



U.S. Department
of Transportation

**Pipeline and
Hazardous Materials
Safety Administration**

Public Awareness Programs Workshop

December 8, 2005
Houston, Texas



U.S. Department
of Transportation

**Pipeline and
Hazardous Materials
Safety Administration**

Welcome

- Welcome and Good Morning
- Greetings from PHMSA and NAPSIR and from 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
Hazardous Materials
Safety Administration**

Agenda Review - Today

- 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** Jeff Wiese, OPS
FAQs Blaine Keener, OPS



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**Pipeline and
Hazardous Materials
Safety Administration**

Recap

- Great things are happening and resources exist for those struggling to build programs
- The opportunity of model programs – as well as the need for “ownership”
- The value and leverage of collaboration
 - Opportunity exists across the spectrum of public awareness activities
 - Creates a challenge to partner for success – maybe with some non-traditional partners (e.g., one-calls, schools,



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**Pipeline and
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Recap (cont.)

- Creativity – operator and vendor alike – will yield effectiveness and efficiency
- Consensus that RP 1162 sharpens the focus on investing in effective communications and provides opportunities for efficiencies
 - Rote compliance isn't the goal – perhaps no one right answer
 - Focus on whether messages are received and understood – awareness (leads to behavioral change)
- Value in combining messages
- Concern – compliance focus will dilute creativity



LONGHORN PIPELINE

Supplemental Enhancements

**Presented by Gina Johnson
Magellan Midstream Partners
& Longhorn Partners Pipeline**



Next 15 minutes, want to address...

- **How we handle supplemental elements**
- **How we implemented those aspects**
- **Program successes and challenges**



Why Supplemental?

- **Management commitment to implement enhanced public education program**
- **Part of Longhorn's mitigation plan**
- **Voluntarily agreed to go above and beyond**



Why Supplemental?

- **Well-rounded program – rely on a variety of communication tactics**
- **Focus resources on outreach activities with greatest impact**
- **However, not set in stone – will tweak based on experiences**



Why Supplemental?

- **Operator enhance when conditions along the pipeline suggest more intensive effort is needed.**
- **Supplemental can mean...**
 - **Increased frequency**
 - **Additional delivery methods**
 - **Wider coverage areas**
 - **Tailored message**
- **One size fits all is not most effective approach**



Examples of Supplemental Efforts

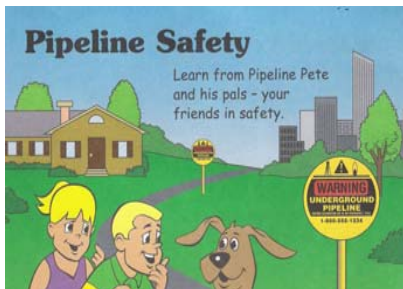


School Program

- Target 4th graders at schools within two miles of right-of-way
- Started three years ago with pilot program at two schools



School Program



What to do if a pipeline leak occurs

1. Leave the area, find an adult and warn others.
2. Do not breathe or touch liquids or gases coming from the pipeline.
3. After you have left the area, call 911 or your local emergency number and the pipeline company. Give your name, phone number, description and location of the leak.

Coloring and Activity Box



How to recognize a pipeline leak

Pipeline Safety Just Makes Sense.



Hear

If you hear a noise coming from the pipeline, like a hissing or roaring sound, there may be a leak.



See

If you see a pool of liquid on the ground near a pipeline there may be a pipeline leak. Also, if you see a fog over a pipeline or plants that are discolored, there may be a pipeline leak.



- Engaging/interactive
- Leave-behind message is about pipeline safety



School Program

- Bilingual response card
- Opportunity to measure effectiveness and test parents' knowledge of damage prevention

Dear Parent,

LonghornPipeline is committed to not only protecting, but wherever practical, enhancing the quality of our communities in which we operate. Today, as part of our ongoing educational outreach program, your child participated in a presentation on pipeline safety and received take-home materials that contain useful safety information.

Please take a few minutes to review the activity book with your child and talk about the important information it contains. Then complete the survey below and return with your signature. The class with the most completed surveys, received by Friday, March 3, will win a free pizza party.

Pipeline companies take their responsibility seriously to ensure safe and reliable operation, but you also play a vital role in pipeline safety. We appreciate and value your feedback.

Have you ever received information before relating to pipeline safety? Yes No

Everyone can contribute to safety and security by knowing where pipelines are in their community and recognizing unauthorized activity or abnormal conditions. True False

Pipelines are marked by above-ground signs to indicate the approximate location, product carried and the name and contact information of the company that operates the pipeline. True False

To prevent damage to underground pipelines and ensure the safety of our communities, it's important to call your local One-Call center before digging. True False

Parent Signature _____



School Program



- **Feedback, well-received**
- **Program has grown**
- **Requires few resources**



Examples of Supplemental Efforts



Neighborhood Meetings

- Identify specific neighborhoods to host meetings for general public
- Distribute invitations
- Opportunity for face-to-face communication
- Prizes are utilized to encourage attendance



Other Supplemental Initiatives



WARNING PETROLEUM PIPELINE
LONGHORN PIPELINE CO.
1-800-465-5952

Making Pipeline Safety our Top Priority

As part of our public awareness program, Longhorn Pipeline works to educate public safety and environmental protection through increased public awareness and knowledge. We focus our resources on programs such as: business, education, emergency response, public officials and other interested parties. We also have the resources of our pipeline facilities and the public have understood the role they can play in contributing to pipeline safety.

Longhorn Pipeline is opening and maintaining its pipeline to public access and safety awareness. The company has been in great lengths to ensure the pipeline's integrity while also providing the required state of law, regulation and industry standards to provide the public, environmental and environmental groups. We have developed a risk, environmental and pipeline with the goal of 100 percent safety every day. Longhorn operates its pipeline in a manner designed to reduce the risk.

Through a Pipeline, Citizens Center pipeline, Longhorn manages related permit applications, pipeline and other - from O&M to construction on the pipeline in the Texas and in other jurisdictions. These sites, always may include other pipeline and other sites in the Texas and other states.

We understand that safety is a responsibility to ensure safe and reliable operations for you and the pipeline safety. We have a reputation for providing you with the following information: We encourage you to visit our website for more information or contact our safety department.

Want to learn more about pipelines operating in your community?

Visit the National Pipeline Mapping System (NPMS) on the Internet at www.opanet.gov. Created by the Department of Transportation, the Office of Pipeline Safety and other agencies, the NPMS provides a list of pipelines, their operator and contact information.

Need more information?

If you have additional questions and would like to speak to a pipeline representative, please contact us at 1-800-465-5952.

- Door-to-door program
- Public events
- Equipment rental toolkits
- Newspaper ads and public service announcements





ConocoPhillips Pipe Line Company

Public Awareness Program

2005 Program Implementation

- 1.4 million brochures mailed August-September
- www.conocophillipspipeline.com
- Intranet site with resources for employees
- Online documentation system ready for use
- Good Neighbor Program
- Non-emergency 800 #



Resources for Employees

- Order forms for extra brochures and Neighbor Contact Cards
- Program plan and documentation requirements
- Good Neighbor Program details
- Advertising templates
- Presentation templates



ConocoPhillips
Pipe Line Company

In the Pipe for 2006

- Continue mailing program and enhance web site
- Audience-specific print pieces
- Leverage “Scoop” character
- Engage employees with PA quiz/prizes



Measurement & Evaluation

- Conducted self evaluation with CPPL regulatory affairs group in September
- Participation in API sponsored industry survey program (pilot completed in 2005)
- CPPL online survey



ConocoPhillips
Pipe Line Company

CPPL Web Survey

- Designed to inform as well as measure understanding
- No mailing costs
- Ask more questions than BRC
- Survey program compiles results
- Gasoline giveaway to offset effort to go online
- A high number of responses, but low response rate



ConocoPhillips
Pipe Line Company

CPPL Web Site

ConocoPhillips Pipe Line Company

Operations

Safety

Tariffs

Doing Business With Us

Contact Us

Welcome

ConocoPhillips Pipe Line Company (CPPL) is a wholly owned subsidiary of [ConocoPhillips](#). CPPL operates more than 12,000 miles of pipelines and more than 80 storage terminals in the [United States](#). CPPL transports both raw and finished petroleum products, including crude oil, propane and refined products such as gasoline, diesel and jet fuel. Motor fuels are stored at terminals where tanker trucks pick them up for delivery to local retail outlets.

