

# Public Awareness & Engagement Workshop

June 12 & 13, 2019

One Public Perspective

Presented by Carl Weimer

**Pipeline Safety**  
  
**TRUST**

**CREDIBLE. INDEPENDENT.  
IN THE PUBLIC INTEREST.**

# What is the purpose of this workshop?

Less than 48 hours from the start time there had been no outreach to promote this workshop to the public, there was no information on the docket, and the agenda had not been posted. One sentence on the Meeting Page said:

PHMSA will seek input to determine the most effective methods to inform all stakeholders on their shared responsibilities in relation to pipeline safety.

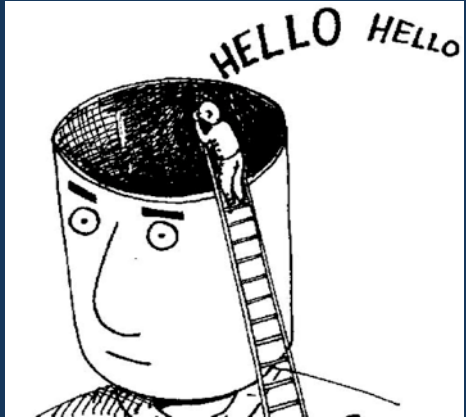
# Who is the public?



**Your Land  
Is My Land**



# The Public's Pipeline Awareness

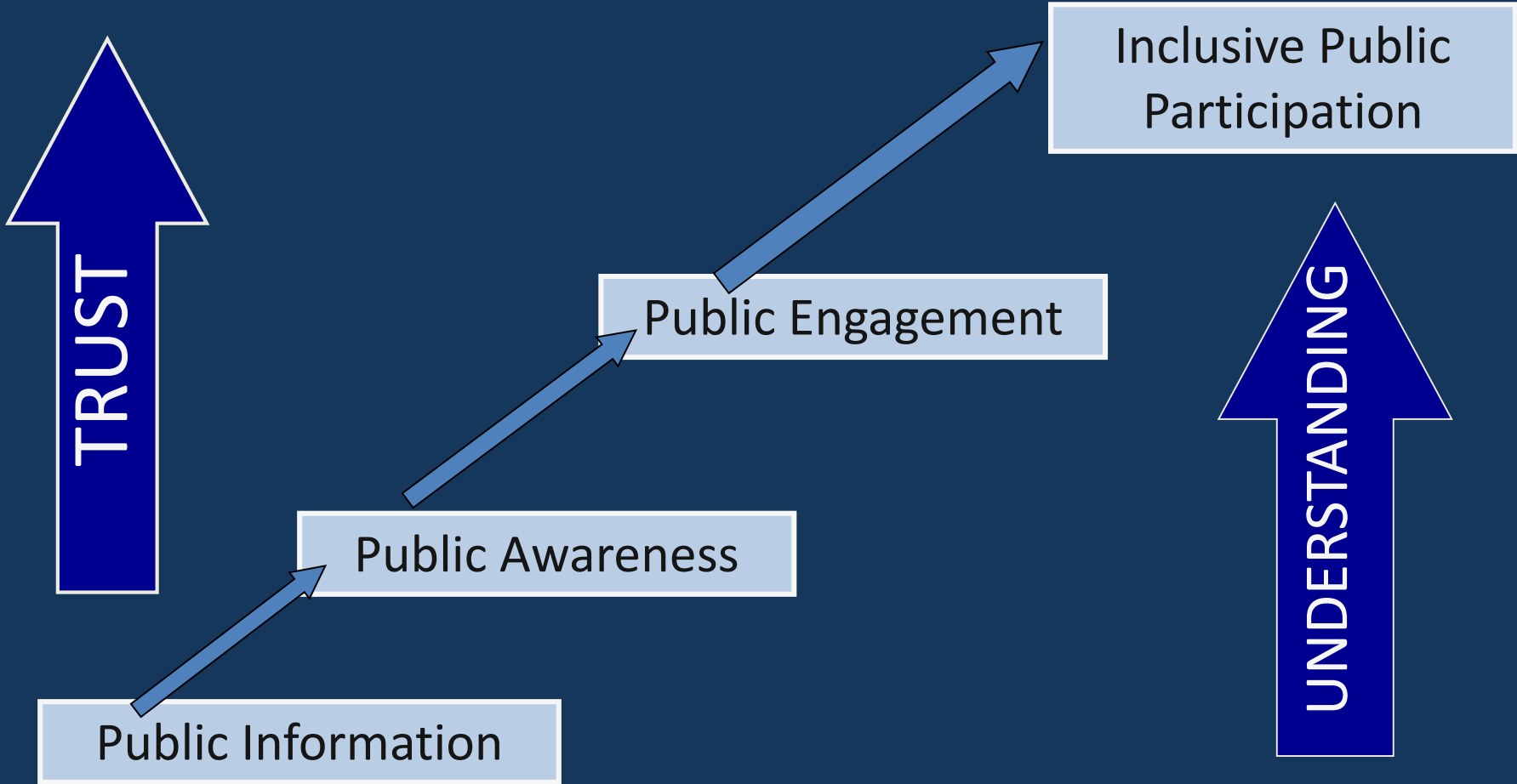


The Public's Pipeline Awareness 2003



The Public's Pipeline Awareness 2019

# Moving Beyond Public Awareness



# Different Target Audiences – Awareness vs Engagement

## Awareness

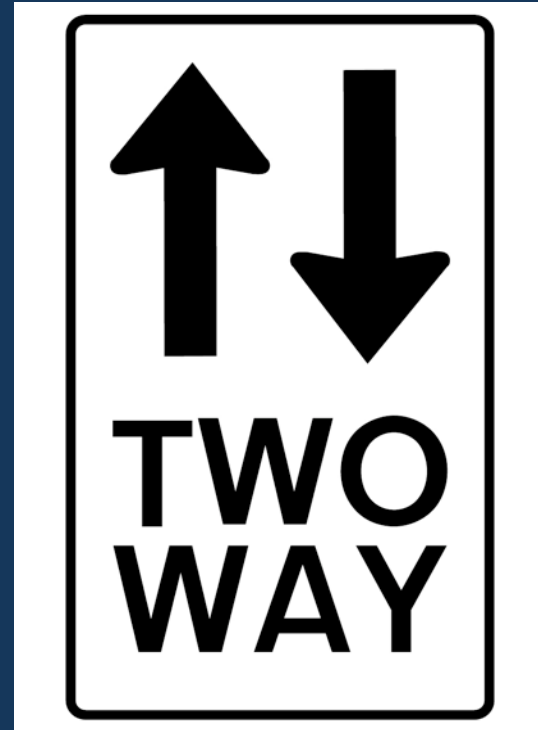
- Affected public
- Emergency officials
- Local public officials
- Excavators

