posts (e.g. many questions about bill increases were received, so we created a graphic about understanding you bill).</p> <p>We utilized our email database to send strategic, thoughtful communication directly to our customer's inboxes. Three emails were sent out, one highlighting conservation efforts and the second answering questions received from the first email, which resulted in an average open rate of 40%.</p> <p>Webpages were created for each state which were the base for all customer communications. The pages were updated, sometimes multiple times a day, and all marketing had a CTA to visit the site for more details. (https://www.oklahomanaturalgas.com/severe-cold; https://www.kansasgasservice.com/severe-cold; https://www.texasgasservice.com/severe-cold)</p> <p>Employee communications played a critical role to ensure employees understood how service was being impacted. Eight stories were posted to the intranet with 5,659 views. Four emails from CEO Pierce Norton were sent directly to employees acknowledging the challenging conditions for our field personnel and fatigues as the winter weather continued.</p> <p>We also designed, printed and shipped informational cards for our employees in the field that offered talking points when speaking with our external stakeholders.</p> <p>Throughout the entire event, sentiment on owned social channels and in media placements remained neutral to positive based on how our companies responded to customers and to the crisis.</p>
PARTICIPATING EMPLOYEES	501+
ADDITIONAL SUPPORTING LINKS AND MATERIALS	<ul style="list-style-type: none"> • Box folder with all collateral, press materials, videos and more: https://onegas.box.com/s/q7vegboepcdbv86sli2khgvc4mtgrmcr • Oklahoma City Press Conference: https://www.facebook.com/watch/?v=478783053281532 • City of Tulsa Press Conference: https://www.facebook.com/watch/?v=428307458251847

Nomination CC-10	
SGA MEMBER COMPANY NAME	ONE Gas

SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2014
PROGRAM NAME	<i>ONE Gas COVID-19 Internal Crisis Communications</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-10-Doc1-COVID%20Comms%20Metrics_FINAL.pdf? t=1623274807
PROGRAM DESCRIPTION	<p>In early 2020, the COVID pandemic struck across the globe. As safety is our number one priority and core value, ONE Gas began communicating with employees in early February about how to take steps to stay healthy. By early March, our communications ramped up to provide guidance for Personal Protective Equipment (PPE) to frontline employees. On March 16, company leaders sent roughly 45% of our workforce home to work remotely. We launched a large-scale internal communications campaign with three objectives:</p> <ul style="list-style-type: none"> • Maintain the safety and well-being of employees through COVID-19: We wanted to minimize infection rates among employees; also, as employees began to isolate at home, we wanted to maintain their physical, financial, emotional and social well-being. • Maintain employees' trust: ONE Gas has a family-like culture that is built on a strong trust between leaders and employees based on the company's core values. We wanted to stabilize our workforce, give employees hope and maintain that trust as well as our culture. • Maintain productivity. As many employees who were sent to work from home had never worked remotely, it was essential to ONE Gas customers that we stabilize our workforce in a great time of change and maintain productivity through the crisis. <p>In March 2020, our top focus was employee safety and well-being. We established a cadence of messages that included:</p> <ul style="list-style-type: none"> • A Weekly Leader Update on Monday mornings highlighting COVID-19-related information including PPE updates, details on health screenings, employee Paid Pandemic Leave and other items that leaders would need to reinforce with their teams. • A Weekly Employee Update followed on Tuesday mornings, reinforcing the hot topics of the week. • A Weekly CEO Message ran each Friday to keep our company's CEO and other senior executives visible as a means to provide stability, give employees a sense of hope and to maintain trust. Messages – a mix of written, audio and video – encouraged employees through the unprecedented challenges in our country and communities with topics ranging from inspirational to instructional as employees learned new ways to work together and serve our customers. • We built a COVID-19 Resource page on our company's intranet as a one-stop-shop repository that featured multiple sections to keep employees up to date on the latest pandemic information. Sections included details on Benefits and Well-Being, Facilities, Vaccines, Safety, Travel, Checkin2Work health screenings, FAQs, contact numbers, resources and links to all past Weekly Employee Update editions and more. The site also featured two sub-pages to promote transparency: COVID-19 by the Numbers and ONE Gas Locations Where Someone Tested Positive, where we disclosed where infected employees had been so anyone who might have been in the facility at that time could get tested. • In an original twist, we used the “Coming Together Differently” phrase our CEO had used to create a Chat Board where employees could connect in the virtual environment, share stories, support each other and recognize the great teamwork that occurred during the pandemic as many worked from home and while others continued to serve on the front lines serving our customers. • We supported remote workers, but for field workers, the Community Relations teams had individually wrapped sandwiches, donuts, Girl Scout cookies and other items delivered to field service teams across our three-state region to thank and recognize them for their continued service on the frontlines. • We hosted a Virtual Leadership Summit that focused on Leading Virtually. The sessions gave roughly 100 of the company's top leaders tools to use in the virtual environment and encouraged leaders to

