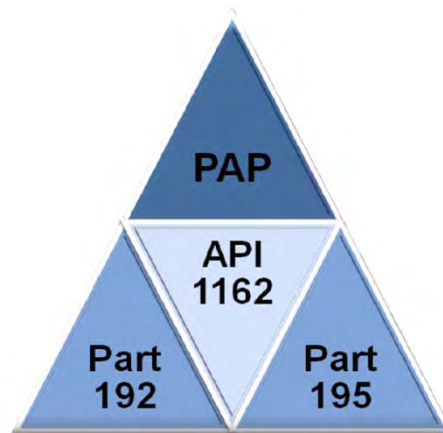


Pipeline Public Awareness

“Strengths, Weaknesses, Opportunities and Threats (SWOT)”

Summary of SWOT Report Findings



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Pipeline and Hazardous Materials
Safety Administration

To Protect People and the Environment From the Risks of
Hazardous Materials Transportation



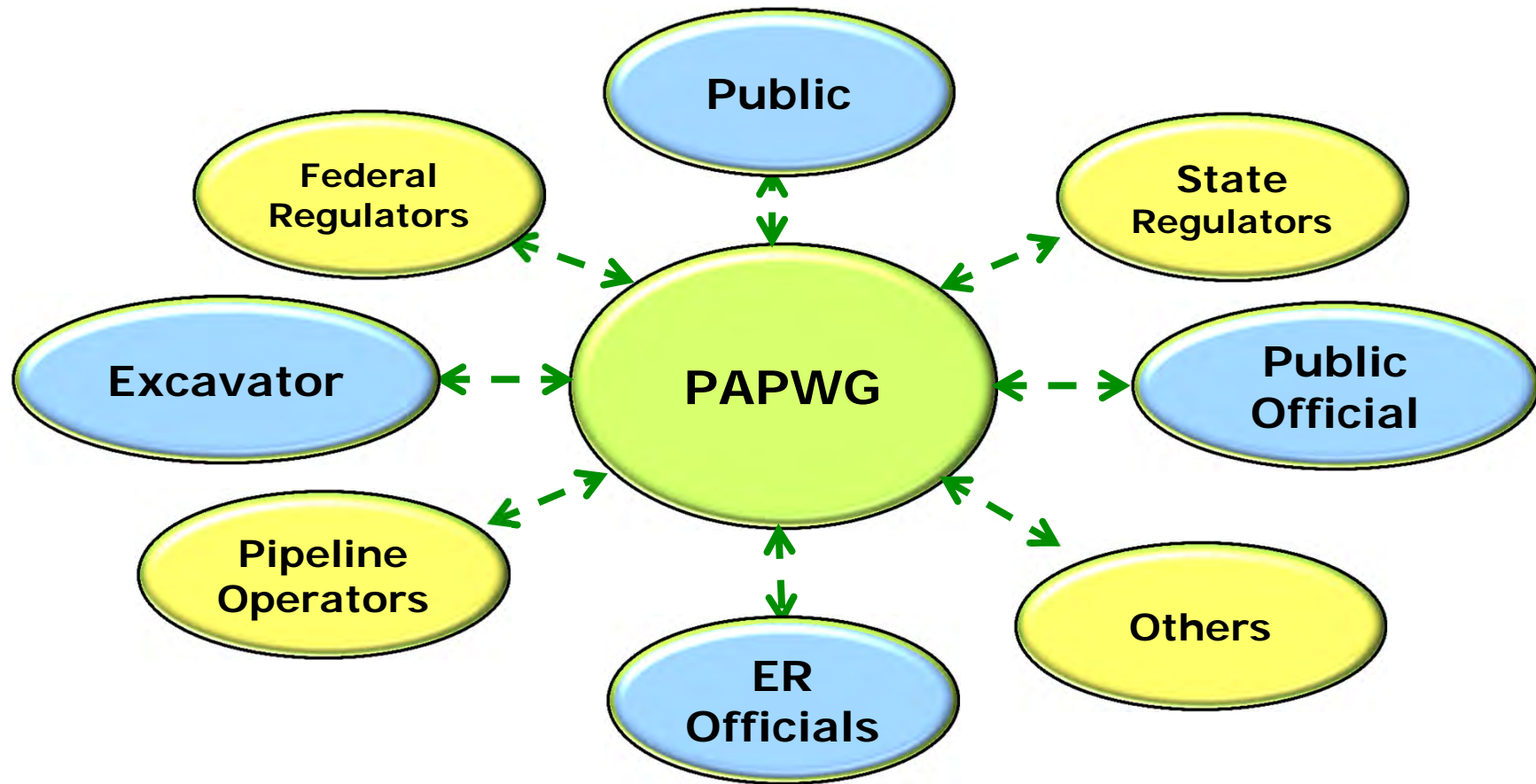
SWOT Report Overview

- PHMSA led a joint Public Awareness Program Working Group (PAPWG) in 2013.
- Objective of the PAPWG:
 - Share diverse “perspectives” on current state of public awareness.
 - Develop a SWOT report of key findings to strengthen public awareness outreach efforts and requirements
 - Published on PHMSA’s website (May 2016)
 - Shared with stakeholders and the public
- Not to prescribe recommendations, requirements or mandates.



PAPWG Composition

(~20 stakeholders)

