

Welcome

Workshop on Public Awareness Programs
for Pipeline Operators

Day 1, Session 1

Co-Sponsors



Introduction and Welcome

Public Awareness Program Workshop

Jeff Wiese
U. S. DOT, RSPA,
Office of Pipeline
Safety

Denise Hamsher
Enbridge

Trade Association Representatives

- **AGA** - Phil Bennett
- Daphne Magnuson
- **APGA** - Bob Cave
- **API** - Marty Matheson
- Louise Scott
- **AOPL** - Ben Cooper
- Raymond Paul
- **INGAA** - Terry Boss

OPS and NAPSR Representatives

- **OPS**

- Jeff Wiese – OPS
- Janice Morgan – OPS
- Herb Wilhite – Cycla contract
- Phil Schaenman – Tridata contract

- **NAPSR**

- Eddie B. Smith, Kentucky Public Service Commission

RP 1162 Task Force Members

***Lori Komatar**

***Tony Franchina**

***Gary Panebianco**

***Denise Hamsher**

Jack Adams

Richard Allen

Molly Atkins

(replacing Susan Waller, Leticia Bailey, Delbert Fore)

Michael Bellman

Ron Embry

Jerry Engelhardt

Kathleen Hearn

Dwayne Teschendorf

Williams (replaced John Pepper/Duke)

Shell

Niagara Mohawk, a National Grid Co.

Enbridge

Gulf South Pipelines

Explorer Pipeline

El Paso Pipeline Group

Yankee Gas

Exxon-Mobil

Kinder Morgan

Keyspan Energy

Duke (replaced John Pepper)

***Taskforce Co-Leaders**

Observers & Resources

- **OPS**
 - Jeff Wiese and Herb Wilhite (Cycla)
- **NAPSR**
 - Eddie B. Smith – Kentucky PSC
 - Alternate: Mary McDaniel – Texas Railroad Commission
- **API Staff**
 - Louise Scott, Andrea Johnson, and Susan Waller (contract Energy Outreach)
- **Many others who monitored**

Objectives of Workshop

- Understand RP 1162
 - Background and drivers
 - Components
 - Examples from other companies
 - Next Steps
- Respond to NTSB recommendations
- Guide industry in complying with Pipeline Safety Improvement Act of 2002

Refreshments
Courtesy of
Vendors and Organizations
Exhibiting Outside Meeting
Room

Meeting Guidelines

- Safety moment
- Remember to turn cell phones off and pagers to 'off' or 'vibrate'
- Meeting is web-cast
- Agenda distributed at registration
- Presentations posted on OPS website following meeting
- Questions
 - **Use microphones**
 - **Web-cast viewers**
- Box lunches
- Request workshop evaluations

Why pay attention to RP 1162

- OPS Commitment To Improve Operators' Public Education Programs
- Pipeline Safety Improvement Act (PSIA) Of 2002
- OPS's Intent To Incorporate RP 1162 Guidance By Reference Into Pipeline Safety Regulations
- Bottom Line Is To Ensure Operators Can Develop Effective Public Awareness Programs In A Deliberate And Business-like Manner.

Why was RP 1162 Developed?

- OPS and industry recognized need for guidelines and importance of raising awareness
- Replaces RP 1123 published in 1990 by API for liquid petroleum pipelines
- Pipeline Safety Improvement Act of 2002 contains public communication provisions
- NTSB recommended public education improvements
- Integrity Management Rules prompt need for supplemental public awareness effort

The Process

- Pipeline Leadership Support:
 - AGA, APGA, AOPL, API and INGAA
 - API publishing organization
- Established taskforce
 - Co-chaired and representatives of each sector
 - OPS and NAPSR Observers
- ANSI consensus standard process
- Determined scope and guiding principles
- Addressed comments in two reviews
 - Preliminary draft
 - Ballot draft

Actively Sought Input

- Posted on API website
- Interested Persons Input
 - Email updates
 - Meeting with key stakeholders
- Presented at numerous conferences
- Conducted 3 focus group surveys of public and emergency officials
- Applied findings from survey of public

Structure of RP

- Sections
 - Introduction, scope, objectives, glossary
 - Quick reference tables
 - Defining audience
 - Messages
 - Delivery Frequency
 - Means of Delivery
 - Baseline and Supplementary Elements
 - Documentation
 - Evaluation
- Appendices are optional more detailed guidance and examples

Overview of RP1162

Public Awareness Program Workshop

Tony Franchina
Shell Pipeline Company

Overview of RP1162

Applicability:

- Hazardous Liquid Pipelines
(Intrastate and Interstate)
- Natural Gas Transmission Pipelines
(Intrastate and Interstate)
- Local Distribution (LDC) Pipelines
- Gathering Pipelines

Overview of RP1162

Principles:

- Pipeline Operator Public Awareness Responsibility
- Promote stronger, more consistent, and more effective public awareness programs
- Written in language allowing enforcement to a core set of requirements

Overview of RP1162

RP Objectives:

- Provide a framework (management system) for public awareness program development, implementation, and administration.
- Provide recommended baseline program and guidance and considerations for determining supplemental activities
- Provide guidance for program performance evaluation and continuous improvement

Overview of RP1162

Public Awareness Program Objectives:

1. Public Awareness of Pipelines
2. Prevention and Response

Communication of Relevant Information:

- Pipeline Safety
- Damage Prevention
- Emergency Response Liaison
- Emergency Contacts
- General Pipeline Awareness

Overview of RP1162

Benefits to the Operator:

- Enhanced public safety
- Decreased third party damage
- Improved performance
- Enhanced emergency response coordination
- Improved relationships with affected public
- Less resistance to pipeline activities
- Preservation of ROW from encroachments
- Improved pipeline operator's reputation

Overview of RP1162

Scope:

RP1162 Focuses On:

- Public awareness along existing pipeline routes
- Transmission, local distribution and gathering pipelines
- Framework for integrity management overview communications

Overview of RP1162

Scope:

RP1162 Does Not Focus On:

- Communication of operator specific data
- Public consultation for new pipeline construction
- Data reporting to or operator history with OPS and data availability by OPS
- Communication following incident response

Overview of RP1162

Key Stakeholder Audiences:

