

Overview of 1162

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).

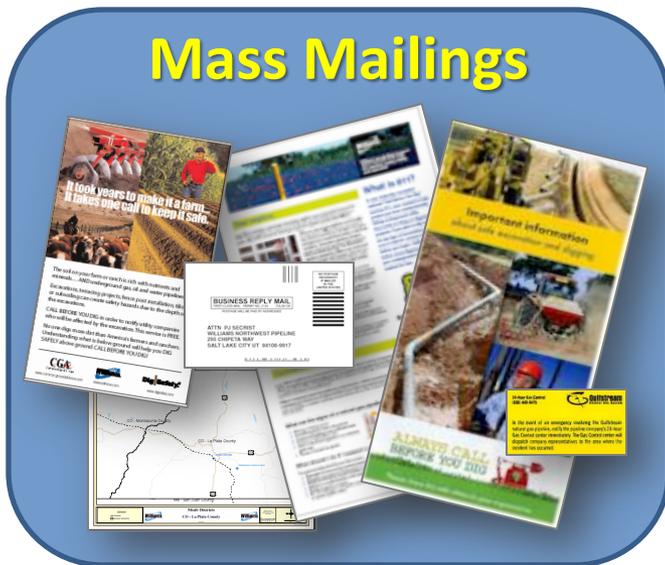
The final rule, implemented in June 2005, calls for pipeline operators to develop and implement public education programs that address key stakeholder audiences.

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



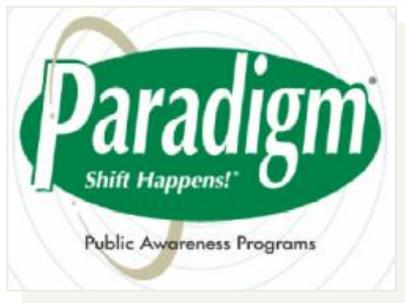
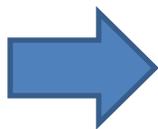
Corporate

Personal Contact



Field

6 Key Audiences



Mass mailings for Williams coordinated from Houston & SLC using third-party vendor: *Paradigm.*

2011 Public Awareness Overview

Baseline



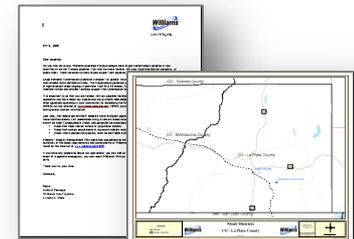
Affected Public	Excavators	Emergency Officials	Public Officials
2 Years	Annual	Annual	Annual



Supplemental



HCA Affected Public	Farmers	811 Affected Public	Schools	911 Operations
2 Years	Annual	Annual	Annual	Annual



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.

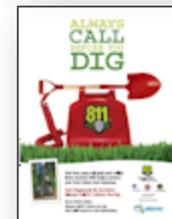
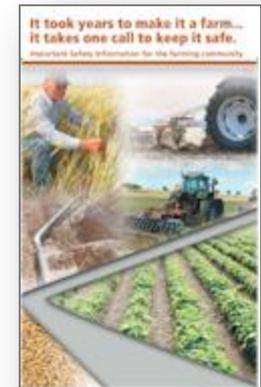
Data provided by third-party vendor using geo-spatial address databases

Affected
Public letter;
Distributed
every 2 years



Supplemental
farmers

Supplemental
811 post card

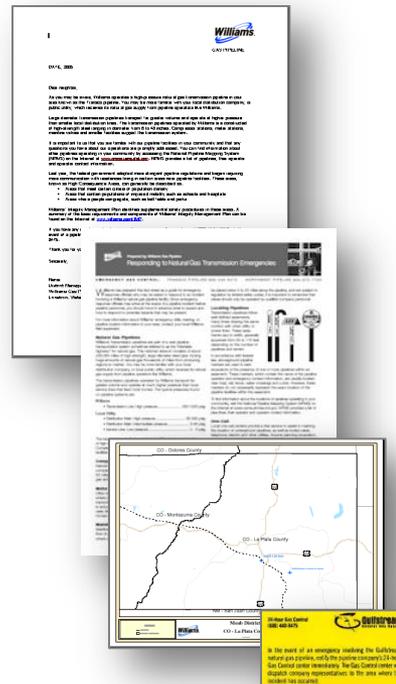


2011 Emergency Officials



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



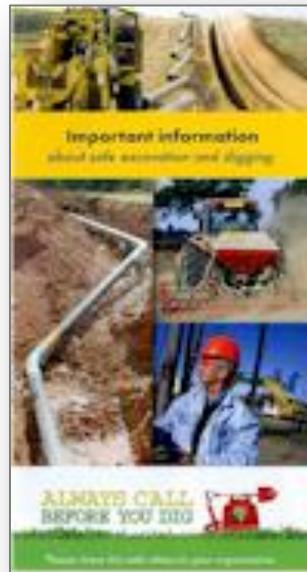
2011 Excavators



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



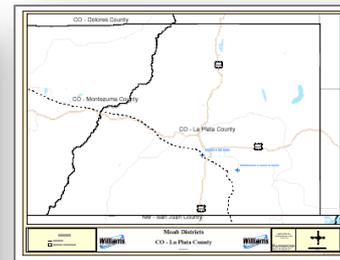
2011 Public Officials



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



2011 Schools



All schools located within a flat 2,000 foot buffer.

