



# SD/ND/WY PIPELINE MEETING

Public Awareness April 3, 2013



**NorthWestern<sup>®</sup>**  
**Energy**  
Delivering a Bright Future

# NORTHWESTERN ENERGY OVERVIEW

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- NWE Natural Gas
  - South Dakota and Nebraska
    - NWE provides natural gas to approximately 84,000 customers in 60 communities in South Dakota and to four communities in Nebraska through the 2,350 miles of distribution gas mains in these two states and 55 miles of transmission line in SD.
  - Montana
    - NWE owns and operates three working natural gas storage fields in Montana and provides natural gas to about 183,000 customers in 105 communities. NWE owns, maintains, and operates 5000 miles of distribution mains and 2,000 miles of transmission pipelines.

# PURPOSE - PAP

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- Raise awareness of affected public and key stakeholders of the presence of pipelines in their communities and increase the understanding of the role of pipelines in transporting energy
- Assist the public in understanding the steps the public can take to prevent and respond to pipeline emergencies

# PROGRAM ELEMENTS

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- Objectives
  - Raise awareness of the affected public
  - Target groups and entities who live, work, gather, or respond to an emergency
  - Develop marketing, advertising, and education plan
  - Describe measures NWE takes to prevent pipeline incidents
  - Explain measure in place in case a pipeline incident occurs
  - Gather feedback from affected groups to ensure effective communication

# REGULATORY

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- Three principle elements

- Public Education



- Emergency Responder Liaison Activities



- Damage Prevention





# NWE TEAM EFFORT

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- NWE Management Commitment – Vice President
  - Departments involved in program
    - Safety, Health, and Environmental Services
    - Customer Care and Corporate Communication
    - Gas Transmission
    - Gas Distribution
    - Operator employee participation



# INVOLVEMENT

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## – NorthWestern Energy

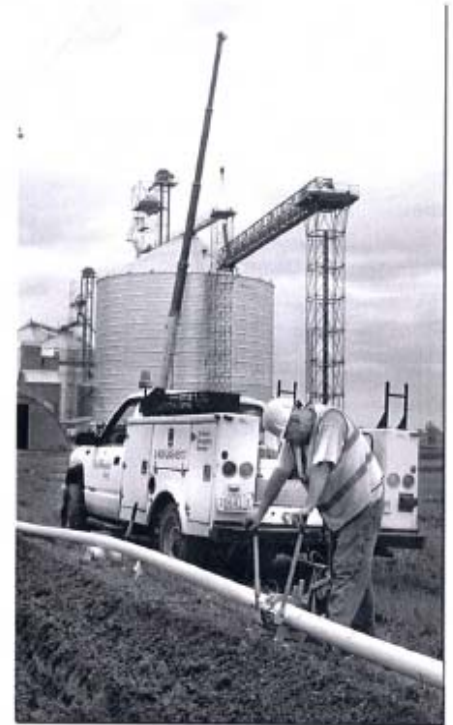
- Involvement in associations (PAPA / SDPA / MLGPA)
- Present educational training upon request
- Contact and coordinate training in HCA
- Provide specific brochure for target audiences
- Montana - Regional Partner CGA
- Damage Prevention



# TARGETED AUDIENCES - AFFECTED PUBLIC

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- Residents along transmission ROW and Places of Congregation
  - Targeted distribution materials and pipeline markers (every 2 years)
- Residents along local distribution system (LDC)
  - Public service announcement, paid advertising, or bill stuffers (annually)
- Additional communication via community events, 811 campaigns, radio advertisement, newspaper, etc.





# FIRST RESPONDERS AND PUBLIC OFFICIALS

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- Personal contact
- Email campaigns
- Targeted distribution of print materials
  - NWE has specific targeted print materials for first responders
  - PAPA targeted print materials for first responders and public officials – direct mailed (annually)
- Group meetings – SDPA / MLGPA
- Sponsored events



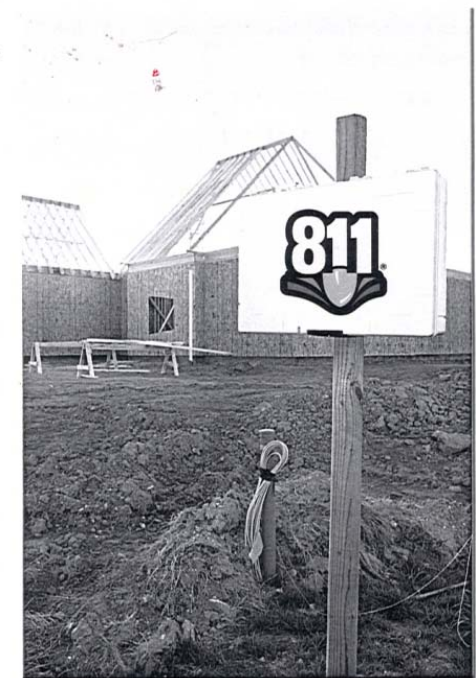
# EXCAVATORS

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- Targeted distribution of print materials
  - NWE has specific targeted print material for excavators
  - PAPA targeted print materials for excavators— direct mailed (annually)
- One call center outreach
- Group meetings
- Personal contact / training
- Sponsored events

CALL  
before  
YOU DIG

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# ASSOCIATION INVOLVEMENT

- Pipeline Association for Public Awareness (PAPA)
  - Promotes open communication and cooperation with local organizations to enhance public safety, improve emergency preparedness, protect the environment and prevent damage to property and facilities.



