



NPAA

Indiana Pipeline Awareness Association

Mark S Steele

Manager of Pipeline Safety

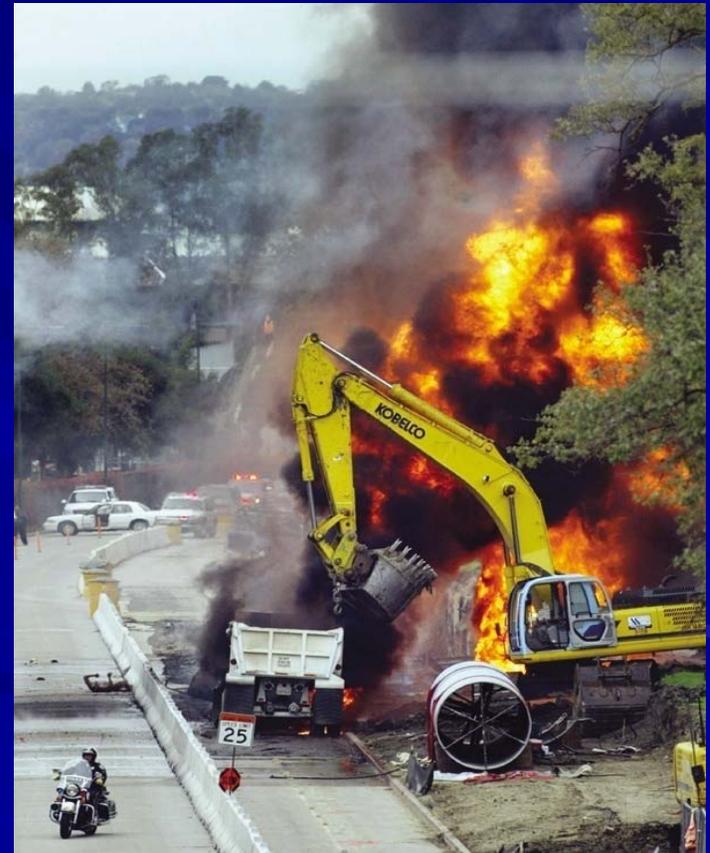
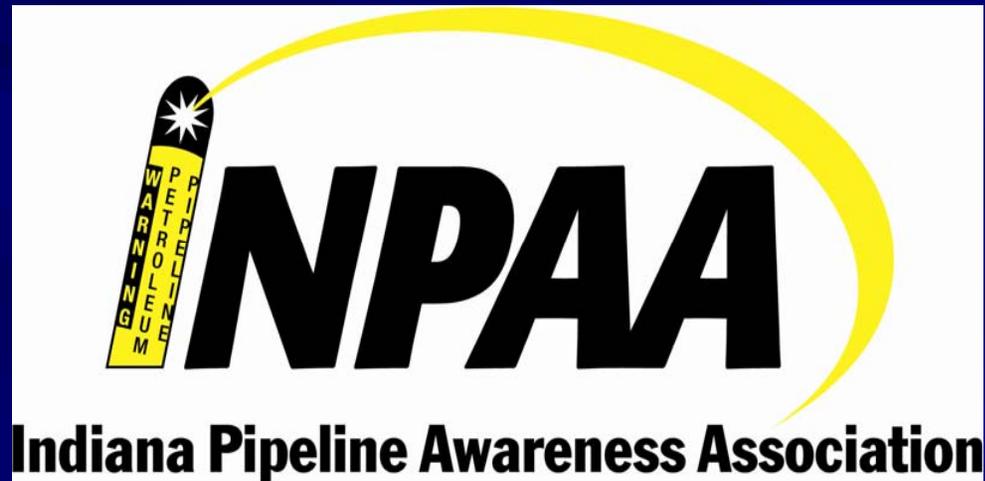
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INDIANA PIPELINE AWARENESS ASSOCIATION



MEMBERS

- 33 LOCAL GAS DISTRIBUTION COMPANIES

- CUSTOMER TAP COUNTS RANGE FROM 17 TO 751,648

- 35 PIPELINE COMPANIES

- INCLUDES INTERSTATE AND INTRASTATE PIPELINE COMPANIES

INPAA SERVICES

- MONTHLY COMMITTEE MEETINGS
- PUBLIC AWARENESS AUDIT ASSISTANCE
 - During the actual audit or in preparing for an audit
- CREATED A 4 YEAR EVALUATION TEMPLATE
- DOCUMENTATION ON INPAA WEBSITE
 - Inpaa.org
- DOCUMENTATION BINDERS TO ALL MEMBERS
- PROMOTE PIPELINE AWARENESS AT TRADE SHOWS AND CONVENTIONS
- PROVIDE BASELINE MESSAGES PER RP 1162
 - Affected Public, Emergency Officials, Public officials, Excavators

