Washington State Community Planners views on Consultation Zones

Report for the Pipeline Safety Trust Social Marketing Communication Model Grant Project

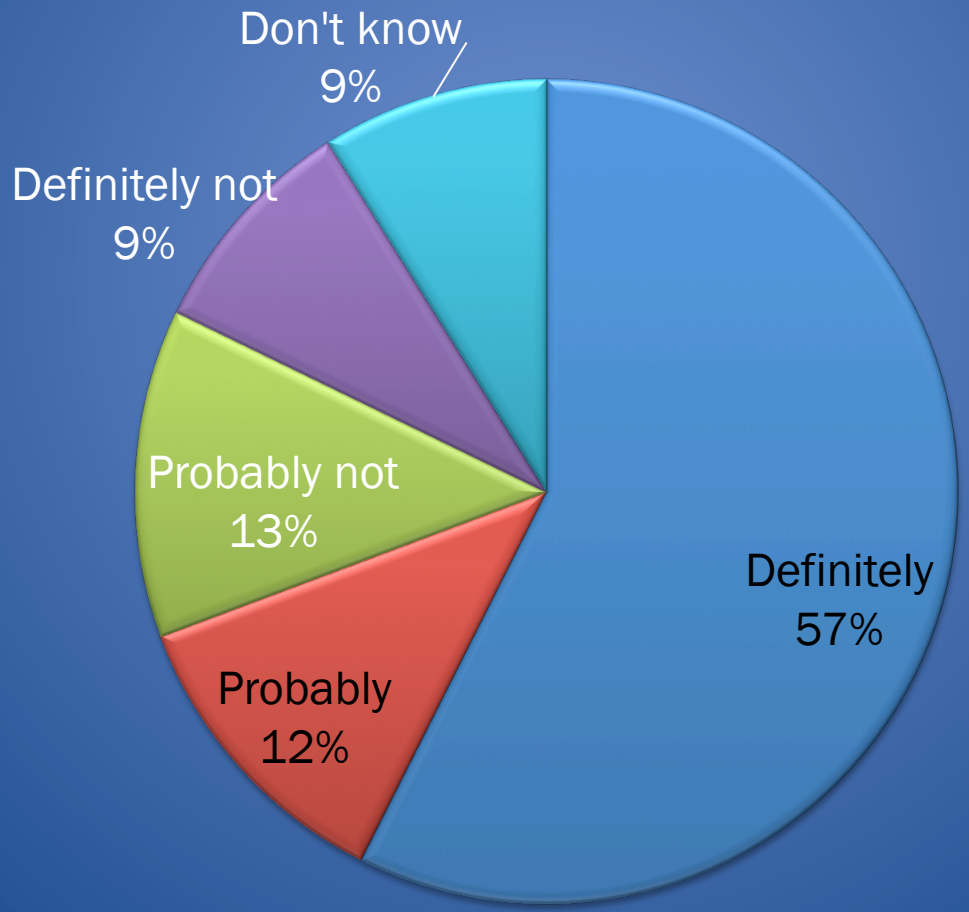
- Prepared by Applied Research Northwest, May 2010

Research Methods

- Target population: Washington State city and county planners
- Email contacts with web-survey link and unique login code
- Total qualified respondents N=85 (49% response rate)
- Survey included approximately 35 questions

Findings: Awareness

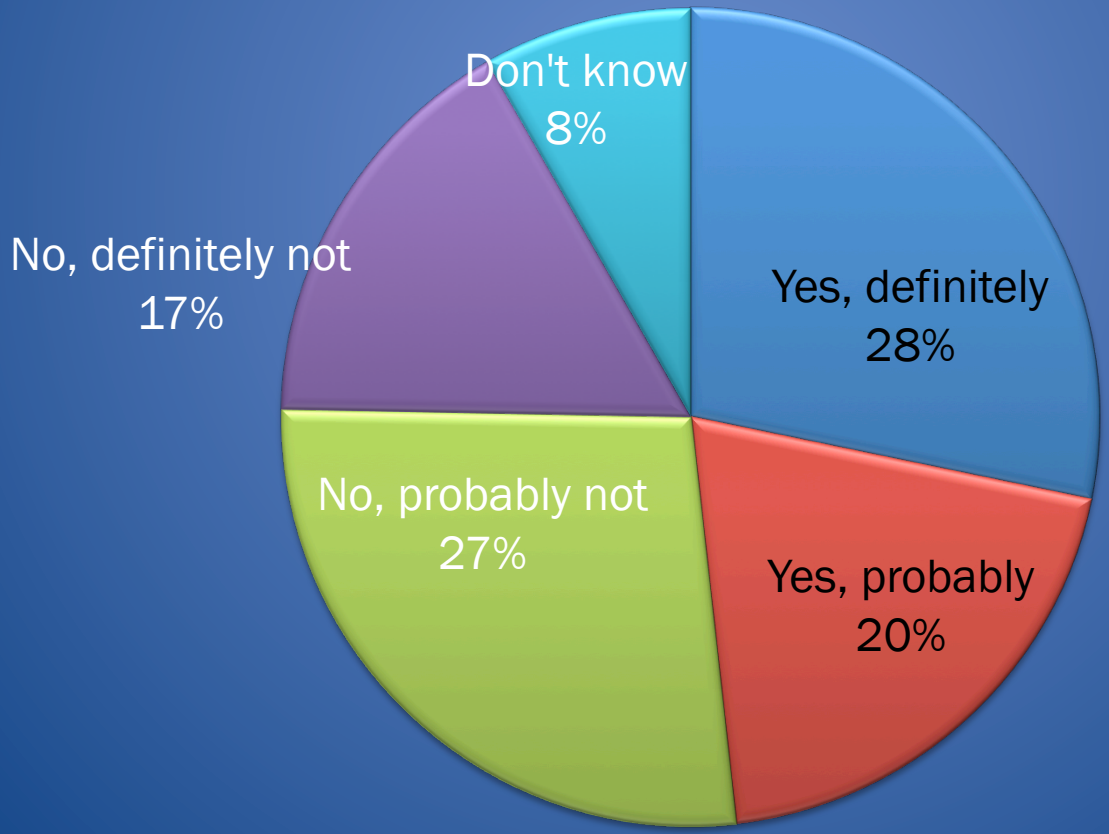
As far as you know, are there any transmission pipelines operating through or immediately adjacent to your jurisdiction?



