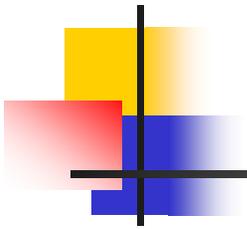


API RP 1162: Public Awareness Programs for Pipeline Operators

An industry Recommended Practice (RP)
developed under ANSI guidelines

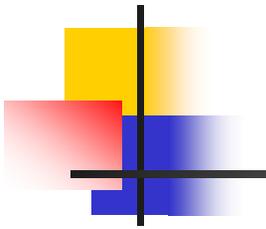
Louise Scott, API

January 27, 2003



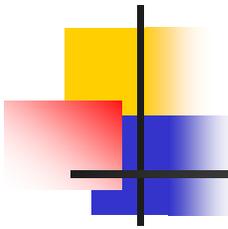
Purpose

To improve pipeline operators' ability to protect the public and the environment by enhancing public awareness outreach to key stakeholders along existing pipeline routes



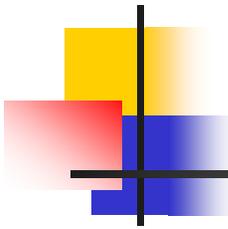
Who is involved?

- **Industry Co-Sponsors:**
 - American Petroleum Institute (API) – publisher
 - Association of Oil Pipe Lines (AOPL)
 - Interstate Natural Gas Association of America (INGAA)
 - American Gas Association (AGA)
 - American Public Gas Association (APGA)
- **Other Participants & Observers**
 - U.S. DOT, Office of Pipeline Safety (OPS)
 - National Association of Pipeline Safety Representatives (NAPSR)
 - Gas Technology Institute (GTI)
- **Any interested party may contribute views and comments**



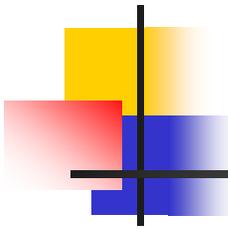
What is an API RP?

- A voluntarily industry initiative
- Establishes a recommended way for companies to conduct specific activities
- Developed under established policies and procedures (see www.api.org, standards development)
- Balloted for adoption as an industry RP
- RP 1162 will be published by API and available on API's website



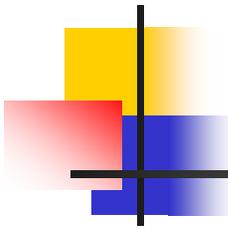
What is an ANSI Standard?

- RP 1162, when adopted, will be an ANSI standard
- The American National Standards Institute (ANSI) is a private non-profit organization that administers and coordinates US voluntary standardization.
- The ANSI standardization process includes public notice and comment, a requirement to consider all comments, and an appeal process
- ANSI accredits organizations that may develop ANSI standards; API is an ANSI-accredited standards body
- For more information on ANSI: www.ansi.org



Scope of the RP

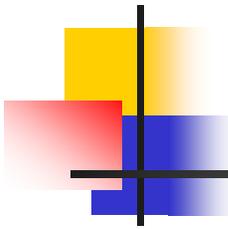
- Focuses on public awareness programs for key stakeholders along existing pipelines
- Establishes minimum RPs for all pipeline operators
- Provides guidelines for supplemental RPs where conditions suggest a more intensive effort (*This tiered approach addresses differences in pipeline systems, risks and stakeholder needs*)
- Does **not** address new pipeline construction or incident response communications, although elements may be useful for these situations



What is in this new RP?

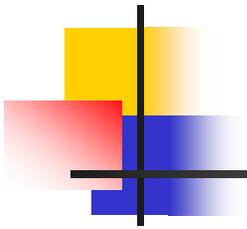
Guidelines for:

- Development of written public awareness program
- Identification of specific stakeholder audiences
- Tailoring message content for each audience
- Tailoring delivery method to message and audience
- Message delivery frequency
- Program evaluation for effectiveness



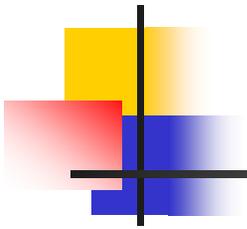
What is new about RP 1162?

- Includes liquid and natural gas pipelines and LDCs, not just liquid pipelines
- A model program with baseline set of recommended practices
- Tiered recommendations to accommodate differences in pipelines, risks and stakeholder needs
- “Toolbox” to assist operators with development and implementation
- Evaluation of program effectiveness



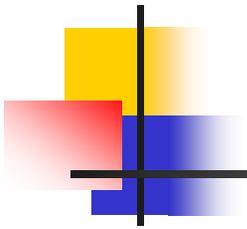
Who are the Key Stakeholder Audiences?

- Landowners, residents, and places of congregation (businesses, schools, etc.) near the pipeline
- Local and state emergency planning and response officials who have responsibility for protecting the public in the event of a pipeline incident
- Local public officials and “governing councils”
- Excavators



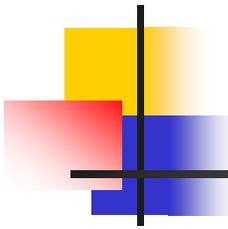
RP Development Process

- Development follows ANSI consensus standard-making process (see www.ansi.org)
- Development includes independent review by public communications experts and active solicitation of stakeholder input



How to get involved

- Monitor progress and access current draft on website at:
www.api.org/pipelinepublicawareness
- Comment on the RP during balloting process in the Spring of 2003
- The RP, when published, will be made available (free) electronically from the API website.



Public Awareness Programs only one facet of communication needs

- Development of this RP is only **part** of the solution to pipeline communication challenges
- Other complementary efforts:
 - Industry participation in Common Ground Alliance and its Dig Safely Campaign (www.commongroundalliance.com)
 - Pipeline industry's educational website (www.pipeline101.com)
 - Pipeline company outreach
 - OPS outreach and communications, including public workshops, OPS website, public notices in Federal Register, and company reports to OPS