America's Pipelines...

Delivering the Energy You Need for the Life You Want

Recent News

[TransCanada and ConocoPhillips Pipe Line Company announce MOU on Keystone oil pipeline](#)



Meet "Scoop" and [learn more](#) about our pipelines.

[Seguridad de Tuberías en Español](#)

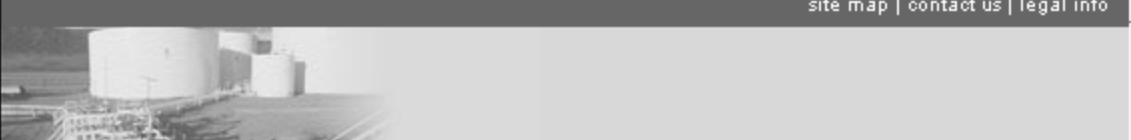


Take our [pipeline safety survey](#) and you could **win free gasoline** for a year!

[La Encuesta en Español](#)

Last Updated: Dec 04 2005, 06:58:32 pm

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- ConocoPhillips Pipe Line Company
- Operations
- Safety
 - > Important Information
 - > Informacion Importante
 - > One-Call Centers
 - > Good Neighbor Program
 - > Other Resources
 - > Survey - Win FREE Gasoline
 - > Encuesta - Ganar Gasolina Gratis
- Tariffs
- Doing Business With Us
- Contact Us

ConocoPhillips Pipe Line Company > Safety > Survey - Win FREE Gasoline

Pipeline Awareness and Safety Survey

Read the sweepstakes rules below, then click on the link at the bottom of this page to begin the survey.

CONOCOPHILLIPS PIPE LINE COMPANY'S "FREE GASOLINE FOR A YEAR" SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE OR TRANSACTION WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. HOW TO ENTER: ConocoPhillips Pipe Line Company's "Free Gasoline For a Year" Sweepstakes ("Sweepstakes") begins on August 1, 2005 and ends on November 30, 2005 ("Entry Period"). To enter, click on the link at the bottom of this page to fill out a survey on pipeline safety and to be automatically entered in the official sweepstakes. Or complete a printed survey that can be obtained by e-mailing a request to: cppl@conocophillips.com and return the completed survey to:

ConocoPhillips Pipe Line Company
 Attn: Public Awareness Program
 600 N. Dairy Ashford, TA 2000
 Houston, TX 77079



No mechanically reproduced entries of any kind allowed. Entry must be received by **November 30, 2005**. Only one entry per person/per household.

2. ALTERNATE ENTRY: To enter without an official entry form, hand print your name, complete address,

Survey Page

CPPL Pipeline Awareness and Safety Survey

1 How did you become aware of our Web site?

- Brochure
- Advertisement in newspaper or other publication
- Word of mouth
- Other, Please Specify

2 If you received our brochure, where did you receive it?

- Mailed to my home or workplace
- Meeting for emergency responders and public officials
- Meeting for excavators
- Did not receive a brochure
- Other, Please Specify

3 Please select the occupation category below that applies to you.

- Firefighter
- Law Enforcement
- Public Official
- School Official

Online Survey Results

- More than 7,700 responses received via online survey; 30+ responses on Spanish version
- Overall response: Stakeholders liked the brochure/web site; found information useful and easy to understand
- Baseline results will be compared with future survey results to measure progress or ID gaps







ConocoPhillips
Pipe Line Company




4. Were you aware that there are petroleum pipelines in your community before you received our brochure?		Number of Responses	Response Ratio
Yes		4190	60%
No		2786	40%
Total		6976	100%
VIEW 3850 Responses			

5. Had you heard of ConocoPhillips Pipe Line Company (CPPL) before you received our brochure or visited our Web site?		Number of Responses	Response Ratio
Yes		2941	42%
No		4041	58%
Total		6982	100%
VIEW 2524 Responses			

6. Do you know how to identify a possible petroleum pipeline leak?		Number of Responses	Response Ratio
Yes		4963	72%
No		1973	28%
Total		6936	100%

7. Do you know what actions to take if you suspect a petroleum pipeline leak?		Number of Responses	Response Ratio
Yes		5446	78%
No		1562	22%
Total		7008	100%

8. Are you familiar with your state's one-call center?		Number of Responses	Response Ratio
Yes		4263	61%
No		2730	39%
Total		6993	100%

9. Who would you call first before doing any digging?		Number of Responses	Response Ratio
State one-call center		4555	65%
Pipeline company		276	4%
9-1-1		383	5%
No one		42	1%
City or county offices		229	3%
Utility provider (water, gas, cable, phone)		1260	18%
VIEW Other, Please Specify		304	4%
Total		7049	100%

7. ¿Debe usted que acciones tomar si sospecha una fuga de una tubería?		Number of Responses	Response Ratio
SÍ		22	67%
NO		11	33%
Total		33	100%

8. ¿Está usted familiarizado con el centro de asistencia estatal (state one-call center)?		Number of Responses	Response Ratio
SÍ		9	27%
NO		24	73%
Total		33	100%

9. ¿A quién llamaría usted primero antes de hacer alguna excavación?		Number of Responses	Response Ratio
Centro de asistencia estatal (state one-call center)		15	45%
Compañía de tuberías		4	12%
9-1-1		7	21%
A nadie		0	0%
Oficinas de la ciudad o el condado		3	9%
Proveedor de servicios públicos (agua, gas, cable, teléfono)		2	6%
VIEW Otro, favor de especificar		2	6%
Total		33	100%

17. Please rate the presentation of the information in the brochure or Web site based on whether it was easy to read and understand.		Number of Responses	Response Ratio
Poor		2	0%
Fair		69	1%
Good		1654	24%
Excellent		4874	69%
Did not read		422	6%
Total		7021	100%

18. Tell us what you like or don't like about our brochure or Web site. (Please specify whether you are commenting on the brochure or Web site.)

[VIEW](#) 4359 Responses

19. Please rate the usefulness of the information in our brochure or Web site.		Number of Responses	Response Ratio
Not useful		16	0%
Somewhat useful		698	10%
Very useful		5881	85%
Did not read		363	5%
Total		6958	100%

The table below shows the results from comparing the following selected questions.

Were you aware that there are petroleum pipelines in your community before you received our brochure?:								
	Total	Please select the occupation category below that applies to you. :						
		Firefighter	Law Enforcement	Public Official	School Official	Excavation/Construction	Farmer	Other
Total	6976	75	148	242	245	435	502	5317
Yes	4190	61	93	180	129	308	421	2991
No	2786	14	55	62	116	127	81	2326

Had you heard of ConocoPhillips Pipe Line Company (CPPL) before you received our brochure or visited our Web site? :								
	Total	Please select the occupation category below that applies to you. :						
		Firefighter	Law Enforcement	Public Official	School Official	Excavation/Construction	Farmer	Other
Total	6982	76	151	245	246	434	494	5323
Yes	2941	45	70	122	102	234	293	2070
No	4041	31	81	123	144	200	201	3253

Do you know how to identify a possible petroleum pipeline leak? :								
	Total	Please select the occupation category below that applies to you. :						
		Firefighter	Law Enforcement	Public Official	School Official	Excavation/Construction	Farmer	Other
Total	6936	74	148	245	243	432	499	5283
Yes	4963	63	115	191	160	356	440	3629
No	1973	11	33	54	83	76	59	1654

Do you know what actions to take if you suspect a petroleum pipeline leak? :

	Total	Please select the occupation category below that applies to you. :						
		Firefighter	Law Enforcement	Public Official	School Official	Excavation/Construction	Farmer	Other
Total	7008	76	152	244	248	436	499	5341
Yes	5446	68	127	206	182	377	454	4023
No	1562	8	25	38	66	59	45	1318

Are you familiar with your state's one-call center? :

	Total	Please select the occupation category below that applies to you. :						
		Firefighter	Law Enforcement	Public Official	School Official	Excavation/Construction	Farmer	Other
Total	6993	75	151	245	246	432	495	5337
Yes	4263	60	107	173	135	359	376	3045
No	2730	15	44	72	111	73	119	2292

Who would you call first before doing any digging? :

	Total	Please select the occupation category below that applies to you. :						
		Firefighter	Law Enforcement	Public Official	School Official	Excavation/Construction	Farmer	Other
Total	7049	76	152	245	248	436	503	5376
State one-call center	4555	54	97	182	145	349	361	3358
Pipeline company	276	3	4	12	12	4	35	206
9-1-1	383	2	9	13	15	12	25	307
No one	42	1	2	2	1	1	2	33
City or county offices	229	0	3	4	12	4	12	194
Utility provider (water, gas, cable, phone)	1260	11	28	20	61	39	44	1054
Other, Please Specify	304	5	9	12	2	27	24	224

Tell us what you liked/didn't like

- There were a lot of things that I did not know prior to looking at your site. I was not sure exactly what to do if I suspected a gas leak, but now I do. I have bookmarked the page for future reference and so I give the link to family members.
- Another pipeline company had a map of the pipeline. I found it interesting.
- The brochure was useful... would like to know where the pipeline is actually located
- I read the brochure and I thought it was informative and simple to read. I also like that you provided pictures, which would also entice children to read about pipelines and they could even tell their parents about the possible dangers and what to watch out for, if the parents didn't read the brochure. It's also great that you provided information in Spanish.