N=93

Findings: Awareness

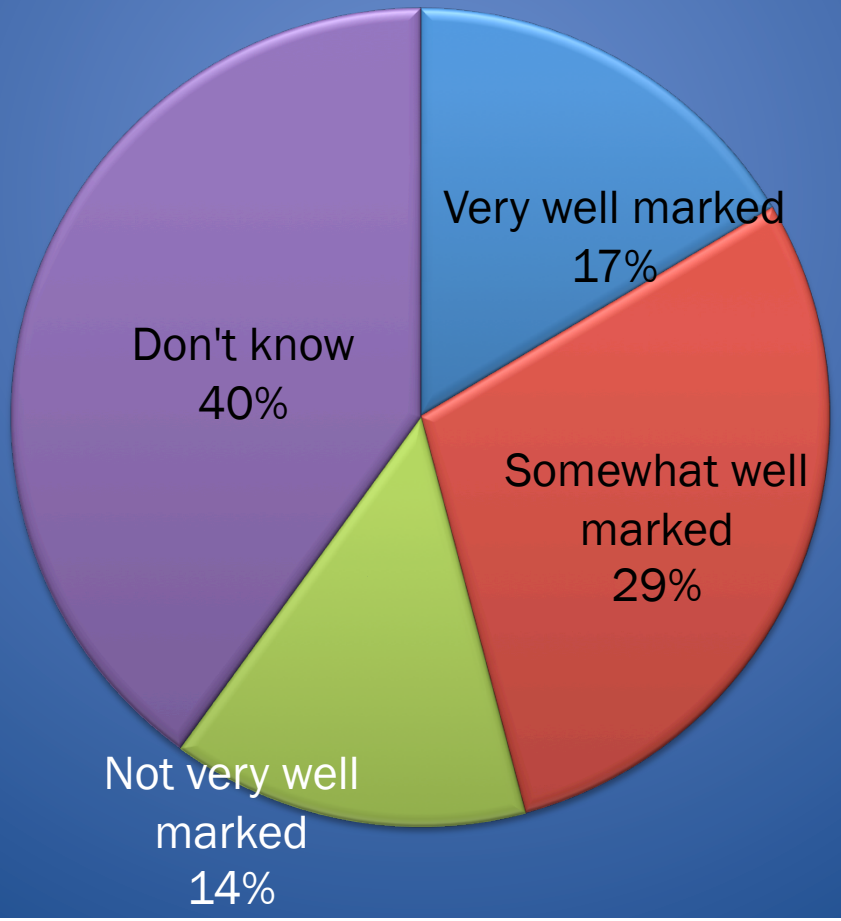
Are there currently accurate, up-to-date maps available to your planning department that show where the pipelines are in your community?



N=85

Findings: Awareness

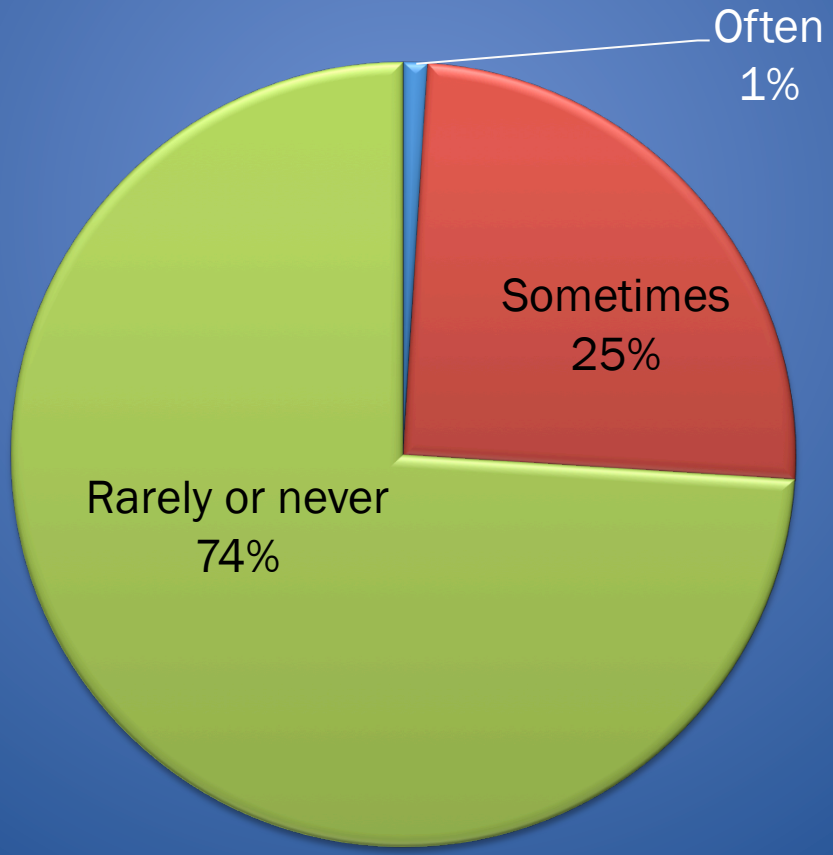
How well are transmission pipelines in your community marked, so developers and property owners know where they are?



N=85

Findings: Awareness

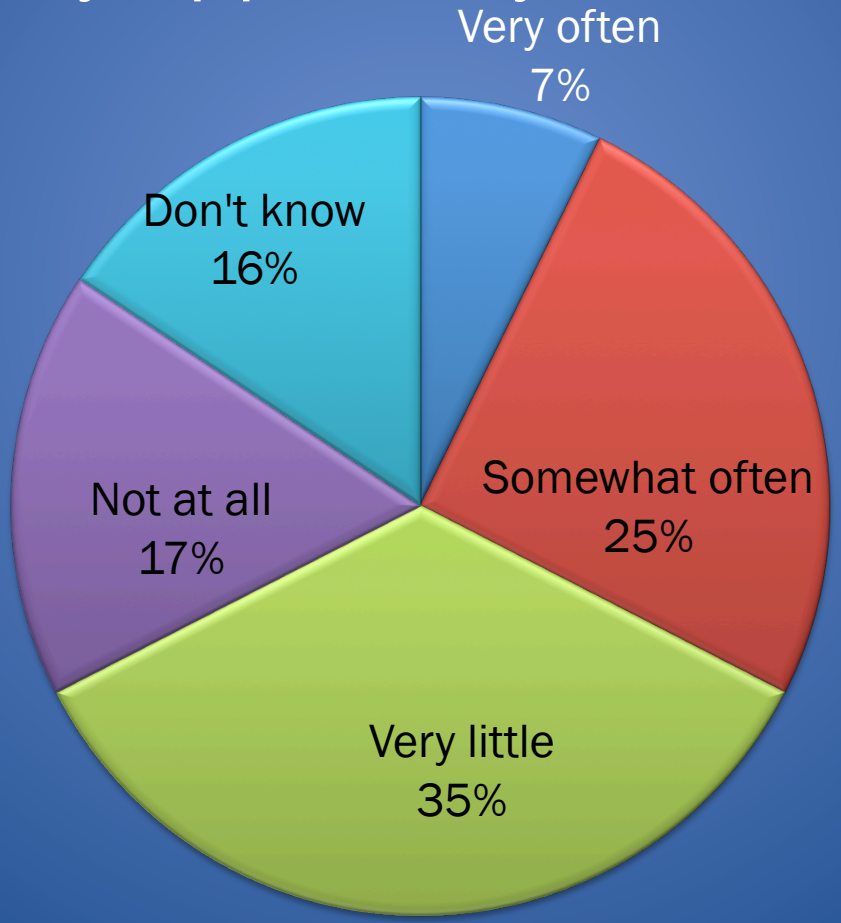
In your day to day work, how often do you encounter issues relating to transmission pipelines or pipeline safety?



