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of Transportation

**Pipeline and
Hazardous Materials
Safety Administration**

WELCOME

Public Awareness Programs Workshop

December 7, 2005
Houston, Texas



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**Pipeline and
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Safety Administration**

Thanks for Attending

- Greetings from PHMSA, NAPSR, and the Workshop Steering Committee
- Quick Notes for:
 - Attendees – Safety and Comfort Minute
 - *Fire exits, restrooms, reminder on being prompt, ground rules*
 - For Our Web Cast Participants



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**Pipeline and
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Agenda Review - Today

- 1:00 pm **PHMSA Welcome** Jeff Wiese, OPS
- **Final Rule & Correction** Blaine Keener, OPS
- **RP 1162 Steps 1 – 4** Blaine Keener, OPS
- 2:20 pm **Identify the Audiences** Don Hankey, Buckeye
- 2:45 pm **Determine the Messages** Larry Springer, Enbridge
Chris Stockton, Williams
- 4:00 pm **Establish Delivery Methods (Panel Discussion)**
 - **Moderator** Gweneyette Broussard, Shell Pipeline
 - **Direct Mail** Craig Potts, Marathon
 - **First Responder Program** Greg Parker, PG&E
 - **Excavators & Public Officials** Dwayne Teschendorf, Duke Energy



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Agenda Review - Tomorrow

- 8:00 am **Day One Recap** Jeff Wiese, OPS
- 8:05 am **Supplemental Enhancements** Jerry Engelhardt, Kinder Morgan
 - **Websites** Gina Johnson, Longhorn Partners
 - **Landowner Programs** Rich Johnson, ConocoPhillips
 - **Field Documentation** Ken Goulart, Alliance Pipeline
- 9:00 am **Collaborative Efforts** Dave Knoelke, BP Pipeline
 - **Statewide Initiatives** Dan Alderson, Atmos
 - **Pipeline Associations** Jeff Farrells, El Paso
 - **One-Calls** Jack Garrett, Dig TESS
- 10:15 am **Program Evaluation** Denise Hamsher, Enbridge
J Scrivner, Texas Gas Transmission
- 11:00 am **Clearinghouse Review** Blaine Keener, OPS
FAQs



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Thanks For Sponsoring

- Above & Below Ground Consultants
- Audience Central
- Paradigm
- The Pipeline Group
- The Pipeline Group Midwest
- Regulatory Compliance Partners (RCP)
- SECOR International Inc
- Twenty First Century Communications



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Public Awareness Programs for Pipeline Operators

PHMSA Final Rule & Final Rule Correction

PHMSA Workshop

December 7, 2005

Houston, TX

Presented by Blaine Keener

OPS Community Assistance & Technical Services Coordinator



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Regulatory Requirements Before API RP 1162

- Damage Prevention Programs for Excavators
 - 192.614(c) and 195.442(c)
- Emergency Plans for Fire, Police, & Public Officials
 - 192.615(c) and 195.402(c)(12)
- Public Education
 - 192.616 and 195.440
- Gas Transmission Integrity Management
 - 192.911(m) & ASME B31.8S, §10



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Before RP 1162

Damage Prevention Programs for Excavators

- Identify excavators active near the pipeline
- Damage prevention program awareness to excavators and public
- One-call participation
- Inspection of pipelines that could be damaged by excavation



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Before RP 1162

Emergency Plans for Fire, Police, & Public Officials

- Establish and maintain liaison with fire, police, and other public officials
- Acquaint officials with operator's ability in responding to emergencies
- Acquaint officials with means of communication



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Before RP 1162 Public Education

- Continuing educational program to enable customers, the public, government, and excavators to recognize and report emergencies
- Program and media must reach all areas in which the operator transports gas (192 only)
- English and other languages understood by a significant portion of population



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Before RP 1162

Gas Transmission IM

- External communications plan to inform stakeholders about IM efforts and the results of IM activities
- Information specified for:
 - Landowners & Tenants along the ROW
 - Public Officials
 - Emergency Responders
 - General Public



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Before RP 1162

Congressional Mandate

PSIA 2002 §5

Continuing program to educate the public on:

- Use of one-call system & other damage prevention activities
- Hazards associated with unintended pipeline releases
- Physical indications that a release may have occurred
- Steps to be taken for public safety in the event of a release
- How to report an unintended pipeline release



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Before RP 1162

Congressional Mandate

PSIA 2002 §5

Operators must review existing public education programs:

- By December 17, 2003
- For effectiveness
- Modify the programs as necessary
- Operators self-assessments form was based on a ballot version of API RP 1162



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Public Awareness Programs for Pipeline Operators

What Is New ?

- Final Rule published May 19, 2005
 - <http://dms.dot.gov/> Simple Search Docket 15852
- 192.616 and 195.440 titled Public Awareness
- Require operators to follow the guidance in API RP 1162, First Edition, December 2003
- Baseline and Supplemental (aka Enhanced) Programs
- Final Rule Correction published June 16, 2005



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What About Damage Prevention, Emergency Plan, & Gas IM Communication Regulations ?

- Unchanged by Final Rule
- Some requirements of these regulations will be met by an effective Public Awareness Program
- Take credit for Awareness Activities already in place



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Public Awareness Programs for Pipeline Operators

What Else Is New ?

- Written Program must be Completed by June 20, 2006 ¹
- Upon request, operators must submit Written Programs to PHMSA or State Agency (intrastate operators)

¹ For both propane systems and master meter operators having less than 25 customers, the Written Programs are due June 20, 2007.



