



U.S. Department of Transportation  
Pipeline and Hazardous Materials  
Safety Administration



# Public Awareness Program Inspection Status



**2014 ND/SD T&Q Pipeline Safety**  
**April 2, 2014**

**Harold Winnie**  
**Community Assistance and Technical Services Project Manager**  
**Central Region**  
**PHMSA, Office of Pipeline Safety**



## **PAP Inspection Updates**

- **PAP Inspection timeline:**
  - **Federal PAP Inspections completed by end of 2012**
  - **Interstate agent inspections completed by end of 2012**
  - **States are also incorporating PAP inspections into their normal inspection cycle by end of 2013**
- **Finalized documented published online:**
  - **PAP Effectiveness Inspection Form**  
<http://www.phmsa.dot.gov/pipeline/library/forms>
  - **PAP Enforcement Guidance Document**  
<http://www.phmsa.dot.gov/foia/e-reading-room>



# PAP Inspection Updates

## PAPEE Completed Inspections

	End of 2012	End of 2013
<b>Total Inspections</b>	<b>313</b>	<b>614</b>
<b>PHMSA Lead</b>	<b>135</b>	<b>135</b>
<b>State Lead</b>	<b>178</b>	<b>477</b>



# **PAP Inspection Updates**

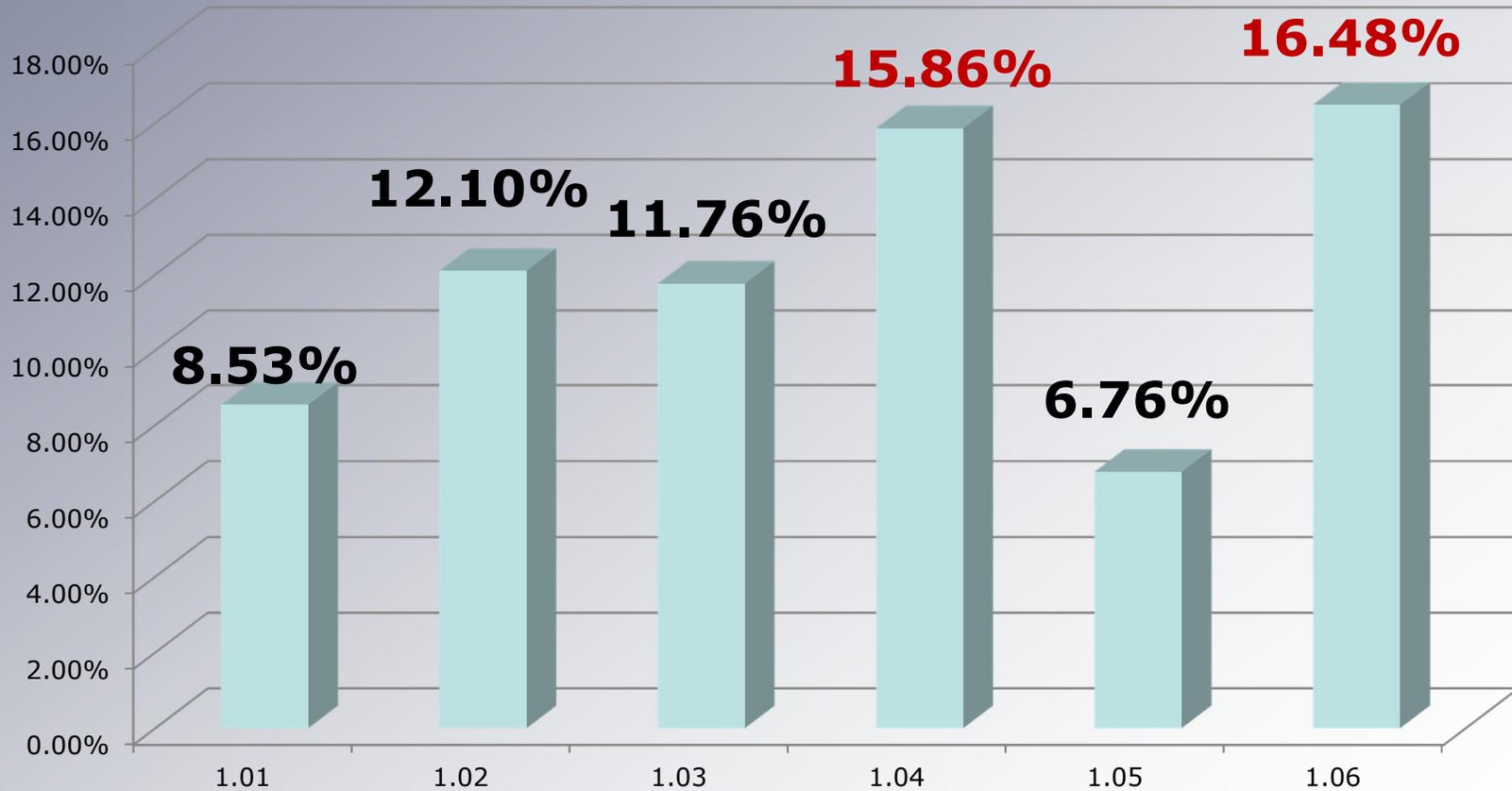
## **PAP Completed Inspections:**

- Total PAP Inspections end of 2012**
  - » 313**
- PHMSA lead Inspections end of 2012**
  - » 135**
- States Lead PAP inspections end of 2012**
  - » 178**



