



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Pipeline Safety & Awareness

---

*An Overview of the State of Public Awareness,  
Hurdles, Opportunities and What's Next for  
Industry and Regulators*

Marcellus Shale Coalition  
Safety Seminar  
March 2, 2016

North & South Dakota  
Pipeline Safety Conference  
October 3, 2023



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

- Established in 2005
- Focus Initially Government & Regulatory Affairs Consulting
- Today Regulatory Development & Implementation
- Focus Areas:
  - Damage Prevention
  - Public Awareness
  - Stakeholder Outreach & Engagement
  - Natural Gas Gathering
  - Taxation
  - Policy Development
  - Technology



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

**Our motto:**  
Using innovation  
and information  
to influence  
policy, drive  
business,  
manage risk and  
ensure  
compliance.



**National Excavator Initiative**





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

I HAVE  
**GAS.**  
National  
Excavator  
Initiative  
CLICK  
NATURAL GAS, THAT IS.  
Pipes are everywhere.  
Always contact **811** before digging.  
Southern Company Gas

- 4+ Billion Impressions
- 20+ Communication Channels
- Partnership with Mike Rowe and micro Mike Rowe
- 2024 Pipeline Specific Effort

**2023 Southern Gas Association Corporate  
Communications Award Recipient**



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

Approached with specific,  
unmet need to:

- Access to data,  
forms, information
- Collect and  
distribute data  
anywhere, anytime
- Capture MOC and  
Effectiveness
- Operator controls  
system and data





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# What is Buxus™?

- Buxus™ is a first-of-its kind app that promotes vital communication between facility operators and emergency responders & now other stakeholders
- The app is a tool developed for emergency responders to have emergency preparedness and response information available 24/7. Accessibility to information provides for a safer response.
- The app will deliver on-demand information to responders about individual pipeline, utility, and facility operators who subscribe to BUXUS™.
- Buxus™ is **FREE** to the emergency response community and other stakeholder groups.

**BETTER TECHNOLOGY.  
BETTER COMMUNICATION.**





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 1

True or False...

You must hold meetings with excavators, emergency responders, and public officials.

# Question 2

True or False...

Liaison is defined in the Code and RP 1162.



SANDER  
RESOURCES

STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 3

True or False...

An operator has to mail materials to the affected public.



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 4

True or False...

You must provide the diameter of transmission lines on maps.



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 5

True or False...

A valve is a unique attribute.



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 6

True or False...

Surveys must be completed with a level of confidence of 95 percent and a margin of error of no more than 5 percent.



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 7

True or False...

RP 1162 Third Edition is now in effect.



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 8

True or False...

You must use the questions in the appendix of RP 1162 for your effectiveness survey.



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Question 9

True or False...

Supplemental efforts are  
required.

# Question 10

True or False...

The reach of 3<sup>rd</sup> class mail can be tracked.



SANDER  
RESOURCES

STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

## History of Public Awareness (2016)

- Bellingham - June 1999
- Carlsbad – August 2000
- Industry workgroup established – Summer 2001
- Pipeline Safety Act of 2002 called for natural gas and hazardous liquids to review existing public education programs for effectiveness
- Adoption of RP 1162 (1<sup>st</sup> Edition) - December 2003
- Adopted by reference by PHMSA – March 2005
- Revisions to RP 1162 (2nd Edition) 2008
- SWOT Analysis Report release - March 2016
- **RP 1162 3rd Edition approved – August 2022**



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Scope & Goals (2016)

- Enhanced emergency response coordination
- Stronger relationships and communications with impacted stakeholders by operators
- Enhanced public safety
- Better ability for operators to work with ROW issues
- Increased pipeline safety and environmental performance
- Improved industry reputation



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Regulatory Considerations

## SWOT Findings-Broad (2016)

### Strengths

- Stakeholders clearly identified
- Value in regulations
- Multiple communication channels
- Learned from experiences

### Weaknesses

- Too many, similar messages
- Information overload
- Lack of consistency
- Limited resources
- Lack of icon

### Opportunities

- Elevate environmental protection
- Post incident communication
- Seek stakeholder champions