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Tell us what you liked/didn't like

- I like the brochure because of the contrast of colors. I can spot the topics I want to read (pertains to me) and the characters are nice, too. My kids wanted to look at it after I was done!
- The warning sign on the front cover made me nervous enough to read the pamphlet. Otherwise I would have tossed.
- I did not know my state one call number before reading your brochure.
- Definitely seeing the "win free gasoline" ad made me pay more attention!
- Would be helpful to know what the emergency procedures are if there is an accident.



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What else would you like to see?

- More info about monitoring safety of pipelines (from terrorism etc) and maintenance efforts to prevent groundwater contamination
- How you are helping out in keeping our environment clean.
- How often does CPPL inspect pipelines?
- The location of pipelines by county or state.
- Localized maps showing approximate pipeline locations.
- A sticker or magnet with emergency information or the number for the one-call center
- How do you contribute to local charities or non-profits?
- Do you have any information that we could share with children to make them aware of these pipelines in our area. I think it would be useful to make a presentation at our 4-h meeting.
- You might put together a fun/informative presentation for schools.



ConocoPhillips
Pipe Line Company



Alliance Pipeline L.P. Delivering the Message to a Changing Audience

Ken Goulart
U.S.

Right-of-Way / Land Coordinator

December 8, 2005

Alliance Pipeline System



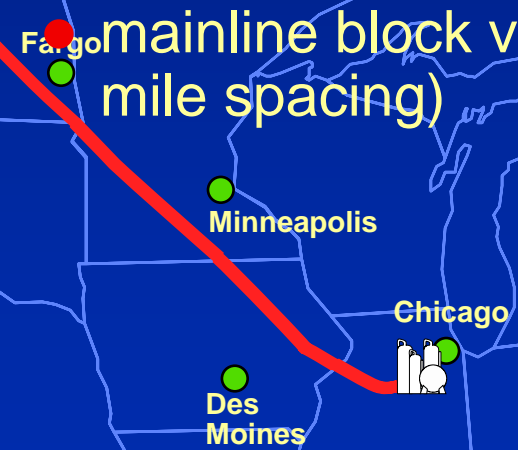
Canadian Portion

- 969 miles mainline (36"/42")
- 434 miles laterals (4"-24")
- 7 mainline compressor stations (120 mile spacing)
- mainline block valves (20 mile spacing)



US Portion

- 888 miles mainline (36")
- 7 mainline compressor stations (120 mile spacing)
- mainline block valves (20 mile spacing)



Presentation Overview

- The Challenge
- The Solution
- Tools for Success
- Staff for Success
- The Alliance Processes
- Conclusion

The Challenge

How to identify new landowners and structure occupants along the pipeline corridor in such a way that you can deliver supplemental messaging to them in a timely manner.

The Solution

Provide your staff with the tools and training to identify new or changing data in such a manner that the data is captured and acted upon in a timely manner

Tools for Success

- A Legal Entity Database
- A geospatial information system
- A Document Management system

All interfaced to provide the field with current information

Staff for Success

- Fulltime Right of Way Field Staff
- Fulltime Line locating Staff
- Fulltime Public Awareness Administrator
- Employee Training

The Alliance Processes

- Alliance Baseline Frequency for targeted distribution of printed material to landowners is twice a year.
- Alliance Baseline Frequency for targeted distribution of printed material to structure occupants is twice a year.
- Alliance's Integrity Management Plan mandates an annual aerial survey of the pipeline corridor to identify any new structures or potential areas of public gathering.

Conclusion

- New landowners and new occupants that have never heard of you nor know the whereabouts of your assets are a key audience for supplemental messaging
- With the right tools and the right staff, you can successfully deliver your message to them

General Affected Public
State of Texas
Collaborative Update



December 8, 2005

Summary



- **The State of Texas collaborative effort focuses solely on the safety education for the (General)/Affected Public addressed in API RP-1162**
- **The effort is voluntary and open to all pipeline operators (gas and hazardous liquids) and LP gas operators in the state**
- **The effort is to increase public safety communication, decrease damages caused by activities along our pipeline rights of way and enhance awareness of the general public knowing what to do in case of energy related releases/incidents**
- **The effort is fully supported by the Railroad Commission of Texas**

- **Increase public awareness across the entire state to the (general)/affected public**
- **Provide consistent industry safety messaging for this broad transient audience**
- **Reduce or eliminate duplicate efforts by the industry**
- **Develop standard performance metrics for evaluating effectiveness**
- **Develop a program where all pipeline and LP operators can reduce overall costs to the industry**
- **Be seen as an example for other states**

Organizational Structure



- **A state-wide steering committee made up of eight representatives from LP, Pipelines, LDC's and Municipalities has been formed.**
- **Steering committee members are directly responsible for directing and assisting the four sub-committees and communication with all participating operators and the state, others**
- **The state-wide effort will have indirect consultation from the Director of Safety at the Railroad Commission for the State of Texas (especially in our effort and final process for standard performance metrics measuring our efforts overall effectiveness)**

Objectives/Sub-Committees



- **Develop Consistent Safety Messaging for the General/Affected Public – Sub-Committee #1**
- **Select the best communication vehicles to reach the entire state effectively – Sub-Committee #2**
- **Develop fair and equitable cost sharing formulas or best practices – Sub-Committee #3**
- **Develop standard performance metrics for evaluating effectiveness – Sub-Committee #4**

Proposed Timeline

- **First Sub Committee Reports** due to the Steering Committee – *January 31, 2006*
- **2nd week of February** - the Steering Committee will hear reports from assigned steering committee leads for each sub-committee
- The two-way communications and work in progress will follow the same process through completion of project
- **Early May 2006** – Final results to be discussed by the steering committee and final decisions made on:
 - ✓ **Project Implementation Date(s)**
 - ✓ **Budget**
 - ✓ **Selection of Administrator**
 - ✓ **Other**
- **June 2006** – Communications of Texas plan to DOT/AGA/Others

For more information contact

1162@atmosenergy.com

or

Dan Alderson

806-798-4424

daniel.alderson@atmosenergy.com

Pipeline Association
for Public Awareness

www.pipelineawareness.org

Public Awareness

- **Collaborative Effort Would Be More Successful Than Individual Efforts**
- **How To Collaborate?**
 - **One Call Organizations?**
 - **Trade / Industry Organizations?**
 - **New Organization?**

Pipeline Association *for* Public Awareness

- **Non Profit Corporation (2004)**
- **501 (c) (4) - Educational**
- **Separate Organization / Identity**
- **National Outreach**
- **Specific Purpose - Threefold**

Purpose Statements

- 1. To provide an organization that the general public, governmental entities, and other organizations may contact to obtain educational information concerning pipeline safety and emergency preparedness.**

Purpose Statements

2.To provide its Pipeline Members with an organization through which they can communicate relevant pipeline safety information

Purpose Statements

3.To provide its Sustaining Members with an organization through which they can support educational programs relating to pipeline safety.