RP 1162 TARTGET AUDIENCES

- Affected public
- Emergency Officials
- Public Officials
- Excavators

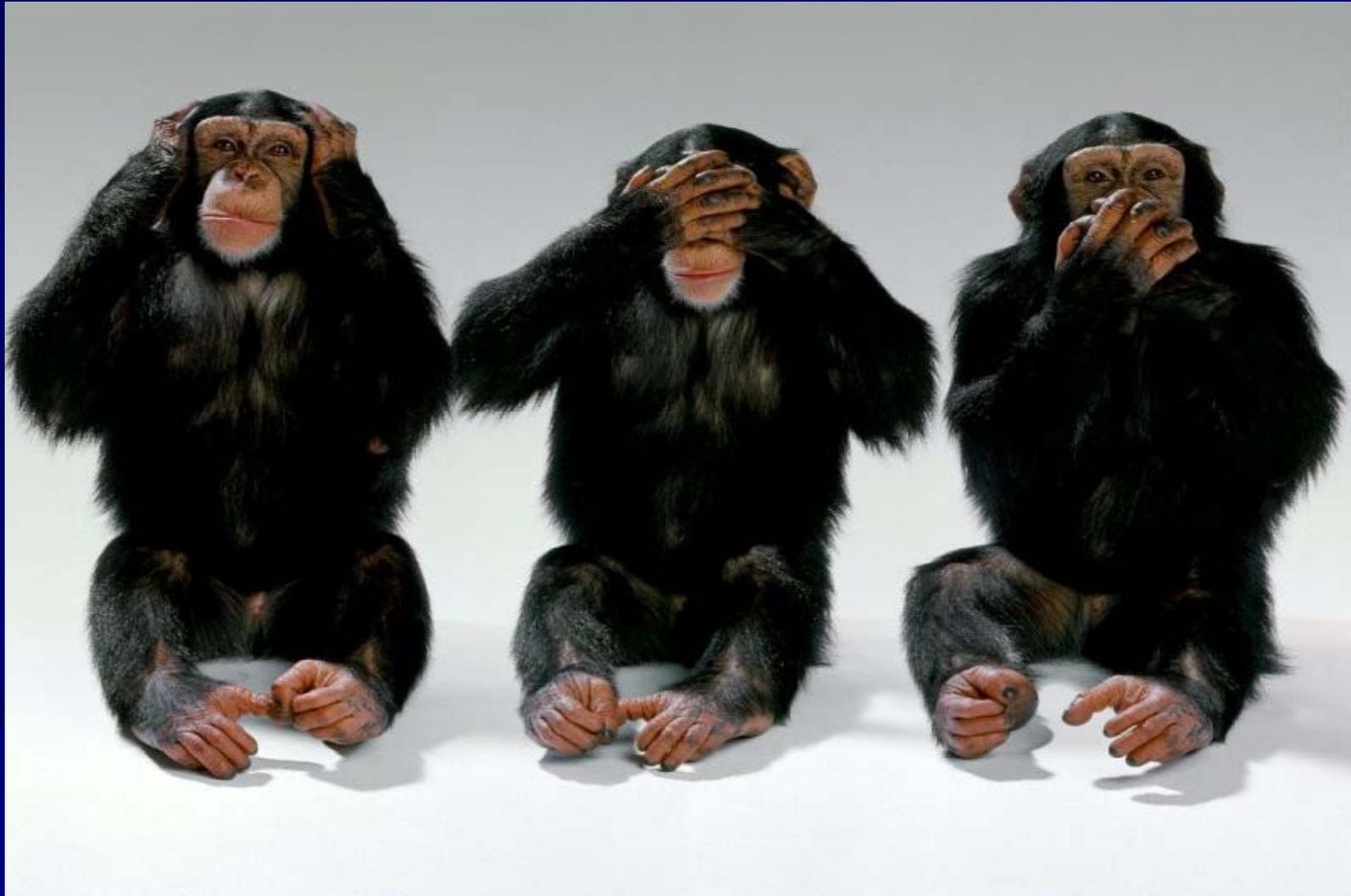
AFFECTED PUBLIC

Local Natural Gas Distribution Companies



USE YOUR SENSES

Hear, see and smell

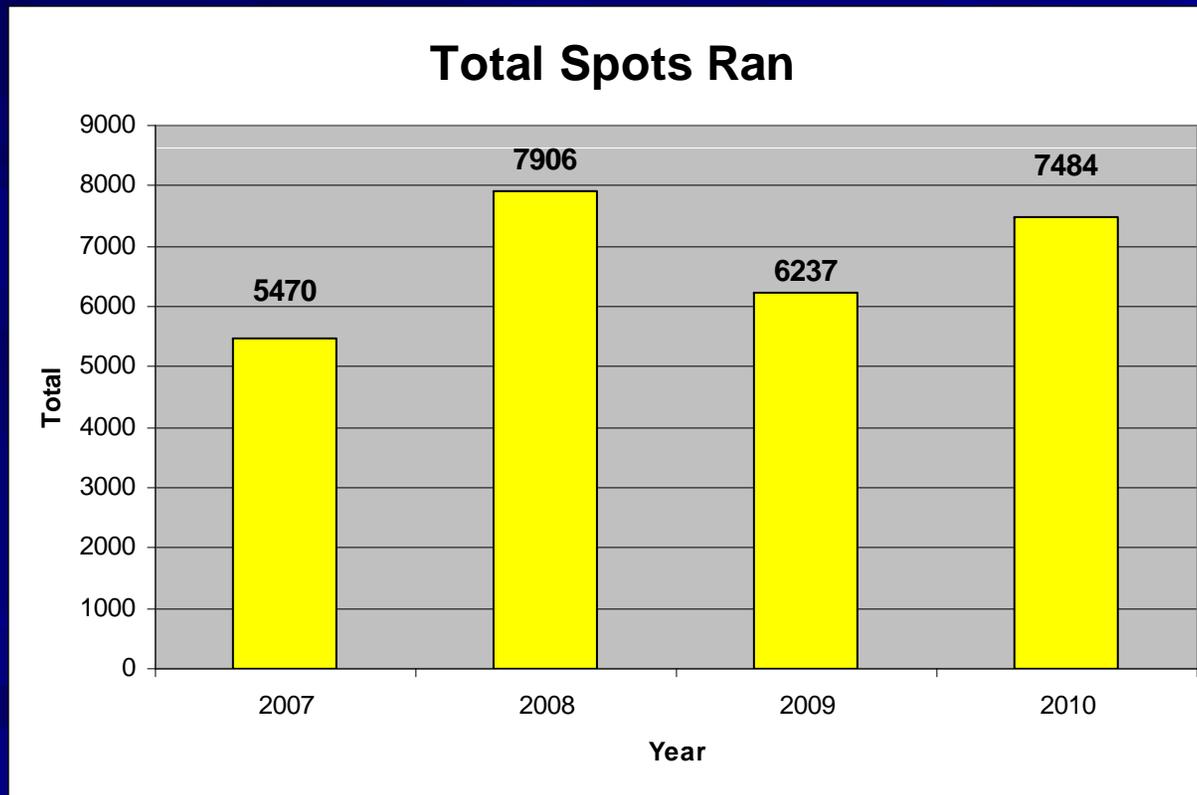


AFFECTED PUBLIC

- Safe Gas Indiana Radio Spots Run annually
 - 5 Baseline Messages
 - Pipeline purpose and reliability
 - Awareness of hazards and prevention measures undertaken by operators
 - Damage prevention awareness
 - One-call requirements
 - Leak recognition and response
 - How to get additional information

SAFE GAS INDIANA

WWW.SAFEGASINDIANA.COM



2010 AFFECTED PUBLIC SURVEY

■ PURPOSE AND RELIABILITY

- 59% Understand how natural gas is transported
 - 80% of those believe that pipelines are safe, reliable and environmentally friendly

■ Awareness of Hazards

- 92% of respondents claim to be aware of at least one hazard of Natural Gas
 - 73% mentioned explosions
 - 37% mentioned fire
 - 20% mentioned asphyxiation

■ Damage Prevention

- 83% of all respondents are aware of the state law mandating that they call before they dig

