

2018

PIPELINE SAFETY TRUST ANNUAL CONFERENCE

EVOLUTION OF PUBLIC AWARENESS

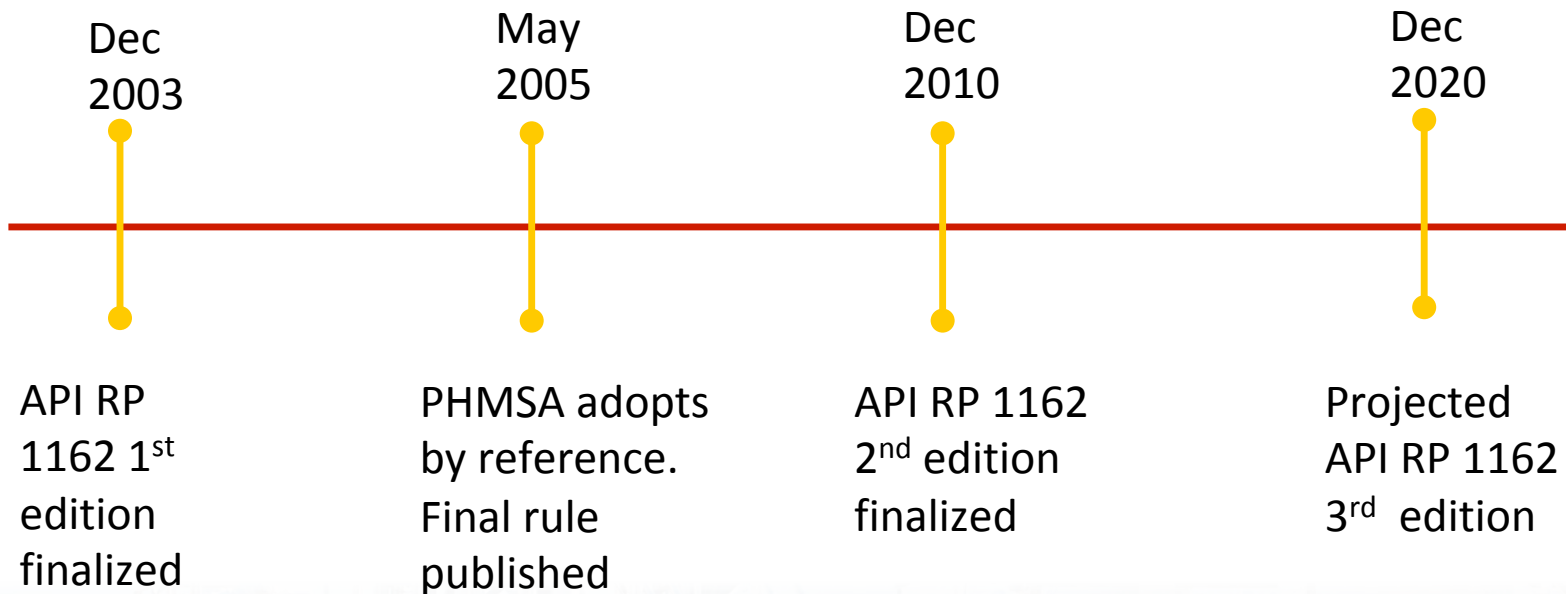
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EVOLUTION OF PUBLIC AWARENESS

A great deal of effort has gone into RP 1162 awareness efforts and inspections—many lessons learned.



CHANGES TO RP 1162

- 1st Edition: Requires pipeline operators to provide pipeline safety information to affected public, emergency officials, public officials and excavators.
- 2nd Edition: Revisions include messages, delivery frequency and methods, geographic coverage areas, program evaluation and other elements.
- 3rd Edition: Starting with RP 1162, 2nd edition. Reviewing findings and recommendations from PHMSA-led PAPWG and API 1162 Team. Align with RP 1173. Also looking at RP 1162, 1st edition.

