



U.S. Department of Transportation
Pipeline and Hazardous Materials
Safety Administration



Communicating with the Four Stakeholder Audiences



**SD/ND/WY Pipeline Safety Seminar
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Presentation Overview

- **The Four Audiences (Or is it Six)**
- **How to Define the Audiences**
- **Communication Traps & Keys**
- **Special Things to Consider**



Stakeholder Audiences

- **Affected Public**
- **Emergency officials**
- **Public Officials**
- **Excavators**
- **Farmers**
- **Other Pipeline Operators**



The Four Stakeholder Audiences

- **Define Systems - Gathering, Distribution, Transmission**
- **Define Assets – Special Characteristics**
- **Define Audiences – AP, PO, EO, EX, Others**



The Audiences

- **Affected Public**
- **Excavators**
- **Public Officials**
- **Emergency Officials**
- **Farmers**
- **Supplemental/Enhancements**



Affected Public

- **Define the Buffer (PIR, Vapor Dispersion, Overland flow, customers, What is near system)**
- **What is your Baseline Message**
 - Mailing brochure
 - Is it a Collaborative mailer
 - Hand delivered
- **What Language do you use? English, Spanish, Other, Why**
- **Does your message meet the requirements of RP1162**



Farmers

- **Part of which Audience or Separate**
- **CGA Farmers Program**
- [Marathon Farmers Video](http://www.youtube.com/watch?v=oe-iknpYzF8&feature=player_embedded)
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Excavators

- **Define the Buffer –**
 - **Excavators along the Pipeline Corridor**
 - **Excavators digging along the Pipeline (One-Call)**
 - **Excavators violating One-Call Law**
- **What is your Baseline Message**
- **Baseline Delivery**
- **Language**
- **Have you considered other methods**
 - **Posters for Bulletin Boards**
 - **Asked**



Public Officials

- **Define the Buffer**
 - **Within the authorities jurisdiction**
 - **Local, County, Multi-County, State**
- **Baseline Message**
- **Baseline Delivery**
- **Language**



Emergency Officials

- **Define the Buffer**
 - **Within the Authorities Jurisdiction**
 - **Local, County, Multi-County, State**
 - **Baseline message**
- **Baseline Message**
- **Baseline Delivery**
 - **Mail, Face to Face, Annual or Periodic**
 - **Liaison, Capabilities,**
- **Language**



Communication Traps

- **Affected Public**
 - How to get their Attention
- **Excavators**
 - Those that come to One-Call meetings (identify those not reached)
- **Public Officials**
 - Key Contacts (get their attention)
- **Emergency Officials**
 - Key Contacts (get them involved)



Affected Public Keys

- **Collaborative (limited specific operator information)**
- **Generic information sent may not motivate**
- **Asked how they want Message**
- **Verified AP lists for accurate contact information
QA/QC**
- **Inconsistent identification (message, markers, control room)**
- **Difficult getting AP engaged (drawings, asking for help)**



Excavator Keys

- **Collaborative (limited specific operator information)**
- **Generic information sent may not motivate**
- **Asked how they want Message (Poster?)**
- **Verified EX lists for accurate contact information (everyone included)**
- **Are they getting the full message**
- **Difficult getting EX to listen (NUCA, AGC, LICA, Attorney General)**



Public Officials Keys

- **Collaborative operator public meetings (limited specific operator interaction)**
- **Tracked who attended meetings and followed up**
- **Verified PO lists for accurate contact information**
- **Generic information sent may not motivate to attend**
- **Sharing what the Emergency Officials receive**
- **Difficult getting PO engaged (limited time in office)**



Emergency Officials Keys

- **Collaborative operator public meetings (limited specific operator interaction)**
- **Tracked who attended meetings and followed up**
- **Verified EO lists for accurate contact information**
- **Generic information sent may not motivate to attend**
- **Inconsistent information shared from emergency response plan**
- **Difficult getting ER officials engaged**



Special Considerations

- **Supplemental Messages**
- **Document effort during year**
- **Document new decisions at annual review**
- **Have a good supplemental program**
 - **Stakeholders**
 - **Schools**
 - **Alternate Languages**



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PAP Questions



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Thank You

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