Engaging the Public – Do People Really Want to Engage With People With Differing Views?

Shawn Lyon, President
Public Awareness to Public Engagement

It’s a journey, not a destination…
Focused Communication Strategy

Awareness Methods

In Person: 6%

Electronic Media: 1%

Phone: 20%

Email: 4%

Don't Know: 5%

Postal Mail: 59%

Newsletter: 5%
Focused Communication Strategy

Engagement Methods

- **Phone**: 20%
- **Email**: 4%
- **Postal Mail**: 59%
- **Newsletter**: 5%
- **In Person**: 6%
- **Electronic Media**: 1%
- **Don't Know**: 5%

![Image of people engaged in conversation]

[Chart showing the distribution of engagement methods]
Focused Awareness
Fostering Landowner Engagement
Guardians of Our Pipelines

Key Performance Indicators

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

Landowner Initiated Stop-Help-Start Calls

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]
Guardians of Our Pipelines
Key Performance Indicators

Pipeline Inquiry Summary

- 2017: 961
- 2018: 1137
Annual Landowner Events
Earning Trust Along Our Pipelines
Earning Public Trust

Has MPL Been a Good Neighbor?

Earning Your Trust Core Principles:

- Mutual Respect and Trust
- Truthful and Timely Information
- Open Communication

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Shifting to Data-Driven Public Engagement
Using Data to Focus Outreach Efforts

- Depth of Cover Data
- Landowner Trust Scores
- Historical Damages
- Land Use
- Public Awareness Survey Results

Earning Your Trust

Public Awareness

Public Engagement
Focus on Farmers
Influencing the Agricultural Community

WHY

~50% of landowners are farmers

~55% of pipeline mileage is farmland

HOW

- Landowner Pizza Nights
- Drain Tile Safety Coalition
- Farm Progress Show
- Tenant Farmer Engagement
- Farmer Testimonials
Focused Engagement on Rehab Sites

Owensboro, Kentucky

8. Do you have any additional comments or feedback?

This is the first time in many years I could mark all "5's" in Question 7.
Program began with schools in 2015 and expanded to other places of congregation in 2017

- Met face-to-face at their facility
- 136 schools
- 127 hospitals, long term care facilities, daycares, colleges

Program grew to community workshops in 2019

- County-wide
- Places of congregation and emergency responders
Engagement with PST
One Relationship, One Letter, One Message

The Bellingham Tragedy
“I feel that we are partners in trying to make a difference.”

Sincerely, Bruce

BRUCE BRABEC, LIAM’S STEP-DAD
MARCH 11, 2019