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Gas Trans & Haz Liq RP 1162

Local Public Officials

- Messages (partial list)
 - Risky land use practices
 - Operator contacts for IM, land use practices, emergency preparedness ,etc
- Audience Members (partial list)
 - Planning & Zoning Boards
 - Licensing & Permitting Departments
 - Franchise Managers



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Gas Trans & Haz Liq RP 1162

Affected Public Audience

- General Public **NOT** an Audience
- Affected Public Audience
 - Residents located adjacent to the ROW
 - Places of Congregation
 - Residents near storage or other major operational facilities (supplemental)



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Gas Trans & Haz Liq RP 1162

National Pipeline Mapping System (NPMS)

Part of the Message for:

- Residents located adjacent to the ROW
- Emergency Officials
- Local public officials
- Land developers



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Hazardous Liquids RP 1162

Integrity Management Communications

Supplemental Message for:

- Affected Public
- Emergency Officials
- Local Public Officials



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Public Awareness Programs for Pipeline Operators

Implementation of Completed Program

- Initial distribution of awareness materials must be completed by June 20, 2007
- First evaluation of program effectiveness must be completed by June 20, 2010



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Public Awareness Programs for Pipeline Operators

The Gist of It

- Programs must follow the general program recommendations, including baseline and supplemental requirements of RP 1162, unless written program justifies why compliance with Recommended Practices not practicable and not necessary for safety
- RP 1162 Appendices provide helpful suggestions



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Public Awareness Programs for Pipeline Operators

RP 1162 Appendices

- Resource Contact Information
- Examples of Stakeholder Audiences
- Detailed Guidelines for Public Awareness Messages
- Detailed Guidelines for Message Delivery Methods and/or Media
- Additional Guidelines for Undertaking Evaluations



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Public Awareness Programs for Pipeline Operators

Summary of Recommendations

- Section 2.8 of RP 1162
- Separate table for each operator type
- Each table has section for each Stakeholder Audience
- Message Type, Frequency, and Delivery Method and/or Media
- Baseline and Supplemental



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Public Awareness Programs for Pipeline Operators

Baseline Program

- Applied to all portions of existing pipeline system
- Creates minimum level of Awareness among all Stakeholder Audiences
- Not within the scope of RP 1162
 - New pipeline construction
 - Communications after pipeline-related emergency
 - Propane/Air peak-shaving facilities
 - LNG Plants associated with distribution systems



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Public Awareness Programs for Pipeline Operators

Supplemental Enhancements

- When conditions along the pipeline suggest a more intensive effort is needed:
 - High Consequence Areas
 - Land Development Activity
 - Third-party Damage Incidents
 - Pipeline History
- Complete list of considerations in Section 6.2 of RP 1162



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Public Awareness Programs for Pipeline Operators

Forms of Supplemental Enhancement

- Increased frequency of communications
- Enhanced Message Content and Additional Delivery Method and/or Media
- Widening Stakeholder Audience coverage area beyond Baseline Program



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Public Awareness Programs for Pipeline Operators

Supplemental Program

- Written Program must describe the process for determining whether supplemental enhancements are warranted
- Implementation records must document areas along the pipeline route where supplemental elements have been implemented



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Public Awareness Programs for Pipeline Operators

Cooperative Efforts by Operators

- RP 1162, section 2.4.6, Cooperative information exchanges or shared public awareness activities can be beneficial and economical
- RP 1162, section 8.4.2, trade-association effectiveness surveys should allow the operator to assess results relevant to the operator's pipeline system and Program



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Public Awareness Programs for Pipeline Operators

Docket Filings After the Final Rule Correction

- American Public Gas Association (APGA)
Petition for Reconsideration, 6-10-2005
(discussed in following slides)
- American Petroleum Institute (API) &
Association of Oil Pipelines (AOPL)
Request for Clarification, 6-15-2005
(discussed tomorrow)



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APGA Petition for Reconsideration

- Eliminate the requirement for master meter operators (MMO) to comply with API RP 1162
- MMO public awareness program limited to passing on to its customers all safety information it receives from gas distribution, gas transmission, and hazardous liquid pipeline operators



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PHMSA Response to APGA Petition for Reconsideration

- Finds merit in recognizing potential stakeholder confusion caused by multiple public awareness programs
- Reexamining the appropriate role of gas distribution operators whose primary business is not gas distribution
- Plans to address APGA's recommendation in a future rulemaking



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Questions ???

- blaine.keener@dot.gov
- 202-366-0970
- Public Awareness Program information provided at:

<http://primis.phmsa.dot.gov/comm/PublicEducation.htm>

Integrity Management Communication Plan

**Integrating External
Communication Requirements of
Gas IM Rule with Pending
Requirements of New Public
Education Programs Rule**

**Originally Presented by Jeff Wiese, PHMSA,
and Denise Hamsher, Enbridge in February 2005**

Updated by Blaine Keener, PHMSA, 11-14-2005

blaine.keener@dot.gov

202-366-0970

API RP 1162 Goals

- **Develop public education programs to**
 - Establish communications with stakeholders
 - Provide needed information to enhance awareness
 - Communicate stakeholder roles & responsibilities

- **Ensure programs are effective to ensure the continued safe operation of pipelines.**
 - Improve damage prevention,
 - Reduce encroachments,
 - Improve safety performance, and
 - Enhance emergency response coordination

- **Part of a broader effort by PHMSA/OPS to :**
 - enhance pipeline safety and performance
 - reach out to stakeholders and provide relevant information

Regulatory Communication Requirements

Public Awareness Rule

- Operators must have a public awareness program that follows the guidance provided by API RP 1162.
 - Baseline Program
 - Supplemental Enhancements
- Programs must address specific requirements of PSIA '02

Gas IM Rule

- ...operator's integrity management framework & program must, at minimum, contain...
 - A communication plan that includes the elements of ASME/ANSI B31.8S, section 10, and
 - a process for addressing safety concerns raised by OPS, including concerns raised on behalf of an interstate agent.

