

Report Out – Group 3

- Overall message is that PHMSA could do more with outreach, results sharing, and future enhancements;
- Too many messages are required, especially for general public
- Through academic research/studies, evaluate how to more effectively communicate messages
- How do we move from public awareness to public engagement?

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- Collaborative efforts make sense for some messages
 - 811
 - Recognize and React (Maybe)
- Better use of technology to get the message out
 - APP for pipeline identification “what is in your neighborhood”
 - GIS information (resources and data layers)
 - PHMSA web based description of products and hazards for recognizing and reacting
- Realize that not all emergency response groups are not the same (financial/resource limitations)

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- Recognizing the different channels to reach the targeted audiences
 - Local officials
 - Planning department heads
 - Excavation company workers
- What to measure?:
 - Public awareness versus behavioral changes
- State-level communication is important for the excavator audience, particularly through the one-call centers