

Ways to Strengthen Public Awareness

Breakout Group 1

General Session Room

Moderators

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Webcast Comments - Email



Email to julie.halliday@dot.gov

The screenshot shows the PHMSA Pipeline Safety Public Awareness Workshop event page. The header includes the PHMSA logo and the U.S. Department of Transportation. The event title is "PHMSA Pipeline Safety Public Awareness Workshop" with dates "June 19th, 2013 9:30AM - June 20th, 2013 5:00PM CDT". The main content area features the Department of Transportation seal and the text "Event is not active". A sidebar on the right displays a Twitter feed for #PSPA with three tweets from PHMSA (@PHMSA_DOT) dated June 13th and 11th. A blue arrow points from the email address on the left to the "Event is not active" text. At the bottom of the screenshot, there is a text box with the text "To ask a question during the webcast please click here".

To ask a question during the webcast please click here

Webcast Comments - Twitter



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Safety Administration

The official Twitter feed for the Pipeline and Hazardous Materials Safety Administration. Your safety, our mission.
phmsa.dot.gov/home

1,114 TWEETS 415 FOLLOWING 982 FOLLOWERS

Tweets All / No replies

@CanadianCGA
's One-Call Centres launch "Click Before You Dig" web simplify access to damage prevention process.

Send a Tweet from
your account using
#PSPAW

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About PHMSA Pipeline Safety Hazardous Materials Safety

PHMSA Pipeline Safety Public Awareness Workshop

June 19th, 2013 9:30AM - June 20th, 2013 5:00PM CDT

#PSPAW

PHMSA @PHMSA_DOT 13 Jun
#Pipeline operators develop public awareness programs based on guidance in @API_News RP 1182: go.usa.gov/bU7d #PSPAW 13 Retweeted by Southern Gas Assoc. Expand

PHMSA @PHMSA_DOT 13 Jun
#Pipeline operators develop public awareness programs based on guidance in @API_News RP 1182: go.usa.gov/bU7d #PSPAW Expand

PHMSA @PHMSA_DOT 11 Jun
Sign up to attend or watch the webcast of next week's Pipeline Safety Public Awareness Workshop: go.usa.gov/TPAz #PSPAW Expand

Load More

Tweet #PSPAW

Turn off
"Full Screen Mode" to view
Tweets and webcast
simultaneously.

Pipeline Safety



...a shared responsibility

Structure & Objectives

- 9:45 – 12:00 PM Breakout Group Discussion
- 1:30- 2:15 PM Group Report Outs by Moderator (15 minutes per group)
- Discuss ways to strengthen Public Awareness of Pipelines
 - Overarching Program
 - Public Officials
 - Affected Public
 - Emergency Officials
 - Excavators

Rules

- Cell phones on vibrate.
- No idea is a bad idea.
- Be creative.
- Take risks.
- Be constructive, not critical.

General PA Program Topics

Collaborative /generic vs. operator specific messages

- When are they appropriate?
- Should their effectiveness be measured differently?

National public awareness program

- What messages should be conveyed?
- What media would be most effective?
- Who should it target?
- How could effectiveness be measured?

General PA Program Topics

Federal, State, and Local Government role in improving public awareness

- PHMSA and other Federal Agencies
- State government role (pipeline safety agency and others)
- Local government role
- Emergency management and response

Alignment of operator and stakeholder public awareness programs

- Identify stakeholder public awareness programs that operators can leverage .

General PA Program Topics

Triggers for additional communications

- What events require additional communications to stakeholders?
- What communication channels should they use?

Alternate approaches to messaging for certain stakeholders

- What could a risk-based approach look like?
- How could higher risk audiences be identified?
- How, to whom, and when might an “on demand” approach look like?

Pipeline Maps

- Should maps be included in baseline messages?
- If so, what pipeline attributes should be on the map?

Public Officials

Are there “Local Officials” not identified in RP 1162?

Local, city, county or state officials and/or their staffs having land use and street/road jurisdiction along pipeline routes (e.g., planning, zoning, permitting, public utility boards, city and county managers).

What is a public official’s role in pipeline safety?

- Actions they should they take?
- What do they need to know about pipelines?

What outreach has been effective/ineffective?

- Messages
- Methods
- Support

Affected Public

Are there “Affected Public” not identified in RP 1162?

Residents along transmission pipeline ROW, gathering system ROWs, storage or other major operational facilities, gas transmission/LDC customers and other residents near distribution systems, places of congregation (i.e. businesses, schools, churches, stadiums, etc...).

What is the affected public’s role in pipeline safety?

- Actions they should be prepared to take?
- What do they need to know about pipelines?

What outreach has been effective/ineffective?

- Media
- Messages
- Methods

Emergency/Public Safety Officials

Are there “Emergency Officials,” not identified in RP 1162?

Local, state or regional officials, agencies and organizations with emergency response and/or public safety jurisdiction along the pipeline route.

What is the emergency officials’ role in pipeline safety?

- Actions they should be prepared to take?
- What do they need to know about pipelines?

What makes for an effective liaison?

- Messages
- Methods
- Support

Excavators

Are there “Excavators” not identified in RP 1162?

Includes excavators, land developers and one-call centers. Excavators are companies and local/state government agencies involved in any form of excavation activities. Land developers are companies and private entities involved in land development and planning. One-call centers include those centers relevant to the area. This may also include stakeholders in related areas such as excavation equipment rental companies, landscapers, timber companies, etc.)

What is an excavator’s role in pipeline safety?

- Actions they should they take?
- What do they need to know about pipelines?

What outreach has been effective/ineffective?

- Messages
- Methods
- Support

Write in Question

If I could make one change to pipeline operator's public awareness requirements, I would...

Continue the Conversation



The screenshot shows the Twitter profile for PHMSA (@PHMSA_DOT). The profile bio reads: "The official Twitter feed for the Pipeline and Hazardous Materials Safety Administration. Your safety, our mission. phmsa.dot.gov/home". The profile has 1,119 tweets, 415 followers, and 982 following. Recent tweets include announcements about a Pipeline Safety Public Awareness Workshop and information regarding mixed contents packaging. The left sidebar shows navigation options like Tweets, Following, Followers, Favorites, and Lists, along with a "Who to follow" section.



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The screenshot shows the regulations.gov website for Docket ID PHMSA-2013-0094. The page title is "Pipeline Safety: Workshop on Public Awareness Programs". The docket summary includes: "Docket ID: PHMSA-2013-0094", "Agency: Pipeline and Hazardous Materials Safety Administration (PHMSA)", and "Parent Agency: Department of Transportation (DOT)". The primary document is titled "Meetings: Pipeline Safety; Workshop on Public Awareness Programs" and is a Notice posted on 05/23/2013. The page also features a "Comments Received" section showing 0 comments and a "Sign up for E-mail Alerts" button. The bottom of the page indicates "Federal Register Docket ID: PHMSA-2013-0094".

Federal Register
Docket ID: PHMSA-2013-0094

Report Out

- Review ideas.
- Top ideas
- Check requirements and restrictions.
- Trim list to top 10 ideas.