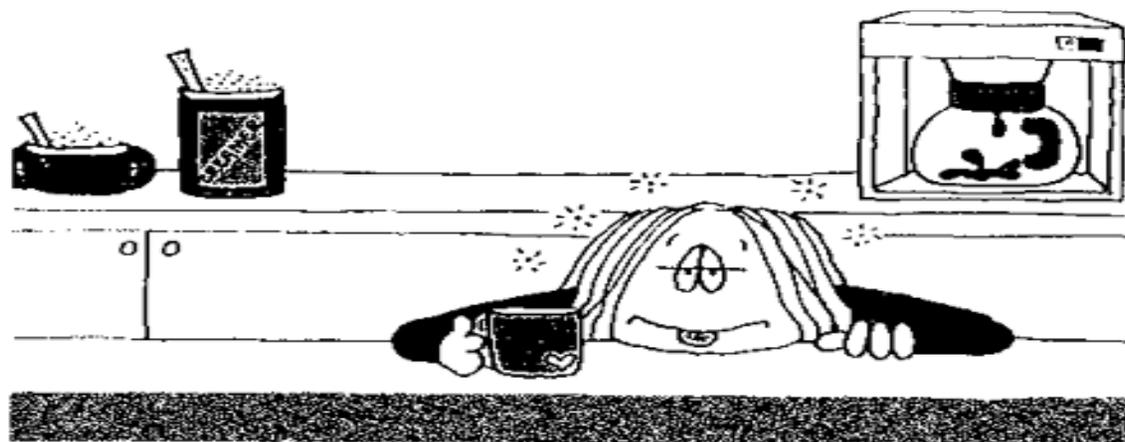


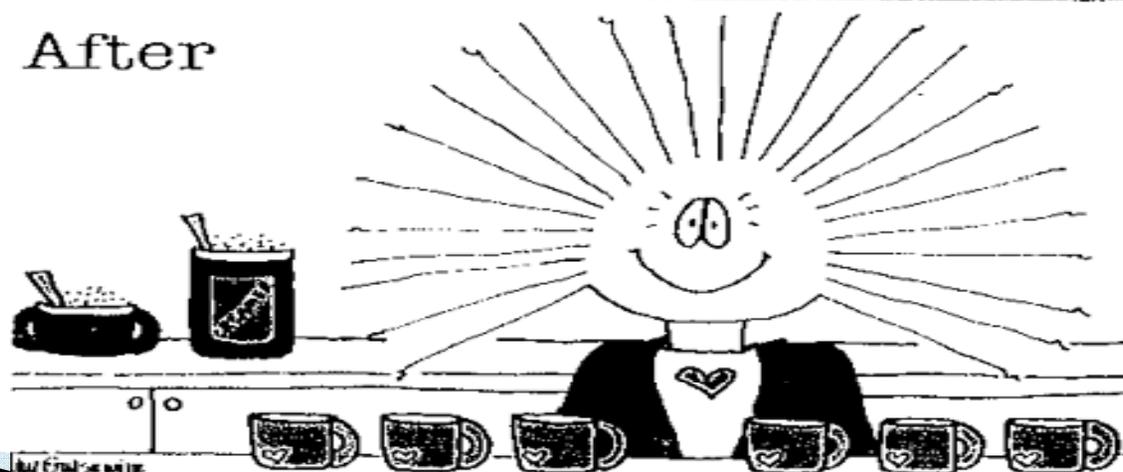
# COFFEE AND ROLLS IN THE BACK

Before

AHAJOKES.COM



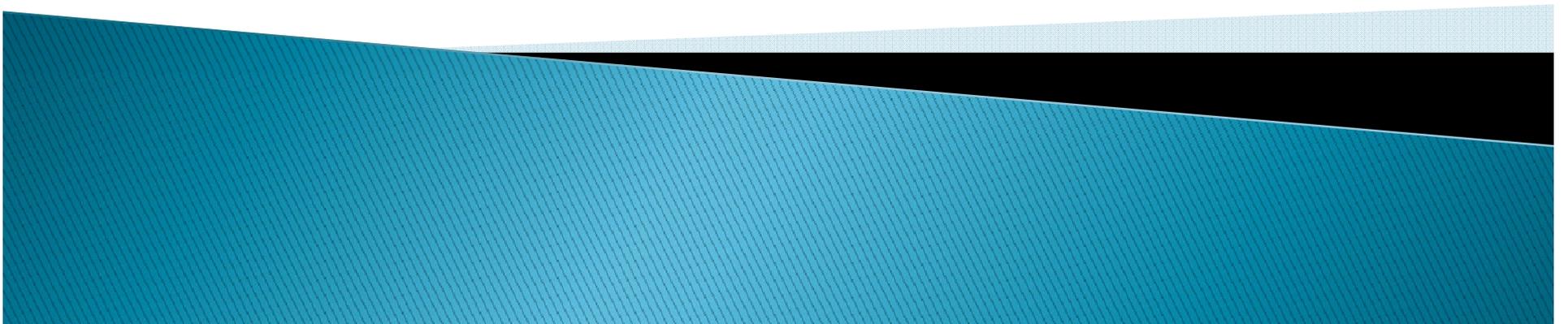
After



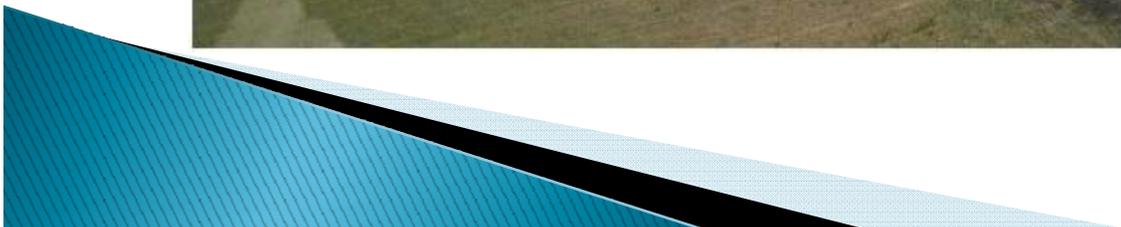
# PUBLIC AWARENESS

## 4 YEAR EVALUATION

OVERVIEW



# REMOTE LOCATIONS



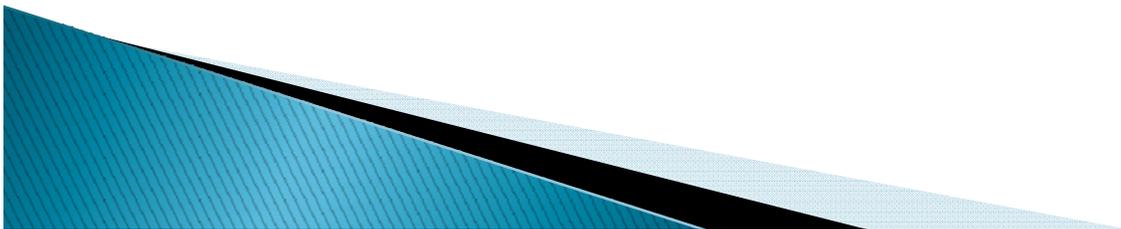
# CONGESTED LOCATIONS



# Public Awareness “SEMINAR”

If you had to identify, in one word, the reason why the human race has not achieved and never will achieve its full potential, that word would be

