



U.S. Department of Transportation  
Pipeline and Hazardous Materials  
Safety Administration

# Effective Public Awareness



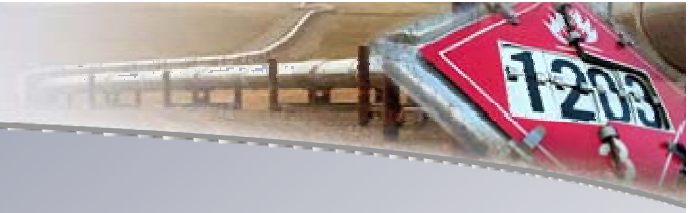
**CGA Excavation Safety Conference & Expo**  
**March 10, 2011**

**Christie Murray**  
**National Community Assistance & Technical Services (CATS) Coordinator**  
**Washington, DC**



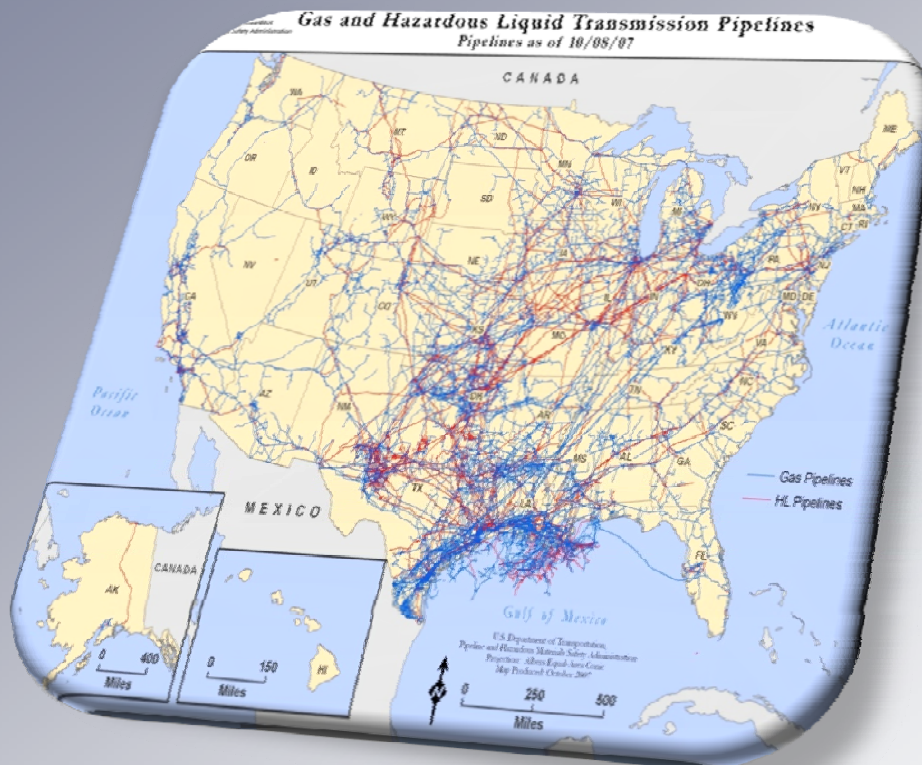
U.S. Department of Transportation  
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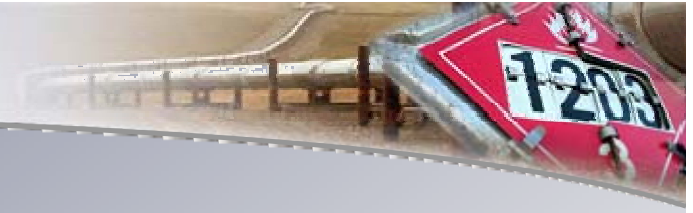
# Mission

## Office of Pipeline Safety (PHMSA)



**“To ensure the safe, reliable, and environmentally sound operation of the Nation’s pipeline transportation system.”**

Over two and a half million miles of pipelines in U.S.