Board of Directors - 9

- **Six Category Directors
Representing Facility Types**
- **Three Special Directors**
- **Unlimited Advisory Directors**

2005 Member Programs

Excavator Direct Mail Program

Statewide coverage, 9 States - 200,000

Identified Site Registry

Web Based Mapping Application

Other Programs / Elements

- **Emergency Contact Directory**
- **Mutual Response Plans**
- **ROW Guidelines - Public Officials**
- **Messages for the General Public**

Benefits of Non Profit Corporation

- **Recognized Structure for Safety**
- **Facilitates Information Sharing**
- **Alternative Funding Mechanisms**
- **Promotes Message Consistency**
- **Establishes a Long Term Effort**

Additional Information

- **DPC Session at 1:00 pm Today**
- **CGA Conference March 14 in Phoenix
Coordinating Collaborative Efforts**
- **www.pipelineawareness.org for
Membership / Other Information**

Pipeline Association
for **Public Awareness**

Jeff Farrells
719-667-7740
jeffrey.farrells@elpaso.com

www.pipelineawareness.org

Regulatory Services Department

Jack Garrett

Director of Damage Prevention
Texas Excavation Safety System



Brief History

- 2003 Right-of-Way Mail Outs in Texas
- 2004 Enhanced Right-of-Way Mail Outs with Web Based Documentation

Brief History

- 2005 Expanded Right-of-Way Mail Outs to Kansas, Louisiana, Oklahoma, New Mexico
- 2005 Emergency Responder & Excavator Training with Web Based Documentation

One-Call's Role in Public Awareness

- One Call Centers are specifically mentioned over 75 times in RP 1162
- Using Existing Relationships
 - Excavators
 - The Public
 - Municipalities
 - Other Utilities

One-Call's Role in Public Awareness

- Trade Shows, Farm Expos and Home & Garden Shows
- TV & Radio Advertising (PSA)
- Magazine Advertising
- Newspaper and Newsletter Articles
- Organization Memberships

One-Call's Role in Public Awareness

- Actions Meet RP 1162 Suggested Supplemental Activities
- One Call Center Produce Data
 - Natural Progression is to Integrate this Data for Analysis and Measurement

One-Call's Role in Public Awareness

- Produce Useful Documentation for Public Awareness Activities
 - Sorted by Stakeholder Group
 - Sorted by Geography

Collaborative Programs

- Combined ROW Mail Outs
- Emergency Responder Training
- Excavator Education

ROW Mail Out Cost Savings

- Cost Sharing of Postage
- Cost Sharing for Production (Higher Quantity)
- Cost Sharing Per Piece (Shared Right of Way)
- Increased Participation will Increase Savings

Other Benefits

- Consistent Message
- Know your Standing in the Industry
- Use Other Companies as a Gauge
- Retain Ability to Customize your Program
- Over 14 Year History of Usage

Emergency Official Training

- Pipeline Emergencies (NASFM)
- Developed for DOT
- Material for 16-24 Hours
- Flexible
 - 75 Meetings Statewide
 - Will Not Expand This Program Beyond Texas

Collaborative Programs

- Universities Resources
- Bilingual & Other Language Issues
- Companies Outside The Collaborative Provide A Valuable Role
- Who Better Than A One Call Center To Work With Excavators?

Collaborative Programs

- Analysis Tools
- Audit Assistance
- Comparison of One Call Data
 - *Damages, Call Volume*
- Advertising
 - *Circulation & Demographic Information*

Plan For The Analysis

- Prepare the Plan
- Unique Id
- Track the Results
- Make Adjustments

Analysis Tools

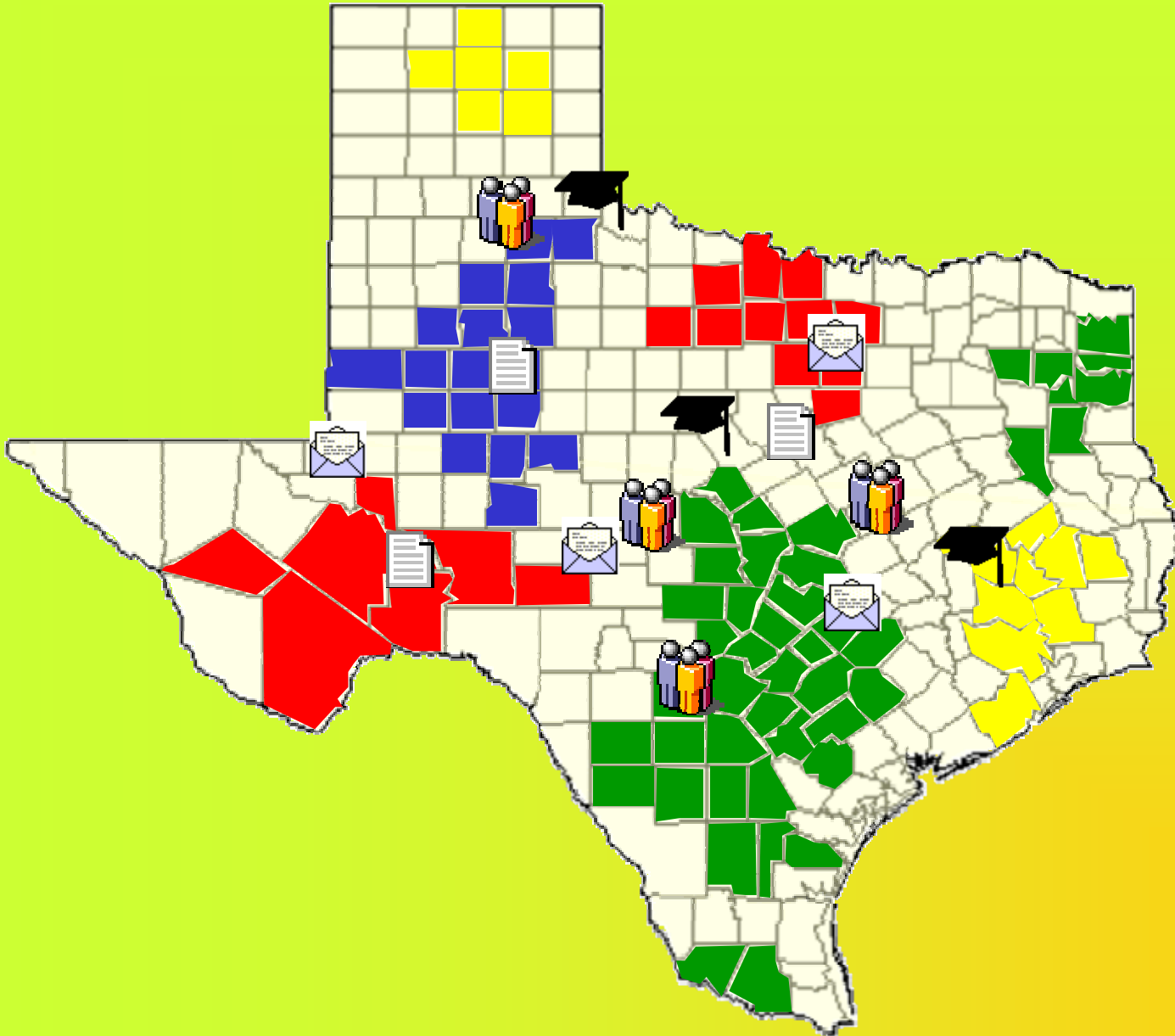
- Reader Reply Cards
- Telephone Surveys
- Written Surveys
 - *(Trade Shows, Public Events)*
- Combined Web Surveys

Analysis Tools

- County by County Comparisons
- Line to Line Comparisons
- Year over Year
- Total Population Reached

Path Forward

- 2006 Expand ROW Mail Outs to 15-30 States
- 2006 Launch Online Tool to Make Advertising Data Available to the General Public



Map Legend

- TV
- Radio
- Print
- TV/Radio/Print
- Events
- Training
- Direct Mail
- Survey

Path Forward

- 2006 Launch Web Surveys Through OCSI and Pipeline Company Websites
- 2007 Conduct Baseline Survey

Path Forward

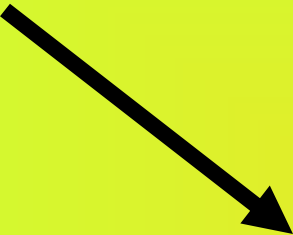
ROW
Mail Out

Pipeline
Company
Website

Web
Survey

Trade
Shows

One Call
Website



Path Forward

- 2008 Complete Analysis
- 2008 Share Analysis Results and Make Adjustments
- 2009 Be Confidently Complaint

Success Story

- Hurricane Rita Radio Ads
 - 3,000,000 People Reached
 - 9073 Ads
 - \$54,868 Free Ads
 - “The Right Thing To Do”