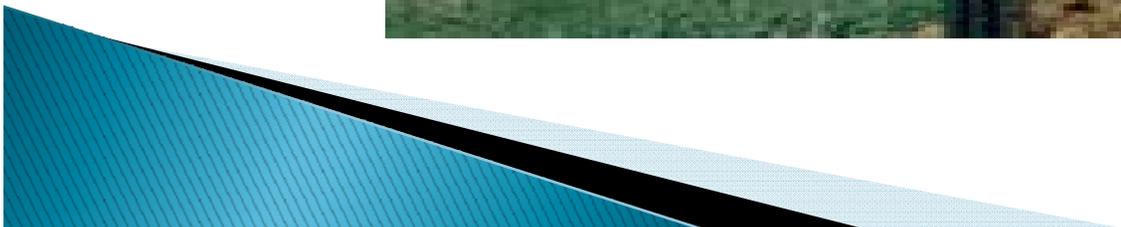
"meetings."



# ARE YOU CONFUSED

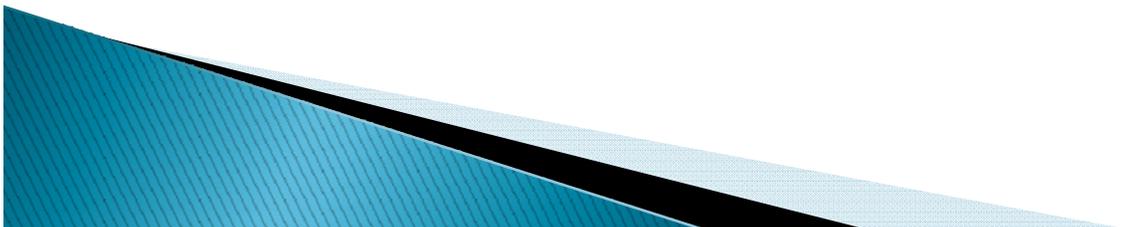


# DIRECTION



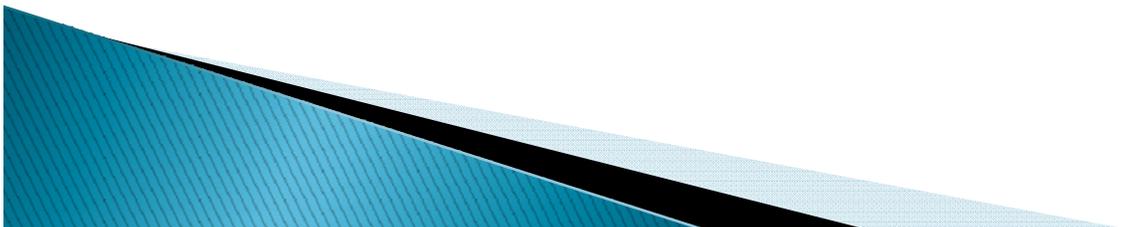
# As an Operator

- ▶ What is in the plan
- ▶ Are the roles and responsibilities identified
- ▶ Am I following the plan
- ▶ Stakeholder audiences
- ▶ Message Frequency/Delivery—What does INPAA supply
- ▶ Written plan— annual review, evaluate implementation



# As an Operator, cont.

- ▶ Message type and content
- ▶ Supplemental enhancements
- ▶ ER response officials–maintain liaison/ERP/  
AB dated June 8, 2011 SB –11–15 (San Bruno)
- ▶ Annual implementation audits
- ▶ Effectiveness evaluation
- ▶ What do I need to provide/know
- ▶ Proper documentation



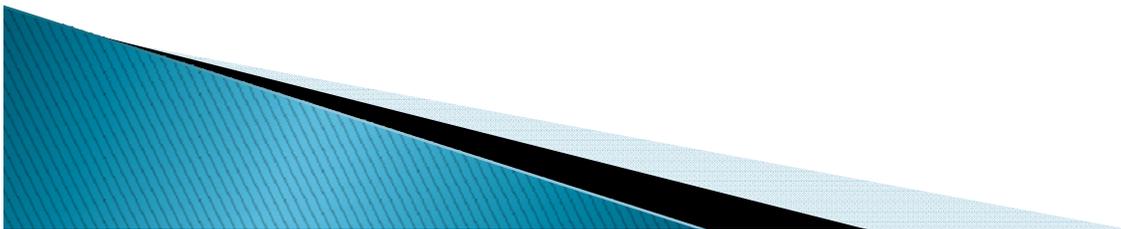
# PAP Content

- ▶ 1. Administration & Development of the Public Awareness Program
- ▶ 2. Program Implementation
- ▶ 3. Annual Evaluation & Continuous Improvement (Implementation audits)
- ▶ 4. Four Year Evaluation & Continuous Improvement (Effectiveness evaluations)
- ▶ 5. Inspection Summary & Findings



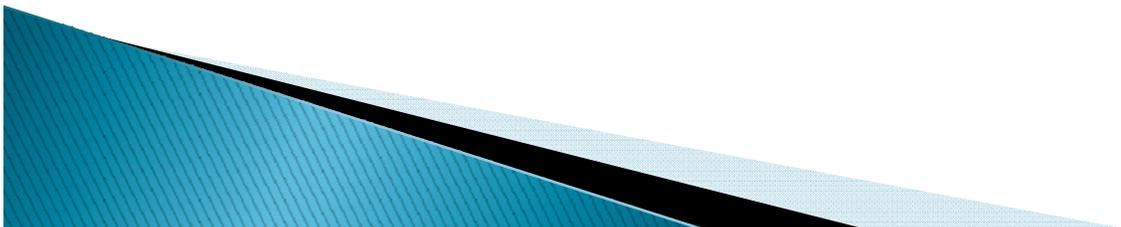
# PAP Content

- ▶ 1. Administration & Development of the Public Awareness Program



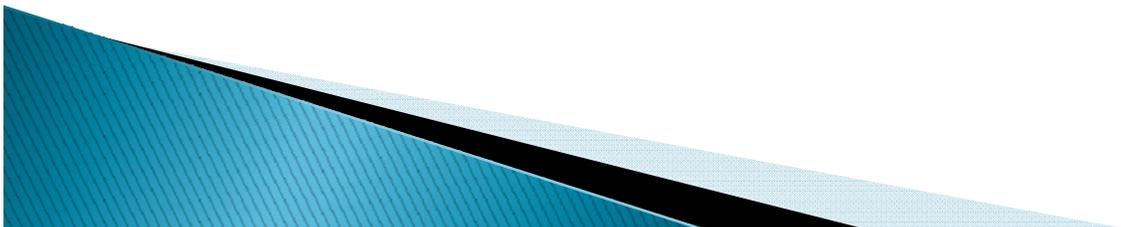
# 1. Written Program 1.01

- ▶ Ensure roles and responsibilities are defined
- ▶ When, who, how will the plan be updated
- ▶ How will the annual audit be conducted
- ▶ Employee access/familiarity with program



