API Recommended Practice 1162

Public Awareness Programs for Pipeline Operators
RP 1162 Applicability

- Hazardous Liquid Pipelines (Intrastate and Interstate)
- Natural Gas Transmission Pipelines (Intrastate and Interstate)
- Local Distribution Pipelines
- Gathering Pipelines
Addresses Pipeline Operator
Public Awareness Responsibility

- Pipeline Safety
- Damage Prevention
- Emergency Response
- Emergency Contacts
- General Pipeline Awareness
Drivers for RP 1162

- PHMSA commitment to raise public awareness communication requirements
- Pipeline Safety Improvement Act of 2002 public communication provisions
- NTSB recommendations for public education improvements
- New gas integrity management rule communication requirements
- Need to Update Industry Public Awareness Efforts
  - Replaced API RP 1123 published in 1990
  - Expanded to include gas pipelines
Expected Benefits

- Reductions in third party damages
- Enhanced public safety, environmental protection and pipeline reliability
- Enhanced emergency response coordination
- Improved relationships with affected public
- Public acknowledgement of need for pipeline activities (e.g., maintenance)
- Preservation of ROW from encroachments
Purpose

- Establishes baseline guidance to develop, implement, evaluate and improve operator’s public awareness program
- Establishes consideration of need for supplemental efforts
- Requires written program and evaluation of program’s effectiveness
Task Force Participation

Co-Sponsors
- American Petroleum Institute – publisher
- Association of Oil Pipelines
- American Gas Association
- American Public Gas Association
- Interstate Natural Gas Association of America

Regulatory Observers
- PHMSA (RSPA/OPS)
- National Association of Pipeline Safety Representatives

Stakeholder Input
Recognized and Structured Industry Consensus Process

- Trade Associations commented, issued joint letter of endorsement
- API ballot (complete)
  - American National Standards Institute (ANSI) process, API as publisher
    - Consensus standard authority
    - Public comment
    - All comments must be addressed
    - May require revision and 2\textsuperscript{nd} balloting
- OPS incorporated RP by reference through rulemaking process
Scope of Recommended Practice

Focuses On:
- Public awareness along existing pipeline routes
- Transmission, local distribution and gathering pipelines

Does Not Focus On:
- Communication of operator specific performance data
- Public consultation for new pipeline construction
- Data reported to PHMSA
- Operator history with PHMSA
- Data availability by PHMSA
- Communication following incident response
Public Awareness Program Components

- Program Development
- Key Stakeholder Audiences
- Message Content
- Delivery Frequency
- Message Delivery Method and/or Media
- Baseline Program Enhancement
- Program Documentation and Recordkeeping
- Program Evaluation and Effectiveness
Establish Public Awareness Program Administration with Management Support (Steps 1 – 4)

Identify Stakeholder Audiences (Step 5)

Evaluate the Need for Program Enhancement (i.e. Supplemental Activities) (Step 9)

Evaluate the Program and Implement Continuous Improvement (Steps 11 and 12)

Determine the Messages (Step 6)

Establish the Delivery Methods (Step 8)

Establish the Frequencies (Step 7)

Implement the Program and Track Progress (Steps 9 and 10)

Public Awareness Program Process Guide
Key Stakeholder Audiences

- **Affected Public**
  - Landowners, residents and places of congregation near the pipeline
- **Local and state emergency planning and response officials**
- **Local public officials and governing councils**
- **Excavators**
Message Content:
Baseline Program

- Pipeline purpose and reliability
- Hazard awareness and prevention measures
- Leak recognition and response
- Emergency preparedness communications
- Damage prevention
- Pipeline location
Delivery Method and/or Media

- Print materials
- Personal contact
- Electronic communications methods
- Mass media communications
- Specialty advertising materials
- Informational or educational items
- Pipeline marker signs
- One-Call center outreach
- Operator websites
Recommendations for Supplementing Program

- Increased communication frequency
- Supplemental efforts (additional messages and/or delivery methods)
- Broadening the stakeholder audience coverage
- Customize supplements based on pipeline or segment characteristics
Factors to Consider to Supplement Program

- High Consequence Areas
- Pipeline release consequences
- Population density
- Land development
- Farming activity
- Third party damage incidents
- Other environmental considerations
- Pipeline segment history
- Specific location/facility
- Regulatory requirements
- Results from previous public awareness program evaluation
Program Documentation

- Management Commitment
- Roles and responsibilities
- Responsibility for program management
- Identification of the media and methods
- Communication frequency and audience
- Supplements to baseline program
- Process for program evaluation
  - Self assessment of process
  - Evaluation of effectiveness
Retention of Documentation

- **What**
  - Lists and records of stakeholder audiences
  - Copies of materials provided to stakeholder audiences
  - Program evaluations, results, follow-up actions and expected results

- **How Long**
  - Five Years or as defined in Operator’s program
Program Evaluation

Self Assessment
- Is your program aligned with RP 1162?
- Are you implementing your program as intended?

Measures to evaluate program effectiveness
- Track number of individuals or entities reached within intended audience
- Assess the understandability of message content
- Determine if appropriate recognition, prevention and response actions by intended audience result
- Achieve reduction in third-party damage incidents

Implement Improvements as needed
Conclusion

RP 1162 will “raise the performance bar” on public awareness program efforts throughout the industry.

The RP establishes:

- Baseline public awareness program recommendations
- Comparable standards for operators of both hazardous liquids and natural gas pipelines
- A consensus standard incorporated by PHMSA into federal regulations
RP 1162 Workshops

- Houston, TX; Baltimore, MD
- Review of RP, panel discussion, case studies
- Included public stakeholder representatives
- All operators encouraged to attend
- Open to Public