N=85

Findings: Awareness

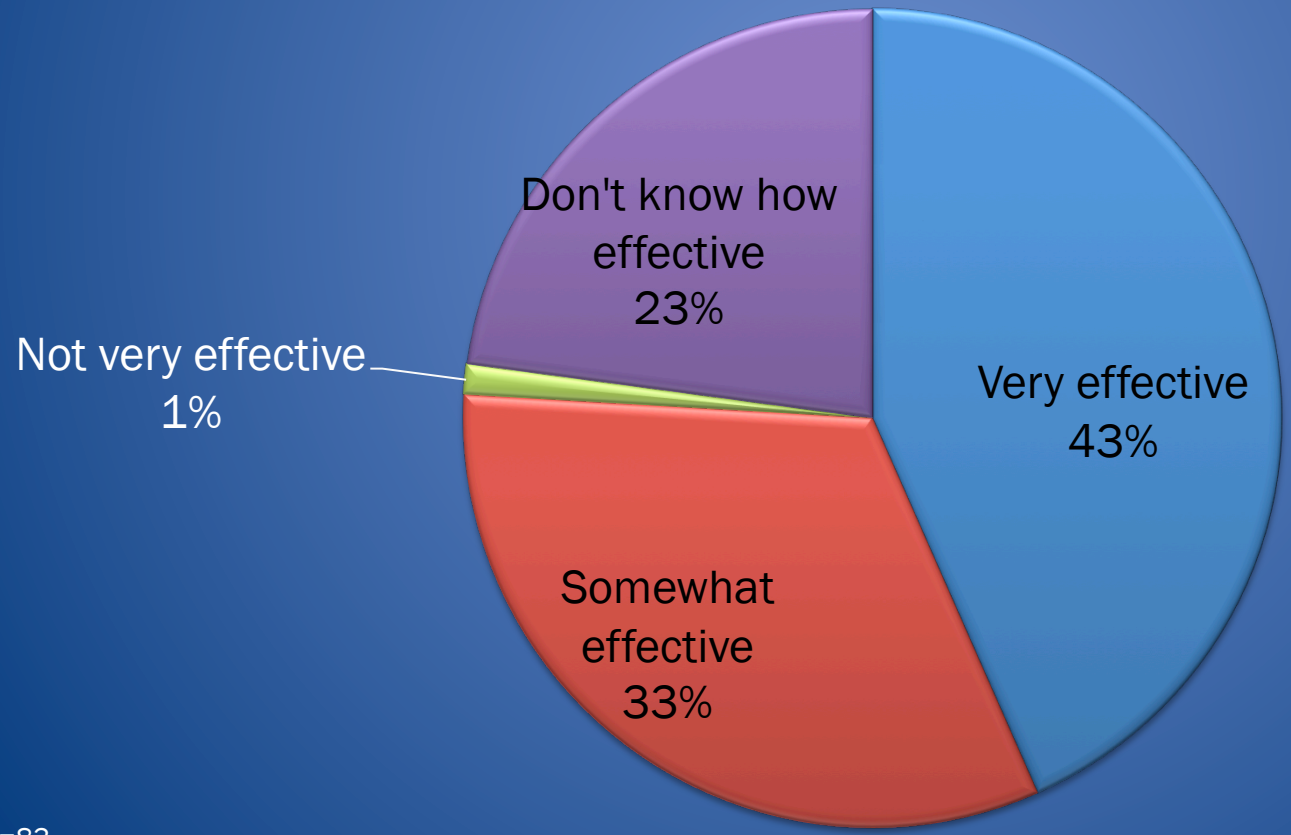
How often has the growth of your community brought roadways, housing, business and industry within close proximity to pipelines in your community?



N=83

Findings: Awareness

How effective has 'Call Before You Dig' been in preventing damage to underground utilities in your community?



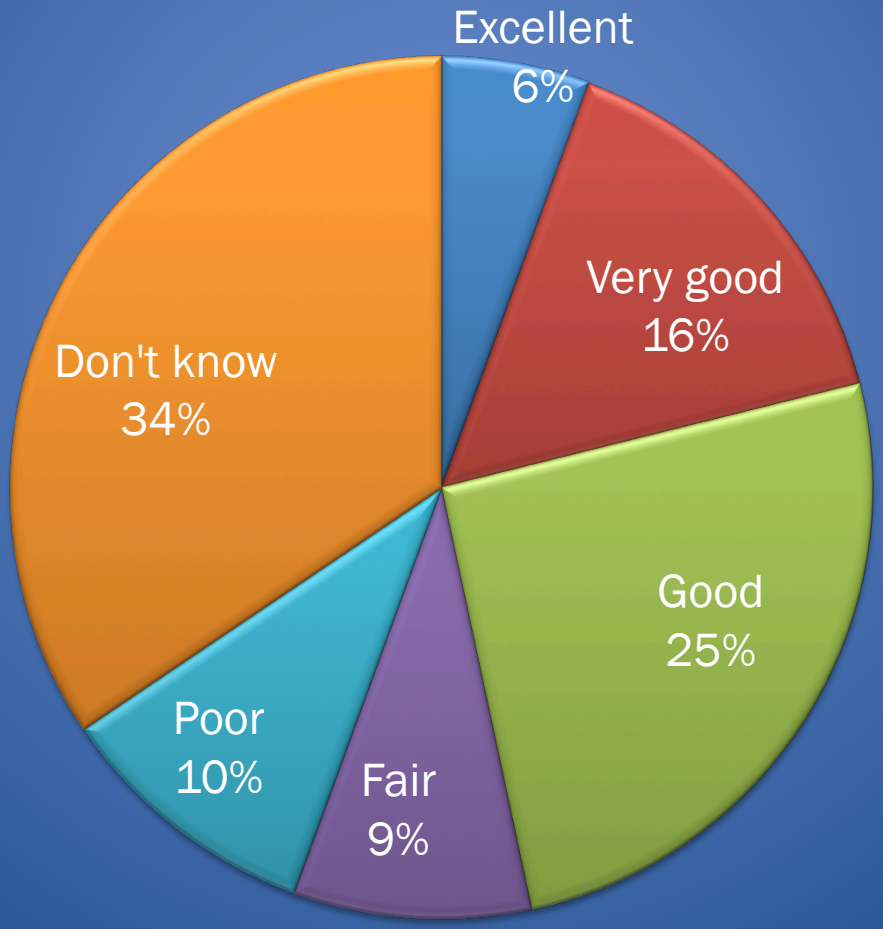
N=83

Findings: Awareness

- 45% have additional protocols besides Call Before You Dig
  - Focus is primarily on notification of utilities and sometimes safety personnel (e.g. fire department)
  - Documentation emphasized on plans, locating existing utilities, and some use review processes
  - Three require notification of pipeline companies with some additional consultation mentioned in two of the three cases

Findings: CZ Effectiveness

How would you describe the planning department's relationship with Pipeline Operators in your area?