## Engagement

Broadly, any member  
of public seeking  
pipeline information

# Different Communication Styles

## Awareness vs. Engagement



# Different Goals

## Awareness vs. Engagement

Tell the public what the pipeline industry & regulators think they need to know

Required by pipeline regulations


Communicate with the public about the things the public wants to know

Not required at all



# IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Most  
everything  
is actually a  
continuum

# International Association of Public Participation (<https://www.iap2.org/>)

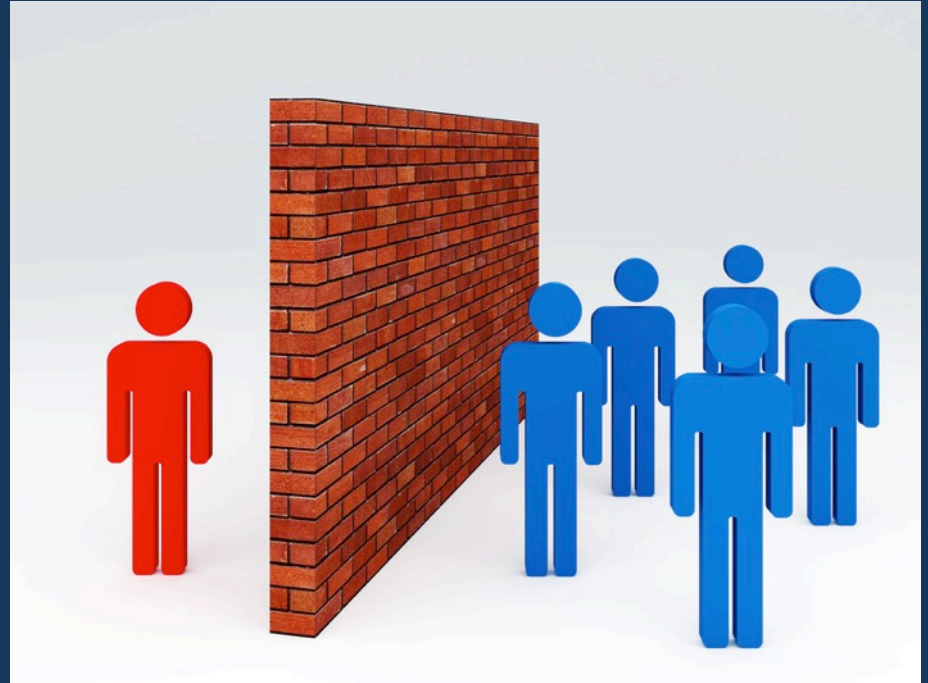
## Core Values for the Practice of Public Participation

- Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- Public participation includes the promise that the public's contribution will influence the decision.
- Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.

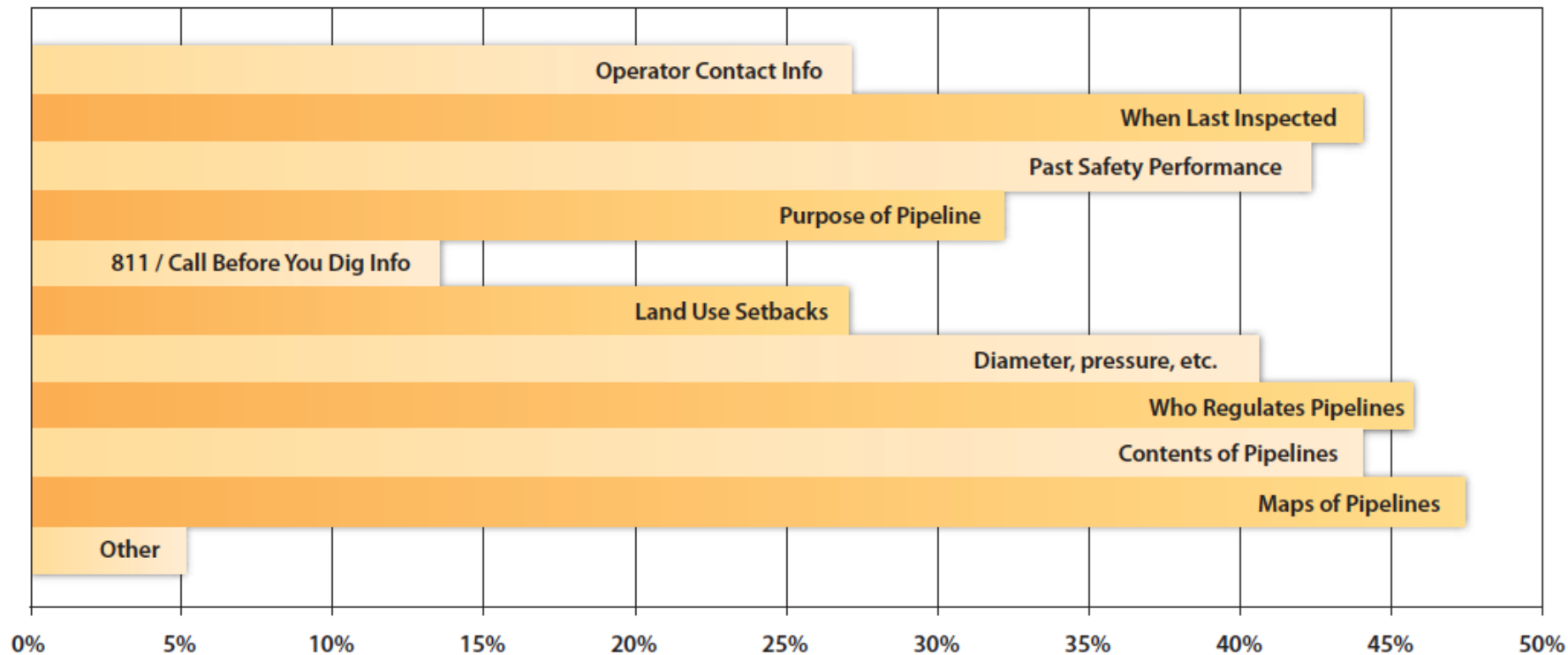
- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- Public participation seeks input from participants in designing how they participate.
- Public participation provides participants with the information they need to participate in a meaningful way.
- Public participation communicates to participants how their input affected the decision.

