



How To Create A Public Awareness Plan

John Erickson, PE
American Public Gas Association
Springfield, Illinois
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What Is APGA?

The National Trade Association for
Publicly-Owned Gas Utilities

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- 2,000 member utilities
- Created in 1964
- New mission
- Moved to Washington, DC
- Expanded to include

American Public Gas Association

Workshop Outline

- Introduction to RP1162
- The APGA Model Plan
- Customizing Your Public Awareness Plan
- “To Do” List

Case Study

- Investor owned utility
- 34,000 customers
- 488 miles of mains
- 64 miles of transmission pipeline

History

- Pipeline Safety Improvement Act of 2002 mandated changes to public awareness
- Industry groups – API, AOPL, AGA & APGA – agreed to develop guidance
- API Recommended Practice 1162 is the end result

Purpose of RP 1162

- Provide a framework for managing Public Awareness Programs
- Continual improvement and
- Assist operator to determine the appropriate level of public awareness outreach for a given area and certain circumstances.

What is API RP 1162

- RP means “Recommended Practice”
- Recommended not Mandatory, however
- Self assessment to RP 1162 was required by December 17, 2003.
- On June 24, 2004 OPS proposed to incorporate RP 1162 into Parts 192 and 195

What's in RP 1162?

- Identifies 4 stakeholder audiences:
 - Public living near pipelines
 - Local public officials
 - Emergency response officials
 - Excavators
- Identifies target messages, delivery methods and frequencies of delivery for each public

12 step process

- Overall Program Administration
 - 1 Define program objectives
 - 2 Obtain Management Commitment and Support
 - 3 Identify Program Administration
 - 4 Identify Pipeline Assets to be included within the Program

12 step process

- Program Development
 - 5 Identify the 4 Stakeholder Audiences
 - 6 Determine Message Type and Content for Each Audience
 - 7 Establish Baseline Delivery Frequency for Each Message
 - 8 Establish Delivery Methods to Use for Each Message

Program development (cont'd)



- Program Development
 - 9 Assess Considerations for Supplemental Program Enhancements
 - 10 Implement Program and Track Progress
 - 11 Perform Program Evaluation
 - 12 Implement Continuous Improvement

1 Define program objectives

- Raise awareness of pipeline's presence
- Understand role of pipelines in energy delivery
- Understand that operators take measures to prevent accidents
- Understand role in preventing 3rd party damage
- Understand steps to prevent and respond to accidents

Got Writer's Block?

Here's a Resource



- <http://www.unitedmedia.com/comics/dilbert/games/career/bin/ms.cgi>
- “We strive to interactively promote economically sound technology while continuing to seamlessly integrate prospective deliverables because that is what the customer expects ”
- “Our mission is to conveniently administrate scalable materials to allow us to enthusiastically create performance based resources ”

2 Obtain Management Commitment and Support



- Company policy
- Management participation
- Allocation of resources and funding

3 Identify Program Administration



- Name program administrator(s)
- Identify roles and responsibilities
- Document program administration

Examples of Roles

- Maintain written public awareness plan (“Plan Administrator”)
- Develop resource and monetary budgets for program implementation.
- Develop and maintain lists of stakeholder audiences:
 - Customers
 - Non-customers living/working near gas lines
 - Emergency officials
 - Public officials
 - Excavators
- See list in program package

Case Study: Examples of Responsibilities



- Manager, Public Affairs
 - Overall plan implementation
 - Placement of radio/TV ads
 - Ensure newsletter articles, bill inserts, etc are placed according to schedule
 - Maintain Gov't lists & conduct meetings (2-yr)
 - Manage effectiveness review
- Safety Programs Manager
 - Maintain excavator, trash hauler, ice remover lists
 - Develop and mail information to these lists

4 Identify Pipeline Assets to be included within the Program

- Do you have:
 - Transmission facilities?
 - More than one autonomous distribution system?
 - Service areas with distinctly different systems?
- You might want to develop separate plans for each system, or
- The same plan can address all pipeline assets

5 Identify Stakeholder Audiences



- Who will be responsible for developing and maintaining up-to-date lists of each stakeholder group?
- How often will the lists be updated?
- How will the lists be developed?
- Where will the lists reside?
- Document each of these decisions in your Plan

Customers

- If you do not have a list of your customers, developing a public awareness plan is the least of your problems!