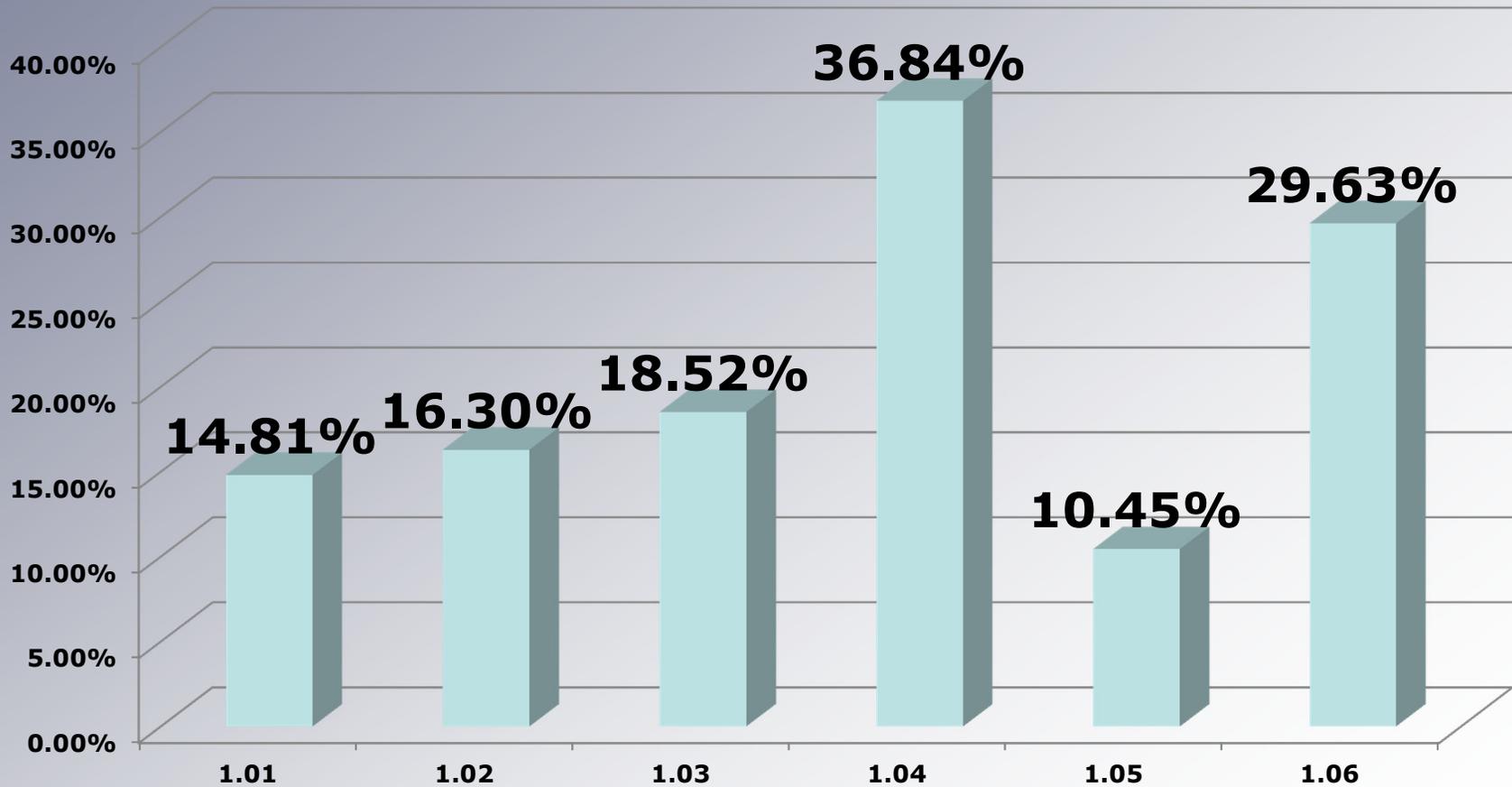
# Public Awareness Inspections Section One (Total)

## Section One Questions





# Public Awareness Inspections Section One (PHMSA)







SECTION	AGENCY	HEADER	Total % Unsat	Total PHMSA	PHMSA lead % Unsat
1.01	PHMSA	Written Public Education Program	8.53%	135	14.81%
1.02	PHMSA	Management Support	12.10%	135	16.30%
1.03	PHMSA	Unique Attributes and Characteristics	11.76%	135	18.52%
<b>1.04</b>	<b>PHMSA</b>	<b>Stakeholder Audience Identification</b>	<b>15.86%</b>	<b>133</b>	<b>36.84%</b>
1.05	PHMSA	Message Frequency and Message Delivery	6.76%	134	10.45%
<b>1.06</b>	<b>PHMSA</b>	<b>Written Evaluation Plan</b>	<b>16.48%</b>	<b>135</b>	<b>29.63%</b>



# Section One

## 1.04 – Stakeholder Audience Identification

- Missed Audiences/ Parts of Audiences
- Didn't include other information in audience ID (IMP) to Establish distance either side of pipeline

## 1.06 – Written Evaluation Plan

- Written plan to conduct and evaluate
- Correct Frequencies
- Statistical Sample Size, Confidence Level and M.O.E., by Stakeholder Audience



# Section One

## 1.04 – Stakeholder Audience Identification

- Missed Audiences/ Parts of Audiences
- Didn't include other information in audience ID (IMP) to Establish distance either side of pipeline

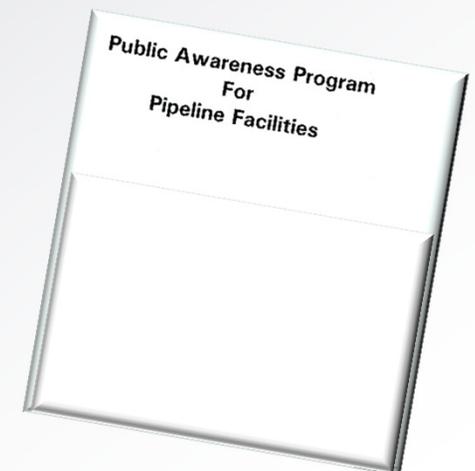
## 1.06 – Written Evaluation Plan

- Written plan to conduct and evaluate
- Correct Frequencies
- Statistical Sample Size, Confidence Level and M.O.E., by Stakeholder Audience