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

Public Awareness Program Process Guide

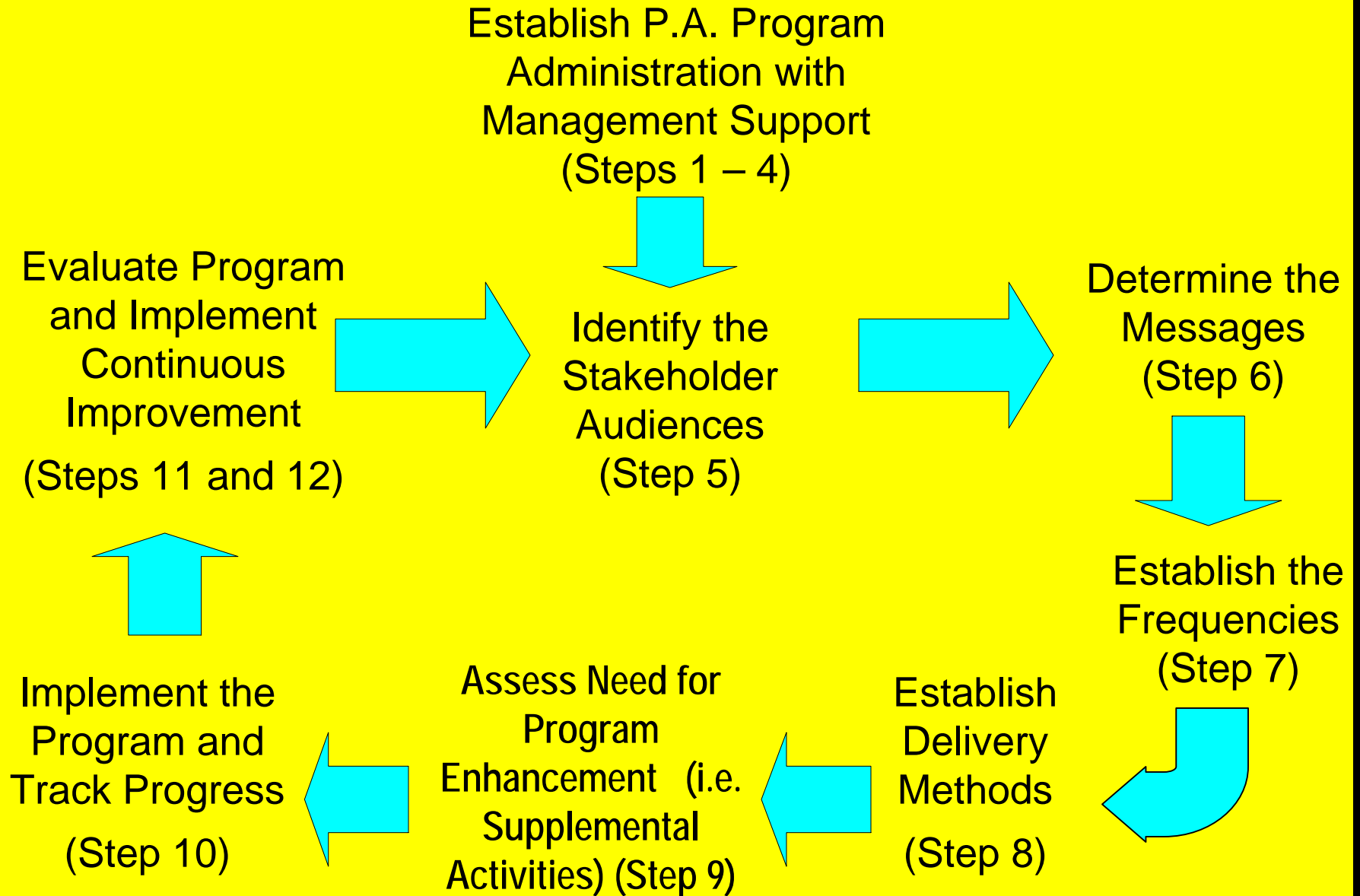


Figure 2-1

Public Awareness Program Administration

Steps 1 – 4

Public Awareness Program Workshop

Gary Panebianco
Niagara Mohawk –
A National Grid Company

Public Awareness Program Administration

First step of developing and implementing formal and effective Pipeline Public Awareness Program is defining program objectives.

- Give all key stakeholders essential pipeline awareness information.

Stakeholders include:

- Affected public
- Local public officials
- Emergency officials
- Excavators

Public Awareness Program Administration

Pipeline awareness basic information includes:

- Pipelines in the stakeholders' surrounding environment and obtaining more detailed information
- Pipeline's past safe role transporting energy
- Operators prudent measures to prevent accidents
- Operator's plan for management of accidents if they occur
- Stakeholders can play an important role preventing and responding to accidents

Public Awareness Program Administration

- Educate stakeholders on prevention and response actions to pipeline accidents.
 - Call operators on possible leaks or unauthorized excavations
 - Educating response agencies on operator's emergency response plans
 - Request facility locations before digging
 - One-Call requirements in their area
 - How community land uses may affect pipeline safety
 - Individuals creating encroachments
 - Hazards associated with unintended releases
 - An overview of the operator's prevention and response plan
 - How to contact the operator for additional information or to provide further comments

Public Awareness Program Administration

- Meet compliance requirements:
 - Public Education (49 CFR Parts 192.616 and 195.440)
 - Emergency Responder Liaison Activities (49 CFR Parts 192.615 and 195.402)
 - Damage Prevention (49 CFR Parts 192.614 and 195.442)
 - Pipeline Safety Improvement Act of 2002

Public Awareness Program Administration

Step 2: Obtaining Management Commitment and Support:

For a public awareness program to effectively achieve its stated objectives, management must be committed and continually supportive.

Public Awareness Program Administration

Formalized program is made up by written policies and procedures that should include:

1. A written statement (preferably from senior management) demonstrating commitment to achieving effective public awareness included in the plans or procedures.
2. Leadership and participation by management
 - Making public awareness program as important as other safety programs.
 - Demonstrating the organization's desire to succeed.

Public Awareness Program Administration

3. Commitment by management to provide resources and funding.

- Program resources to achieve all of the stated objectives will likely be incremental to most operators already affected by CFR Parts 192 and 195.
- Consideration by management that most companies are doing more with less people and funding.
- Funding requirements will be commensurate to program objectives and scope as applied to the operators facilities.

Public Awareness Program Administration

Step 3 – Identify Program Administration:

- The written pipeline public awareness program should include:
 - The names and titles of the individuals responsible to develop, implement and periodically evaluate the program
 - The senior level of management with ultimate responsibility for the program's development and implementation
- The roles and responsibilities of each individual should be recorded against their name or job title.

Public Awareness Program Administration

While the complete written awareness program will likely be too extensive to include in the operator's O&MP Manual, it should include at a minimum:

- The statement of management commitment (Step #2)
- Roles and responsibilities (by group or title)
- The documented requirement for a written program and evaluation process
- Program summary

Public Awareness Program Administration

Step 4 – Identify Pipeline Assets within the Program:

- An operator may choose to segment their program in several ways:
 - One program for all assets (typical for small companies or LDCs)
 - One program for like assets (e.g., transmission, distribution)
 - One program per geographical area
 - One program per pipeline system
 - One program per pipeline segment

- Each program should have an administrator(s):
 - The administrators can be the same for multiple programs

Public Awareness Program Administration

- Each individual program's administrator should be documented as specified in Step #3.
 - Names and titles of responsible individuals
 - Senior management ultimately responsible
 - Roles and responsibilities of each

- Document each program administrator in the O&MP manual.

