

UTILITIES UNITED

AGAINST SCAMS

Working to Protect Our Customers

June 10, 2019

APPA Annual Conference

UUAS Mission Statement

The collaborative group's mission is to combat utility scams by providing a forum for utility companies and associations to share data and best practices and to work together to implement initiatives to inform and protect our customers. By coordinating our efforts across North America, our scale will magnify the impact of our campaigns.

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UUAS Membership

- No cost to become a member
- Free access to customizable campaign content, message board, scam report data, and other useful resources
- Listed as a member in communications with influential stakeholders
- 135 charter members
 - Investor-owned electric*: 60 companies + EEI and CEA
 - Electric co-ops: 19 co-ops + NRECA
 - Public power/utilities*: 27 agencies + APPA + TPPA + FMEA
 - Natural gas*: 31 companies + AGA, APGA and CGA
 - Water*: 19 organizations + NAWC

**note: combined gas/electric/water utilities are included in multiple totals*

UUAS Leadership



Monica Martinez,
UUAS Executive
Director



Jared Lawrence
(Duke Energy),
Chair/Founder



Sheri Givens
(National Grid),
Vice Chair



Tim Dicks (Xcel
Energy), Vice
Chair



Gary Lobaugh
(PA American
Water), Vice
Chair



Deb Beaver (JEA),
Membership
Committee Chair



Mandi Leshner
(IREA), Database
Committee Chair

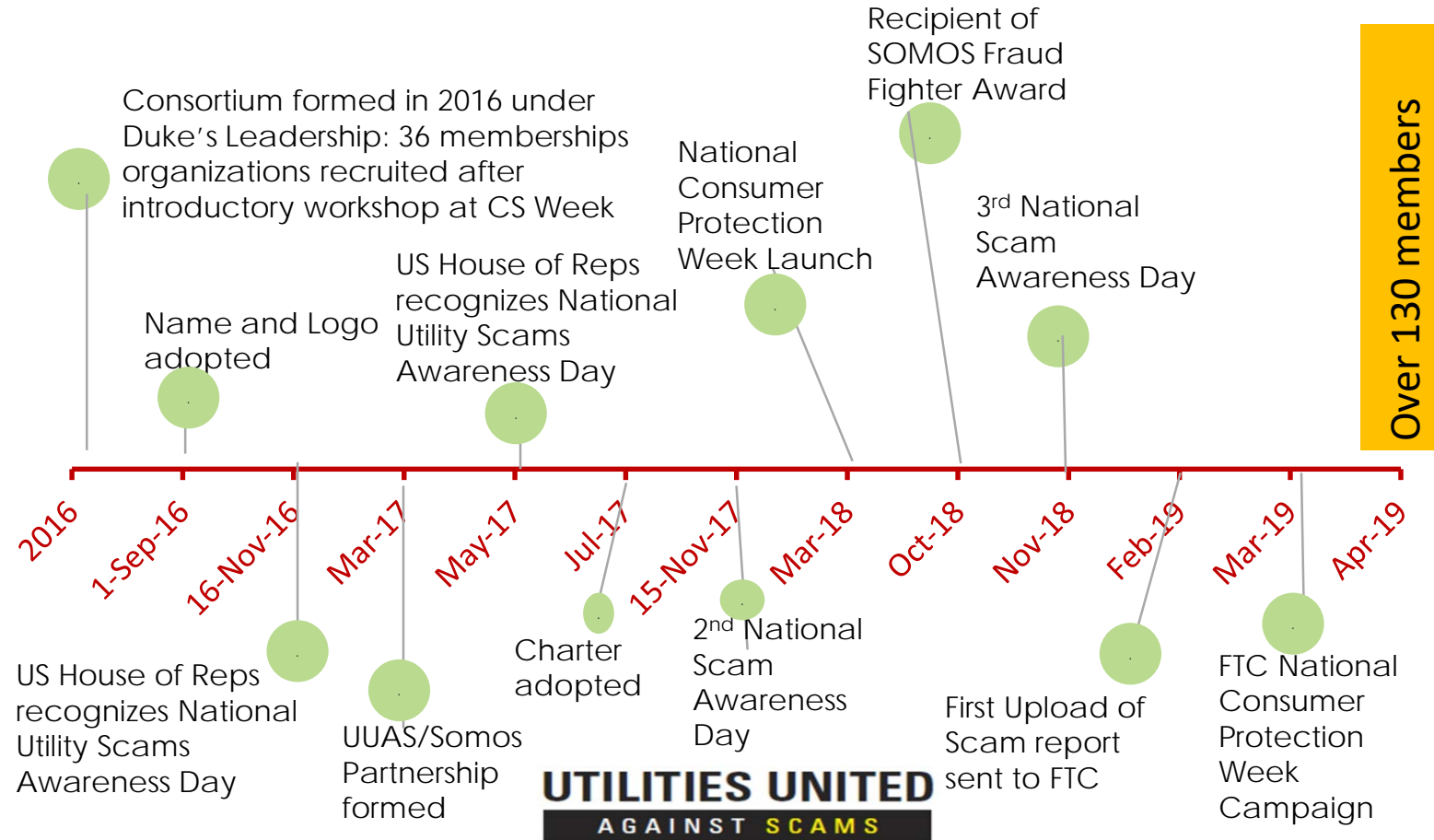


John Thurmond (NorthWestern
Energy), Consumer Education
Committee Chair

Christina Mease (Dominion),
Communications Committee
Chair

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UUAS History



Campaigns and Content

Utility Scam Awareness Day (week)

Typically 2nd week of November

[Insert company name] Recognizes the Third Annual Utility Scam Awareness Day on November 14

[LOCATION] (November XX, 2018) – [Insert name of company], a member of the award-winning Utilities United Against Scams (UUAS), is continuing its efforts to remind customers of the tactics scammers use to steal money from customers and to educate them on how they can guard against falling victim to impostor utility scams.

UUAS, a consortium of more than 100 U.S. and Canadian electric, water, and natural gas companies (and their respective trade associations), continues to raise awareness of utility scams targeting customers. The third annual Utility Scam Awareness Day will be held Wednesday, November 14, and is supported by a week-long advocacy and awareness campaign focused on exposing the tactics of scammers.

[Insert quote from company representative]