	<p>host virtual get-togethers where employees could spend time chatting about non-work-related topics and maintain relationships.</p> <ul style="list-style-type: none"> • ONE Gas conducted three Employee Engagement Pulse Polls to monitor employee engagement. These measured several factors including satisfaction with communications, indicating levels of trust and perceived transparency. • We worked closely with departments to maintain productivity levels among employees – especially among those who were working remotely and shifted communications along the way to address issues of fatigue, ergonomics, well-being, and to reinforce expectations and established performance behaviors. • For fun, originality, employee involvement and to maintain company culture and connectedness among employees, we asked employees to share their stories in series of articles on the company intranet called, “Stories from the Homefront.” These featured light-hearted stories about the trials of working from home with dogs, kids and other challenges. We also did not let COVID put a damper on the company’s traditional United Way Campaign. We got creative and turned the pancake breakfast cook-off into a video cookoff, hosted virtual trivia and bingo fundraisers and even held a family fun night at the drive-in to engage employees in many of the events. • Other various communications included a variety of safety videos, mask contests where people showed off their masks from home, regular intranet articles and photo features as employees shared their new “co-workers” at home and more. • The lasting impact of the program is clear in that employees produced more and quickly adjusted to the remote environment, which may facilitate more flexible work programs and higher employee engagement in years to come. The communications have proven to be sustainable as we continue to produce weekly leader and employee updates along with weekly messages from the CEO so we can easily respond to the changing environment as safety protocols continue to change and municipalities and states change their masking requirements. We created multiple ways for employees to engage and “met them where they were” by offering chat boards, comments/like sections, Q&As with the CEO and senior leaders through a town hall – yet all of it virtually. For field personnel who have remained on the front lines, we have recognized them through feature articles, thank you gifts, dinners and other gestures to ensure they felt recognized and respected in this more-than-difficult environment. When so much was unknown about COVID, they remained on the front lines and continue to serve our customers. If these frontline employees did not feel safe, did not trust their leadership and feel that they had transparency into what the company was doing and how it was operating during the pandemic, many of these workers would have actively resisted. They continued to serve. The results of our program to support their safety, well-being, trust, transparency and overall productivity shows that our COVID-19 Crisis Communications program achieved its goals.
<p>RESULTS OF/RESPONSE TO THE PROGRAM</p>	<ul style="list-style-type: none"> • For the Weekly Leader Updates, we produced 60 leader updates to date that garnered a 123% open rate* and more than 60% read rate of more than three seconds. For Weekly Employee Updates, we produced 58 editions to date with a 123% open rate and 65% read rate of greater than three seconds. *Open rates reflect both desktops and mobile. • Weekly CEO Messages: These messages – in written, audio and video form – have been well-received by employees with above-average engagement for company emails and intranet articles and an average open rate of 115%, reflecting opens via desktop and mobile. • The intranet’s COVID-19 Resource page had significant positive response with more than 29,133 views. As information and interests have changed, employees continue to use the page – most recently for information about vaccines. • For safety and well-being, we had an extremely low employee infection rate in the first five months of the pandemic, in part, due to the continuous flow of relevant communications. Only four of roughly 3700 employees contracted COVID-19 during that five-month period. • Stories from the Homefront: Employee engagement soared as views nearly doubled, and the number of “likes” and “comments” also increased significantly. • Virtual get-togethers: We saw virtual coffee talks, team mixers, baby showers, retirement parties and more. Teams customized these to their departments with beach themes, crazy hat days,

	<p>etc. to connect with their “work families,” build morale and retain team spirit – all a part of our Core Values’ inclusion and diversity efforts to provide a sense of belonging.</p> <ul style="list-style-type: none"> • Our Coming Together Differently Chat Board resulted in more than 2177 views, 60 comments and 40 likes as we worked to engage employees in a variety of ways. • For our Virtual Leadership Summit, we had roughly 100 of the company's top leaders. Of these, 78 responded to the post-event survey indicating on a score of 4.11 on a 5-point scale that they “strongly agree” or “agree” to content, meeting style and execution. Also, 68% indicated they would like to continue the format with alternate or in-person sessions. • Our Employee Engagement Pulse Polls saw a 62% response rate. Employees said they agreed or strongly agreed to three questions that dealt with communications, levels of trust and perceived transparency: <ul style="list-style-type: none"> ○ 85% agreed/ strongly agreed to: “My employer has communicated a clear plan of action in response to COVID-19.” ○ 85% agreed/ strongly agreed to: “My immediate supervisor keeps me informed about what’s going on in my company.” ○ 84% agreed/strongly agreed to: “There is open communication throughout all levels of my company.” • To measure productivity, call center customer surveys in Oklahoma and Texas indicated significant results in that: 1) call center “handle” times decreased; call center turnover rates decreased by as much as 63%; 3) post-call survey positive responses increased by 3%; 4) discipline actions decreased by more than half; and 5) customer satisfaction increased in the representative’s ability to provide solutions, knowledge of company services. • We set a new all-time high record in employee giving with the company’s annual United Way Campaign solicitation. Employees increased their giving by more than 10% - a significant indicator of employee well-being, trust, productivity and pride in being part of their ONE Gas family.
PARTICIPATING EMPLOYEES	501+
SUPPORTING DOCUMENTS	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-10-Doc2-Accompanying%20Documentation.pdf?_t=1623274808