### Threats

- Can't force a stakeholder to listen
- Credibility of messenger
- Lack of interest by targets
- Human nature
- Role awareness and disconnect



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

## Regulatory Considerations (2016)

Primary SWOT issues relate to:

- Collaborative efforts
- Measurement
- Resources
- Achieving balanced approach
- Human nature and embracing safety goals



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Deviation

192.616(c) and 195.440 (c) state:

The operator must follow the general program recommendations, including baseline and supplemental requirements of API RP 1162, **unless the operator provides justification in its program or procedural manual as to why compliance with all or certain provisions of the recommended practice is not practicable and not necessary for safety.**

# Common Issues



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

- Common issues we see with programs
- Over-committing
- Including provisions that are not applicable
- Program / implementation alignment
- Incomplete mailing lists
- Stale material and messaging
- Ineffective programs



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Threats...

- Check the box approach
- Lack of change
- New and increasing requirements
- Pressure on limited resources
- Dramatic increases in costs
- Education of regulators
- Anti-fossil fuels movement



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Opportunities...

- Communication channels are evolving
- Technology
- Realign programming and save money
- Regulator willingness to embrace new approaches
- Share the energy story
- Innovation



# Cost Comparison By Medium



**SANDER**  
RESOURCES

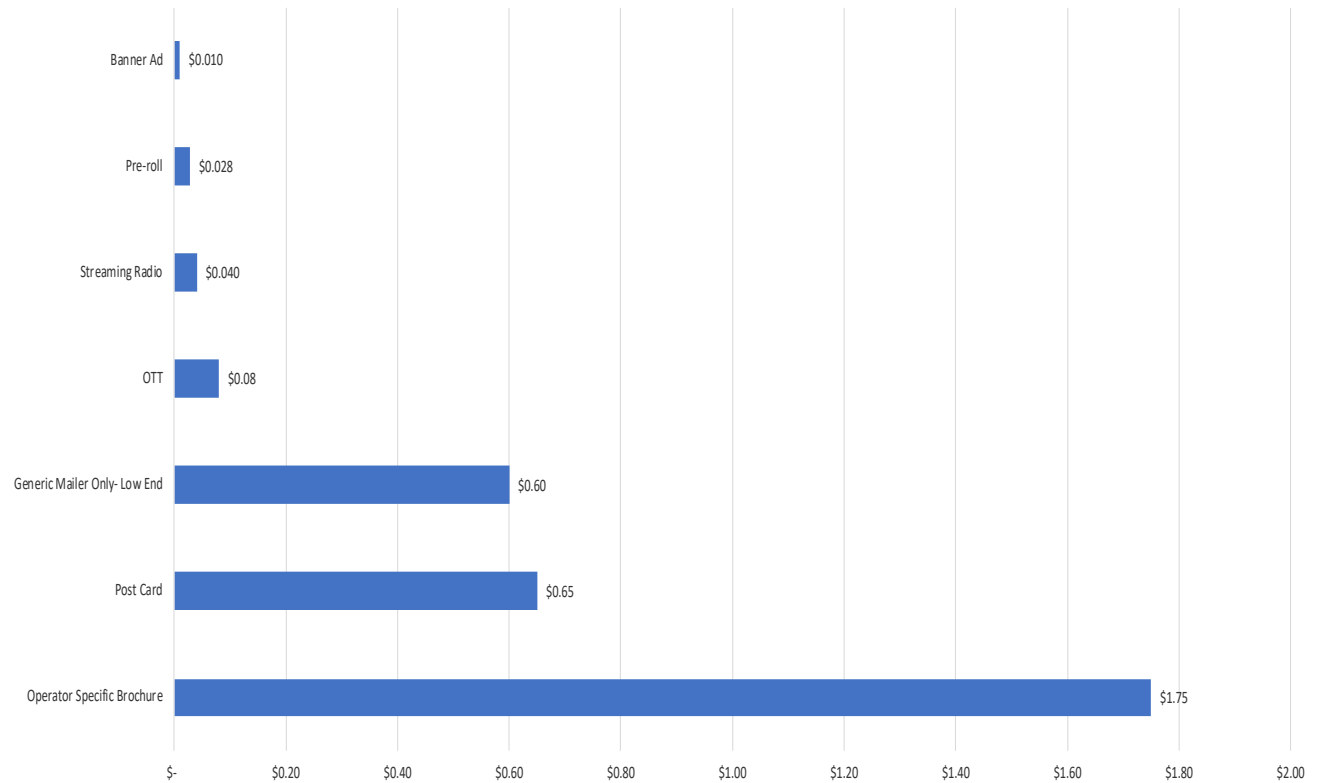
STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.