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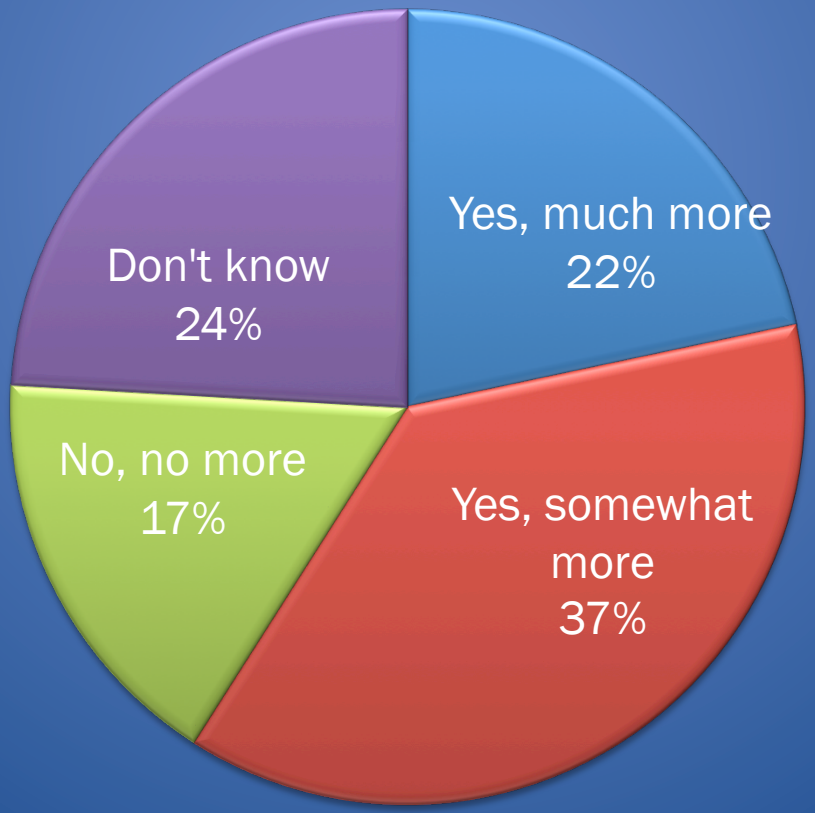
Findings: CZ Effectiveness

Do you think Consultation Zones would be any more effective than what your community currently does to take pipeline safety into consideration?



N=83

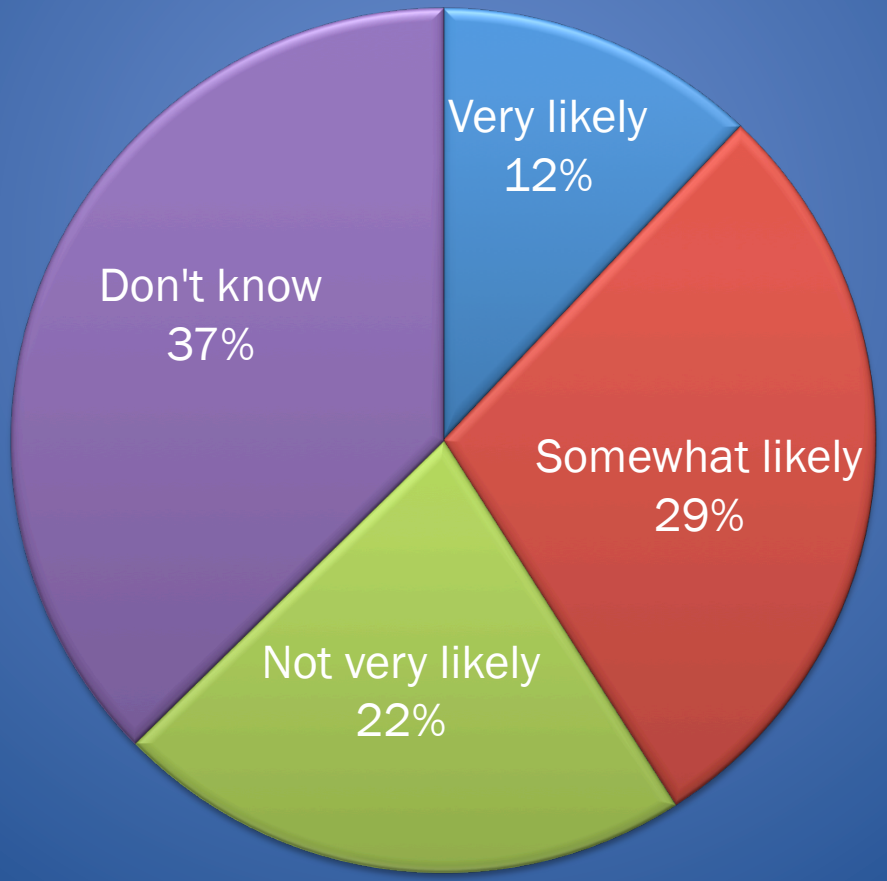
Findings: CZ Effectiveness

Whether or not you think they would be more effective, how willing would you be to propose adoption of Consultation Zones for your community within the next two years?

N=83

Findings: Consultation Zone Size

How likely are you to consider adopting Consultation Zones using the recommended 660' area?