Nomination CC-11	
SGA MEMBER COMPANY NAME	ONE Gas
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2014
PROGRAM NAME	<i>Pass the Mic Video Series Explains the Importance of ESG</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-11-210514-2021%20Pass%20the%20Mic_videoseries_SGA_Final.pdf
PROGRAM DESCRIPTION	<p>Themes around Environmental, Social and Governance (ESG) are of increasing importance to key stakeholders including investors, customers and the communities we serve. These stakeholders want to understand not just what makes companies like ONE Gas a good financial investment; they want to know how we’re contributing to making the world a better place. That’s why the letters ESG are also being heard more often by ONE Gas employees. Why do they matter, and why should employees care?</p> <p>Before educating the public on ONE Gas’ ESG efforts, the Corporate Communications team at ONE Gas knew it must educate its employees about how the world is changing and the value that ESG initiatives can add to a business. The team designed a video series to help employees identify a personal connection to ESG and show it is more than an investor relations imperative – every employee contributes to a successful ESG strategy.</p> <p>CEO Pierce Norton introduced the video series in his weekly employee address and symbolically passed his mic, or his weekly message space, to the company’s executive leadership team for the four-</p>

	<p>week video series. Each week, company leaders discussed how the work employees are doing to be safe and compliant, innovative and transparent – three focus areas for ONE Gas in 2021 – support the company’s growing ESG strategy.</p> <p>The video was shot in a “fly-on-the-wall” style with leaders talking in the round demonstrating collaboration across business lines. Safety remained a foremost goal for the video shoot with leaders spaced 10 feet apart between plexiglass barriers during the discussion for optimal safety. The filming crew wore masks and were socially distanced.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>Employees responded enthusiastically to the video series, which was delivered via email and on the company intranet. The weekly videos had above-average engagement: 26% more likes, 52% more comments and 20% better email click-through rate than an average leadership message. The videos also had 51% better viewership than an average employee intranet message.</p> <p>Beyond metrics, comments from employees demonstrated that the series instilled pride for their company and made the connection on the importance of ESG.</p> <p>“I am excited and proud to be part of a team that is actively choosing to be innovative and solution-oriented when it comes to clean energy and making the future safer and better for those coming after us. I am grateful for the support and dedication of all ONE Gas employees in making this happen.”</p> <p>This video style showed to be engaging and can easily be replicated for future topics.</p>
PARTICIPATING EMPLOYEES	501+
ADDITIONAL SUPPORTING LINKS AND MATERIALS	Sample video: https://vimeo.com/onegascomms/review/546508539/d0e02b060d

Nomination CC-12	
SGA MEMBER COMPANY NAME	Southern Company Gas
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>Do Your Part 811 Safety Communications Campaign</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-12-Do%20Your%20Part%20campaign%20for%20SGA%20%281%29.pdf? t=1623275105
PROGRAM DESCRIPTION	<p>Our campaign focused on a strategy to encourage both excavators and consumers to use safe digging practices, as well as to combat the misperception that all natural gas incidents are caused by our companies. The strategy leveraged data and key learnings from our asset protection group.</p> <p>Goals:</p> <ul style="list-style-type: none"> • Educate construction companies about the importance of following the safety precautions required to begin digging, resulting in an increase in 811 calls in future projects. • Shift the focus of digging-related damages and gas leaks away from Atlanta Gas Light by placing the onus on construction companies to abide by 811 protocols. • Educate the public – including consumers that might hire third-party contractors for construction projects or do the work themselves – about safety precautions that could prevent cut lines and about the procedures to follow to prevent these events. • Bolster utility reputation as community leaders for safe digging protocols while improving public perception of the safety of natural gas as a whole. <p>Actions:</p> <p>The 2020 program supported Atlanta Gas Light’s priority to spread awareness of and compliance with safe digging protocols, particularly in the metro Atlanta market where third-party excavators cause the highest number of and most costly damages. A paid advertising campaign with a creative theme and style reminiscing the patriotic call to action of World War II ads like Rosie the Riveter was communicated through Facebook, Instagram, Twitter and Search from August – October. Ads were also executed across programmatic and site-direct display, radio, Spotify and out-of-home placements across digital billboards, murals and a food truck activation. The campaign contained several innovative and entertaining elements: the posting of murals in strategic downtown locations that we shared in social media through time-lapsed video, placement of food trucks and 811 influencers near</p>

	<p>construction zones and an online toolkit promoted through email to our top damage offenders as well as safety advocates.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>By having touchpoints across multiple platforms and media, we were able to:</p> <ul style="list-style-type: none"> ○ Reach our audience where they were ○ Remain top of mind throughout the summer ○ Establish strong ad recall ○ Build brand association with educational efforts <p>Not only did our splashy out-of-home tactics like the 811 Day food truck activation draw a physical reaction from our key audience, we also acted as an influencer in the social conversation around safe digging and saw our paid digital efforts shared by other states' own 811 safe digging accounts. The lasting impact of the project is three-fold: 1) Corporate Communications has proven that fresh and innovative campaigns "above and beyond regulatory requirements" work to engage target audiences and positively impact damage ratios 2) we now have an annual budget dedicated to a safe digging awareness campaign and 3) we have key learnings to apply to future campaigns to improve results even further.</p> <p>Employee participation: Through our new internal employee platform, FUEL, we educated employees about the external campaign through multiple channels. Employees participated in a contest to create selfies interacting with the street-level murals or other elements of the campaign and highly engaged in sharing social media posts with their own social networks.</p> <p>Specific Metrics:</p> <ul style="list-style-type: none"> ○ 35,263,028 Impressions (# of times ads were seen) ○ 88,173 Engagements (On-platform interactions like comments, shares and likes) ○ 43,134 Link Clicks (Clicks directly back to the AGL website landing page) ○ 447,307 Total Results (Combining link clicks, engagements and billboard plays) <p>Significant Impact: The average number of tickets per day was higher in 2020 than in both 2018 and 2019. The average number of excavator-specific tickets was higher in August 2020 than August 2019. Changes in ticket mix have positively impacted damage ratios. (See detailed numbers in attachments.)</p>
PARTICIPATING EMPLOYEES	101-300

