

Public Awareness Workshop

Sponsored by PHMSA

Dallas, Texas

June 19 & 20, 2013

One Public Perspective

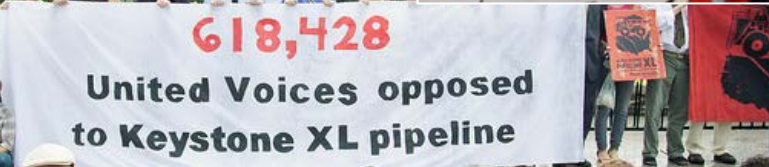
Presented by Carl Weimer

Pipeline Safety

TRUST

**CREDIBLE. INDEPENDENT.
IN THE PUBLIC INTEREST.**

Who is the public?

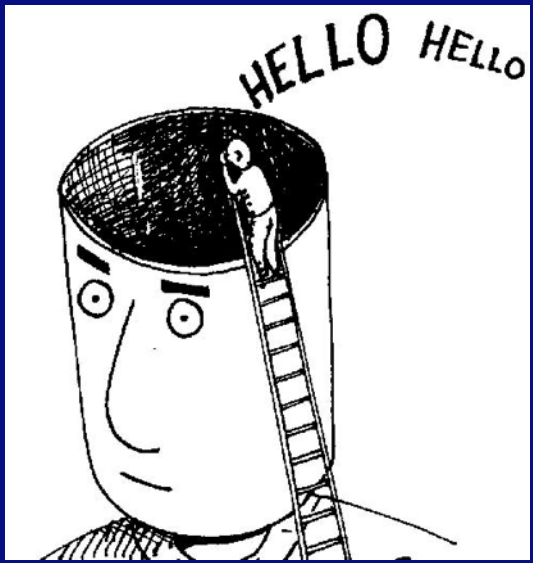


Weekly

Your Land Is My Land



The Public's Pipeline Awareness



The Public's Pipeline Awareness 2003



The Public's Pipeline Awareness 2013

Public Awareness Drivers



CBC

San Francisco Chronicle

The Washington Post



The New York Times

THE VANCOUVER SUN



FOX NEWS

The Philadelphia Inquirer

San Jose M

inside climate news

NBC

THE GLOBE AND MAIL



n p r

CBS

USA TODAY

A really big effort to date

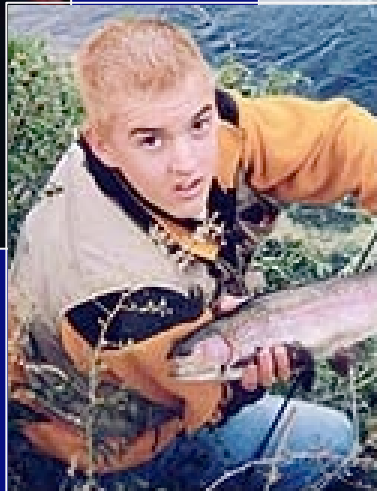


Need for
continuous
improvement

We appreciate everyone's efforts to date to get this huge program going. All of my comments are meant to help us all work better together to make pipelines safer and to help rebuild trust in the safety of this country's pipeline network

First Indication there was a need for Public Awareness

“We had no idea there was a pipeline running
through the park”



Indications there is still more work to do on Public Awareness

“We had no idea”

Marshall, MI - 2010

San Bruno, CA - 2010

Salt Lake City, UT - 2010

Mayflower, AR - 2013



What Are The Main Messages Required by RP 1162?

Baseline Messages:

- Pipeline purpose and reliability
- Awareness of hazards and prevention measures undertaken
- Damage prevention awareness & One-call requirements
- Leak recognition and response
- Pipeline location information
- How to get additional information
- Availability of list of pipeline operators through NPMS

Some problems with many public awareness efforts under RP 1162

- Unnecessary messages
- Conflicting or mixed messages
- Lack of specifics or targeted message
- Unclear why message is being delivered
- One way communication
- Conflict between risk communication and willingness to admit there is a risk
- Lack of effective measurement
- Incorrect information

Pipeline purpose and reliability

Current info mailed



“Energy products are an integral part of our daily life. They enable us to drive cars, manufacture products like medicines and plastics, cook dinner and cool or heat our homes. Pipelines are the safest way to transport energy products like natural gas, crude oil and other fuels.

According to government and industry statistics, the most common cause of pipeline incidents is improper or unauthorized digging near a pipeline.”