Non-customers near gas lines



- Determine what “near” means
 - 660 – 1000 ft for transmission
 - Not specified for distribution, probably less
- Methods of identifying:
 - Zip codes (zip + 4)
 - Geospacial address databases
 - Other

Emergency Officials

- Fire departments
- Police/sheriff departments
- Local Emergency Planning Commissions (LEPCs)
- County and State Emergency Management Agencies (EMA)
- Other emergency response organizations
- Other public safety organizations

Identifying Emergency Officials



- SIC Codes (document list of code categories, if used)
- Telephone calls
- Government directories
- Other

SIC Codes

- SIC = Standard Industrial Classification
- Available on internet
(http://www.osha.gov/pls/imis/sic_manual.html)
- 9221 = Police Protection
- 9224 = Fire Protection
- 9229 = Public Order and Safety, Not Elsewhere Classified

Public Officials

- Planning boards
- Zoning board
- Licensing departments
- Permitting departments
- Building code enforcement departments
- City and county managers
- Public and government officials
- Public utility boards
- Local "Governing Councils"
- Public officials who manage franchise or license agreements

Identifying Public Officials

- SIC Codes (document list of code categories, if used)
- Telephone calls
- Government directories
- Internet
- Other

Excavators

- Construction companies
- Excavation equipment rental companies
- Public works officials
- Public street, road and highway departments (maintenance and construction)
- Timber companies
- Fence building companies
- Drain tiling companies
- Landscapers
- Well drillers

Developers



- Home builders
- Land developers
- Real estate sales

Identifying Excavators

- ONE-CALL Centers
- SIC Codes (document list of code categories, if used)
- Yellow pages
- Internet

Remember

- Sub-lists of each target audience are suggestions
- Add/remove/modify as appropriate for your operating territory(s)
- For your protection document any deviations from RP 1162

Case Study: Developing Stakeholder Lists



- Customers – Information Systems
- Excavators – Yellow Pages and Dig-Safe
- Government Officials – State Handbook and telephone calls to government offices
- Emergency Officials – Telephone calls
- Residents Along Transmission Line – Land records and return mail
- Residents Along Distribution Lines – No list required as direct mail is not employed

6 Determine Message Type And Content



- Pipeline Purpose and Reliability
 - Typical distribution network (stations, mains, services, meters)
 - How to detect a natural gas leak (e.g., how natural gas smells)
 - Who uses natural gas and why.



A million cubic feet of gas is roughly energy equivalent to 2 oil tanker trucks



Example of the Benefits of a Pipeline

- Therefore in areas where oil is a home heating alternative a pipeline that delivers 1 billion cubic feet of gas per year takes 2 thousand oil trucks off the roads (more for distribution where oil trucks are smaller)

Message Type and Content

- Hazard Awareness and Prevention Measures
 - Overview Of Potential Hazards
 - Overview Of Potential Consequences
 - Summary Of Prevention Measures Undertaken
 - Optional Summary Of Pipeline Industry Safety Record

Message Type and Content

- Leak Recognition and Response
 - Potential Hazards
 - Recognizing A Pipeline Leak
 - Responding To A Pipeline Leak
 - Liaison With Emergency Officials

Message Type and Content

- Emergency Preparedness Communications
 - Priority To Protect Life
 - Emergency Contacts
 - Emergency Preparedness— Response Plans
 - Emergency Preparedness—Drills And Exercises

Message Type and Content

- Damage Prevention
 - Contact the local One-Call System before digging
 - What happens when the One-Call Center is notified
 - One-Call Center telephone numbers
 - Remind, if applicable, that to call is required by law.

Message Type and Content

- Pipeline Location Information
 - Transmission Pipeline Markers
 - Transmission Pipeline Mapping
 - Availability of National Pipeline Mapping System (<http://www.npms.rspa.dot.gov/>)
- High Consequence Areas and Integrity Management Program (IMP) Overview for Transmission Pipelines

Message Type and Content

- Content on Company Websites
- Right-of-way Encroachment Prevention
- Communication of Pipeline Maintenance Activities
- Security
- Facility Purpose

Other Safety Messages

- Carbon Monoxide
- Flexible Connectors
- Appliance Safety
- More

Recommended Messages by Target Audience

- Should consider each recommended message
- Add/change/delete as appropriate, but
- Document rationale for changes and deletions

Public living near pipelines

- Hazards associated with releases
- How to recognize an emergency
- What to do if there is a release
- How to contact operator
- Call before you dig
- NOTE: RP 1162's primary focus is for transmission-type pipelines and messages reflect that focus – No mention of CO, flex connectors, and other LDC public education issues

