

# Improving Public Awareness

*RP-1162 Lessons Learned*

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Williams Gas Pipeline  
Program Administrator



# Williams at a glance



- **Operates 3 major natural gas transmission systems (WGP)**
  - Transco
  - Northwest Pipeline
  - Gulfstream (50% ownership w/ Spectra Energy)
- **Operates 15,000 miles of interstate natural gas pipelines**
- **Began implementing RP-1162 in 2005**



# WGP Public Awareness Program

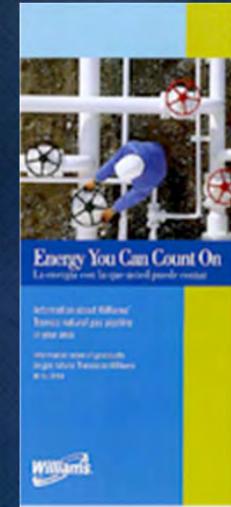


## Affected Public

Method	Frequency
Brochure	2 years (odd years)
HCA Letter	2 years (even years)
Farmers' Post Card	Annually
811 Post Card	Annually (specified counties)
Personal Contact	As needed
Usage Items	As needed
	2009: 439,937 brochures 52,594 post cards 16,012 811 post cards



Usage Items



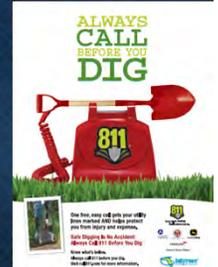
Brochure



Letter



Farmers Post Card



811 Post Card

# WGP Public Awareness Program

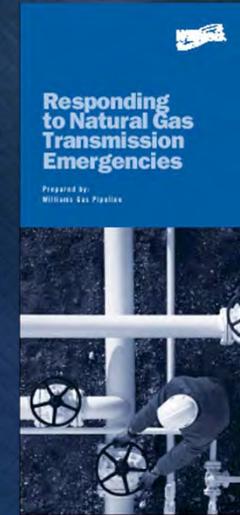


## Emergency Responders

Method	Frequency
Letter, map, card	Annually
Personal contact	Annually
Mock drills, training, group meetings	Ongoing
Online training	Annually
Usage Items	As needed
2009:	3,788 letters 266 meetings 802 online training users



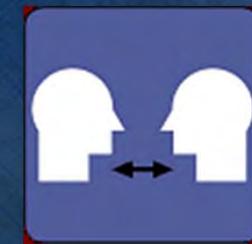
Letter



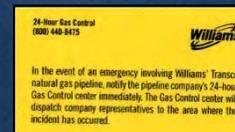
Brochure



Map



Personal Contact



Contact Card

# WGP Public Awareness Program

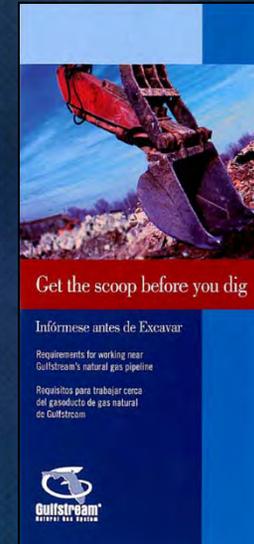


## Excavators & Contractors

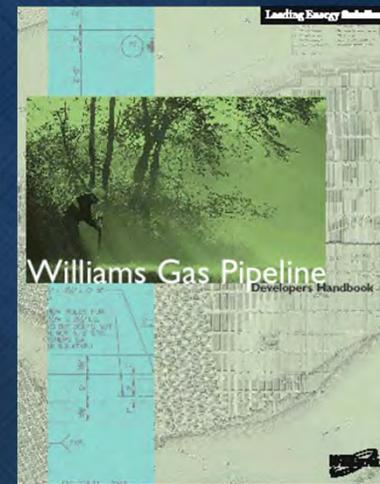
Method	Frequency
Brochure	Annually
One-Call Membership	Ongoing
Developer's Handbook	Ongoing
Usage Items	As needed
Personal Contact	Annually in HCAs
2009:	326,102 brochures 127 meetings



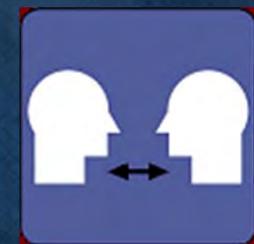
Usage Items



Brochure



Developer's Handbook



Personal Contact

# WGP Public Awareness Program

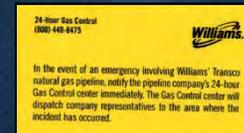


## Local Public Officials

Method	Frequency
Letter, map, reply card, brochure	Annually
Personal Contact	As needed
2009:	1,779 letters 14 meetings



Letter



Contact Card



Personal Contact



Map



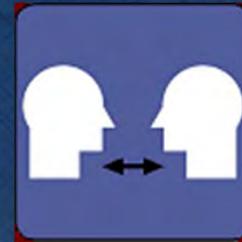
Reply Card

# WGP Public Awareness Program



## Schools

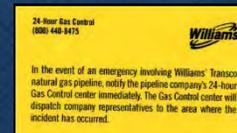
Method	Frequency
Letter	Annually
Personal Contact	As needed
2009:	407 letters



Personal Contact



Letter



Contact Card



811 Pirate DVD

# WGP Lessons Learned



- **Field locations need help understanding various layers of public awareness program**

- **SOLUTION:** Created PowerPoint presentation for field to use during audits which walks through the entire public awareness program

- **Supplemental documentation still a challenge**

- **SOLUTION:** Created unique O&M form for capturing supplemental activities

- ✓ Migrated form online to help centralize documentation
- ✓ Maintain supplemental outreach log throughout the year

# WGP Lessons Learned



- **Difficult to track distribution of usage items in the field**

- **SOLUTION:** Worked with a vendor to create an order form that allows us to track distribution of usage items

- **Information sharing was a challenge**

- **SOLUTION:** SharePoint is an effective tool for sharing documentation, plans & samples; supplement by distributing documentation CD annually

- **Identifying supplemental enhancements**

- **SOLUTION:** Distribute a form to field managers annually to help identify supplemental opportunities

# WGP Lessons Learned



- **Excavators proved to be a difficult audience to measure**
  - **SOLUTION:** Adopted a collaborative approach and utilized phone surveys
- **Gas Control flooded with calls from Affected Public with general questions**
  - **SOLUTION:** Created an 800 number, e-mail for general questions
- **Affected public web survey not effective as primary measurement tool**
  - **SOLUTION:** Utilized phone survey as primary measurement method and web survey as a secondary enhancement

# WGP Lessons Learned



- **Emergency Responder / Public Official mailing not as effective as it could be**
  - **SOLUTION:** Built our own database of emergency & public officials
- **Emergency Responder training in high demand**
  - **SOLUTION:** Developed our own online ER training; use letters to ER officials to promote web site; incentive has increased participation dramatically

# Continuous Improvement



## 2009

- Added supplemental mailing to schools
- Added supplemental 811 post card mailing
- Expanded buffer in critical areas

## 2008

- Added supplemental online survey for affected public
- Provided cash incentive to emergency responders who participate in online training
- Added an ER fact sheet to emergency officials mailing

## 2007

- Added a toll free number, e-mail address to respond to general public inquiries
- Added 811 message to all materials
- Provide 811 stickers & vehicle magnets to field

Thank you



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