3RD EDITION: WHERE WE STAND NOW

- **Scope:**
 - Refers to active pipelines
 - Excludes abnormal operations
 - Provides room to consider operational changes that may impact public safety
- **Consultants engaged to provide guidance on**
 - Effectiveness measurement,
 - Risk communication,
 - Message mapping and
 - Public engagement on infrastructure projects
- **Three work groups formed and developing recommendations**

3RD EDITION: WORKING GROUPS

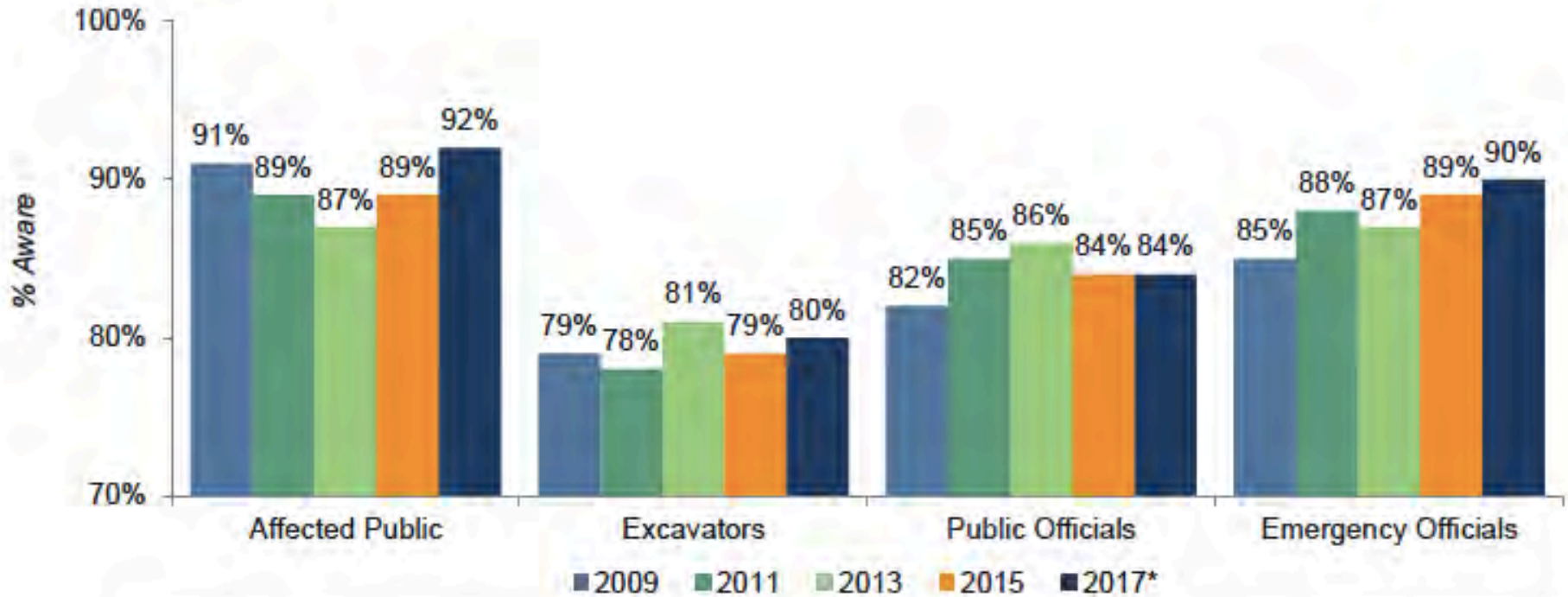
- **Audience Definitions and Messaging**
 - Focusing on the relevancy and appropriate audiences
 - Reviewing messaging through a Risk Communication lens (where appropriate) to confirm effective messaging for each audience group
- **Effectiveness Measurement**
 - Through stakeholder input, assessing current measurement practices
 - Reviewing and evaluating leading measurement practices used in similar public awareness campaigns/requirements in other industries
- **Engagement and Influence**
 - Review of leading practices for engagement to reach diverse audience groups

3RD EDITION TIMELINE

- **August 2017: First call**
- **2017-2018:**
 - Quarterly task group meetings, in-person; work group meetings or calls as needed
 - Work groups meeting as needed to meet objectives, beginning to develop draft sections
- **2019: Focused on writing the document**
- **Dec. 2019: Complete draft document**
- **2020: API Public Awareness Voting Group, public comment period**
 - All comments must be addressed
- **Mid-2020: Final document, ready for publication by API**