## Written PAP

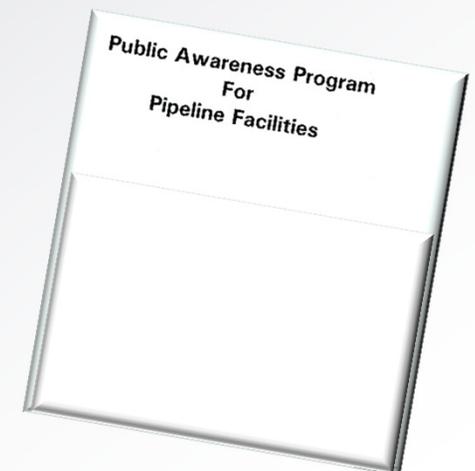
- **Written program described who, what, when, where, how, why**
- **Cross referenced to other company procedures such as:**
  - **Emergency response plans**
  - **Integrity management plans**
- **Unique attributes not listed or specific, missing:**
  - **System type**
  - **Types of products**
  - **Lines and/or facilities covered**
  - **All company assets/facilities covered**





## Written PAP

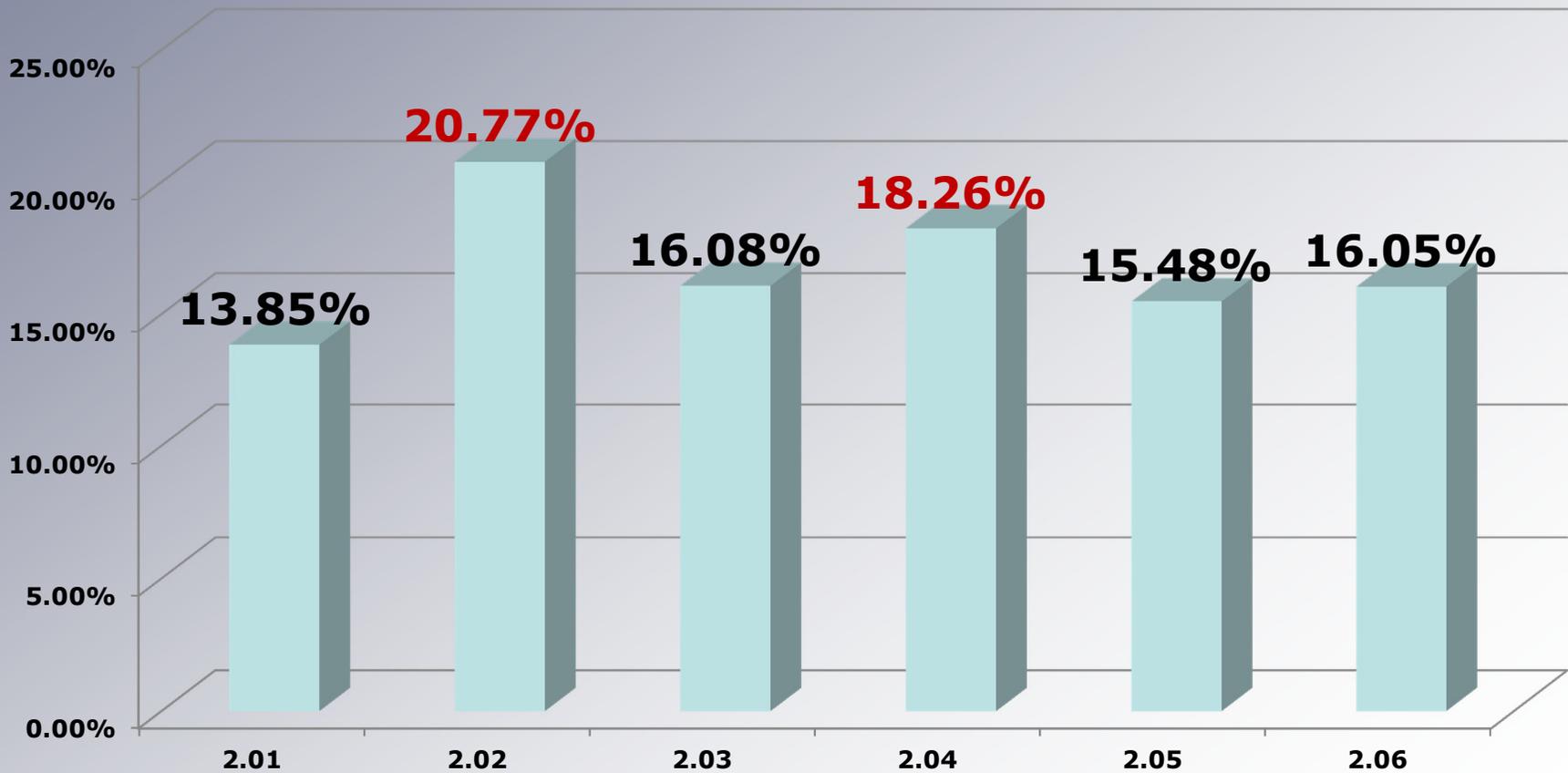
- **Written program described who, what, when, where, how, why**
- **Cross referenced to other company procedures such as:**
  - **Emergency response plans**
  - **Integrity management plans**
- **Unique attributes not listed or specific, missing:**
  - **System type**
  - **Types of products**
  - **Lines and/or facilities covered**
  - **All company assets/facilities covered**





