API RP 1162, 3rd Ed

Terri Larson, APR, MBA

LARSON
COMMUNICATIONS & CONSULTING

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 <u>and</u> 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

API RP 1162, 3rd Ed.

- 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

API RP 1162, 3rd Ed.

- 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

LARS🌐N
COMMUNICATIONS & CONSULTING

Thank you

Terri Larson

terri@larsoncomms.com

832-279-3286