One Call Centers By Their Very Nature Are Collaborative Efforts

Questions

Contact information:

jackgarrett@digtess.org





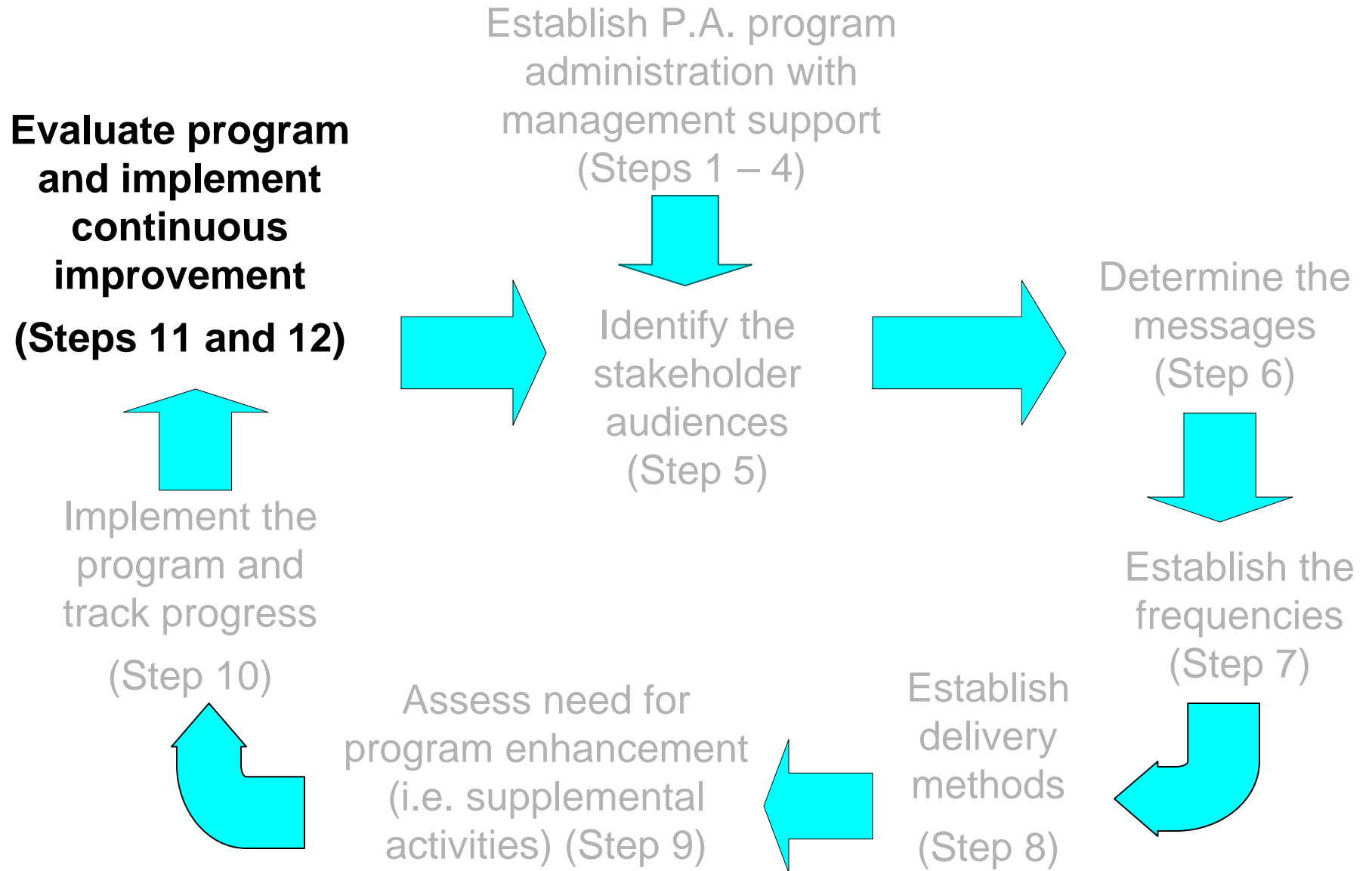
Measuring Effectiveness: Collaborative Survey Project

For the liquid and gas transmission
pipeline industry

Denise Hamsher, Enbridge Energy
OPS Public Awareness Workshop
December 8, 2005



Public Awareness Program Process Guide





Evaluation Objectives

- Evaluate implementation
 - Self-assessment
 - Get feedback from others on materials
 - Internal audits — Are you doing what you said you would do?
- Evaluate effectiveness of public awareness program
 - Are your messages and means of delivery sufficiently effective?

Collaboration

- API, AOPL and INGAA working group-tested collaborative concept
- Goal:
 - Develop a collaborative process to help transmission pipeline operators meet some of their program evaluation objectives (Section 8 of RP1162)
 - Feasibility of a transmission trade association-sponsored public awareness survey program





Pilot Survey - Overview

- Developed and tested methodology
- Was not intended to establish a national or operator baseline or benchmark
- Participants in pilot project
 - Tier 1 (Aggregate results only) = 18
 - Tier 2 (Operator-specific results) = 11
- Timeline:
 - Designed: January–May 2005
 - Conducted: May–June 2005
 - Analysis and reporting: July–August 2005

