

A UTILITY REDUCED CRANE CONTACTS FROM 8 TO 0 IN A YEAR

Public Safety Outreach for Utilities





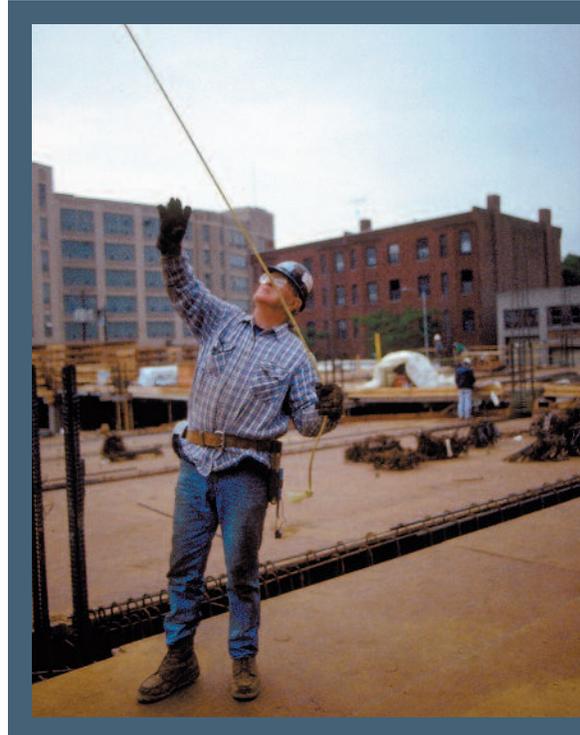
Situation

An investor-owned electric utility in the South experienced eight serious incidents involving crane operators in a two-county area in one year. This had an impact on safety including catastrophic loss. It reduced reliability. And it attracted a lot of media attention in heavily populated portions of their service area, causing a negative impact on their brand.

Challenge

The utility needed an effective safety education program that would change crane operators' behavior around overhead power lines. This problem had a lot in common with what today's utilities face in complying with regulations, such as the new OSHA Cranes and Derricks in Construction rule: The utility needed to locate members of a specific at-risk audience and deliver a tailored message that would actually influence contractor behavior.

Crane operator companies requested additional safety materials at twice the national average industry response rate.



Strategy

The reach of the utility's safety outreach was extended from 300 at-risk crane operators receiving in-person presentations by the utility, to over 3,000 receiving new crane-specific safety education materials. Culver Company identified all at-risk crane companies and sign companies in the targeted area; interviewed company owners and safety trainers on behalf of the utility; created and fulfilled custom direct mail, posters, bilingual brochures, and decals; and made follow-up calls to crane operator "end users," who are most likely to be involved in contact incidents.

Result

Safety was the most important result of this program. In the 6-month period following the delivery of the educational materials, no crane incidents occurred in the two targeted counties. In addition, reliability was increased, metrics were documented to demonstrate the program's effectiveness internally, and the utility's brand was enhanced.

Cost-Effective and Scalable



The utility spent less than \$0.01 per residential meter educating crane company operators and their employees.

This represents an investment that is within the range of industry best practices, based on the size of the utility.



In a Utility's Words



“Culver Company did the whole program turnkey for us, everything. That made it much simpler for us than doing it in-house.”

—Public Safety Manager of this utility's crane safety program

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