Nomination CC-13	
SGA MEMBER COMPANY NAME	Southern Cross
SGA MEMBERSHIP TYPE	SGA Associate Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>Southern Cross Communications Program</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-13-The%20Leak_Newsletter.pdf
PROGRAM DESCRIPTION	<p>Over the last year, Southern Cross has had to develop and perfect their corporate communications. We came to realize how important those communications were, especially in the midst of a pandemic, so we were quick to develop an action plan. Within a matter of weeks, a COVID Communications Team was developed and a communication coordinator was appointed. As the weeks went on, a number of COVID policies were developed and put into action, virtual training was implemented, and most importantly Southern Cross partnered with a communications app allowing for ease of communications between team members and leaders, between projects, and between corporate and field workers.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>Through this process, SC has learned the importance of corporate communication. We have partnered with a communications app that makes broadcasting information, gaining feedback, and sharing documents much easier between the field and corporate employees. While increasing our conversations both internally and externally, we tracked our metrics provided by our marketing and email software. Certain correspondences performed better than others; in our case videos and opportunities for engagement such as polls, quizzes, and contests gained the most interaction, views and clicks. With this information, we were able to determine the best way to get our messaging across and formulate our communications around this evidence.</p> <p>Southern Cross' mission statement is to "solve customers' problems". In this case, our internal team was the customer. Partnership and teamwork were used to establish an innovative way to communicate with our teams quickly and effectively in the midst of the COVID-19 pandemic. We analyzed our company and resources and developed a game plan. Many brainstorming sessions went</p>

	<p>into this program and there were months where our communications team was meeting every day, sometimes multiple times a day. We continued our growth by adding a communications app and a correspondence structure that continues to strengthen our dynamic program.</p> <p>The creation of this program has been eye-opening and has taught us much about the needs and concerns of our employees. Although our industry was deemed essential during the pandemic, most of our teams were unable to meet in person like they had previously always done. This increased the need to make our employees feel connected and remind them that they are part of something bigger. Feeling this connection keeps our teams motivated and strengthens our Southern Cross culture of engagement. “A company is only as good as its employees.” This heightened communication of keeping employees informed during the pandemic of policies and processes made them more confident and in turn put our customers at ease.</p> <p>We have a lot of fun with this program! With better and more frequent communications we have gotten to know our employees on a much more personal level. We love to highlight our employees and projects with monthly spotlights which has been something that our team members have enjoyed being engaged in. We have also realized the value of asking our company’s feedback and opinions in the form of surveys and polls. Employees feel valued and understand that their opinions matter, and we receive valuable insight to different aspects of our company. Lastly, we like to include monthly quizzes and contests to provide some fun and offer chances to win great prizes. This serves as a nice respite for our employees and increases camaraderie among departments.</p> <p>What began as a need for increased correspondence due to the pandemic has turned into a valued strategy for communication that will shape how we operate for years to come. This program is not only sustainable, but necessary as we grow and move forward as trusted partners to municipalities and utilities everywhere.</p>
PARTICIPATING EMPLOYEES	501+

Nomination CC-14	
SGA MEMBER COMPANY NAME	Southern Star
SGA MEMBERSHIP TYPE	Transmission SGA Gas Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>2020 Virtual Customer Meeting</i>
PRIMARY LINK	https://vimeo.com/523969216/fff24f803a
PROGRAM DESCRIPTION	Prior to Covid-19, Southern Star held an annual customer meeting in Kansas City. Our leadership team and Commercial Services team utilizes the meeting to provide vital and relevant information to our customers. With travel and social distance restrictions in place, our Corporate Communications team with assistance from the Informational Technology team, hosted a live stream “virtual” meeting for Southern Star’s customers. The event lasted more than eight hours and included numerous speakers, presentations, call-in Q&A, pre-recorded videos, and more. Covid-19 was not going to stop us from reaching our customers. The submitted video entry contains segments from the meeting but was edited down significantly for length. It is approximately 9 minutes.
RESULTS OF/RESPONSE TO THE PROGRAM	Southern Star received excellent feedback from customers praising the event. This highly interactive video stream contained much more than an average video conference and slide deck. Despite limitations from Covid-19, our customers had a front row seat to Southern Star’s presentation. Customers saw a live video feed of the presenters at the podium, supplemented by a PowerPoint presentation and other video elements. Customers also had the ability to call in for live Q&A sessions and speak directly to our company’s representatives. Attendees reached out to our team to thank us for the interactivity and quality of the presentation. Although we couldn’t meet in person, attendees expressed that this was truly the next best thing.
PARTICIPATING EMPLOYEES	26-50

Nomination CC-15	
SGA MEMBER COMPANY NAME	Southern Star
SGA MEMBERSHIP TYPE	Transmission SGA Gas Member
SGA MEMBER SINCE	2010