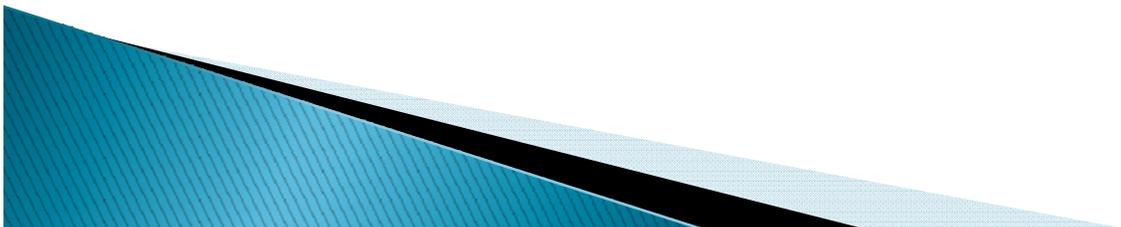
# Program Objectives 1.02

- ▶ To increase the awareness of the public and key stakeholders of the presence and location of pipelines in the community
- ▶ Inform the public of the appropriate steps to prevent, identify and respond to pipeline emergencies.
- ▶ Deleted from March revision, still pertinent. Included in Introduction and Scope of 1162 verbiage



# Management Commitment 1.02

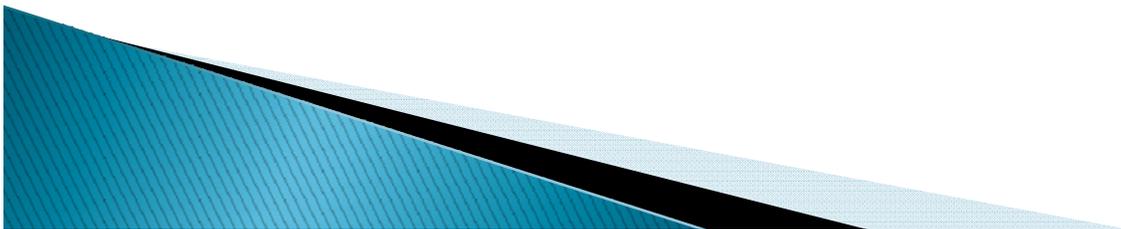
- ▶ How does management participate
- ▶ Who administers the program (vs. administrator)
- ▶ Are roles clearly defined for all involved
- ▶ Is there a 3<sup>rd</sup> party contractor used
- ▶ If so, what is their role
- ▶ If significant changes occur, have new letter of Mgt. support signed



# Unique Attributes/Characteristics

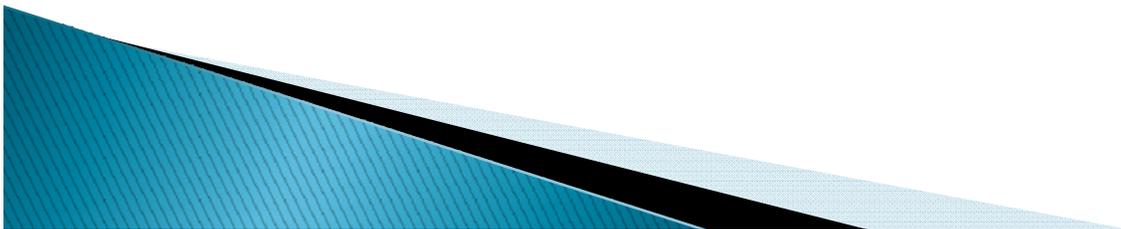
1.04

- ▶ Identify types/assets covered in PAP, i.e. (gas, liquid, storage fields, propane air, breakout tanks, gathering, etc..)
- ▶ Odorized VS. Unodorized lines
- ▶ Specific line locations, you may want to communicate with officials. (NTSB release)
- ▶ May affect considerations for supplemental enhancement



# Stakeholder Audience 1.05

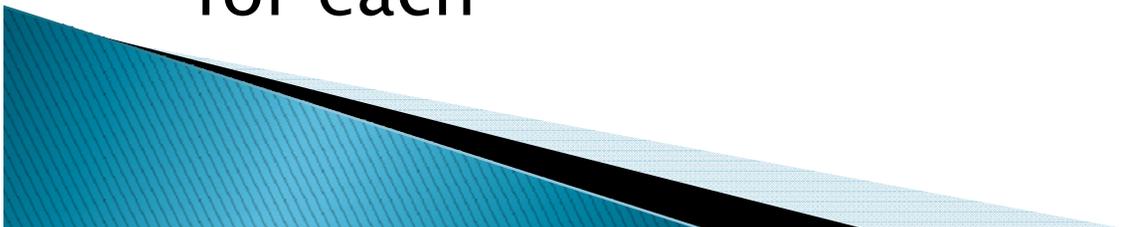
- ▶ Affected Public, Emergency and Local Public officials, and Excavators. (4 audience group)
- ▶ How was the audience determined
- ▶ What methods were used to determine
- ▶ Was a list purchased? Data source reliable?
- ▶ When was the data collected. (is it current??)
- ▶ Review each audience group (all 4)
- ▶ Affected Public list must include Transmission and distribution



# Message Frequency/Deliverability

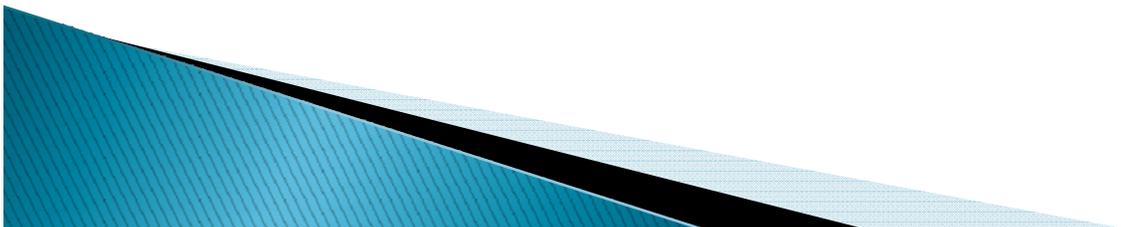
1.06

- ▶ Verify in the written plan where the message, methods and frequencies are included for each of the four primary audiences. (Review baseline message and frequencies, meet or exceed 1162, table(s) 2)
- ▶ What information does INPAA supply the operator
- ▶ Identify in the plan who will be responsible for each



