



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



National Results Public Awareness Programs (PAP)



SD/ND/WY Pipeline Safety Seminar Rapid City, SD April 3, 2013

Harold Winnie
Community Assistance and Technical Services Manager
Central Region



Know what's below.
Call before you dig.



Presentation Overview

- **PA Inspections**
 - Observed issues
 - General Observations
 - Next Steps
 - Where to go for additional information





Operator PAP Effectiveness Evaluation (PAPEE) Inspections

- Section One - Administration and Development of PAP – Plan/Process/Procedures; details on who, what, when, where, how, why
 - 1.01 Written Program
 - 1.02 Management Support
 - 1.03 Unique Attributes and Characteristics
 - 1.04 Stakeholder Audience Identification
 - 1.05 Message Frequency and Delivery
 - 1.06 Written Evaluation Plan





Section Two

Documentation/Records for implementing program

- **Message Content:**

- Pipeline Purpose and Reliability
- Hazard Awareness and Prevention Measures
- Leak Recognition and Response
- Emergency Preparedness Communications
- Damage Prevention
- Pipeline Location Information
- Gas Transmission Operators - Overview of IMP and HCA
- Operator Websites
- ROW Encroachment Prevention
- Planned Pipeline Maintenance/Construction Activities
- Security
- Facility Purpose





Section Two

Documentation/Records for implementing program

- **2.01: English and other Languages (process)**
- **2.02: Message Type and Content (message mapping)**
- **2.03: Messages on Pipeline Facility Locations**
- **2.04: Baseline Message Delivery Frequency – Per API RP 1162**
- **2.05: Consideration for Supplemental Program Enhancements (schools, special situations)**
- **2.06: Maintaining Liaison w/ Emergency Response Officials (periodic contact)**





Communication is Essential

- The most important aspects of pipeline emergency preparedness and response are communication, coordination and cooperation between pipeline operators and stakeholders
- There is no substitute for establishing positive working relationships *before emergencies occur*
- Communication needs to be tailored specific to pipeline





Section Three

Annual Audits (Program Evaluation & Continuous Improvement)

- **3.01 Measuring Program Implementation**
- **3.02 Acceptable Methods for Program Implementation Audits**
- **3.03 Program Changes and Improvements**





Section Four

Program Evaluation & Continuous Improvement (Effectiveness)

- **Understand Sample Size and Margin of Error**
- **A sample calculator/confidence level software.**
- **<http://www.raosoft.com/samplesize.html>**





Section Four

Program Evaluation & Continuous Improvement (Effectiveness)

- *4.01 Evaluating Program Effectiveness*
- *4.02 Measure Program Outreach*
- *4.03 Measure Percentage Stakeholders Reached*
- *4.04 Measure Understandability of Message Content*
- *4.05 Measure Desired Stakeholder Behavior*
- *4.06 Measure Bottom-Line Results*
- *4.07 Program Changes*





For Program Effectiveness...

- Information Reaching Intended Stakeholders
- Stakeholders understanding messages
- Stakeholders motivated to respond appropriately
- Implementation impacting bottom-line results

**Survey (data collection tool)
Assessment Data
Effectiveness Evaluation Data**



**Completed
Effectiveness
Evaluation**



Know what's below.
Call before you dig.



General Observations

- Most operators putting forth effort and improving programs with creative approaches
- Need more detailed procedures
- Process methodology improvements are needed with annual audits/effectiveness evaluations
- Motivating stakeholders to stop, listen, and change
- Balancing information overload with specific messages

**Continuous Improvement Efforts
Are Not In Vain!**



Know what's below.
Call before you dig.



Updates

- PHMSA Inspectors wrapping up PAPEE Inspections and Inspection Reports
- Planning a Public Awareness Workshop:
 - 2013 (Date & Location TBD)
 - Bringing stakeholders together
 - Inspection Analysis
 - Advancing Public Awareness (improvements)
- Identify recommendations after workshop for changes to:
 - Federal regulations
 - API RP 1162





Additional Information

- **Public Awareness Stakeholder Communications**

<https://primis.phmsa.dot.gov/comm/PublicAwareness/PublicAwareness.htm>

Includes information on:

- **Regulatory Requirements**
- **API RP 1162**
- **PA Workshops**
- **Inspection Form and Guidance Documents**
- **FAQs**



Know what's below.
Call before you dig.



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



Questions



Thank you!



Know what's below.
Call before you dig.



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



Thank You

Harold Winnie
(816) 329-3836
Harold.Winnie@dot.gov



Know what's below.
Call before you dig.