UUAS' Utility Scam Awareness Week campaign, highlighting "7 Scams in 7 Days," will be held from November 11 – 17, 2018.

UTILITIES UNITED AGAINST SCAMS

Today is Utility Scam Awareness Day!

BE AWARE OF THESE COMMON SCAMS



Disconnection Deception
Scammers call threatening disconnection of your utility service, demanding immediate payment by prepaid cards.



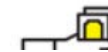
Power Restoration Rip Off
Scammers call offering to restore power quickly or in a preferential order for immediate payment typically in the aftermath of severe storms causing widespread power outages.



Equipment or Repair Bogus Fee
Scammers call demanding a separate payment to replace or install a utility-related device or meter.



Hang Up on Calls From Crooks
Your utility company will never demand immediate payment by prepaid cards purchased at a local retail store.



Overpayment Trick
Scammers call claiming you



Smishing Scam
Scammers attempt to trick

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Campaigns and Content

National Consumer Protection Week
Established by FTC, early March

A promotional graphic for National Consumer Protection Week. The left side is a black rectangle with white and yellow text. The right side is a photograph of a brass combination lock on a green credit card. The text on the black background reads: "It's National Consumer Protection Week", "Know the signs to #StopScams #NCPW2019", and "Learn more at UtilitiesUnited.org". The Utilities United logo is in the bottom right corner of the graphic.

**It's National
Consumer
Protection Week**

Know the signs to
#StopScams
#NCPW2019

Learn more at
UtilitiesUnited.org

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Campaigns and Content

Long Holiday Weekend Awareness
Social Media & Other Outreach

**It's Memorial Day
Weekend...
and scammers don't take a
break to remember**

TIP: Always ask to see a company
photo ID before allowing any
workers into your home
or business.

Know the signs to **#StopScams**



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Data Collection Efforts

- Uploading data to collaborative site
 - Only available to UUAS members
 - Requests for access are fully vetted before granted
- Data details
 - Utilities scrub for personal identifying information
 - Customer chooses whether to share data with law enforcement



Data Collaboration Impacts

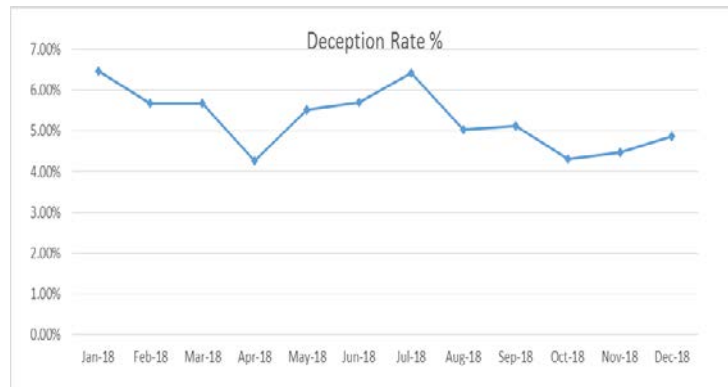
- Federal Trade Commission
 - First transfer to FTC's Sentinel database
 - 4 utilities participated in the first upload of over 9,600 scam reports
 - Allows for increased exposure to law enforcement
- Somos
 - Through UUAS reports, over 3,100 fraud Toll Free Number's shutdown and counting