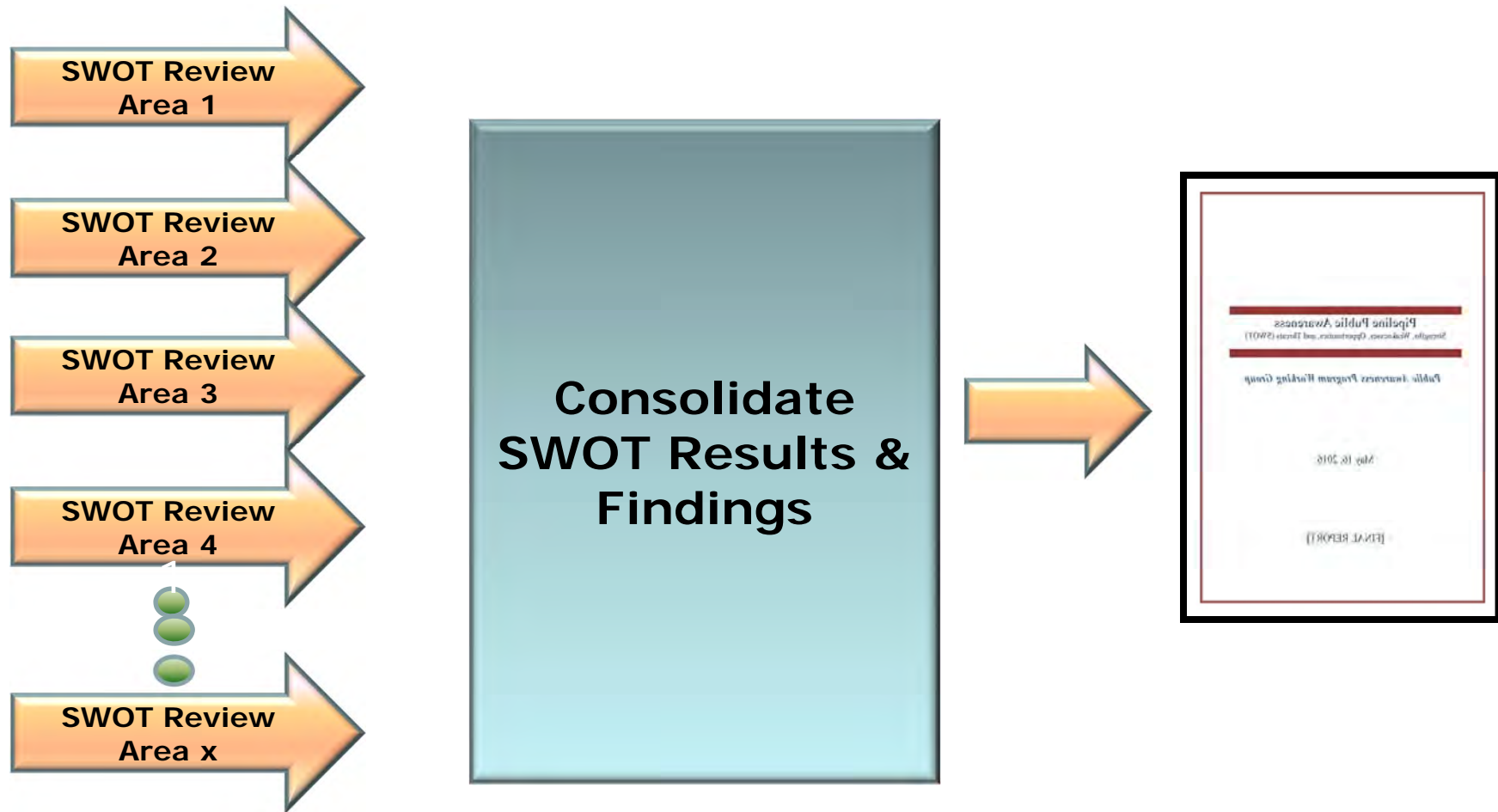


SWOT Analysis

Internal/External Context



SWOT Analysis Approach



SWOT Review Areas (14)

- Objective of Pipeline Operator Public Awareness Programs
- Objective of Public Awareness for Pipeline Safety
- Public Stakeholders
- Emergency Response Stakeholders
- Excavator Stakeholders
- Public Official Stakeholders
- Stakeholder Message Delivery Frequency
- Effectiveness Evaluation and Program Changes
- Annual Audit and Program Changes
- Stakeholder Identification
- PAP Inspection Form (Form 21) and Inspection Process
- PA Federal Regulation
- Operator Written Plan
- API RP 1162, 2nd Ed.



Topical Review Area: Public Official Stakeholders

Strengths (Internal)

- Most public officials are aware of distribution systems within their communities.
- PIPA Recommended Practices provide information and clarity on safe land use and development near transmission pipelines.
- The National Pipeline Mapping System (NPMS) is a resource.
- High interest on the part of local community organizations in receiving information.
- The PHMSA Technical Assistance Grant (TAG) program makes funding available, when funds are appropriated, to communities for pipeline safety initiatives.

Weaknesses (Internal)

- Identifying public official stakeholders.
- Public awareness message frequency.
- Lack of customization of messages to specific public officials based on roles and responsibilities.
- NPMS limitations.

Opportunities (External)

- Local public officials can be champions of pipeline safety when adequately engaged.
- Provide information related to land use and development planning near pipelines; reference the PIPA Recommended Practices.
- Promote PIPA Recommended Practices and NPMS.
- Provide information in a way that can be shared.
- Provide information on new pipelines near existing developments.
- Share pipeline centerline data for planning purposes.
- Better define local official audience relative to public awareness outreach.
- Every local official has a constituency that could be considered a captive audience.
- Consider consolidated, common messages.
- Leverage interest created by visibility of pipeline incidents; local officials affected by incidents could become proponents of expanded public awareness.
- Leverage high-interest community organizations.
- Review message delivery frequency due to political official turnover.
- Promote PHMSA's Technical Assistance Grant (TAG) program, when funds are appropriated.

Threats (External)

- Turnover in public officials and staffs.



Finding #1

Stakeholder input influenced the way pipeline operators implement public awareness programs and drive continuous improvement.

- Saw value in consistency through regulations.
- Learned from experience and applied lessons learned.
- Drove continuous improvement in their programs.

Opportunities

- Clarifications in regulations/requirements.
- Consistent general public messages.
- Continued stakeholder involvement in public awareness efforts.