RP1162 Workshop

- Break from 9:20am – 9:45am Central Time

Identify the Stakeholder Audiences

Step 5

Public Awareness Program Workshop

Lori Komatar
Williams

IDENTIFYING THE STAKEHOLDER AUDIENCES

- AFFECTED PUBLIC
- EMERGENCY OFFICIALS
- LOCAL PUBLIC OFFICIALS
- EXCAVATORS

AFFECTED PUBLIC

- Residents who live on or adjacent to ROW
 - Tenants/Occupants
 - Landowners (who occupy the site)
 - Farmers
 - Homeowners/Neighborhood associations
 - Businesses/Industrial Facilities
 - LDC Customers and non-customers

EMERGENCY OFFICIALS

- Fire Departments
- Police/Sheriff Departments
- Local Emergency Planning Comm (LEPC)
- County/State Emergency Mgt Agencies
- Other Emergency Response organizations
- Other Public Safety organizations

LOCAL PUBLIC OFFICIALS

- Planning/Zoning Boards
- Licensing/Permitting Departments
- Building/Code Departments
- City/County Managers
- Mayors and other Elected Officials
- Public Utility Boards
- Local “governing councils”

EXCAVATORS/LAND DEVELOPERS/ONE-CALL CENTERS

- Public Agencies and Private Companies who are involved in any form of earthen excavation and one-call centers responsible for locate notifications
 - Contractors/Construction companies
 - Public Works officials
 - Road maintenance departments
 - Timber/Landscape companies
 - Fence companies/Drain Tilers/Wells

EXCAVATORS/LAND DEVELOPERS/ONE-CALL CENTERS

- Fence companies/Drain Tilers/Wells
- Major homebuilders/land developers
- Regional one-call centers

WHAT YOU NEED TO DO?

- Establish methods to identify audiences
- Establish list for each audience type
- Establish program coverage area
- Document methods used and output

Stakeholders

Case Study

Techniques in identifying & effectively reaching the four primary audiences

Panel Members

- Larry Springer, Enbridge Energy
 - *Using GIS technology with direct mail to identify & reach key stakeholders*
- Ron Embry, ExxonMobil Pipeline Co.
 - *Reaching audiences with direct mail*
- Bev Chipman, Williams
 - *Reaching city/county planners & county supervisors / commissioners*

*Using GIS technology with direct
mail to identify & reach key
stakeholders*

Larry Springer
Enbridge Energy

What is GIS?

- **GIS = Geographic Information System**
- A system that marries geographical and other data from various sources in a way that creates *useful relationships* among that data, such as a list of addresses that are within or near a pipeline ROW – or a list of certain types of businesses (ie, excavators) within a specified geographic area (zip code, county, etc.)

GIS: A Relationship ID Tool For Pipeline Operators

- Identify relationships between a pipeline and ...
 - significant environmental hazards and receptors
 - populations with special status (Environmental Justice)
 - **identify audiences for public awareness communications**

PA Relationships Useful to Pipeline Operators

- Street or PO Box addresses of residences, businesses and “places of congregation” adjacent to or near a pipeline
- Street or PO Box addresses of businesses in a specified area (ie, zip code, county) with an SIC code that includes excavation activities

PA Relationships Useful to Pipeline Operators cont.

- Telephone numbers associated with addresses (*separate database analysis*)
- Demographic data that can help identify the need to use an alternate language (ie, Spanish) in communication materials directed to audiences along a pipeline

A New Use For A Proven Technique

- For many years, retailers have used GIS to target potential customers in specific geographic areas and with certain demographics
- For pipeline operators, the area of interest for public awareness communications extends a set distance (corridor) from a pipeline centerline – or to any geographic criteria you may specify

Pipeline Corridors

- Generally measured as a set distance either side of a pipe centerline.
- Recommended guideline in RP1162 is 660 feet from centerline.
- In “High Consequence Areas” – or other areas of special concern along pipeline ROW – the corridor may be extended to 1,000 feet from centerline.
- Operators will need to consider varying corridor widths in their GIS analysis.

Using GIS For Direct Mail

- Although some pipeline operators have some GIS capabilities, most do not have – nor do they want to acquire – the resources to marry GIS with postal and demographic databases to generate information that can be efficiently used for direct mail purposes.

