



## WILLIAMS PUBLIC AWARENESS: What's Working?



Chris Stockton

Williams Gas Pipeline Public Awareness Program Administrator

**15,000 miles  
of pipe**

**Northwest  
Pipeline**

**Transco**

**Gulfstream**





Affected Public

Letter, fact sheet, magnet, BRC

Supplemental 811 post card

The collage includes several items:

- Letter:** A document with the Williams logo at the top right. It contains text about gas service, safety, and contact information. The date is listed as 04/16, 2020.
- Fact Sheet:** A blue and white document titled "Get the Facts: Natural Gas Pipeline". It provides information about natural gas safety and the 811 service.
- Magnet:** A blue and white magnet with the text "Always Call Before You Dig." and a large "811" logo.
- BRC Postcard:** A Business Reply Mail (BRC) postcard with the Williams logo and the text "In the event of an emergency on the Trenches Pipeline, call 800-440-8475".



**Emergency  
Officials**

Letter, fact sheet, map,  
contact card, BRC

Supplemented with  
online training, personal  
contact

**Williams**  
GAS PIPELINE

DATE: 2005

Dear neighbor,

As you may be aware, Williams operates a high-pressure natural gas transmission pipeline in your area known as the Transco pipeline. You may be more familiar with your local distribution company public utility, which receives its natural gas supply from pipeline operators like Williams.

Large diameter transmission pipelines transport far greater volumes and operate at higher pressures than smaller local distribution lines. The Transcon pipeline operated by Williams is a corridor of high-strength steel ranging in diameter from 60 to 48 inches. Complicated valves, remote stations, remote valves and access facilities support the Transcon system.

It is important to us that you are familiar with our pipeline facilities in your community and that any questions you have about our operations are promptly addressed. You can find information about other pipelines operating in your community by accessing the National Pipeline Mapping System (NPMS) on the Internet at [www.npms.dot.gov](http://www.npms.dot.gov). NPMS provides a list of pipelines, their operators and pipeline contact information.

Last year, the federal government selected more stringent pipeline regulations and began requiring mass communication with landowners living in certain areas near pipeline facilities. These areas, known as High Consequence Areas, can generally be described as:

- Areas that meet certain criteria of population density
- Areas that contain populations or organized mobility, such as schools and hospitals
- Areas that are people congregate, such as bus stops and parks

Williams' Integrity Management Plan identifies supplemental safety procedures in these areas. A summary of the basic requirements and components of Williams' Integrity Management Plan can be found on the Internet at [www.williams.com/BRC](http://www.williams.com/BRC).

If you have any questions about the regulations, you can call our anytime at (800) 445-8475. In the event of a pipeline emergency, you can reach Williams' 24-hour Gas Control Center at (800) 445-8475.

Thank you for your time.

Sincerely,

Name:  
District Manager  
Williams Gas Pipeline  
Location: Ohio

**BUSINESS REPLY MAIL**

WILLIAMS GAS PIPELINE  
100 NORTH WILCOX  
WICHITA KS 67377-0008

24-Hour Gas Control  
(800) 445-8475

**Outstream**  
NATURAL GAS SERVICE

In the event of an emergency involving the Outstream natural gas pipeline, notify the pipeline company's 24-hour Gas Control center immediately. The Gas Control center will dispatch company representatives to the area where the accident has occurred.