N=83

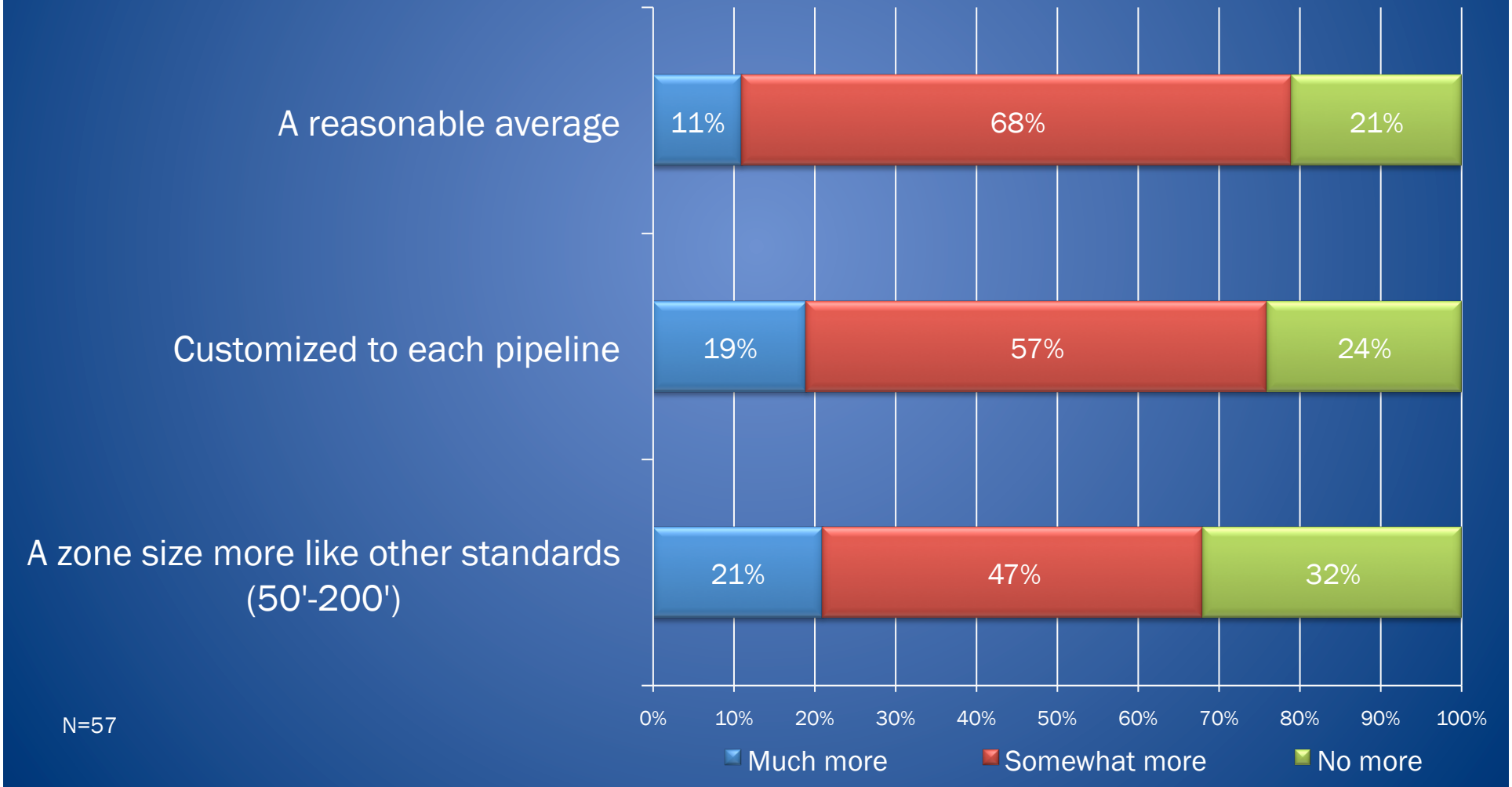
Findings: Time to adoption

- Most planners said that it would take up to a year to adopt Consultation Zones (71%).
- 92% thought it could be done in 2 years.
- The range for adoption was from 1 month to 96 months.

- In addition 95% have visited the MRSC website before.

Findings: Consultation Zone Size

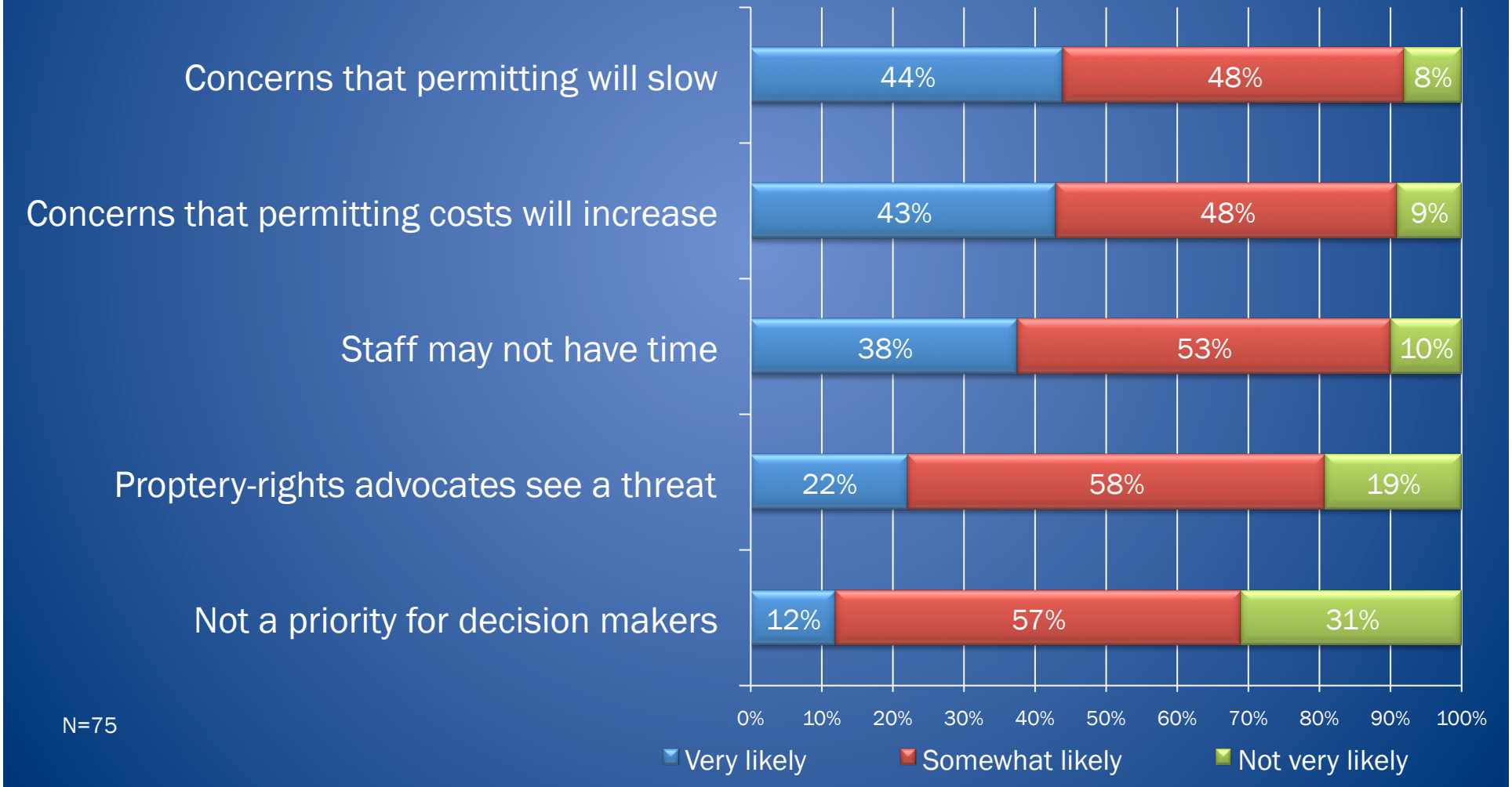
How likely to consider proposing Consultation Zones if 660' area were changed to be...