Data provided by third-party vendor using SIC codes

Letter, poster;
Distributed
annually



Supplemental Activities



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)



Documentation



Williams

WGP-0090: Public Education/Damage Prevention

Save Close Submit

* = Required Fields

Report Header

Unit:

Division:

District:

* Meeting Date: ...

* Meeting Location:

* WGP Facilitator:

Other WGP Employees Present:

* Audience:

* Type of Meeting:

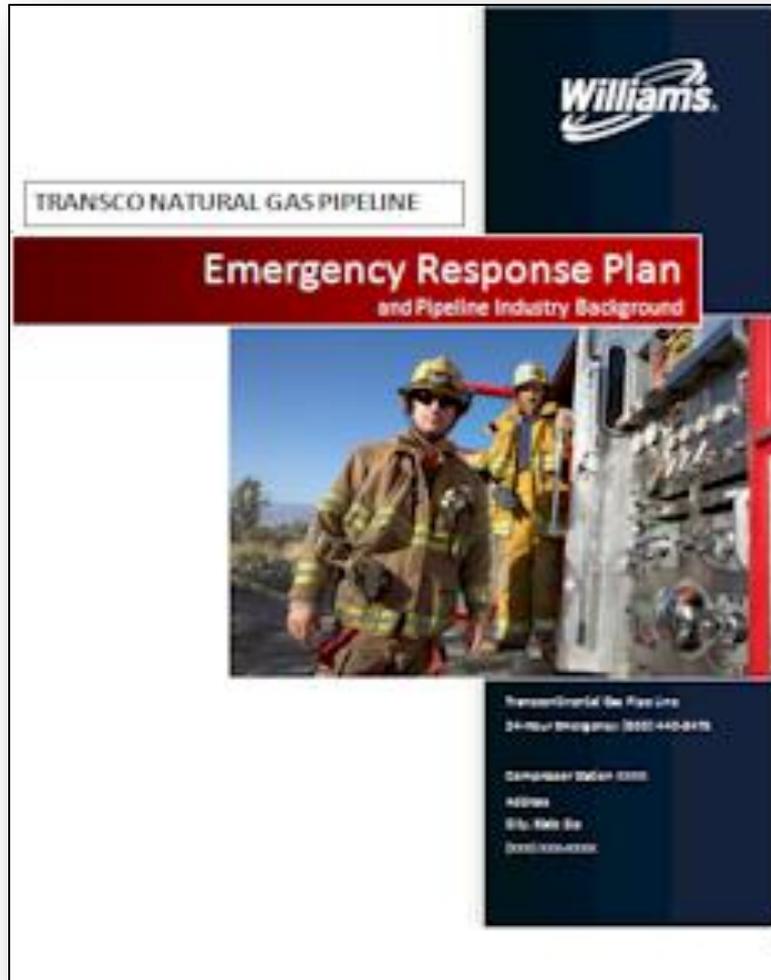
<input type="checkbox"/> Personal Contact/Presentation	<input type="checkbox"/> Group Meeting
<input type="checkbox"/> Emergency/Excavator Training	<input type="checkbox"/> Facility Tour
<input type="checkbox"/> Mock Drill/Exercises	<input type="checkbox"/> Event Participation
<input type="checkbox"/> Committee Participation	<input type="checkbox"/> Supplemental Mailing
<input type="checkbox"/> Other (Explain) <input type="text"/>	

Comments

Capture all Public Education activities on electronic form WGP-0090

<http://wgpform0090.williams.com>

ER Plan for Emergency Responders



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

ER Plan for Emergency Responders



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Welcome Stockton, Christopher L ▾ | My Links ▾ | SharePoint Resou

MyWilliams

All Sites ▾

Corporate

E&P

Gas Pipeline

Houston Clubs & Services ▾ | Salt Lake City Clubs & Services ▾ |

Houston 73° H: 88° L: 76°

WGP Home > Shared Site Directory > Pipeline Safety, Integrity, & GIS > Public Education

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Public Education

Williams Gas Pipeline ▾



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 ▾

DATE	ACTIVITY	AUDIENCE	FREQUENCY
March	Collaborative Mailing	Excavators	Annual
March	Supplemental Mailing	Farmers	As requested
March	Supplemental Mailing	School Administrators	Annual
April	Supplemental Mailing	Affected Public	2 years

Documents & Resources

New ▾ | Upload ▾ | Actions ▾ | Settings ▾

Type	Name
	1162 Public Awareness Plan (ver.24)
	2011 Developer's Handbook !NEW
	2011 Effectiveness Overview !NEW
	2011 Implementation plan !NEW
	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