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Data Impact

- Our efforts appear to be making a difference:
 - Decline in reported deception rates (~5% today versus ~8-10% in 2015)
 - Reported losses by utility are down (e.g. Duke Energy customer-reported losses: 2016 – \$785k; 2018 - \$569k)

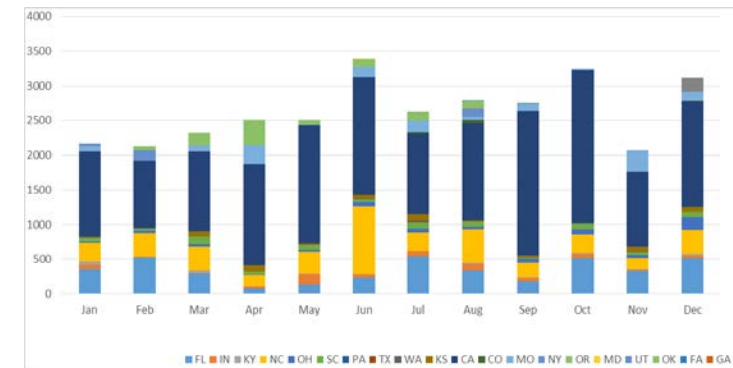


Note: data reflect only what customers report

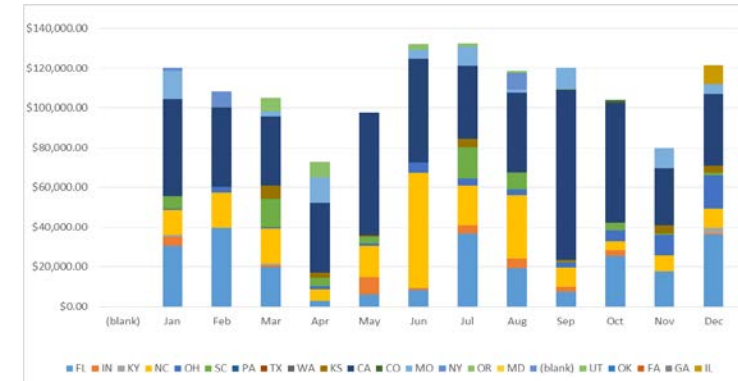
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2018 Data (reported by 13 UUAS member orgs.):

31,611 reports captured in 2018



Reported customer losses of \$1.3M in 2018



Members in action

- Social Media posts regarding the scam events on January 22nd with link to Scam Protection page on website:



 **PEC**
@PedernalesCoop Follow

PEC is always looking to protect our members. When we received nearly 50 scam reports in a single day, we sprung into action! Working with our partners, we were able to quickly shut down the scam. Learn more about how PEC protects its members: shr.link/yf8yw



8:50 AM - 26 Feb 2019

2 Retweets 1 Like 

  2  1

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Members in action

**Some
Impersonators
are Easy
to Spot**



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Case Study



2018 Impacted Industries and Areas

| Businesses and top business types | | | | | |
|-----------------------------------|--------------|--------------------|--------------|---------------------------|---------------|
| Type of Business | Total | Type of Business | Total | Type of Business | Total |
| Agricultural | 43 | Complex | 384 | Retail | 1,923 |
| Nursery | 18 | Management | 94 | Beauty Salon | 331 |
| Farm | 13 | Hotel | 91 | Nail Salon | 122 |
| Automotive | 616 | Mobil Homes | 32 | Auto Sales | 86 |
| Repair Shops | 395 | Motel | 28 | Florist | 66 |
| Body shops | 72 | Medical | 1,167 | | |
| Tires | 36 | Dental | 342 | Church | 370 |
| Car Washes | 28 | Doctor | 121 | Temple | 13 |
| Business | 5,174 | Health Centers | 96 | Mosque | 7 |
| Manufacturing | 301 | Pharmacy | 91 | Schools | 95 |
| Printing | 99 | Restaurants | 1,422 | | |
| Machine Shop | 84 | Bakery | 59 | Overall Complaints | |
| Construction | 76 | Bar | 51 | Residential | 6,724 |
| Wholesale | 76 | Pizza Parlors | 47 | Commercial | 11,212 |

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Case Study



Statistics/Data

| | 2017 | 2018 | 2019* |
|-------------------------|-------------|---------------|-------|
| ➤ Complaints: | 10,508 | 17,972 ↑ | 15% ↑ |
| ➤ Customers paid: | 642 | 730 ↑ | 20% ↓ |
| ➤ % Customers paid: | 6% | 4% ↓ | 3% ↓ |
| ➤ Money requested: | \$4,371,819 | \$6,765,513 ↑ | 25% ↓ |
| ➤ Money paid: | \$558,321 | \$565,559 ↑ | 30% ↓ |
| ➤ Disconnected numbers: | 503 | 1,405 ↑ | 297 ↓ |

| | |
|---|--|
| 2018 SCE Disconnected numbers: ➤ 1,232 toll-free ➤ 173 non toll-free ➤ Additional 790 numbers disconnected | 2019 SCE Disconnected numbers: ➤ 277 toll-free ➤ 20 non toll-free ➤ Additional 196 numbers disconnected |
|---|--|



