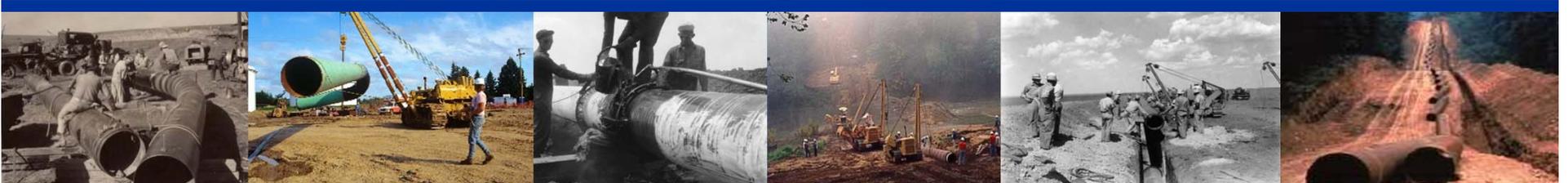




*Interstate Natural Gas Association of America*

Office of Pipeline Safety  
Public Awareness Workshop

Terry Boss  
Sr. VP Environment Safety and Operations



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## Public Awareness is a Challenge

- What is Communication?
- Who is the Public?
- Where are you in the Life Cycle of a Pipeline?
- What are your Communication Tools?
- What is your Communication?
- What is your Communication Plan?

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# What is Communication?

Educating

Motivating

Enrolling

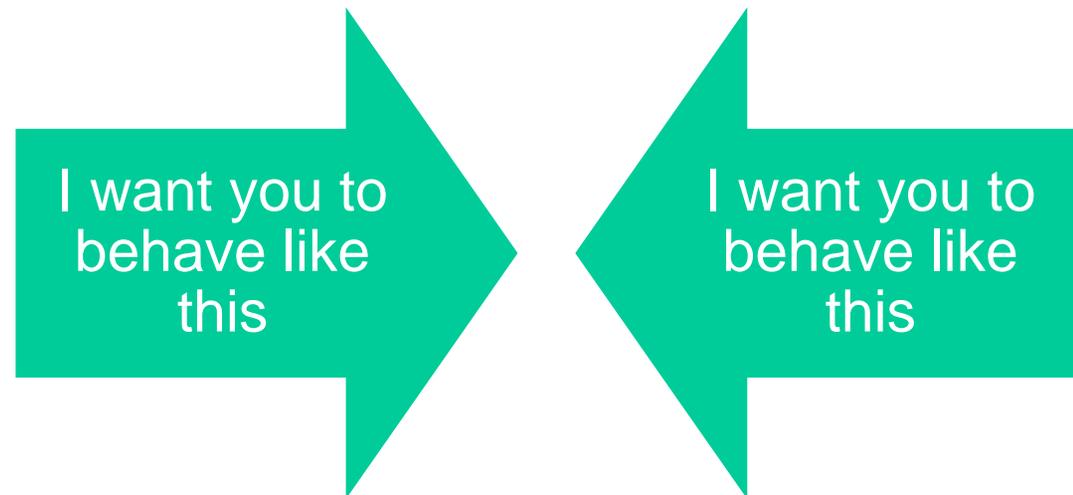
Frightening

Threatening

Listening

Understanding

Confirming



# Who is the Public?

## ***Local***

- Landowners
- Tenants
- Neighborhood
- Police
- Fireman
- County Planner
- Excavator
- Land Developer
- Educators
- Utility Owners
- Pipeline Operator
- Pipeline Service Supplier

## ***National***

- Pipeline Operators
- Energy Customers
- Pipeline Safety Regulator
- Safety Investigator
- Legislator
- Competing Energy Providers
- Advocacy Groups

# Where are you in the Life Cycle of a Pipeline?

## ***Local***

- Planning of a Pipeline Project
- Siting of a New Pipeline
- Construction of a Pipeline
- Operation of Pipeline
- Maintenance of a Pipeline
- Pipeline Incident
- Retirement of a Pipeline

## ***National***

- Reauthorization of the Pipeline Safety Act
- Energy and Environmental Legislation
- National Pipeline Incidents
- Regulatory Development
- Issue Initiatives

# What are your Communication Tools?

## ***Local***

- Face to Face
- Letter
- Phone Call
- E Mail
- Intermediary Contact
- Meeting
- Local Regulatory Filings
- Events
- Local Traditional Media
- Informational Web Site
- Phone Texting
- Blogs
- Social Web Sites
- Video Web sites

## ***National***

- Intermediary
- National Regulatory Filings
- Informational Web Sites
- Meetings
- Hearings
- National Traditional Media
- Blogs
- Social Web Sites
- Video Web Sites

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What is your Communication?

What behavior are you  
trying to change?

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# What is your Communication Plan?

- Preparation
  - What behavior do you want from the respondent?
  - What behavior do you expect might happen?
  - How do they want to change your behavior?
  - How do you plan for an unknown alternative
- Implementation
  - Prepare **first**
  - Practice
  - Pilot
  - Listen
  - Improve
- Assess your Success and Apply What You have Learned