Finding #2

API RP 1162, 1st Ed: provided a solid framework for effective operator public awareness programs and continuous improvement.

- Compliance-driven programs may stifle innovation.
- Inadequate communication on risks, hazards, and potential impacts.

Opportunities

- Share best practices and benchmark public safety campaigns.
- Evaluate applicability of management systems (i.e. safety management systems, API RP 1173).



Finding #3

There are some indications that collaborative public awareness efforts among stakeholders could be effective with the public

- Multiple messages to same stakeholders may be confusing.
- Operator concern they may not receive credit for collaborative messaging.

Opportunities

- Leverage national communication messaging and tools.
- Understand what's important to stakeholder audiences.
- Use compelling messages to get stakeholders' attention.



Finding #4

The national 811 "Call before You Dig" number is a simple and effective consolidated message.

- To an excavator, time is money.
- Excavators travel between regions/states.
- Damage prevention laws vary.

Opportunities

- Re-word damage prevention messages to emphasize calling 811.
- Explore comprehensive excavator outreach (training/laws).



Finding #5

There are numerous examples of operators communicating well with emergence responders; however, there are still weaknesses in overall effectiveness....

- No uniform national training requirements (state only).
- Sharing and understanding gaps in emergency responder capabilities and gaps.
- Clarify “maintain liaison” with ER officials.

Opportunities

- Leverage and engage state training programs.
- Identify if pooling resources can create efficiencies.



Finding #6

Measuring operator public awareness program effectiveness was challenging.

- Difficulty selecting and measuring PAP effectiveness.
- Difficulty measuring behavioral change.
- Unclear effectiveness evaluation requirements.

Opportunities

- Identify realistic measures and change relative to bottom line results.
- Clarify effectiveness evaluation guidance and requirements (methods, sample sizes, etc)



Finding #7

Program documentation needs improvement in some operator public awareness programs.

- Considerations for selecting specific methods and messages.
- Results of annual audits and program improvements.
- Supplemental/enhancement efforts.

Opportunities

- Improve documentation of annual audit and program effectiveness efforts.
- Incorporate goals and objectives for program effectiveness evaluations in plans.



Finding #8

Fundamental differences between interstate pipelines and distribution systems affect how public awareness programs are developed and implemented.

- Most LDC customers and public officials are aware of distribution systems within their communities.
- Difficult for distribution operators to know what information is required relative to pipeline facility locations.

Opportunities

- Strike a balance between information saturation and desensitization.
- Clarify message content in distribution requirements and practices.



Finding #9

Affected stakeholders of small distribution pipeline operators, particularly municipally owned systems, have unique awareness needs.

- High level of market penetration with same customers.
- Improving stakeholder awareness challenging.

Opportunities

- Use national and collaborative messages for baselines.
- Identify uniqueness and address them in requirements.



Addressing Communication Gaps

With Affected Stakeholders

- “Active” pipeline assets
- New operational pipelines
- Transfers/acquisitions/divestitures
- Conversion of service
- Changes to emergency #s
- Maintenance activities
- Alignment with SMS (where applicable)
- Post accidents/incidents



Conclusion

- Challenges still exist overall to raise stakeholder awareness and to address gaps.
- Balance prescriptive vs. performance-based requirements.
- Clarifications warranted with
 - Federal regulations and compliance process.
 - Recommended practices.
- Stakeholder involvement in public awareness essential:
- National and collaborative messaging critical.
- Explore opportunities from SWOT findings and results
- Focused action (individual/collective) forthcoming.



Resources

- PHMSA website:

<http://www.phmsa.dot.gov/>

- Stakeholder communications:

<http://primis.phmsa.dot.gov/comm/Index.htm>

- Public Awareness SWOT Report:

<http://primis.phmsa.dot.gov/comm/publicawareness/docs/PAPWG%20SWOT%20Analysis%20Report-FINAL%2005-16-16.pdf>





Know what's below.
Call before you dig.



Thank You!

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