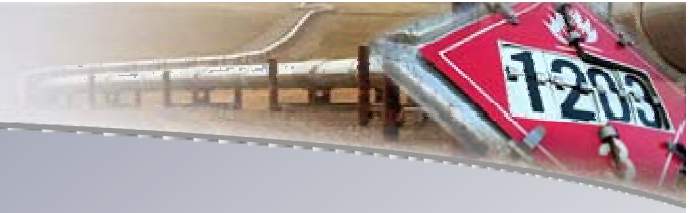


# Why Public Awareness?

## Significant Incidents caused by Excavation Damage (2001 thru 2010)

- National, Gas Distribution Pipelines
  - 36% of Significant Incidents
  - 22% of Fatalities and 30% Injuries
- National, Gas Transmission Pipelines
  - 13% of Significant Incidents
  - 42% of Fatalities and 13% Injuries
- National, Liquid Pipelines
  - 14% of Significant Incidents
  - 32% of Fatalities and 18% Injuries

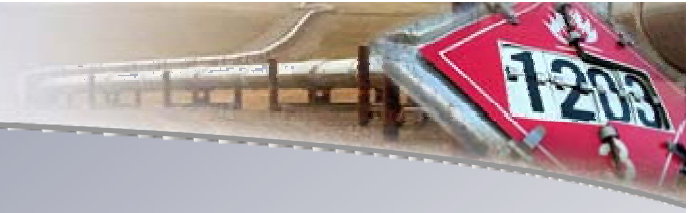




## Regulations Require

“...each pipeline operator must develop and implement a written continuing public education program that follows the guidance provided in the American Petroleum Institute's (API) Recommended Practice (RP) 1162.”

- § 192.616 Public Awareness (Natural Gas or Other Gas)
- § 195.440 Public Awareness (Hazardous Liquids)



# API RP 1162

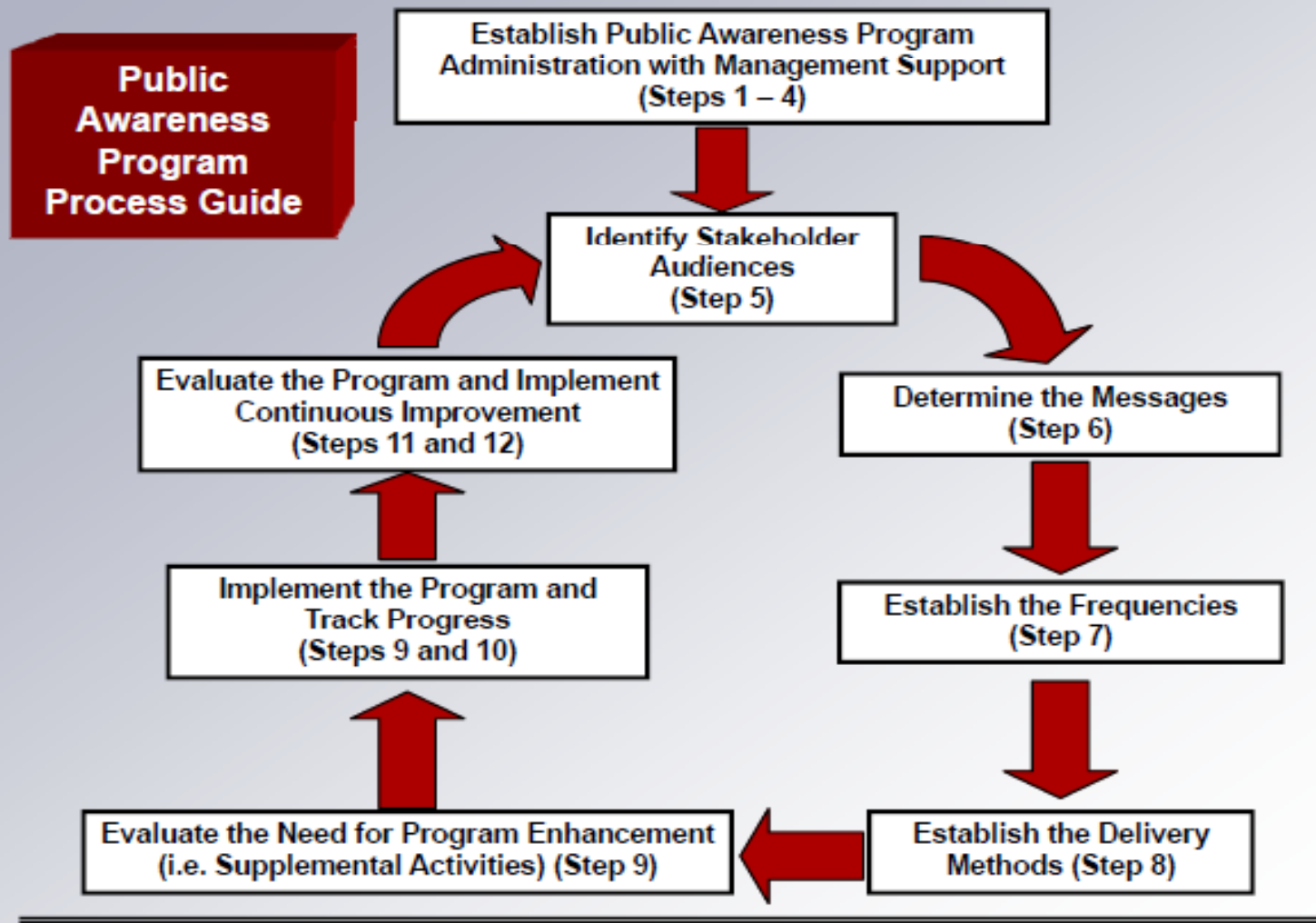
## 1<sup>st</sup> Edition issued in December 2003