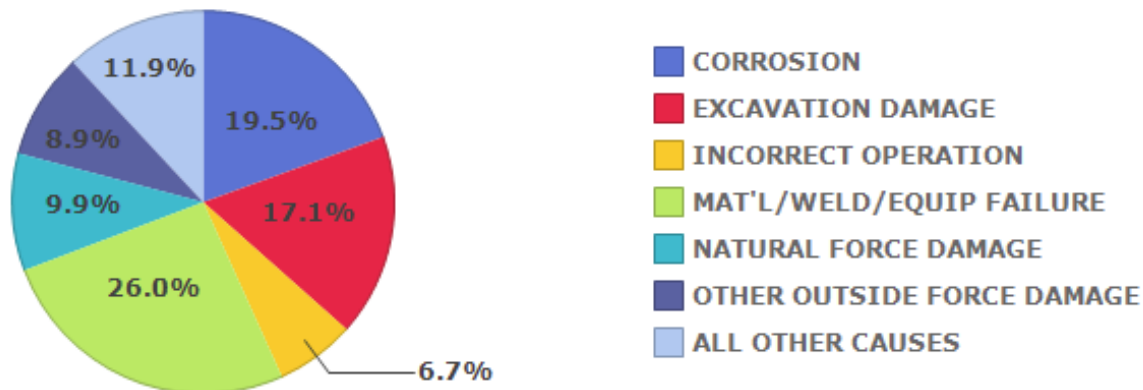
Pipeline purpose and reliability

An Alternative view

What about?

On average, every 31 hours in this country there is a significant pipeline incident, and every 5 days a person is killed or injured because of such an incident

Significant Incident Cause Breakdown
National, All Pipeline Systems, 2003-2012



Source: PHMSA Significant Incidents Files, May 31, 2013

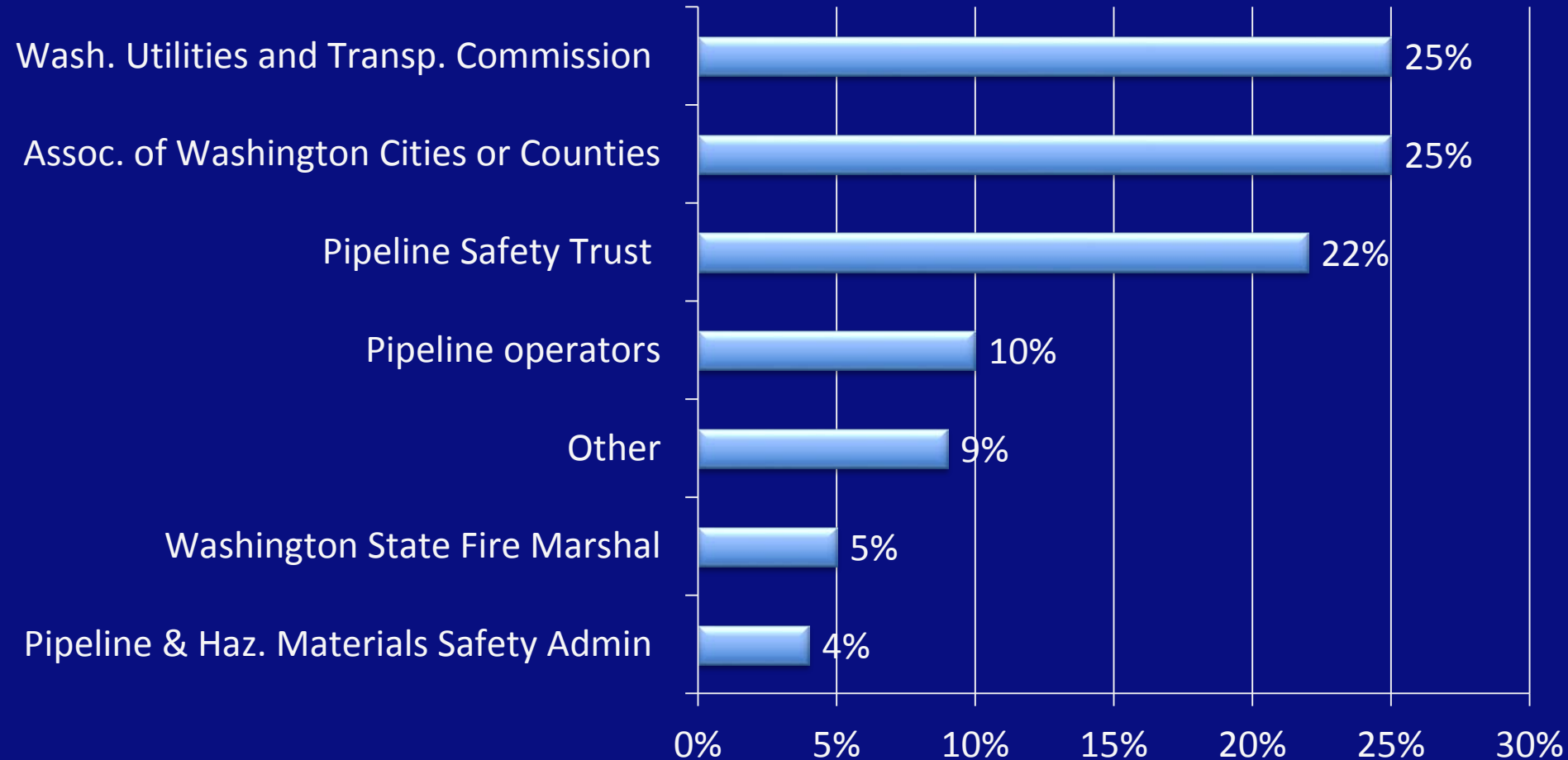
Fear of mentioning hazard and pipeline in the same sentence & Not very compelling messages