# Barriers to Better Engagement

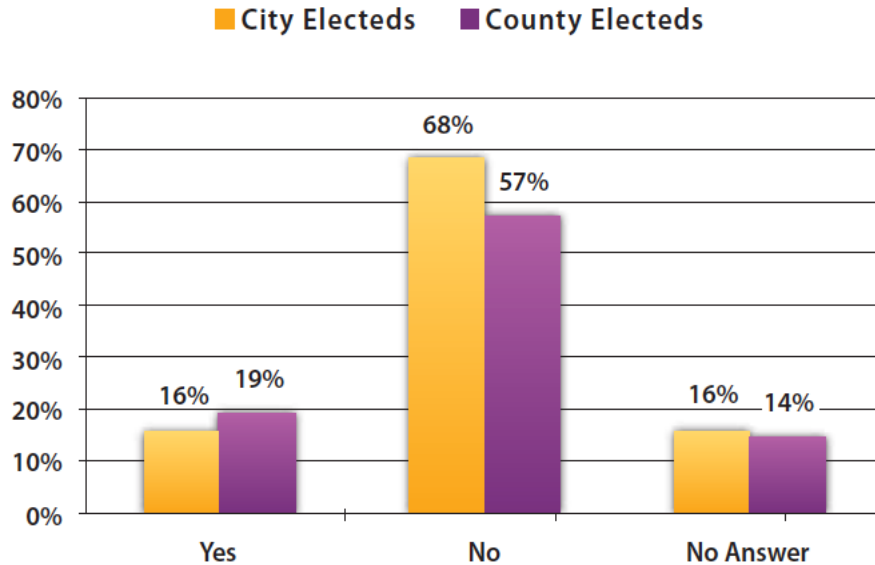
- Who is Responsible?
- The Messenger?
- The Format?
- The Timing?
- The Cost?



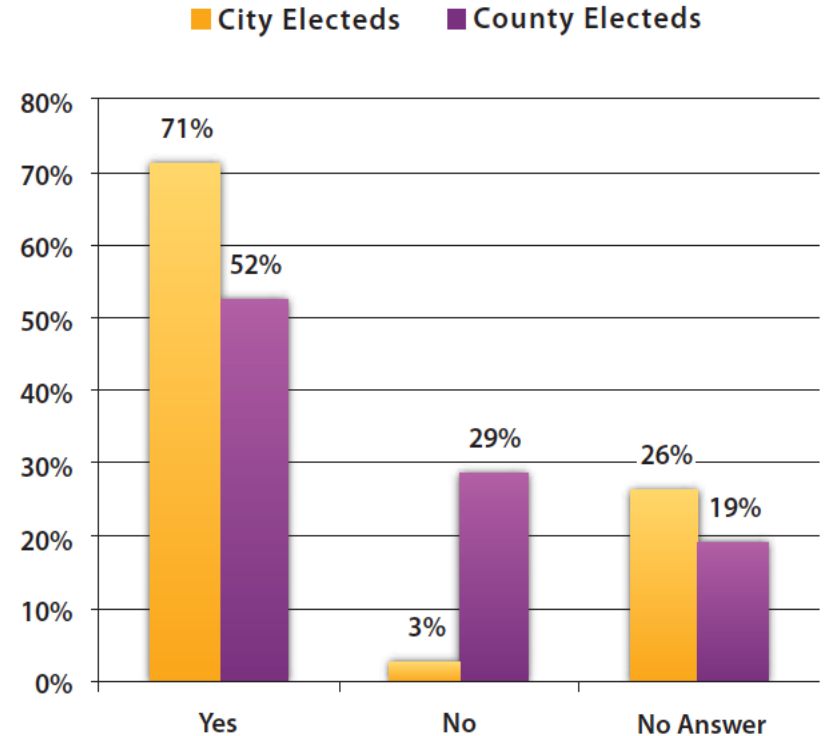
## Chart 15 - Is there any information about the pipelines in your jurisdiction you are interested in but don't know where to find?