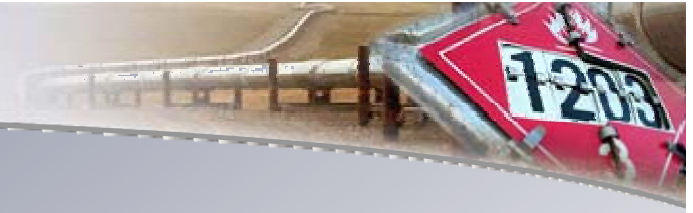
- Incorporated by reference in federal regulations
- Inspections based on 1<sup>st</sup> edition not 2<sup>nd</sup> edition
- Appendices are not enforceable:
  - Intended to provide clarification, examples, and additional information
  - Can be viewed as a separate document
- Section 2.7 highlights a continuous process for the development, implementation, and management of the PAP





# API RP 1162 Process Guide





# Public Awareness Objective

- Promote the use of One-Call notification system prior to excavation
- **Educate stakeholders** about:
  - Possible hazards associated with unintended releases from pipeline facility
  - Physical indications of a pipeline release
  - Public safety measures in the event of a pipeline release
  - Procedures to reporting a pipeline release





# Public Awareness Stakeholders

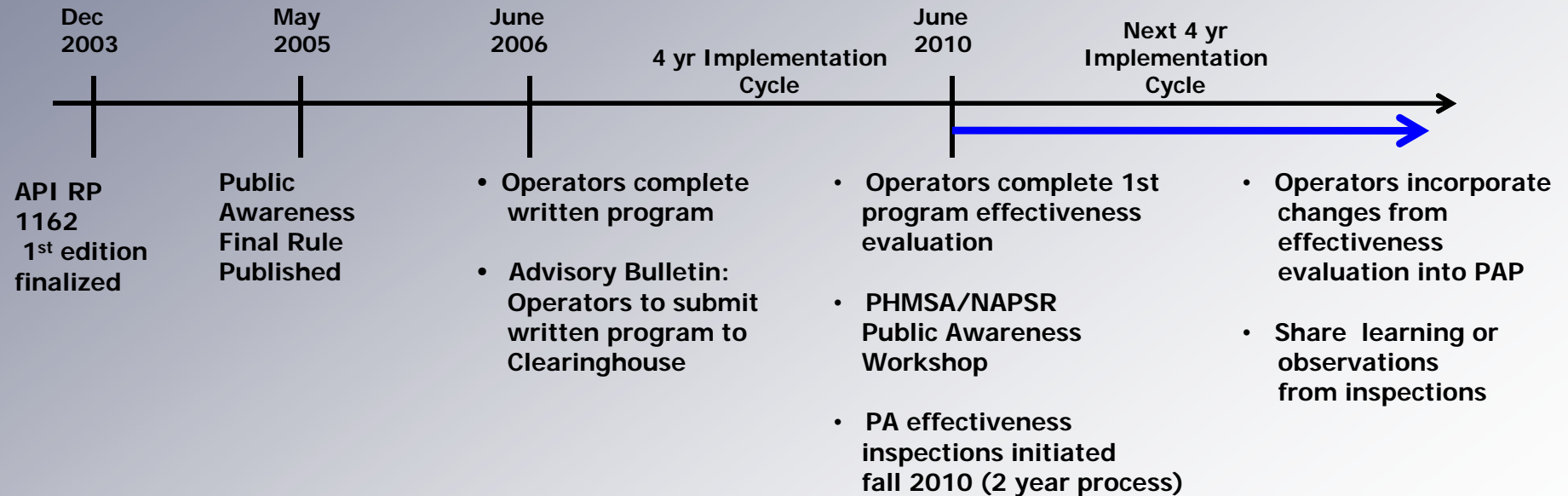
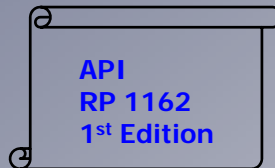
- Affected Public
- Excavators
- Emergency Officials
- Local Public Officials