Public officials

- Info on transmission lines in area
- Land use practices near pipelines
- Hazards of unintended releases
- What the operator does to manage pipeline safety
- Where to contact for more information

Emergency Response Officials



- Location of transmission lines
- Emergency contact name and info
- Hazards of unintentional releases
- How to notify the operator
- How to respond to an emergency
- Overview of what the operator will do in an emergency

Excavators

- Awareness that excavating near pipelines can impact public safety
- One call requirements
- Safe excavation practices near pipelines
- How to notify the operator of damages
- Hazards of unintended releases

8 Establish Delivery Methods



- The plan should specify the method of delivery for each message to each stakeholder
- Not all methods are effective in all situations
 - Bill stuffers do not go to non-customers
- APGA spreadsheet is one way to list delivery methods

7 Establish Baseline Delivery Frequency



- Must document the frequency and the basis for selecting that frequency for communicating with each of the targeted audiences.
- Recommended frequencies are found in Tables 2-1, 2-2 and 2-3
- Suggest using these recommendations as the basis for initial frequencies or use current utility practice, if more frequent

8 Establish Delivery Methods



- TARGETED DISTRIBUTION OF PRINT MATERIALS
 - Brochures, Flyers, Pamphlets, and Leaflets
 - Letters
 - Pipeline Maps (Transmission or major mains)
 - Response Cards
 - Bill Stuffers

8 Establish Delivery Methods



- PERSONAL CONTACT
 - Door-to-door contact along pipeline ROW
 - Telephone calls
 - Group meetings
 - Open houses
 - Community events
 - Charitable contribution presentations

8 Establish Delivery Methods



- ELECTRONIC COMMUNICATION
 - Videos and CDs
 - E-mail
- MASS MEDIA
 - Public Service Announcements
 - Newspapers and Magazines
 - Paid Advertising
 - Community and Neighborhood Newsletters

8 Establish Delivery Methods



- SPECIALTY ADVERTISING MATERIALS
- INFORMATIONAL OR EDUCATIONAL ITEMS
- PIPELINE MARKER SIGNS
- ONE-CALL CENTER OUTREACH
- OPERATOR WEBSITES

Case Study: Current Public Awareness Efforts



- Bill Stuffers
- Newsletters
- Telephone Hold messages
- Website
- Customer Handbook
- Mailings
- Personal meetings (emergency & government)
- Paid TV and radio ads
- Public Service Announcements
- One-call Center ads, trade shows and materials

Public Awareness Materials

Target Audience	Residents	LDC Customers	Residents
Message	Damage Prevention Awareness Leak Recognition and Response How to get additional information	Damage Prevention Awareness Leak Recognition and Response How to get additional information Safety near meters Carbon Monoxide Customer-owned service lines Keep Vents Clear Flexible Connectors	Damage Prevention Awareness One-Call Requirements Leak Recognition and Response
# of materials on message	6 2 2	8 11 4 14 4 2 5 2	6 5 3
Newsletter Articles N1-Holiday Hours - Oct/Nov/Dec N2-Keep Meters Clear N3-Keep Vents Clear N4-Energy Efficiency Tip N5-Dig Safe N6-Carbon Monoxide		X X	

Where Are You Now?

- Need to assess how current programs satisfy RP 1162 requirements
- May use the APGA worksheets, but not required
- Steps:
 - Compile all current materials
 - Identify which target audiences get each piece
 - Determine which messages are in each piece

Public Awareness Materials	Frequency	Schedule	Responsibility
TARGETED DISTRIBUTION OF PRINT MATERIALS			
Brochures, Flyers, Pamphlets, and Leaflets			
Letters			
Pipeline Maps (Transmission or major mains)			
Response Cards			
Bill Stuffers			
PERSONAL CONTACT			
Door-to-door contact along pipeline ROW			
Telephone calls			

Public Awareness Materials					
Target Audience: Customers		Baseline Messages			
Message --- >	Pipeline purpose and reliability	of hazards and prevention measures undertaken	Damage Prevention Awareness	Leak Recognition and Response	How to get additional information
# of materials on message - >	0	0	0	0	0
TARGETED DISTRIBUTION OF PRINT MATERIALS					
Brochures, Flyers, Pamphlets, and Leaflets					
Letters					
Pipeline Maps (Transmission or major mains)					
Response Cards					
Bill Stuffers					