Bottom Line

- There are some differences in the specifics of the two rules
- Operators
 - may develop and implement a single public awareness program to address requirements of both rules
 - must be able to demonstrate where & how their programs address the requirements of each

Focus

- Focus is the primary difference
 - ASME B31.8S, Section 10 – communication of integrity management information.
 - API RP 1162 – increasing public awareness, recognition and response to emergency conditions, and damage prevention.
 - API RP 1162 Supplemental Element – communication of IM information for high consequence areas

Focus

API RP 1162

- Generally addresses External Communications requirements of ASME B31.8S, Section 10.2
- Does not address IM Rule requirement that operators have procedures to address safety concerns raised by OPS or interstate agents (49 CFR 192.911(m))
- Does not address Internal Communications requirements of ASME B31.8S, Section 10.3

Focus

ASME B31.8S

- Section 10.1
 - Operators shall develop and implement a communications plan to keep personnel, jurisdictional authorities and the public informed about integrity management efforts and results
 - information may be communicated as part of other required communications
- Section 10.2
 - dialogue with public may be necessary to convey
 - operator's confidence in its pipeline integrity &
 - expectations on how the public can help maintain integrity

API RP 1162 Drivers

- Current regulatory requirements performance based
- Pipeline Safety Improvement Act
- NTSB recommendations
- Incorporate Integrity Management communications:
 - B31.8S Section 10 for natural gas transmission
 - No parallel IMP requirement for liquid transmission
- Public expectations for additional outreach
- Desire to improve outreach in way that contributes most to improving safety

API RP 1162

- Framework for public awareness program development, implementation, and administration
- Recommendations and guidance for baseline programs
- Guidance and considerations for supplemental efforts
- Guidance for program performance evaluation and continuous improvement

Audiences

API RP 1162

- Affected public
- Local public officials and governing councils
- Local and state emergency response and planning agencies
- *
- Excavators

ASME B31.8S

- Landowners & tenants along the ROW
- Public officials other than emergency responders
- Emergency responders, local and regional
- General public
- --

* RP 1162 does not address "General Public" specifically; rather, it defines and focuses on the affected public for effective communications and defines "landowners" as those who live or work along the pipeline ROW.

Messages

- API RP 1162 recommends messages for specific audiences and based on pipeline type
- Message content compares with ASME B31.8S, Section 10.2, suggestions for specific audiences
- Not always one-to-one correspondence but most are accommodated

Messages

API RP 1162, Transmission

2-1.1 Affected Public

- **Baseline:**
 - How to get additional information
 - Availability of list of pipeline operators through NPMS

 - Pipeline Location Information

 - Pipeline purpose and reliability

 - Leak Recognition and Response
 - Awareness of hazards and prevention measures undertaken

 - Damage Prevention Awareness
 - One-Call Requirements

- **Supplemental:**
 - Information and/or overview of operator's Integrity Management Plan
 - ROW encroachment prevention
 - Any planned major maintenance/construction activity

B318.S, Section 10.2

Landowners and Tenants along the rights-of-way

- Company information
- Operator contact phone numbers

- Pipeline location information

- Commodity transported

- Leak recognition & response

- Damage prevention information

- General IM and emergency preparedness information

Messages

API RP 1162

2-1.2 Emergency Officials

- **Baseline:**
 - How to get additional information 
 - Pipeline Location Information and availability of NPMS

 - Pipeline purpose and reliability 

 - Emergency Preparedness Communications 

 - Potential hazards 
 - Awareness of hazards and prevention measures undertaken
- **Supplemental:**
 - Provide information and /or overview of Integrity measures undertaken

 - Maintenance construction activity

B318.S, Section 10.2

Emergency responders

- Company name & contact numbers
- Local pipeline maps
- Station locations and descriptions

- Facility description and commodity transported

- Maintain continuing liaison with all emergency responders
- Coordination of operators' emergency preparedness with local officials
- Summary of operators emergency capabilities

- Leak recognition & response
- General information about pipeline prevention and integrity measures

Messages

API RP 1162

2-1.3 Local Public Officials

- **Baseline:**
 - Pipeline Location Info and availability of NPMS
 - How to get additional information

-
- Pipeline purpose and reliability
 - Awareness of hazards and prevention measures undertaken
 - One Call Requirements

-
- Emergency Preparedness Communications

- **Supplemental:**
 - If applicable, provide information about designation of HCA (or other factors unique to segment) and summary of integrity measures undertaken

-
- ROW encroachment prevention
 - Maintenance Construction activity

B318.S, Section 10.2

Public Officials

- Periodic distribution to each municipality of maps and company contact information

-
- Summary of emergency preparedness and Integrity Management Program

Messages

API RP 1162

2-1.4 Excavators / Contractors

- **Baseline:**
 - Pipeline purpose and reliability
 - Awareness of hazards and prevention measures undertaken
 - Damage Prevention Awareness
 - One-call Requirements
 - Leak Recognition and Response
 - How to get additional information

- **Supplemental:**
 - Pipeline purpose, prevention measures and reliability

B318.S, Section 10.2

Does not address
excavators

Messages

API RP 1162

2-1.1 Affected Public*

- **Baseline:**
 - Availability of list of pipeline operators through NPMS
 - How to get additional information

- Damage Prevention Awareness
- One-Call Requirements

- Pipeline Location Information
- Pipeline purpose and reliability
- Leak Recognition and Response
- Awareness of hazards and prevention measures undertaken
- **Supplemental:**
 - Information and/or overview of operator's Integrity Management Plan
 - ROW encroachment prevention
 - Any planned major maintenance/construction activity

B318.S, Section 10.2

General Public

- Company name, contact and emergency reporting information including general business contact

- Information regarding operator's efforts to support excavation notification and other damage prevention initiatives

* RP 1162 does not address "General Public" specifically; rather, it defines and focuses on the affected public for effective communications

Bottom Line

To re-emphasize:

- There are some differences in the specifics of the two rules
- Operators
 - may develop and implement a single program to address requirements of both rules
 - must be able to demonstrate where & how their programs adequately address the requirements of each

Summary of IMP

- Outreach to emergency and public officials by operators needs to gain input to incorporate into Integrity Management Plans
- Summary of IMP should be made available
 - Relevant details to emergency/public officials for their area
- Recommendation:
 - Develop summary of IMP plan for website
 - Print in form that can be mailed upon request
 - Industry committees to develop examples of IMP summaries



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Public Awareness Programs for Pipeline Operators