Questions

- Please contact:
 - Monica Martinez, UUAS Executive Director
(monica@rubenstrategy.com)
517.281.3526

UUAS Membership

Aiken Electric Cooperative
Alameda Municipal Power
Ameren
American Electric Power Co. (Appalachian Power, Kentucky Power, AEP Ohio, Indiana Michigan Power, Public Service Company of Oklahoma, Southwestern Electric Power Company, and AEP Texas)
AltaGas Utilities Inc.
American Gas Association (AGA)
American Public Gas Association (APGA)
American Public Power Association (APPA)
Arizona Public Service Electric Company (APS)
Austin Energy
BC Hydro
Beaches Energy
Benton PUD
BGE
Bowling Green Municipal Utilities
Bryan Texas Utilities
California Water Service
Canadian Electricity Association
Canadian Gas Association
CenterPoint Energy
Central Hudson Gas and Electric Corp.
Chelan County Public Utility District
Chesapeake Utilities
City of Bastrop / Bastrop Power & Light (TX)
City of Denton (TX)
City of Fountain (CO)
City of High Point (NC)
City of Tallahassee
City of Rocky Mount (NC) Energy Resources Department
Commonwealth Edison Company (ComEd)
Connecticut Water Service, Inc.
Consolidated Edison (Con Edison)
Consumers Energy
CPS Energy
CS Week
Dakota Electric
Dominion Energy
Dominion Questar
DTE
Duke Energy (DEC, DEI, DEP, DEO, DEK, DEF, PNG)
East Central Energy
Edison Electric Institute (EEI)
El Paso Electric
El Paso Water
ElectriCities (NC)
ENMAX
Eversource Energy
Fayette Electric Cooperative
First Energy
Flint Electric Membership Corporation
Florida Municipal Electric Association
Florida Power & Light Co. (FPL)
FortisBC
Gainesville Regional Utilities
Grand Valley Power
Green Bay Water Utility
Greenville Electric Utility System (TX)
Greenville Utilities Commission (NC)
Highline Electric Association
Hydro Ottawa
IREA
JEA
Jemez Mountains Electric Cooperative (NM)
Jordanelle Special Service District
Kansas City Board of Public Utilities
Kansas City Power and Light Company (KCP&L)
Keys Energy Services
Kissimmee Utility Authority



UUAS Membership (cont'd)

Knoxville Utilities Board
Lacey Utilities (City of)
Lake Country Power
Laurens Electric Cooperative, Inc.
LG&E and KU Energy
Liberty Utilities
Lincoln Electric System
Los Angeles Department of Water and Power
Louisville Water Company
Lubbock Power and Light
Macon Water Authority
Manitoba Hydro
MDU Resources (Montana-Dakota Utilities, Great Plains Natural Gas,
Intermountain Gas Company, Cascade Natural Gas)
Michigan Municipal Electric Association
MidAmerican
Middlesex Water Company
Midwest Energy, Inc.
Minnesota Energy Resources Corporation
Minnesota Power
National Association of Water Companies (NAWC)
National Grid
New Braunfels Utilities
New York City Department of Environmental Protection
Newton County Water and Sewerage Authority
NorthWestern Energy
National Rural Electric Cooperative Association (NRECA)
NV Energy
Oklahoma Gas & Electric (OG&E)
Oncor Electric Delivery Company
PacifiCorp (Pacific Power, Rocky Mountain Power)
PECO
Pedernales Electric Cooperative
Pennsylvania American Water
Pepco Holdings [An Exelon Company]

Pacific Gas & Electric (PG&E)
Philadelphia Gas Works
Pioneer Electric Cooperative
Portland General Electric (PGE)
Portland Water Bureau
Portland (Maine) Water District
PowerStream
PPL Electric Utilities
PSE&G
PSEG Long Island
Puget Sound Energy
Saint John Energy
Salt River Project
San Diego Gas & Electric (SDG&E)
Santee Cooper
Sacramento Municipal Utility District (SMUD)
SiEnergy
SMECO
Southern California Gas Co. (SoCalGas)
South Central Power
Southern California Edison (SCE)
Southern Company (Alabama Power, Gulf Power)
Southern Company Gas
Southwest Gas
TECO Energy
Texas Public Power Association
Tucson Electric Power (TEP)
United Cooperative Services
Vectren
We Energies
West Kentucky Rural Electric Cooperative Corporation
Westar Energy
Xcel Energy

