



Public Awareness Program Inspection Status



PHMSA Public Awareness Workshop
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PAP Inspection Updates

- **PAP Inspection timeline:**
 - **Federal PAP Inspections completed by end of 2012**
 - **Interstate agent inspections completed by end of 2012**
 - **States are also incorporating PAP inspections into their normal inspection cycle by end of 2013**
- **Finalized documented published online:**
 - **PAP Effectiveness Inspection Form**
<http://www.phmsa.dot.gov/pipeline/library/forms>
 - **PAP Enforcement Guidance Document**
<http://www.phmsa.dot.gov/foia/e-reading-room>



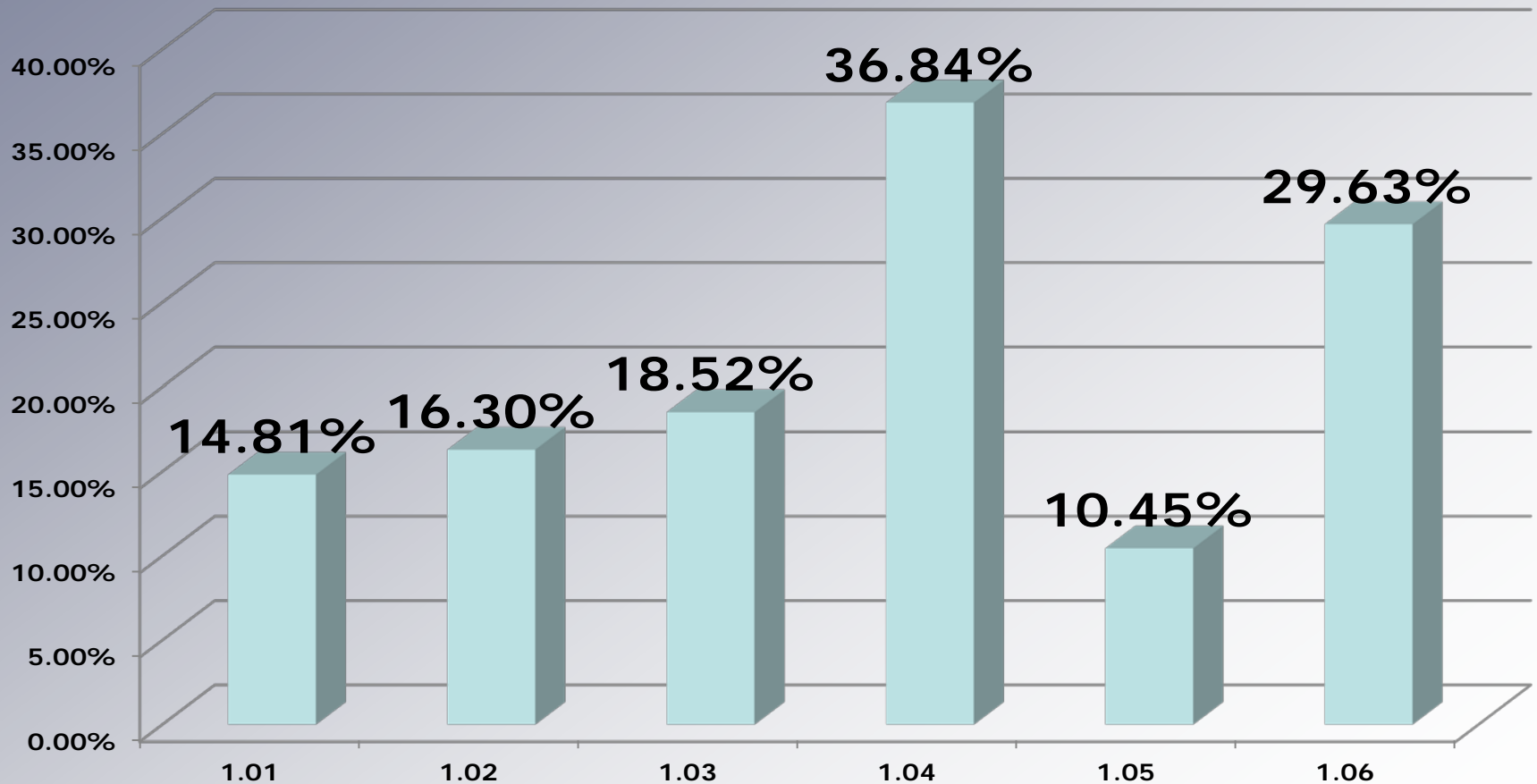
PAP Inspection Updates

PAP Completed Inspections:

- **Total PAP Inspections end of 2012**
 - » **313**
- **PHMSA lead Inspections end of 2012**
 - » **135**
- **States Lead PAP inspections end of 2012**
 - » **178**



Public Awareness Inspections Section One





Section One

1.04 – Stakeholder Audience Identification

- **Missed Audiences/ Parts of Audiences**
- **Didn't include other information in audience ID (IMP) to Establish distance either side of pipeline**

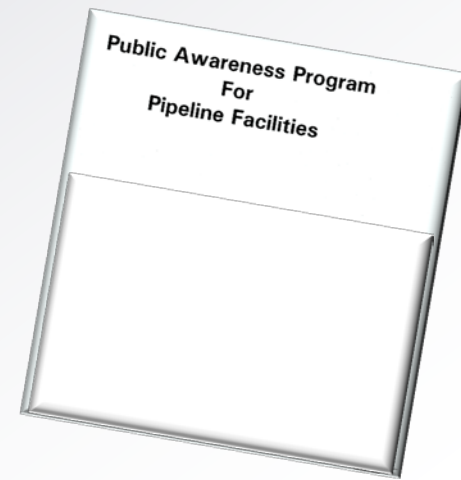
1.06 – Written Evaluation Plan

- **Written plan to conduct and evaluate**
- **Correct Frequencies**
- **Statistical Sample Size, Confidence Level and M.O.E., by Stakeholder Audience**