Public Awareness Materials				
Target Audience: Customers	Supplemental Messages (optional)			
Message --- >				
# of materials on message - >	0	0	0	0
TARGETED DISTRIBUTION OF PRINT MATERIALS				
Brochures, Flyers, Pamphlets, and Leaflets				
Letters				
Pipeline Maps (Transmission or major mains)				
Response Cards				
Bill Stuffers				

9 Assess Supplemental Program Enhancements



- Increased Frequency (Shorter Interval)
- Enhanced Message Content and Delivery/
Media Efforts
- Coverage Areas

Considerations Of Relevant Factors



- Potential hazards
- High Consequence Areas
- Population density
- Land development activity
- Land farming activity
- Third-party damage incidents
- Environmental considerations
- Pipeline history in an area
- Specific local situations
- Regulatory requirements
- Results from previous Public Awareness Program evaluations

Case Study: Supplemental Messages



- Keep meters and vents clear
- Carbon Monoxide
- Flexible connectors
- Customer-owned service lines
- Also targets audiences:
 - Trash haulers
 - Ice removal companies
 - Railroads

10 Implement Program and Track Progress



- Develop resource and monetary budgets
- Identify, assign and task employees
- Identify external resources needed.
- Conduct program activities
- Periodically update the program
- Collect feedback from internal and external sources

Recordkeeping

- Lists of stakeholder audiences with whom the operator has communicated.
- Copies of all materials provided to each stakeholder audiences.
- All program evaluations, including current results, follow-up actions and expected results.
- Retain for 5 years

11 Perform Program Evaluation



- PURPOSE AND SCOPE
 - Is the current program effective in achieving the objectives stated in the Written Plan
 - Identify areas for improvements
 - Demonstrate regulatory compliance

Elements Of An Evaluation Plan



- Measures, Means and Frequency for tracking performance
- Is the program being implemented as planned?
- Is the program effective?

Measuring Program Implementation (Annual)



- Does the Public Awareness Program address the objectives, elements and baseline schedule in RP 1162??
- Has the Public Awareness Program been implemented and documented according to the written program?
- May use:
 - Internal self-assessments
 - 3rd party audits
 - Regulatory inspections

Measuring Program Effectiveness



- Are messages reaching target audiences? (% of each target audience reached)
- Do recipients understand the message? (Pre-tests and post-communication surveys)
- Are respondents motivated to respond? (e.g. increased calls to ONE-CALL Center)
- Is the program impacting results (e.g. reducing incidents)?

Evaluation methods

- Pre test materials
- Post Communication Surveys
 - Appropriate sample size
 - Gauge knowledge of respondent
 - Measure message retention
 - Compare effectiveness of delivery methods
- APGA may organize evaluation for interested members

12 Implement Continuous Improvement



- Determine program changes based on results of the evaluation to improve effectiveness, such as:
 - Audience,
 - Message type or content,
 - Delivery frequency,
 - Delivery method, or
 - Supplemental activities
- Document program changes.
- Determine future funding and resource requirements
- Implement changes.

Case Study:



Self-Assessment Findings

- Aware of Part 192.616 requirements
- Aware of PSIA requirements
- Targets public, government and excavators
- Current program addresses:
 - One-call requirements and other damage prevention activities
 - How to recognize a leak
 - What to do if there is a leak
 - How to report a leak
 - Non-customers living near distribution lines

Case Study: Self-Assessment To RP 1162 Requirements



- Management objectives are not explicitly defined and documented
- Does not explain operator's safety programs
- Not documented in procedures
- Responsibilities not clearly designated
- Methods to identify stakeholders not specified
- Baseline frequencies not documented
- Does not require periodic plan development
- Does not require resource requirement identification

Case Study: Self-Assessment To RP 1162 Requirements



- Does not conduct effectiveness assessment
- No internal guidelines for effectiveness assessments
- No guidelines for modifying program based on assessments
- Not all messages to each stakeholder audience is addressed:
 - Availability of NPMS
 - Hazards of a release

Case Study: Changes to Program



- Developed written Public Awareness Plan
- Revised existing materials to include missing messages
- Specified a pre-test for all new and significantly modified materials using operator's employees and family members

Case Study: Pending

- Complete assignment of responsibilities
- Define and conduct effectiveness assessments
- Telephone surveys for:
 - Excavators
 - Customers
 - Non-customers
- Post meeting feedback for:
 - Emergency officials
 - Local government officials

Questions?



JOIN NOW!

**American Public
Gas Association**