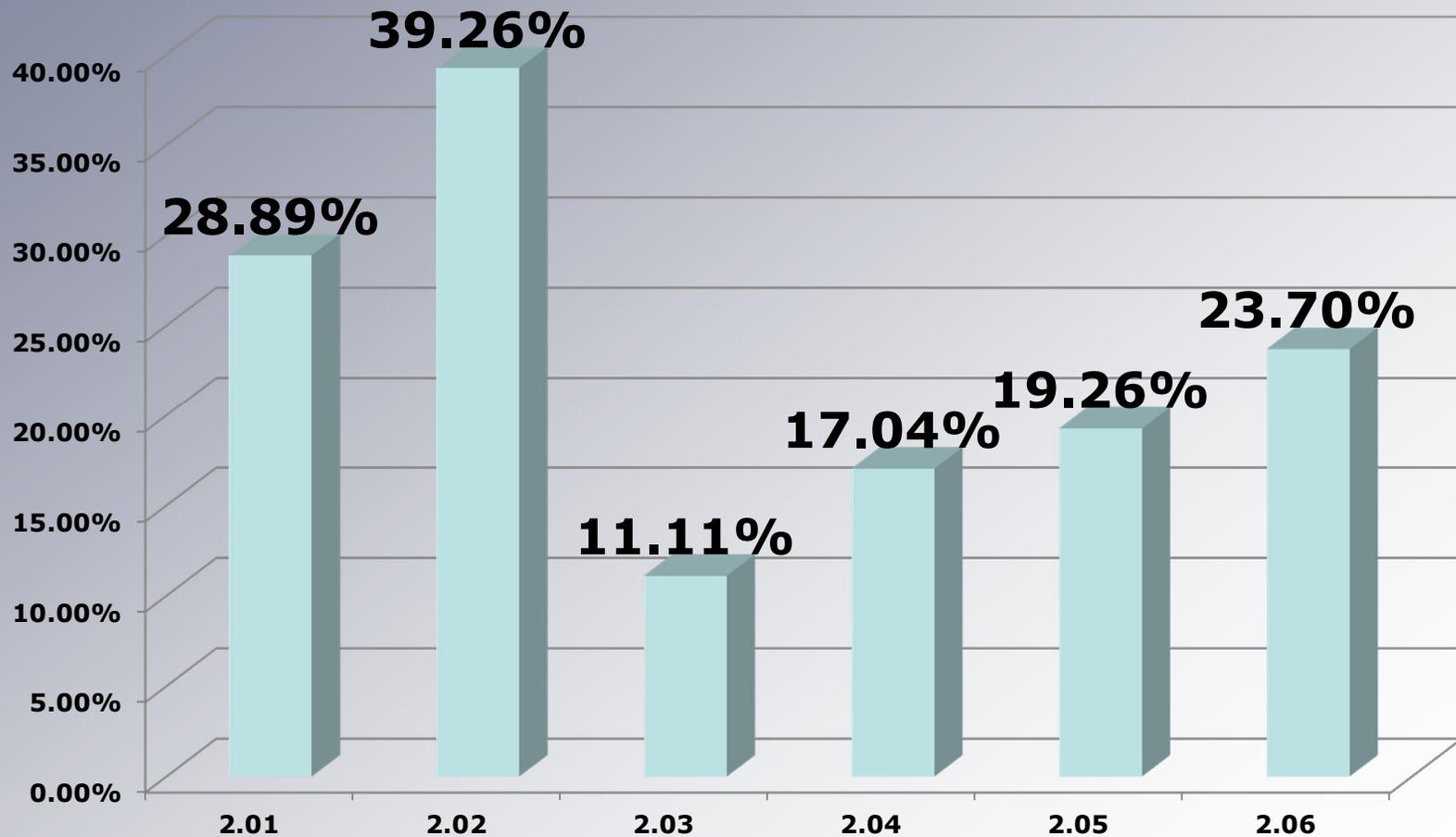
# Public Awareness Inspections Section Two (Total)

## Section Two Questions





# Public Awareness Inspections Section Two (PHMSA)





2.01	PHMSA	English and other Languages	508	86	24	3	621	13.85%
<b>2.02</b>	<b>PHMSA</b>	<b>Message Type and Content</b>	<b>487</b>	<b>129</b>	<b>1</b>	<b>4</b>	<b>621</b>	<b>20.77%</b>
2.03	PHMSA	Messages on Pipeline Facility Locations	488	100	30	4	622	16.08%
<b>2.04</b>	<b>PHMSA</b>	<b>Baseline Message Delivery Frequency</b>	<b>498</b>	<b>113</b>	<b>4</b>	<b>4</b>	<b>619</b>	<b>18.26%</b>
2.05	PHMSA	Considerations for Supplemental Program Enhancements	511	96	9	4	620	15.48%
2.06	PHMSA	Maintaining Liaison with Emergency Response Officials	509	99	5	4	617	16.05%





## Section Two

### **2.02 - Message Type and Content**

**Message Mapping (1162 / PAP/ Brochures)**

### **2.04 - Delivery of materials and messages**

**Meet or exceed the baseline frequencies specified**

### **2.01 - English and Other Languages**

**Process, Frequency, Source**

### **2.06 - Maintaining Liaison with Emergency Responders**

**ERP Available, Sharing Capabilities**

**Non-Attendees (Closing the Loop) every three years**



## Section Two

### **2.01 - English and Other Languages**

**Process, Frequency, Source**

### **2.02 - Message Type and Content**

**Message Mapping (1162 / PAP/ Brochures)**

### **2.06 - Maintaining Liaison with Emergency**

**Responders**

**ERP Available, Sharing Capabilities**

**Non-Attendees (Closing the Loop) every  
three years**



## **Implementation Languages**

- **Defined process with thresholds for actions**
- **Commonly provided in Spanish (as default)**
- **Emergency Response & Public Official (English only)**
- **(800) Translation number on print material**
- **TDD/TYY (speech - hearing impaired #on print material)**