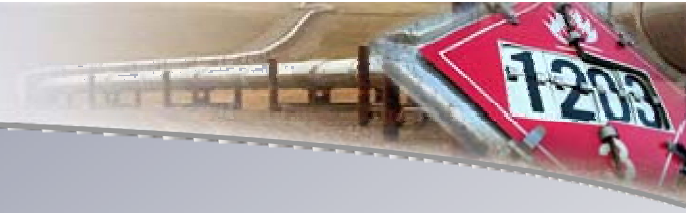




# Chronology

## Where are we now?

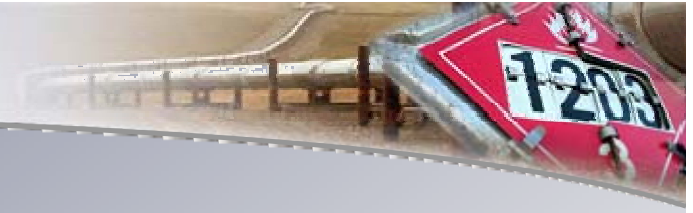




# NTSB Recommendation

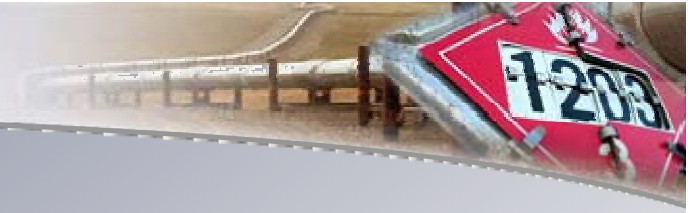
## Pipeline and Hazardous Materials Safety Administration:

- Initiate a program to evaluate pipeline operators' public education programs, including pipeline operators' self-evaluations of the effectiveness of their public education programs
- Provide the National Transportation Safety Board with a timeline for implementation and completion of this evaluation



# Public Awareness Effectiveness Inspection Focus

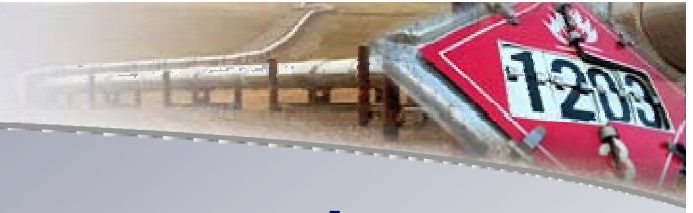
- Ad Hoc Team worked to develop inspection forms and guidance
- Focus on program effectiveness evaluations:
  - If/How operator evaluated program for effectiveness?
  - What were the evaluation results or findings?
  - What improvements were identified? Implemented?
- May verify operator implemented according to their written program or probe deeper
- Emphasis placed on continuous improvement
- Four initial inspections conducted (~2 days each)
- Public awareness effectiveness inspections from 2010 - 2012



# Inspection Sections

- 1. Administration and Development of PAP**
- 2. Program Implementation**
- 3. Program Evaluation (Annual Audits)**
- 4. Program Evaluation (Results)**
- 5. Inspection Results**

