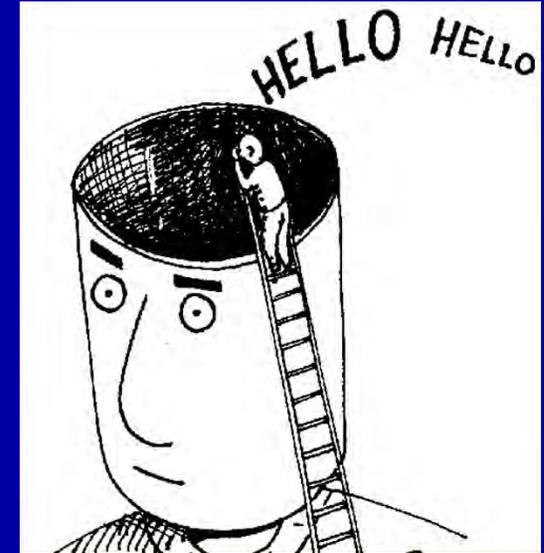


Public Awareness Workshop
Sponsored by PHMSA and NAPS
Houston, Texas
June 30, 2010



The Public's Pipeline Awareness

Public Perspective
Presented by Carl Weimer

Pipeline Safety
TRUST

CREDIBLE. INDEPENDENT.
IN THE PUBLIC INTEREST.

Thanks - It was a big effort!



What the public has to offer

- Not much since we have not seen a complete plan.
- Hearsay evidence
- A general sense that much of this is hoop jumping

Onyx Pipeline Company
Oxy Bravo Pipeline
Panther Pipeline, LTD
Peak Gas Gathering, LP
Pecan Pipeline Company
Petrohawk Operating Company
Pinnacle Gas Treating Inc. -
A Subsidiary of Anadarko Petroleum Corporation
Pioneer Natural Resources
Plains Pipeline, L.P.
PPG Industries
QuickSilver Resources, Inc.
Regency Gas Services
Royal Production Company, Inc
Sabine Valley Pipeline
San Felipe Pipeline L.P.
Seaway
Shell Western Exploration & Production
Solutia, Inc.
Southern Star Central Gas Pipeline, Inc.
Southwestern Public service Company - Xcel Energy
Springfield Pipeline
TE Products Pipeline
TEPPCO - Crude
TEPSCO L.P.
Texas Gas Service Company, A Division of ONEOK, Inc.
Texas Municipal Power Agency
TGG Pipeline, LTD. / TALCO Midstream Assets, LTD.
TransMontaigne Product Services Inc.
TXOK Texas Energy Resources, LP
Valero Refining Texas LP -

TEXAS EXCAVATION SAFETY SYSTEM
8100 W 53RD ST N
MAIZE KS 67101-9983

11880 Greenville Avenue
Suite 120
Dallas, TX 75243



Flaws in Development of RP 1162

- Identified target audiences were not included as voting members for development of the practice to communicate to them.
- API has no expertise in this area
- Referenced studies, reports, experts were never provided

Flaws in Review of RP 1162

- Programs, or even examples of programs, are not publicly available so interested stakeholders can review and comment
- API review cycle ahead of the effectiveness review of PHMSA
- No real discussion of including new messages
 - PIPA Recommended Practices
 - Access to company specific info (incidents, enforcement, inspections)

Competing Messages & Not Very Compelling Messages

Have messages that get the biggest bang for the buck been tested?

Instead of

According to National Transportation Safety Board statistics, pipelines are the safest method for transporting these products. Pipelines have a safety record unparalleled by any other mode of transporting energy products.

What about?

Every day and a half in this country there is a significant pipeline incident, and every 5 or 6 days a person is killed or injured because of such an incident

Graphics

Messages not targeted at specific audience

Example - Messages for “local public officials” are basically the same as for the general public. Wouldn't it be better to communicate what we really want from them