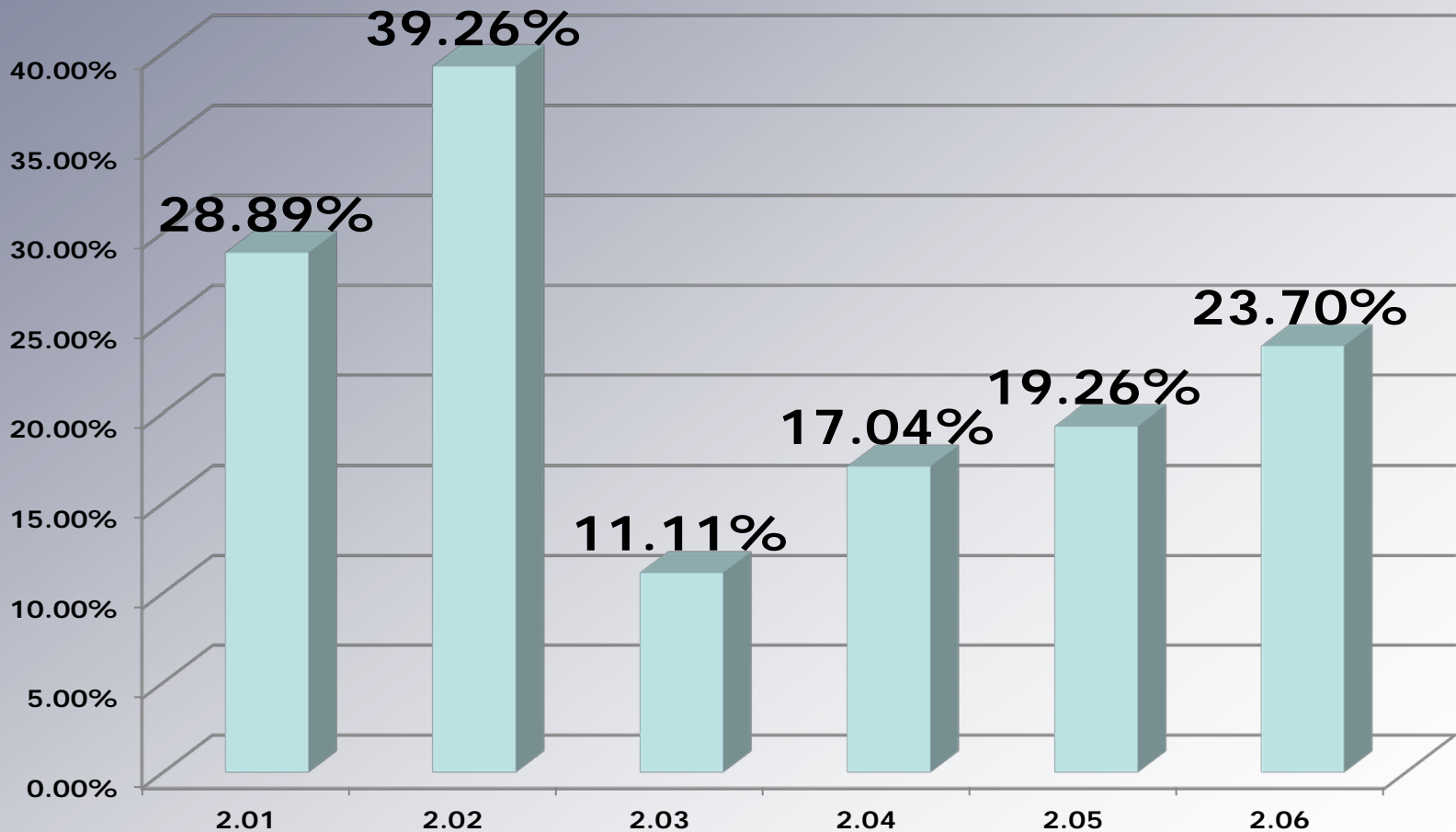
Written PAP

- **Written program described who, what, when, where, how, why**
- **Cross referenced to other company procedures such as:**
 - **Emergency response plans**
 - **Integrity management plans**
- **Unique attributes not listed or specific, missing:**
 - **System type**
 - **Types of products**
 - **Lines and/or facilities covered**
 - **All company assets/facilities covered**





Public Awareness Inspections Section Two





2.01	PHMSA	English and other Languages	92	39	2	2	135	28.89%
2.02	PHMSA	Message Type and Content	79	53	1	2	135	39.26%
2.03	PHMSA	Messages on Pipeline Facility Locations	114	15	4	2	135	11.11%
2.04	PHMSA	Baseline Message Delivery Frequency	108	23	2	2	135	17.04%
2.05	PHMSA	Considerations for Supplemental Program Enhancements	103	26	4	2	135	19.26%
2.06	PHMSA	Maintaining Liaison with Emergency Response Officials	97	32	3	3	135	23.70%



Section Two

2.01 - English and Other Languages

Process, Frequency, Source

2.02 - Message Type and Content

Message Mapping (1162 / PAP/ Brochures)

2.06 - Maintaining Liaison with Emergency

Responders

ERP Available, Sharing Capabilities

Non-Attendees (Closing the Loop) every

three years



Implementation Languages

- **Defined process with thresholds for actions**
- **Commonly provided in Spanish (as default)**
- **Emergency Response & Public Official (English only)**
- **(800) Translation number on print material**
- **TDD/TYY (speech - hearing impaired #on print material)**



Implementation Supplemental Enhancements

- Increased message delivery frequency
- Messages in multiple languages
- Emergency # translates to other languages (Spanish, French, Japanese, Russian, Korean, Arabic, etc)
- 24 hour public awareness phone #
- Agricultural mailings
- Scratch and sniff NG cards
- ER website portal to get operator specific information (capabilities across the state)