PROGRAM NAME	<i>Culture Video – Will Wathen</i>
PRIMARY LINK	https://vimeo.com/467774447/ecb2598343
PROGRAM DESCRIPTION	<p>Southern Star’s Corporate Communications team has produced several culture videos for our website and social media pages. We are proud that our individual team members can represent Southern Star to our industry partners, potential job applicants, or the general public looking to learn more about our company. In this video, team member Will Wathen talks about what it’s like to work at Southern Star and how his military experience prepared him for a rewarding career in the natural gas industry.</p> <p>Will describes how Southern Star treats their staff, the challenges involved in his role, the community’s perception of the company, and how our team values his military background. The video successfully represents team members within our company and how they’ve found success in their respective roles, many of which are leadership positions.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>We have heard positive comments and are using the video to help attract veterans as they transition to careers in our industry. Specifically in a new-hire orientation, a team member transitioning from the military described how Will’s video and other materials on Southern Star’s website were factors in her submitting a job application to our company.</p> <p>Will’s video has received 1,637 views on Southern Star’s LinkedIn page and an additional 1,800 views on the company’s website. This engagement illustrates how important it is to share personal team member stories to those who are looking to find more information about our workforce.</p>
PARTICIPATING EMPLOYEES	0-25

Nomination CC-16

SGA MEMBER COMPANY NAME	Southern Star
SGA MEMBERSHIP TYPE	Transmission SGA Gas Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>Jimmy Fires the Intranet</i>
PRIMARY LINK	https://vimeo.com/377621065/cf37a0d0f8
PROGRAM DESCRIPTION	<p>Southern Star recently upgraded its company intranet platform.</p> <p>It was vital promoting the new intranet platform to all team members, as it is the central repository for official company documents and houses important interactive tools such as the staff directory, company calendar, and company announcements.</p> <p>The previous intranet had prominent cartoonish mascots, unofficially known as “The Flameheads.” Corporate Communications developed a brand of the replacement intranet called “The BOSS” which stands for The Business of Southern Star. Corporate Communications used a humorous video teaser to announce the new intranet by creating a scene where President and CEO Jimmy Staton fires the flamehead, citing its outdated features, cumbersome interface, and other factors as to why it’s being fired. Each reason Jimmy presents as a factor of the flamehead losing its job is a queue to what’s coming with the new intranet platform.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>We received very positive feedback for this video. It successfully teased new features of the anticipated intranet platform. Southern Star’s Corporate Communications team shared the announcement with our intranet vendor, Thoughtfarmer, who share it with future clients as a “best practice” and humorous example of how to announce a new intranet. Our Corporate Communications team was thrilled to share the video with other ThoughtFarmer clients.</p> <p>Ultimately, the announcement proved to be successful as many team members signed up for training immediately following the announcement. The timing of this announcement was ideal, because all team members quickly responded and completed their training prior to outbreak of the global Covid-19 pandemic.</p>
PARTICIPATING EMPLOYEES	0-25

Nomination CC-17

SGA MEMBER COMPANY NAME	Southern Star
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SGA MEMBERSHIP TYPE	Transmission SGA Gas Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>“Upgrade Your Own Computer” Video</i>
PRIMARY LINK	https://vimeo.com/523968089/11d2955f64
PROGRAM DESCRIPTION	<p>Due to Covid-19 travel and social distancing restrictions, Southern Star’s IT Help Desk team developed a new process for any team member to set up their new computer themselves, despite their work location.</p> <p>To promote a seemingly boring, yet important technical task, the IT Help Desk teamed up with Corporate Communications to create an informative, fun, yet somewhat cheesy video to communicate the process.</p> <p>The video illustrates the steps involved for users to upgrade to new computers. The IT Help Desk team uses campy humor to highlight the simplicity of the process and make team members feel comfortable following the steps to complete the upgrade. It also provided real testimonials from team members who had completed the upgrade process. The video helped connect team members to IT Help Desk, no matter where they were physic their physical work location.</p>
RESULTS OF/RESPONSE TO THE PROGRAM	<p>Team members gave positive feedback on the computer and conveyed they have a better understanding of the new process. For those team members who are not technically inclined, the video helped ease anxieties while clarifying unknowns in the process. Team members appreciated that the video introduced them to this new process in a fun way.</p> <p>Help Desk team members are shown in positive, humorous light, illustrating how truly simple the step is, and also assuring the staff that they are available as a resource. Since the video, a significant portion of our staff has successfully completed their work computer upgrades.</p>
PARTICIPATING EMPLOYEES	0-25

