How To Create A Public Awareness Plan

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Springfield, Illinois
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What Is APGA?

• The National Trade Association for
Publicly-Owned Gas Utilities
• ~600 member utilities
• Created in 1961
• New mission in 2004
• Moved to Washington, DC
• Expanded to 8 staff

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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”
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)
  - Geospatial 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
- 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
<table>
<thead>
<tr>
<th><strong>Public Awareness Materials</strong></th>
<th><strong>Target Audience</strong></th>
<th><strong>Residents</strong></th>
<th><strong>LDC Customers</strong></th>
<th><strong>Residents</strong></th>
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<tbody>
<tr>
<td><strong>Message</strong></td>
<td>Damage Prevention Awareness</td>
<td>6</td>
<td>8</td>
<td>6</td>
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<tr>
<td></td>
<td>Leak Recognition and Response</td>
<td>2</td>
<td>11</td>
<td>5</td>
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<td></td>
<td>How to get additional information</td>
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<td>3</td>
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<td><strong># of materials on message</strong></td>
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<td></td>
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<tr>
<td><strong>Newsletter Articles</strong></td>
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<tr>
<td>N1-Holiday Hours - Oct/Nov/Dec</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>N2-Keep Meters Clear</td>
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<tr>
<td>N3-Keep Vents Clear</td>
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<tr>
<td>N4-Energy Efficiency Tip</td>
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<td>N5-Dig Safe</td>
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<td>X</td>
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<tr>
<td>N6-Carbon Monoxide</td>
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<td>X</td>
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</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Public Awareness Materials</th>
<th>Frequency</th>
<th>Schedule</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TARGETED DISTRIBUTION OF PRINT MATERIALS</strong></td>
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<td>Pipeline Maps (Transmission or major mains)</td>
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<tr>
<td>Response Cards</td>
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<tr>
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<tr>
<td>Telephone calls</td>
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</tbody>
</table>
### Public Awareness Materials

**Target Audience:** Customers

<table>
<thead>
<tr>
<th>Message --- &gt;</th>
<th>Pipeline purpose and reliability</th>
<th>of hazards and prevention measures undertaken</th>
<th>Damage Prevention Awareness</th>
<th>Leak Recognition and Response</th>
<th>How to get additional information</th>
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</thead>
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<tr>
<td># of materials on message - &gt;</td>
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<td>0</td>
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**TARGETED DISTRIBUTION OF PRINT MATERIALS**

- Brochures, Flyers, Pamphlets, and Leaflets
d- Letters
- Pipeline Maps (Transmission or major mains)
- Response Cards
- Bill Stuffers
<table>
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<th>Message --- &gt;</th>
<th>Supplemental Messages (optional)</th>
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</thead>
<tbody>
<tr>
<td># of materials on message - &gt;</td>
<td>0</td>
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</table>

**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?

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