

# Pipeline Safety

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## Pipeline Safety

Engaging With The Public –  
Continuous Improvement Beyond Public Awareness

New Orleans, Louisiana  
October 18<sup>th</sup> & 19<sup>th</sup>, 2018

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**Training and Engaging the  
“Unpersuadables” – an experiment –  
Houston Public Training**

# Training and Engaging the Unpersuadables

## WHY?

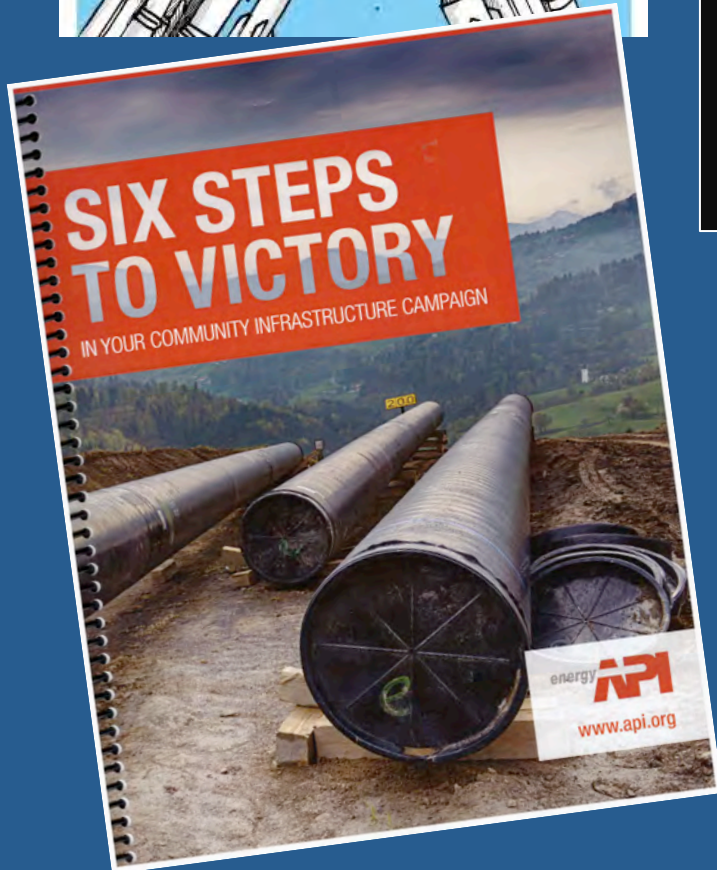
- Some groups had asked for such a training
- We often hear NGOs saying incorrect things undermining the rest of their message
- We often think NGOs focus on the wrong issues from a lack of understanding
- We think there ought to be more “public” voices regarding pipeline safety, but we want those voices to know what they are talking about.
- We often see people talking past each other because they use terms – such as “inspections” - in very different ways.
- We wanted to know what happens when people talk to each other versus campaign against each other. End the Arms Race

## End the Arms Race



Campaigns fail if they waste resources courting voters who are unpersuadable or already persuaded. Their most urgent task is to find and persuade the few voters who are genuinely undecided and the larger number who are favorably disposed but need a push to actually vote.

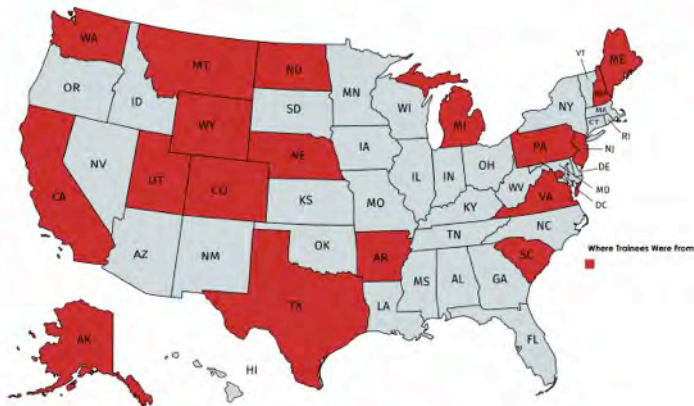
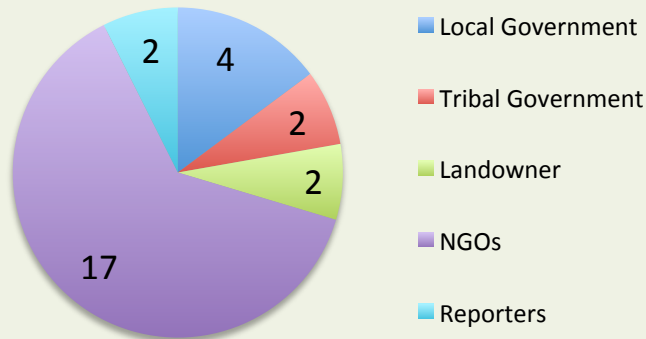
— James Surowiecki —