Nomination CC-18	
SGA MEMBER COMPANY NAME	Spire Energy
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2015
PROGRAM NAME	<i>Spire's Natural Gas Champions Program</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-18-Doc1-20-01077-Champions%20Booklet-FINAL-0925.pdf? t=1623275351
PROGRAM DESCRIPTION	<p>Spire's Natural Gas Champions Program is an employee development, education and training program created to help Spire employees understand the benefits and value of natural gas and our industry. Using insights from proprietary qualitative and quantitative research with employees, customers and the general population to assess people's current understanding of important topics such as forced electrification, the benefits and facts about natural gas, we created a program with a goal to rally our employees around a common goal, educate and inspire advocacy and action. Originally meant to launch with in person events, our plans shifted to accommodate virtual learning amid the coronavirus pandemic. Launched in fall 2020, Spire's executive vice president and chief operating officer Steve Lindsey and team hosted six, live online/virtual Champions Rally sessions to talk about natural gas and the growing voices challenging our industry – and all employees were invited. The Rally was also recorded and placed online at a newly created employee Champions website for on-demand viewing. After completing a Rally, employees were asked to Step Forward and learn more about natural gas by attending Training Camp, an immersive learning experience that includes an animated educational video about the facts around natural gas that mattered most to customers and consumers and an interactive game to challenge their knowledge of what they had learned. All employees have access to a Champions Toolkit which provides information and graphics to use on social media and in presentations. After completion of the online Champions Challenge game, those interested in doing even more were encourage to Step Forward and participate in the Step Forward class experience. A 12-week, group learning based experience created with the goal of improving communications skills of participants. During the weekly sessions, participants learn active listening skills, techniques for effective social media advocacy, presentation skills and how to craft a persuasive narrative and more. At the completion of the class experience, graduates receive a special Certified Natural Gas Champion designation to append to their email, a diploma/certificate of completion and some Champions swag.</p>

	In March of 2021 - to keep the momentum going and to offer our employees even more relevant information - we launched the Champions Channel on inSpire, our internal social media communications platform (similar to an internet). Anyone can subscribe to the Champions Channel, where we post topical articles and information about the natural gas industry, including news articles, research study summaries, and information from industry associations such as the AGA and SGA. The entire program was designed to encourage employees to Step Forward and be a Champion of natural gas, while allowing for deeper engagement along the learning path.
RESULTS OF/RESPONSE TO THE PROGRAM	To date, nearly 1,600 Spire employees have attended a Rally and participated in the Training Camp, and close to 500 participants have stepped forward to raise their hand to enroll in a current or upcoming Step Forward class experience. Response from the initial Rally events was so strong, that the Rally was incorporated into our onboarding plan for new employees to help them understand the benefits and value of natural gas and other content within the program. Because we've created digital assets (website, Rally video, Training Camp video and Champions Challenge interactive game), we're able to promote our Natural Gas Champions Program on an ongoing basis.
PARTICIPATING EMPLOYEES	501+
SUPPORTING DOCUMENTS	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-18-Doc2-Spire%20Champions%20website%20snips.pdf? t=1623275351
ADDITIONAL COMMENTS	We're so proud of the Spire Natural Gas Champions Program. The Rally events, Training Camp and other content we created was foundational -- and we continue to build upon it every week. We hope you enjoy learning more about it.

Nomination CC-19	
SGA MEMBER COMPANY NAME	TECO Peoples Gas
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>Peoples Gas 2020 Rate Case Communications</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-19-PGS%20Rate%20Case%20nomination_images.pdf? t=1623273742
PROGRAM DESCRIPTION	<p>Peoples Gas faced a unique challenge in 2020 – filing for a rate adjustment in the weeks before the coronavirus pandemic widely affected the United States.</p> <p>We began preparing in 2019 for the early 2020 filing, looking at all aspects of the business and drafting the communications plan. When the Test Year Letter (formal notification of intent to file a rate request) was submitted to the Florida Public Service Commission (PSC) on Feb. 7, 2020, we had a strong case. This was our first rate request in 12 years and we had invested significantly in our system, technologies and operations to ensure safety and reliability, while keeping rates stable during that time. These points were the foundation of our key messages for both internal and external audiences.</p> <p>The PSC offers strict guidelines for external-facing rate case communications, which include requirements for bill messages, newspaper ads and linking to documents and testimony online. In previous rate cases, Peoples Gas looked to these requirements as the basis for our communications plan and did not explore additional actions or communication channels.</p> <p>However, by 2020, our approach to external communications had evolved to meet the growing expectations of our customers. Our comprehensive rate case communications plan was grounded in the PSC requirements but extended to a robust online presence, informational charts and targeted stakeholder outreach. Our tone was less “utility speak” and more simplified, friendly language. Our rate case communications goal was to strike a balance – to provide the right amount of information at the right frequency with a focus on transparency and understanding.</p> <p>After we filed our Test Year Letter, we closely watched the dramatic events that began to unfold worldwide. In April, company leaders agreed the best course of action was to request an extension and delay our filing by 60 days. Peoples Gas was keenly focused on the safety of our team members, customers and the general public, and implemented altered working conditions and procedures to lessen the risk of the spread of the virus.</p>