Regions and Audiences Surveyed

Audiences

1. Affected public

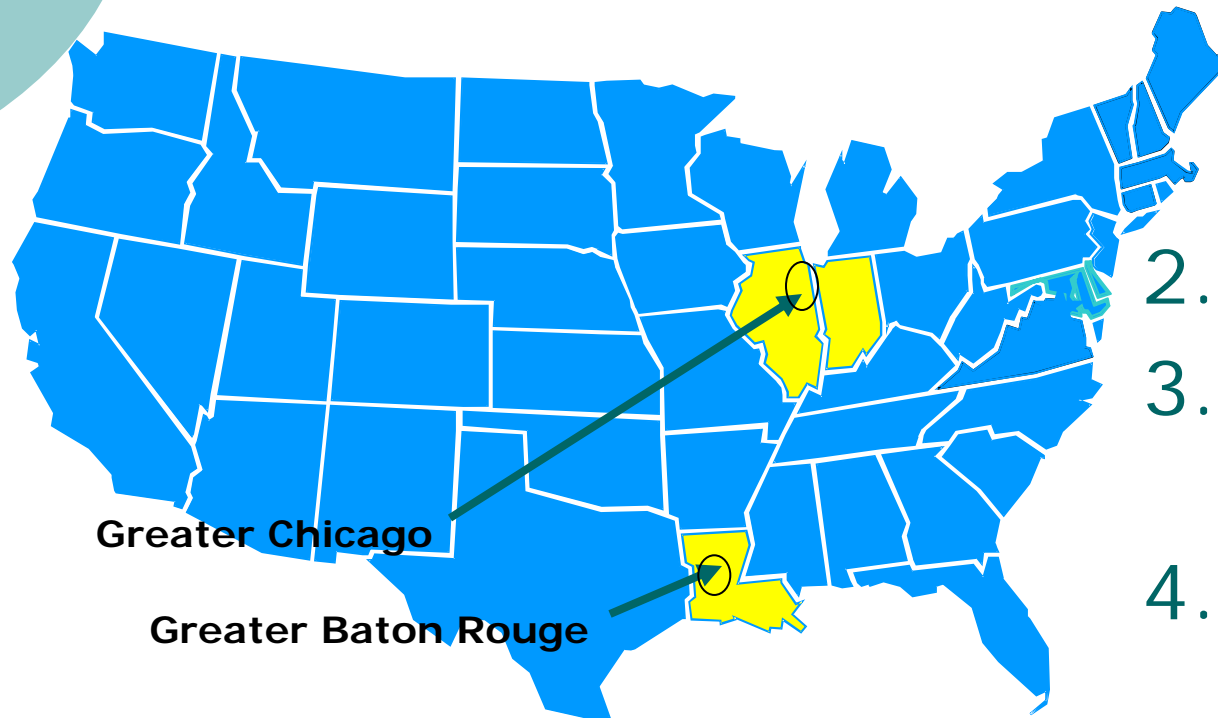
○ Residents

○ Businesses

2. Public officials

3. Emergency responders

4. Excavators

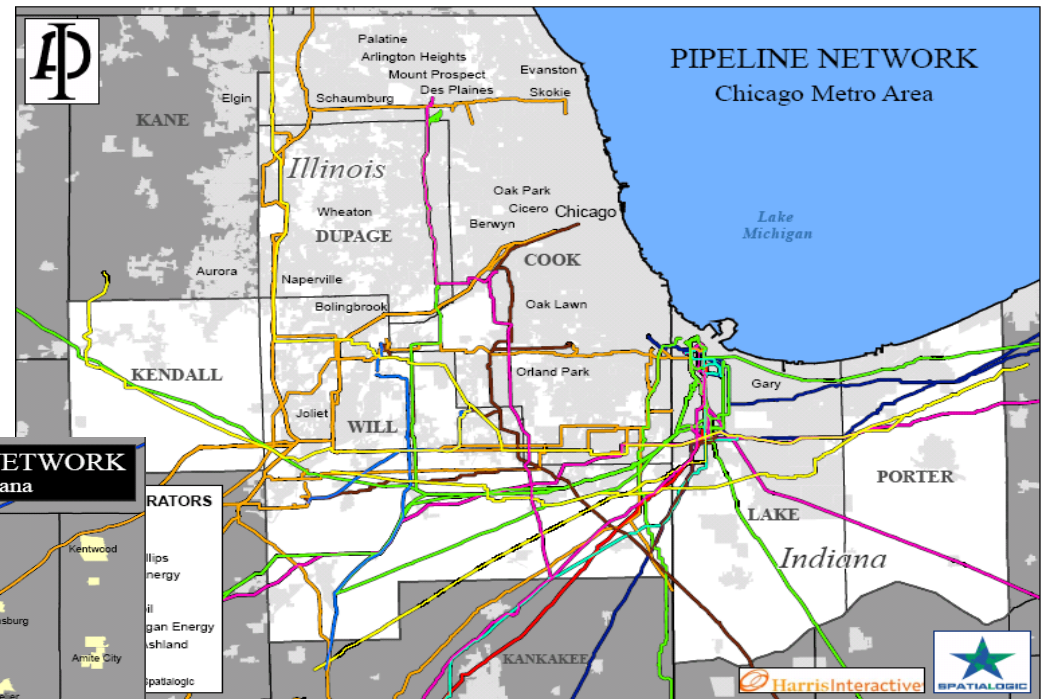
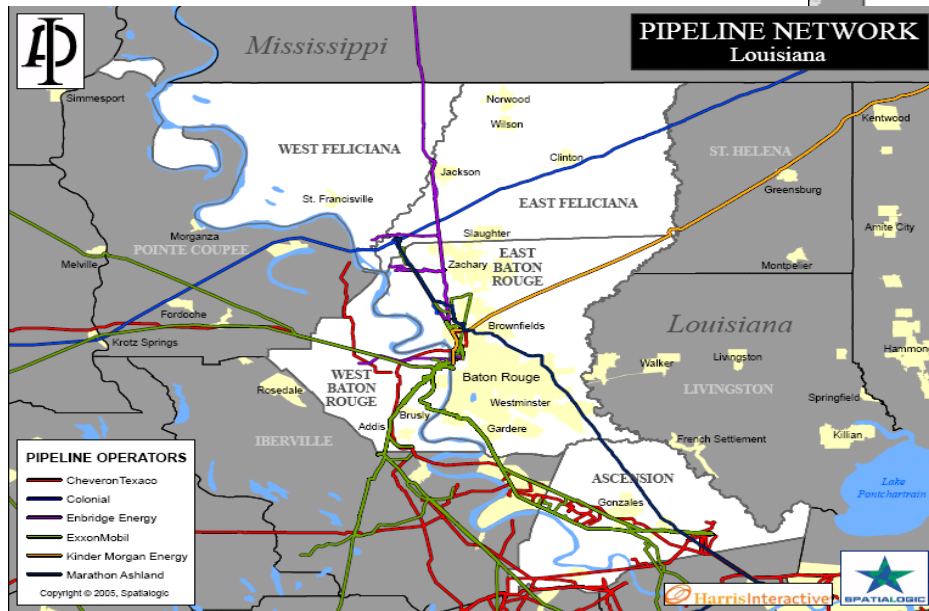


Greater Chicago

Greater Baton Rouge

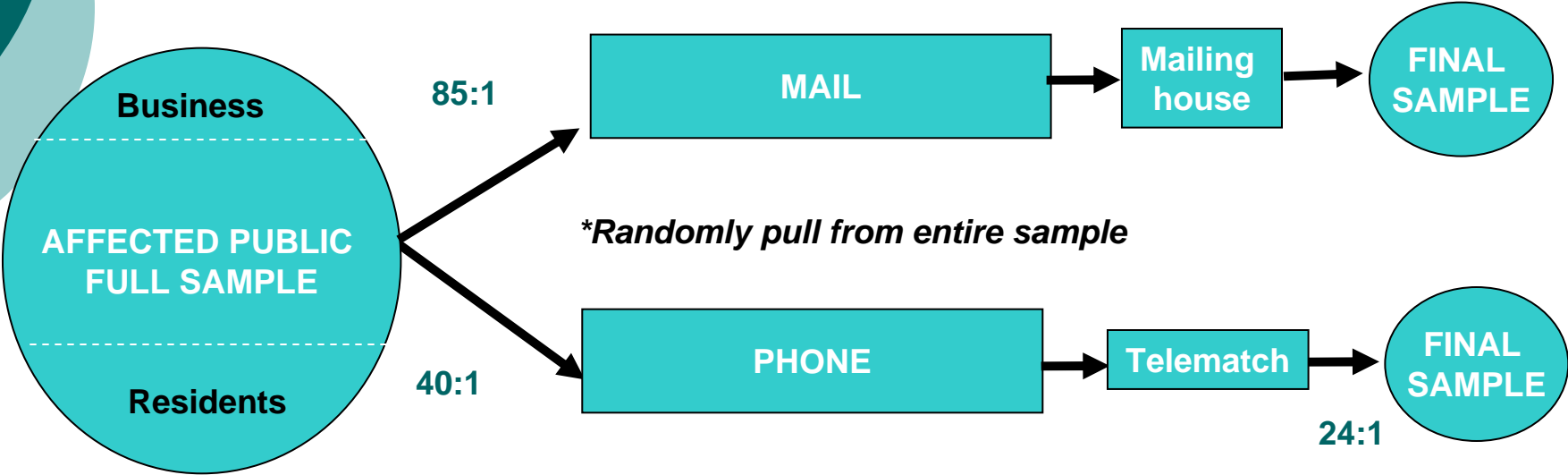
Pipeline Network of Participants

Included urban, suburban and rural environments



Natural gas and liquids pipelines

Sampling Process





Questions: Affected Public










- Interviewed resident responsible for safety information
- Awareness of transportation lines in neighborhood
- Level of awareness of pipelines in their neighborhood
- Recall of receiving pipeline information
- Frequency of pipeline company contact
- Recall and preferred methods of receiving information



Questions: Affected Public cont'd.

- Past history of trying to obtain pipeline information
- Recommendations for improvements
- Awareness of what to do if:
 - digging on property
 - pipeline leaks
 - suspicious activities
- Familiarity of the one-call system

Comparing Interview Mode

	MAIL	PHONE
Cost		
Timing		
Sample availability		
Responses		
Response rates		
Range of response categories		
Awareness		
Control		
Quotas		
Response order		



Pilot Survey - Summary Results

- Met the intended goals
- Provided learnings on both process and methodology
- Strong support for long-term collaborative survey program



Pilot Survey - Key Findings: Affected Public

- Six out of 10 respondents are aware of transportation pipelines in their area.
 - Even split between those who feel informed and those who do not feel they are informed about pipelines.
- Seven out of 10 respondents do not recall receiving any information from pipeline companies regarding pipeline safety.
 - Less than one in 10 have actually tried to obtain information on pipelines themselves.
- Overwhelmingly, written material such as brochures, fliers and handouts are the preferred method of communication.

Pilot Survey - Key Findings: Other Audiences

- Only 50-60 percent of this group knows that pipelines operate in their communities.
 - Excavators have the highest recognition.
- Public officials say:
 - They are the least informed about pipelines.
 - They do not recall receiving information.
 - Pipeline companies are doing poor job.



Pilot Survey - Key Findings: Other Audiences

- Emergency officials and excavators:
 - Feel very well informed.
 - Emergency officials are twice as likely as public officials to say they have received pipeline information.
 - Say companies are doing a good job of informing them.
- More than 8 in 10 say they have not tried to get any information on pipelines in the last year.