■ Leak Recognition and Response

- 83% of all respondents claim they can recognize a leak

EMERGENCY OFFICIALS



FAIL

failblog.org



EMERGENCY OFFICIALS

■ 20 MEETINGS THROUGHOUT INDIANA

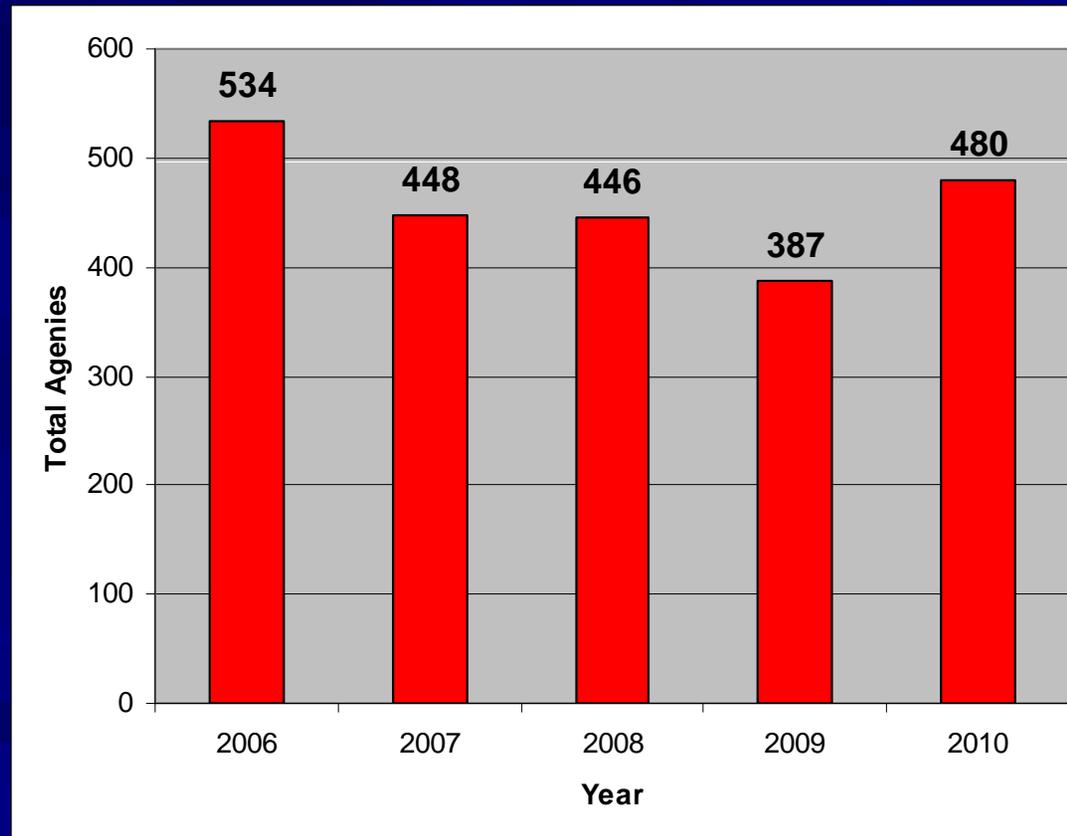
- CONTRACTED COMPANY FOR PRESENTATION
- OFFER 2 CEU'S FOR EMERGENCY OFFICIALS
- OFFER ILEA CREDITS FOR LAW ENFORCEMENT
- CASH DOOR PRIZES FROM INPAA
- SPONSOR DONATED DOOR PRIZES

BASELINE MESSAGES FOR EMERGENCY OFFICIALS

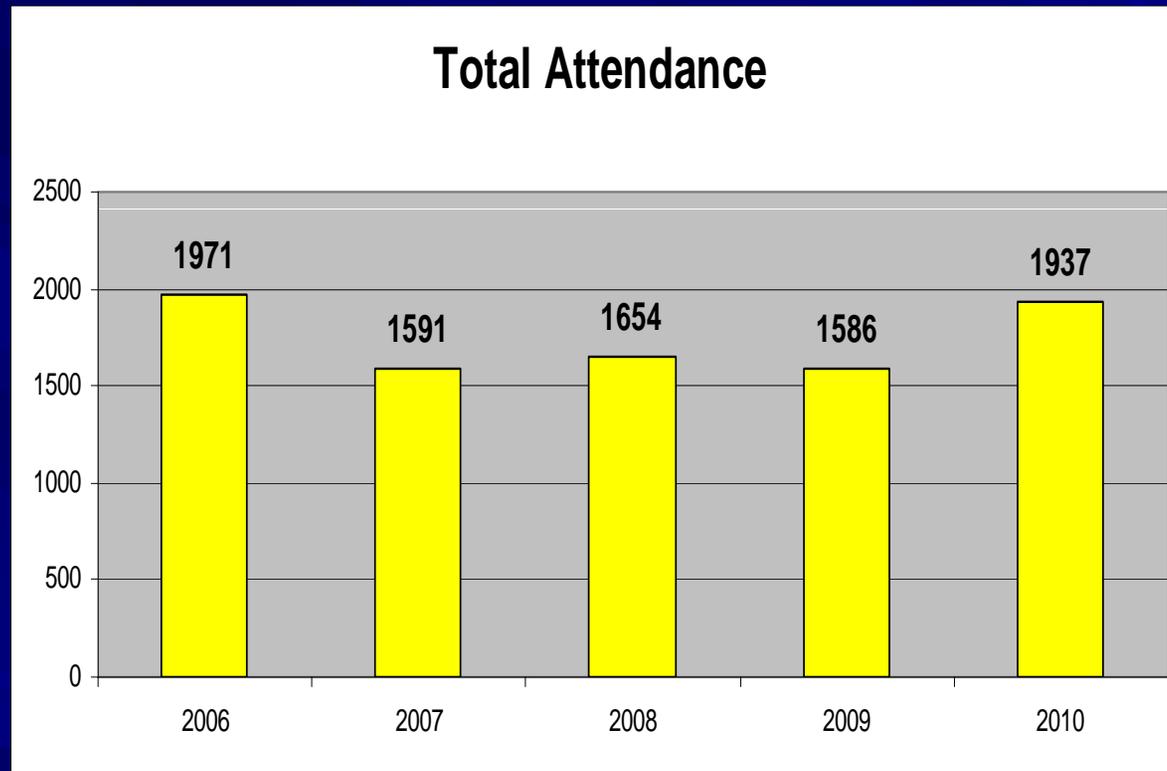
- Pipeline purpose and reliability
- Awareness of hazards and prevention measures undertaken by operators
- Emergency Preparedness Communications
- How to get additional information
Potential hazards (tr)
- Pipeline Location information and availability of NPMS (tr)