RP 1162 Steps 1 thru 4

PHMSA Workshop

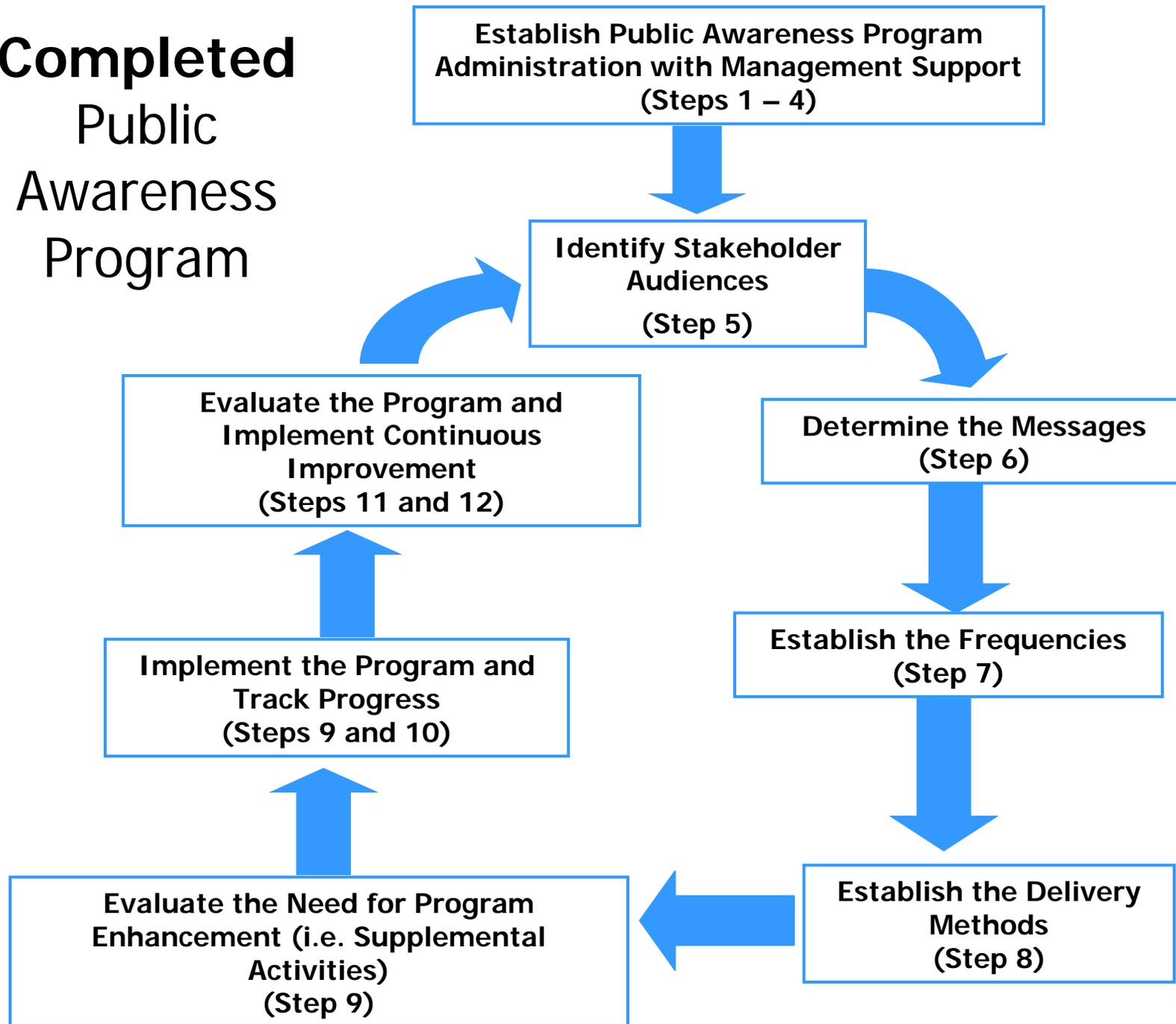
December 7, 2005

Houston, TX

Presented by Blaine Keener

OPS Community Assistance & Technical Services Coordinator

Completed Public Awareness Program





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Step 1 (§2.1)

Define Program Objectives

- Enhance public safety, property and environmental protection through increased public **awareness** and **knowledge**
- Stakeholder audiences **AWARE** that pipelines are in their community
- Stakeholder audiences **KNOW** how to Recognize, React, and Report pipeline emergencies
- **Awareness** reduces **Probability** of Inc\Accidents
- **Knowledge** reduces **Consequences**



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Step 2 (§2.5) Management Commitment & Support

Management should:

- Establish “Statement of Support” for the Public Awareness Program
- Participate in Program
- Allocate sufficient funds and resources
- Take credit for existing Awareness programs that support the objectives of RP 1162



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Step 3 (§7) Identify Program Administration

- Titles of Program Administrators
- Roles and Responsibilities
- Recordkeeping Procedures (retain 5 years)
 - Identify Stakeholders Reached
 - Copies of Messages to each Audience
 - Implementation and Effectiveness Evaluations



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Step 4 (§7) Identify Pipeline Assets

- Operator ID
- Type(s) of Pipeline
- Mileage & States
- Storage & Major Facilities
 - Tank Farms
 - Breakout Tanks
 - Pump / Compressor Station



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Written Program (§7.1)

- Living Document - Maintain Clear History of Changes
- O&M Manual
 - Management “Statement of Support”
 - Roles & Responsibilities
 - Identify Written Program
 - Summary of Program



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Questions ???

- blaine.keener@dot.gov
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<http://primis.phmsa.dot.gov/comm/PublicEducation.htm>

Stakeholder Audiences

Donald Hankey

Supervisor, Regulatory Compliance

Buckeye Partners, LP

December, 2005

Stakeholder Audiences

- **API RP 1162**
 - *Section 3, Tables 3.1 to 3.4*
 - *Appendix B*
- **4 Major Groups**
 - *Affected Public*
 - *Emergency Officials*
 - *Local Public Officials*
 - *Excavators*

Public Awareness Programs for
Pipeline Operators

API RECOMMENDED PRACTICE 1162
FIRST EDITION, DECEMBER 2003



 American
Petroleum
Institute

Helping You
Get The Job
Done Right.™

Affected Public

Residents



Farmers



Neighborhood Organizations



Places of Congregation



Emergency Officials

Fire



Law Enforcement



Emergency
Management



Other Emergency
Response Organizations



Public Officials

Planning/Zoning
Licensing/Permitting Boards



Government Officials &
Governing Councils



Excavators

Home Construction
& Land Developers



Excavation Rental Companies



Real Estate Sales



One Call Centers



Identifying Audience Groups

- *Need to identify who you are trying to reach with your Program*
- *Develop list of contacts for each of the Audience Groups*
- *Document how you developed your contact lists*
- *Document reasons for any differences between your program and API RP 1162*

