Outreach and Engagement
Public Awareness and Engagement

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Public Awareness
“Telling”

Public Engagement
“Asking”
Public Awareness ("Telling")

What do people need to know to recognize risks/hazards and actions they need to take to stay safe?

- Information sharing (relevant/timely)
- Encouraging public involvement
- Educating people
- Recognizing if something is wrong
- Knowing what to do in the event of an incident/accident
- Who to contact and when
- Operators complying with requirements
Public Awareness

Where is it? Why do we need it?
What’s in it? Who operates it?
How do I recognize a leak?
What are the hazards?
What’s done to keep it safe?
What can I do on the ROW?
What if I see something suspicious?
Who do I contact in an emergency?
How do I get more information?
Regulatory Requirements

• § 192.616 Public Awareness (Natural Gas or Other Gas)

• § 195.440 Public Awareness (Hazardous Liquids)

• API RP 1162 Incorporated By Reference (§ 192.7 and § 195.3)

“...each pipeline operator must develop and implement a written continuing public education program that follows the guidance provided in the American Petroleum Institute's (API) Recommended Practice (RP) 1162.”
PHMSA Public Awareness (Some) Areas of Focus

• Maintaining public involvement in pipeline safety efforts
• Communicating when new pipelines are near operational or significant pipeline/product changes occur
• Improving messaging and delivery methods
• Addressing specific messaging vs collaborative messaging
• Leveraging new delivery methods/approaches
• Measuring program effectiveness
Public Awareness Actions

A. Support the API RP 1162 Rewrite: Addressing emerging public awareness challenges from previous lessons learned.

B. Update Public Awareness Policy: Addressing challenges in public awareness and risk communications through various policy means.

C. Open public docket: PHMSA-2018-0026: Stakeholder input on general public awareness/stakeholder engagement matters (public meetings, ideas on next steps, feedback on standards).

D. Support external pipeline safety outreach engagement initiatives:
   A. Present at the annual Pipeline Safety Trust Conference.
   B. Increase participation in siting/scoping meetings (i.e. FERC).
   C. Funding grant projects to support awareness and engagement.
   D. Promote Pipeline Emergency Response Initiatives.
Public Awareness

= Begin All...End All”
Greater Public Engagement ("Asking")

What is it that people want to know more about?

- Fosters a long-term relationship
- Information sharing
- Encourages public involvement
- Honest dialogue on risks (risk communications)
- Positive and constructive interactions
- Closing the feedback loop
- Awareness of competing/conflicting interests
- Environment where "Ah Ha" moments organically occur
- Making connections
- Reinforces a shared responsibility and cohesiveness to pipeline safety
- Opportunity to earn trust
Public Engagement Ideas

A. Establish a long-standing Pipeline Safety Stakeholder Engagement Group
   a. Invite members with diverse member representation (the public, state partners, excavators, ER officials, public officials, and operators).
   b. Agree on distinction between public awareness and public engagement
   c. Address pipeline safety and awareness matters
   d. Identify relevant topics/speakers for regional and annual stakeholder engagement meetings.

B. Host Pipeline Safety Stakeholder Engagement public meetings:
   a. Identify top-stakeholder concerns.
   b. Host targeted webinars on policy, regulatory, and topics of interest to stakeholders.
   c. Conduct regional public meetings for stakeholders to discuss local pipeline issues.
   d. Conduct an annual Pipeline Awareness and Engagement meeting.

Interested in your ideas!!!
...Look at Things Differently
For More on Public Awareness

Public Awareness Stakeholder Communications


Includes information on:
- Regulatory Requirements
- API RP 1162
- Public Awareness Workshops
- Frequently Asked Questions
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Report
Additional Important Links

- Federal Regulations:  
  http://www.ecfr.gov

- PHMSA, Office of Pipeline Safety:  
  http://www.phmsa.dot.gov/pipeline

- PHMSA Enforcement Website:  
  http://www.phmsa.dot.gov/pipeline/enforcement

- PHMSA Regulations Website  
  http://www.phmsa.dot.gov/regulations  
  Rulemakings, Notices, Safety Advisory Bulletins, Interpretations, and more...
Point of Contact

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