EMERGENCY OFFICIALS

Total number of
Agencies Attended

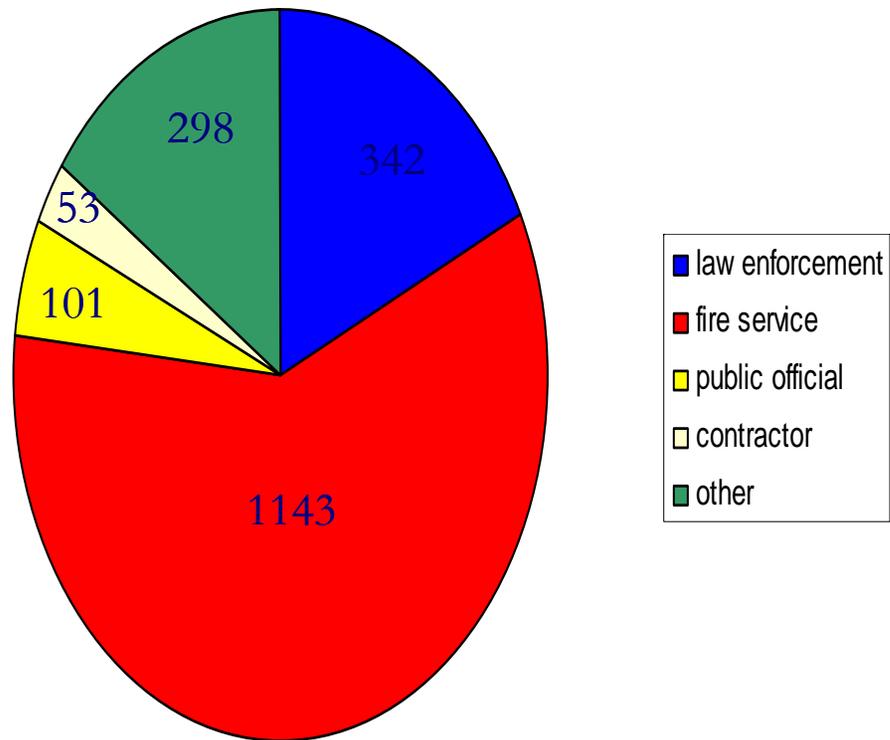


EMERGENCY OFFICIALS



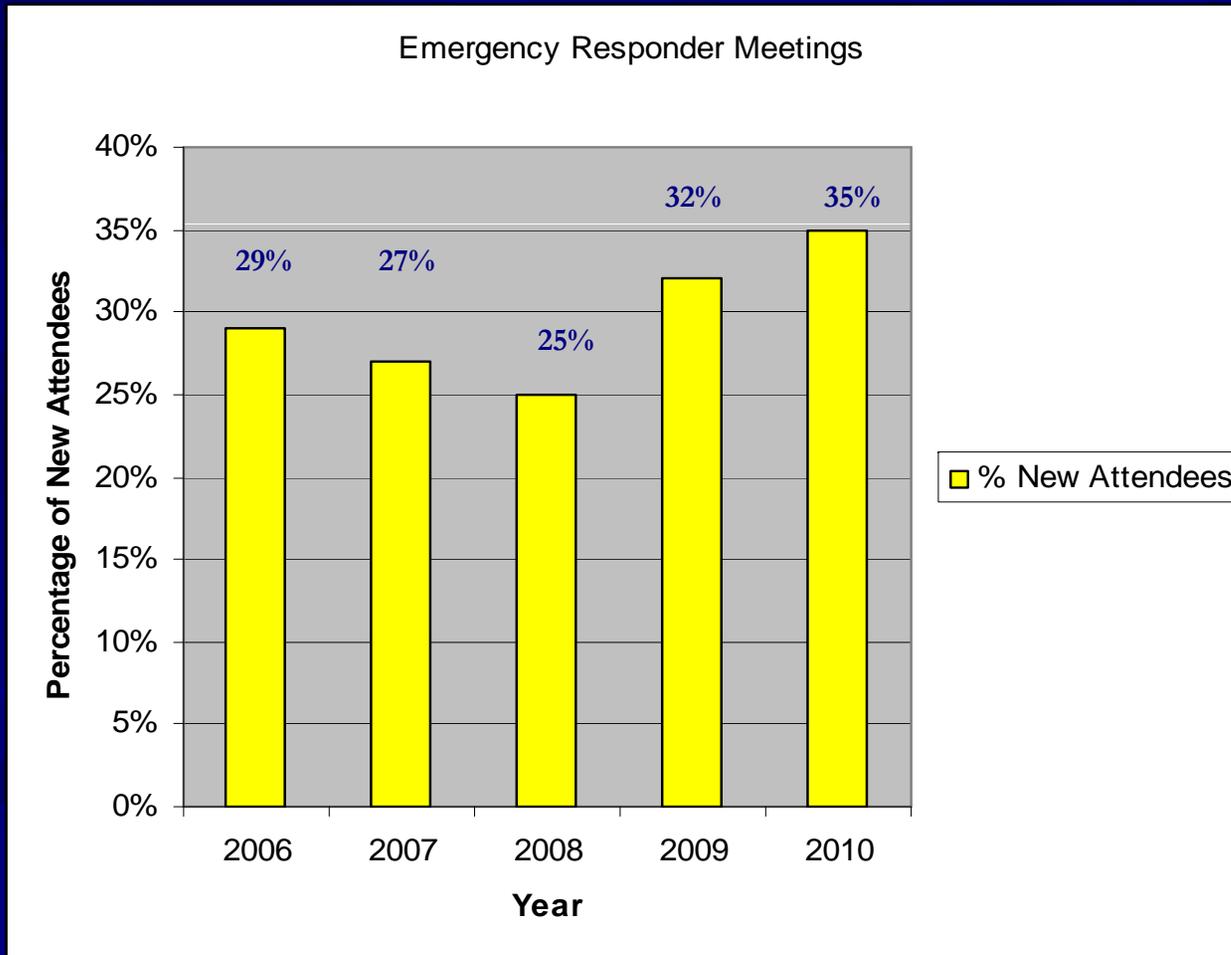
EMERGENCY OFFICIALS

2010 Total
Emergency Responders



MEASURING PROGRAM EFFECTIVENESS

% of New Attendees



Public Officials

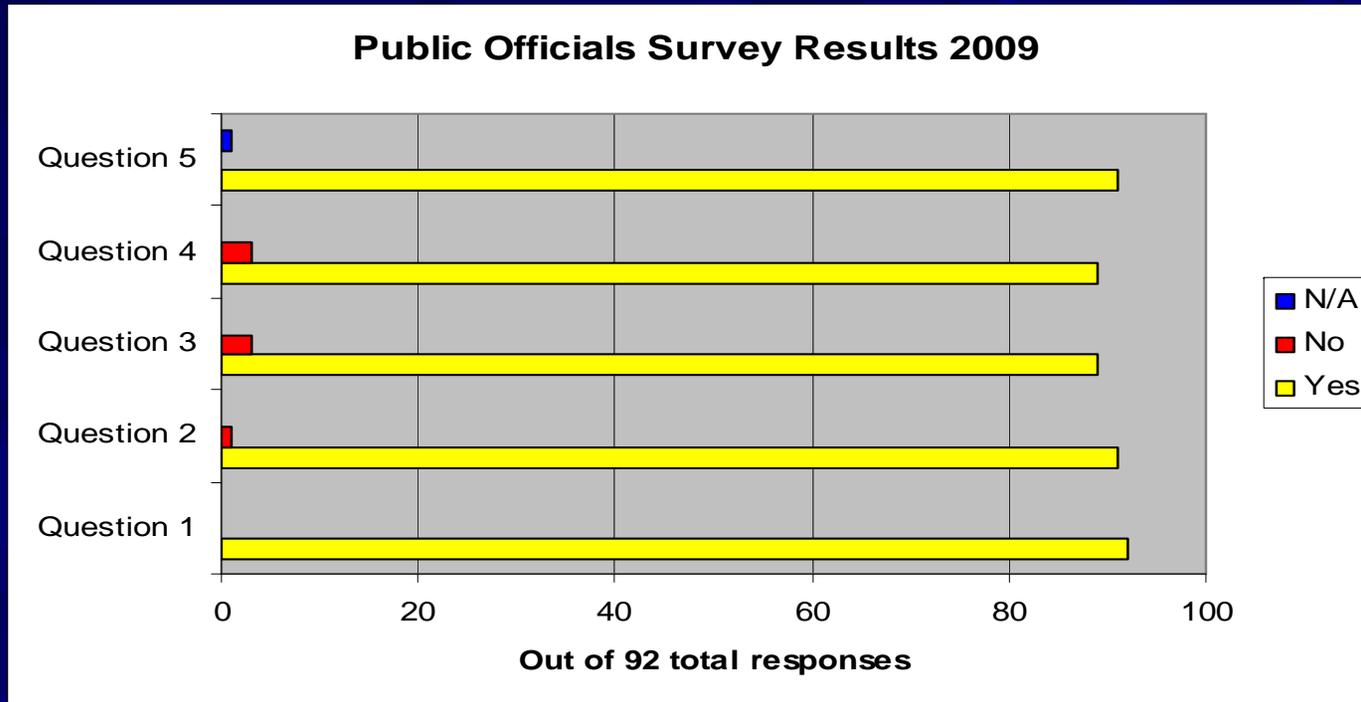
BASELINE MESSAGES FOR PUBLIC OFFICIALS

- Pipeline purpose and reliability
- Awareness of hazards and prevention measures taken by operators
- Emergency preparedness communications
- How to get additional information
- One call requirements (tr)
- Pipeline location info and availability of NPMS (tr)