Coverage Area

- *Coverage Area – Distance from facility you will be contacting audience group members (Appendix B)*
- *A set distance may work for residents but not for other audience types (Distance, Municipality?)*
- *Different areas may require different coverage distances (Urban versus Rural; HCA's; Product Type)*
- *May require a combination of distance and Municipality and ?*

Methods

**Zip Codes
(Zip + 4)/Postal Routes**

SIC/NAICS Codes

Right of Way Line Lists

Your employees

Third Party Vendors

One Call Centers

Organization/Association Membership Lists

Phone Books



Internet



Document

Document

Document

Continuous Improvement of your
Audience Group Lists

Determine the messages



Larry Springer

Manager, Public Affairs

Enbridge Energy Company

Something old, something new ...



- **Old requirements:**
 - Must have public education program
 - Must have emergency responders liaison effort
- **New requirements:**
 - Must meet API RP1162 standards, which goes beyond old requirements in specificity, scope, documentation and evaluation for effectiveness.

Message categories from API RP1162



- **Pipeline purpose and reliability**
 - Who owns and operates?
 - What is transported?
 - Why is this transported product needed?
 - Where is the pipeline located?
 - Begins where and ends where?
 - General location for stakeholder's reference?
 - High-level or “art” maps?

Message categories from API RP1162



- **Hazard awareness and prevention measures**
 - Acknowledge that pipeline transports vital but hazardous product
 - Opportunity to delineate all the things the operator does to prevent leaks and accidents

Message categories from API RP1162



- **Leak recognition and response**
 - **What one could expect to see, smell or hear if a leak is occurring**
 - **What one should do if a leak is suspected**

Message categories from API RP1162



- **Emergency preparedness communications**
 - How the operator works with emergency responders and others to prepare for a response to an incident
 - What this pre-emergency preparedness includes

Message categories from API RP1162



- **Damage prevention**
 - What the operator does to promote prevention of external pipeline damage
 - What excavators and the public should do to prevent excavation damage to pipelines
 - **Opportunity to discuss**
 - Dig Safely messages
 - Local One Call numbers (and soon, 811)
 - How the public can help

Message categories from API RP1162



- **Pipeline location information**
 - How to recognize a pipeline right-of-way
 - Pipeline markers – what they can tell you
 - Where to get more information about the general locations of all pipelines near a stakeholder
 - How to get more information about the location of the operator's pipeline

Message categories from API RP1162



- **High Consequence Area (HCA) and Integrity Management Plans**
 - Acknowledge that operator has integrity management plan and how stakeholder can get more information about that plan
 - Acknowledge that operator considers HCAs in public awareness communications

Message categories from API RP1162



- **Content on operator websites**
 - Website address in public awareness brochures
 - Mirror information from brochures on website
 - Websites can be used to offer more detailed information
 - Websites can offer links to other resources
 - Integrated or large companies with other business units may consider how to best direct stakeholders to pipeline information

Message categories from API RP1162



- **Right-of-way encroachment prevention**
 - Right-of-way patrols
 - Proactive message to local planning and zoning agencies (public official audience)
 - Efforts to keep right-of-way clear and marked
 - How stakeholders can contact operator about such issues as road crossings, fences and deep plowing

Message categories from API RP1162



- **Pipeline maintenance-related construction activities (*typically a supplemental message to affected public that may only be used on an as-needed basis*)**
 - Direct assessment, tool data verification and other digs related to integrity management
 - Relocations and repairs
 - Cathodic protection surveys
 - Ingress and egress considerations

Message categories from API RP1162



- **Security**
 - Acknowledge public concerns about protecting pipeline infrastructure
 - Identification of people working on or near a right-of-way
 - Who to call if someone sees suspicious activity on a right-of-way, tank farm or at other pipeline facility.

Message categories from API RP1162



- **Related facility purpose**
 - Tank farm
 - Pumping or compression station
 - Block valves or other above-ground appurtenances

All or some ...



- **Some messages are more important than others to your key stakeholders**
 - **Affected public – *family & community safety***
 - **Local public officials – *effective community relations and land-use planning***
 - **Emergency officials – *quick response capabilities***
 - **Excavators and contractors – *avoid delays, prevent pipeline damage & employee safety***
- **Operators may decide that they need multiple communication vehicles that prioritize messages for each key stakeholder group**

Message basics



- **Avoid industry jargon and acronyms**
- **Use everyday terms**
- **Use short sentences**
- **Embrace graphics and white space**
- **Read, read again, have someone else read, proofread the typeset copy and have someone else proofread**

Message basics



- **Test your messages**
 - Is the writing clear?
 - Will your primary audience(s) understand?
 - Does the message vehicle help or hinder the audience's understanding?
- **How to test**
 - Informally – someone outside of the industry or perhaps employees in non-operational functions
 - Formally – focus group

Other considerations



- **English only or bilingual?**
 - If bilingual, be sure format does not set up roadblocks that hinder readability and comprehension for audiences
- **All messages or just a few at a time?**
 - How many messages can a stakeholder understand in one reading?
 - If messages are limited, does this suggest more communication vehicles, different communication channels or more frequency?
 - Website good vehicle to expand message

Message channels and vehicles - effectiveness vs. cost vs. reasonableness



- **Personal**
 - Group meetings, one-on-one visits
- **Self-directed to website**
 - Operator, Industry, Regulator, Pipeline Safety Advocate
- **Direct mail**
 - Brochures, newsletters, calendars, reply post cards, advertising specialty inserts
- **Advertising**
 - Local newspapers, electronic

Message frequency - baseline program



- **Affected public – every 2 years**
- **Emergency officials – annually**
- **Local public officials – every 3 years**
- **Excavators - annually**

Final thoughts ...



- **Opportunity to go beyond emphasis on emergency response and Dig Safely. Tell your stakeholders what you are doing to prevent leaks and accidents.**
- **Reach does not necessarily equal effectiveness.**
- **Supplemental communications.**
 - Frequency
 - Vehicles & channels
 - More targeted audiences

Determine the messages



Thank you.