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



AFFECTED PUBLIC

Phone calls to public awareness hotline

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

* 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

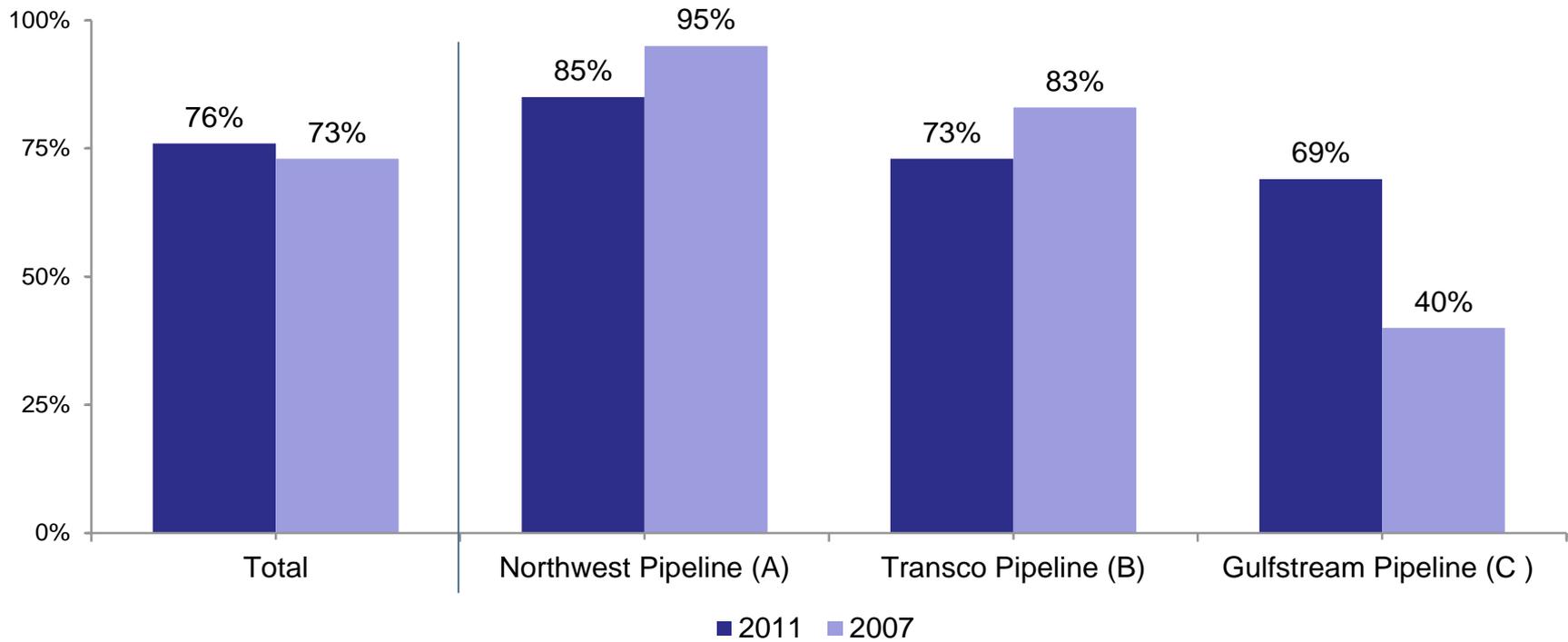
Online emergency training participants

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

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?

