

Communicating with the Four Stakeholder Audiences



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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



- 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



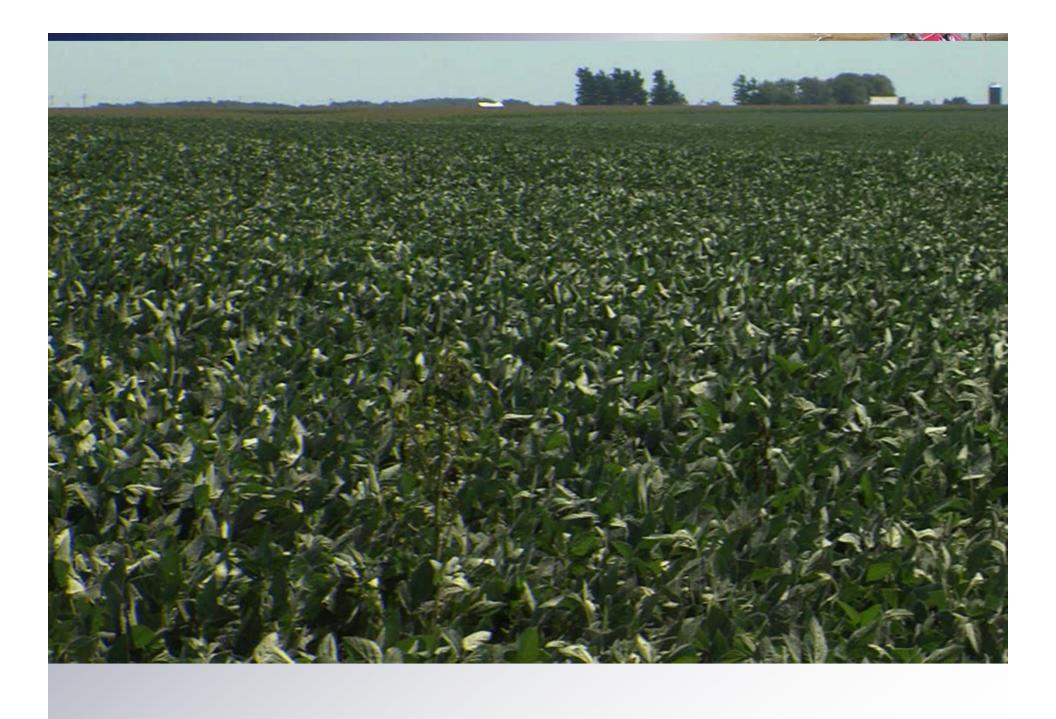
Affected Public

- 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=oeiknpYzF8&feature=player_embedded





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

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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)



- 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



PAP Questions



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Thank You

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