In June 2004, the US Department of Transportation’s Research and Special Programs Administration (RSPA) and the Office of Pipeline Safety (OPS) proposed a rule that requires all gas and hazardous liquid pipeline operators to develop and implement public education programs that comply with American Petroleum Institute’s (API) Recommended Practice 1162 (RP 1162).

The final rule, implemented in June 2005, calls for pipeline operators to develop and implement public education programs that address key stakeholder audiences.

RP 1162 defines requirements for public awareness programs including: the message delivered to each audience; the frequency of message; and the methods & vehicles for delivering the message.
Program Administration

Two Main Components
Common to both Companies

Mass Mailings
Corporate

Personal Contact
Field
Mass mailings for Williams coordinated from Houston & SLC using third-party vendor: Paradigm.
## 2011 Public Awareness Overview

### Baseline

<table>
<thead>
<tr>
<th>Category</th>
<th>Affected Public</th>
<th>Excavators</th>
<th>Emergency Officials</th>
<th>Public Officials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration</td>
<td>2 Years</td>
<td>Annual</td>
<td>Annual</td>
<td>Annual</td>
</tr>
</tbody>
</table>

### Supplemental

<table>
<thead>
<tr>
<th>Category</th>
<th>HCA Affected Public</th>
<th>Farmers</th>
<th>811 Affected Public</th>
<th>Schools</th>
<th>911 Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration</td>
<td>2 Years</td>
<td>Annual</td>
<td>Annual</td>
<td>Annual</td>
<td>Annual</td>
</tr>
</tbody>
</table>

**HCA Affected Public**

- 

**Farmers**

- "Call Before You Dig" pamphlet

**811 Affected Public**

- "Dig Safe" brochure

**Schools**

- "Pipeline Safety for Schools" pamphlet

**911 Operations**

- "Operation 911" document

---

**Baseline**

- "Impact of Excavators" pamphlet

**Supplemental**

- "Impact of 811" document

---

**Notes on the Map**

- "Call Before You Dig" map overlay

---

**Baseline**

- "Impact of Excavators" pamphlet

**Supplemental**

- "Impact of 811" document

---

**Notes on the Map**

- "Call Before You Dig" map overlay
2011 Affected Public

Residences, businesses within general buffer of 660 feet on either side of the centerline. In HCAs, 1 of 4 buffers: 350, 660, 1000 or 1,200 feet. Includes farmers.

Data provided by third-party vendor using geo-spatial address databases

Affected Public letter; Distributed every 2 years

Supplemental farmers

Supplemental 811 post card
Local, state or regional officials with safety jurisdiction along the pipeline route. Includes 911 dispatch centers.

Data provided by internal company database

Letter, map, fact sheet, contact card; Distributed annually

2010 Online training

Letter, map fact sheet
2011 Excavators

Includes excavators, land developers and One-Call centers in each asset county.

Data provided by third-party vendor using Standard Industrial Codes (SIC)

Collaborative brochure; Distributed annually
Local, city, county or state officials having land use jurisdiction along the pipeline route.

Data provided by internal company database

Letter, map, fact sheet, contact card; Distributed annually
All schools located within a flat 2,000 foot buffer.

Data provided by third-party vendor using SIC codes.

Letter, poster; Distributed annually.
2010 Supplemental Activities

- Conducted 448 face-to-face meetings with emergency officials in 2010 (group meetings, mock drills, training exercises, LEPC participation)
- Conducted 273 face-to-face meetings with excavators to promote damage prevention in 2010 (One Call events, trade shows, county fairs, UUC participation)
Capture all Public Education activities on electronic form WGP-0090

http://wgpform0090.williams.com
New in 2011

- PHMSA advisory bulletin reminded operators to make their ER plans available
- Template ER Plan for Emergency Responders is ready to be customized for your location
- Designed to be shared during face-to-face contact
Public Education

Williams Gas Pipeline

ALWAYS CALL BEFORE YOU DIG

Williams Gas Pipeline has implemented a consistent pipeline public awareness program in compliance with DOT Recommended Practice 1162. This program establishes consistent pipeline public awareness objectives, tools and measurement components, while maintaining the flexibility necessary to weigh the needs of various regions or audiences.