Documentation and records reviewed throughout each section



# Inspection Format

## **1. Administration and Development of Public Awareness Program**

- Step 1: Define Program Objectives
- Step 2: Obtain Management Commitment and Support
- Step 3: Identify Program Administration
- Step 4: Identify Pipeline Assets to be Included within the Program
- Step 5: Identify the Four Stakeholder Audiences
- Step 6: Determine Message Type and Content for Each Audience



# Inspection Format

## 2. Program Implementation

- |          |   |
|----------|---|
| Step 7:  | Establish Baseline Delivery Frequency for Each Message      |
| Step 8:  | Establish Delivery Methods to Use for Each Message          |
| Step 9:  | Assess Considerations for Supplemental Program Enhancements |
| Step 10: | Implement Program and Track Progress                        |



# Inspection Format

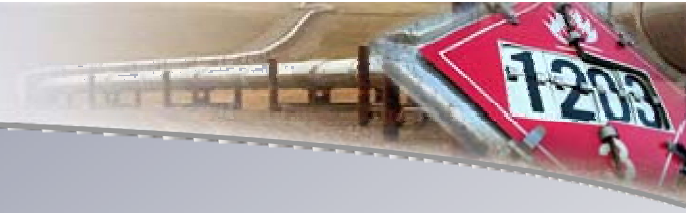
## 3. Program Evaluation (Annual Audits)

## 4. Program Evaluation (Effectiveness)

Step 11: Perform Program Evaluation

Step 12: Implement Continuous Improvement





# Inspection Format

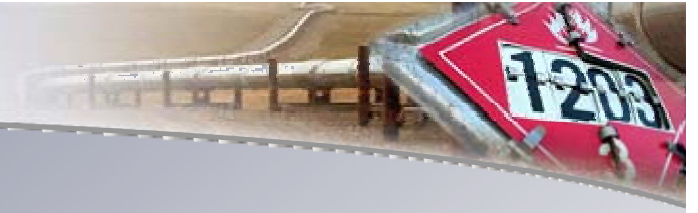
## **5. Inspection Results**

Summary  
Findings



# Guidance Document

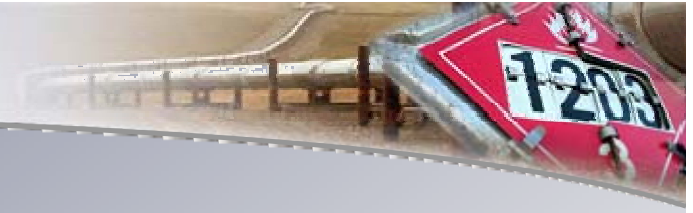
- Provides guidance to pipeline safety inspection personnel in undertaking their compliance inspection activities
- Intended to be used solely as a reference
- **Guidance is not a regulation and creates no new legal obligations**
- In the event of a conflict between this document and any regulation, the regulation is controlling



# Initial Inspection Observations

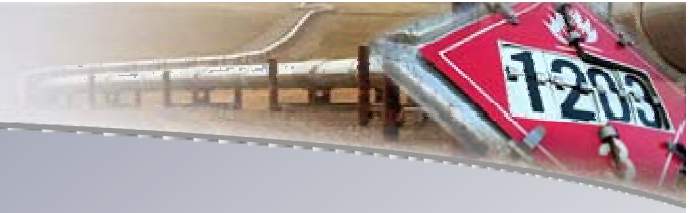
“How effective is your public awareness program?”

- Operators collected effectiveness evaluation data
  - Survey/assessment data  $\neq$  completing the effectiveness evaluation
  - Any findings or conclusions related to effectiveness?
  - Changes identified?
  - Can operator describe methodology used?



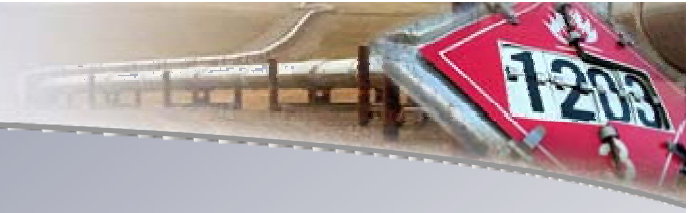
# Initial Inspection Observations

- Many operators used third party contractors
  - Direct mailings, public meetings, evaluations, advertising/television/radio ads
  - Customize to meet operator needs
  - Important to stay engaged with QA/QC & oversight:
  - Mailing list accuracy (direct mailings/print ads)
  - New developments
  - Returned or undeliverable mailing follow-up
  - Understand your requirements and ask for it early
  - Operators responsible for PAP compliance



