

Advancing Public Awareness Through Action

“Each One Outreach to One”



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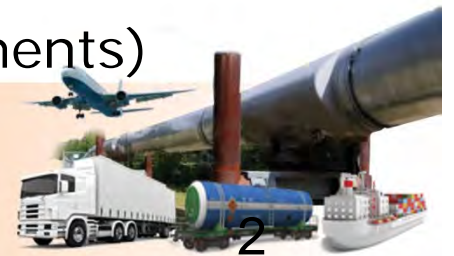
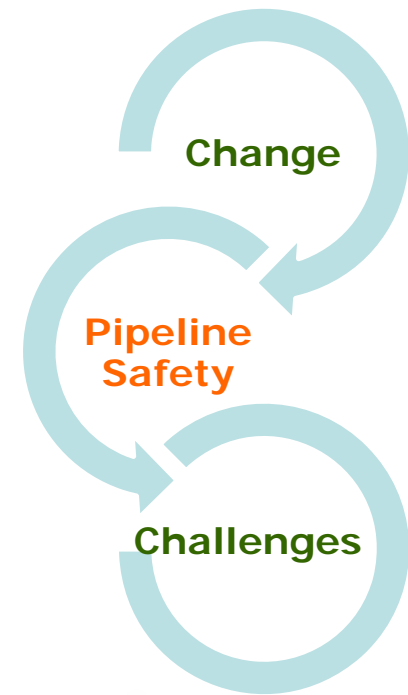
U.S. Department of Transportation
Pipeline and Hazardous Materials
Safety Administration

