



Pipeline Safety Awareness

UTC Study

The Frause Group
Evans/McDonough Company
Roundtable Associates

3/23/04

Study Objectives

- What do people **NEED** to know
- What do they **WANT** to know
- How should they get the information

Methodology

- Literature Review
- Key Leader Survey
- Stakeholder Survey
- Citizen Survey
- Focus Groups
- Roundtable results

Literature & Web Review

- Lack of research.
- Public looks to media for info/watchdog
- Media coverage based on incidents/siting
- Few sources on public information planning for pipeline safety
- Absence of pipeline safety info in emergency response material

Key Leader Survey

- 36 interviews, 10 citizen representatives
- “Where is it; What’s in it, Who does it serve”
 - Potential risk to life, property/environment
 - Necessary precautions
 - Operations (Is it safe, inspected, etc.)
 - Emergency response protocol
 - Location information prior to purchase
 - Credible information source

Stakeholder Survey

201 respondents

- Poor distribution/poor coordination
- How to recognize problems
- Emergency protocol
- Approximate location
- Reliable third party source
- Report card concept

Citizens Survey

500 general, 400 near pipelines

- Pipeline safety/information is not priority
- No knowledge of where to get it
- Differences between aware/unawares
- Awares want to know who to call, what to look for, their rights
- Fire, police, emergency responders trusted
- Pipeline companies are trusted least

Focus Groups

- Pipelines a major concern in choosing home but less than other issues such as traffic
- Strong support for pipeline functions.
Aware group wants information in hand, simple, clearly marked
- Rights, safety record, maintenance/testing
- Trust emergency responders but not experts

Roundtable Associates

- Current info - high quality, well-distributed
- Need for consistent strategy
- Lack of collaboration
- Each group has own message/plan
- Different message needs
- Different audiences
- Lack of priority absent pipeline event.

What do they need/want to know

- Who to contact
- Where to go for information
- Where is the pipeline (defines audience)
- Information needs vary beyond this point

Recommendation

- Simple
- Credible
- Available
- Personal

Recommendation

Simple

- A unified, easy to understand voice
- Use existing communication channels
- Coordinate w/ current operator pipeline awareness requirements
- Include pipeline safety as a component in other forms, such as emergency response

Recommendation

Credible

- Partner credible sources (1st responders with knowledgeable sources (pipeline operators))
- Create partnerships with other grass-roots organizations
- Establish and use a pipeline safety info tag or brand
- Bring media into training process

Recommendation

Available

- Central/easy access to basic/emergency info
- Website
- Toll-free number
- Branding: To unified information source.

Recommendations

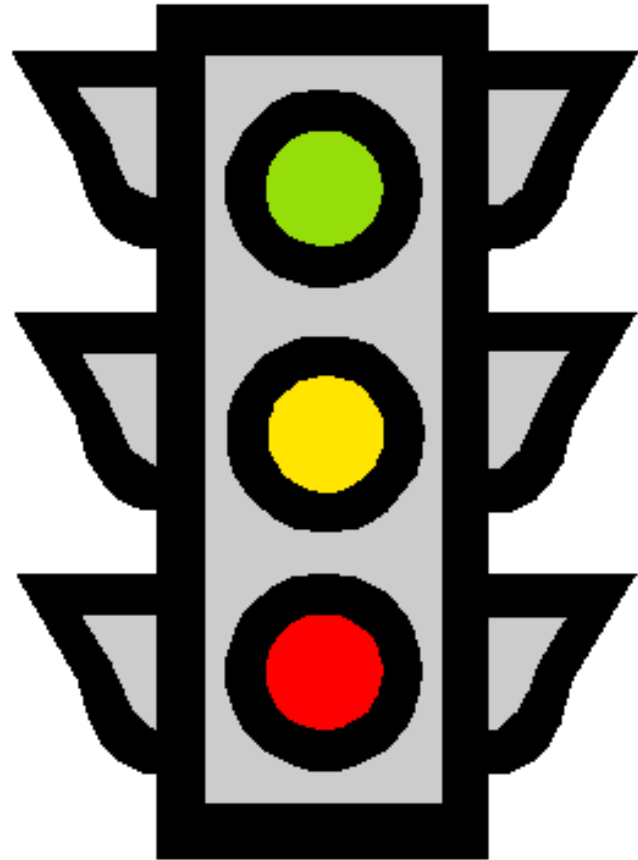
Personal

- Focus on door-to-door contact/direct mail
- Pipeline is a member of the community
- Grass-roots emphasis
- Speaking opportunities
- One-on-one contacts

Traffic Light

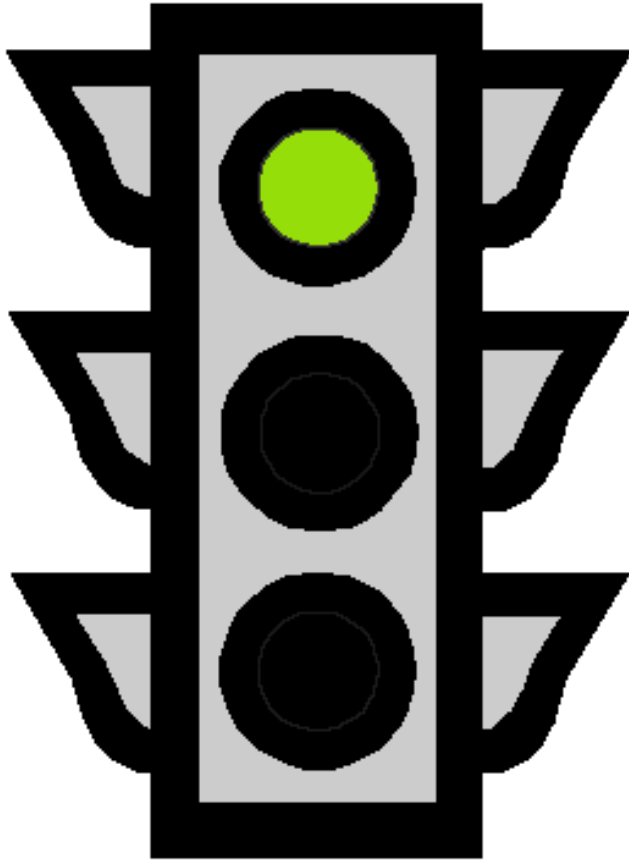
A model for targeting messages

- Green Level
 - General Awareness
- Yellow Level
 - Targeted Awareness
- Red Level
 - Emergency Situations