# Initial Inspection Observations

- Stakeholder list identification (SIC codes, geocoding, address lists, shape files, street databases)
- Some operators had proof of mailings sent out
- Specific and generic messages used
  - Generic messages may lead to confusion
  - Acceptable if:
    - Baseline requirements still met (each stakeholder audience)
    - Specific to operator's pipeline system/unique attributes (i.e. odorized line?)
    - Specifies the type of products



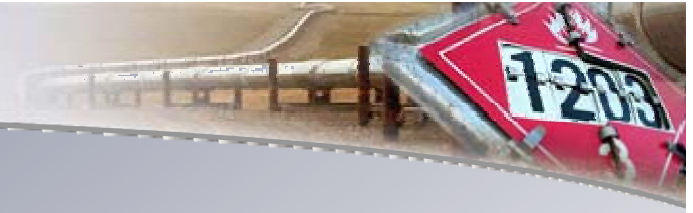
# Initial Inspection Observations

- Public meetings, operator presence (yes & no)
- Sample sizes and % limits defined by the operator
  - Not prescribed by regulator
  - Be able to explain methodology to support data/results
- Non-English speaking language considerations across the board
  - Data/Analysis to support decisions
  - Census data, county courthouse records, school records, hospital records, field personnel, focus groups



# Initial Inspection Observations

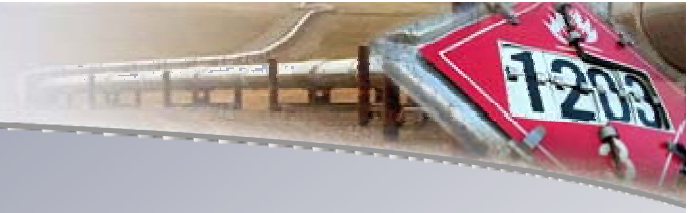
- Three annual audit methods used (internal self-assessments, third party audits, regulatory inspections\*)
- Annual audit & effectiveness evaluation (year 4); documented?
- Evaluation feedback:
  - Phone/online surveys/questionnaires
  - One-call center data
  - Response cards
  - Website hits
- Documentation/justification not always there
  - PAP changes, annual audits, methodologies
  - Key changes and recommendations



## Good Practices Observed

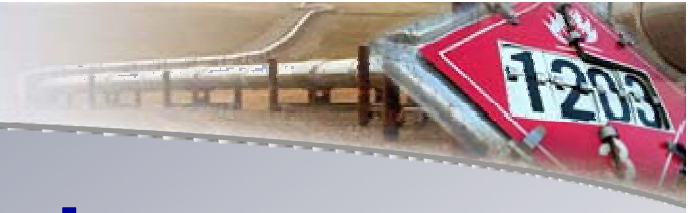
- Creative outreach approaches:
  - National 811 campaigns
  - Children campaigns (videos, radio clips, contests)
  - Website development
  - Email messages
  - Magazine centerfolds
- Collecting baseline data since 2006, understand trends
- Public meeting tracking attendance since 2006 and following up with those who did not
- Some operators use management system to schedule and document program activities





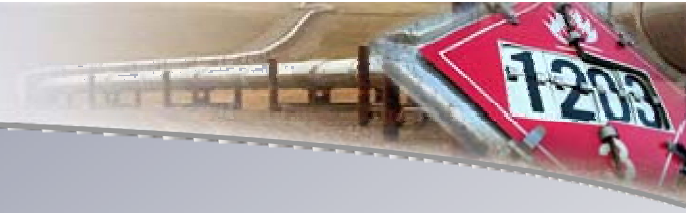
## Good Practices Observed

- Numerous supplemental activities:
  - Tracking excavators who hit line or dig without one-call ticket
  - More frequent mailings to stakeholders
  - Messages in multiple languages
    - Website
    - Posters
    - Emergency # translates to other languages (Spanish, French, Japanese, Russian, Korean, Arabic, etc)
  - 24 hour public awareness phone #
  - Participate with ER officials in emergency exercises and drills



