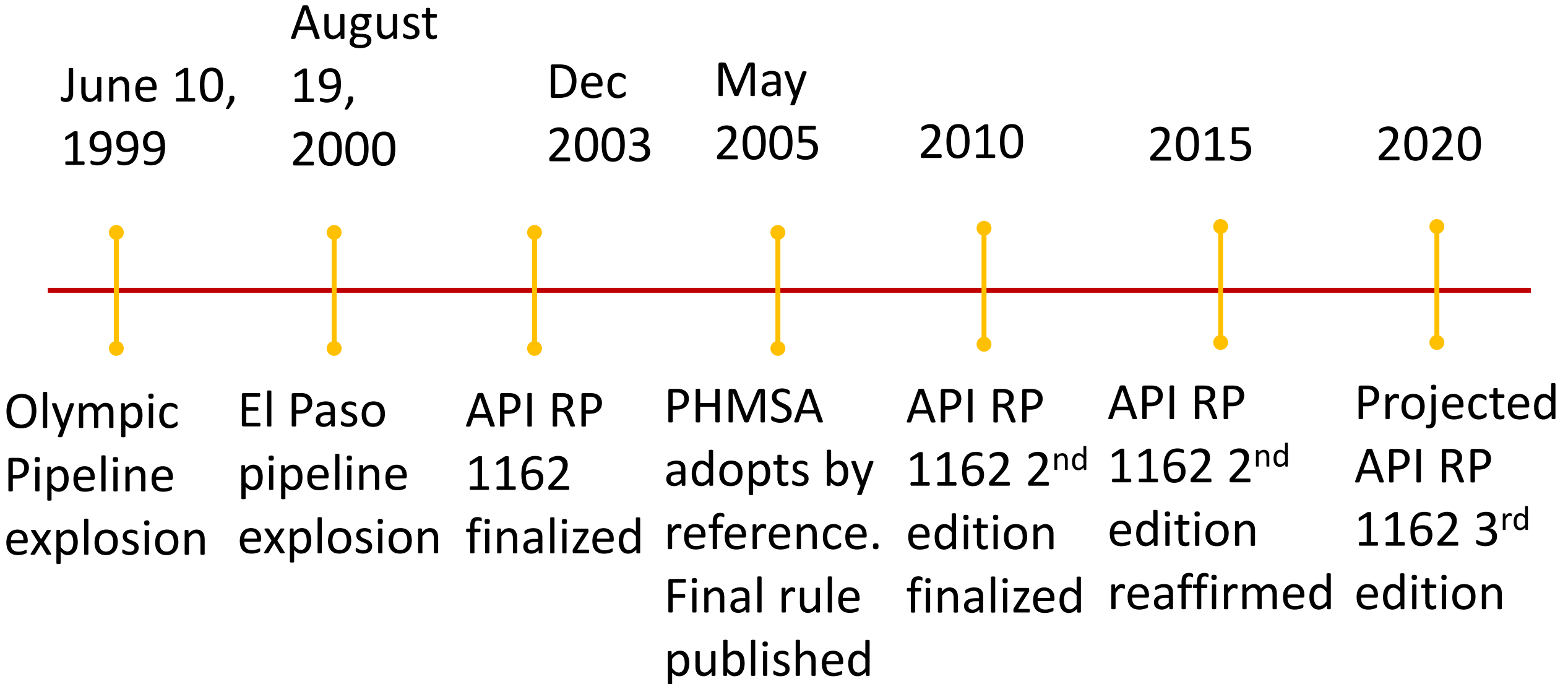


Update: API RP 1162, 3rd Ed.
Public Awareness Programs for
Pipeline Operators

June 2019

Evolution of Public Awareness




API RP 1162, 3rd Ed.

- Task team:
 - Chairs: Larson, Brent Smith (Plains All-American Pipeline)
 - Operators
 - Industry consultants
 - Public Awareness vendors
 - Industry associations: INGAA, API, AGA, APGA, CGA
 - Emergency Response associations: IAFC, NASFM
 - Regulators: PHMSA, NAPSR
 - Other voices: Ag Extension, Schools

API RP 1162, 3rd Ed.

- Starting point = API RP 1162, 2nd Ed.
- Other references:
 - API RP 1162, 1st Ed.
 - PHMSA SWOT analysis & API Adhoc Team findings
- Expert consultants:
 - Katie Delahaye Paine: Measurement
 - Leah Jaramillo: Engaging public audience groups
 - Dr. Vincent Covello, Joe Wojtecki: Risk Communication, message mapping

Working Groups

- Messaging & Engagement  Documentation
 - ✓ Audience definitions
 - ✓ Messaging review (SWOT)
 - ✓ Delivery methods & frequency
 - ✓ Language requirements/Clarification (SWOT)
 - ✓ Collaborative Programs (SWOT)
- Effectiveness Measurement
 - ✓ Survey standardization and metrics
 - ✓ Recommendation report summary
 - ✓ Measurement and objectives language

Peer Industry Lessons Learned

- Without information *seeking* there is no exposure
- Without exposure there is no impact on awareness, prevention or response
- Individuals only absorb information when they think they need it and it will benefit them in some way.
- Unless individuals believe that there is a risk, they won't act to mitigate it.

Why Public Awareness messages don't always break through

- Changing relevancy of and trust in information sources
- People have no motivation to pay attention.
- There's a gap between when information is provided and when people need it
- There's a gap between what they know and what operators are telling them
- Lack of consistent two-way dialog or engagement
- People prefer to think of the world as a safe place to live

Feedback

- Digital platform, launching in July
 - Focused on gathering feedback from the public
 - Site will be open for ~ 45 days
 - Survey questions, scenario-based questions and discussion, forums, idea boards
 - Distribution through operators, organizations, digital outreach using zip codes, etc.
 - Feedback will go back to the task group for consideration, incorporation if appropriate



DID YOU KNOW?

The U.S. has the largest network of energy pipelines in the world, with more than 2.6 million miles of pipe. Buried utility lines, including pipelines, are everywhere!

A photograph showing a person's legs in blue and red athletic shoes running on a paved path. To the right of the runner is a yellow vertical marker with the text "PIPELINE" and "AWARE" written on it. The background shows green trees and a clear blue sky.

Learn more and
take our survey at

Considerations, Questions

- The role of stakeholder engagement within 1162
- How and when to use collaborative efforts in operator programs
- “Meeting” our audiences where they are while also meeting compliance requirements

Timeline

- 2019:
 - April – Dec: Focused on writing the document
 - Mid-July: Launch platform to gain feedback from public
 - Oct: Review feedback, internal commenting period
 - Dec: Completed document
- 2020:
 - Q1-Q2: API Public Awareness Voting Group, public comment period
 - Q2-Q3: Final document, ready for publication by API

Thank you

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