PUBLIC OFFICIALS

- MAILED 3,439 BROCHURES FOR PUBLIC OFFICIALS IN INDIANA
- INCLUDED A BOUNCE BACK CARD TO MEASURE EFFECTIVENESS
- JUNE 2009 REQUIREMENT SENT OUT IN MAY 2009

Public Official Survey Results



1. Do you have a basic understanding of pipeline safety now that you have read this newsletter? 100% ANSWERED YES
2. Do you know how to recognize a pipeline right-of-way? 99% ANSWERED YES
3. Do you know how to contact the Local Distribution Company or Pipeline company in your area? 97% ANSWERED YES
4. Do you know the number to call before any digging project? 97% ANSWERED YES
5. Can you now recognize the possible signs of a natural gas or hazardous liquid leak?
99% ANSWERED YES

EXCAVATORS

BASELINE MESSAGES FOR EXCAVATORS

- Pipeline purpose and reliability
- Awareness of hazards and prevention measures undertaken by operators
- Damage prevention awareness (tr)
- One-call requirements (tr)
- Leak recognition and response (tr)
- How to get additional information
- Emergency preparedness communications (ldc)

EXCAVATORS

One Call Center Outreach

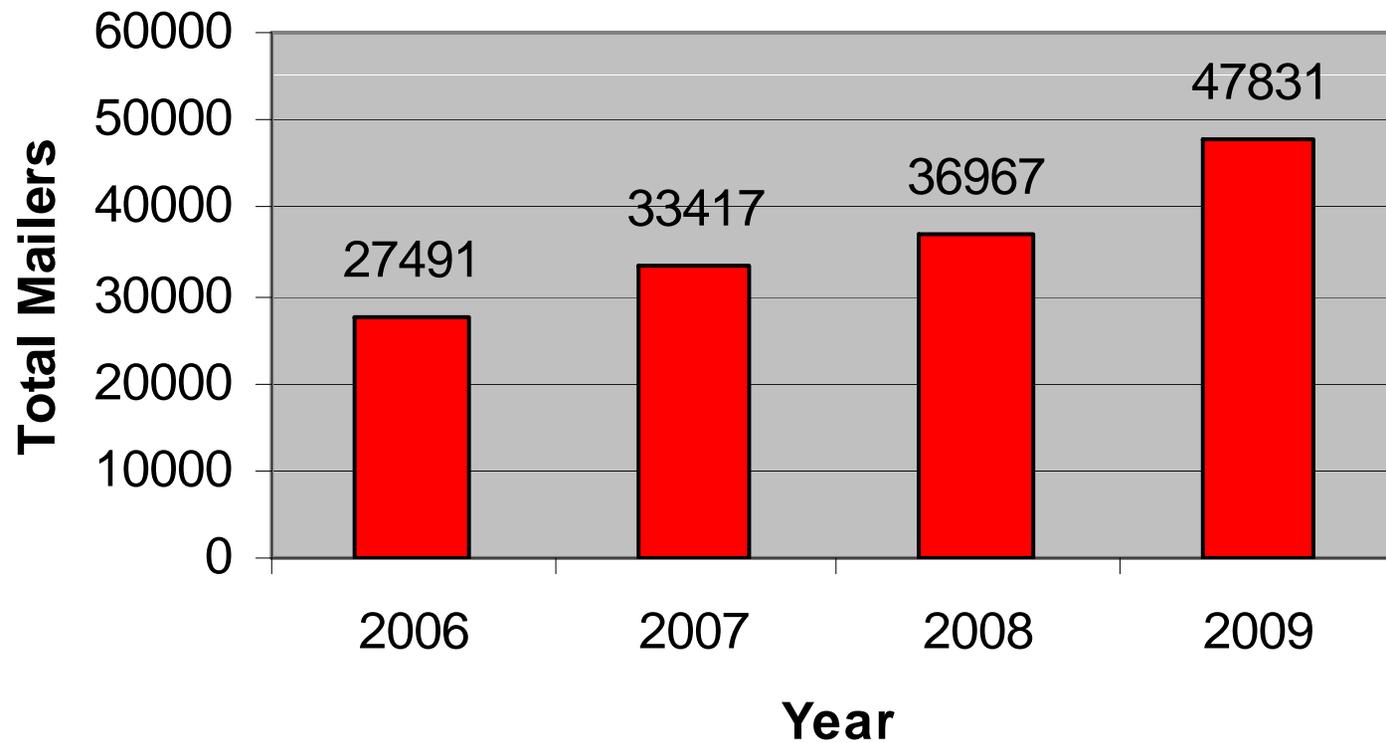


ONE CALL CENTER OUTREACH

- In 2008, Indiana 811 mailed over 36,000 excavator magazines.
- In 2009, Indiana 811 mailed over 42,000 excavator magazines in 2009
 - Started in-house mailing
- Damage prevention awareness
 - State Fair
 - Flower and Patio Show
 - Various conventions and trade shows
 - Progressive Agriculture – Kid Safety Days