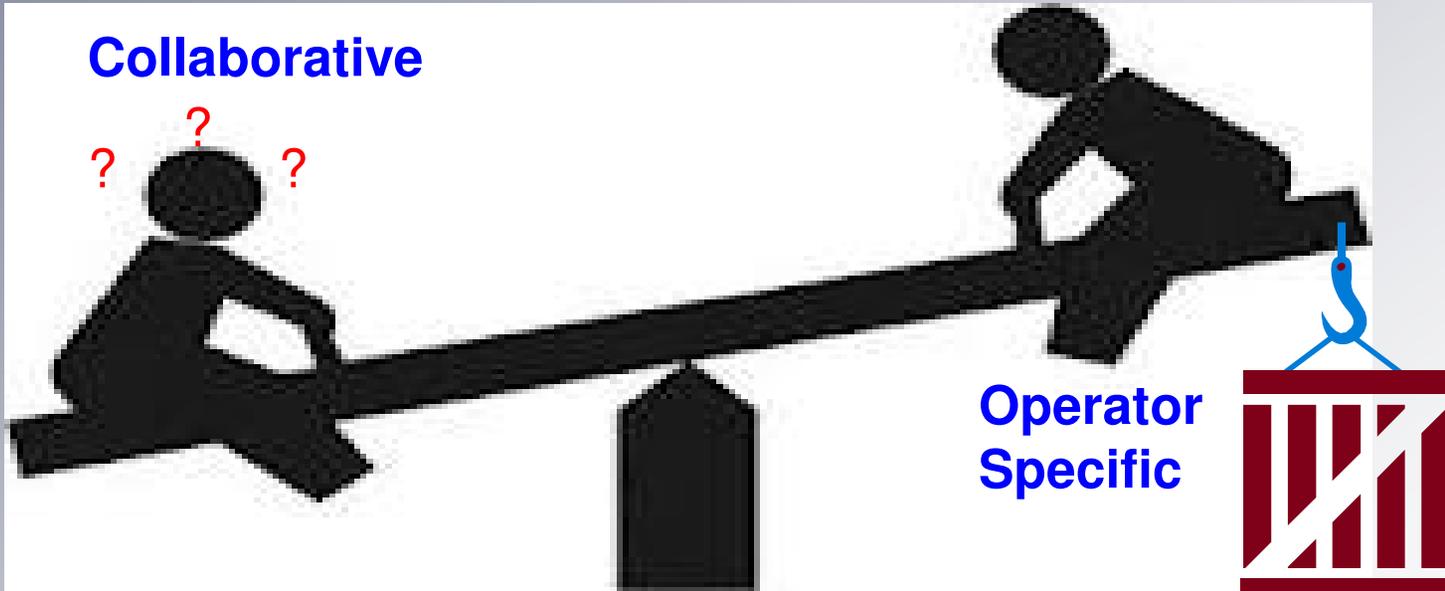


## **Implementation Supplemental Enhancements**

- **Increased message delivery frequency**
- **Messages in multiple languages**
- **Emergency # translates to other languages (Spanish, French, Japanese, Russian, Korean, Arabic, etc)**
- **24 hour public awareness phone #**
- **Agricultural mailings**
- **Scratch and sniff NG cards**
- **ER website portal to get operator specific information (capabilities across the state)**



# Implementation Messages



**Educating Stakeholders**



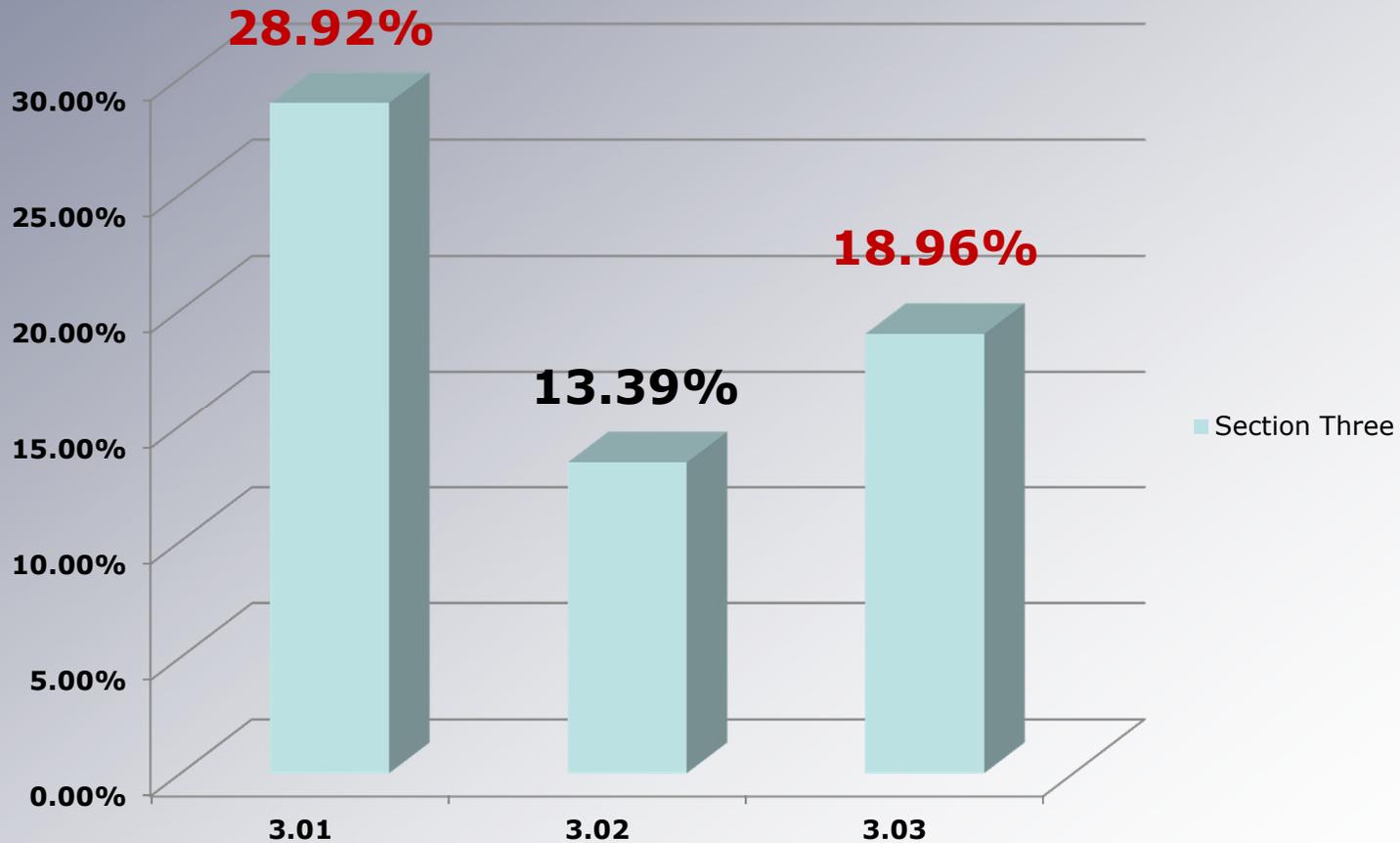
## **Implementation Maintaining Liaison w/ ER Officials**