STRATEGIC SOLUTIONS

COMMUNICATION.

ADVOCACY.

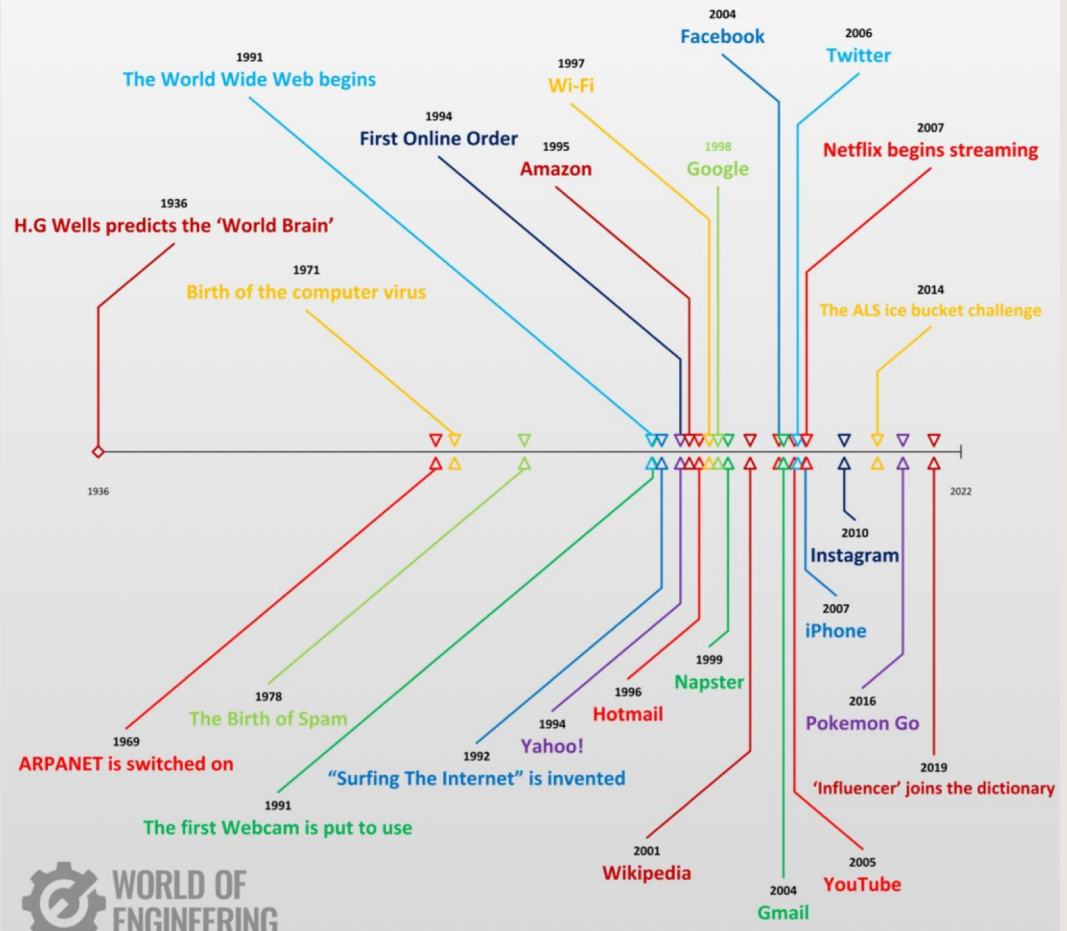
COMPLIANCE.