N=57

Findings: Barriers

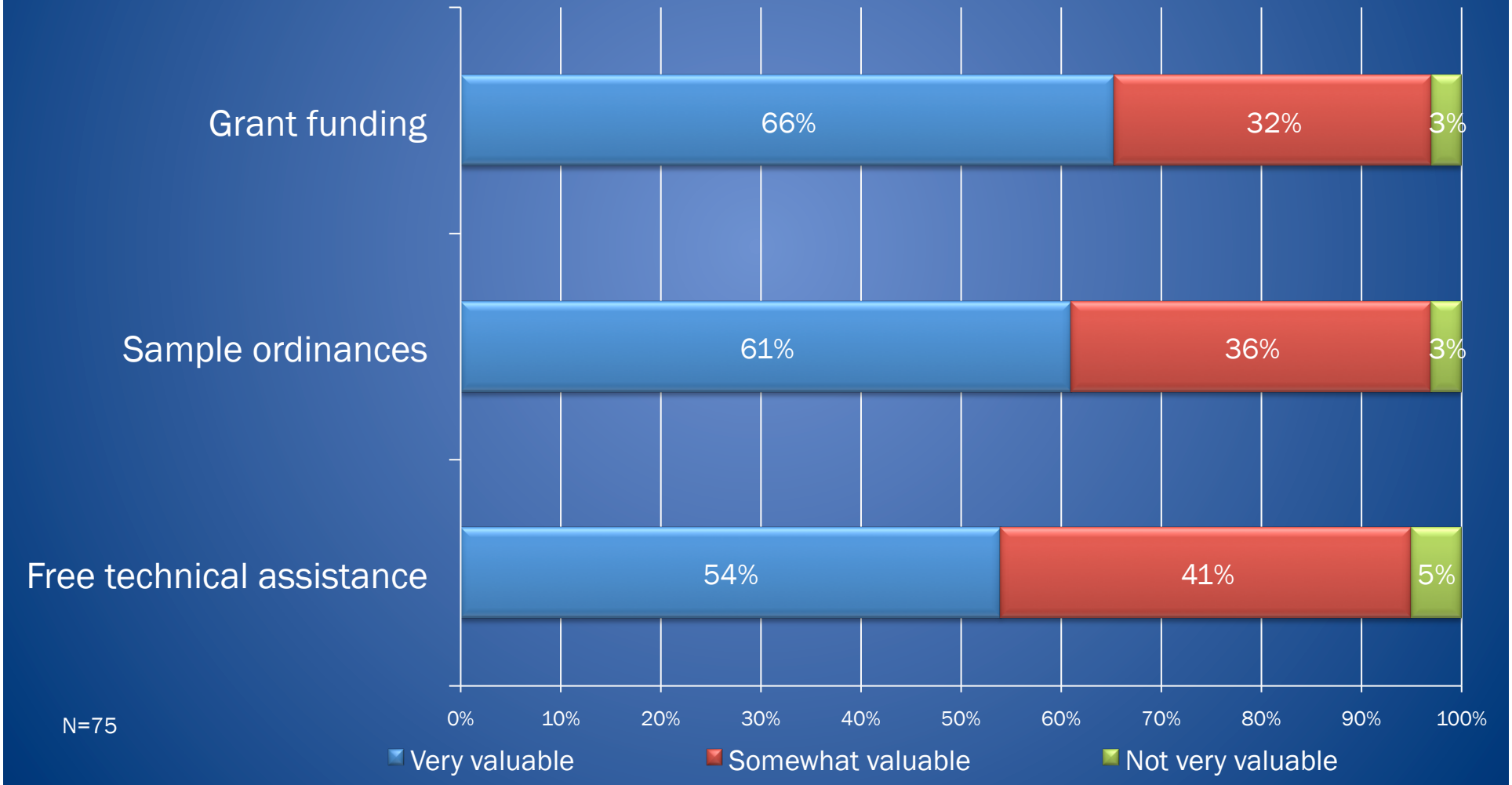
How likely are the following to be barriers to implementing Consultation Zones?



N=75

Findings: Incentives

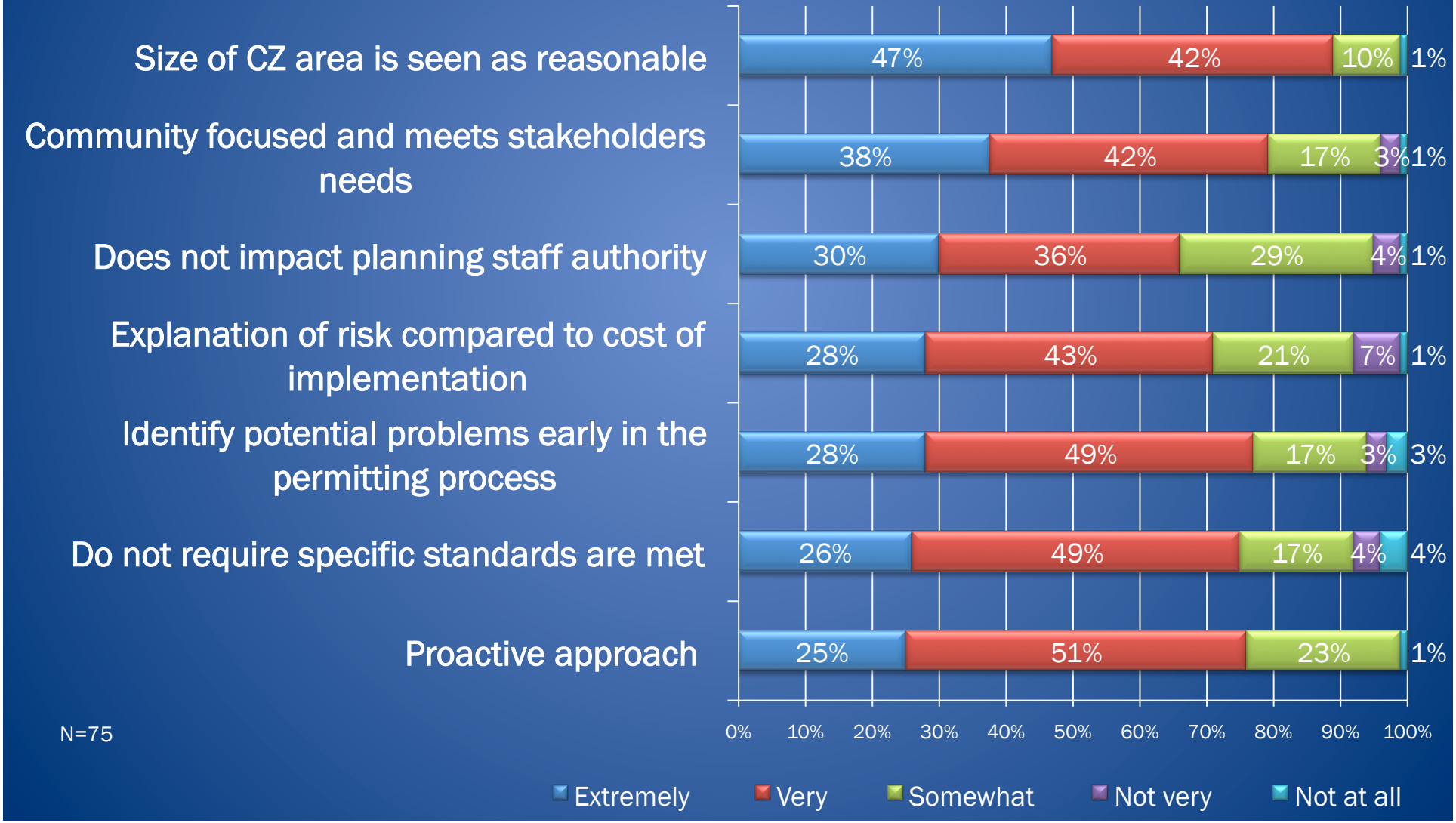
How valuable are the following incentives for implementing Consultation Zones?



