



U. S. Department of Transportation

Pipeline and Hazardous Materials
Safety Administration



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Materials Safety Administration**

Public Awareness Programs - From Execution to Effectiveness

**Oklahoma Gas Association
September 29, 2009**

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Why Public Awareness?

The PSIA of 2002 requires owners or operators of a gas or hazardous liquid pipeline facility to carry out a continuing program to educate the public on:

- Use of a one-call notification system prior to excavation;
- Possible hazards associated with unintended releases from the pipeline facility;
- Physical indications that such a release may have occurred;
- Steps that should be taken for public safety in the event of a pipeline release; and
- Procedures to report such an event.



Prior to API RP 1162

- Damage Prevention Programs for Excavators
 - 192.614(c) and 195.442(c)
- Emergency Plans for Fire, Police, & Public Officials
 - 192.615(c) and 195.402(c)(12)
- Public Education
 - 192.616 and 195.440
- Gas Transmission Integrity Management
 - 192.911(m) & ASME B31.8S, 10



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Final Rule

- Published May 19, 2005 (Docket 15852)
- 192.616 and 195.440 titled Public Awareness
- Require operators to follow the guidance in API RP 1162, First Edition, December 2003
- Baseline and Supplemental (aka Enhanced) Programs



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API 1162 Revisions

- Committee has been meeting for over a year
- Focus is on clarification and streamlining
- Essential elements of existing 1162 will be retained
- PHMSA concern – no “watering down”
- PHMSA is providing technical assistance



API 1162 Revision Focus

- Supplemental Activities v. Enhancements
- “Should” v. “May”
- Regular mail v. Certified for certain Stakeholders
- Frequencies
- API RP Format



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Proposed API 1162 Revision Schedule

- Last meeting was June 29 & 30 (Washington DC)
- Plan was to have a draft for full API vetting shortly after the June meeting
- Hope to have API formal approval by end of year
- PHMSA to review new version for incorporation



Supplemental Activities (Enhancements)

- When conditions along the pipeline suggest a more intensive effort is needed:
 - High Consequence Areas
 - Land Development Activity
 - Third-party Damage Incidents
 - Pipeline History
- Complete list of considerations in Section 6.2 of current RP 1162



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Two Main Components of Effective PA Programs

- Successful PA Program implementation focuses on the details!
- Effective PA Programs contain the right message!
- Monitoring results and feedback to make changes for **CONTINUOUS IMPROVEMENT!**



Implementation

- Process Review
 - Media used appropriate?
 - Scheduling?
 - Frequency?

- Message
 - Content accuracy
 - Information conveyed (too much/too little?)
 - Info for seasonal activities timely





RP1162 Supplemental Programs

- Questions:
 - Can you explain process to others?
 - Can an employee understand the process?
 - (Hint: Did you test it?)
 - When are the 12 elements reviewed?
 - What triggers which activity with whom?



Program Evaluation

- Assessment of Program Implementation
- Measuring Program Effectiveness



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Effectiveness

- Response to “bounceback” cards
- Other survey tools
- New audiences
- Management commitment



Continuous Improvement Ideas

Tracking to make a difference?

- Can you query data in a meaningful way?
- Excavators and Contact with the Pipe
- Excavators and One-Call tickets,
- One-Call tickets and locators

- Actions to Demonstrate:
 - Query repeat offenders for hits,
 - Query repeat offenders for excavation without a valid one-call ticket,
 - Query bad locates.
 - Document your process to follow-up on the queried data.



Continuous Improvement Ideas

Just because we have done it
that way,

Does not mean it is the best use of **\$\$\$\$\$\$\$** and
Resources



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Frequencies

Evaluation Approaches	Evaluation Techniques	Recommended Frequency
Self Assessment of Implementation	Internal review, <i>or</i> third-party assessment <i>or</i> regulatory inspection	Annually
Pre-Test Effectiveness of Materials	Focus groups (in-house or external participants)	Upon design or major redesign of public awareness materials or messages
Evaluation of effectiveness of program implementation: <ul style="list-style-type: none"> • Outreach • Level of knowledge • Changes in behavior • Bottom-line results 	<ol style="list-style-type: none"> 1. Survey: Can assess outreach efforts, audience knowledge and changes in behavior <ul style="list-style-type: none"> • Operator-designed and conducted survey, or • Use of pre-designed survey by third-party or industry association, or • Trade association conducted survey segmented by operator, state or other relevant separation to allow application of results to each operator. 2. Assess notifications and incidents to determine anecdotal changes in behavior. 3. Documented records and industry comparisons of incidents to evaluate bottom-line results. 	<p>No more than four years apart.</p> <p>Operator should consider more frequent as a supplement or upon major redesign of program.</p>
Implement changes to the Public Awareness Program as assessment methods above suggest.	Responsible person as designated in written Public Awareness Program	As required by findings of evaluations.