	<p>During the 60-day extension, we pivoted our communications to include the ways customers could save energy and money (our new online energy audit and appliance calculators) and how we were aiding customers in need. We convened an interdepartmental Communications Committee and tested messaging to ensure our communications were empathetic and sincere. We developed specific FAQs to address why we were continuing to pursue a rate increase during these unprecedented times, and we increased training for customer-facing employees to be better equipped to answer customers' questions. Members of our marketing and sales team reached out to more than 100 key commercial accounts several times throughout the rate case to discuss the impact of the rate increase and offer support.</p> <p>Our layered internal communications were designed to educate and inform team members at every level of the business. We utilized a variety of channels including companywide emails, blog posts, voicemail blasts, team meetings and slides on video monitors throughout company locations. In particular, the blogs provided different members of the leadership team with opportunities to share their perspectives.</p> <p>We communicated to our external and internal audiences throughout the rate case, but especially to mark specific milestones: the initial notification in February, the decision to request an extension in April, our filing in June, the October service hearings, the settlement proposal in October and eventual approval in November.</p> <p>Peoples Gas 2020 Rate Case Communications Plan included:</p> <p>Internal Communications</p> <ul style="list-style-type: none"> • Leadership blogs marking rate case milestones • Talking points • FAQs • PowerPoint presentations • Companywide emails and voicemail blast <p>External Communications</p> <ul style="list-style-type: none"> • Dedicated website section • News releases marking rate case milestones • Info charts depicting cost comparisons • Bill messages (print and paperless) • Print ads (statewide in English and Spanish newspapers) • Targeted stakeholder outreach and associated resources (scripting, email templates, key message points)
<p>RESULTS OF/RESPONSE TO THE PROGRAM</p>	<p>Unlike traditional marketing campaign metrics where we would typically celebrate increased traffic and interactions on our communication channels, we considered these communications a success due to the low call volume and few social interactions related to our rate case. We saw very few customer complaints, especially during the three virtual customer service hearings required by the PSC. Through this forum, the participating customers shared that they felt an increase after 12 years was reasonable but thought the timing was unfortunate, particularly for restaurant owners and other businesses directly impacted by the pandemic. Those who spoke were well informed and several quoted information from the bill messages sent in advance of the hearings.</p> <p>“No news is good news.” Media coverage of the rate case was minimal – we saw two stories. The tone was neutral to positive and the content was factual.</p> <p>We monitored traffic to peoplesgas.com/rates throughout the duration of the rate case and into January, when new rates went into effect. Of the six subpages in the rates area, highest traffic was on the pages dedicated to residential and commercial rate impact.</p> <p>We also look to the J.D. Power residential and business gas utility studies as indicators of our performance. In 2020, Peoples Gas received the highest scores ever recorded in both studies. We led our study segments in the price driver, which focuses on customers' perceptions and satisfaction around total monthly cost of gas service and price fairness, ease of understanding price and efforts of a utility to help customers manage usage.</p>
<p>PARTICIPATING EMPLOYEES</p>	<p>0-25</p>
<p>ADDITIONAL COMMENTS</p>	<p>Our updated approach to rate case communications saw several game-changing improvements. The interdepartmental Communications Committee was a valuable addition to the rate case process –</p>

	<p>both in preparing for filing and throughout the case. We were able to act on feedback in real time, which allowed us to continually strengthen our messaging and address customers' concerns.</p> <p>We showed our commitment to clear, transparent communication through our dedicated rates webpages at www.peoplesgas.com/rates. The landing page and sub-pages were easy to navigate and outlined our reasons for the rate increase, the proposed impact and how we could help customers save energy and money. Like our online presence, we also used a more conversational tone in our required communications.</p> <p>To further put the proposed increase in perspective for our customers, we developed several info charts comparing the proposed residential and commercial increases with common household and business expenses. These charts were well received and even noted as a best practice by J.D. Power.</p>
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Nomination CC-20	
SGA MEMBER COMPANY NAME	TECO Peoples Gas
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>Peoples Gas: At the Heart of Florida's Energy</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-20-Doc1-Peoples%20Gas_ATH_SGA%20nom_2021.pdf
PROGRAM DESCRIPTION	<p>With natural gas being a choice in Florida, and with some local governments looking to limit the choice, we developed a comprehensive communications platform and plan to boldly position Peoples Gas and our natural gas product as essential to the state.</p> <p>At the Heart of Florida's Energy, launched in 2020, helps us consistently communicate five key reasons our company and our product are vital to Florida. While we've developed advertising campaigns over time, we've never taken on such a comprehensive integrated marketing and communications investment. Now, with this message platform, we have a strong foundation to ground and carry us through future phases of work.</p> <ul style="list-style-type: none"> • Economy: We help fuel the economy. • Reliability: We're a reliable, resilient part of the energy mix. • Sustainability: We distribute a clean, sustainable natural resource. • Safety: Natural gas is safe, affordable and abundant. • Community: Floridians love natural gas. <p>Goals for the first phase of this initiative were to:</p> <ul style="list-style-type: none"> • Engage Peoples Gas executives to help guide our objectives and the discovery work to inform them. • Identify priority target audiences that would influence awareness and possibly policy related to natural gas development and usage across Florida. • Develop a message platform that would elevate our position, and use it as the foundation for the first phase of new multimedia materials • Keep employees informed and motivated to share. <p>With the discovery guiding us, which included a needs assessment of key internal stakeholders such as executive leadership and external affairs teams, we developed a printed and electronic book with additional feature sheets, an interactive microsite, (1) 30-second anthem and (5) 15-second statement videos. Implementation began with an internal push to all employees, including a six-part leadership blog series and an email promotion of available marketing materials.</p> <p>The external launch included print, outdoor, limited television and extensive paid digital advertising and organic social content that specifically targets government/policymakers, influencers and business leaders across Florida. Much of this media strategy continues today.</p> <p>The microsite is a significant innovative addition to our company's digital presence. Unlike the transactional/bill payment focus of the utility-positioned web site this microsite with its unique URL was developed to educate and inform users about natural gas, position Peoples Gas as an important part of Florida communities, and to leverage sophisticated design elements, animation, and interactive engagement tools to better connect with audiences on a more emotional level.</p>