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

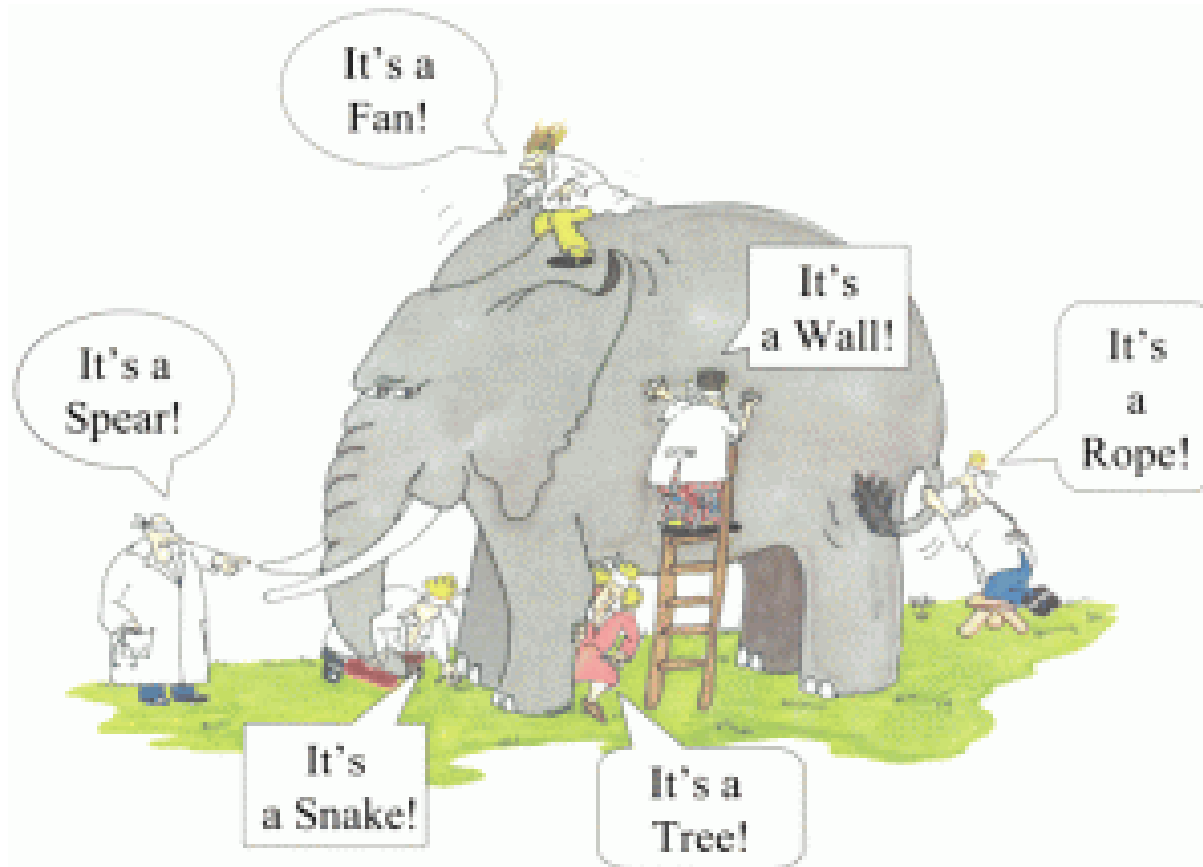


Change Brings About Challenges

- Collective progress made with public awareness.
- Ever-changing energy landscape brings about challenges:
 - Aging infrastructure
 - Increased demand for energy
 - Pipeline incidents
 - Technology changes
 - Communication methods evolving
 - Stakeholder needs/interests growing
- Two constants:
 - Change
 - Focus on pipeline safety (continuous improvements)



...Look at Things Differently



Ongoing responsibility...to protect people and the environment



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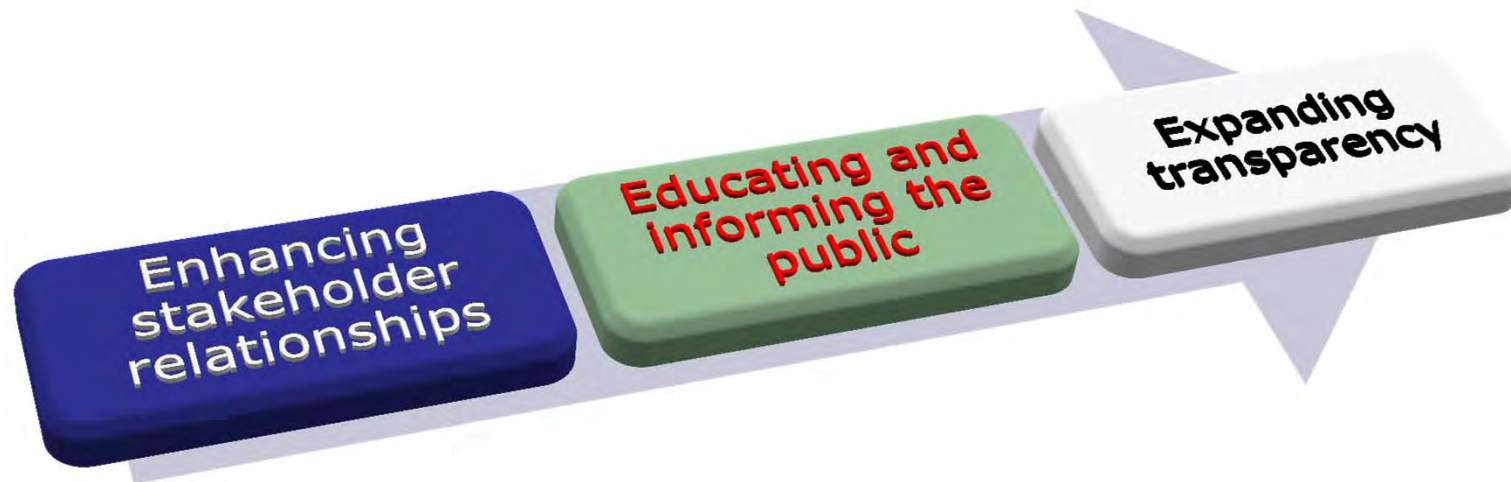
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Advancing PA Through Action

PHMSA's Specific Actions

Committing valuable resources to drive Safety, Trust, and Innovation in three ways:



Advancing PA Through Action

PHMSA's Specific Actions

- Identified stakeholder group
- SWOT finding
- Timeframe:
 - Short-term (3-6 months)
 - Mid-term (6-12 months)
 - Long-term (> 12 months)



