

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





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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