# EMERGENCY RESPONDERS

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- Pipeline Association for Public Awareness
  - Annual direct mailing of Pipeline Emergency Response Guidelines booklet with training scenarios DVD, and copy of emergency contact directory, and newsletter – Pipeline Awareness
    - Interactive training web site Responding to Utilities Emergencies
  - A web based listing of emergency response capabilities for pipeline members and emergency response agencies.
  - Evaluations at least once every four years (2014)



# EXCAVATORS

- Pipeline Association for Public Awareness
  - The program is directed toward all commercial excavators
  - Elements include direct mailing of the Excavation Safety Guide – Pipeline Edition and additional information is available on the website
  - Evaluation performed at least once every four years





# PUBLIC OFFICIALS

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- Pipeline Association for Public Awareness
  - The program is directed toward local, city, county or state officials and their staffs having land use and street/road jurisdiction where pipelines are located
  - Elements include a newsletter – Pipeline Awareness with additional information available on the web site
  - Evaluation every four years

# ASSOCIATION INVOLVEMENT

- State Associations – MT and SD
  - South Dakota Pipeline Association
    - [www.pipelineawareness.org/SDPA](http://www.pipelineawareness.org/SDPA)
  - Montana Liquid and Gas Pipeline
    - [www.pipelineawareness.org/mlgpa](http://www.pipelineawareness.org/mlgpa)



# FIRST RESPONDERS

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- South Dakota Pipeline Association
  - Annual face-to face meetings with first responders 14
  - Utilize vendor to develop and send invitations (included insert)
  - Vendor makes phone calls, emails, and fax to reach first responders
  - Vendor also presents training to provide consistency at each meeting with operators each being introduced (association involved with presentation content)
  - Non-attendee letter is sent as a follow-up
  - Place ad in SD Fire Fighter Magazine
  - Participate in events requested throughout the year

# FIRST RESPONDERS AND OTHERS

- Montana Liquid and Gas Pipeline Association
  - Annual face to face meetings with first responders – 23 in 2013
  - Utilize vendor to develop and mail invitations
  - MLGPA manages their own RSVPs
  - Email campaigns and phone calls were completed by employee of MLGPA
  - Presenter is MUCC person. Each Operator presents specific information regarding their assets
  - Provide 2 GB USB
  - Pre and Post Surveys completed
  - **Participate in events as requested (Montana Fire Alliance Meeting and Montana State Fire Chief Association)**



**MLGPA**  
Montana Liquid & Gas  
Pipeline Association

## Who we are:

The Montana Liquid and Gas Association consists of pipeline operators across Montana that are collaborating efforts to increase public awareness regarding pipeline safety

## Mission Statement:

Communicate relevant pipeline safety information to protect life, enhance public safety, improve emergency preparedness, increase environmental protection and prevent property and facility damage



Know what's below.  
Call before you dig.



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# FIRST RESPONDERS AND OTHERS

- Montana Liquid and Gas Pipeline Association
  - Complete statewide 811 media campaign with the Montana Utility Coordinating Council (MUCC)
  - Completed three 811 signage on three tanks in Montana and two billboards with other operators in eastern Montana
  - Participated with MUCC to support minor leagues and promote 811 on games scheduled August 11
  - Developed business cards to build MLGPA image and provide website for educational resources
  - Developing database to capture e-mail addresses to continue email campaigns throughout the year
  - Target rental stores with 811 message



**MLGPA**  
Montana Liquid & Gas  
Pipeline Association

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# EXAMPLES OF 811 SIGNAGE

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# RENTAL STORE OUTREACH

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## Information Needed To Process Your Call

Call at least **two days before** you plan to dig

- |  |  |
|--|--|
| <input type="checkbox"/> Name                    | <input type="checkbox"/> Street  |
| <input type="checkbox"/> Phone Number            | <input type="checkbox"/> House/Lot Number                                      |
| <input type="checkbox"/> Mailing Address         | <input type="checkbox"/> Nearest Crossing Street                               |
| <input type="checkbox"/> Type of work being done | <input type="checkbox"/> Dig area information                                  |
| <input type="checkbox"/> Who work is for         | <input type="checkbox"/> Alternate contact person                              |
| <input type="checkbox"/> County                  | <input type="checkbox"/> Any additional info you<br>feel will help the locator |
| <input type="checkbox"/> City                    |  |

Brought to you by this Rental Store &



For more info about underground facilities  
go to: [www.Montana811.org](http://www.Montana811.org) or  
[www.pipelineawareness.org/mlgpa](http://www.pipelineawareness.org/mlgpa)

# EVALUATION AND RECOMMENDATIONS

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- Review status of program implementation annually
- Survey completed by MLGPA / MUCC after statewide campaign every other year
- NWE coordinates stakeholder surveys through our Customer Care and Communications Department – every four years
- TurningPoint Technology surveys after each first responder meeting
- PAPA – evaluations, annual summary and improvement document
- PAPA annual meeting – state chairs have meeting to review current years activities and develop consistent messaging

# PROGRAM ELEMENTS

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- Summary of Best Practices
  - Know your program elements
  - Involvement
    - Company program elements
    - PAPA and state associations
    - First responder events
  - Continue to evaluate and improve program
    - Identification of key stakeholders
    - Identify areas of improvement
    - **Identify best media to reach stakeholders**
  - Demonstrate regulatory compliance
  - Documentation



# CONTACT INFORMATION

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# NORTHWESTERN ENERGY

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## SD/ND/WY Pipeline Meeting



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