API RP 1162, 3rd Ed

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API RP 1162: What it is and is not

It provides:
- Guidance for pipeline operators to develop and manage their pipeline public awareness programs
- A process for program evaluation with suggestions on how to obtain required (and other) measures
- A framework to help operators comply with regulatory requirements

It is not:
- A one-stop-shop for all pipeline-related communication and engagement needs
  - Pipeline siting: FERC, state regulations
  - New pipeline construction: Stakeholder engagement, consultation programs
- Perfect
  - Information needs, communication channels continue to evolve
PST Risk Report

► We agree:
  ► Clear, concise, useful information is important
  ► Risk Communication requires more than just “sharing information”
  ► It’s important to understand what your audience needs to know and what they already know or believe
  ► Face-to-face/two-way/audience-centric communication is more effective than one-way communication
  ► Better engagement with audiences is needed
  ► Communication products should be tested and adjusted, just as programs should be evaluated and change
PST Risk Report

As is, the report does not fully represent what operators actually do:

- **Testing, Effectiveness measurement:**
  - Materials: Focus groups, online research boards, in-depth interviews
  - Annual implementation review: Internal interviews, program audits
  - Effectiveness evaluations:
    - Surveys (national, regional, audience-specific, collaborative, brochure)
    - 1x1/in-depth conversations, other in-person activities

- **Findings are used to test effectiveness and inform future communications**

- **Supplemental/Enhanced programs**
  - Two-way communication with stakeholders
  - Allows operators to identify specific circumstances along their systems and design supplemental communications (by audience) appropriately
Task Team created, beginning work

Participants:
- Pipeline Operators
- Trade associations: API, INGAA, AGA, APGA, CEPA
- Public: PST, Pipeline Safety Coalition
- Emergency Response Officials: IAFC, NASFM, energyemergencies.com
- Public Officials: Allen Dodson (former County Judge, Faulkner County, AR; now County Attorney, Lonoke County, AR)
- Consultants, vendors
- Regulators: PHMSA, NAPSR

Nov-Dec: Defining team structure, getting organized
- Three groups: task group (drafting), reading, voting
- Consensus process
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- Starting point = API RP 1162, 2nd Ed.
- Reviewing findings and recommendations from PHMSA-led PAPWG and API-led 1162 Ad Hoc Team
- Alignment as appropriate with API RP 1173 (Safety Management Systems, Stakeholder Engagement element)
- Research, Guidance from SMEs:
  - Baseline alternatives
  - Effectiveness measurement
  - Behavior Change Communications
  - Risk Communications (specialist on 1162 team)
- Working towards publication date of Dec. 2020
Thank you

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