- **Collaborative operator public meetings (limited specific operator interaction)**
- **Tracked who attended meetings and followed up**
- **Verified ER lists for accurate contact information**
- **Generic information sent may not motivate to attend**
- **Inconsistent information shared from ER plan**
- **Difficult getting ER officials engaged**



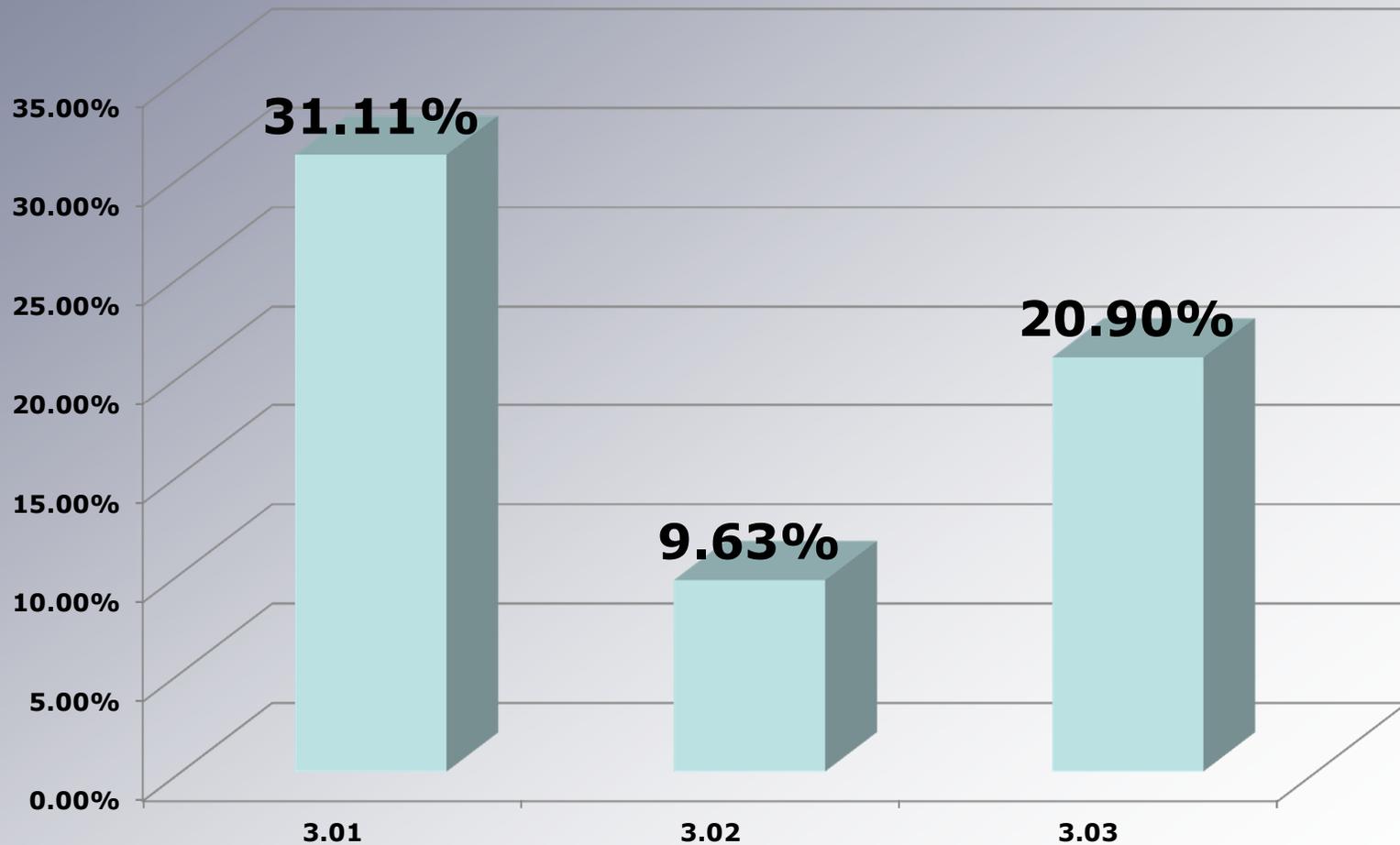
# Public Awareness Inspections Section Three (Total)

Section Three Questions





# Public Awareness Inspections Section Three (PHMSA)







<b>3.01</b>	<b>PHMSA</b>	<b>Measuring Program Implementation</b>	<b>28.92%</b>				<b>135</b>	<b>31.11%</b>
<b>3.02</b>	<b>PHMSA</b>	<b>Acceptable Methods for Program Implementation Audits</b>	<b>13.39%</b>				<b>135</b>	<b>9.63%</b>
<b>3.03</b>	<b>PHMSA</b>	<b>Program Changes and Improvements</b>	<b>18.96%</b>				<b>134</b>	<b>20.90%</b>
		Averages					135	21%



