

Public Awareness Workshop
Sponsored by PHMSA
Chicago, Illinois
July 13, 2016

One Public Perspective
Presented by Rebecca Craven

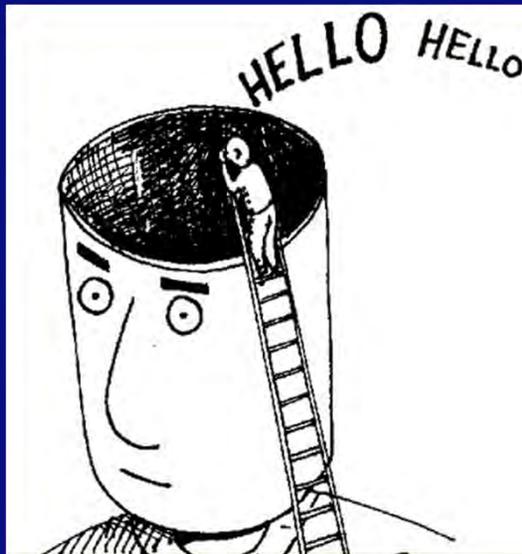


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Beyond Compliance with RP 1162 and the incorporating regulations

- Why?
 - Public is different than in 2003
 - Basic messages are insufficient and mixed, if not misleading
 - Opportunities for improving education and real communication are lost by narrow focus on 1162 requirements

The Public's Pipeline Awareness



The Public's Pipeline Awareness 2003



The Public's Pipeline Awareness 2016

Flaws in Adoption, Incorporation and Review 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 – one of the basic justifications for incorporation of an industry standard into law
- Programs, or even examples of programs, are not publicly available so interested stakeholders can review and comment

Flaws in Adoption, Incorporation and Review of RP 1162

- API review cycle ahead of the effectiveness review of PHMSA
- No real discussion of including new messages
 - PIPA Recommended Practices
 - company/system specific info (incidents, enforcement, inspections) per NTSB recommendation
- No discussion about necessity of integrating public awareness with emergency response obligations and other landowner relations communications

What Are The Main Messages Required?

Baseline Messages:

- Pipeline purpose and reliability
- Awareness of hazards and prevention measures undertaken
- Damage prevention awareness & One-call requirements
- Leak recognition and response
- Pipeline location information
- How to get additional information
- Availability of list of pipeline operators through NPMS

Pipeline purpose and reliability

Current info mailed



“Energy products are an integral part of our daily life. They enable us to drive cars, manufacture products like medicines and plastics, cook dinner and cool or heat our homes. Pipelines are the safest way to transport energy products like natural gas, crude oil and other fuels.

According to government and industry statistics, the most common cause of pipeline incidents is improper or unauthorized digging near a pipeline.”