*Larry Springer
(713) 821-2253
larry.springer@enbridge.com*

Managing the Message

Implementing RP-1162

Chris Stockton

WGP Program Administrator



Williams at a glance



- Operates 3 major natural gas transmission systems
 - Transco
 - Northwest Pipeline
 - Gulfstream (50% ownership w/ Duke Energy)
- Delivers approximately 12% of natural gas consumed in U.S.
- Operates 14,400 miles of interstate natural gas pipelines



WGP Public Education Program



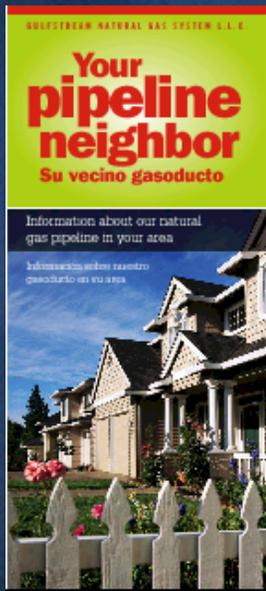
- Before 2005, we didn't have a coordinated public ed program
- This year we developed targeted materials for each stakeholder audience
- Distributed toolkit to field locations
 - ✓ Implementation plan / mail schedule
 - ✓ Usage items
 - ✓ Brochure samples
 - ✓ CD presentations
 - ✓ Wallet cards for ER officials
 - ✓ Door hangers
 - ✓ Videos



WGP Public Awareness Program



Methods: Affected Public



Self-mailer



HCA Letter



Usage Items

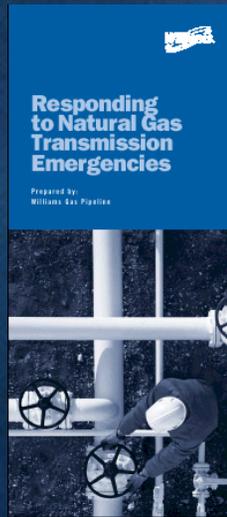
WGP Public Awareness Program



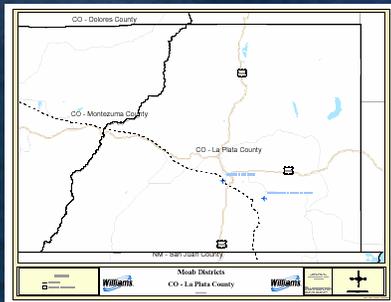
Methods: Emergency Responders



Letter



Brochure



County Map



Contact Card



Face to Face Meetings



Online Training

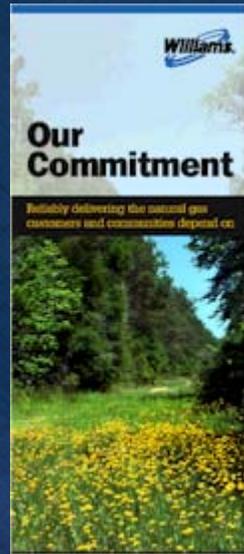
WGP Public Awareness Program



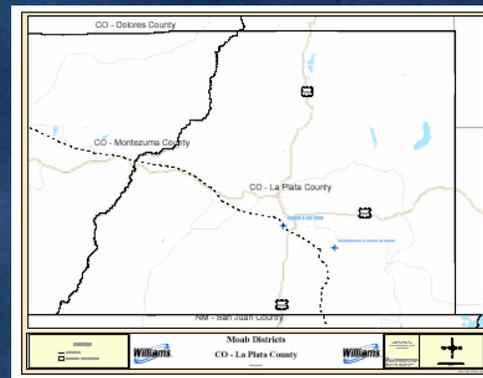
Methods: Public Officials



Letter from DM



Brochure



County Map

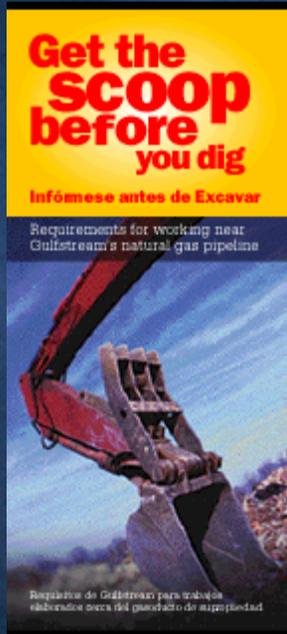


Reply Card

WGP Public Awareness Program



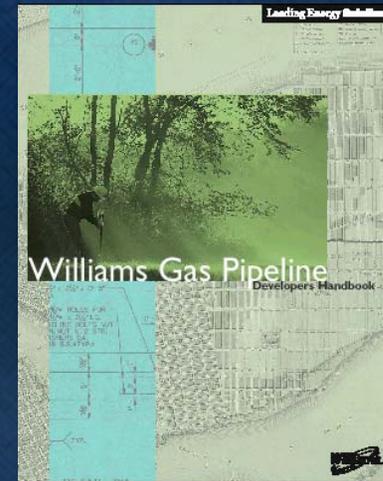
Methods: Excavators



Brochure



Usage Items



Developer's Handbook



Farmers Post Card



Face to Face Meetings

WGP Public Awareness Program



Why develop different messages?

- Targeting materials / messages for specific stakeholders increases the chances that your message is going to be effectively received
- Each stakeholder audience is unique
 - ✓ Desired behaviors are different
 - ✓ Expectations are different
 - ✓ Messages are different
- Know your target audience

WGP Public Education Program



Target Audience Analysis

Audience	Analysis
Affected Public	<ul style="list-style-type: none">➤ Limited knowledge of Williams➤ Do not understand different segments of pipeline industry➤ Natural gas is viewed favorably➤ Safety is a primary concern➤ “Quality of Life” is a top priority

Strategy: Keep messages simple and tie them to the “bigger picture” whenever possible.

WGP Public Education Program



Target Audience Analysis

Audience	Analysis
Emergency Responder	<ul style="list-style-type: none">➤ Knowledge of Williams varied➤ Many had not participated in formal pipeline emergency training➤ No. 1 request was for pipeline location➤ No. 2 request was for pipeline emergency contact information

Strategy: Given them what they want. Provide location, contact information and create mechanism to allow for more extensive response training.