# Written evaluation plan 1.07

- ▶ Does the plan address how the operator will periodically evaluate the program implementation and effectiveness?
- ▶ How will they conduct the annual review
- ▶ Who will perform
- ▶ Similar to section 1.01 above

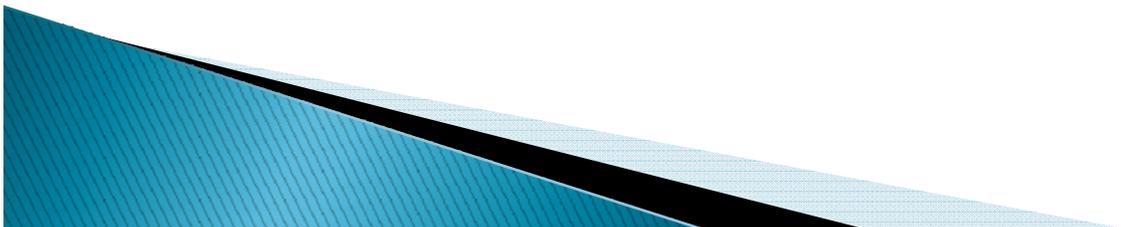


# END OF SECTION 1

- ▶ Roles & Responsibilities identified further

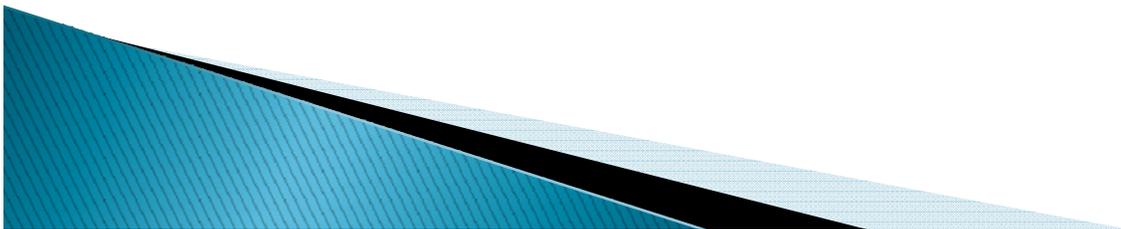
(Tracey Bryant: Vectren Energy Delivery)

## QUESTIONS



# PAP Content

- ▶ 2. Program Implementation



## 2. English or other Language 2.01

- ▶ Does the operator deliver material and messages in English and other language
- ▶ How is that determined
- ▶ Updated data sources (census figures, court house records i.e. permitting)
- ▶ for Indiana audits this category does not apply **currently!!**



# Message Type & Content 2.02

- ▶ Does the message target the 4 primary stakeholder audiences to include provision to educate the public, govt org, excavators
  - ▶ Possible hazards, physical indications of **release** (hazards and prevention message should be more detailed for emergency responder audience than others)
  - ▶ Pipeline markers operator specific (trans, NPMS)
  - ▶ Verify correct contact numbers are used
- 

# PIPELINE MARKERS



# Message Type & Content, Cont 2.02

- ▶ Generic messaging (is likely to be unacceptable in most cases) – (Mark Steele: INPAA to address)
  - ▶ Verify coverage and brochure(s)
  - ▶ Ensure baseline messages are met (purpose, reliability, leak recognition, awareness of hazards, etc..)
  - ▶ Promote Indiana 811 (One-Call) Damage prevention
  - ▶ Message to Excavators (shore-up)
- 

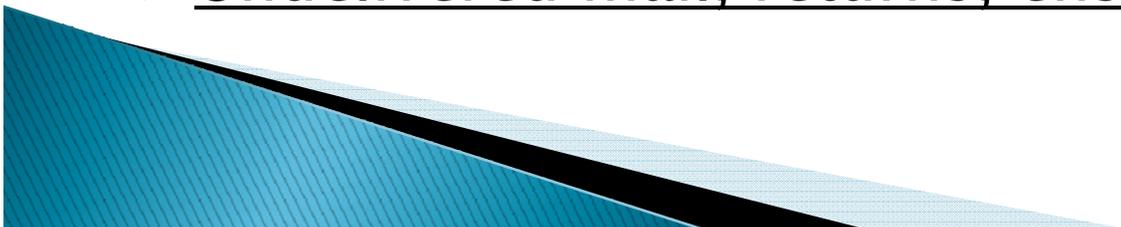
# Messages on Pipeline Facility Locations 2.03

- ▶ How were messages delivered to affected municipalities, school districts, businesses, and residents (such as presentations, mailings)
- ▶ Were maps distributed in communication (pipeline location relevant to affected municipality, school, business, resident)
- ▶ Was the message generic or specific to your facility
- ▶ Pipeline markers specific to product



# Baseline Message Delivery Frequency 2.04

- ▶ Verify frequency (last 5 years records) for the following delivery frequencies for materials and messages:
  - *Affected Public*
  - *Emergency Officials*
  - *Local Public Officials*
  - *Excavators*
- ▶ Undelivered mail, returns, ensure contact made

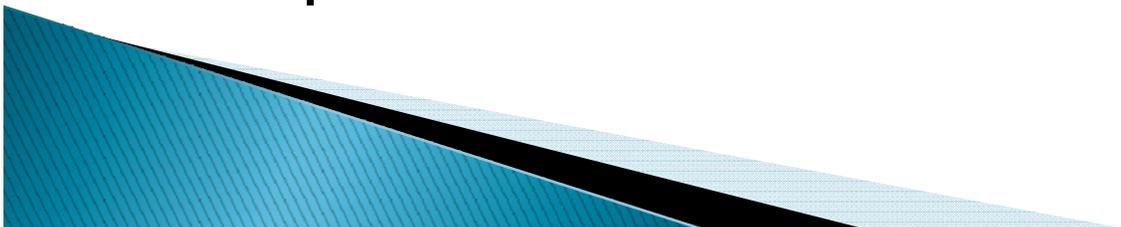


# Supplemental Enhancements 2.05

- ▶ Did the operator consider factors along all of its pipeline system for supplemental messages? If so, what were those factors? What was evaluated?
  - ▶ Designated HCA's prompt operator to consider activity above baseline (annual contact PSO)
  - ▶ Occurrences of 3<sup>rd</sup> party damages
  - ▶ Other means to contact excavators
  - ▶ Have a BIG picture of how/when supplemental information will be used
  - ▶ Track usage and audience
  - ▶ Take credit for supplemental communications
- 