Effective Communications

- Most effective: person-to-person communications
 - Feasible when audience is small and identifiable; costly in time and money
- Least effective: mass communications
 - Useful for supplemental reach, but low probability of contacting significant numbers of target audience; least costly, hard to measure
- Effective compromise: direct mail
 - Economical, measurable

Using Direct Mail For Public Awareness

- Use a qualified vendor with key capabilities:
 - Ability to accept pipeline operator's existing pipeline route data and effectively use in a GIS context
 - Access to regularly updated address lists and the ability to sort this information down into the smallest possible postal delivery areas

Using Direct Mail For Public Awareness cont.

- Ability to work directly with fulfillment house (group that actually handles materials to be mailed)
- Proven record of timely mailing turnaround
- Best per-unit cost that effectively reaches target audience(s)
- Good documentation

Why Document?

- Verify that target audience was reached.
- Verify direct mailing vendor's performance.
- Meet expectations of regulators.

Direct Mail Documentation

- Post Office postage statement
- Postage rate breakdown
- Maps
 - Overall map of system covered by this direct mail effort
 - Community/county maps showing corridor and mail coverage

Direct Mail Documentation

- Summary Reports
 - Pipeline corridor street/PO box addresses
 - Excavators
 - Emergency Responders
 - Breakdowns by selected criteria: county, zip code, etc.

Direct Mail Documentation

- CASS* Certification: Residential and PO Box mail lists
- CASS Certification: Business mail lists

*"Coding Accuracy Support System"

Direct Mail Documentation

- Packaging
 - Tabbed binder
 - CD-ROM
- Records Location
 - Field office responsible for system
 - Operations group
 - Community Affairs or ROW group

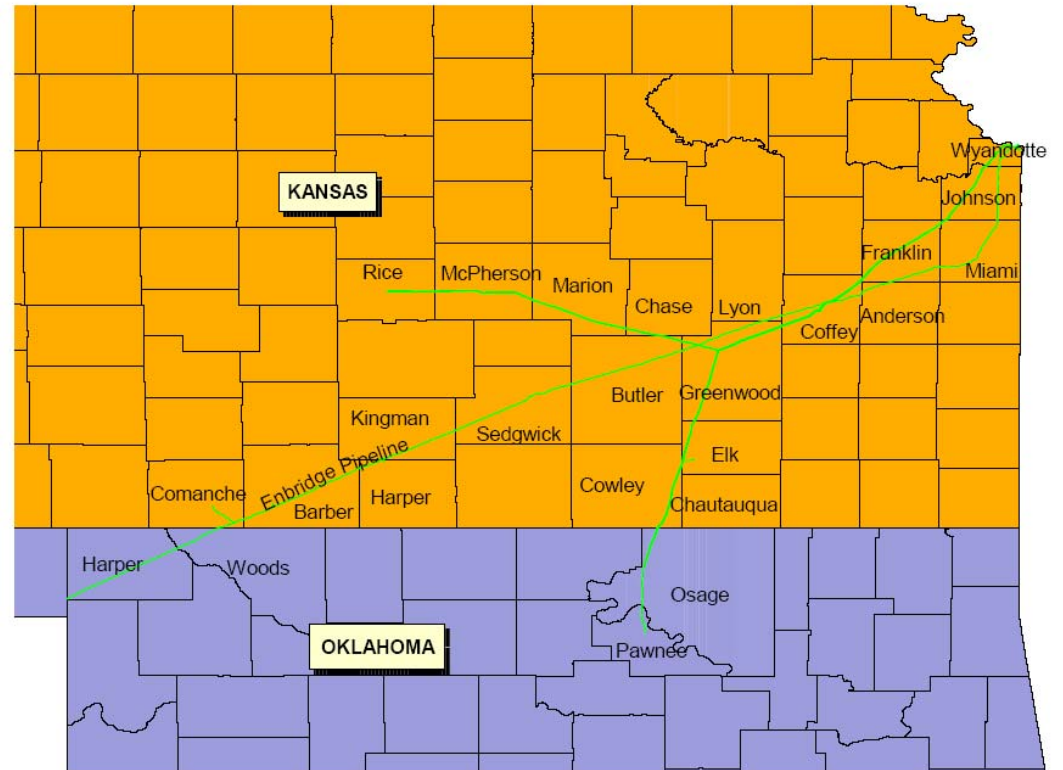
Direct Mail Documentation

- Retention Period
 - Minimum: 5 years

ENBRIDGE

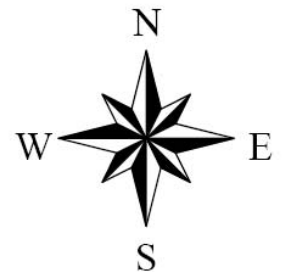
Summary Map

Overview of pipeline route covered in direct mailing of materials.

