

Expanding Public Safety With Alliances

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What's an Alliance?

An agreement between two or more partners made in order to advance common goals and secure common interests.



Advantages of an Alliance

- **Networking -- *share information and build contacts***
- **Leverage resources -- *get more for less***
- **Ensures consistent messaging**
- **Builds audience trust – you're one of them**
- **Gain recognition as “their” safety expert**
- **Builds goodwill**
- **Helps in depositions – *Shows good faith efforts and provides outside endorsement of your safety effort***

SCE's Public Safety Goal

- Prevent injuries and save lives by reducing the number of third party contacts with overhead and underground wires.
- Provide documented account of communication outreach efforts.
- *Reduce service outages and equipment damage due to third party contacts.*

Forming an Alliance



Know Your Audience

- *What are their unique characteristics?*
- *What are their values?*
- *What barriers and issues lie in the way of delivering a clear and effective safety message?*
- *What is their mind-set?*
- *Who do they believe and trust?*

Example:

Contractors

- Time is money!
- They're typically too busy to read extensive amounts of literature.
- They're not office bound and frequently report directly to changing job sites.
- They pay attention when something affects their work.
- They trust their peers.

Example:

Agricultural Workers

- They're often transient.
- They aren't fluent in English.
- They typically have low literacy.
- They typically don't trust utilities or any type of "government" institution.
- They're hard to locate and track.
- They're typically religious.
- They aren't efficient with traditional and mainstream media efforts.

Once you know your audience...

Ask yourself:

“Who shares my safety interests?”

“Who can help reach my audiences?”

- **Trade Associations**
- **Unions**
- **Clubs**
- **Ethnic organizations**
- **Community and religious groups**

National – Regional -- Local

Making the Pitch...

- **Research and understand their interests.**
- **Position the offer so they can easily recognize the benefits to their organization and their members and constituents.**
- **Position it as a Win-Win-Win proposal.**
- **Explain how to coordinate strategies and save money!**

Working in Partnership

- **Training and Education**
 - Share common educational programs
 - Seminars
 - Speakers Bureau
- **Outreach and Communications**
- **Information Exchange**
- **Assistance in languages/cultures**

Recent Alliances

- CUPSA – PSAs, Web, common tips
- Worker's Comp – PG&E and SDG&E
- Western Growers Association - SDG&E
- TV stations and NABET Union
- NDLOM - w/CPUC
- Western ARRL (Ham Radio)
- Fire Agencies (“Burning Tree” media events)
- US Postal Service (Dog bites)