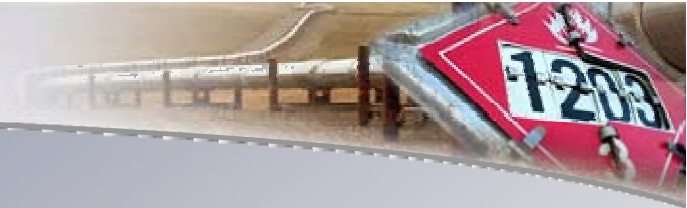
# Looking Ahead

- Inspection activities:
  - Ramping up inspections
  - Inspection form/guidance finalized
  - Training schedule finalized for Federal/State inspectors (April)
  - FAQs published (April)
  - Information on Stakeholder Communications website
- Operators:
  - Evaluated program for effectiveness (data, results, findings)
  - Lessons learned (changes needed?)
  - Implementing changes? What's the plan?



# API RP 1162 2<sup>nd</sup> Edition

- API published RP 1162 2<sup>nd</sup> Edition
- Operator is still required to comply with the 1<sup>st</sup> edition incorporated in the regulations
- If PHMSA determines that the revision is appropriate to incorporate into regulation, may incorporate into rule at later date



# CATS

## Community Assistance & Technical Services

PHMSA Stakeholder Communications: Community Assistance and Technical Services - Microsoft Internet Explorer

Back Forward Stop Home Search Favorites Refresh Mail Print Wordpad Help

File Edit View Favorites Tools Help

**Stakeholder Communications** PHMSA Pipeline Safety Program

Home General Public Local Officials State Regulators Federal Agencies Emergency Officials Advocates Industry Excavators

Print

### Community Assistance and Technical Services

**The mission of the OPS Community Assistance & Technical Services (CATS) team is an ambitious one:**

*To advance public safety, environmental protection and pipeline reliability by facilitating clear communications among all pipeline stakeholders, including the public, the operators and government officials.*

Periodically a CATS communication update, the [Community Assistance and Technical Services Connection](#), is published to provide timely information about significant pipeline safety topics.

An important aim of the CATS program is to reach out to all pipeline safety stakeholders. Responsibilities of CATS managers include:

- Communicating information to help communities understand pipeline risks and improve pipeline safety and environmental protection.
- Fostering effective communications regarding pipeline safety among PHMSA, other federal agencies, state pipeline safety regulators, elected and emergency officials, pipeline operators and the public.
- Serving as "honest brokers" in facilitating permits required for safety-related pipeline repairs.

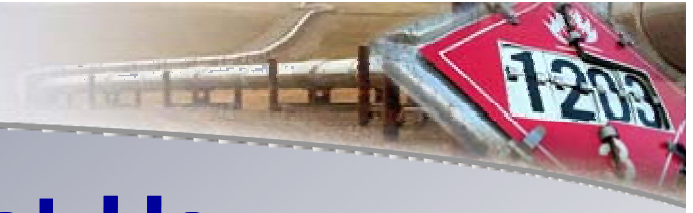
In carrying out their responsibilities, CATS program managers perform a variety of activities. These include:

- Participating with state and regional damage prevention groups and the [Common Ground Alliance](#) to further the implementation of damage prevention best practices.
- Helping states assess their damage prevention programs and opportunities.
- Serving as designated PHMSA representatives before a wide variety of stakeholders. CATS managers routinely provide informational presentations to various stakeholder groups to broaden public awareness of our country's energy transportation pipeline systems.
- Serving as designated points-of-contact for media inquiries related to pipeline safety.
- Meeting with federal, state and local regulatory agencies, and pipeline operators to facilitate timely issuance of permits necessary for conducting pipeline integrity activities.
- Providing consultation to regulators, regulated parties and other stakeholders regarding new and amended regulatory requirements.
- Responding to public inquiries and complaints regarding pipelines and pipeline operations.

CATS managers are located within each PHMSA region. Contact information for the CATS manager for your state is noted below.

