

WHO IS PAYING ATTENTION, LISTENING AND LEARNING

Lessons Learned
PHMSA Public Awareness Meeting
June 30, 2010

Allan Schoen
Plains All American

Plains All American Pipeline, L.P.

▣ We are:

- ▣ Plains Pipeline LP
- ▣ Plains Marketing LP
- ▣ PAA Natural Gas Storage
- ▣ Plains Midstream Canada

▣ 'Plains' Operates:

- ▣ 17 M miles of active crude oil, gas and refined product pipelines
- ▣ 78 MM BBL above-ground tank capacity
- ▣ Receipts from Pipeline, ship, refining and truck/barge gathering



Plains All American Pipeline, L.P.

- ❑ Our Public Awareness plan complies with API RP-1162
- ❑ Written plan
- ❑ Direct and mailing “Pipeline Safety” communications along our PL
- ❑ Table top drills with ER/Public Officials
- ❑ Staff serving on various PA/DP committees
- ❑ Line-of-sight PL markers
- ❑ ‘Plains’ is an active member of the CGA



Plains All American Pipeline, L.P.

- ▣ Program Enhancements
 - Improved our PL Safety brochure to include Spanish
 - Utilized the internet for brochure response
 - Participated in the API Industry survey from 2007 and 2009
 - Participating in various committees to improve our message to public
 - Constantly evaluating ideas for supplemental programs
 - Continuous Improvement by continuous evaluations/feedback



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Know what's below.
Call before you dig.

What's Going On?

- ▣ We've written our Plans
- ▣ We've mailed our PL safety brochures
- ▣ We've conducted our Public Awareness meetings
- ▣ Now we are going to measure our success?!?!?



Case Studies



Landowners

- ▣ Who: Second/Third Generation Landowner
- ▣ When: Original PL Right-of-Way 1939, PL Replacement project 2008 (69 years)
- ▣ Where: Northwestern USA
- ▣ Why: Compliance with Integrity Management Regulations



Landowners

- ▣ What: Maintenance/Replacement Construction required the removal of a 3-sided lamb birthing building that was built over the PL.
- ▣ Construction team visited the landowner and all agreed on new location for birthing shed
- ▣ Contractor mobilized to location to begin excavating, landowner built shed over PL
- ▣ When approached the Landowner was irate
 - Citing Landowners rights / regulation complacency
 - Fear of condemnation



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Landowners

- ▣ Remedy:
 - One-on-One discussion
 - Citing why the PL had to be replaced
 - Citing the Federal regulations
- ▣ Lesson Learned
 - We did not get the level of understanding and feed back that we had anticipated from our PA training program
 - Need more training - Although the effort was made to plan the project and an agreement was made, the Landowner thought it was his right to do what HE wanted.
 - We need our staff to communicate our needs to our right-of-way owners and try to better understand their feedback

Educational Institutions

- ▣ Who: State Board of Education
- ▣ When: 2007
- ▣ Where: Northwestern USA
- ▣ Why: Develop an education curriculum for elementary age children



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Know what's below.
Call before you dig.

Educational Institutions

- ▣ What: PL operators developed a school curriculum and submitted it to a State Board of Education ('SBE')
- ▣ PL operators offered to visit schools and help instruct the classes
- ▣ The SBE denied the request and only allowed coloring books to be distributed to 3rd Graders
- ▣ When approached the SBE was apathetic
 - Did not understand the urgency or need
 - Never been associated with a PL incident



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Know what's below.
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Educational Institutions

- ▣ Remedy:

- ▣ Continued with the 3rd Grade coloring book distribution

- ▣ Lesson Learned



- ▣ Ironically a good lesson, the all PL Operators have such a good safety record that the SBE was apathetic
- ▣ Because there is so many Social and Environmental PSA's on modern day issues, PL safety is not a "high priority" to most non-profit organizations
- ▣ No matter how much the PL companies try to educate the public, we do not get the positive "feedback" we need to "grade" our programs



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Know what's below.
Call before you dig.

Major Success!!!

CGA Welcomes National Call-Before-You-Dig Number

- Alexandria, VA – March 10, 2005 – The Common Ground Alliance (CGA), a 1,200 member inter-industry group that promotes the safety of pipelines, power and telecommunications cables and other underground facilities, praised the U.S. Federal Communications Commission (FCC) for its adoption today of a national call-before-you-dig 3-digit telephone number – 8-1-1.



Comments

- ▣ Participate with PL industry take lead on PSA's
- ▣ Consider using a prize program just using a return post card:
 - Are you concerned about PL safety information in your neighborhood?
 - Would you like PL information or a PL representative to contact you?
- ▣ Initiating the use of our Control Center "800" to put ER/PO with Questions and Concerns directly in touch with our local Operations' contact
- ▣ Enlist the cooperation of the Federal and State agencies to help find more innovative methods of Public Awareness education



Questions

- ▣ Thank You for your attention
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