**Chart 16 - During your time in office has your council/commission ever received a briefing on the safety of the pipelines in your jurisdiction and the ways local government can help ensure that safety?**

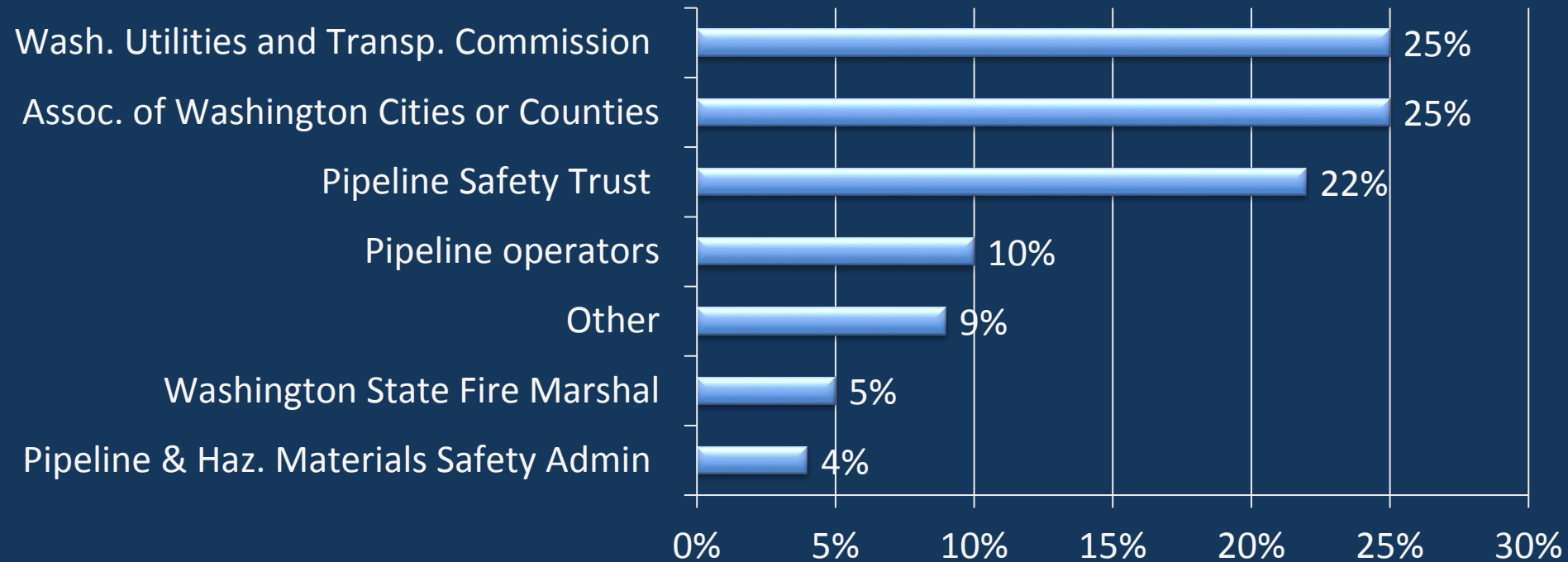