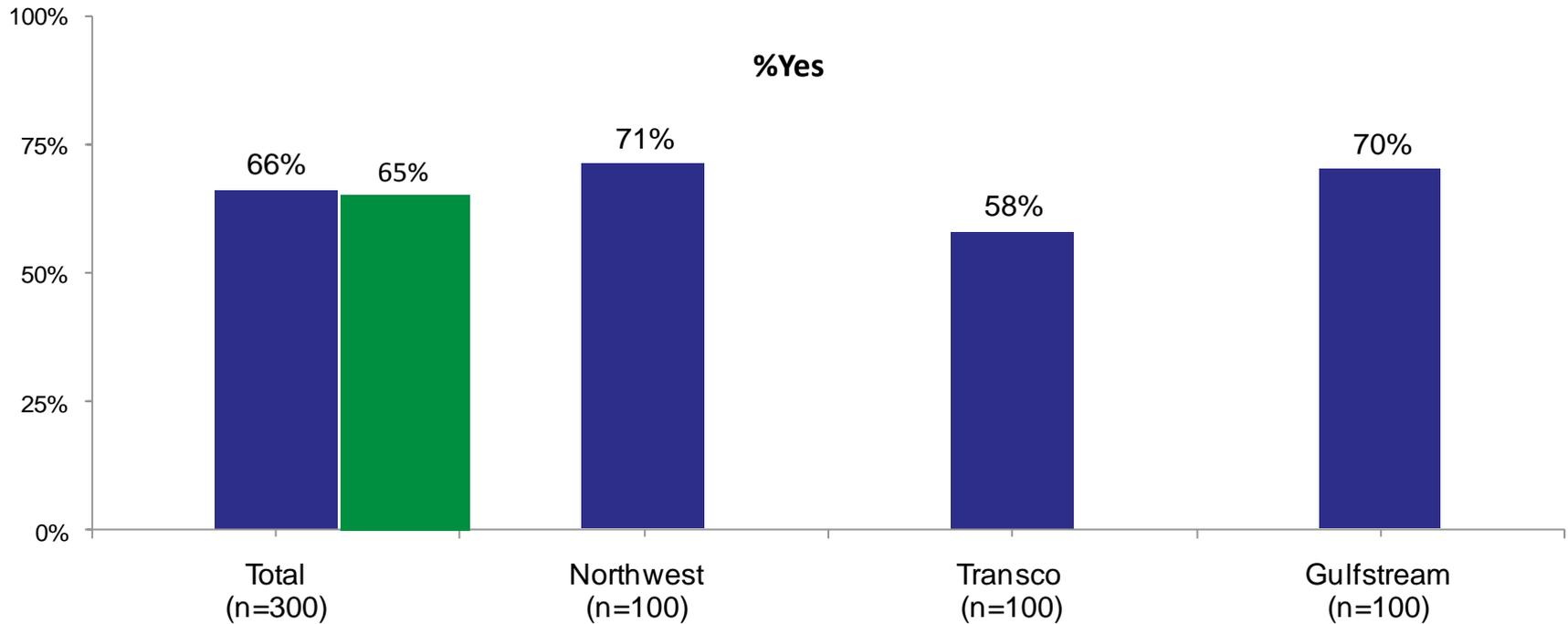


ANALYSIS: Consistent with 2007, in 2011 three-quarters of the affected public recognized there are pipelines in their community. Awareness declined somewhat along NWP and Transco, likely due to a wider mail buffer utilized for the first time in 2011. Gulfstream awareness has nearly doubled.

Base	Total
2007	n=109
2011	n=300

AFFECTED PUBLIC

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

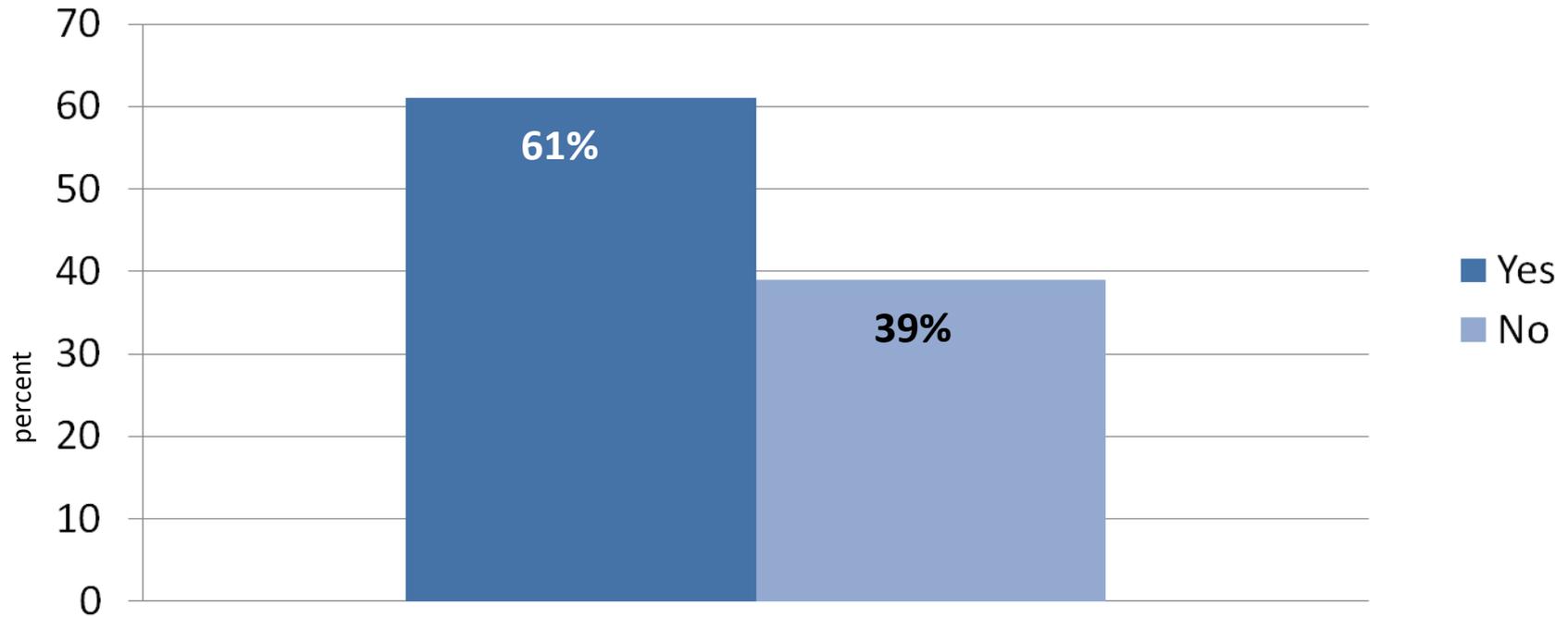


■ 2010 Paradigm industry average

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?



