



Pipeline and Hazardous Materials Safety Administration

Public Awareness Workshop

Houston, TX

June 30, 2010

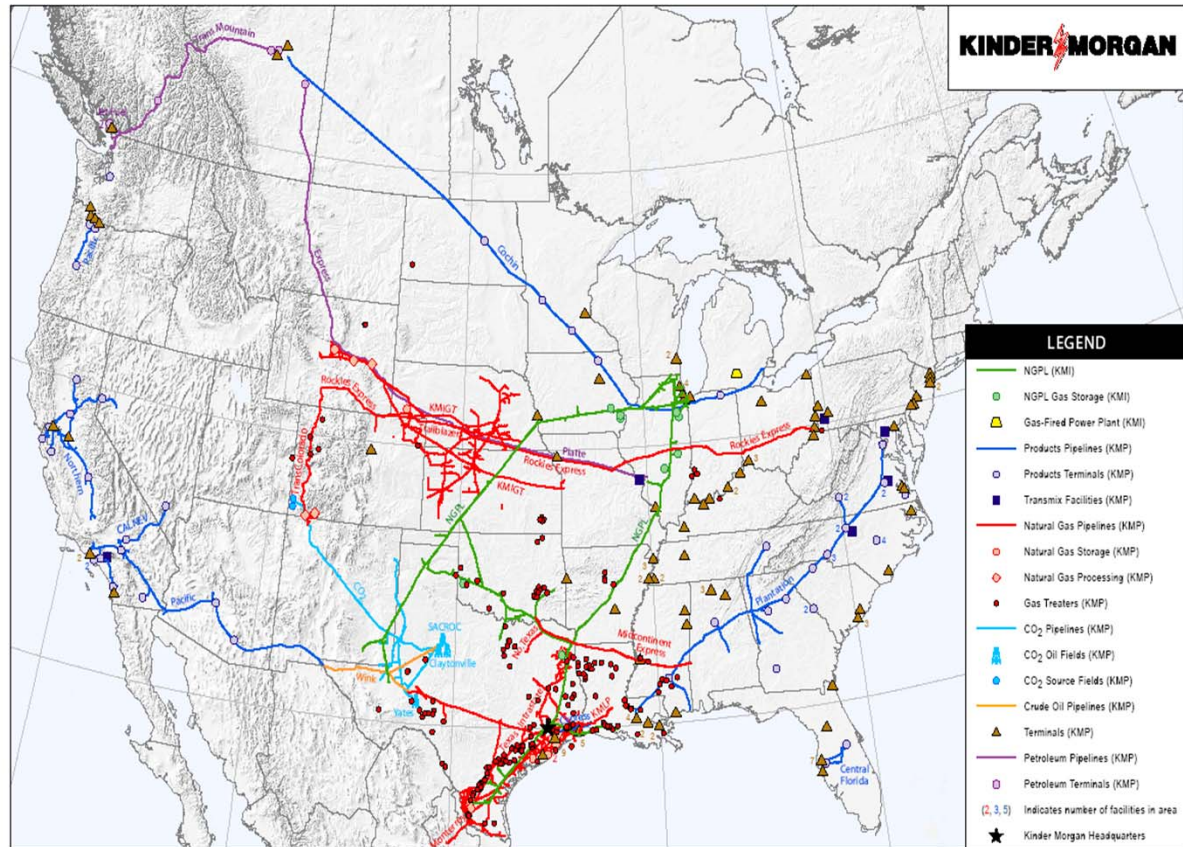
Quintin Frazier Manager-Compliance
Codes and Standards

Order of Presentation

- Overview of Kinder Morgan's Footprint
- Developing a written PA Program
- Program Implementation
- Lessons Learned/Program Enhancements
- Challenges to Overcome

Kinder Morgan's Footprint

- Over 37,000 miles of pipelines
- 180 terminals
- Natural gas, CO₂, crude oil, refined petroleum, highly volatile liquids



Developing a written PA Program

- BUs were performing public education prior to API 1162 and the new regulation
- Decision-One program versus separate BU programs
- Developed one “global” program
 - Written to provide flexibility in implementation for each BU
 - Written to satisfy regulatory requirement
- Program stewarded by DOT TWG

Program Implementation

- Program comprised of many paths to communicate to stakeholder audiences
 - PA brochure mailout program
 - Pipeline markers
 - Collaborative meetings
 - Direct contact
 - Facility tours/Drills
 - Internet website
 - Email

Lessons Learned/Program

Enhancements

- Effectiveness Measurements
 - ❖ 2007 API Joint Survey
 - ❖ 2008-2009 Emergency Responder Survey
 - ❖ 2009 Rural/Urban Survey
- Some Resulting Program Enhancements
 - ❖ Audience Specific PA Brochures
 - ❖ Enhanced PA internet website
 - ❖ Electronic newsletter for emergency responders



Before



After



ER

Challenges to Overcome

- Balancing regulatory expectations with real world realities
- Number of messages to communicate to each stakeholder audiences
- No captive audience
- Unable to ensure information is circulated to others within the stakeholder audience

Challenges to Overcome cont.

- Stakeholder's time is limited (particularly with volunteer responders)
- When is enough, enough?

Questions?

Contact Information

Quintin Frazier

Phone(770)751-4240

Email:quintin_frazier@kindermorgan.com