2011 Mailing Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
<th>AUDIENCE</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Collaborative Mailing</td>
<td>Excavators</td>
<td>Annual</td>
</tr>
<tr>
<td>March</td>
<td>Supplemental Mailing</td>
<td>Farmers</td>
<td>As requested</td>
</tr>
<tr>
<td>March</td>
<td>Supplemental Mailing</td>
<td>SchoolAdministrators</td>
<td>Annual</td>
</tr>
<tr>
<td>April</td>
<td>Supplemental Mailing</td>
<td>AffectedPublic</td>
<td>2 years</td>
</tr>
</tbody>
</table>

Documents & Resources

- 1162 Public Awareness Plan (ver. 24)
- 2011 Developer's Handbook
- 2011 Effectiveness Overview
- 2011 Implementation plan
- 2011 Usage Item Order Form
- Available Brochures
- Communicating with Railroad Officials
- Emergency Response Plan Template
- General Handouts
- PowerPoint Presentations

2010 Public Education Documentation

2009 Public Education Documentation

2008 Public Education Documentation

2007 Public Education Documentation

2006 Public Education Documentation
# Program Evaluation

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>MEANS</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Implementation</td>
<td>Internal audit</td>
<td>Annual</td>
</tr>
<tr>
<td>Measure 1 - Outreach</td>
<td>Percentage of returned mail</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Phone inquiries</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Reply cards</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Online training participants</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Online survey participants</td>
<td>Annual</td>
</tr>
<tr>
<td>Measure 2 – Message Content Understanding</td>
<td>Phone survey</td>
<td>4 years</td>
</tr>
<tr>
<td></td>
<td>Pre-test survey</td>
<td>As-needed</td>
</tr>
<tr>
<td></td>
<td>Phone inquiries</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Reply card comments</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Online training results</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Online survey results</td>
<td>Annual</td>
</tr>
<tr>
<td>Measure 3 – Desired Behaviors</td>
<td>Phone survey</td>
<td>4 years</td>
</tr>
<tr>
<td></td>
<td>Reply card survey</td>
<td>Annual</td>
</tr>
<tr>
<td>Measure 4 – Bottom line Results</td>
<td>Third party incidents</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Damage reports</td>
<td>Annual</td>
</tr>
</tbody>
</table>
### AFFECTED PUBLIC

Phone calls to public awareness hotline

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Calls</th>
<th>Gas Service</th>
<th>Pipeline Location</th>
<th>Locate Request</th>
<th>Report Problem</th>
<th>Safety</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>56</td>
<td>39%</td>
<td>3%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
<td>25%</td>
</tr>
<tr>
<td>2008</td>
<td>19</td>
<td>5%</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
<td>58%</td>
</tr>
<tr>
<td>2009</td>
<td>32</td>
<td>20%</td>
<td>0</td>
<td>0</td>
<td>9%</td>
<td>6%</td>
<td>63%</td>
</tr>
<tr>
<td>2010</td>
<td>24</td>
<td>13%</td>
<td>0</td>
<td>4%</td>
<td>17%</td>
<td>8%</td>
<td>46%</td>
</tr>
<tr>
<td>2011</td>
<td>153*</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>23%</td>
<td>10%</td>
<td>34%</td>
</tr>
</tbody>
</table>

*Through June 2011*

**ANALYSIS:** The number of phone calls received in 2011 has increased dramatically – specifically the number of calls seeking residential gas service has decreased while calls reporting problems, seeking location information, or asking about safety have dramatically increased.
## EMERGENCY OFFICIALS

Online emergency training participants

<table>
<thead>
<tr>
<th>Year</th>
<th>Letters Mailed</th>
<th>Participants</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>5,094</td>
<td>550</td>
<td>10%</td>
</tr>
<tr>
<td>2006</td>
<td>4,664</td>
<td>681</td>
<td>15%</td>
</tr>
<tr>
<td>2007</td>
<td>4,092</td>
<td>275</td>
<td>7%</td>
</tr>
<tr>
<td>2008</td>
<td>4,049</td>
<td>1,460</td>
<td>36%</td>
</tr>
<tr>
<td>2009</td>
<td>3,788</td>
<td>757</td>
<td>20%</td>
</tr>
<tr>
<td>2010</td>
<td>3,789</td>
<td>1,425</td>
<td>38%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>25,476</td>
<td>5,148</td>
<td>20%</td>
</tr>
</tbody>
</table>

**ANALYSIS:** Since 2005, our annual mailing to emergency officials has generated a 20% response rate to the online training course.
AFFECTED PUBLIC
Are you aware of natural gas pipelines in your community?