**Transco Pipeline**  
NC - Iredell

Pipeline Emergency Contact  
(800) 445-8475

**Williams**

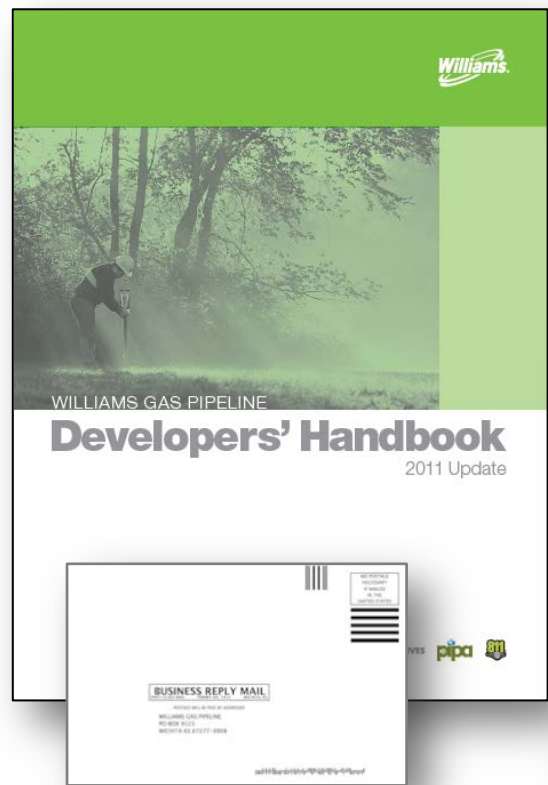
Williams operates a high-pressure natural gas transmission pipeline located in the Transcon pipeline ranging in diameter from 60 to 48 inches. You can find information about this and other pipelines operating in your community by accessing the National Pipeline Mapping System (NPMS) on the Internet at [www.npms.dot.gov](http://www.npms.dot.gov).



**Excavators**

Collaborative brochure  
with company-specific  
insert

Supplemented with  
personal contact,  
developer's handbook





Schools

Letter, map, contact card with local info

Focuses on pipeline location and emergency planning

**Williams**  
GAS PIPELINE

DATE, 2008

Dear neighbors,

As you may be aware, Williams operates a high-pressure natural gas transmission pipeline in your area known as the Transco pipeline. You may be more familiar with your local distribution company, or utility, which receives its natural gas supply from pipeline operations like Williams.

Large diameter transmission pipelines (ranging in pipe volume and pipe size at high pressure from smaller local distribution lines). The Transco gas pipeline operated by Williams is a combination of high-strength steel ranging in diameter from 24 to 42 inches. Compensator stations, meter stations, control valves and similar facilities support the Transco pipeline.

It is important to us that you are familiar with our pipeline facilities in your community and that any questions you have about our operations are promptly addressed. You can find information about the gas lines operating in your community by accessing the National Pipeline Mapping System (NPMS) on the Internet at [www.npms.dot.gov](http://www.npms.dot.gov). NPMS provides a list of pipelines, their operators and pipeline contact information.

Last year, the federal government adopted more stringent pipeline regulations and began requiring more communication with residents living in certain areas near pipeline facilities. These areas, known as High Consequence Areas, can generally be described as:

- Areas that meet certain criteria of population density
- Areas that contain populations of emergency facilities such as schools and hospitals
- Areas where people congregate, such as ball fields and parks

Williams' Integrity Management Plan identifies supplemental safety procedures in these areas. A summary of the basic requirements and components of Williams' Integrity Management Plan is located on the Internet at [www.williams.com/IMP](http://www.williams.com/IMP).

If you have any questions about our operations, you can call us anytime at (800) 440-8475. In the event of a pipeline emergency, you can reach Williams' 24-hour Gas Control Center at (800) 440-8475.

Thank you for your time.

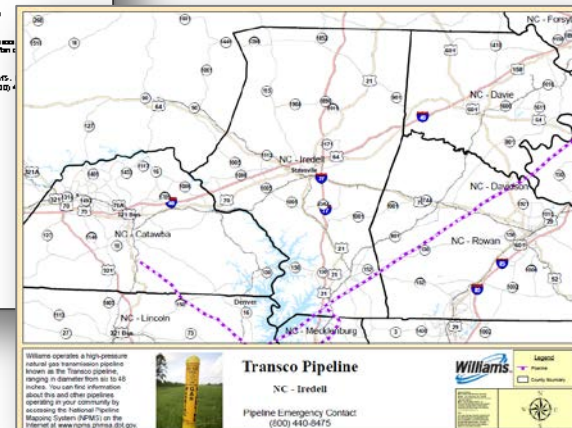
Sincerely,

Mark  
Luisford Enriquez  
Williams Gas Pipeline  
Location, State

Williams Gas Control  
(800) 440-8475

**Gulfstream**  
Natural Gas Service

In the event of an emergency involving the Gulfstream Natural Gas pipeline, notify the pipeline company's 24-hour Gas Control center immediately. The Gas Control center will dispatch company representatives to the area where the incident has occurred.

