No

IS MEANINGFUL PUBLIC AWARENESS ON THE HORIZON?
No

CAN YOU DIVORCE PUBLIC AWARENESS FROM PUBLIC ENGAGEMENT
Public Awareness Programs for Pipeline Operators

Pipeline Segment

API RECOMMENDED PRACTICE 1162
FIRST EDITION, DECEMBER 2003

American Petroleum Institute
Helping You Get The Job Done Right.
RP 1162 (Introduction)

“Pipeline operators’ Public Awareness Programs are an important factor in establishing communications and providing information necessary to help the public understand that pipelines are the major transportation system for petroleum products and natural gas in the United States, how pipelines function, and the public’s responsibilities to help prevent damage to pipelines.” (1.1)
RP 1162 (Objectives)

to “increase their understanding of the role of pipelines in transporting energy…” (2.1)

to “help the public understand that while pipeline accidents are possible, pipelines are a relatively safe mode of transportation, that pipeline operators undertake a variety of measures to prevent pipeline accidents, and that pipeline operators anticipate and plan for management of accidents if they occur.” (2.1)
Public: What you need to know

Pipeline Public Awareness Programs

Pipelines are required to provide pipeline awareness programs – that are routinely evaluated for effectiveness – to inform people who live and work near pipelines, excavators, emergency responders and public officials on:

- The purpose, need and reliability of underground pipelines;
- Pipeline safety and how to recognize, respond to and report abnormal conditions or leaks;
- Potential hazards and prevention measures taken;
- Emergency telephone number and notification;
- Information about damage prevention, including 811 Call Before You Dig programs;
- Pipeline markers;
AMERICA’S ENERGY LINK

Across the country, pipelines make it possible to safely deliver to American consumers and businesses the affordable natural gas that makes our country a global energy leader and helps spur our economy.

Natural gas is essential to preserving and improving our quality of life on a daily basis. It heats our homes and our water, generates much of the nation’s electricity and manufactures products we use every day. From stable, affordable energy prices to increased tax revenue and job creation, Americans benefit from having a reliable link to natural gas supplies.

Awareness and education about interstate natural gas pipelines are critical to helping leaders, communities and consumers better understand and appreciate the value that natural gas and pipelines bring to local communities, states and the entire nation.

Let’s chat about why pipelines make it possible. Download our America’s Energy Link fact sheet here, and join the conversation!

Select a topic below to learn more.
For our neighbors

Enbridge's pipeline system doesn't just run through communities—it connects them.

 Pipelines are one of the safest, most efficient and most reliable way to transport energy resources. Pipelines play a vital role in our everyday lives, and are essential to our quality of life and economy—moving the products necessary for transportation, heating and cooling our homes, producing our food supply and manufacturing consumer products.

 Enbridge operates thousands of miles of crude oil and natural gas pipelines throughout North America. Our top priority is operating our pipeline network safely. Our pipelines meet or exceed high government standards, and we work diligently—as we have for more than a half-century—to protect our pipeline network, because it means our neighbors and employees are protected as well.

 As a neighbor, you also make an important contribution to the team. It's important for all neighbors along our pipeline rights-of-way to:

- Know where pipelines are located near you (in the United States or Canada):
- Know how to recognize a potential pipeline leak:
Pipeline safety: There's a pipeline near you

Life takes energy. To heat our homes, to feed our families, to fuel our vehicles. Enbridge connects people to the energy they need to help fuel their quality of life.

Studies by the U.S. Department of Transportation show pipelines are one of the safest ways to move energy resources such as the crude oil, natural gas and other petroleum products Enbridge transports. Every year our company invests in the latest technology and training to meet the high environmental and safety standards expected by those who live and work near our pipeline systems. Visit enbridge.com/safety to review our Safety Report to the Community for an overview of our safety program.

Enbridge owns and operates crude oil pipeline systems in your area. We transport more than 80 different commodities on our crude oil pipeline systems, from various grades of crude oil to other petroleum products.*

Gathering pipelines transport crude oil and other petroleum products from production areas to a connection with a larger pipeline. From there, they are transported through higher volume transmission lines to refineries where they are turned into gasoline, diesel fuel and other products we rely on every day.

* Additional information is included with this brochure if the pipeline near you carries products other than, or in addition to, crude oil.
General Observations

- Most operators putting forth effort and improving programs with creative approaches
- Program documentation needs improvement
  - More detailed procedures
  - Include decisions and supporting rational
- A “one-size-fits-all” Public Awareness program typically doesn’t work
  - differences in pipeline types, consequences, population, property development, excavation activities, HCA, results of evaluations, etc.
  - Some stakeholders need more detail (i.e. emergency responders)
- Balancing information overload with specific messages
- Operator not taking credit for all the good things they’re doing...need to document
Public Relations is *not* Public Awareness *is* Public Engagement