Pipelines... Your Quiet Neighbor

There are more than 200,000 miles of liquid petroleum pipeline and 300,000 miles of natural gas pipelines in the United States. According to National Transportation Safety Board statistics, pipelines are the safest method for transporting these products. Pipelines have a safety record unparalleled by any other mode of transporting energy products. A greater risk to the environment and the general public exists when these products are transported by other methods.



Could the messenger be a problem?



Regulators often nowhere to be found

Lack of Specific Audience

Audiences Targeted by RP 1162

- Affected public
- Emergency officials
- Local public officials
- Excavators

Messages not targeted at specific audience

Example - Messages for “local public officials” are basically the same as for the general public. Wouldn't it be better to communicate what we really want from them

- Inclusion of damage prevention materials at the time permits are granted
- Proof of the use of One Call during compliance checks on excavation permits
- Consideration of the PIPA recommended practices
- Requirement and budget for local emergency responders to get pipeline response training
- Reduction in the number of damages caused by local government employees or contractors

Generic vs. Specific

- “Pipelines have ...”
- “Most pipelines are made of ...”
- “Some pipelines contain automatic shut-off valves”
- “Most pipelines are monitored 24 hours a day”
- “If a pipeline operator has High Consequence Areas, information about these plans may be available”
- “Many pipeline companies regularly inspect ...”

People would be more likely to pay attention to specifics about the actual pipeline in their neighborhood

Unclear why message is being received

Onyx Pipeline Company
Oxy Bravo Pipeline
Panther Pipeline, LTD
Peak Gas Gathering, LP
Pecan Pipeline Company
Petrohawk Operating Company
Pinnacle Gas Treating Inc. -
 A Subsidiary of Anadarko Petroleum Corporation
Pioneer Natural Resources
Plains Pipeline, L.P.
PPG Industries
QuickSilver Resources, Inc.
Regency Gas Services
Royal Production Company, Inc
Sabine Valley Pipeline
San Felipe Pipeline L.P.
Seaway
Shell Western Exploration & Production
Solutia, Inc.
Southern Star Central Gas Pipeline, Inc.
Southwestern Public service Company - Xcel Energy
Springfield Pipeline
TE Products Pipeline
TEPPCO - Crude
TEPSCO L.P.
Texas Gas Service Company, A Division of ONEOK, Inc.
Texas Municipal Power Agency
TGG Pipeline, LTD. / TALCO Midstream Assets, LTD.
TransMontaigne Product Services Inc.
TXOK Texas Energy Resources, LP
Valero Refining Texas LP -

TEXAS EXCAVATION SAFETY SYSTEM
8100 W 53RD ST N
MAIZE KS 67101-9983

11880 Greenville Avenue
Suite 120
Dallas, TX 75243



Good Public Awareness = Good Communications

A key part of effective communication is good listening.



One way communication will not create better understanding, resolve differences, or build trust.

Current efforts are too often one way communication

Conflicts between message and reality

Damage prevention & One-call requirements

“When you call 811, a local One-Call center representative will notify pipeline operators regarding your excavation project. Operators will come out to locate and mark the location of their lines.”

In Pennsylvania last year 10,000 new miles of pipelines were installed. 9,200 of those miles were unregulated gathering lines that are not required to be a part of the One Call system.

Poor measures of effectiveness

***Based on the information in this brochure,
please answer the following:***

1. Was the information in the brochure helpful? Yes No
2. Do you know how to recognize a pipeline right-of-way? Yes No
3. Do you know what to do in the event of a pipeline emergency? Yes No
4. Have we been a good neighbor during the time you have been a resident at this property? Yes No
5. Has the location of our pipeline or operations caused you concern or difficulties? Yes No
If yes, which company specifically?