PHMSA's Specific Actions

Enhancing Stakeholder Relationships

Action	Affected Stakeholder Group(s)	SWOT Finding Addressed	Short, Mid, or Long Term Action
Restructured the CATS Program*	All	N/A	Complete
Release the PAPWG SWOT Analysis Report	All	N/A	Complete
Conduct a public awareness/stakeholder engagement workshop	All	N/A	Complete
Form a Pipeline Safety Awareness Group (long standing)*	All	1, 4, 9, 10	Short-term
Issue an Advisory Bulletin to Pipeline Operators to clarify existing requirements	Pipeline Operators	2, 7	Short-term



Pipeline Safety Awareness Group

- Form a long-standing awareness group to:
 - Collaborate and focus on public awareness and public engagement messaging and joint national outreach
 - Identify pipeline safety focus areas (PIPA, ER, etc.)
 - Share best practices and lessons learned
 - Provide input into message content tool kits
- Seeking stakeholders to actively participate and share ideas
- Members based on interest and need
- Willing to roll up their sleeves with contributions



PHMSA's Specific Actions

Enhancing Stakeholder Relationships

Action	Affected Stakeholder Group(s)	SWOT Finding Addressed	Short, Mid, or Long Term Action
Initiate a Pipeline Emergency Response Initiative (PERI) model: (SC, AL, OK) *	Emergency Response Officials	4, 5	Mid-term
Support API on RP 1162 efforts (edits/revisions)	All	1, 2, 9, 10	Long-term
Recommend Revisions Public Awareness Federal Regulations (Part 192/195) *	All	All	Long-term
Initiate outreach partnership with state legislators by partnering with NCSL	State legislators	All	Short-term



Federal Regulation Recommendations

- Delineating required vs optional focus areas
- Operator specific requirements
- Program evaluations
 - Annual audits
 - Program effectiveness (behavioral change)
- Baseline vs supplemental requirements (common messaging)
- LDC messaging/requirements
- Gaps
 - Pipelines (active, idle, line reversals, conversions, etc)
 - Communicating risks from pipeline changes
 - Stakeholder groups (identification, delivery frequencies)
 - Message content



PHMSA's Specific Actions

Educating and Informing Stakeholders

Action	Affected Stakeholder Group(s)	SWOT Finding Addressed	Short, Mid, or Long Term Action
Host Rulemaking Webinars during Comment Periods	All	N/A	On going
Amplifying damage prevention, risk-based outreach strategy*	All	N/A	N/A
Initiate outreach partnership with state legislators by partnering with NCSL	State legislators	All	Short-term



Amplifying Damage Prevention Risk-based Outreach Strategy

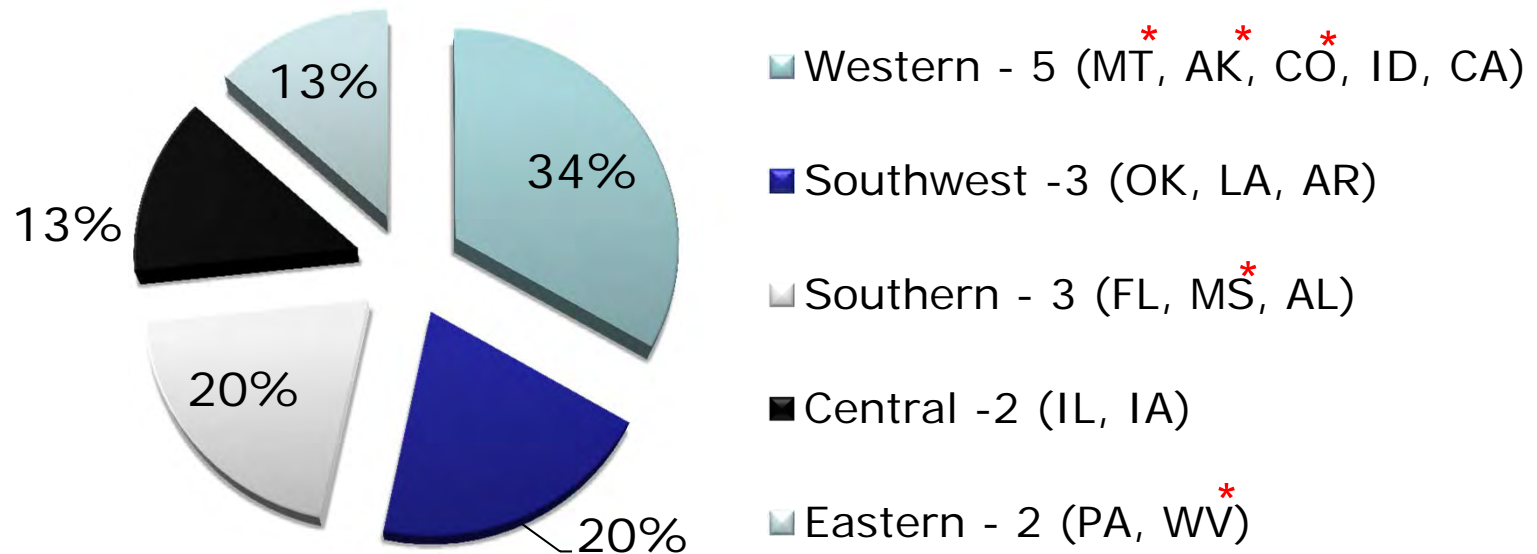
Risks, Threats, and Factors Considered:

- Enforcement authority/activity
- Reportable incidents in last 5 years caused by excavation
- Damages /1000 tickets trending up (3-year)
- Exemptions in one-call law, impacting grant eligibility
- 5 or more notification exemptions in state law
- Nine-element alignment
- Participation in One Call Grant program
- Participation in SDP Grant program
- Misc. risk factors (extent of enforcement uncertain, underway/pending legislation, request assistance, state characterization results, other challenges)



2016 DP States of Focus (Outreach)

DP States by Region



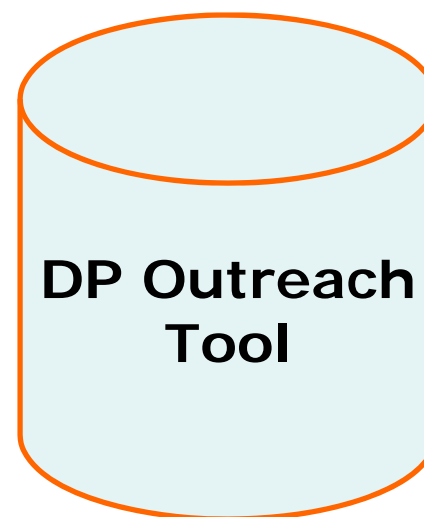
* States with no damage prevention enforcement



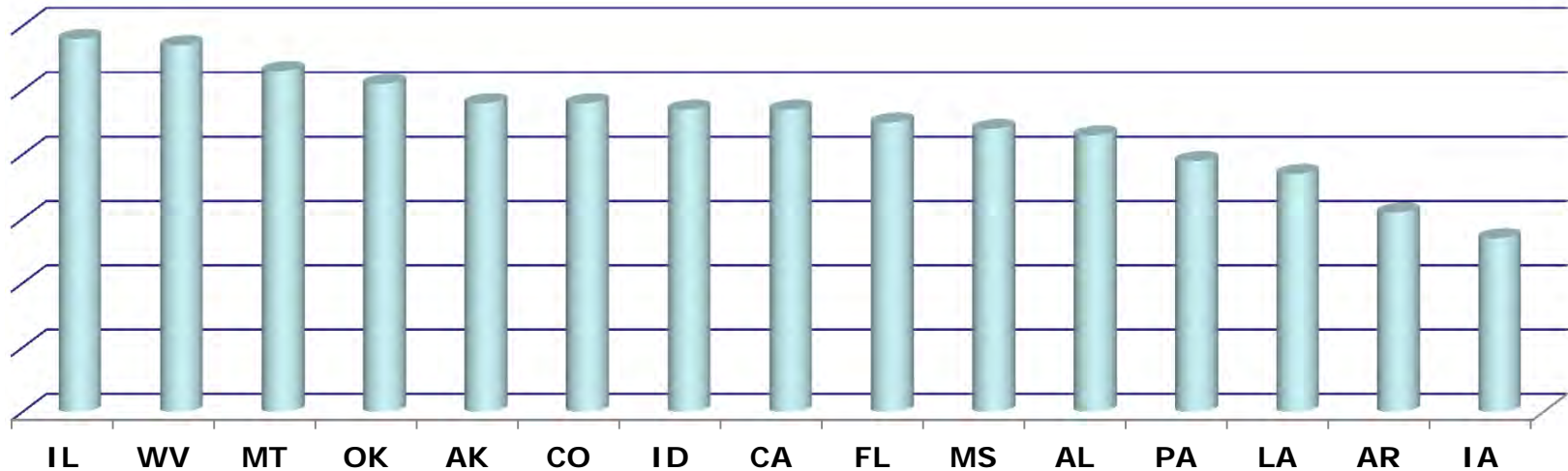
Damage Prevention Outreach Strategy

Risks, Threats, and Factors Considered:

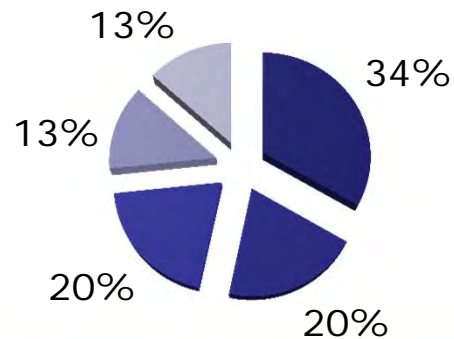
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2016 Top 15 DP States (Outreach)



DP States by Region



- Western - 5 (MT, AK, CO, ID, CA)
- Southwest - 3 (OK, LA, AR)
- Southern - 3 (FL, MS, AL)
- Central - 2 (IL, IA)
- Eastern - 2 (PA, WV)



Outreach Impact Opportunities

Month	Impact Opportunities
February	<ul style="list-style-type: none">• National Green Week (February 1 – April 30th)
March	<ul style="list-style-type: none">• First Day of Spring• 2016 Agricultural Safety Awareness Program (ASAP) Week
April	<ul style="list-style-type: none">• National Safe Digging Month (April)
June	<ul style="list-style-type: none">• National Safety Month
August	<ul style="list-style-type: none">• 811 Day (August 11th)
September	<ul style="list-style-type: none">• National Preparedness Month• National Energy Awareness Month
October	<ul style="list-style-type: none">• Fire Prevention Week
December	<ul style="list-style-type: none">• National Critical Infrastructure Protection Month