PUBLIC AWARENESS.



No.1 Tech Voice to Follow & Influencer on LinkedIn|Award Winning Author|Expert:IoT-Blockchain-Cybersecurity|S...  
1w • 🌐

# MOMENTS THAT SHAPED THE INTERNET





STRATEGIC  
SOLUTIONS

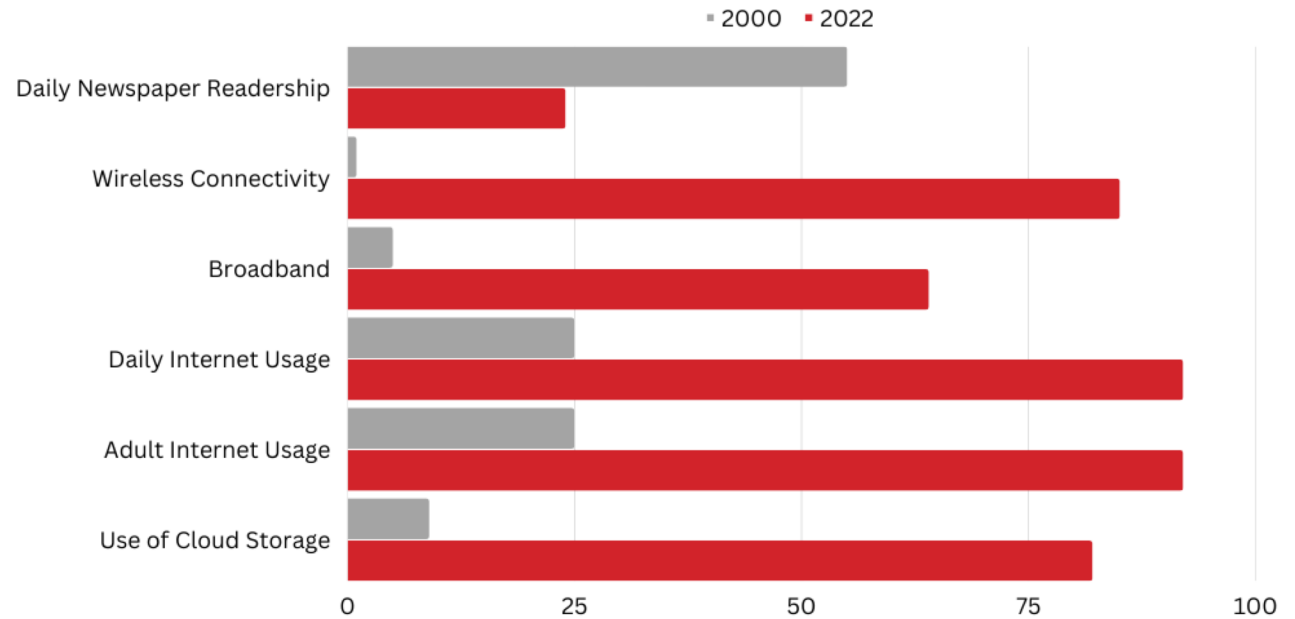
COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

## Use of technology 2000-2022



# ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



\* one million backers \*\* one million nights booked \*\*\* one million downloads  
Source: Company announcements via Business Insider/LinkedIn





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.



PIPELINE INFORMATION FOR EMERGENCY RESPONDERS

## Development Drivers

- Diminishing attendance and “appropriate” responders
- Capabilities surveys go into a black hole as they are not readily available when needed
- Expanding and new regulatory requirements
- Demands on responders have increased
- Repeated material for responder training
- Desire for two-way communication
- Environmental Sustainability – mailings go into trash year after year
- Technology has advanced, but we continue to have lunch, dinner meetings. Approach has not advanced with the technology



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.