RESULTS OF/RESPONSE TO THE PROGRAM	<p>With such a specific target audience for our first phase, market reach is limited but the quality of connection is high. Some of our most notable media results include:</p> <p>Microsite Traffic</p> <ul style="list-style-type: none"> o ~30,000 Web Users o 1.30 Pages per Session o 200 Flipbook Views (since launch on 8/19/2020) o Daily Avg. Site Users = 108 o Daily Avg. Sessions = 130 o Generating Approximately 200 users/day <p>Targeted Paid Digital Advertising</p> <ul style="list-style-type: none"> o Total Paid Digital Impressions = 10 million o Clicks = 26,573 o CTR = .27% <p>Business-to-Business Advertising</p> <ul style="list-style-type: none"> o Florida Trend magazine full-page print ads (Florida C-Suite and business leaders) o Influencer magazine full-page print ads (Florida government and lobby professionals) o NPR advertising on (6) public radio stations in key Florida markets o Florida Business Journals digital campaign including thought leadership article, digital in-video advertising, and email to all subscribers (diverse business professionals) <ul style="list-style-type: none"> • -1.9 million digital impressions • -1,676 clicks • -Peoples Gas brand was in front of The Business Journals’ users for more than 1,500 hours between September 2020 and January 2021. • -The Orlando Business Journal banner ads garnered the highest click-through rate at more than double The Business Journals’ current national average, and nearly every market met or exceeded The Business Journals’ national click-through rate average.
PARTICIPATING EMPLOYEES	0-25
SUPPORTING DOCUMENTS	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-20-Doc2-Peoples%20Gas_ATH%20Sheets.pdf
ADDITIONAL SUPPORTING LINKS AND MATERIALS	<p>In 2021, we’re building on last year’s strong start. We’re evaluating and analyzing the microsite usage and recently expanded it with an online press center to help with connecting leadership and facilitating a more active role in critical energy conversations. Our digital advertising continues to evolve and we’re optimizing our strategies based on messaging that stimulates more impressions and engagement. We’ve extended the message platform to our community investment advertising, so we’ve begun to align those important opportunities. Our executives are motivated, our team members are well-informed and becoming ambassadors, and our audiences are acknowledging more awareness and positive sentiment about the benefits of natural gas and our company.</p> <p>Microsite is available at: www.FloridasEnergy.com</p> <p>The Electronic Flipbook is available at: https://online.flippingbook.com/view/538989/</p>

Nomination CC-21	
SGA MEMBER COMPANY NAME	Xcel Energy
SGA MEMBERSHIP TYPE	Distribution SGA Gas Member
SGA MEMBER SINCE	2010
PROGRAM NAME	<i>Leadville Gas Distribution Renewal Program</i>
PRIMARY LINK	https://southerngas.org/wp-content/wpdm-assets/2021-SGA-Awards-Program/Corporate%20Communications/CC-21-Leadville%20Project%20Communication%20Award%20Nomination.V2.pdf?_t=1623275650
PROGRAM DESCRIPTION	<p>The Leadville Natural Gas Distribution Renewal project is a six-year effort to renew and strengthen the natural gas distribution system under Leadville, CO. The project scope consists of replacing 23 miles of vintage 1950s distribution main and renewing 2500 individual services at a total cost of \$45 million over a six-year period. The development of the project identified several unique and challenging project issues including:</p> <ul style="list-style-type: none"> o Difficult mountain soil and rock expected to delay construction progress

	<ul style="list-style-type: none"> ○ Limited availability of easement and ROW requiring public access use and subsequent extensive restoration ○ Snow and ice damage to existing meters requiring meter relocations at almost every house and building ○ Short construction season due to mountain weather ○ Accessibility issues for the town and availability of space for construction <p>Extra consideration was given to the unique features of the town of Leadville, which is a small but tight-knit community of three thousand residents living and working at nearly 10,000' of elevation in the heart of the Rocky Mountains. By the end of the project, every residential service, every main and every street in the city would be impacted.</p> <p>In addition to addressing the previously identified challenges, extra coordination has been required due to other civil works projects with the City, County and Colorado Department of Transportation (CDOT).</p>
<p>RESULTS OF/RESPONSE TO THE PROGRAM</p>	<p>Given the small size of the town, campaign saturation was excellent with approximately 300 visits to Xcel's dedicated Leadville natural gas project website and 32 customer feedback messages. Customer comments and questions were all reconciled within 24 hours.</p> <p>The variety of communication efforts kept Leadville and Lake County residents informed of construction changes and progress. Overall, these efforts improved our relationship with the Leadville area and prevented further challenges related to coordination with CDOT's construction or the COVID-19 pandemic. The increase in communication allowed the Leadville natural gas improvements project's 2020 phase to go smoothly, despite lingering 2019 challenges and new 2020 obstacles. Feedback from the City, County and State PUC has been extremely positive, and the remaining phases of the project have garnered tremendous levels of support from the community.</p>
<p>PARTICIPATING EMPLOYEES</p>	<p>0-25</p>
<p>ADDITIONAL SUPPORTING LINKS AND MATERIALS</p>	<p>https://xcelenergynaturalgasprojects.com/leadville/</p>