Communicating Pipeline Risk

Public Audiences

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Dr. Christie Murray
Director of Outreach and Engagement
Pipeline and Hazardous Materials Safety Administration
Pipeline Safety
Office of Outreach and Engagement

- Damage Prevention (811/Excavator Enforcement)
- National Pipeline Mapping System
- Pipeline Emergency Response Initiative (PERI)
- Pipeline and Informed Planning Alliance Outreach
- Community Liaison Program (Technical Assistance)
- Grant Programs
  - State Damage Prevention
  - Technical Assistance Grant
- Public Awareness
Continuous Improvement

Operator Develops & Implements Outreach Messages and Activities Operators Evaluate Program Effectiveness Assess Regulatory Compliance (Inspections) Continuous Improvement

API RP 1162
Federal Code

Pipeline Public Awareness

• SWOT Report
• Improvements

U.S. Department of Transportation
Pipeline and Hazardous Materials Safety Administration
To Protect People and the Environment From the Risks of Hazardous Materials Transportation
Pipeline Public Awareness SWOT Analysis Report

• Strengths, Weaknesses, Opportunities, and Threats (SWOT) Report (May 2016).

• Share diverse “perspectives” on current state of public awareness and opportunities to strengthen the program.

• SWOT report highlighted:
  – Balance information overload with desensitization.
  – Difficulty measuring effectiveness/behavioral change.
  – Consolidated vs operator specific messaging.
  – Gasps in pipeline systems (new start ups/reversals/etc).
Public Awareness Efforts

• Considering internal policy improvements
• Participating on API RP 1162 Rewrite Task Force/Reading Room
• Identifying alignment with Pipeline Safety Management Systems (API RP 1173)
  – Stakeholder Engagement
  – Management of Change
  – Plan-Do-Check-Act Cycle
• Other communication initiatives (PERI, PIPA, Strategic Communications, Public Meetings, VIS WG)
Goal of Risk Communication

More than just sharing information

- Inform: participants are informed about potential hazards.
- Engage: encourage a dialogue between the sender and receiver of the message.
- Involve: *multi-way* participation between regulators, industry, and affected communities to make informed decisions *and* take effective action.

Awareness

Informed Decision Making
Perspective Matters

It’s a Fan!

It’s a Wall!

It’s a Rope!

It’s a Snake!

It’s a Tree!

It’s a Spear!
Communication Spectrum

Varying perceptions and information sharing needs

- Engagement
- Information sharing
Pipeline Public Awareness

Striking a balance: What messages to deliver

- **Operator Specific**
- **Collaborative**
- **Educating Stakeholders**
- Not enough information
- Too much information
PHMSA’s Community Liaisons

- Ten Community Liaisons (two in each of five regions)
- Advance PHMSA’s pipeline safety mission by
  - proactively engaging with pipeline stakeholders
  - providing technical assistance and expertise
  - leveraging data and information to reduce pipeline risks
  - and influence change through program and policy development.
- Resource for questions about pipeline safety in your community

https://primis.phmsa.dot.gov/comm/CATS.htm?nocache=8453
Stakeholder
Top Stakeholder Topics (Jan-June 2017)

Pipeline Markers
Exposed Pipelines
Oil Spill Response Plans
Abandoned Pipelines

Compressor and Pump Station Noise
New Construction
Pipeline Right-of-Way Issues
Proposed Pipelines
Technical Assistance Grant Funding

• Provide funding to communities for technical assistance and analyses of local pipeline safety issues.

• Eligibility: Communities (cities, towns, villages, counties, parishes, townships, and similar governmental subdivisions) and groups of individuals (not including for-profit entities).

• Single awards: Up to $100K

• Examples of projects include:
  – Improvement of local pipeline emergency response capabilities
  – Community and pipeline awareness campaigns (safe digging)
  – Development of pipeline safety information resources
  – Implementation of local land use practices
  – Enhancements in public participation in official proceedings pertaining to pipelines
Upcoming Public Meetings

- Coastal Ecological Unusually Sensitive Area Public Meeting
  - November 17, 2017
  - Westin Arlington, 801 North Glebe Road, Arlington, VA, 22203
- Voluntary Information-Sharing System (VIS) Working Group
  - November 29-30, 2017
  - Hilton Arlington, 950 North Stafford Street, Arlington, VA 22203
- Joint Gas Pipeline Advisory Committee (GPAC) and Liquid Pipeline Advisory Committee (LPAC) Meeting
  - December 13-15, 2017
  - Hilton Arlington, 950 North Stafford Street, Arlington, VA 22203

Register at: https://primis.phmsa.dot.gov/meetings/Home.mtg
Conclusion

• Risk communication is an ongoing process.
• As risks change, communication efforts must keep pace.
• Involving affected stakeholders throughout the process is essential.
• Regulations and recommended practices are a few of many mechanisms to elevate risk communications:
  • Leverage existing resources (standards, practices)
  • Promote national messages (i.e. 811)
  • Bring stakeholders together (i.e. Pipeline Emergency Response Initiative)
• PHMSA website: https://www.phmsa.dot.gov/

• Stakeholder Communications: http://primis.phmsa.dot.gov/comm/Index.htm

• Technical Assistance Grant Program: https://www.phmsa.dot.gov/grants/pipeline/technical-assistance-grants-tag

Thank You!

Dr. Christie Murray
Director of Outreach and Engagement
christie.murray@dot.gov