PIPELINE INFORMATION FOR **EMERGENCY** RESPONDERS

## ER Driven Buxus™ Uses



Liaison & Tier II Outreach



Emergency response



Contact information



Drills & Exercises



Mutual Aid

# Buxus™



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

## Timeline

- Fall of 2021 – Pilot Testing of App with Responders
- January of 2022 – Partnerships with IAFC and NVFC
- March of 2022- Rework of registration & addition of Quick Code
- April of 2022- Integration of ER Contacts with Digi
- June of 2022- Creation of Engage
- July of 2022- Expansion to all energy infrastructure types
- November of 2022 – FirstNet Verified status
- October of 2023 -- Expansion to all stakeholder groups & interactive mapping
- 4Q of 2023 -- Next release with additional features



PIPELINE INFORMATION FOR **EMERGENCY** RESPONDERS



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

## Initial Outcomes

- 15+% conversion in first year compared to 1-3% for dinners
- Detailed analytics on usage (views, pages, time, etc.)
- Better contact data
- Many lessons learned
- Immediate understanding of resources and locations
- Growing interest
- Simultaneous capture and deployment of capabilities
- Engage tool is “cat’s meow”





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Opportunities Abound

- Better Analytics
- Drive improvement
- Apply more meaningful SMS
- Target specific:
  - Stakeholder
  - Messages
  - Areas
- Immediate communication
- Integrated, personalized campaigns





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.



## Benefits to all Stakeholders

- Ability to track activity
- Collection of data from stakeholders
- 24/7 access even without Wi-Fi or cell coverage once downloaded
- Customization of system by location, asset, stakeholder, and need
- Ability to change/update instantly
- Modern communications
- Cost efficiencies
- Environmental friendly
- Meet multiple regulatory requirements
- Two-way communication
- Documentation



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.



**David Horesh** · 1st

Director of Marketing at 4M Analytics | Amazing things with Amazing people | Lecturing on go-to-market & marketing stra...  
6h · 🌐

I feel very comfortable making the following statement:

If your marketing doesn't live in someone's **#feed** – you don't exist.

4.62 Billion people use social media.

That's 58% of the human population

and 93% of total internet users.

Basically, social media is the internet.

The question now is - which platform to invest in?

For your company

and your personal brand.

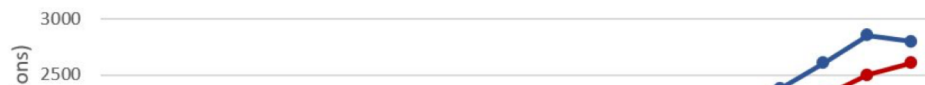
\*\*\*

I've been working on a b2b marketing workshop. The data I'm working on is absolutely mind-blowing.

Notice anything unusual in the graph?

**#marketing #b2bmarketing #data #socialmedia**

Social media growth YoY



My Network

Post

Notifications



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.



Lindsay Sander • You

Managing Member, Pipeliner, Safety Advocate, Innovator, and Dreamer  
3d • 🌐

I geeked out this morning when I took an unexpected tour to see a wood pipeline and original pipeline distribution service maps dating back 90 to 120 years. The pipeline was constructed of wood, metal bands and tar. V ...see more



📍 with Pipeline and Hazardous Materials Saf...

👍❤️ Katie Henry and 164 others

18 comments · 13 shares



📊 12,983 impressions

[View analytics](#)



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Recommendations...

- Look at your program
- Try something new
- Approach the regulators and tell them:
  - What you are doing
  - Why
  - Share what works and what didn't



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Next Steps...

- PHMSA internal review of RP 1162
- Balloting of RP 1185 and comment review process
- Don't expect formal changes until at least 2026 & beyond



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Quiz Explanation

1. You must hold meetings with excavators, emergency responders, and public officials.
2. Liaison is defined in the Code and RP 1162.
3. An operator has to mail materials to the affected public.
4. You must provide the diameter of transmission lines on maps.
5. A valve is a unique attribute.
6. Surveys must be completed with a level of confidence of 95 percent and a margin of error of no more than 5 percent.
7. RP 1162 Third Edition is now in effect.
8. You must use the questions in the appendix of RP 1162 for your effectiveness survey.
9. Supplemental efforts are required.
10. The reach of 3<sup>rd</sup> class mail can be tracked.