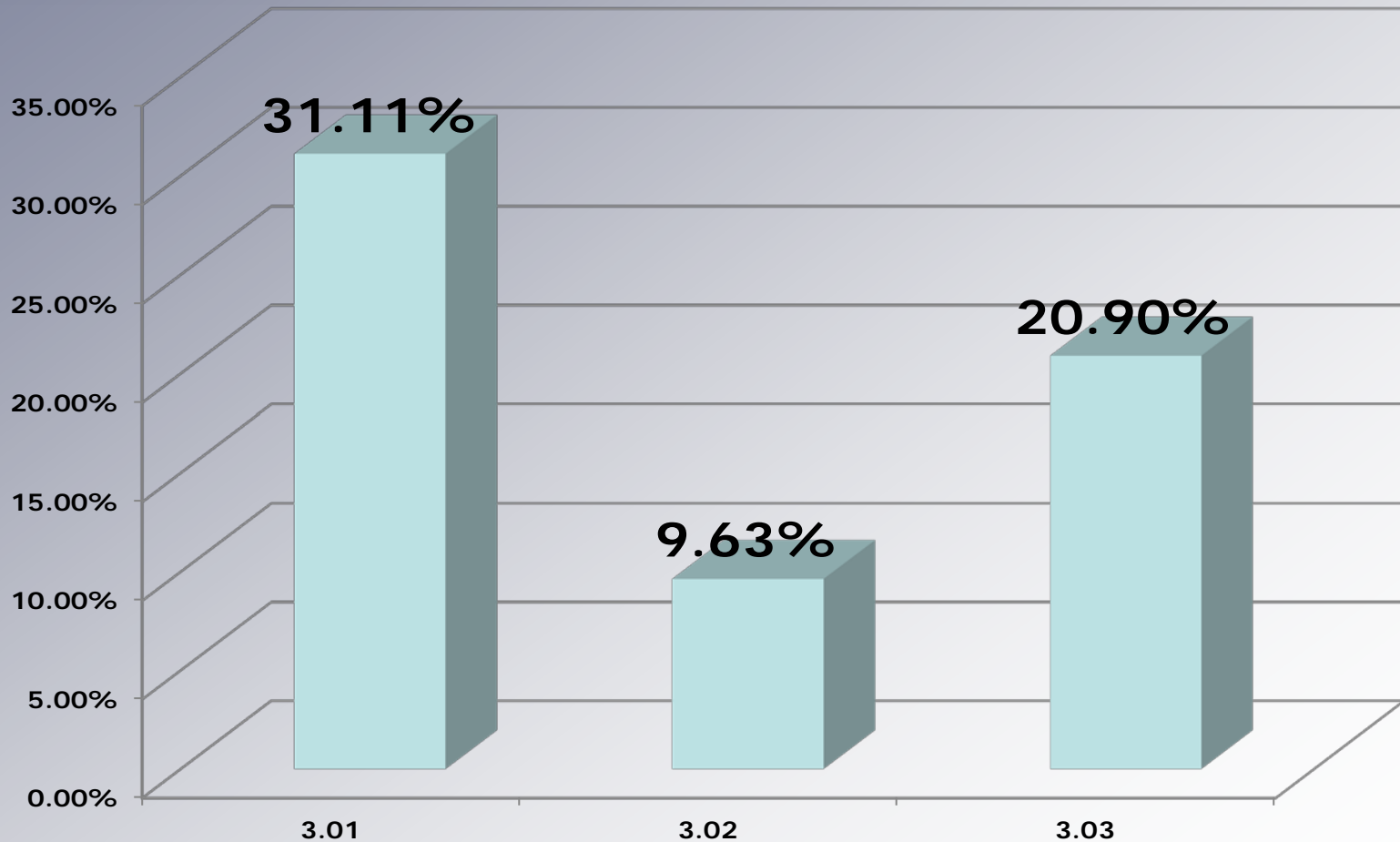
Implementation

Maintaining Liaison w/ ER Officials

- **Collaborative operator public meetings (limited specific operator interaction)**
- **Tracked who attended meetings and followed up**
- **Verified ER lists for accurate contact information**
- **Generic information sent may not motivate to attend**
- **Inconsistent information shared from ER plan**
- **Difficult getting ER officials engaged**



Public Awareness Inspections Section Three





3.01	PHMSA	Measuring Program Implementation	87	42	4	2	135	31.11%
3.02	PHMSA	Acceptable Methods for Program Implementation Audits	116	13	4	2	135	9.63%
3.03	PHMSA	Program Changes and Improvements	101	28	3	2	134	20.90%
		Averages	101	28	4	2	135	21%



Section Three

3.01 - Measuring Program Implementation

- **Documents that Verify Annual Review**
- **Guide a Consistent Process.**

3.03 - Program Changes and Improvements

(Document what was reviewed, Considered, Decisions, implementation, by whom and by Date Due)



Evaluations (Annual Audits)

Some operators:

- Documented meetings, dates, participants, agenda
- Meeting with cross-functional review teams (or prevent silos)
- Defined/monitored metrics
- Combined annual audit & effectiveness evaluation in year 4
- Linked timing and review with other programs:
 - Integrity management