# Training and Engaging the Unpersuadables

## - What We Did

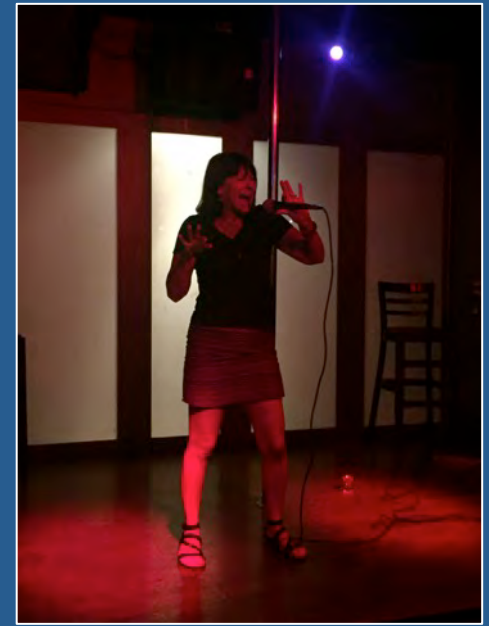
### Trainees



Organization and Title	State
Bold Nebraska, Organizer	NE
Citizens for a Healthy Community, Associate Program Director	CO
City of Austin, Watershed Protection Department, Environmental Officer	TX
Clean Water Action, Outreach Coordinator	TX
Contra Costa County Haz. Materials Program, Accidental Release Prevention Engineer	CA
Contra Costa County Health Services, Accidental Release Prevention Engineer	CA
Cook Inletkeeper, Advocacy Director	AK
Copper River Watershed Project, Executive Director	AK
Danielle Dawn Smalley Foundation-Safety Educator for School Pipeline Safety	TX
Director, Damascus Citizens for Sustainability	PA
E&E News Reporter	DC
E&E News Reporter	DC
Earthworks Oil and Gas Accountability Project, Community organizer	CO
Earthworks, Energy Campaigner	CA
ECHO Action & NH Pipeline Resistance, Director	NH
Friends of Nelson, Vice President	VA
Pipeline Safety Trust Board of Directors - Impacted Landowner	MI
Pipeline Safety Trust, Board of Directors - Impacted Landowner	MT
Pipeline Safety Trust, Outreach Manager	WA
Pipeline Safety Trust, Vice President & Professor University of Arkansas School of Law	AR
Portland Water District, Source Protection Coordinator	ME
ReThink Energy NJ, Outreach Coordinator	NJ
Three Affiliated Tribes Pipeline Authority, Pipeline Safety Officer	ND
Tip of the Mitt Watershed Council, Policy Director	MI
Upstate Forever - Energy and State Policy Director	SC
Ute Indian Tribe Air Quality Program, Emission Specialist	UT
Wyoming Outdoor Council, Policy Advocate	WY

# Pre-Training

- Pre-testing – 15 general questions
  - Trainees scored 58% correct
- Provide basic Info
- Try to Prepare People for Bill



# Last Day – Public Engagement

## Joined By

- Alan Mayberry – PHMSA
- Christie Murray – PHMSA
- Stephanie Weidman – Railroad Commission of Texas
- Dave Murk – API
- John Stoody – AOPL
- C.J. Osman – INGAA
- Mark Hereth – INGAA Foundation
- Bill Byrd – RCP



# After the training

- Post Testing – Did they learn anything?
  - Test scores went from 58% to 75%
- Ongoing Technical Assistance
- Provide Opportunities for Continued Participation

# Round Two



Coming to RCP sometime in 2019

Know citizens that want or need training? Please send names and contact info

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## Next Up

### Ball Room

Status of Public Awareness  
Update, and expansion to include  
Public Engagement

### Queen Anne B

New Research Efforts to  
Improve Safety