6. Have pipeline crews notified you prior to entry when work has been done on or near your property? Yes No
If yes, which company specifically?

7. Have you ever used your state's One-Call system for Call Before You Dig? Yes No
If yes, were you satisfied with the service?

Are there baseline awareness numbers to measure against, and have messages that get the biggest bang for the buck been tested?

Instead of

According to National Transportation Safety Board statistics, pipelines are the safest method for transporting these products. Pipelines have a safety record unparalleled by any other mode of transporting energy products.

What about?

On average every day and a half in this country there is a significant pipeline incident, and every 5 or 6 days a person is killed or injured because of such an incident

The Goal Needs To Be Behavior Change

There is growing evidence from many different awareness programs that just increasing awareness does not necessarily increase a change in the desired behavior.

Example - People may be able to identify 811 as the One Call number, but that doesn't mean they will call it.

Programs needs to stay focused on the tougher job of changing behavior

The measure of effectiveness needs to include behavior change

- While quantitative measures, such as the number of brochures mailed, tell us something
- Clear behavior change metrics need to be developed for each target audience to truly determine if these millions of dollars are being spent effectively

Example of behavior change measures

Affected Landowner & Excavators

- Does One Call usage increase after a mailing?
- Does damage to pipelines decrease?
- Does excavator attendance at trainings increase?
- Are there more hits to NPMS website for area after mailing?
- Do calls to operators increase?

Public Officials

- Inclusion of damage prevention materials at the time permits are granted
- Proof of the use of One Call during compliance checks on excavation permits
- Consideration of the PIPA recommended practices
- Requirement and budget for local emergency responders to get pipeline response training
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Flaws in Development of RP 1162

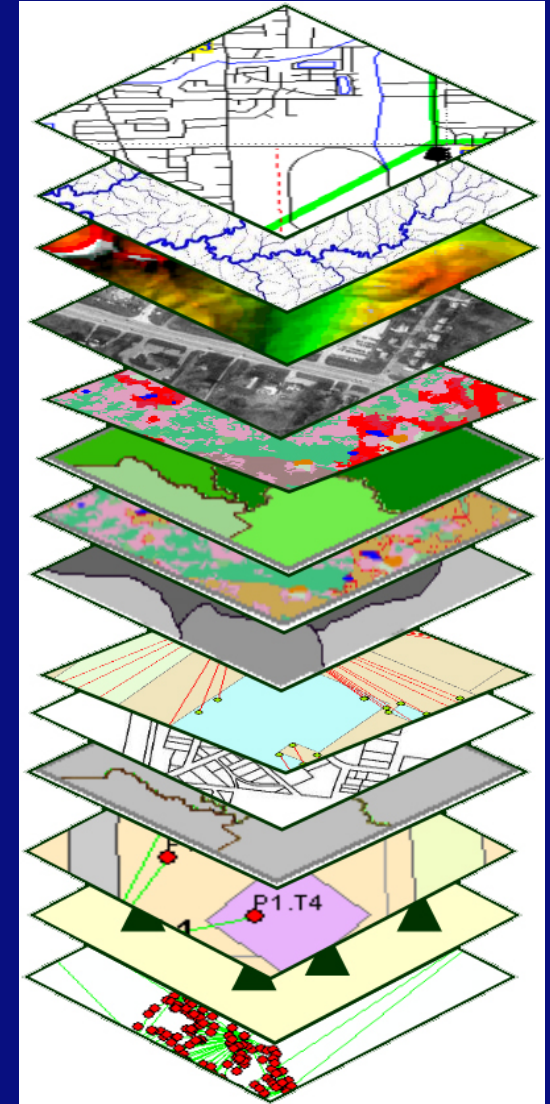
- Identified target audiences were not included as voting members for development of the practice to communicate to them.
- API has no expertise in this area
- Referenced studies, reports, experts were never provided

Additional Information the Public would like

- Pipeline location
- Pipeline attributes (contents, diameter, pressure, wall thickness, depth of cover, year installed)
- Incident data
- Inspection data
- Enforcement data
- Ownership data – pipelines operated, years, OP IDs
- Class area for natural gas pipelines, HCA info for all
- Health Related Data – general risks, monitoring data after a release

Communication made easy through GIS

Most all of these measurables could be incorporated into a GIS system that would allow the public to click on a pipeline in their neighborhood and learn all about it.



Some companies are already
getting there – Thanks!



Thank You!



**Credible.
Independent.
In the public interest.**

1155 North State Street, Suite 609

Bellingham, WA 98225

360-543-5686

carl@pstrust.org

<http://www.pstrust.org>