Observation Notes from the June 2013 Pipeline Safety Public Awareness Program Workshop Breakout Sessions

The following bullets represent the comments, ideas, questions, etc. that were noted during the breakout sessions from the June 2013 Public Awareness Program Workshop. These were noted as they were spoken by the session participants and no effort has been made to elaborate on or summarize their thoughts. The participant discussion from each breakout group was prompted by a common list of questions.

Session 1:

- The general public that does not live along a pipeline ROW needs information on pipeline conditions that could affect them (e.g., impacts on drinking water reservoirs).
- The public tends to trust messages from public authorities.
- Pipeline association suggests a requirement to have operator websites depict current pipeline status information.
- Public comments about pipelines should be tracked and displayed on PHMSA websites.
- Need to make the public more aware of pipeline plans and alternative choices.
- Land planners and emergency responders need to collaborate more on pipeline issues.
- Land planners should be more engaged in pipeline issues.
- Pipeline operators should be involved in construction permitting processes.
- PIPA and PIPA recommended practices should be included in operators' baseline messages.
- Operators and other stakeholders could collaborate on promoting PIPA recommended practices, as was done with 811.
- Public awareness should begin with pipeline planning and siting.
- Pipeline siting can affect local community planning and economics.
- Pipeline re-purposing should get environmental reviews.
- Emergency plans should be filed before pipelines begin operation.
- Emergency responders need easy access to material safety data sheet (MSDS) information on pipeline contents.
- PHMSA and operator websites should define who to call for pipeline construction issues.
- Operator messages to emergency responders should identify information pertinent to emergency responder actions during incidents (e.g., volume, content, time to close valves, emergency contacts, valve locations, operator response capabilities, etc.).
- It would assist emergency responder organizations if they received consolidated messages/briefings from multiple operators, if applicable.
- Operators' collaboration on public awareness messaging and measurement could be useful but successes should be shared.
- Trust among operators could be enhanced by communication; trust among stakeholders can be enhanced with communication; communication within a community can enhance trust.

- There is inadequate knowledge by the general public and other stakeholders of PHMSA and its roles. PHMSA could undertake its own public awareness campaign in affected communities.
- Are operator inspection reports available to the public?
- Trust of operators could be enhanced by demonstration of open and honest information.
- Differences in operator types and sizes should be considered in public awareness requirements (i.e., municipal gas distribution versus transmission).
- Operators should persevere in working with stakeholders regarding ROW issues.
- If things change, operators should maintain trust by going back to the stakeholders with updated information.
- Emergency responders utilize a secure portal online for sharing information.
- Brochures changed to state "critical safety information" on front cover would be better received/retained by stakeholders.
- Brochures could provide smart tags (bar codes) to link to additional information.
- PHMSA should link NPMS to each operator's home page.
- Best methods to communicate to stakeholders still include bill stuffers.
- Multiple methods are needed to effectively reach out to all stakeholders.
- Use auto-dialers to convey messages to the public.
- Pipeline maps should be easier to use for the general public (e.g., Google-based).
- Pipelinesnearby.org is a mobile app of the Pipeline Association for Public Awareness; it identifies pipelines near GPS locations, it does not map them.
- Maps should show landowners where easements and ROW are.
- Operator electronic maps could add buffer zones.
- Operator (?) app provides pipeline location, diameter, product….
- NPMS should be upgraded to be more user-friendly. Maps are a good public awareness tool.
- Local government officials should be aware of pipelines in advance.
- Emergency responders should make sure public officials, especially planners, are aware of pipelines.
- Local elected officials should be aware of pipelines proposed and of pipeline excavation activities.
- Most effective way to communicate with public officials is to call; this will result in a pass-off to the appropriate organization.
- ROW markers should state what specific products are transported in the pipeline, not just "petroleum."
- The public should also spread the word about pipelines to make others aware, and should ask operators for additional information.
- PHMSA should be more accessible to the public and legislators.
- Information would be better if it came from operators rather than by public sharing; however, operators and PHMSA are not responsive in a timely or forthcoming manner.
- PHMSA should always respond to state legislature requests.

- PHMSA's website should make regulatory boundaries more clear.
- Information on inspections is not available; this lack of information or responsiveness does not generate trust.
- Each website generated by public stakeholders is generally a result of stakeholder frustration.
- "Trust but verify" – different information sources showing the same information builds trust.
- PHMSA CATS program is a good outreach effort but may need expanding.
- Citizen advisory committees can help build trust.
- Emergency responders see pipeline incidents as hazmat issues. Their primary concern is "SIP" – safely isolating people. The need to know who the appropriate contacts are at the time an incident occurs.