## Section Three

### **3.01 - Measuring Program Implementation**

- **Documents that Verify Annual Review**
- **Guide a Consistent Process.**

### **3.03 - Program Changes and Improvements**

**(Document what was reviewed, Considered, Decisions, implementation, by whom and by Date Due)**



## Section Three

### **3.01 - Measuring Program Implementation**

- **Documents that Verify Annual Review**
- **Guide a Consistent Process.**

### **3.03 - Program Changes and Improvements**

**(Document what was reviewed, Considered, Decisions, implementation, by whom and by Date Due)**



## Evaluations (Annual Audits)

### Some operators:

- Documented meetings, dates, participants, agenda
- Meeting with cross-functional review teams (or prevent silos)
- Defined/monitored metrics
- Combined annual audit & effectiveness evaluation in year 4
- Linked timing and review with other programs:
  - Integrity management
  - Emergency response



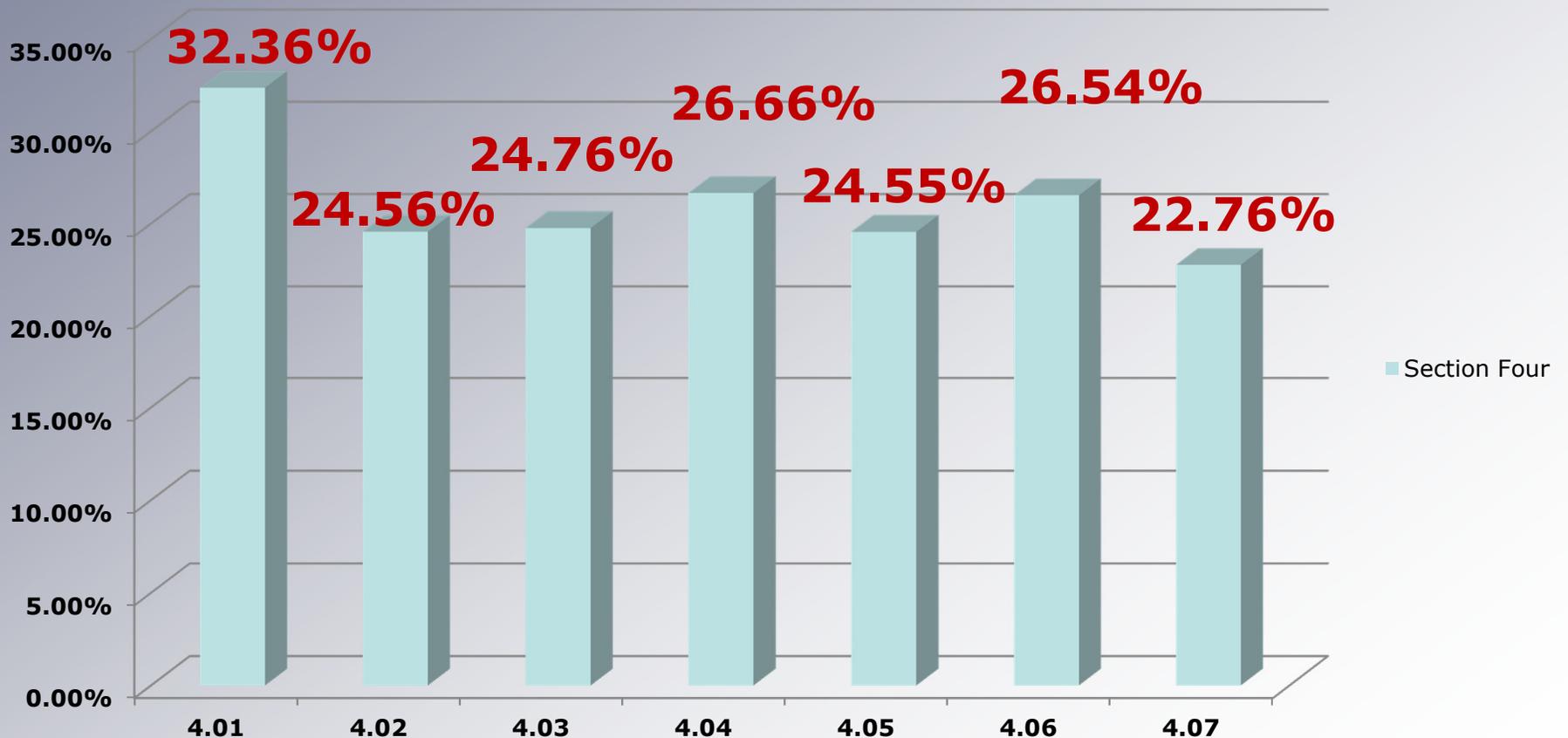
## **Program Changes and Improvements**

- **Changes/documentated tracked?**
- **Implemented changes during next year**
- **Verified adequate resources were available**
- **Updated written plan**
- **Obtained current management support**
- **Reviewed supplemental enhancements**
- **Changes to print material**