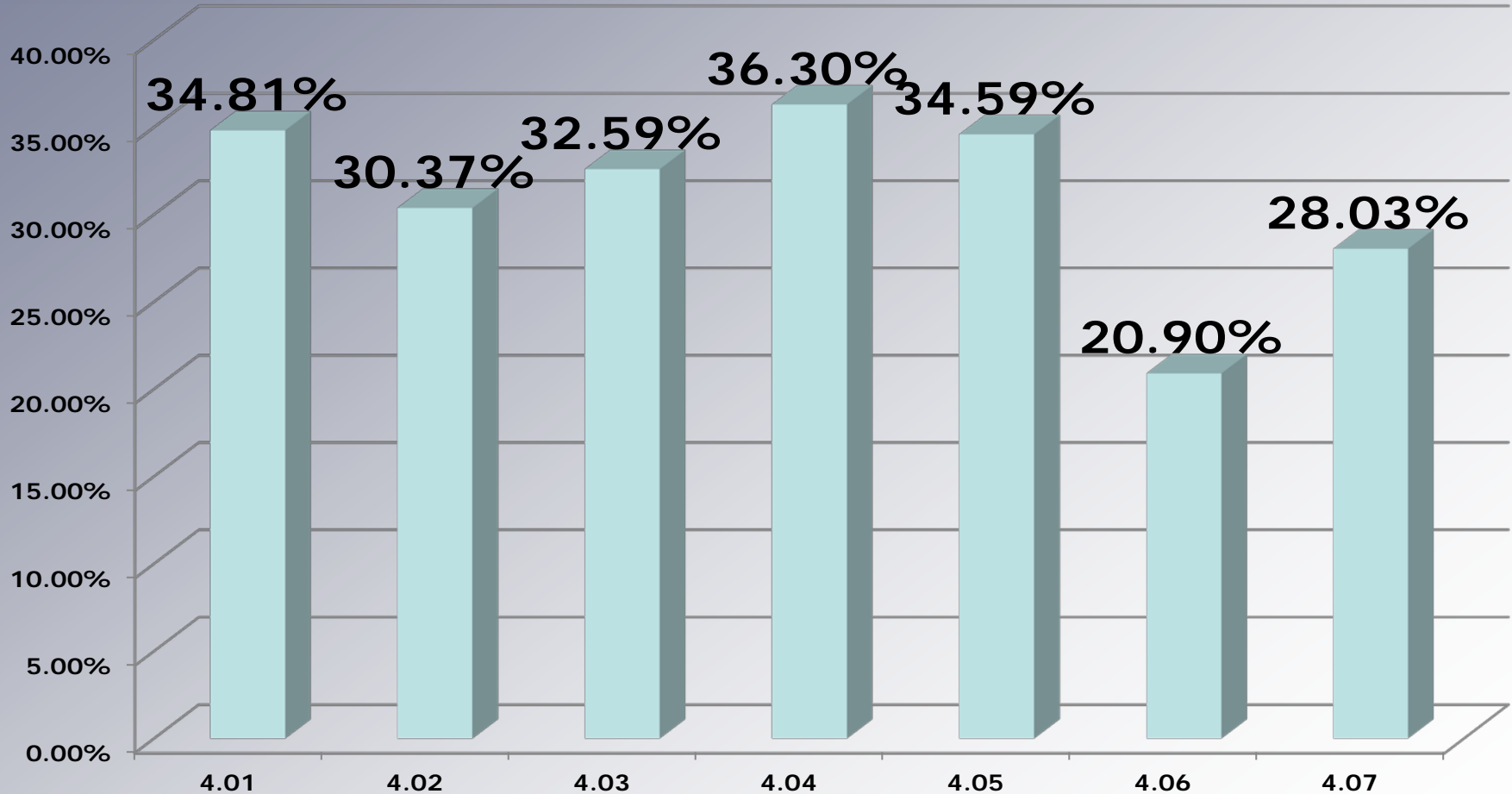


Program Changes and Improvements

- **Changes/documentated tracked?**
- **Implemented changes during next year**
- **Verified adequate resources were available**
- **Updated written plan**
- **Obtained current management support**
- **Reviewed supplemental enhancements**
- **Changes to print material**



Public Awareness Inspections Section Four





4.01	PHMS A	Evaluating Program Effectiveness	74	47	11	3	135	34.81%
4.02	PHMS A	Measure Program Outreach	81	41	10	3	135	30.37%
4.03	PHMS A	Measure Percentage Stakeholders Reached	77	44	11	3	135	32.59%
4.04	PHMS A	Measure Understandability of Message Content	73	49	10	3	135	36.30%
4.05	PHMS A	Measure Desired Stakeholder Behavior	73	46	9	5	133	34.59%
4.06	PHMS A	Measure Bottom- Line Results	93	28	9	4	134	20.90%
4.07	PHMS A	Program Changes	82	37	10	3	132	28.03%



Section Four

- 4.01 - Evaluating Program Effectiveness**
 - 4 years from Implementation, Sample Size, MOE, Confidence Level**
- 4.02 - Measure Outreach**
 - Actual Number by Stakeholder Audience**
- 4.03 - Percentage of Stakeholders Reached**
- 4.04 - Understandability of Message Content**
- 4.05 - Desired Stakeholder Behavior**
- 4.06 - Bottom Line Results**
 - Considered other Bottom Line Measures**
- 4.07 - Program Changes**
 - Document Changes -**



Section Four

How effective is the operator's public awareness program?

- Collecting data is not the only component to completing an effectiveness evaluation.
- Operator effectiveness evaluations should:
 - Identify program metrics
 - Describe evaluation methodology
 - Summarize findings or conclusions
 - Identify changes in written plan and/or implementation



Conclusion

- **Most operators putting forth effort and improving programs with creative approaches**
- **Process/methodology improvements are needed with annual audits/effectiveness evaluations**
- **Motivating stakeholders to stop, listen, and change**
- **Balancing information overload with specific messages**
- **Continuous Improvement Efforts Are Not In Vain!**



Questions



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Thank you!