Total responses: 5,148

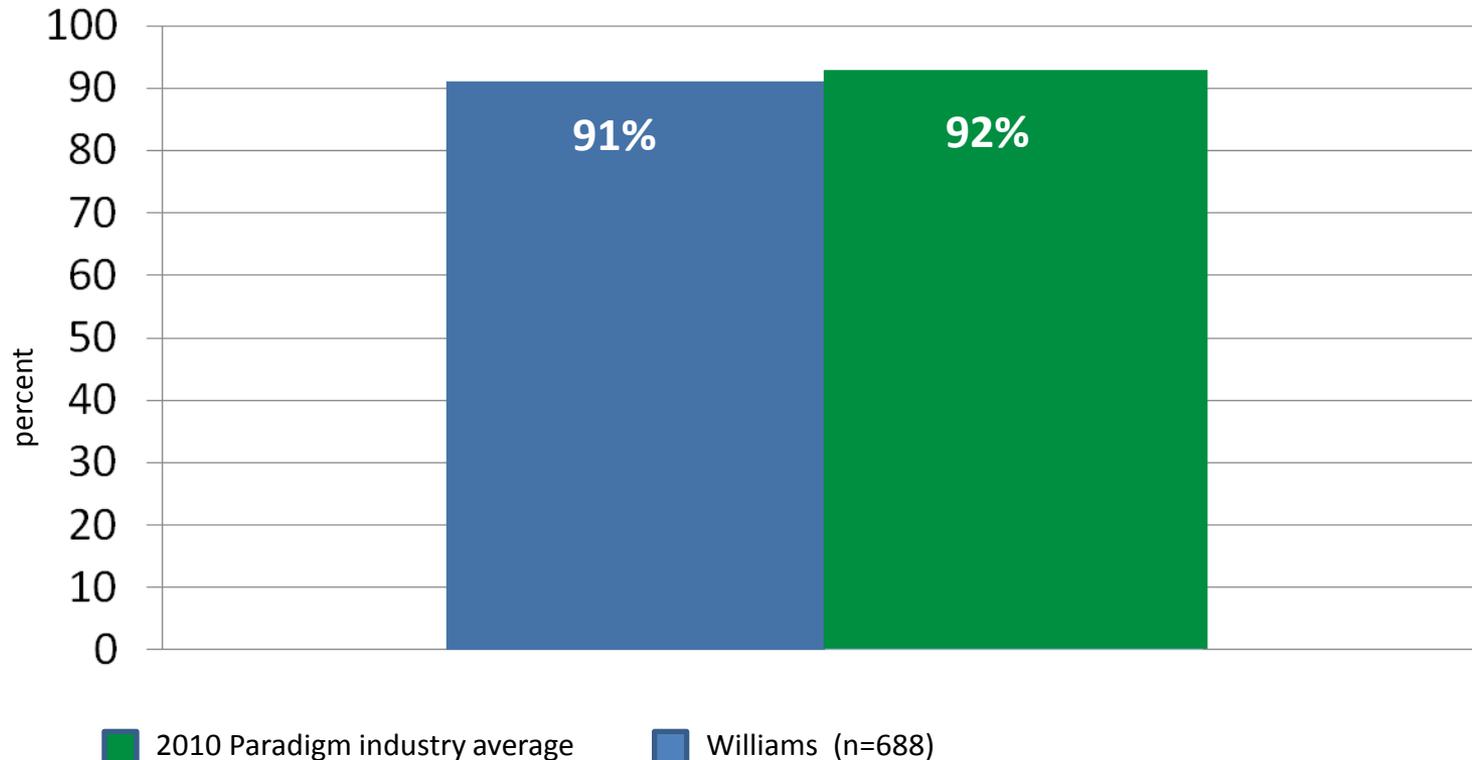
ANALYSIS: Aggregate totals since 2005 show that the vast majority of emergency officials (61%) are aware of the location of the nearest Williams pipeline in their community.

The margin or error at 95% confidence level is +/- 1.22 overall.

PUBLIC OFFICIALS

Are you aware Williams operates a pipeline in your community?

“Yes”



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.