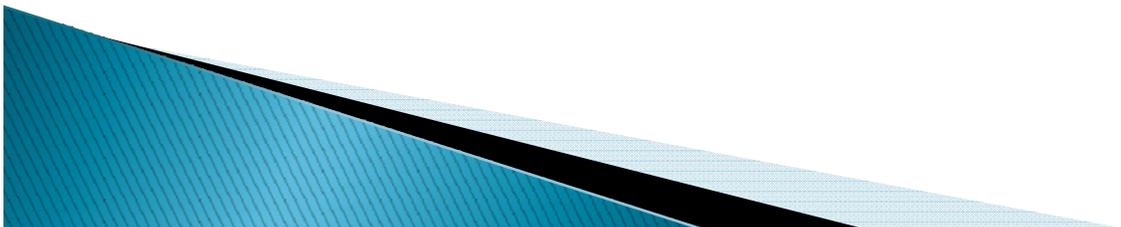
# Maintain Liaison ER Officials 2.06

- ▶ This is KEY!!
- ▶ Did the operator maintain relationship with Emergency officials
- ▶ Emergency plan available to emergency responders (AB dated 11-3-2010)
- ▶ What are the expectations for emergency responders. Is it the same for all locations



# Maintain Liaison ER Officials, Cont 2.06

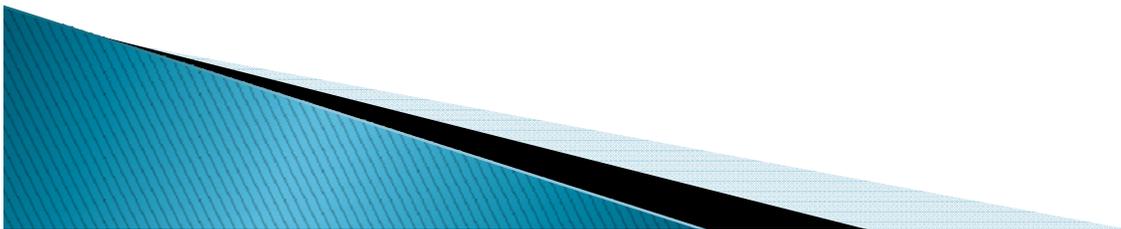
- ▶ Attendance at INPAA meetings. Ensure information reaches those who do not attend
- ▶ Review list and make calls to agencies who do not attend
- ▶ Verify any meetings or follow up with this group



# END OF SECTION 2

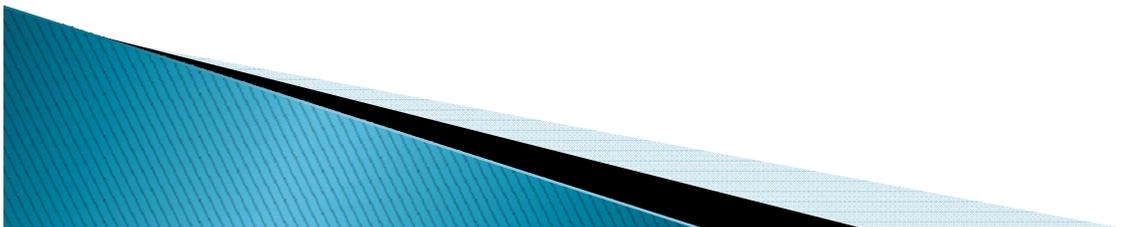
- ▶ How the operator must take ownership

## QUESTIONS



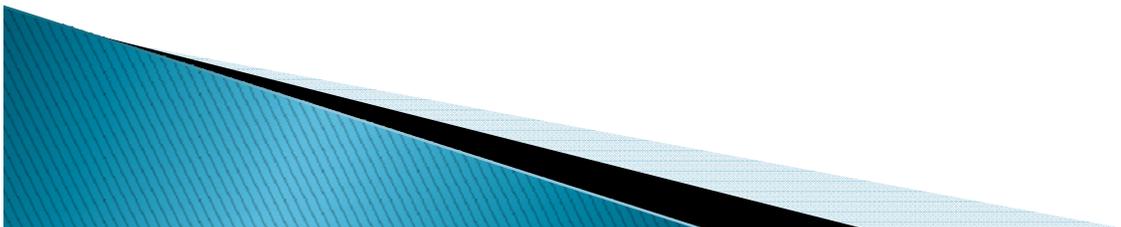
# PAP Content

- ▶ 3. Annual Evaluation & Continuous Improvement (Implementation audits)



# Measuring Implementation 3.01

- ▶ Verify operator performed annual audits or review of the PAP beginning in 2007
- ▶ Review audit records, findings, assessments
- ▶ Has the PAP been implemented and documented as written (similar to 1.07)

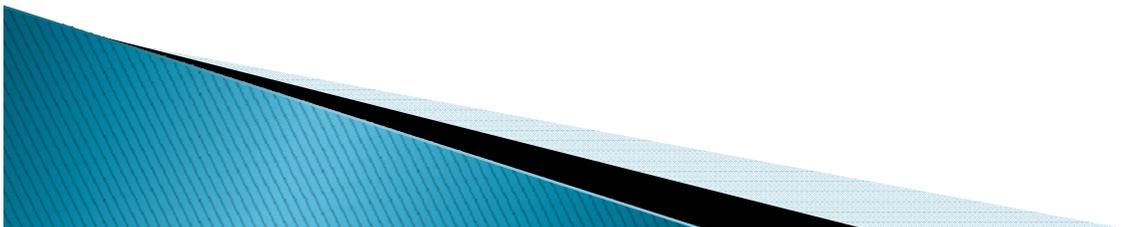


# Program Implementation Audit Methods 3.02

- ▶ Did the operator use 1 or more of the 3 annual acceptable methods (section 8.3, 1162) internal, 3<sup>rd</sup> party, regulatory review
    - If not, provide justification as to why
  - ▶ Use the INPAA checklist form (Annual Self Assessment) / Tracey
  - ▶ Based on annual review, provide recommendations for improving the program design or implementation
- 

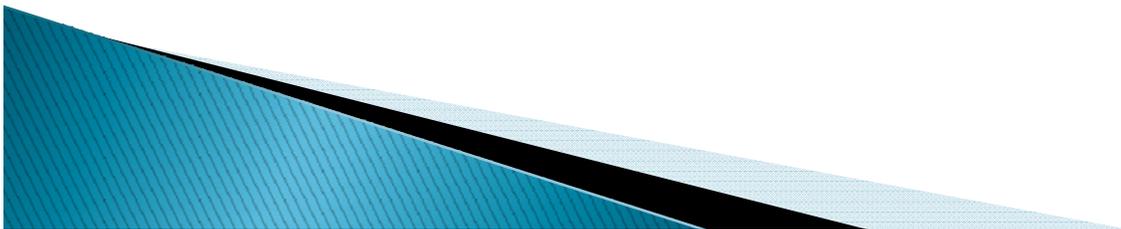
# Changes & Improvements 3.03

- ▶ Examine operators review & findings. Did they implement improvements based on assessment and findings.
- ▶ Identify what worked, what didn't work and what changes will be enacted.
- ▶ Document why changes were made and why (Tracey, how to)