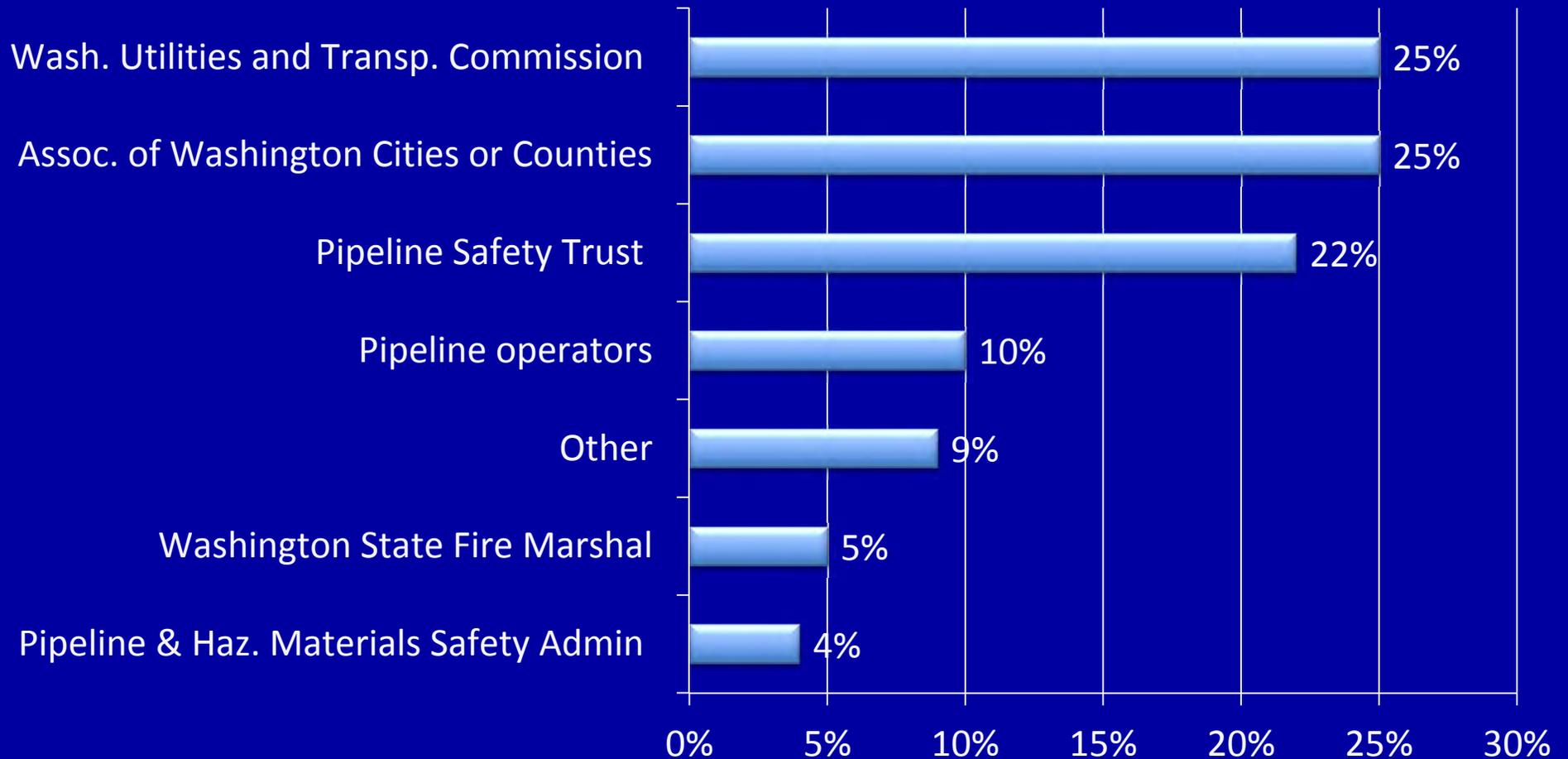
- Inclusion of damage prevention materials at the time permits are granted
- Proof of the use of One Call during compliance checks on excavation permits
- Consideration of the PIPA recommended practices
- Requirement and budget for local emergency responders to get pipeline response training
- Reduction in the number of damages caused by local government employees or contractors

Generic vs. Specific

- “Pipelines have ...”
- “Most pipelines are made of ...”
- “Some pipelines contain automatic shut-off valves”
- “Most pipelines are monitored 24 hours a day”
- “If a pipeline operator has High Consequence Areas, information about these plans may be available”
- “Many pipeline companies regularly inspect ...”

People would be more likely to pay attention to specifics about the actual pipeline in their neighborhood

Could the messenger be a problem?



The Goal Needs To Be Behavior Change

There is growing evidence from many different awareness programs that just increasing awareness does not necessarily increase a change in the desired behavior.

Example - People may be able to identify 811 as the One Call number, but that doesn't mean they will call it.

Programs needs to stay focused on the tougher job of changing behavior

The measure of effectiveness needs to include behavior change

- While quantitative measures, such as the number of brochures mailed, tell us something
- Clear behavior change metrics need to be developed for each target audience to truly determine if these millions of dollars are being spent effectively

Example of behavior change measures

Affected Landowner & Excavators

- Does One Call usage increase after a mailing?
- Does damage to pipelines decrease?
- Does excavator attendance at trainings increase?
- Are there more hits to NPMS website for area after mailing?
- Do calls to operators increase?

Public Officials

- Inclusion of damage prevention materials at the time permits are granted
- Proof of the use of One Call during compliance checks on excavation permits
- Consideration of the PIPA recommended practices
- Requirement and budget for local emergency responders to get pipeline response training
- Reduction in the number of damages caused by local government employees or contractors

Thank You!



Credible.
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In the public interest.

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