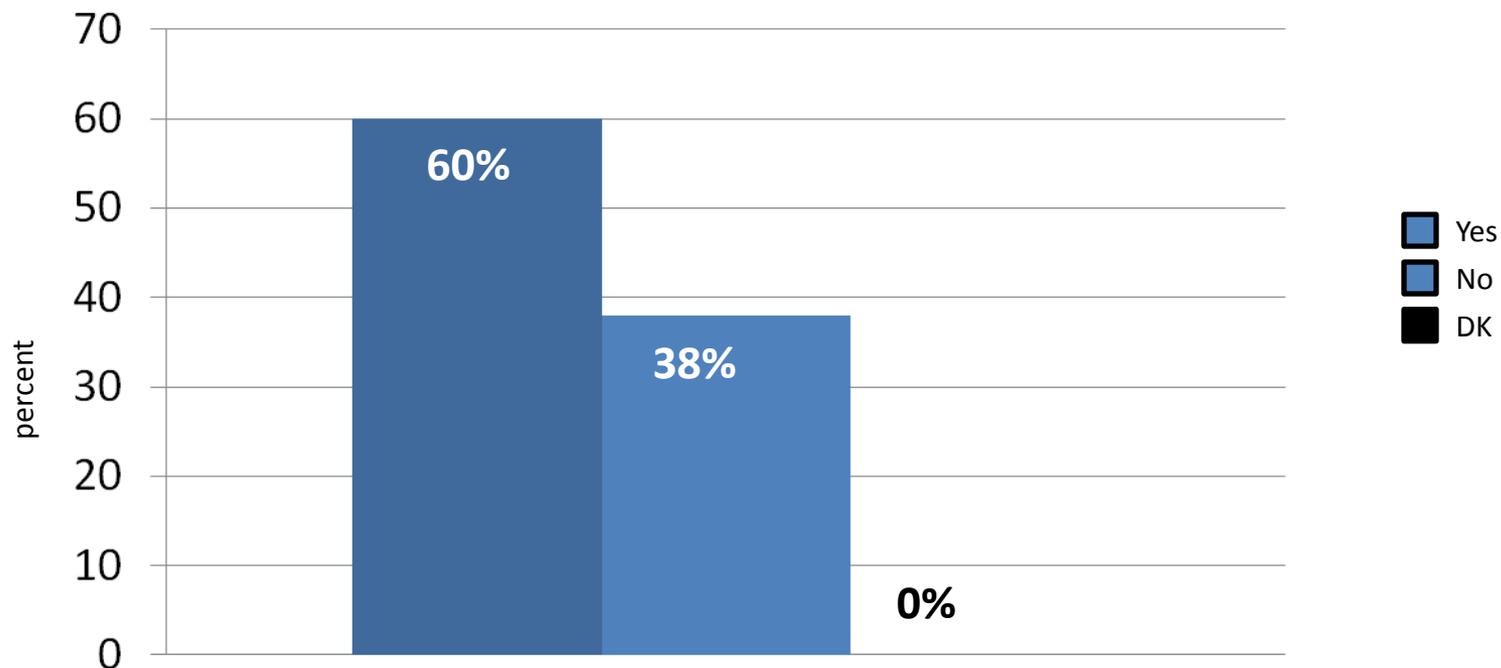


EXCAVATORS

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.

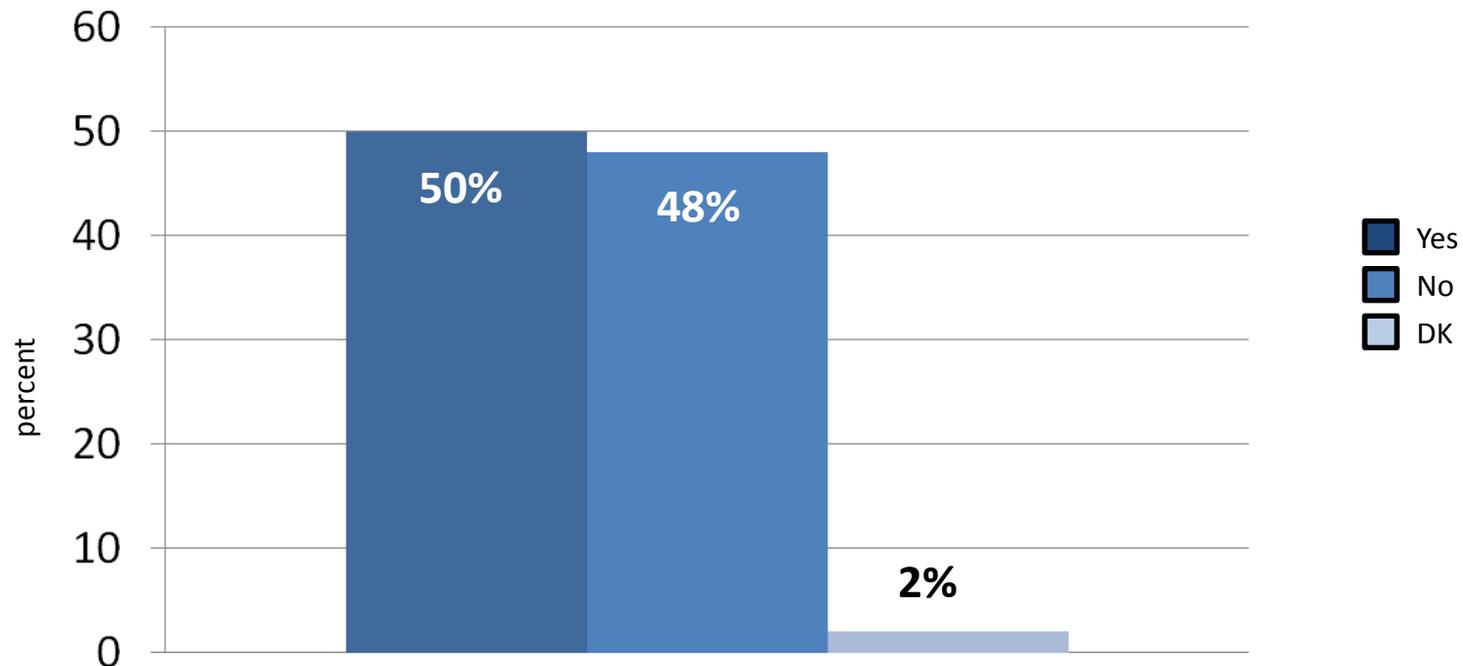


EXCAVATORS

Have you ever heard of 811?