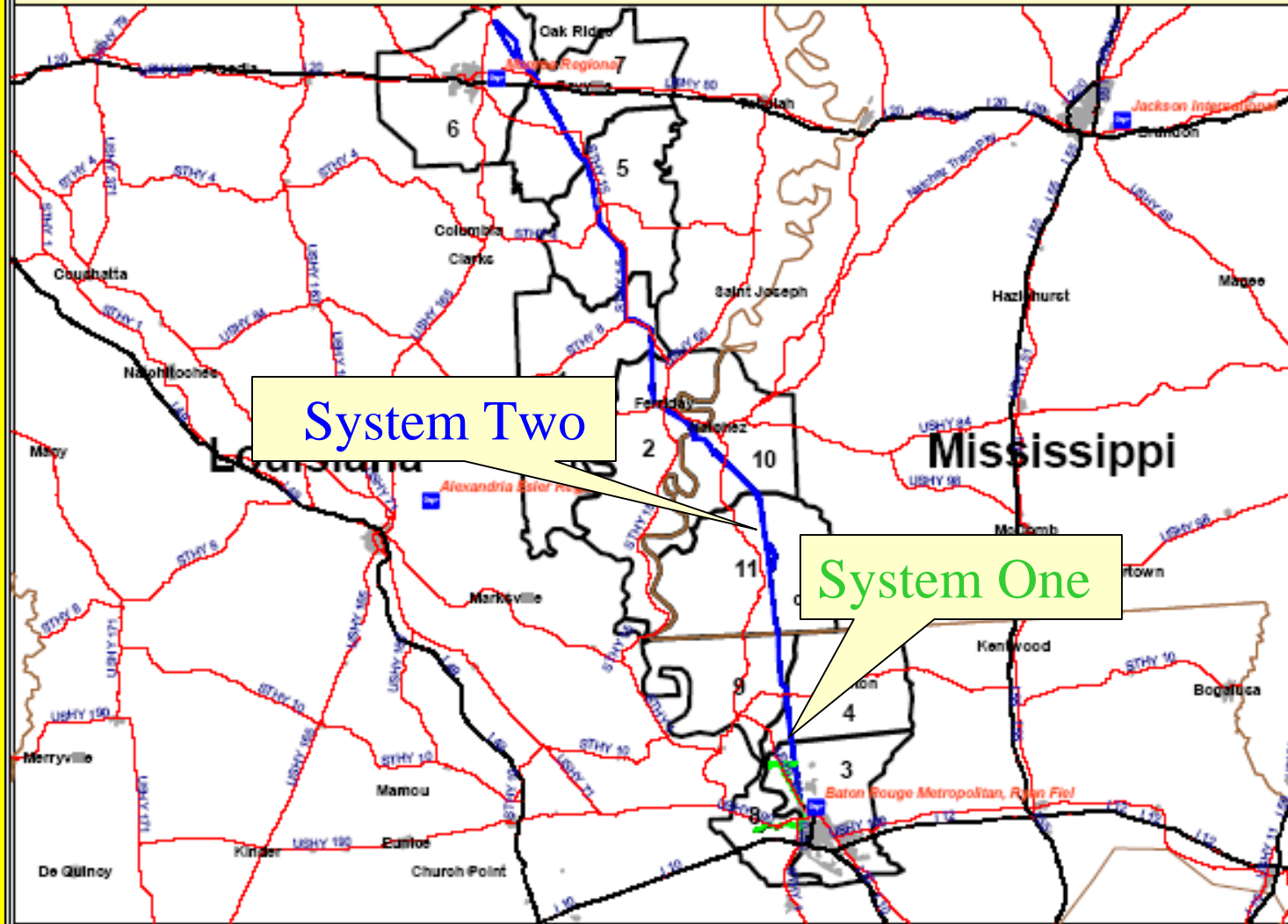


100 0 100 200 Miles



-  Pipeline.shp
-  Oklahoma Counties.shp
-  Kansas Counties.shp



Enbridge 2002 Overview Map



Enbridge 2002 Pipeline Coverage Map Book

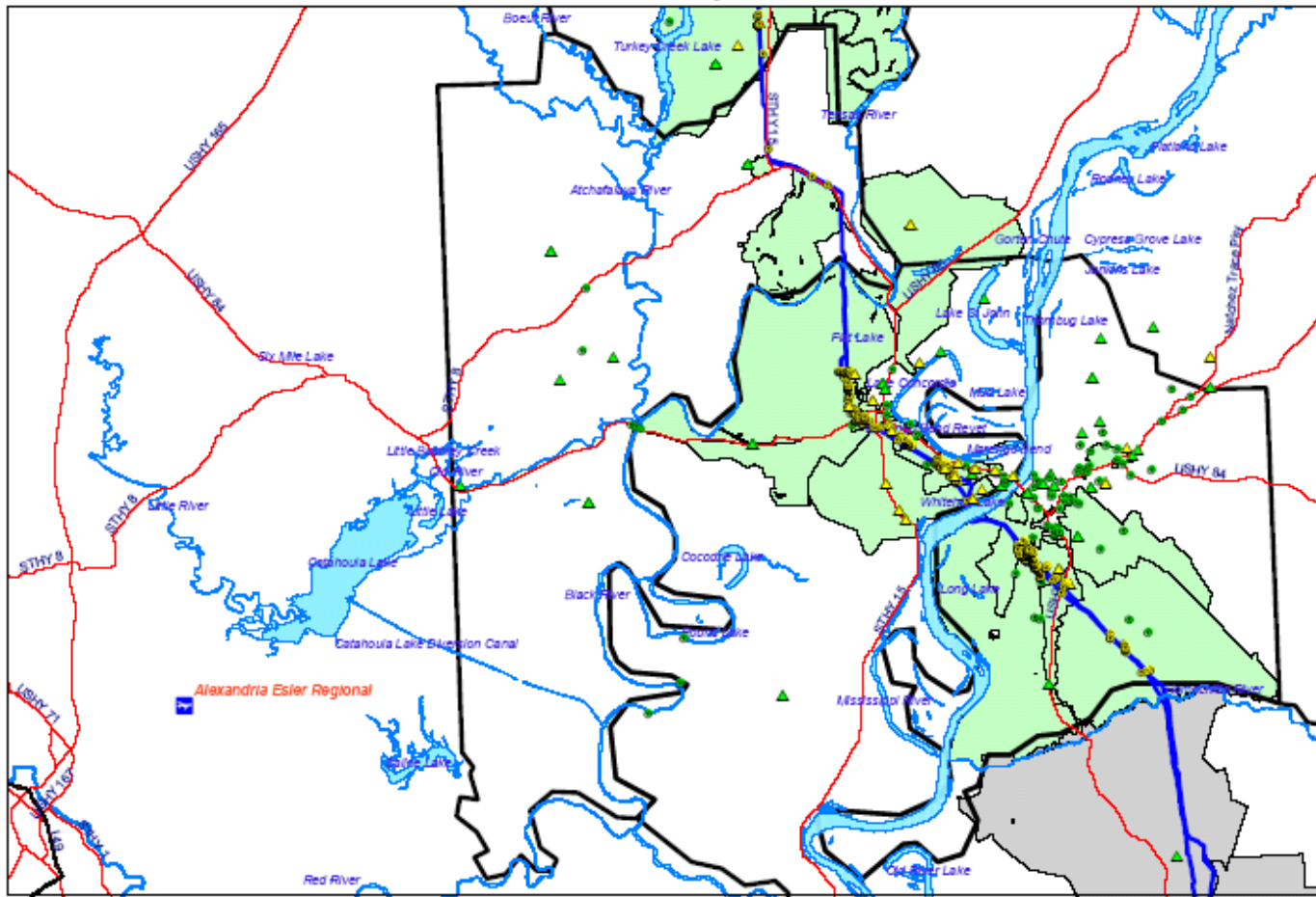
-  MLGT 1320 ft Buffer
-  MidLa 1320 ft Buffer



1 0 1 2 3 4 5 Miles

LA, Catahoula

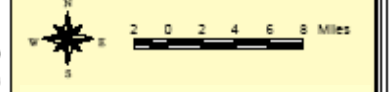
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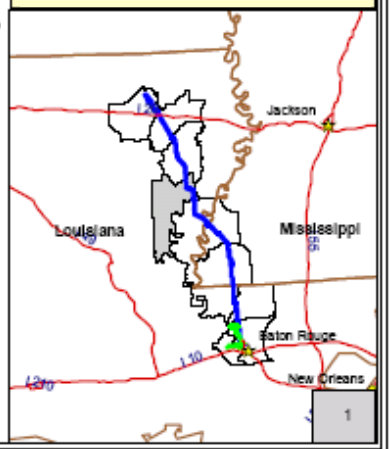
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Enbridge 2002 Pipeline Coverage Map Book

- MLGT 1320 ft Buffer
- MidLa 1320 ft Buffer
- Residential (Street Match)
- Residential (Non-Street Match)
- Business (Street Match)
- Business (Non-Street Match)
- 1320 ft Rural Saturation Carrier Routes
- 1320 ft Carrier Routes



Continued on Page 2



Using Direct Mail For Public Awareness cont.