Amplifying Damage Prevention Focus

Top 15 DP States

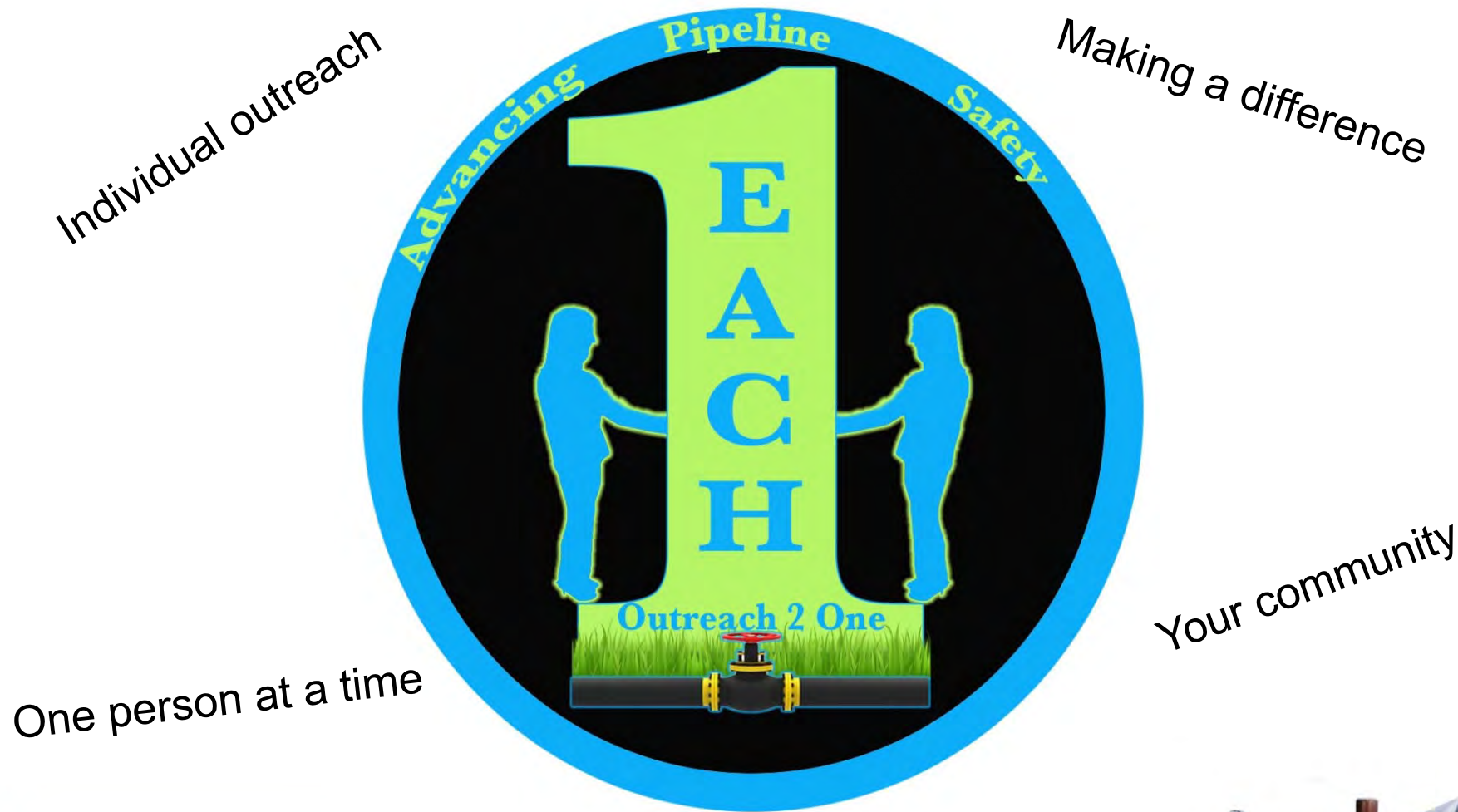


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PHMSA's Specific Actions

Educating and Informing Stakeholders

Action	Affected Stakeholder Group(s)	SWOT Finding Addressed	Short, Mid, or Long Term Action
Develop strategic communications (toolkits) to promote PIPA and other pipeline safety programs	Public Local Officials/others	1, 3, 4	Mid-term
Institutionalize safe digging practices in construction professional training programs with (NCCER) *	Excavators	3, 4	Mid-term
Implement excavator enforcement rule and post information online	Excavators, Operators, State regulators	2, 3, 4	Long-term



Developing Strategic Communications

- Leveraging strategic communication services
- Focusing on signature pipeline safety initiatives (i.e. PIPA and NPMS)
- Designing new messaging that resonates with various stakeholder audiences
- Creating new outreach toolkits for common use
- Developing an annual Strategic Outreach Action Plan (SOAP) to guide efforts
- Focus group testing new products with intended stakeholders



