**TransCanada Reminds Customers in Flooded Areas to Call Before Doing Storm Clean-Up Involving Digging**

**Background** In the summer of 2013, Alberta, Canada was hit with devastating floods that required months of clean-up. During this difficult time for Alberta residents and businesses, TransCanada wanted to help maintain safety in the area its head office and many employees call home, so it created a postcard mail piece reminding its stakeholders to call Alberta One-Call before beginning any storm clean-up work that would require digging. The postcard also expressed TransCanada’s sympathies to the families and communities impacted by the flooding, and provided information on how to detect pipeline leaks.

**Execution**TransCanada recommends the following steps when developing and executing a mailing following a natural disaster:

* **Develop Messaging** – Depending on the severity and type of natural disaster, craft messaging that reminds residents and businesses how to stay safe by calling their local one call center if their storm clean-up efforts require digging, while also expressing concern for those affected. If your company or organization is helping with storm clean-up through volunteerism or donations, you may consider including that information as well.
* **Design Mailing –** Create the mail piece you will distribute to affected stakeholders. Postcards are a cost-effective way to deliver your brief safety message simply to geographically targeted areas. Be sure to keep the overall design clean and informative to strike the appropriate tone with your audience. Have the piece printed once it has been approved by the relevant parties.
* **Create Mailing List** – Determine the geographic area affected by the natural disaster and create a mailing list targeting addresses in that area. You may need to work with other departments to secure stakeholder addresses if you work at a utility company, pipeline operator or one call center. Mailing lists can also be purchased through bulk mailing companies and other vendors.
* **Send Mail Piece** – Mail the postcards to stakeholders when appropriate. The scope and type of natural disaster, along with the time it takes to create the mail piece, should determine when you distribute the postcards. For an event as extensive as the 2013 flooding in Alberta, it may not have been appropriate or relevant to send the postcard in the days immediately afterwards knowing that clean-up would continue for weeks. However, following a minor hurricane, for example, when clean-up is estimated to take less than a week, you will want to distribute the mail piece relatively soon after the storm.

**Timeline**

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| --- | --- |
|  **Date** |  **Task** |
| Days immediately following natural disaster | * Develop messaging
* Design mail piece
* Create mailing list
 |
| Appropriate amount of time following natural disaster | * Mail postcard
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 **Results**TransCanada reached 9,000 Albertans with its safety message approximately three weeks after TransCanada employees were able to return to work following the flooding. To evaluate the effectiveness of this reactive campaign, TransCanada will gather feedback from its Regional Community Relations team in affected areas to determine the impact of the postcard mailing, run a report about one call notifications made between late June and early July 2013 and review logs from its emergency phone line to determine if any members of the affected public reported a pipeline incident or concern as a result of the flooding. For more information, please contact Lisa Gerlach at lisa\_gerlach@transcanada.com.

**POSTCARD EXAMPLE

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