STRATEGIC  
SOLUTIONS

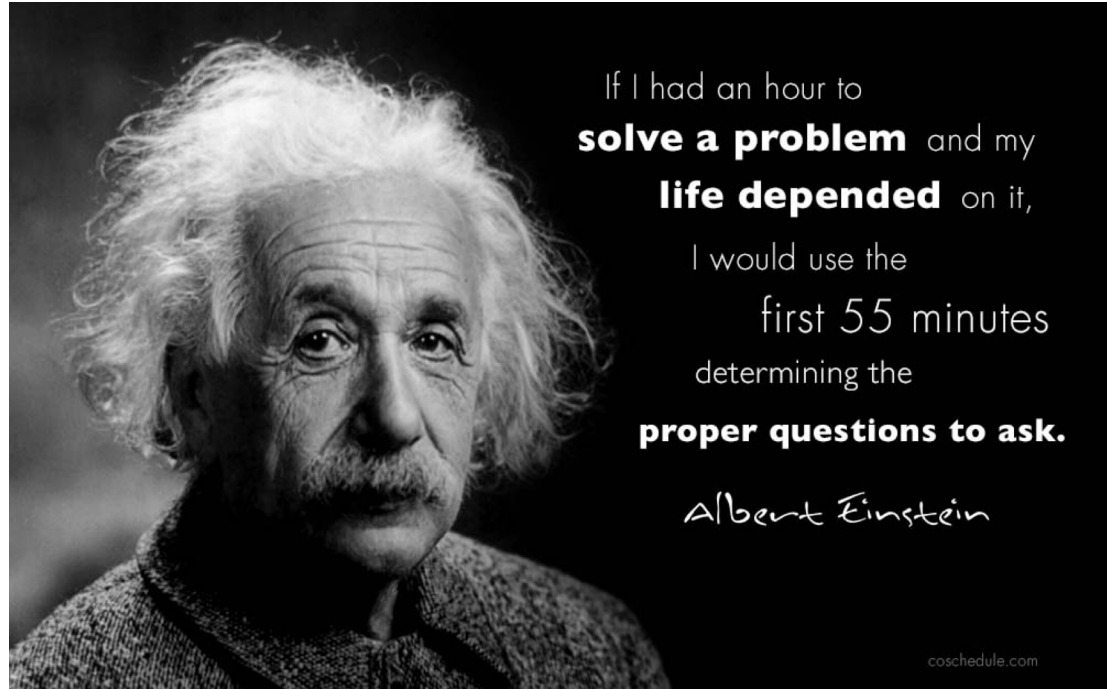
COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Questions



## Contact

Lindsay Sander  
(713) 208-0273  
[LNS@SanderResources.com](mailto:LNS@SanderResources.com)





STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Comparison of 1<sup>st</sup> and 3<sup>rd</sup> Editions

- Scope
- Definitions
- Objectives
- Stakeholder identification
- Messaging
- Delivery methods
- Implementation
- Evaluation
- Documentation



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# The good...

- More flexibility
- Overall modernization
- Organization
- Additional references and tools in appendix
- More detail, cleaner
- Collaborative efforts



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# The bad...

- Incorporates Safety Management Systems (SMS is a good thing)
- Immediately outdated due to gathering
- Contradictory provisions
- Overly complicated, confusing and burdensome
- Buffers for non-traditional products



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# The ugly...

- Overall prescriptive nature of the provisions
- New hazard communication requirement
- Effectiveness evaluation process



# RP 1185



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Additional Rules...

- Valve Rule
- Gathering
- Phase II of Mega Rule
- Lionel Rondell Act



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

## Operator Best Practices (2016)

- Quality of materials
- Liaison activities
- Validation of lists
- Determining reach
- Language
- Unique facilities
- Simplification
- Completing evaluation



STRATEGIC  
SOLUTIONS

COMMUNICATION.

ADVOCACY.

COMPLIANCE.

PUBLIC AWARENESS.

# Industry Initiatives (2016)

- 811 Day
- Online one call requests (“Connect” vs. “Call”)
- Emergency Responders
- National excavation program
- Damage prevention reform at State level
- RP 1162 update