PHMSA's Specific Actions

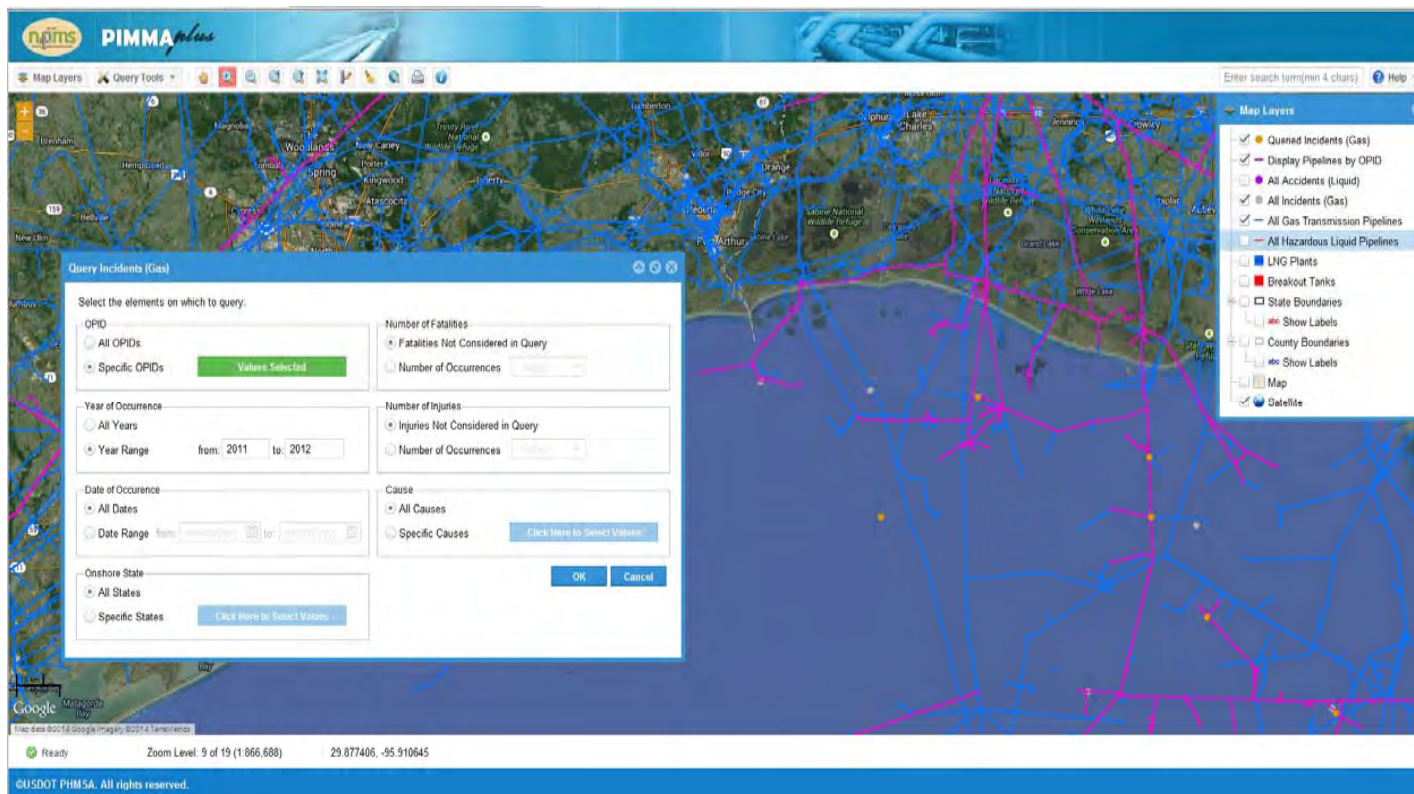
Expanding Transparency

Action	Affected Stakeholder Group(s)	SWOT Finding Addressed	Short, Mid, or Long Term Action
Enhancing PHMSA's website	All	N/A	Mid-term
Release an enhanced NPMS PIMMA web interface*	Regulators, Public Officials, ER Officials, Pipeline Operators	2, 5	Short-term
Release a new NPMS PIMMA iPhone App	Regulators, Public Officials, ER Officials, Pipeline Operators	2, 5	Short-term
Release an enhanced NPMS Public Web Interface and iPhone App	General public	2	Short-term



Launching a new NPMS PIMMA Web Interface

Users: government officials, ER officials, pipeline operators



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NPMS PIMMA Web Interface

- User-friendly interface w/ Google Earth background layer
- View/query tabular data integrated with NPMS data
 - Incidents/accidents
- User can view/query pipeline history
 - 2011 (data as of 2010) was baseline year
 - history began in 2012
- More powerful data visualization and more sophisticated queries
- Faster performance due to use of OpenGIS
- **Future** – Enhanced Public Viewer



What Actions Will You Take?

- All - Provide comments on the docket on the:
 - SWOT Report (two actions to take)
 - Share ideas on the Pipeline Safety Working Group (get involved)
 - Comment on the Docket # PHMSA-2016-0059
<http://www.regulations.gov>
 - NPMS Viewers – access the new web interfaces and share your feedback
- Industry
 - Involve the public in public awareness efforts
 - Share best practices (recommended practices)
- One Call centers – Share ticket data openly (bottom line results)



Conclusion

- Making progress with public awareness efforts.
- Changing landscapes means our work is never done.
- Must continuously improve and address challenges.
- PHMSA is committed to committing resources and taking action
 - Compliance and oversight
 - Outreach and engagement
 - Partnerships and collaboration
 - Expanding transparency
- Encourage you to join us in your efforts.



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>

- National Pipeline Mapping System:

<https://www.npms.phmsa.dot.gov/>





Thank You!

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