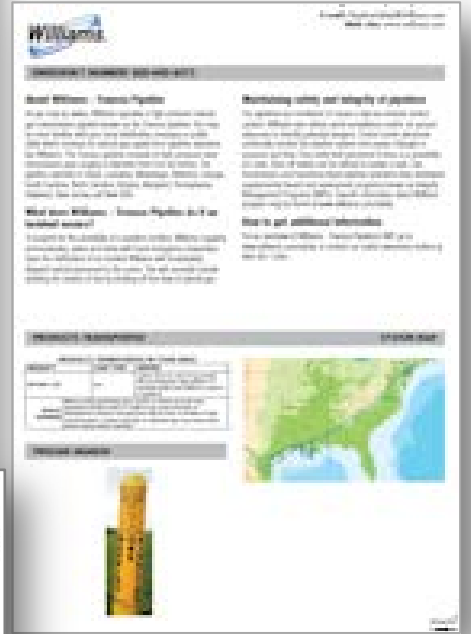
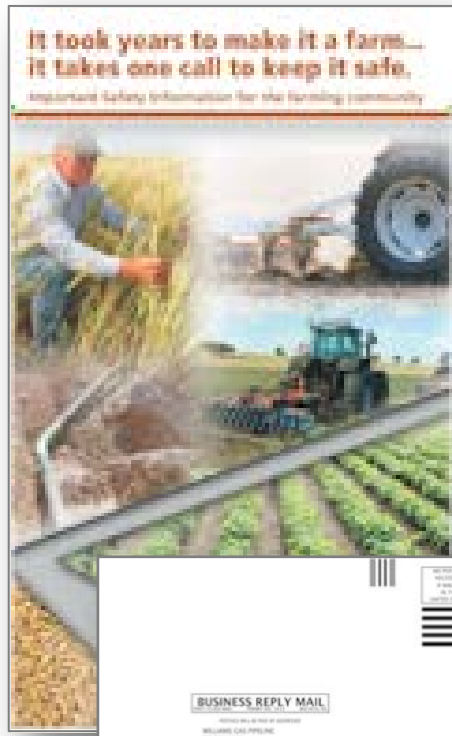




**Farmers**

Supplemental collaborative mailing with company insert

Only distributed in farming areas





Public  
Officials

Letter, fact sheet, map,  
contact card, BRC

SIC codes scrubbed for  
key titles, communities

**Williams**  
GAS PIPELINE

DATE: 2005

Dear neighbor,

As you may be aware, Williams operates a high-pressure natural gas transmission pipeline in your area known as the Transco pipeline. You may be most familiar with your local distribution company public utility, which receives its natural gas supply from pipeline operators like Williams.

Large diameter transmission pipelines transport far greater volumes and operate at higher pressures than smaller local distribution lines. The transmission pipelines operated by Williams are a collection of high-strength steel ranging in diameter from 30 to 48 inches. Complicated valves, meter stations, remote valves and access facilities support the transmission system.

It is important to us that you are familiar with our pipeline facilities in your community and that any questions you have about our operations are promptly addressed. You can find information about other pipelines operating in your community by accessing the National Pipeline Mapping System (NPMS) on the Internet at [www.npms.dot.gov](http://www.npms.dot.gov). NPMS provides a list of pipelines, their operators and pipeline contact information.

Last year, the federal government adopted more stringent pipeline regulations and began requiring mass communication in high consequence areas in certain areas where pipeline facilities. These areas, known as High Consequence Areas, can generally be described as:

- Areas that meet certain criteria of population density
- Areas that contain populations of employed mobility, such as schools and hospitals
- Areas that are people congregate, such as bus stops and parks

Williams' Integrity Management Plan identifies supplemental safety procedures in these areas. A summary of the basic requirements and components of Williams' Integrity Management Plan can be found on the Internet at [www.williams.com/BRC](http://www.williams.com/BRC).

If you have any questions about the regulations, you can call our anytime at (800) 440-8475. In the event of a pipeline emergency, you can reach Williams' 24-hour Gas Control Center at (800) 440-3475.

Thank you for your time.

Sincerely,

Name:  
District Manager  
Williams Gas Pipeline  
Location: Ohio

**BUSINESS REPLY MAIL**

WILLIAMS GAS PIPELINE  
100 NORTH WILCOX  
WICHITA KS 67377-0008

24-Hour Gas Control  
(800) 440-8475

**Outstream**  
NATURAL GAS SERVICE

In the event of an emergency involving the Outstream natural gas pipeline, notify the pipeline company's 24-hour Gas Control center immediately. The Gas Control center will dispatch company representatives to the area where the accident has occurred.