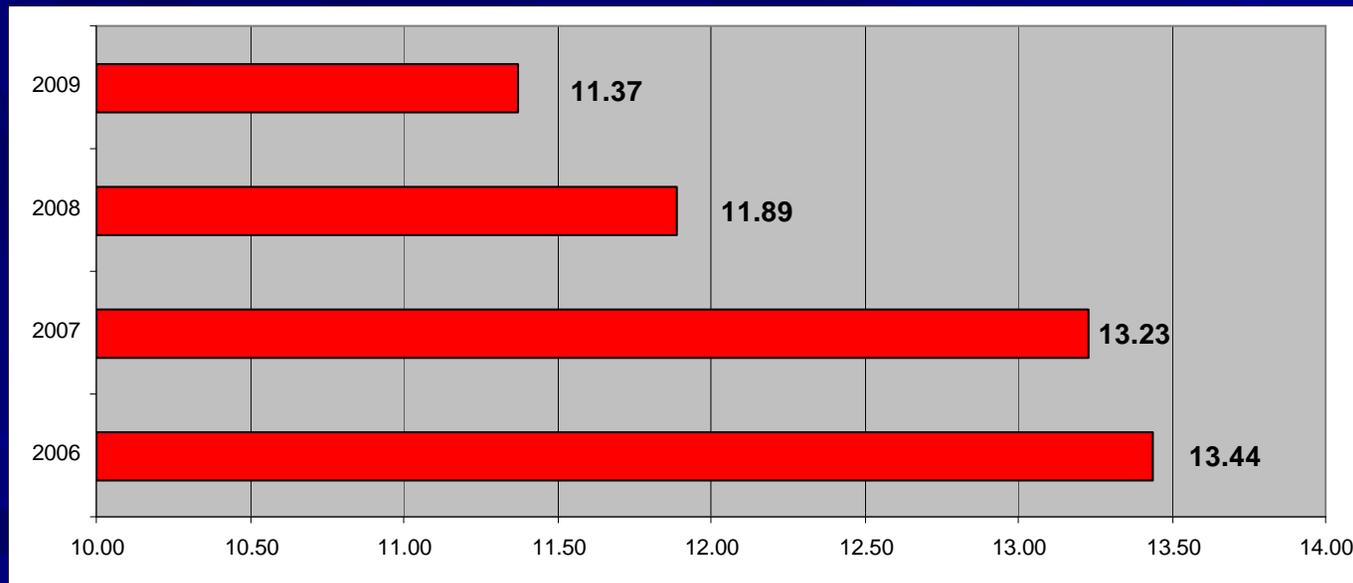
EXCAVATOR MAILINGS

Excavator Mailers



ACHIEVING BOTTOM LINE RESULTS

Indiana Total Damages Damage to ticket ratio, per 10,000



HOLEY MOLEY











INPAA AWARENESS

- Booth at the Fire Departments Instructors Conference in 2009
- Booth at the 2010 IVFA Annual Convention
- Booth at the Indiana Emergency Response Conference 2009 and 2010
- Shared booth space at the 2009 Farm Progress Show
- Flag is shown at many Indiana 811 booths around Indiana

INPAA CONVENTIONS



INPAA and 811 BOOTHS



Emergency Responder Meetings





CGA
Common Ground Alliance
Know what's below.
Dig before you dig.
811
www.indiana811.org

Indiana 811
Know what's below. Dig before you dig.
www.indiana811.org

NPAA
Indiana Pipeline
Awareness Association
www.inpaa.org

Appaloosa
Horse
Club
APPALOOSA HORSE CLUB
The International Breed Registry for Appaloosa Horses

INDIANA Dig before you dig
Know what's below. Call before you dig.
811

INDIANA Dig before you dig
Know what's below. Call before you dig.
811

Working Professionals
in a Green
Economy
CGA



CGA
Common Ground Alliance

811 Know what's below. Call before you dig.
www.811.com

811
Know what's below.
Call before you dig.

CGA
Common Ground Alliance

NIPAA
National In-Pipe Association

IPA
Iowa Pipeline Association

IOWA ONE CALL



INPAA MOVING FORWARD

- Create a pipeline safety brochure to hand out during IN 811 events.
- Create a quarterly e-news letter for emergency and public officials
- Look into new methods for message delivery
 - Paid advertising
 - TV ads
 - Printed Materials
- Improve the INPAA and Safe Gas Indiana Websites

- Continue to assist operators in their public awareness plan development and implementation
- Provide members an “operators tool kit” (2010)
 - Bill Stuffers
 - Media print ads
 - Posters