2010 Industry Collaborative

Total responses: 106



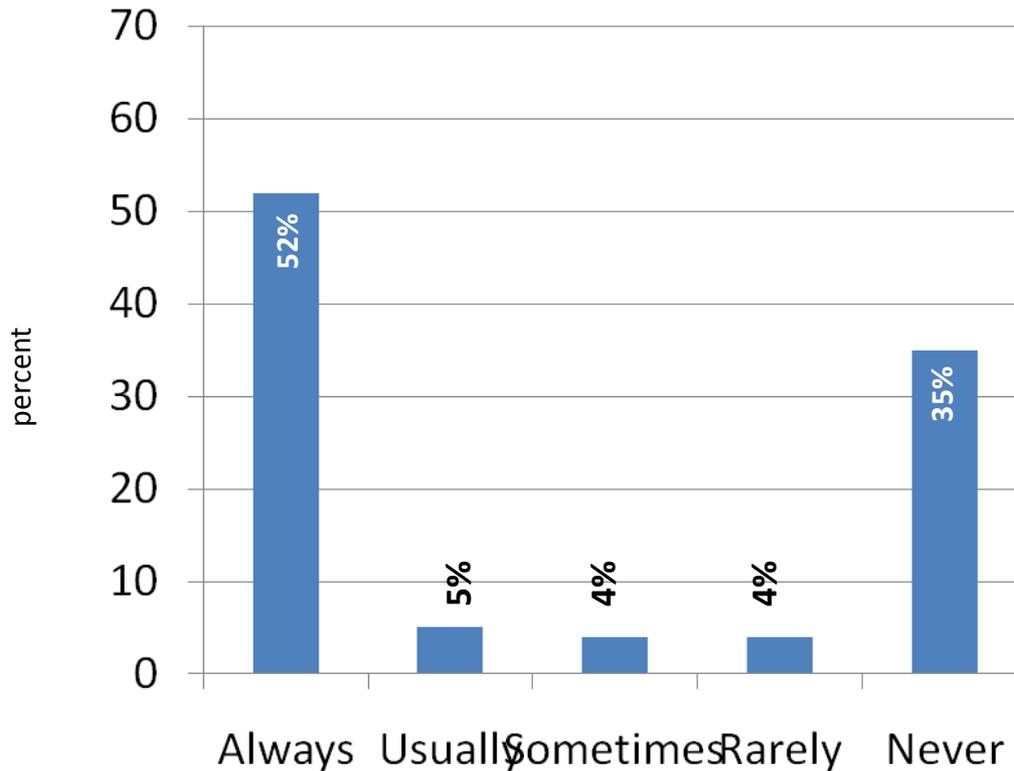
ANALYSIS: The split is nearly even when you compare the number of excavators who have heard of 811 with those who have not.



EXCAVATORS

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

2010 Industry Collaborative



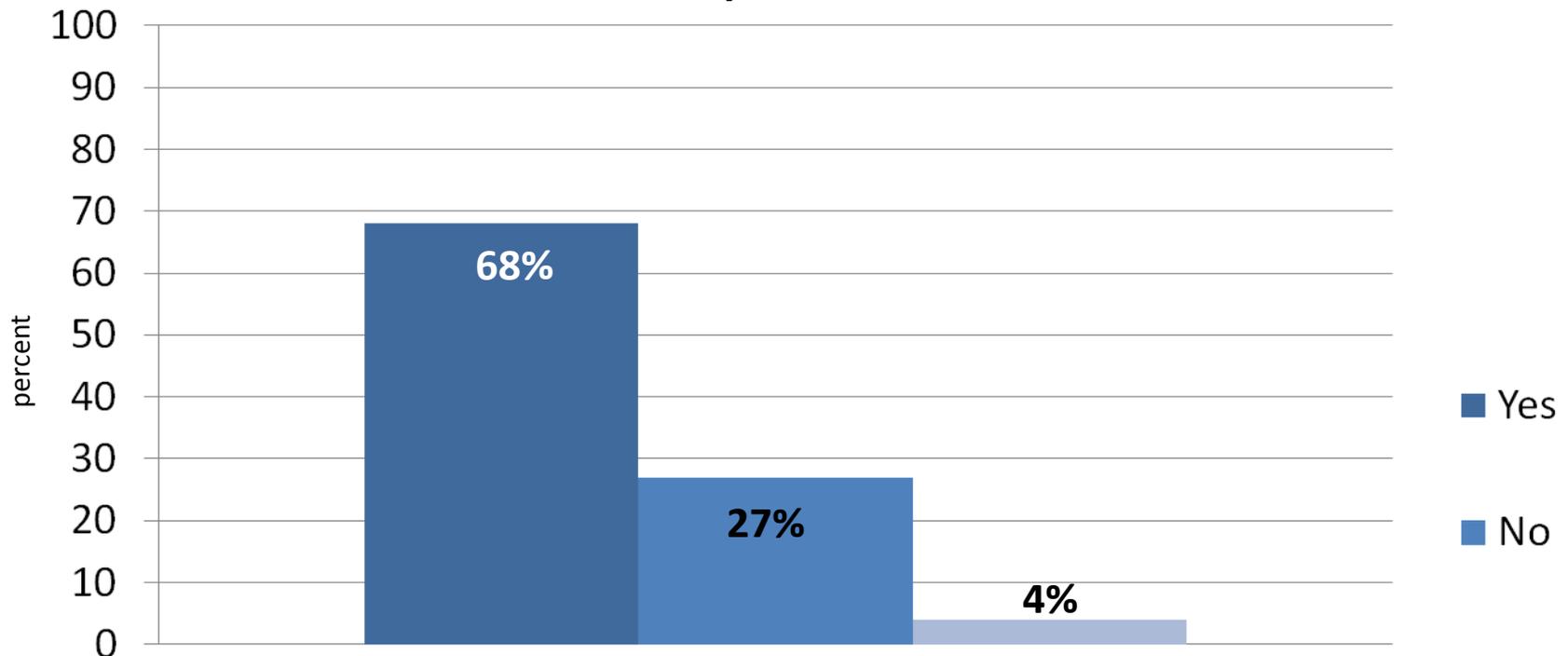
ANALYSIS: In 2010, 35% of excavators acknowledged they never check to see if a pipeline exists prior to digging, while 57% always or usually check.