Done Trusted sites

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



# CATS – Contact Us

- CATS National Coordinator, Washington DC

**Christie Murray**

Email: [christie.murray@dot.gov](mailto:christie.murray@dot.gov); Phone: (202) 366-4996

- OPS Central Region

*Illinois; Indiana; Iowa; Kansas; Michigan; Minnesota; Missouri; Nebraska; North Dakota; Ohio; South Dakota; Wisconsin.*

**Elizabeth Komiskey:**

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**Harold Winnie:**

Email: [harold.winnie@dot.gov](mailto:harold.winnie@dot.gov); Phone: (816) 329-3800

- OPS Southern Region

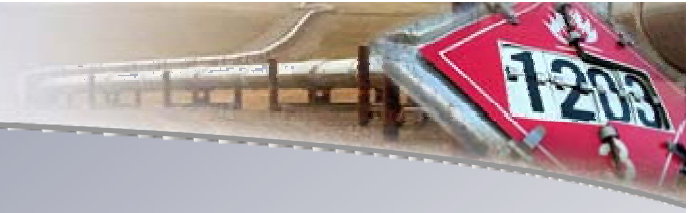
*Alabama; Florida; Georgia; Kentucky; Mississippi; North Carolina; Puerto Rico; South Carolina; Tennessee.*

**Joe Mataich:**

Email: [joseph.mataich@dot.gov](mailto:joseph.mataich@dot.gov); Phone: (404) 832-1159

**Michael Khayata:**

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# CATS – Contact Us

- **OPS Eastern Region**

*Connecticut; Delaware; Maine; Maryland; Massachusetts; New Hampshire; New Jersey; New York; Pennsylvania; Rhode Island; Vermont; Virginia; Washington, D.C.; West Virginia.*

**Karen Gentile:**

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**Alex Dankanich:**

Email: [alex.dankanich@dot.gov](mailto:alex.dankanich@dot.gov); Phone: (202) 260-8518

- **OPS Southwest Region**

*Arkansas; Louisiana; New Mexico; Oklahoma; Texas.*

**John Jacobi:**

Email: [john.jacobi@dot.gov](mailto:john.jacobi@dot.gov); Phone: (713) 272-2839



# CATS – Contact Us

- **OPS Western Region**

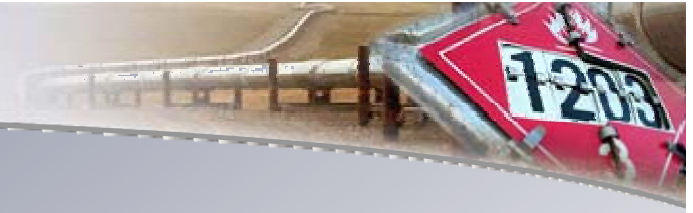
*Alaska; Arizona; California; Colorado; Hawaii; Idaho; Montana; Nevada; Oregon; Utah; Washington; Wyoming.*

**Bill Flanders:**

Email: [bill.flanders@dot.gov](mailto:bill.flanders@dot.gov); Phone: (907) 271-6518

**Tom Finch:**

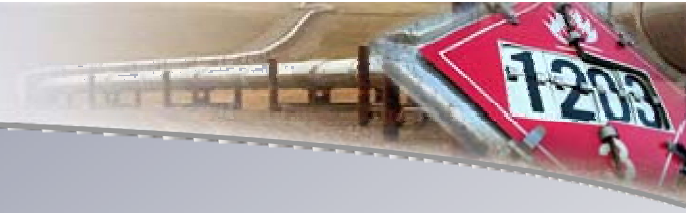
Email: [thomas.finch@dot.gov](mailto:thomas.finch@dot.gov); Phone: (720) 963-3175



# Useful Links

- **PHMSA Website:**  
<http://www.phmsa.dot.gov>
- **Federal Regulations:**  
<http://www.gpoaccess.gov/cfr>
- **Stakeholder Communications:**  
<http://primis.phmsa.dot.gov/comm/>
- **National Pipeline Mapping System (NPMS):**  
[www.npms.phmsa.dot.gov](http://www.npms.phmsa.dot.gov)
- **Grant Information:** [www.grants.gov](http://www.grants.gov)
- **State Damage Prevention Grants:**  
<http://primis.phmsa.dot.gov/sdp/>
- **Technical Assistance Grants (TAG):**  
<http://primis.phmsa.dot.gov/tag/>





# Questions



**Thank you!**

**Don't forget to complete your  
evaluation form)**