N=75

Findings: Messaging

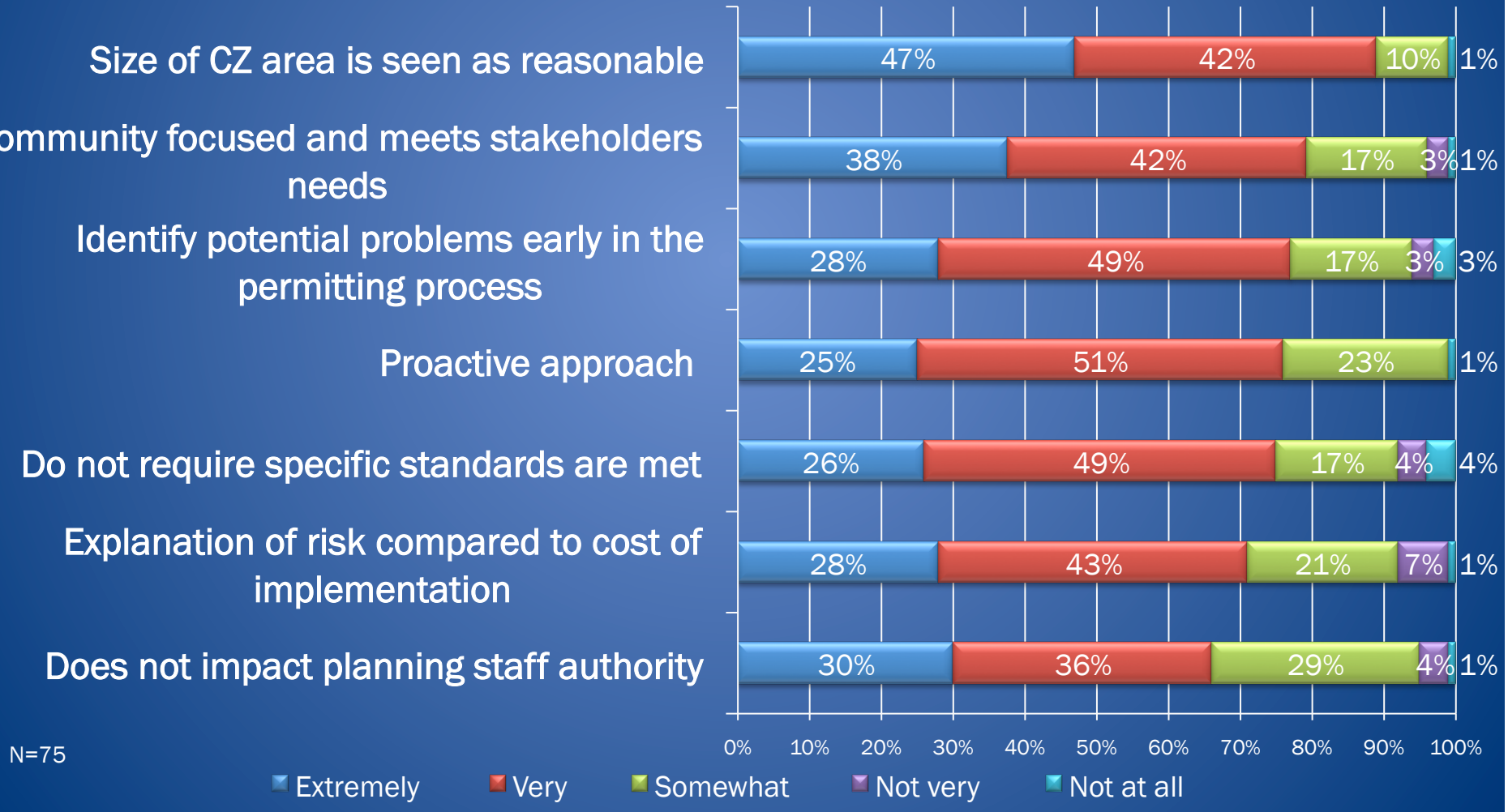
Importance of Consultation Zone beliefs and knowledge items