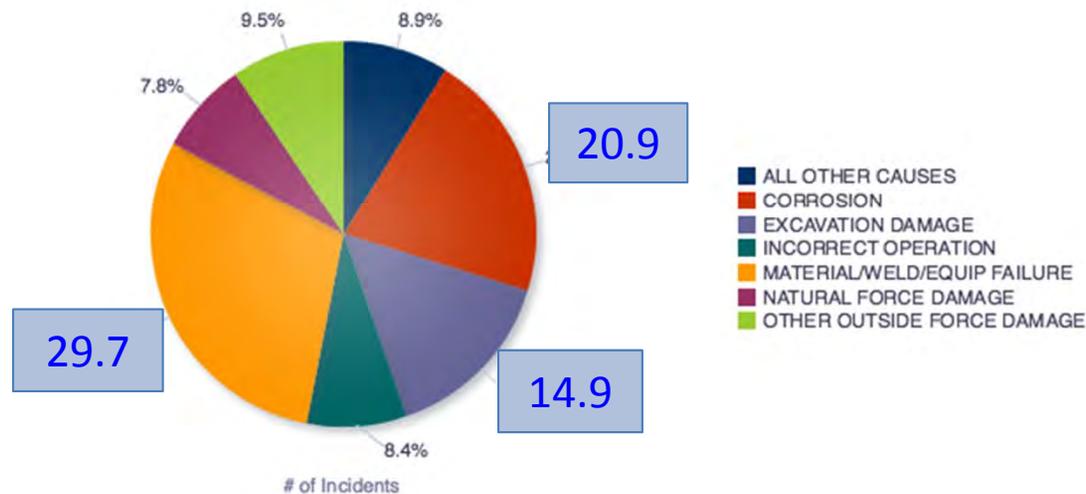
Pipeline purpose and reliability

An Alternative view

What about?

On average, every 30 hours in this country there is a significant pipeline incident, and every 5 days a person is killed or injured because of such an incident

Significant Incident Breakdown by Cause 2006-2015



Competing Messages & Not Very Compelling Messages



Pipelines... Your Quiet Neighbor

There are more than 200,000 miles of liquid petroleum pipeline and 300,000 miles of natural gas pipelines in the United States. 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. A greater risk to the environment and the general public exists when these products are transported by other methods.

Graphics

Instead of



How about?



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

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



Go to www.digtess.org/pasurvey to take the Pipeline Safety Survey and enter for a chance to win a \$500 Wal-Mart gift card.

***Based on the information in this brochure,
please answer the following:***

1. Was the information in the brochure helpful? Yes No
2. Do you know how to recognize a pipeline right-of-way? Yes No
3. Do you know what to do in the event of a pipeline emergency? Yes No
4. Have we been a good neighbor during the time you have been a resident at this property? Yes No
5. Has the location of our pipeline or operations caused you concern or difficulties? Yes No
If yes, which company specifically?

6. Have pipeline crews notified you prior to entry when work has been done on or near your property? Yes No
If yes, which company specifically?

7. Have you ever used your state's One-Call system for Call Before You Dig? Yes No
If yes, were you satisfied with the service?

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

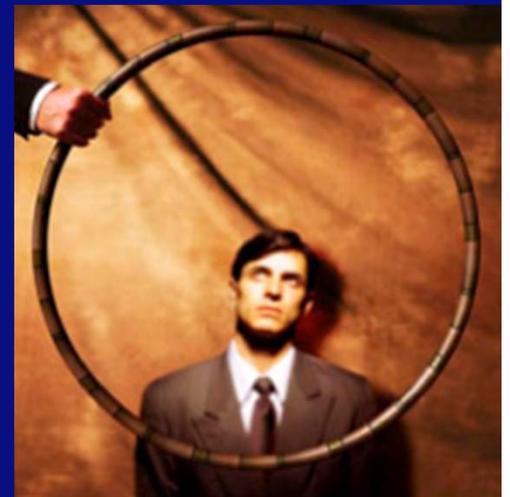
Our goal: A New & Improved ! Public Awareness Program



- Educational
- Effective
- Enforceable

Involve the Public in Development of the Regulations

- Makes sense to ask the public what the public wants to know about pipelines in addition to the basic messages, rather than let industry decide in a process not open to the public
- We have not seen a complete PA plan, so comments are limited to individual mailings we see or enforcement actions taken by regulators that are then made public
- A public process can reduce the general sense that much of this is hoop jumping



Operators should include:

- System specific information, as recommended by NTSB (size, pressure, contents)
- Nearby public want to know those plus information about the safety of the specific line, when last inspected, results, repairs, age, coating type, steel type, legacy construction methods; safety record of the operator relative to industry average.

Integrating additional information and interactions

- Correspondence about inspections, integrity digs, repairs, access to the ROW, close interval surveys – every interaction with a ROW landowner can educate
- Maintain credibility – refrain from cherry-picking statistics, stretching facts

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

Thank You!



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300 N Commercial Street

Bellingham, WA 98225

360-543-5686

rebecca@pstrust.org

<http://www.pstrust.org>