**Transco Pipeline**  
NC - Iredell

Pipeline Emergency Contact  
(800) 440-8475

**Williams**

Legend  
Pipeline  
Local Distribution

Williams operates a high-pressure natural gas transmission pipeline located in the Transco pipeline ranging in diameter from 30 to 48 inches. You can find information about this and other pipelines operating in your community by accessing the National Pipeline Mapping System (NPMS) on the Internet at [www.npms.dot.gov](http://www.npms.dot.gov).



# Lessons Learned

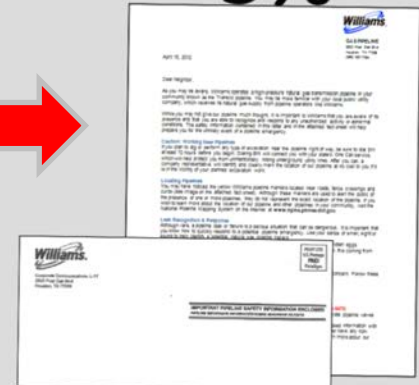
#1.  
PEOPLE OPEN  
ENVELOPES.

Response rate up;  
gas service calls  
down

2007  
39%



2012  
5%



24 → 197

# Lessons Learned

#2.

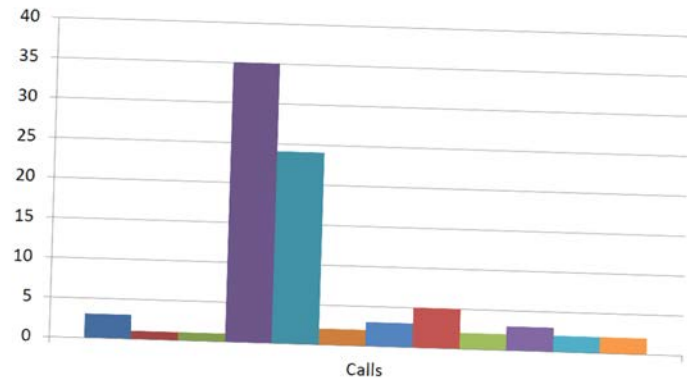
PA HOTLINE CAN BE A

**GOLDMINE.**

Great data mined  
from analysis of  
inquiry types.

\* Calls continue  
throughout year

## 2012 PHONE CALLS\*



# Lessons Learned

## #3.

# MARK MATERIALS WITH MARKERS.

Survey results:  
high correlation  
between marker  
and location  
awareness

**Transco Pipeline**  
NC - Interco

**Williams**

See operators' responsibility for pipeline safety. For more information, visit [www.transcoenergy.com](http://www.transcoenergy.com) or call 1-800-440-8475. © 2011 Transco Energy Services Company. All rights reserved. This map is for informational purposes only. It is not intended to be used for any other purpose. Marking and mapping are the responsibility of the pipeline operator.

In the event of an emergency on the Transco Pipeline, call **800-440-8475**

**Williams**

### Always Call Before You Dig.

One easy call gets your utility lines marked and helps protect you from injury and expense.

**Safe Digging is No Accident. Always Call 811 Before You Dig.**

Visit [call811.com](http://call811.com) for more information.

### Get the Facts: Natural Gas Pipelines

General Pipeline Helpline: 800-440-8475 or [pipelinepipelines.com](http://pipelinepipelines.com)

#### Natural Gas

You probably already know that natural gas is the fastest growing energy source because it is clean-burning, efficient and abundant. But did you know that nearly all of the natural gas consumed in the United States is transported from gas wells to gas users through thousands of miles of high-strength steel pipelines? There are more than 300,000 miles of natural gas transmission pipelines in the United States ranging in size from four inches to 48 inches in diameter, reliably moving large volumes of natural gas from producing regions to local natural gas utilities and other customers.

#### Properties of Natural Gas

- Natural gas is a naturally occurring fuel.
- After being processed, it is composed mostly of methane.
- Natural gas is 10 percent lighter than air. When natural gas seeps into an open area, it rises into the air and dissipates.
- Natural gas is a colorless, odorless substance in the natural state. The small odor associated with natural gas is added as a safety measure by the pipeline company.