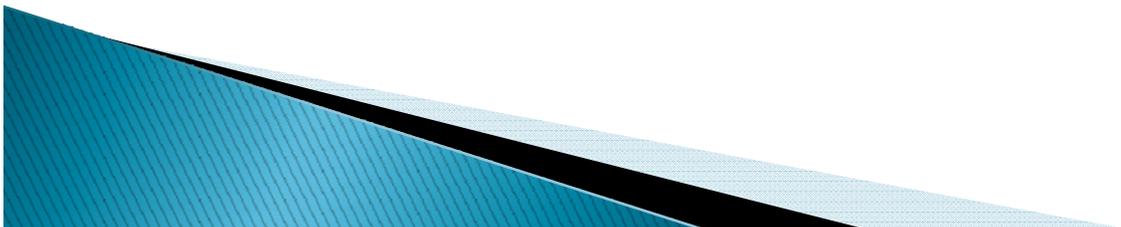
**END OF SECTION 3**

**QUESTIONS**



# PAP Content

- ▶ 4. Four Year Evaluation & Continuous Improvement (Effectiveness evaluations)



# Evaluating Program Effectiveness 4.01

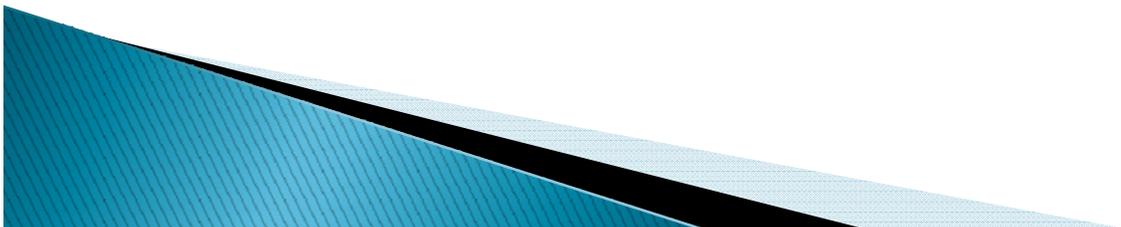
- ▶ Did the operator conduct effectiveness evaluation prior to June 2010? When was it completed?
- ▶ Assess effectiveness in all areas along all systems covered in the program
- ▶ What methods were used (mailings, telephone surveys, in-house, 3<sup>rd</sup> party contractor)
- ▶ Is the message/material for stakeholders clear, understandable, appealing, etc...
- ▶ How was sample size determined
- ▶ Pre-test info added here, old 1.07



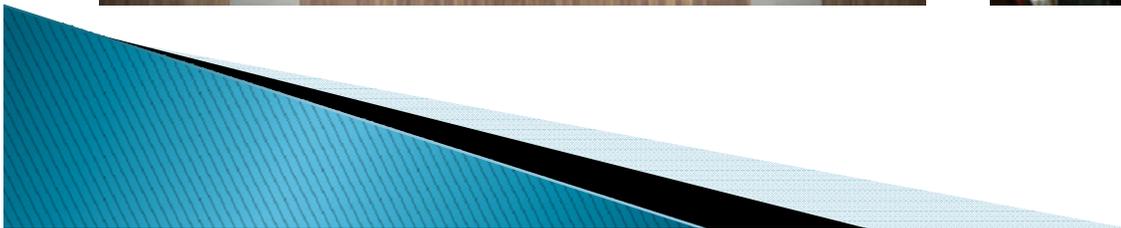
# EFFECTIVENESS EVALUATION FOR EACH STAKEHOLDER AUDIENCE

## Measures (4)

1. PROGRAM OUTREACH- PERCENTAGE REACHED
2. UNDERSTANDABILITY OF MESSAGE
3. DESIRED BEHAVIORS
4. BOTTOM-LINE RESULTS

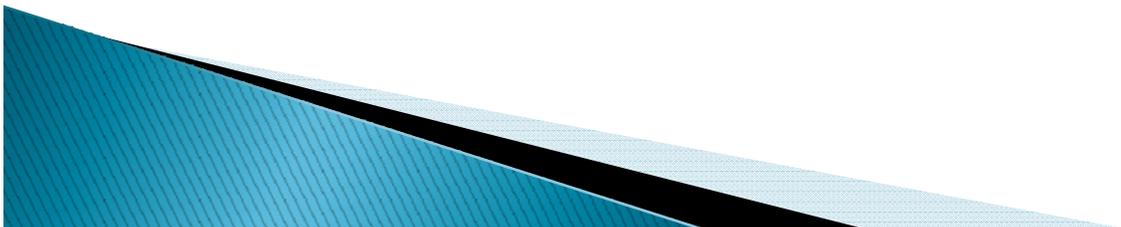


# Program Outreach



# Measure Program Outreach 4.02

- ▶ Identify the processes used to track the number of individuals or entities reached within each stakeholder audience group, within all areas of the system
- ▶ Verify the number of individuals or entities reached within each stakeholder audience group
- ▶ When was evaluation completed