- Other capabilities that may be important to pipeline operators:
 - Turnkey ability: mailer design, printing, GIS integration of pipeline data and mailing lists, printer-fulfillment integration, documentation, warehousing
 - Reply card handling & analysis for evaluation purposes

In Summary

Using GIS technology to marry pipeline location with postal and demographic data can be an extremely effective way of communicating public awareness messages with the affected public and other key stakeholders.

*Reaching audiences
with direct mail*

Ron Embry

ExxonMobil Pipeline Company

Direct Mail as One Technique

- Good, cost effective supplement to personal contact
- Conserves internal resources
- Ready supply of competent vendors
- Technology already good and continuing to improve

Define Recipients

- Residents in buffer zone
- Businesses in buffer zone
- Excavators doing business in county
- Elected officials in cities intersecting buffer zone and county/area officials

Define Recipients

- Emergency responders having the potential to respond to an event on your pipeline
- Schools/churches near the PL route

How to ID Recipients

- Residents in buffer zone
 - GIS map of PL married to population data base
 - Address data base
 - May want to purchase telephone numbers for use in emergencies or local testing
- Businesses in buffer zone
 - PL GIS married to business location data base

How to ID Recipients

- Excavators
 - SIC Codes selected for “digging”
 - Construction, heavy equipment operators, public works, well boring, etc.
 - County wide coverage to communicate with entities that may dig near the PL

How to ID Recipients

- Elected officials
 - SIC codes
- Emergency responders
 - SIC codes
 - May need to verify with local info
- Schools/churches
 - SIC codes

Design Brochure(s)

- Define messages for effective communication and compliance
- Begin with one brochure --- improve by tweaking brochure for each audience
- Attract the recipient to read the brochure

Design Brochure (continued)

- Consider design vendor to maximize reader interest
- Size brochure to qualify for minimum postal rate
- Design for automated addressing from recipient computer data base

Brochure Content

- Pipeline purpose and reliability
- How to identify a pipeline route
- Damage prevention/One Call
- Leak recognition and response
- Pipeline location- “artistic” map
- How to get additional information
 - PL operator
 - NPMS

Execution

- Identify at least five key players
 - Overall coordinator of mailer campaign
 - Mapping provider
 - Brochure(s) designer
 - Printer
 - Mailing vendor
- Could be combined into one “turn key” provider
- Use competitive bidding for cost efficiency

Verification

- Secure list of recipients/telephone numbers for possible sampling for completion or other communications
- Secure mailing receipts from mail vendor
- Consider effectiveness evaluation by sampling/surveying recipients

Continuous Improvement

- Evaluate campaign periodically for:
 - Effectiveness in communicating
 - New/improving technologies to lower cost or improve effectiveness
 - Supplemental or improved messages for specific areas
 - Links to other communications programs

Williams Northwest Case Study:
*Targeting County Planners &
County Commissioners*

Bev Chipman
Williams

Why County Planners?

- New Development
 - Infill and growth closing in on existing rights-of-way
 - Difficult to reach developers early
- Promote Partnership
 - Create awareness of local operations
 - Avoid potential problems and public debate
 - Document concerns early

Process for Reaching Planners

- Identify county planning boards
 - Time intensive start up
 - Requires annual updates
- Mass mailing to planner list
 - Introductory letter and then frequency as per RP 1162
- Developer handbook/brochure
- Local district operations assume responsibility on-going and annual communication

- Documentation

- Mailing, letters, etc.
- Attendance at planning meetings (as appropriate)
- Annual reporting from district documenting activities

Reaching County Commissioners

- Goal
 - Awareness of local operations
 - Facilities, operations, safety, local taxes
 - Promote value of service (*Wirthlin study*)
 - Strengthen local relationships

Process for Reaching County Commissioners

- Identify county commissioners
 - Time intensive start up – Internet & phone
 - Requires annual updates
- Send initial introductory letter and ongoing letters as new members join commission
- Prepare folders on local officials, assets, property taxes, payroll, employees and distribute to districts, governmental affairs, etc. for background

- **Documentation**

- Mailing, letters, etc.
- Attendance at planning meetings (as appropriate)
- Annual reporting from district documenting activities

Conclusions

- Staffing required to develop program, maintain and document
- Must have local district/operations support and involvement
 - Time
 - Resources
- Effective **IF** maintained and incorporated into operations

Welcome

Workshop on
Public Awareness Programs
for Pipeline Operators

Meeting has broken
for Lunch –

Resume Slides Day 1,
Session 2