

Public Awareness Program Implementation Strategies

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Strategy #1

- Look for opportunities to communicate with stakeholders in unexpected ways.
 - Calls received in Gas Control
 - Landowner stops excavator from striking pipeline

Good Neighbor Program

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Announcements: Pipeline Good Neighbor

<p>Pipeline Good Neighbor Program</p> <p>Expires</p> 	<p>Panhandle Energy starts watchful landowners.</p> <p>At 4:30 on the afternoon Panhandle Eastern Pipe the Zionsville 200 line in</p> <p>Employees from the area immediately, discover a valve to shut off the gas</p> <p>Although there were no out about the problem who lives about 100 years</p> <p>Landowners such as Pee right of way. While not the pipeline right of way help keep their communities</p> <p>To recognize his efforts, Howard Gerardot visited for being a good neighbor the first such award under</p> <p>The Good Neighbor Program who help the company protect the operations and engineering Reduction Culture (HARF) aware of at-risk situations</p>
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<p>Farmer Stops Pipeline Damage</p> <p>Expires</p> 	<p>A farmer along the Panhandle Eastern right of way stopped a potentially dangerous situation by alerting a backhoe operator of the pipeline's location.</p> <p>6/27/2009 12:00 AM</p> <p>The familiar saying "right time, wrong place" was recently illustrated on Panhandle Eastern Pipe Line Company's right-of-way in Pleasant Hill, Ill.</p> <p>Bill Carpenter, who farms the property, saw a backhoe operator digging in a drainage ditch nearby. He knew a Panhandle Eastern pipeline was buried where the operator was digging.</p> <p>The backhoe operator was clearing the silt out of the drainage ditch. The water was muddy, and he didn't have a clear view of what he was excavating. He had already struck and removed several river weights, which are 4-foot sections of concrete that lay on top of the pipeline. Although he noticed the tugging, but didn't think anything was wrong.</p> <p>Carpenter was there at the night time and stopped the backhoe operator, who was digging in the wrong place. The excavator then contacted Panhandle to identify the location of the pipeline.</p> <p>Allan Akers from the Pleasant Hill compressor station responded immediately to the excavation company's call and suspected the backhoe had hit the pipeline. The line was shut-in and the inspection revealed significant damage, which resulted in having to cut out and replace pipe.</p> <p>"If not for the swift action of Mr. Carpenter, consequences could have been far worse," said Dan Corpening, director of area operations. "Most importantly, the digging was stopped. Secondly, our personnel were notified and able to successfully resolve the situation, potentially avoiding other serious issues."</p> <p>Nearby neighbors like Carpenter help keep a watchful eye on the right of way and help keep the pipeline and the community safe. To recognize his efforts, Panhandle Eastern employee Keith Davenport, visited Carpenter and thanked him for being a good neighbor.</p>
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Good Neighbor Program

- Recognizes watchful landowners who help us protect our pipeline and help keep the community safe.
- Regularly communicate with our neighbors via public awareness outreach program.
- Strive to raise the awareness of pipeline safety and help our neighbors better understand the role they play in contributing to safety.

Good Neighbor Program

- Confirms to us our public awareness messages we are reaching our neighbors and our messages are resonating with our neighbors.
 - They had our emergency contact phone number, knew how to read pipeline marker and they knew it was our pipeline.
 - Valuable example of two-way communication – not just one-sided communication.

Strategy #2

- You might miss valuable opportunities if you're not plugged in. Even if it's not stated in your existing public awareness plan.
 - Our company recognizes importance of industry association involvement. Committed to participating/serving -- agreed to co-chair nomination for Common Ground Alliance Education Committee.

School Videos

- Through our relationship with CGA, we learned about new video for children about the importance of calling before you dig.
 - 7-minute video geared towards students 8 to 11 years old.
- In January 2010, ordered 700+ videos. In process of distributing to schools located near right-of-way.



Strategy #3

- Be flexible. Look for opportunities, even if it's not budgeted.
 - Originally thought we would order one DVD for each field location. However, we were flooded with calls. Employees were hungry for good materials. They wanted to deliver copy to each school along right-of-way.
 - Extremely low cost.

Strategy#4

- Take a not-so-positive situation and look for opportunities to communicate.
 - We agreed to use a recent pipeline incident as a platform for training.
 - Objective was to educate emergency responders about the importance of pipeline safety training and encourage other emergency responders to attend training.
 - Feedback was tremendously well-received.

ER Outreach

- Worked with Indiana811, to film short video that was shown at every face-to-face emergency responder meeting in state.
 - Actual 911 call.
 - Local TV news clip.
 - Sound bites from emergency responders who participated in the response that day.

ER Outreach



Rob McMullen, Parke County 911 Communication Manager



Mike Eslinger, Parke County Sheriff



Niki Yates, Parke County EOC Clerk



Jason Ryan, Marshall VFD Captain



Kenneth Ryan, Marshall VFD Fire Chief

Summary

- Case-specific approach
- Strive to respond in a timely manner
- Focused on enhancing public safety
- Top priority is to prevent and mitigate impact of future occurrences
- Continually look for opportunities to improve program