Long-term Survey Program Goals

- Provide option for evaluation requirement
- Through collaboration, develop robust “nationwide sampling” survey
- Gain acceptance and support from OPS
- Benefits to industry and OPS:
 - Long-term survey program
 - Improved consistency and uniformity
 - Collaboration/alignment between gas and liquid industry (with pipelines often in parallel ROWs)
 - Improved compliance expectations/inspectability
 - Greater acceptance from OPS
 - Lower program administration costs and effort than developing own survey program



Path Forward

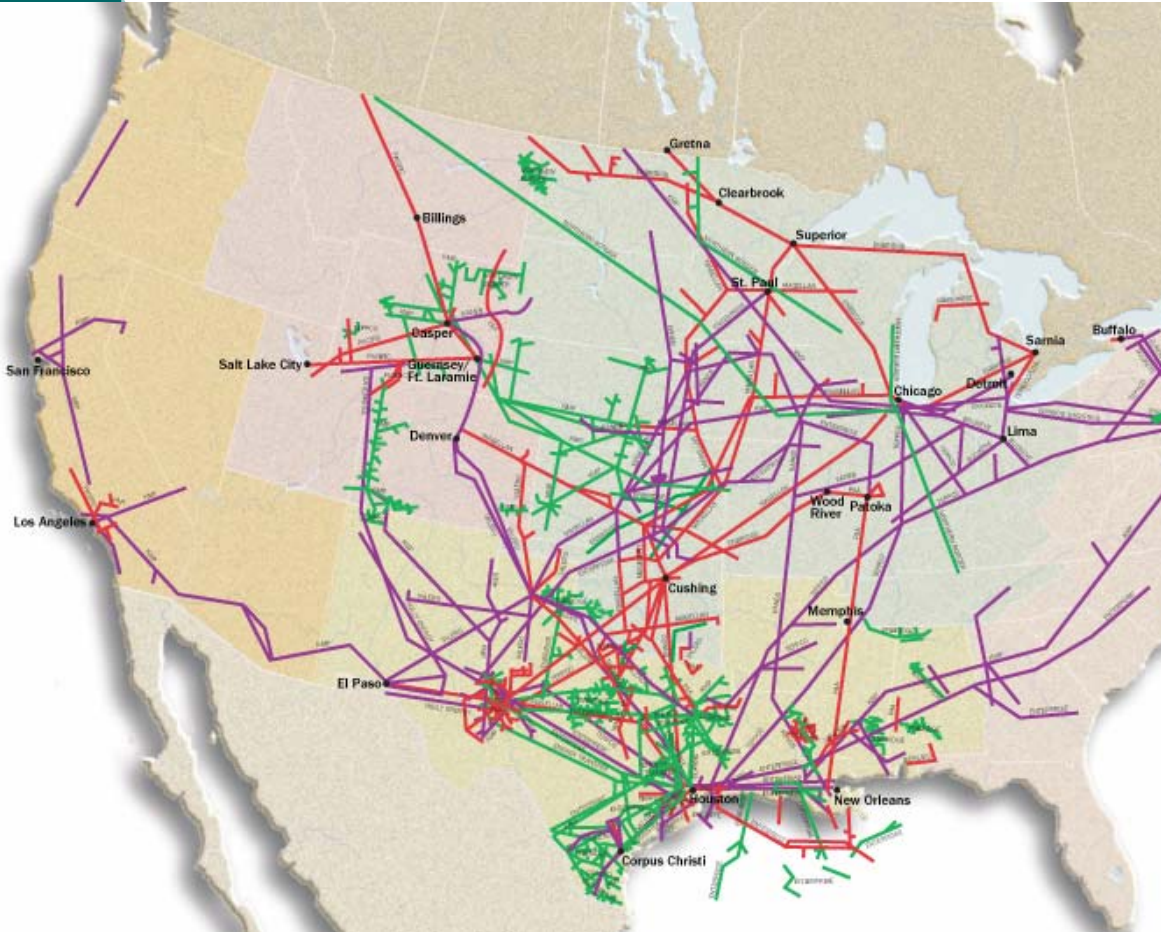
- Established steering committee
 - API/AOPL/INGAA members
- Dependent on acceptance by PHMSA that this approach will meet the compliance requirements of Section 8 Program Evaluation
 - **Before** operators are willing to invest in long-term collaborative program
- Participation by enough operators
 - Operators may choose their own survey process or participate in a collaborative effort **plus** occasional evaluation on their own such as bounce-back cards, etc.



Path Forward - continued

- Survey program:
 - All four stakeholder audiences
 - Mode and design of survey
 - Process
 - Operator-specific results will be obtained
 - Administration
 - Vendor and API facilitation
- Participation and funding:
 - Broad industry participation
 - Funding
 - Operator and aggregate results

Conceptual Survey Method



Each year, a portion of the nation's transmission systems included in survey:

- Year 1: Red
- Year 2: Green
- Year 3: Purple
- Year 4...etc

... Depending on which Operators participate



Closing

- We need YOU to participate in the survey program to make it truly successful.
- There is value for operators to participate in a collaborative survey program.
 - Growing base of national aggregate results
 - Statistically significant results applicable to Operator's own system
 - Efficient for each individual Operator
 - Sophisticated design/valuable learnings
 - Operators participate as desired
 - Every four years baseline compliance
- Steering Committee is finalizing approach by early 2006

OPS Public Awareness Programs Workshop December 8, 2005 – Houston, TX

Topic:

Measuring Program Effectiveness in
Public Awareness Programs using
Business Reply Cards (BRCs)

Presenter:

J. Scrivner

Texas Gas Transmission, LLC (TXGT)



Measuring Effectiveness with BRCs

- What are we trying to accomplish?
 - Meet the requirements of Section 8 of API RP1162.
 - Section 8 states that the primary purposes of program evaluation are:
 - To assess whether the program is effective in achieving the objectives of Section 2.1 – awareness, prevention, and response.
 - To provide information to the operator on how to improve the program effectiveness.



Measuring Effectiveness with BRCs

- So, how do we measure effectiveness?
Section 8.4 of RP1162 gives guidance.
 - Measure the percentage of each audience that understood and retained the information in the awareness message.
 - Measure if the audience is actually applying preventative behaviors as learned in the message.
 - And finally, measure the bottom line results, i.e. track third-party damage incidents and the public perception of the safety of pipelines.





• Public utilities companies
 • Public officials and retain
 information on preventing
 message
 behaviors, and
 perception of company

- * Have you ever received information before relating to pipeline safety? Y N
- * Did you already know you live, work, or attend activities near a gas transmission pipeline? Y N
- * Have you ever called a pipeline company, 911 or authorities to report suspicious activity near a pipeline? Y N
- * Have you ever called your state One-Call center? Y N
- * Does Texas Gas do a good job informing people about pipeline safety? Y N

- * If you suspect a natural gas leak, you should:
 - A. Leave the area on foot
 - B. Attempt to locate the leak
 - C. Get in your car and drive away
 - D. Attempt to operate the nearest gas valve
- * Which of the following signs may indicate a pipeline gas leak:
 - A. A hissing sound
 - B. Dust or water blowing around a pipeline
 - C. Discolored vegetation near the pipeline
 - D. All of the above
- * You should notify Texas Gas if:
 - A. You see suspicious activity near the pipeline
 - B. You suspect a leak
 - C. To report unauthorized encroachments on our right-of-way
 - D. All of the above

* What things, if any, would you like to see Texas Gas do in the future to be a better neighbor? _____

Please check the one box that best applies to you:

General Public Public Official Contractor/Excavator

Emergency Responder

Por favor visite nuestra página web para completar la encuesta con versión en español.

Texas Gas Transmission would like to hear from you. Please complete this postage-paid survey questionnaire card and drop in the mail today to be entered into a drawing for \$100. Each local Texas Gas office will be giving away \$100 in cash to one randomly drawn entry. All entries must be received by December 31, 2004 to be considered for the drawing and only one entry allowed per household.

Name _____ Address _____

City, State, Zip _____

Phone _____ Email _____

Measuring Effectiveness with BRCs

- So, how well did it work?
- In November 2004, TXGT mailed out 248,000+ public awareness packages that each contained a postage-paid BRC card to all of the four RP1162 stakeholder audiences.
- TXGT decided to offer \$100 cash to one randomly drawn BRC out of each of its pipeline operating districts and one from the web site entries.
- At the end of March 2005, the vendor had received around 18,000 BRCs back in the mail.