**Chart 17 - Would you be interested in such a briefing (30 minutes or less)?**

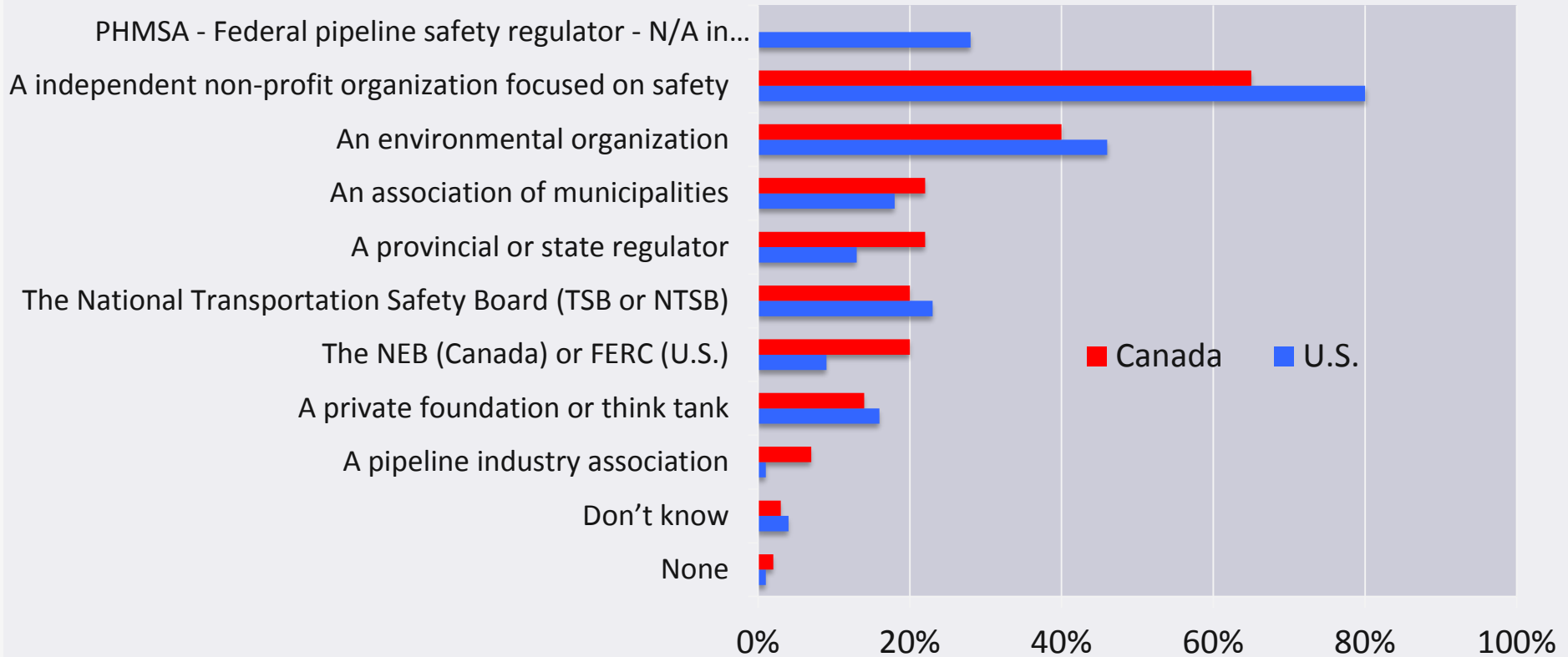


# Could the messenger be a problem?

Asked of Municipal Planners - Who would you trust?