General Citizen Awareness

Green Level Message

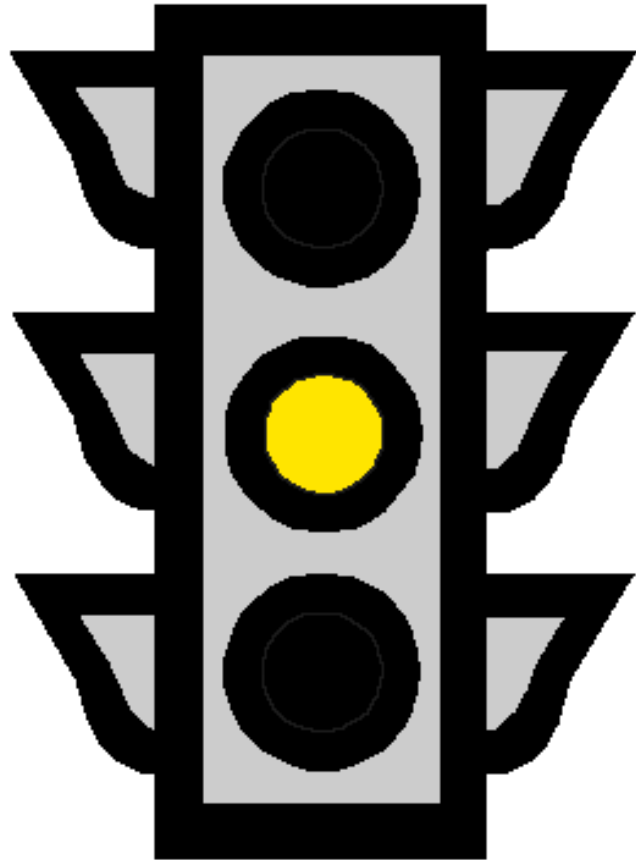


- Integral infrastructure
- In many areas
- Safety regulated
- Basic info available
- Emergency procedures
- Where they are

Targeted Citizen Awareness

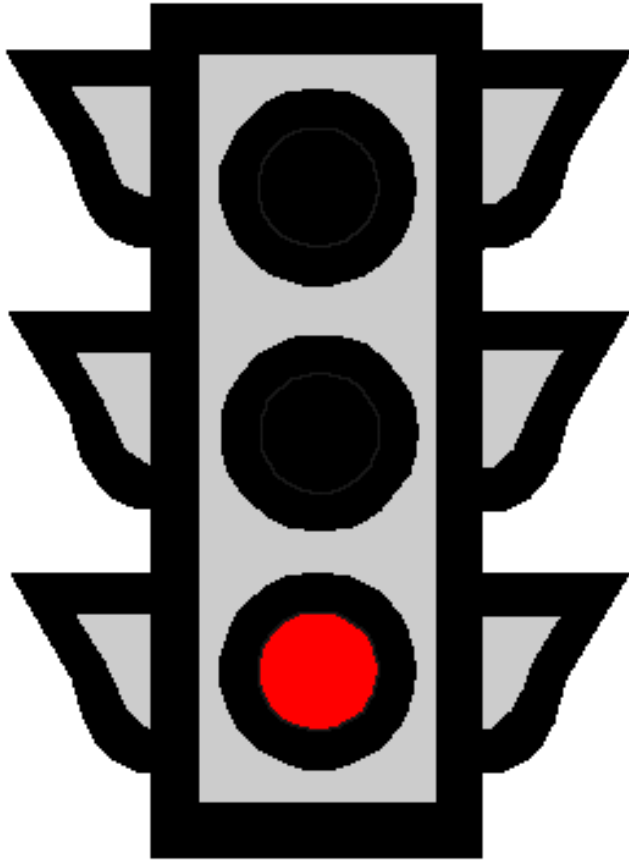
Yellow level messages

- Infrastructure
- Safety regulated
- Your responsibilities
- Specific info
- Safety precautions
- Emergency procedures



Emergency Situations

Red Level



- Who to call
- Need for awareness
- Personal safety
- Emergency response

Recommendations

UTC Opportunities

Bring together stakeholders to consider:

- Cohesive message themes
- Use of existing communications channels
- Establish a common visual tool/branding
- Unite expertise with credibility
- Forge a one-stop information location
- GIS mapping information

Recommendations

Pipeline Operators Opportunities

- Collaboration with other stakeholders
- Industry coordination
- Focus on personal contacts
- Emphasize location information and emergency procedures
- Help coordinate media presence

Recommendations

All stakeholders

- Collaborate on shared opportunities
- Develop a brand identity and strategy
- Develop common messages
- Target messages to what people along the pipeline need/want to know
- Focus on general audiences last

Where do we go from here

- Print report and distribute
- Pull together a workshop on the report and potential for coordination/collaboration
- Develop a workplan
- Emergency response training opportunities
- Refine GIS maps