ANALYSIS: Consistent with 2007, in 2011 three-quarters of the affected public recognized there are pipelines in their community. Awareness declined somewhat along NWP and Transco, likely due to a wider mail buffer utilized for the first time in 2011. Gulfstream awareness has nearly doubled.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Northwest Pipeline (A)</th>
<th>Transco Pipeline (B)</th>
<th>Gulfstream Pipeline (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>n=109</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>n=300</td>
<td>76%</td>
<td>95%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Phone Surveys
AFFECTED PUBLIC

Do you know how to recognize a natural gas pipeline leak?

ANALYSIS: Two-thirds said they know how to recognize a natural gas pipeline leak when it occurs. This percentage is consistent with the 2010 industry average. Those along Transco are somewhat less confident with only 58%.
EMERGENCY OFFICIALS

Are you aware of the location of nearest Williams pipeline in your community?

**ANALYSIS**: Aggregate totals since 2005 show that the vast majority of emergency officials (61%) are aware of the location of the nearest Williams pipeline in their community.

*The margin of error at 95% confidence level is +/- 1.22 overall.*
PUBLIC OFFICIALS

Are you aware Williams operates a pipeline in your community?

“Yes”

91% 92%

2010 Paradigm industry average Williams (n=688)

ANALYSIS: Williams’ awareness numbers among public officials (91%) is consistent with industry averages (92%).

The margin or error at 95% confidence level is +/- 3.64 overall.
EXCAVATORS
Have you ever heard of the One Call system in your area?

2010 Industry Collaborative
Total responses: 106

Analysis: Clearly an area that needs improvement – only 60% of excavators say they have heard of One Call.
EXCAVATORS

Have you ever heard of 811?

2010 Industry Collaborative

Total responses: 106

- **50%** Yes
- **48%** No
- **2%** DK

**ANALYSIS:** The split is nearly even when you compare the number of excavators who have heard of 811 with those who have not.
EXCAVATORS

How often do you check to see if a pipeline exists, and where it is located, prior to digging?

2010 Industry Collaborative

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>52%</td>
</tr>
<tr>
<td>Usually</td>
<td>4%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>4%</td>
</tr>
<tr>
<td>Rarely</td>
<td>5%</td>
</tr>
<tr>
<td>Never</td>
<td>35%</td>
</tr>
</tbody>
</table>

**ANALYSIS:** In 2010, 35% of excavators acknowledged they never check to see if a pipeline exists prior to digging, while 57% always or usually check.

Total responses: 106
EXCAVATORS

Are you aware that state law requires advance notice be given to One Call center before you plan to dig or excavate?

2010 Industry Collaborative

**ANALYSIS:** While the previous slide indicates that only 35% of excavators say they call One Call prior to digging, 68% say they realize it is against the law not to do so.
REPORTABLE INCIDENTS

Williams Gas Pipeline

ANALYSIS: There have been zero DOT reportable incidents caused by third-party excavation damage since 2005.
3rd PARTY DAMAGE REPORTS

ANALYSIS: Reported third party damages have trended downward since 2006. Both 2010 incidents involved landowners not notifying One Call and resulted in additional damage prevention mailings in the affected counties.
In 2010, 95% of the affected public surveyed said that the brochure was helpful in their understanding of pipeline safety.

In 2010, 86% of the affected public surveyed said that we had been a good neighbor during the time they have been a resident at that property.
In 2010, when excavators were surveyed about what you would do if you were involved in a minor hit causing a dent, scratch, or other damage with equipment; 24% replied call 911, 59% replied call the pipeline, and 13% replied flee the scene.

- Excavators
In 2010, when Emergency Officials were surveyed, are you aware that an oil or natural gas pipeline is located in your community, 33% answered, no.

In 2010, when Emergency Officials were surveyed, do you know who to call in the pipeline company if there is an incident, or if you need more information, 100% answered, yes.
• In 2010, when Public Officials were surveyed, are you aware that an oil or natural gas pipeline is located in your community, 83% answered yes.

• In 2010, when Public Officials were surveyed, do you know how to recognize a pipeline right-of-way, 92% answered yes.