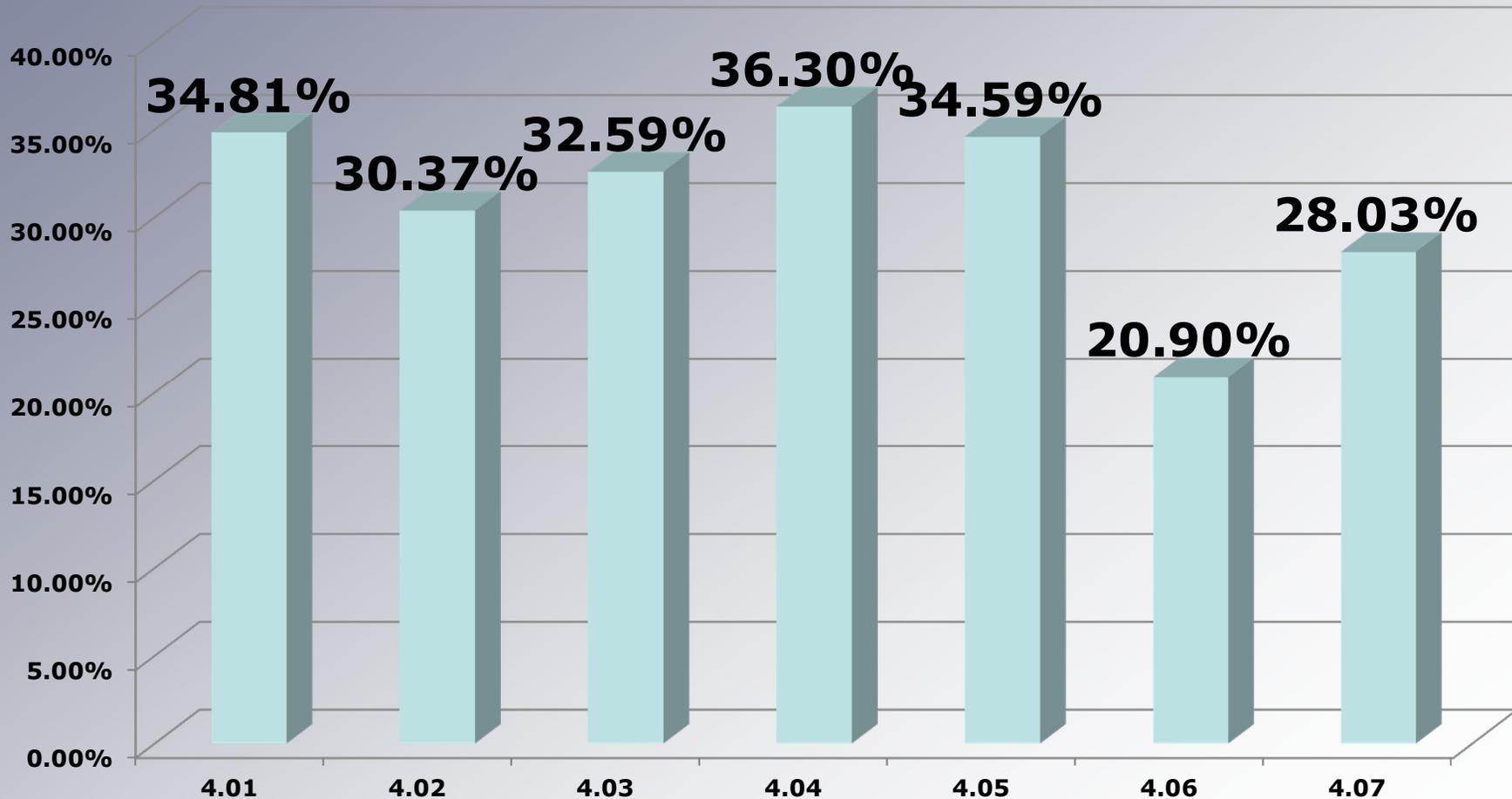
# Public Awareness Inspections Section Four (Total)

## Section Four Questions





# Public Awareness Inspections Section Four (PHMSA)





<b>4.01</b>	<b>PHMSA</b>	<b>Evaluating Program Effectiveness</b>	<b>386</b>	<b>200</b>	<b>25</b>	<b>7</b>	<b>618</b>	<b>32.36%</b>
<b>4.02</b>	<b>PHMSA</b>	<b>Measure Program Outreach</b>	<b>424</b>	<b>152</b>	<b>35</b>	<b>8</b>	<b>619</b>	<b>24.56%</b>
<b>4.03</b>	<b>PHMSA</b>	<b>Measure Percentage Stakeholders Reached</b>	<b>421</b>	<b>153</b>	<b>36</b>	<b>8</b>	<b>618</b>	<b>24.76%</b>
<b>4.04</b>	<b>PHMSA</b>	<b>Measure Understandability of Message Content</b>	<b>413</b>	<b>165</b>	<b>33</b>	<b>8</b>	<b>619</b>	<b>26.66%</b>
<b>4.05</b>	<b>PHMSA</b>	<b>Measure Desired Stakeholder Behavior</b>	<b>421</b>	<b>151</b>	<b>33</b>	<b>10</b>	<b>615</b>	<b>24.55%</b>
<b>4.06</b>	<b>PHMSA</b>	<b>Measure Bottom-Line Results</b>	<b>412</b>	<b>164</b>	<b>33</b>	<b>9</b>	<b>618</b>	<b>26.54%</b>
<b>4.07</b>	<b>PHMSA</b>	<b>Program Changes</b>	<b>429</b>	<b>140</b>	<b>36</b>	<b>10</b>	<b>615</b>	<b>22.76%</b>





## **Section Four**

- 4.01 - Evaluating Program Effectiveness**  
**4 years from Implementation, Sample Size, MOE, Confidence Level**
- 4.02 - Measure Outreach**  
**Actual Number by Stakeholder Audience**
- 4.03 - Percentage of Stakeholders Reached**
- 4.04 - Understandability of Message Content**
- 4.05 - Desired Stakeholder Behavior**
- 4.06 - Bottom Line Results**  
**Considered other Bottom Line Measures**
- 4.07 - Program Changes**  
**Document Changes -**



## Section Four

### How effective is the operator's public awareness program?

- Collecting data is not the only component to completing an effectiveness evaluation.
- Operator effectiveness evaluations should:
  - Identify program metrics
  - Describe evaluation methodology
  - Summarize findings or conclusions
  - Identify changes in written plan and/or implementation



# Conclusion

- **Most operators putting forth effort and improving programs with creative approaches**
- **Process/methodology improvements are needed with annual audits/effectiveness evaluations**
- **Motivating stakeholders to stop, listen, and change**
- **Balancing information overload with specific messages**



U.S. Department of Transportation  
Pipeline and Hazardous Materials  
Safety Administration



# Questions



**Contact: Harold Winnie**

Community Assistance & Technical Service Coordinator

[Harold.winnie@dot.gov](mailto:Harold.winnie@dot.gov)

**Thank you!**