

Public Awareness

Assessment & Supplemental Messages



RP 1162 Stated Goal

- The overall goal of a pipeline operator's Public Awareness Program is to:
 - **Enhance environmental and public safety.**
 - **Property protection through increased public awareness and knowledge.**



Supplemental Message

- **1.3.5 Enhanced Public Awareness Program:**
- The concept developed in RP 1162 for assessing particular situations in which it is appropriate to enhance or supplement the Baseline Public Awareness Program.



API RP 1162 Section 6

- the operator should consider external factors along the pipeline system and determine if some additional level of public awareness communications is warranted.

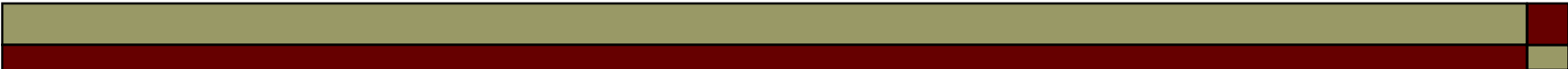


Program Evaluation

- ❖ Assessment of Program Implementation.
- ❖ Measuring Program Effectiveness.
- ❖ Continuous Improvement



Measuring Program Effectiveness



ASSESS Outreach: % of Each Intended Audience Reached with Desired Messages –

- Track the number of inquiries by phone to operator personnel.
- Track input received via feedback postcards.
- Track the number of officials or emergency responders who attend emergency response exercises.

ASSESS: Desired Behaviors by the Intended Stakeholder Audience

- Excavators following through on all safe excavation practices, in addition to calling the One-Call Center.
- The number of notifications received from the One-Call Center (e.g., is there a noticeable increase following distribution of public awareness materials?).
- An assessment of first responder behaviors, including the response to pipeline-related calls, and a post-incident assessment to determine if their actions were consistent with the key messages included in the public awareness communications.
- Appropriateness of public stakeholders' responses could include:
 - Was an actual incident that affected residents correctly identified?
 - Were personal safety actions undertaken consistent with public awareness communication?



RP 1162 Sec. 6.1

- enhance baseline program with supplemental program components when conditions along the pipeline suggest a more intensive effort is needed.
- There may be multiple occurrences of conditions suggesting a “more intensive effort is needed.”

Assessment Tools

- Log Call Center Calls after mailer is sent.
 - *Calls increase shortly after message received?*
- Excavators and One-Call tickets, (ITIC).
 - *Is data base complete for your area?*
- Excavators using reasonable care.
 - *hand digging over facilities? Potholing on crossbores?*



Supplemental Messages

- **Where assessment indicates shortcomings, consider supplemental message.**
- **NOTE: You must do assessment in order to understand where supplemental efforts are needed.**



Supplemental Considerations

- The message content;
- The delivery medium;
- Delivery frequency; and
- Audience's retention.

6.1.2 Enhanced Message Content and Delivery/Media Efforts

- Provide supplemental communications using:
- Enhanced or custom-tailored message content
- Different delivery methods/media; or
- Additional delivery methods/media.

6.2 Supplemental Considerations

- ❑ The operator should consider each of the following factors applied along the entire route of the pipeline system:
- ❑ *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*
- ❑ Other relevant needs.

Supplemental Message

**Is there a need in Kansas for
program enhancement?**



KS Operations Issues that May need Supplemental Messages

- Unprocessed Gas Service.**
 - Potential safety operations, (liquids, solids, H₂S).**
 - Low or High Btu considerations.**

- Notification of customer owned pipeline responsibility, (192.16).**

KS Operations Issues that May need Supplemental Messages

- Getting message to the people that matter.**
 - Operations and maintenance personnel of facilities with restricted access,**
 - Hospitals, prisons, nursing homes.**
 - Shift Changes at factories.**
 - Security Guards.**
 - School principals and superintendents.**
 - (fire marshal contacts)**



KS Operations Issues that May need Supplemental Messages

- Above Ground Pipelines**
 - Land owners precautions.**
 - Effects of driving over the pipe.**
 - “Call before you mow”.**
 - More signage?**



Excavation issues that may need Supplemental Messages

- Plumbers regarding potential crossbores.**
- Sewer infrastructure operator on crossbores.**
- Special consideration to Excavation Sectors based on damage trends.**

Continuous Improvement

**Do Program and Supplemental Messages
make a difference?**



Continuous Improvement Ideas

- **Assess program using Existing Resources.**
- **Use A Different Perspective of existing data, Review and Document:**
 - **Aerial Patrols**
 - *Evaluate data for repeat excavation or seasonal activity; change mailing to address forecasted activity.*
 - **Customer Service Calls**
 - *Collect customer survey data.*
 - **Developer and City Calls to Engineering Departments, Underground Utility Coordination Councils.**
 - *Collect survey data from city officials; use minutes of meeting to support outreach and understandability of message.*

Continuous Improvement Ideas

- **Assess program using Existing Resources.**
 - **Incident/Accident Reports and Follow-up**
 - *Use “dig-ins” as an opportunity to survey excavators, affected public, and first responders.*
 - **Locate Requests**
 - *Opportunity to survey excavator.*
 - **Service Center Calls**
 - *Follow-up with customer for QA/QC of CSR and understanding of message. Consider this approach for non-english speaking callers?*
 - **New Pipeline Construction and Contacts**
 - *Survey builders, new customers, other utilities.*
 - **ROW Management Data**
 - *Survey landowners on land use activities around pipeline.*



Continuous Improvement Ideas

- **Trend Items that Can Help You!!**
- **Locates and No Response Tickets.**
- **Excavators that did not place a ticket.**
- **Near Miss Events; use of reasonable care.**
- **Accuracy of locates reported by your crews.**

- **Action to Demonstrate: Follow-up (ask why), document numbers and changes in procedures or contracts, document sharing of information and how you have improved a process**

DIRT

Damage Information Reporting Tool



**CGA Data Reporting &
Evaluation Committee**

www.damagereporting.org/kcC