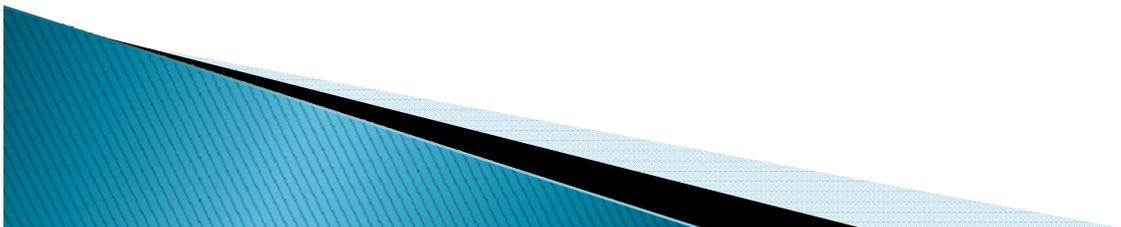


# Measure % Reached

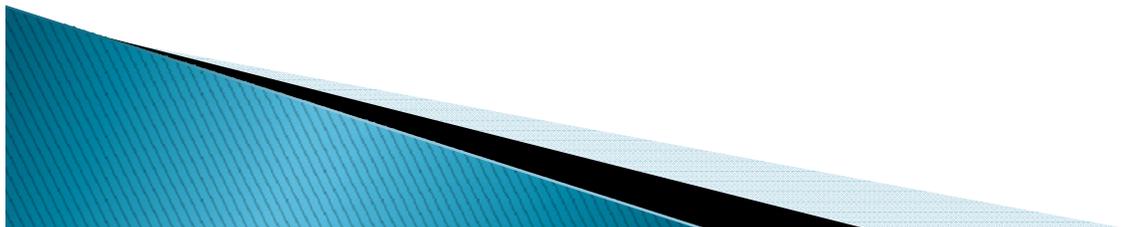
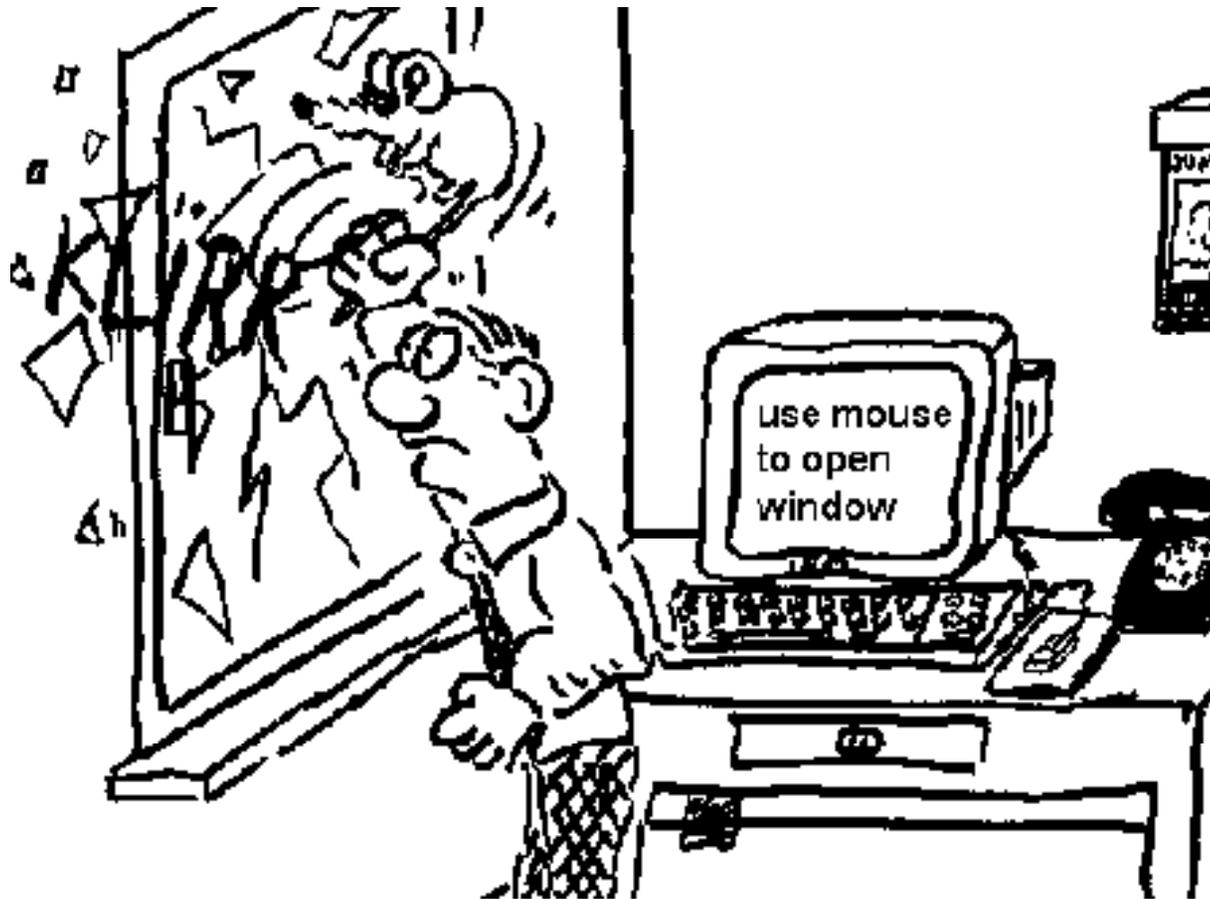


# Measure % Reached 4.03

- ▶ Verify how the operator determined the methods used to track the number of individuals or entities reached within the intended audience (document independently to draw distinctions)
  
- ▶ How was sample size determined



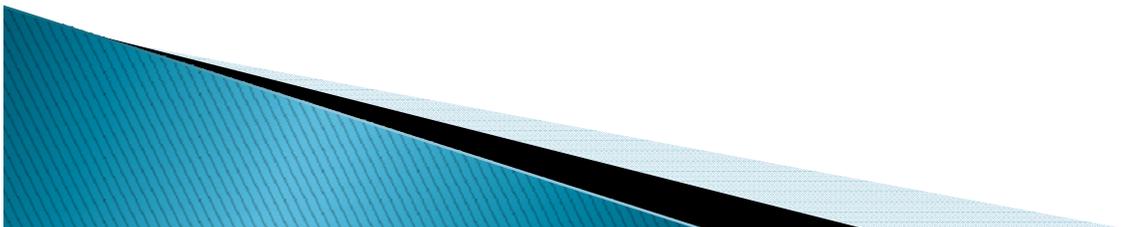
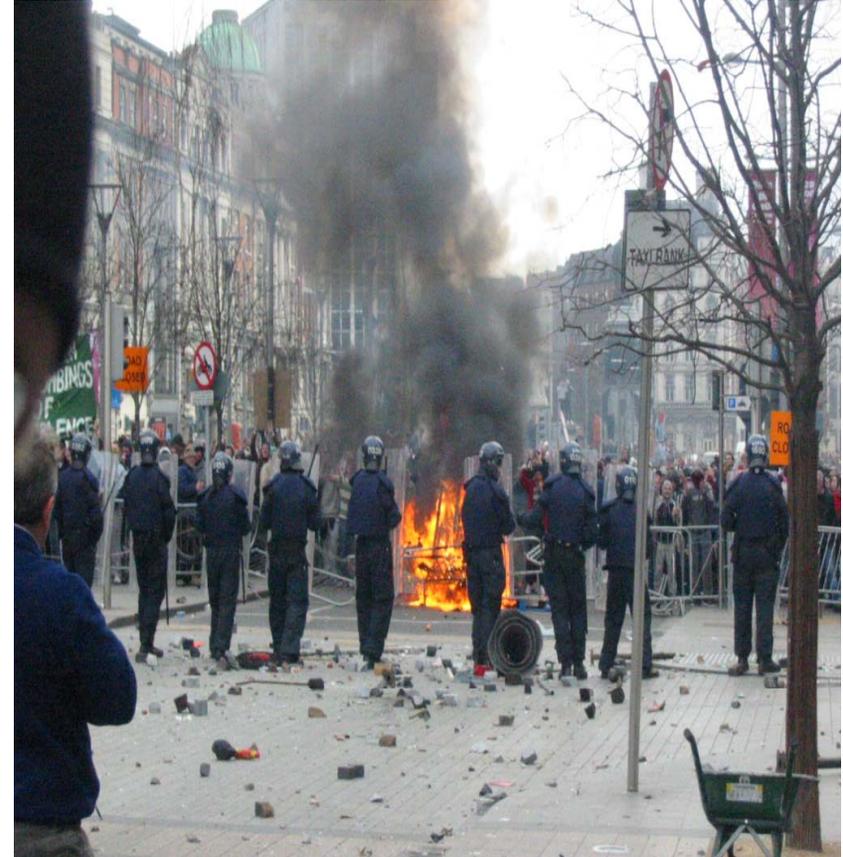
# DO THEY UNDERSTAND



# Measure Understandability 4.04

- ▶ Based on % reached, did the operator assess that the message sent to the stakeholder was understood and retained key information
  - ▶ If so, what process did the operator use to determine and ensure the message was understood and the stakeholders retained information
  - ▶ 1162 questions Table E, Yes/No driven, (each audience group & effectiveness. Paradigm group meetings pre/post test may offer better question format. (ER only)
- 

# Desired Behaviors Good or Bad



# Measure Desired Behaviors 4.05

- ▶ Examine the operator's evaluation process used to determine if the stakeholders have demonstrated the intended learned behaviors.
- ▶ Verify the operator determine whether appropriate prevention behaviors have been learned by the stakeholder audiences and if those behaviors are taking place or will take place when needed.
- ▶ for Indiana audits this category does not apply CURRENTLY !!!!