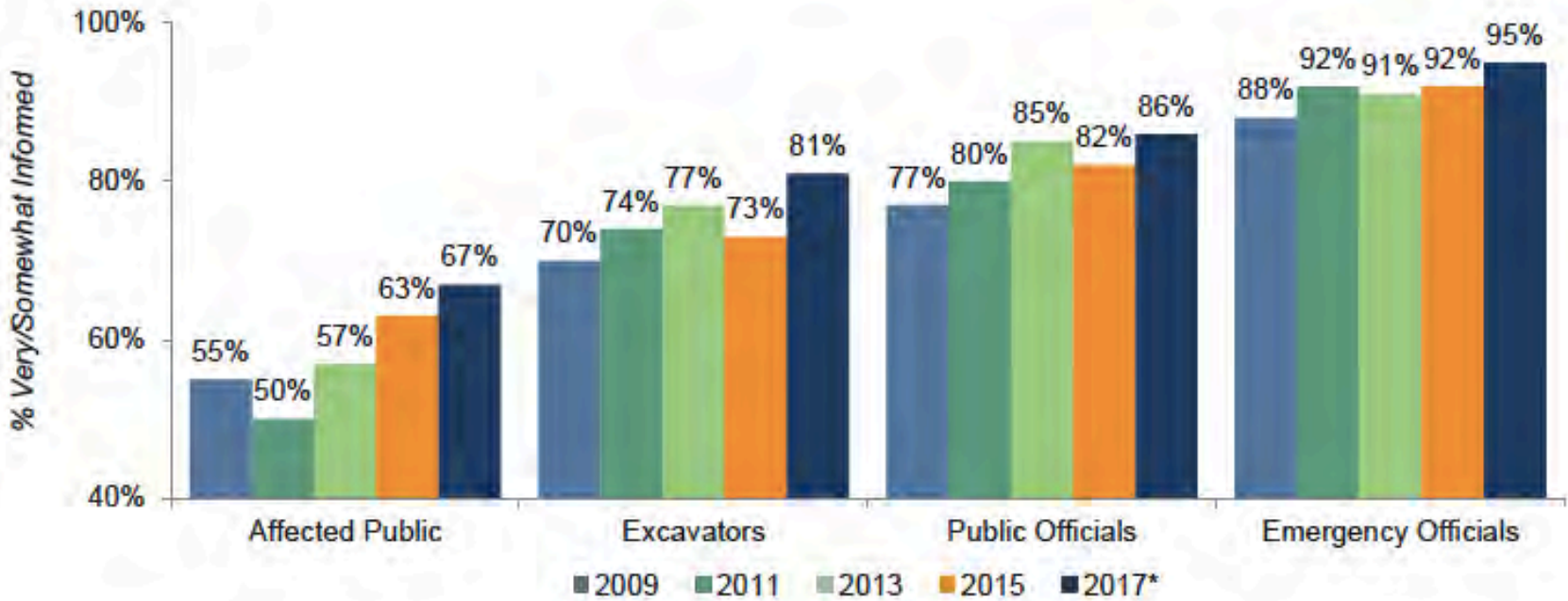
10 YEARS OF PUBLIC AWARENESS EFFECTIVENESS

Affected Public knowledge at an all-time high (92%)



To the best of your knowledge, are there currently pipelines operating in your community/neighborhood or surrounding area, that transport oil or natural gas?

ALL STAKEHOLDERS FEEL MORE INFORMED



How informed would you say you are regarding pipelines in your neighborhood or surrounding area/community?

EVOLVING FROM AWARENESS TO ENGAGEMENT

Two-way Communication with External Stakeholders

- Regulators, Public Stakeholder Groups, Neighbors
- Beyond awareness and pure communication
- Communicating about safety operations and risk management
- Acknowledging notification may be next evolution
- Other opportunities exist for engagement outside the public awareness outlined in RP 1162

External SMS Engagement Guidance

Strong commitment to engage with external stakeholders

- Engagement policy and plan in place for two-way communication
- Communicated throughout organization by leaders and field champions

Operators share safety performance with those that live, work and plan in proximity to their pipelines

A mechanism is in place for stakeholders and the operator to have an ongoing dialogue with those that wish to do so, regarding safety and asset-related concerns

Personnel are made available to the public to receive and exchange information



WHAT MORE SHOULD WE BE DOING?

- Should there be some means of acknowledgment?
- Is the notification approach right to the audience?
- What does risk communications mean to you?
- Should we measure behavior change vs. the intent to change behavior?

THANK YOU

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