WGP Public Education Program



Target Audience Analysis

Audience	Analysis
Excavator	<ul style="list-style-type: none">➤ Not familiar with Williams➤ General understanding of damage prevention message➤ Seeking more detailed guidelines / construction specifications

Strategy: Besides general damage prevention message, include overview of Williams construction guidelines / specs.

WGP Public Education Program



Target Audience Analysis

Audience	Analysis
Public Officials	<ul style="list-style-type: none">➤ Knowledge of Williams varied➤ Limited interest in operations➤ Safety a primary concern➤ Interested in location of pipeline➤ Wanted to know who to contact when issues arise

Strategy: Keep message brief. Provide location, contact and safety info. Offer to meet if needed.

WGP Public Education Program



Preliminary Results

- **Affected Public**
 - Better than 90% recall of damage prevention key messages
- **Emergency Officials**
 - 48% had not participated in any previous pipeline training
 - Average test score increased 58% after online training
- **Excavators**
 - Pre-mailing, 83% said they were very/somewhat informed about precautions to take prior to digging near a pipeline
- **Public Officials**
 - 88% were aware of Williams' pipeline in their community
 - 65% said they knew whom to call within Williams if they needed to contact the company

Thank you





Direct Mail

Craig Potts



**Marathon
Pipe Line** LLC



The Process / Steps

- Pipeline analysis
- Development of mail piece
- Mail services
- Audit documentation



Pipeline Analysis

- Determine audiences
 - Affected public, public officials, excavators, emergency officials
- Select SIC codes
- Determine buffers

Development of Mail Piece

- Format
- Messages
- Color
- Graphics
- Printing





Mail Services

- Purchase mailing lists
 - Valid for 90 days
- Apply addresses to mailing pieces
- Deliver to USPS
 - Normal delivery time is 7-11 days



Audit Documentation

- Summary report
- USPS documentation
- Sample mailing piece
- CD/DVD of mailing lists
- Map(s) of geographic areas mailed
- Response analysis



RP 1162 Emergency Officials, First Responder Program



- Gas Explosion for PowerPoint.mov





RP 1162 - Emergency Officials



- **Local, State or Regional Officials, Agencies and Organizations with Emergency Response and /or Public Safety Jurisdiction along the pipeline.**
 - **Fire Departments**
 - **Police/Sheriff/Highway**
 - **Local Emergency Planning Communication LEPC's**
 - **County and State EMA's**
 - **Other Emergency Response and Public Safety Organizations**



Information to be communicated (Annually)



- Pipeline purpose and reliability
- Awareness of potential hazards and prevention measures undertaken
- Emergency preparedness
- Expectations of emergency responders
- *Response for pipeline vs. compressors station emergencies
- Pipeline location information (as approved by Corporate Security) and availability of NPMS, and overview Integrity Pipeline Program (HCA's)
- How to obtain additional information/company contact info
- Maintenance program summary
- Offer to meet



Baseline Activity - Annually



- **Personal contact (generally preferred) - or**
- **Targeted distribution of printed material - or**
- **Group meetings - or**
- **Telephone calls with targeted distribution of printed materials**



Supplemental Activity

- Emergency tabletop exercises - Drills
- Facility tours
- Open house





PG&E's FRP Program



- Annual District FR Training Program at the District Compressor Stations/Offices
- Corporate FR Train the Trainer program
- Annual Joint pipeline presentations – High Desert Pipeline Communication Group





Welcome!!



High Desert Pipeline Coordinating Group First Responders Program



El Paso
Kern River
Kinder Morgan
Mojave
PG&E
SoCal Gas
Southwest Gas





Agenda

- Operator Open House
- Safety Exits
- Logistics
- Sign in Sheet
- Introductions
- Purpose
- State Fire Marshall DVD
- Review
- Questions
- Lunch and Demonstrations
- Evaluation/Drawings
- Operator Open House





Purpose



This First Responder Program is intended:

- To develop communication and increase understanding between operators and individual agencies regarding the different roles and responsibilities of each group during a pipeline emergency.
- To establish an effective forum for dialog and training between Pipeline Operators and First Responders
- To improve overall emergency response between the Operators and the First Responders.

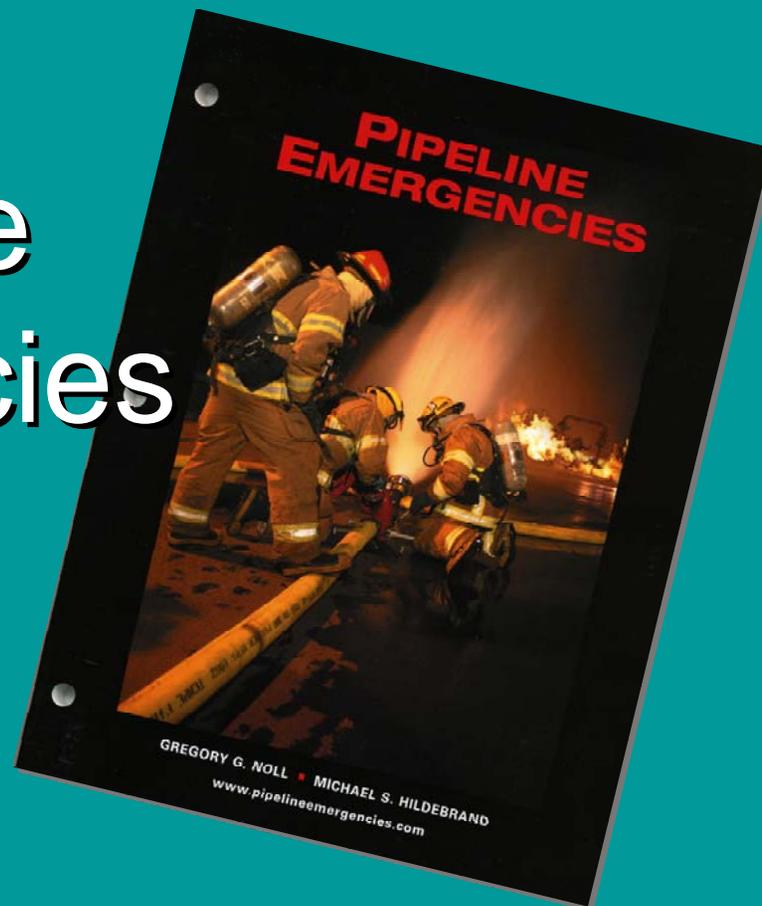




DVD



Pipeline Emergencies DVD





High Desert Pipeline Coordinating Group

First Responders Program



Pipeline Safety Review





Other Issues:

- **Underground Service Alert (USA)**
- **Additional Information at the Operator Booths, NASFM Video**
- **Emergency Drills**
- **Security – We need your help!!**
- **Environmental Protection**
- **HCA's and System Integrity (booths)**



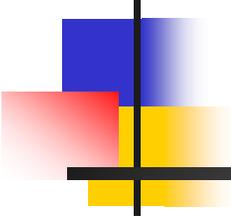
High Desert Pipeline Coordination Group



Thank You

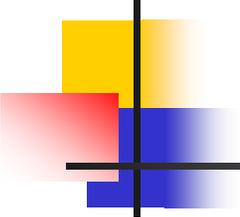
- Lunch
- Gas Safety Demonstrations
- Evaluation/Drawing
- Operator Open House

El Paso
Kern River
Kinder Morgan
Mojave
PG&E
SoCal Gas
Southwest Gas



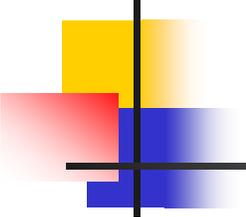
EXCAVATOR COMMUNICATION

OPS WORKSHOP – HOUSTON
DECEMBER 7, 2005



EXCAVATOR COMMUNICATION

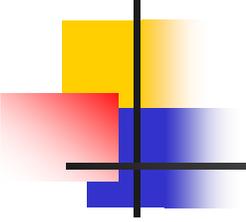
- PAST
- PRESENT
- FUTURE



EXCAVATOR COMMUNICATION -PAST-

MESSAGE CONTENT

- LOCATING PIPELINE FACILITIES
- OPERATOR CONTACT INFORMATION
- RECOGNIZING LEAKS
- RESPONSE TO AND REPORTING LEAKS

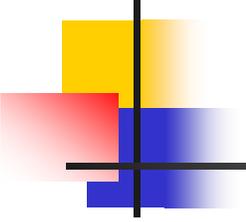


EXCAVATOR COMMUNICATION -PAST-

GROUP MEETINGS

(DEVELOPED AND ARRANGED BY)

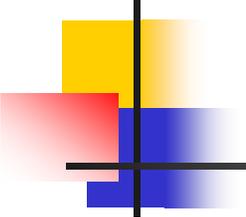
- COMPANY EMPLOYEES
- THE PIPELINE GROUP
- STATE ORGANIZATIONS



EXCAVATOR COMMUNICATION -PAST-

PROJECT DESIGN MEETINGS

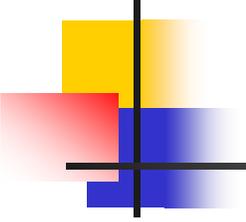
- LOCATE FACILITIES FOR DESIGN DRAWINGS
- PROVIDE COMPANY CONTACT INFORMATION
- PERIODICALLY CONTACT DESIGNERS & EXCAVATORS



EXCAVATOR COMMUNICATION -PAST-

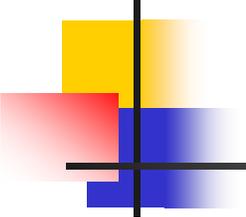
ON-SITE DISCUSSIONS

- PROVISIONS FOR WORKING NEAR PIPELINES
- PHONE NUMBERS FOR COMPANY EMPLOYEES
- COMPANY PERSONNEL ON-SITE DURING WORK OVER/NEAR LINES



EXCAVATOR COMMUNICATION -PRESENT-

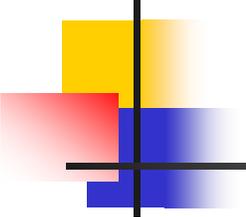
- ALL HISTORICAL COMMUNICATION
- PIPELINE AWARENESS MAIL-OUTS
- COMBINED STATE AND THE PIPELINE GROUP MEETINGS
- MORE COMPANY EMPLOYEE INVOLVEMENT IN STATE AND PIPELINE GROUP MEETINGS



EXCAVATOR COMMUNICATION -FUTURE-

MEASURE EFFECTIVENESS

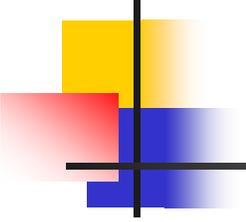
- EXCAVATOR FOCUS GROUPS
- WRITTEN EXCAVATOR FEEDBACK
- PHONE CALLS TO RANDOM GROUP OF EXCAVATORS
- WEB BASED EXCAVATOR RESPONSE



EXCAVATOR COMMUNICATION -FUTURE-

IMPROVE COMMUNICATION BASED ON
EVALUATION

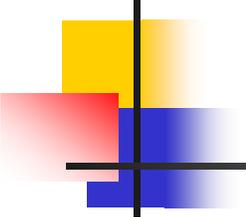
- CONTENT OF MESSAGE
- METHOD OF COMMUNICATION
- FREQUENCY OF COMMUNICATION



EXCAVATOR COMMUNICATION -FUTURE-

DAMAGE PREVENTION MESSAGES

- IN EXCAVATOR INDUSTRY PERIODICALS
- IN LOCAL NEWSPAPER
- ON TV AND RADIO (PSAs)



EXCAVATOR COMMUNICATION -FUTURE-

- EXCAVATOR SPECIFIC MAIL-OUTS & LETTERS BY COMPANY
- STATE SPONSORED MAIL-OUTS
- REACH INDIRECTLY BY EQUIPMENT MANUFACTURERS & RENTAL COMPANIES
- TRAIN COMPANY EMPLOYEES ON COMMUNICATING MORE EFFECTIVELY