# Bottom Line Results

In good Shape

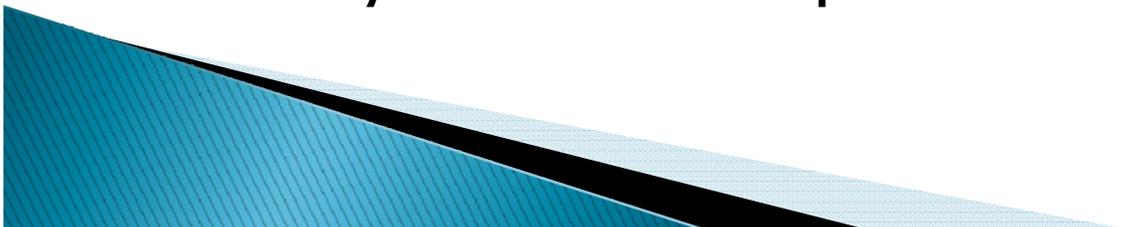
or

Need a little help



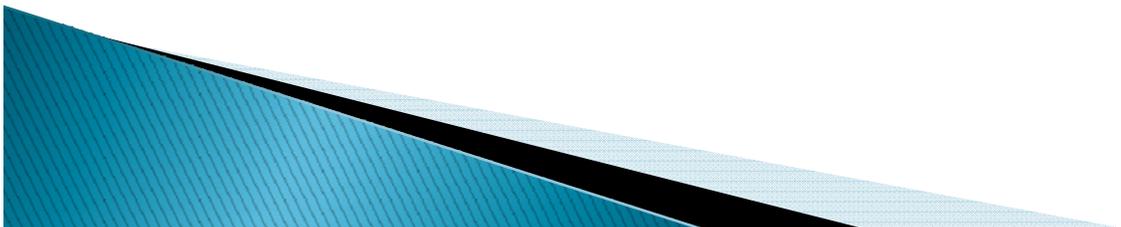
# Measure Bottom-Line Results 4.06

- ▶ Did the operator measure bottom-line results, by tracking 3<sup>rd</sup> party damages/incidents (pipeline failures vs. no failures, near misses, consequences)
- ▶ Other bottom-line measures, such as the affected public's perception of safety of the operator's pipeline
- ▶ Verify and review process used (Examples Tracey)



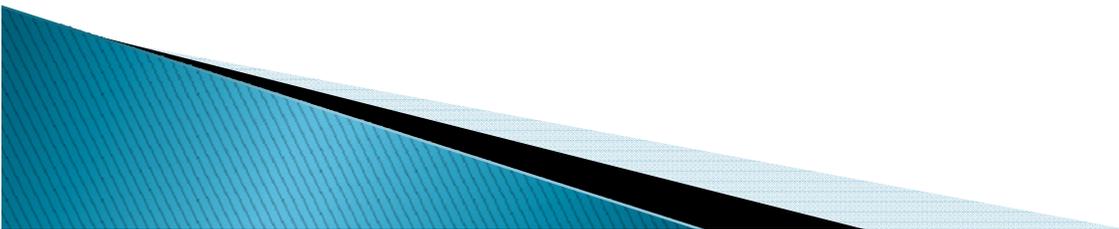
# Program Changes 4.07

- ▶ Did the operator identify and document needed changes and/or modifications (a plan that outlines what changes were made)
- ▶ Examine findings
- ▶ Did the operator make changes based on assessments and findings
  - ▶ (Summarize changes based on audit-Tracey)



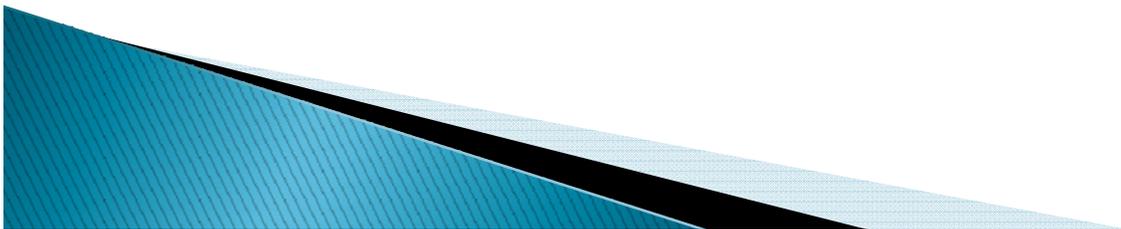
**END OF SECTION 4**

**QUESTIONS**



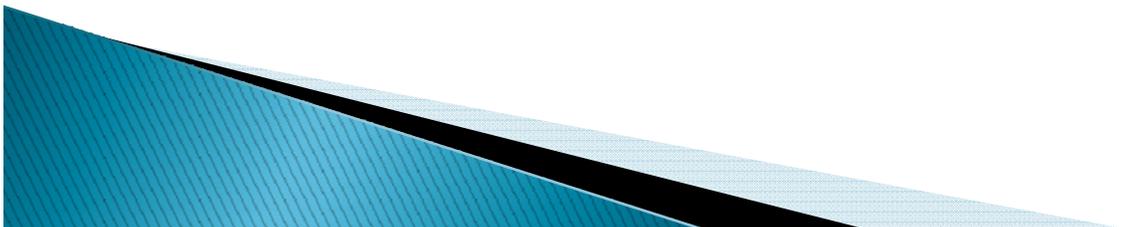
# PAP Content

- ▶ 5. Inspection Summary & findings



# Summary & Findings 5.01/502

- ▶ Ensure the written plan identifies, how, when, and who will address the annual audit.
- ▶ How will the audit be conducted
- ▶ Update and revise roles/responsibilities are necessary to ensure compliance
- ▶ Did the operator document evaluation and results
- ▶ Does the operator understand the survey results



# Summary & Findings cont.

- ▶ Operator must demonstrate ownership of their program
- ▶ Operator needs to understand INPAA roles and limitations (website facts)
- ▶ Act on trends prior to performing 4 year evaluation
- ▶ Have a uniform approach of how data will be gathered and captured
- ▶ Document changes and improvements
- ▶ Provide support for your decisions (and last but not least)



# Winners !!!



**END OF SECTION 5**

**QUESTIONS**