Measuring Effectiveness with BRCs

- Here's the data breakdown from the returned BRCs:
 - Overall return percentage was approximately 7.2% when the analysis was started. They continued to trickle in.
 - Of the returned BRC's, 84% were identified as Affected Public, 9% as Excavators, 4% as Emergency Responders, and 3% as Public Officials.
 - 66% claimed that they have never received pipeline safety information, but 75% stated that they knew that they live, work, or attend activities near a pipeline.
 - 6% stated that they had previously reported suspicious activity near a pipeline.
 - 84% had never contacted a One-Call center.
 - 94% recognized the typical signs of a natural gas leak.
 - 86% knew how to respond if they suspected a natural gas leak.
 - 94% recognized safety scenarios in which they should contact a pipeline company about.
 - And finally, 36% supplied written comments on the BRC.



Measuring Effectiveness with BRCs

- Typical BRC return rates can be 1-2% with no incentives and 2-9% with incentives.
- What can be done to affect the BRC response percentages?
 - Give the responder space to voice their concerns.
 - Make the questions simple.
 - Tailor the BRC to each audience and make them easy to return.
 - And most of all, offer an incentive. A local incentive will likely increase the response rates as most will perceive greater chances in winning the incentive.



Measuring Effectiveness with BRCs

- Finally, what can be done with the data from the BRCs?
 - Track response percentages to document that the messages are reaching their intended audiences.
 - Analyze the responses to the questions to determine parts of the message and/or program that need to be strengthened.
 - Our amount of BRC responses was significant enough to perform demographic analysis to better tune the program. For example, look at the audiences and associated locations that had lower return percentages to determine how to modify the program to better reach those groups.
 - Track third-party damage events and determine if the program is being effective in reducing events.
- Anything else come from using the BRCs?
 - TXGT captured the moment of giving away some of the \$100 prizes and submitted to local newspapers for additional coverage of the safety messages. As laws vary by region, please seek legal advice before executing this type of giveaway.



Measuring Effectiveness with BRCs

CONNECT



Texas Gas Awards Neighbors \$100

A chance to win some money and learn about pipeline safety paid off for Steve Moeller of Lebanon, Ohio.

Moeller recently received a \$100 bill from Dillsboro District Manager David Hasler, who thanked him for responding to a mailing about pipeline safety.



We have a winner...Steve Moeller won the \$100 drawin, for the Dillsboro district



Measuring Effectiveness with BRCs

QUESTIONS?

Contact Info:

J. Scrivner

Team Lead, Pipeline Safety & Integrity

Texas Gas Transmission, LLC.

270-688-6376

j.c.scrivner@txgt.com

<http://www.txgt.com>





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**Pipeline and
Hazardous Materials
Safety Administration**

Clearinghouse Review of Pipeline Operator Public Awareness Programs

December 8, 2005
Houston, Texas



U.S. Department
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**Pipeline and
Hazardous Materials
Safety Administration**

Clearinghouse History

- Pipeline Safety and Improvement Act of 2002:
 - required pipeline operators to make changes to address statutory issues and submit completed pipeline public awareness programs
 - authorized DOT to issue standards to govern the adequacy of these pipeline public awareness programs
 - requires DOT/State partners to review these pipeline operator public awareness programs (> 2,200), for completeness and adequacy
- In 2005, Congress directed DOT to create a Clearinghouse for the initial review of these programs



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PHMSA's Suggested Path Forward

- Clearinghouse to be established by PHMSA
- Draft review criteria for programs to be jointly established and adopted by OPS & NAPSR
 - Addressing completeness and minimal adequacy
- Gather plan data and report back to industry
- Continue collaboration with industry to foster continuous improvement in programs
- Implement enforcement, where warranted, by jurisdictional authority



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Establishing the Clearinghouse

- PHMSA will seek to establish the Clearinghouse by Spring 2006
- Program review begins July 2006
 - Considering with NAPSIR options for submission
 - *Strong preference for electronic submission*
 - *Possibility of phased submission*
- Review by the Clearinghouse concurrent with implementation of program by operator



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Program Review Criteria

- Current draft was jointly established by an OPS & NAPSAR workgroup in 2004 – not officially endorsed yet
- Verify completeness of programs
 - E.g., inclusion of all 12 Steps from RP 1162
- Verify minimal adequacy of programs
 - All stakeholder audiences identified ?
 - Supplemental enhancements considered ?
 - etc...



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Gather Data

- Results for selected review criteria could be fed into database to quantify effort – e.g.:
 - Number of languages
 - Number of stakeholders
 - Challenge/issue areas for programs
 - Program evaluation approaches and successes
- Identify good practices and share aggregate results with industry



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Foster Improvements

- Not measuring program effectiveness results (due in 2010, §8.4)
- Are measuring program implementation (due annually, §8.3)
- Clearinghouse review can provide additional input to operators while measuring implementation



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Enforcement Actions

- The Clearinghouse may communicate with the operator, but it will have no enforcement authority
- OPS and NAPSRS retain enforcement authority for their jurisdictional operators
- **Foster Improvements**



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American Petroleum Institute (API) & Association of Oil Pipelines (AOPL) Request for Clarification, 6-15-2005

- Seeks details for submitting programs
- Recommends broadening inspection authority of Clearinghouse
- Urges PHMSA to work closely with NAPSIR to encourage a fair and consistent evaluation
- Requests opportunity for an operator to meet with Clearinghouse during review of its program



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Details for Submitting Programs

- Details will be provided through an OPS Advisory Bulletin
- Electronic submission will be encouraged
- Clearinghouse work not scheduled to begin until June 2006
- States may elect to act independently



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Authority of Clearinghouse

- Clearinghouse will be established for initial review – jury is out on subsequent periodic reviews called for by statute
- Congressional Appropriation was for an “initial effort...”
- PHMSA will discuss options with NAPSRS and consult with the industry and Congress



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Fair and Consistent Evaluation

- PHMSA has been, and will continue to, work with NAPSAR to implement a fair and consistent evaluation of public awareness programs



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Opportunity for an Operator to Meet with Clearinghouse

- 2,200 meetings would distract the Clearinghouse from its review function
- PHMSA will consider incorporating a smaller number of large group feedback meetings periodically during the Clearinghouse review



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**Pipeline and
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Safety Administration**

Public Awareness Programs for Pipeline Operators

Frequently Asked Questions

PHMSA Workshop

December 8, 2005

Houston, TX

Presented by Blaine Keener

OPS Community Assistance & Technical Services Coordinator



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Gas Integrity Management Communications and RP 1162

- 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



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Public Awareness Budget

- Must the Management “Statement of Support” include the budget for the program?
- No
- General commitment to provide funding and resources



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Affected Public Stakeholder Audience

- If the TO is participating in a mass media campaign, can the TO omit direct mailings to residents along the ROW ?
- Maybe - TO Affected Public Messages beyond LDC messages:
 - Pipeline marker education (§4.6.1)
 - Availability of operator list through NPMS



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Places of Congregation

- How can a TO raise the awareness of people who congregate ?
 - Schools, Businesses, Places of Worship, Hospitals, Prisons, Parks & Playgrounds
- Mass Media Campaign
- Partner with congregation site – submit awareness information for newsletters



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Non-English Speaking Populations

- How do operators determine percentage of non-English speaking populations?
- What percentage is significant?
- This requirement has been in 192.616 and 195.440 for many years – keep doing what you've been doing.



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Evaluating Program Effectiveness

- Appendix E provides list of questions
- Mail Surveys – pros and cons
- Phone Surveys – pros and cons



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Implementation of Program

- Public Awareness Programs have been in place for many years
- RP 1162 Programs must be completed by June 20, 2006
- Advisory Bulletin will be issued to establish June 20, 2007 as the date for completing the initial distribution of communications under the RP 1162 Program



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A Home for FAQs

- Posted to Public Awareness Web Page within 4 to 5 business days
 - ops.dot.gov (no www)
 - Stakeholder Communications (left hand side)
 - Public Awareness (left hand side)
- [http://primis.phmsa.dot.gov/comm/Public Education.htm](http://primis.phmsa.dot.gov/comm/PublicEducation.htm)



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**Pipeline and
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Safety Administration**

Thanks for Participating

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

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