N=75

Findings: Messaging

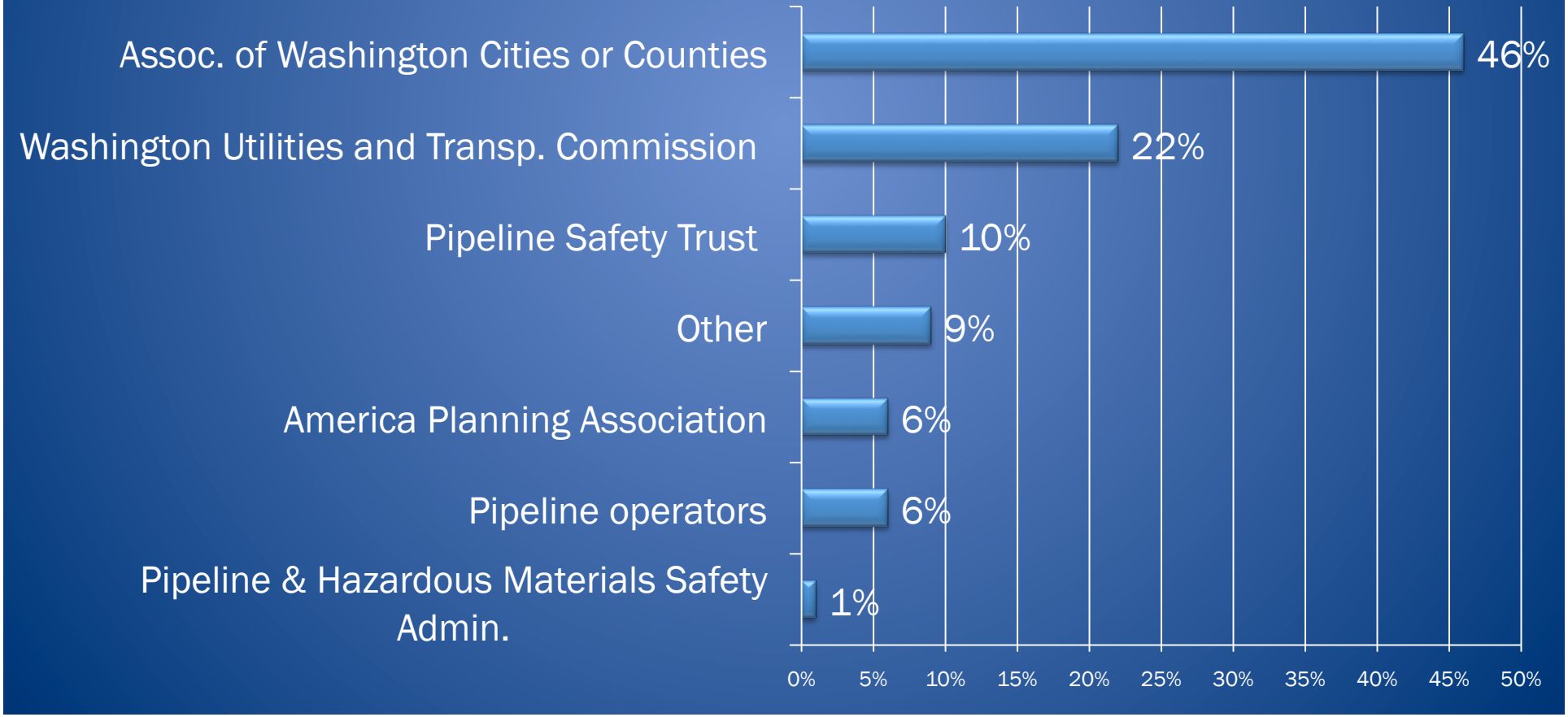
Importance of Consultation Zone beliefs and knowledge items (potential message-related content)



N=75

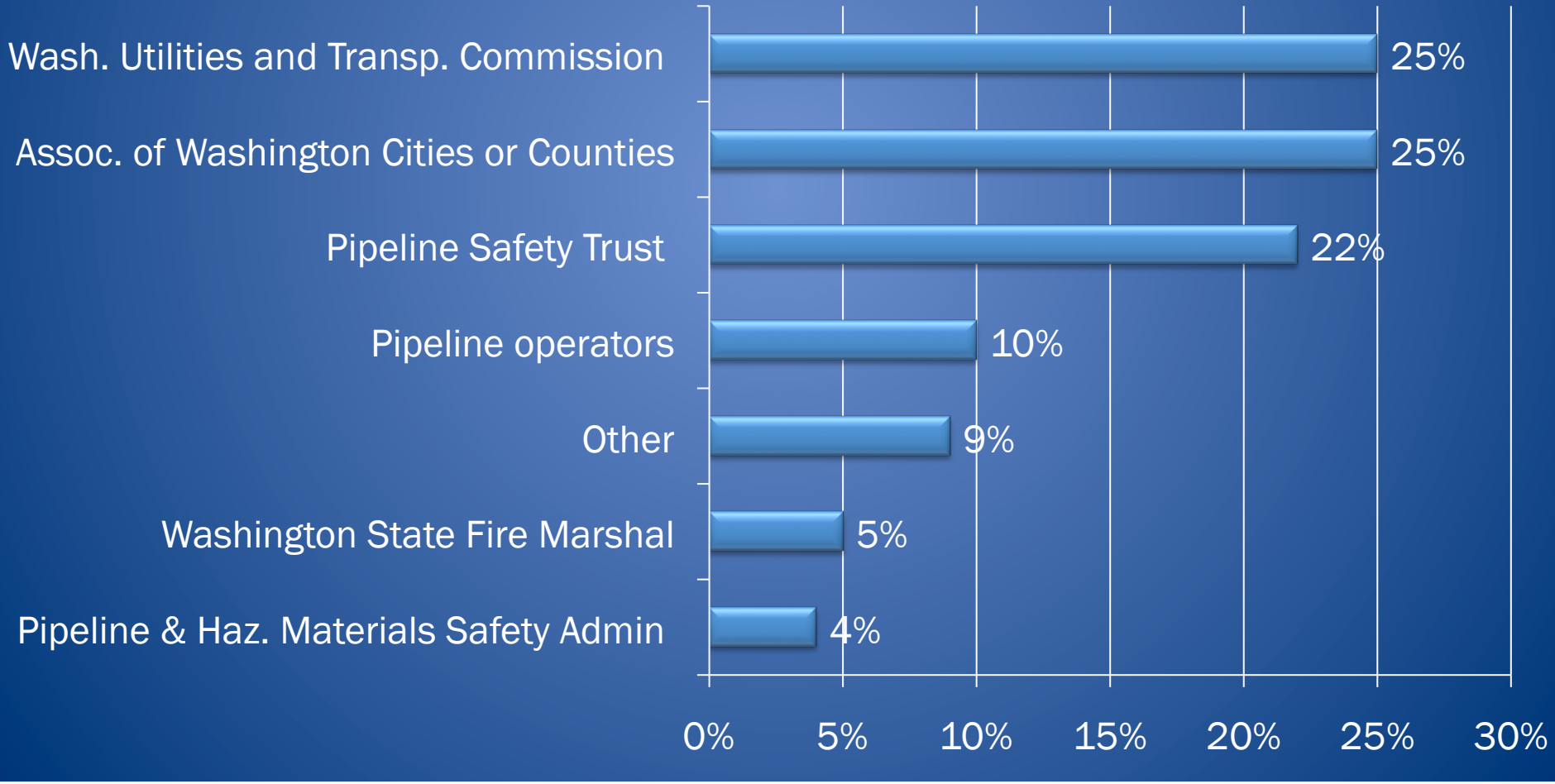
Findings: Messengers

Who do you trust most to provide helpful and accurate information about implementing Consultation Zones? (N=79)



Findings: Messengers

Who do you trust most to provide accurate information about pipeline risks? (N=79)



Findings: Channels

Sources of information about zoning and planning initiatives (N=79)