#### Locating Pipelines

##### Pipeline Markers

The location of underground pipelines is identified by aboveground yellow markers containing the company's emergency contact information. Markers are present whenever a pipeline crosses under roads, railroads or waterways. While pipeline markers indicate the presence of a pipeline, the absence of a pipeline marker is no assurance that a pipeline is not present, especially in residential and agricultural areas. Also, it is important to note that the presence of markers does not necessarily represent the exact location of the pipeline within the easement.

##### Best Practices

Relative to underground pipelines, farmers follow well-defined easement lines, many times sharing the same corridor with other utility lines (power lines, communications, fiber optic cables, etc.). The width of these easements varies depending on the number of pipelines and terrain. Easements give pipeline operators the right to construct, operate and maintain the pipeline. Aboveground structures, trees and other above-ground objects are not permitted within the pipeline easement.

##### Never Call

Appropriate marking of excavation-related activities is required to locate the pipeline before they begin. This service is critical to reduce the risk of damage to underground pipelines. The Call Center also assists in marking water, telephone, electric and other utility lines. Contact your local Call Center for marking (811).

If you should suspect or accidentally strike the pipeline, it is important that you contact the pipeline operator immediately. Even seemingly minor damage, such as a leak or chip in pipeline coating, could result in a hazardous situation if not promptly repaired.

#### National Pipeline Mapping System

The National Pipeline Mapping System (NPMS) is an online mapping system designed to educate the public about pipelines in their community. Enter your ZIP code and NPMS provides a list of pipelines, their location, general commission transportation and operator contact information. NPMS can be accessed on the Internet at [www.epa.gov/npms](http://www.epa.gov/npms).

# Lessons Learned

#4.  
ER OFFICIALS WANT  
**TRAINING.\***

\* They also want cash

Cash incentive  
increased online  
training 530%



275 → 1460

# Lessons Learned

#5.

LEVERAGE ONE CALL

DATA.

\* De-duped, added 60,184 excavators

One Call data to supplement SIC excavator data



# Challenges

#1.

MAILING ADDRESS

VALIDATION.

**EFFECTIVENESS:**  
Track individuals  
reached within  
each group

\* Is it a waste  
of time to track  
returned mail?

Audience	Mailed	Returned	% Returned	% Reached
Affected Public	673,390	73	.01%	99.99%
Excavators	370,665	TBD	-	-
Emergency Officials	3,876	42	1.08%	98.92%

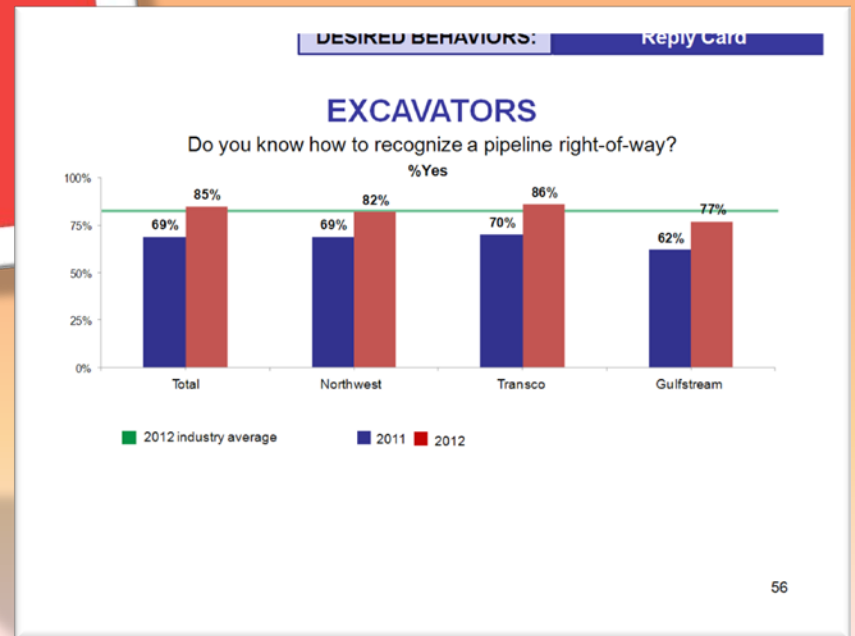
# Challenges

#2.

HOW HIGH IS THE  
BAR? \*

Numbers beginning  
to plateau

\* Rhetorical question





**Effective Public Awareness is an art, not a science**