Session 2:

- Relevant
    - Pay more attention
- MSDS sheets on websites
- Honesty from industry
- Adequate response capabilities
- Public officials:
    - "lead a horse to water but can't make it drink"
    - Email which can be forwarded to track "open" rates
    - Take CBYD info and convert to $
    - Lean of ER to have this info
    - Elected officials are difficult to reach
    - Join meetings; set goals
- Regulators
    - Be proactive and issue corrective actions if applicable
- Operators
    - What's in the pipeline – be specific about the product, psi, risk; proximity to pipeline; history of incidents
    - Collaborate for general messages then customize for operator specific information
    - NPMS more robust
    - Balance between what the public needs versus the security of assets
    - Public can register comments about NPMS
    - Too much information on NPMS may empower those to dig without calling 811
    - PHMSA needs a checklist and communication and implementation
    - Two-way communication: send in the bounce back cards, request meetings
- Emergency Responders
    - Look at multiple pieces of information to respond
    - Pipelines [are] safest form of transportation
    - In pipeline = commodity
    - Out of pipeline = hazard material

    - Public complacent
    - Include 911 operators:
        - NENA standard
        - Prep for 3 & 4 questions. What does it smell like? Is there a pipeline in the area?
    - Volunteer firefighters are trained – it's a misconception that they aren't trained.
    - Invite/go to 911 operators
    - Integrate in what emergency responder is already doing, e.g., public meetings
    - AP messaging – add a few bullets on what to tell a 911 operator
    - OPS want emergency responders to keep the info
        - Reformat so the info follow how info is used
        - Use a first in the communication process
    - Emergency responders want to contact the operator (a person). Need phone numbers or one national number. Need current info.
    - LEPCs
        - Important part of the emergency response coordination
        - Emergency management
        - Annual communication would help – no formal reporting for pipelines
- Affected Public
    - Schools, PTA, nursing homes, etc. (i.e., building where large groups of people congregate)
    - Media – channel to reach affected public
    - Water treatment facilities
    - Online
    - Demographics – two or more approaches to buildings
    - Directors/administrators, then the people (students, seniors)
    - After school programs, summer programs
    - Junior achievement
    - Safety village
    - Community events
    - Use your network
    - What can regulators do to share?

Session 3:

- Participants: Public – 2; Excavators – 0; Vendors/consultants – 8; Public officials – 1; Emergency responders – 1; Pipeline operators – 38.
- Collaborative factor
    - National 811
    - Large coverage areas
        - Example: how to recognize and react to leak
- Specific

    - Operator based
    - Regulator preferred
- PHMSA based
    - Data of products for recognize and react
- App to identify: "What's in your neighborhood" and details
- All
    - Channels to deliver messages
        - Associations
            - County judges
            - Land developers
- Standardize issues at a predefined level – county, region
- Effective enforcement
- Risk-based approach for public awareness
- Triggers
    - Damages/hits
    - Effectiveness results
    - Too many mail returns (pipeline operators)
    - Encroachments
- Seasonal messages; special groups; special situations
- Post-disaster (sink holes, tornados, hurricanes, pipeline accidents)
- Rule change, operation change
- Maps
    - Accuracy issue?
    - Detail?
    - Web links
- Affected public
    - Indirectly by location – but potential impact water supply (pipeline runs by reservoir where you receive water)
    - What to do (in message):
        - Leave area
        - Call 911
        - Call before you dig
    - Definition: owner versus tenant or resident
    - Effectiveness – measuring change in behavior
    - Drill down on how to evaluate the various statistics
    - Looking for PHMSA to provide effective methods of communication based on audits
    - Getting from public awareness to engagement
    - PHMSA's role
- Excavators
    - Should one-call centers be included in definition – engage them to enhance and spread the message

    - Add farmers
    - Role: have to wait for response to 811 call
    - Methods – communicating message from excavators business to workers; translation
    - Near misses/hits – if you hit call 911 and 811
- Public officials
    - Add data layers to manage affected areas (new and existing pipelines)
        - State layers
        - NPMS
    - Outreach through associations
    - Emergency response
    - Relay messages to officials to have them support/acknowledge clearing of ROW
    - Go beyond exemptions to enhance public safety
- Emergency responders
    - Need PHMSA involvement (hazmat)
    - Collaborative efforts (Georgia example)
    - How to get past financial/resource limitations on the emergency response groups (reaching all ERGs are not the same) volunteer
    - Include “safety officer” on list

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