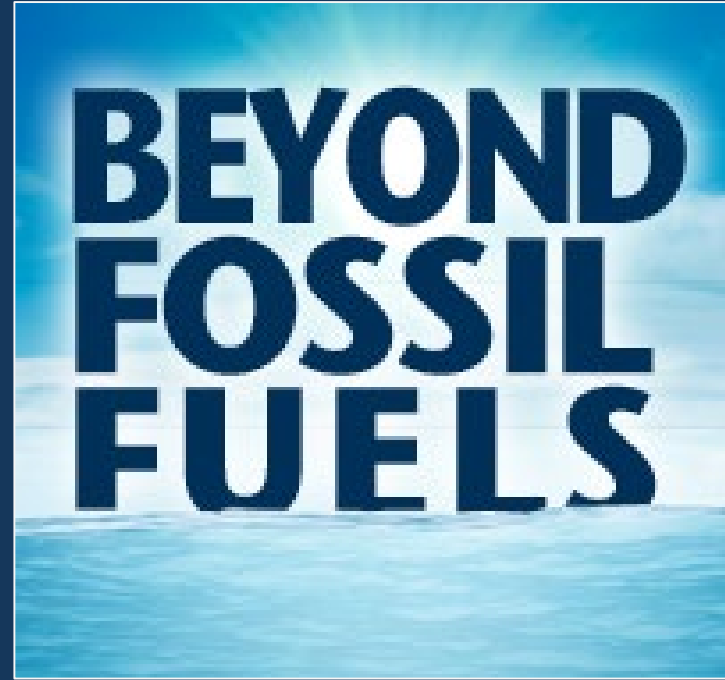
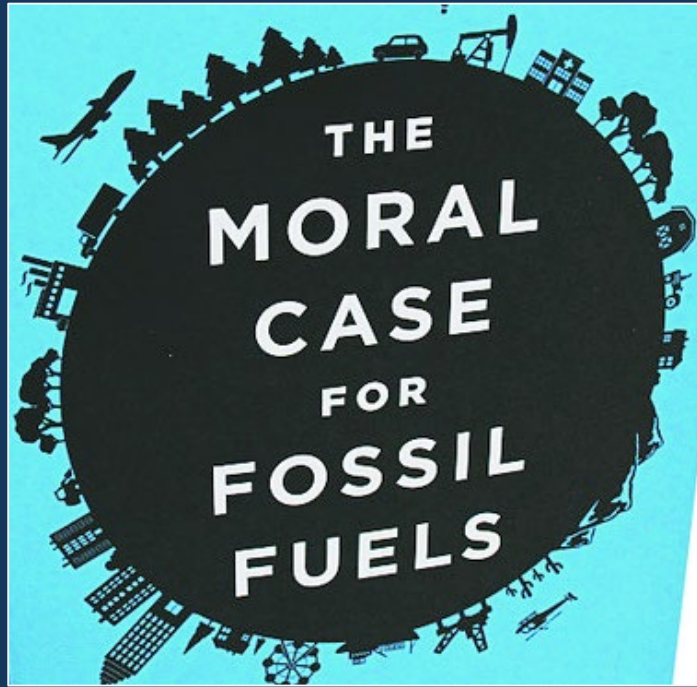


# Percent of People Who Said They Would Trust Any of the Following Organizations to Create and Host Safety Indicators





How do we build trust for better engagement while at the same time often fighting to win a war?



# The Pipeline Safety Trust's current engagement effort

Put 15 leaders (5 Industry, 5 regulators, 5 public) in a room with a professional facilitator to discuss, and try to find possible solutions, to areas where Engagement has had problems in the past.

# The Pipeline Safety Trust's current engagement effort

Three Main Areas to be worked on:

- Engagement Problems with Existing Pipelines
- Engagement Problems with Proposed Pipelines
- Engagement Problems after an Incident

# Issues around existing pipelines

- Someone thinks the pipeline is having a problem • Someone wants to know more specifics about a pipeline
- Someone is thinking of buying/selling/developing property and wants to understand their risk, and issues around property values
- Repair or testing work occurring on a pipeline
- New development happening near a pipeline
- Someone has read about problems on other pipelines and wonders if a pipeline near them has the same problem
- One Call Issues
- Easement, franchise, or road crossing issues

# Thank You!



**Credible.  
Independent.  
In the public interest.**

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