

Ways to Strengthen Public Awareness

Breakout Group 2

Longhorn Rooms 1&2

Moderators

Sam Hall, Sr. Program Manager, PHMSA


Coral Lukaniuk, Public Awareness Program Manager, TransCanada


Scribe

Karen Gentile, CATS Manager, Eastern Region, PHMSA

Breakout #2 Top Ten Takeaways

1. RELEVANCE – People pay attention to messages that are relevant to them.
2. GENERIC/SPECIFIC - Generic messages are useful and collaboration is possible; messages can and should be tailored to specific pipelines.
3. INFORMATION – Audiences want to know location of pipelines, *specific* products transported, who operates them, and other relevant details about the lines. People want factual transparency.
4. SHARED RESPONSIBILITY - Engaged stakeholders can be ambassadors of public awareness (especially with local public officials and other hard-to-reach audiences).

- 
5. ONE-STOP SHOP - Build on the “one-stop shop” concept for generic messages and emergency response: NPMS, CHEMTREC and similar organizations, portals. No silver bullet.
 6. MISSED OPPORTUNITIES – 911, LEPC, places where people congregate, media.
 7. COMMUNICATION METHODS - Channels for communications must be sensitive to demographics... Social media vs. mail... We have to use a variety of methods and channels.

- 
8. **SHARE LESSONS LEARNED** - Regulators need to share lessons learned about inspections to facilitate improvement in public awareness programs.
 9. **TWO-WAY COMMUNICATION** – Education in both directions, perhaps enabling better relationships.
 10. **BALANCE** – We need to balance public information needs/perceived needs with security concerns.