EXCAVATORS

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

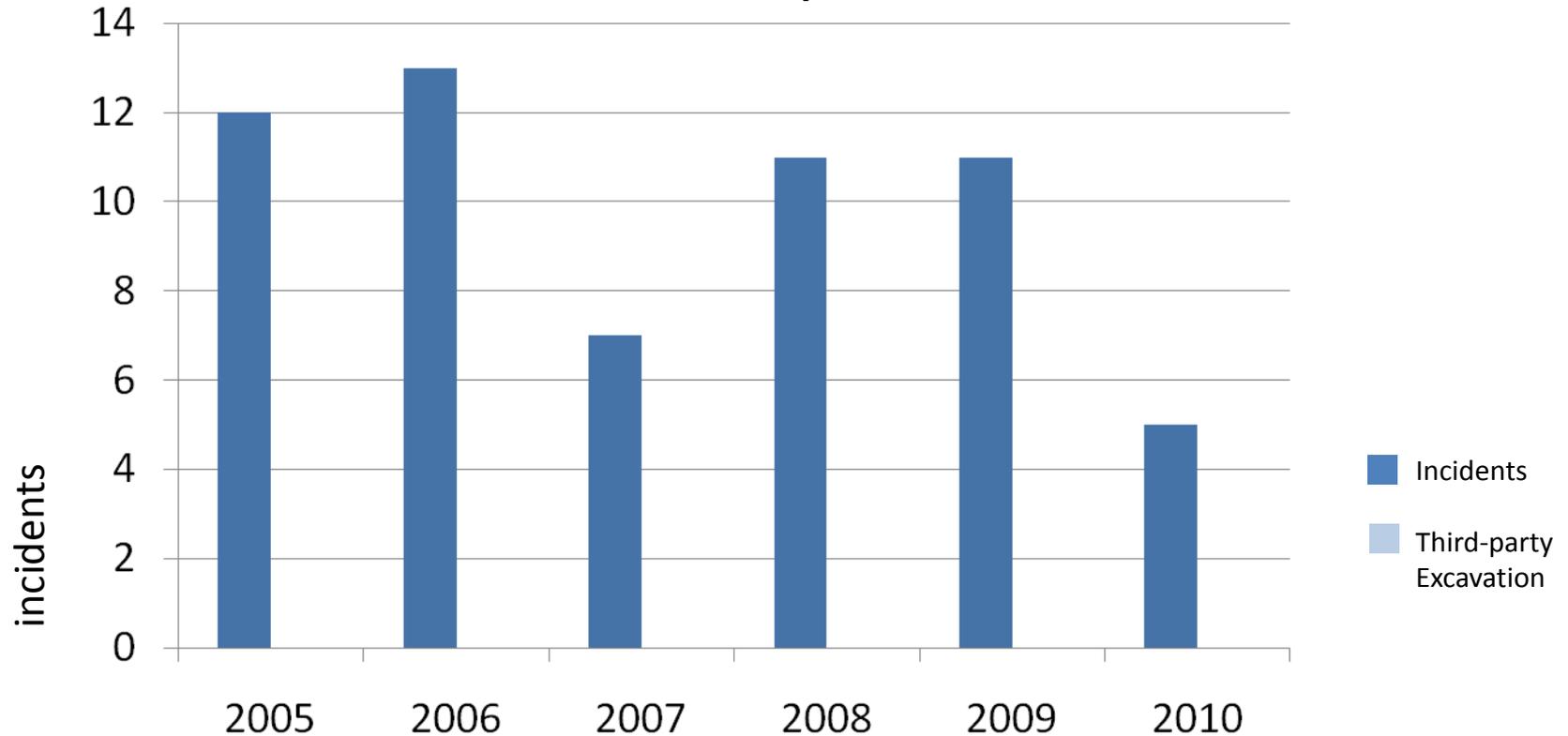
2010 Industry Collaborative



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.

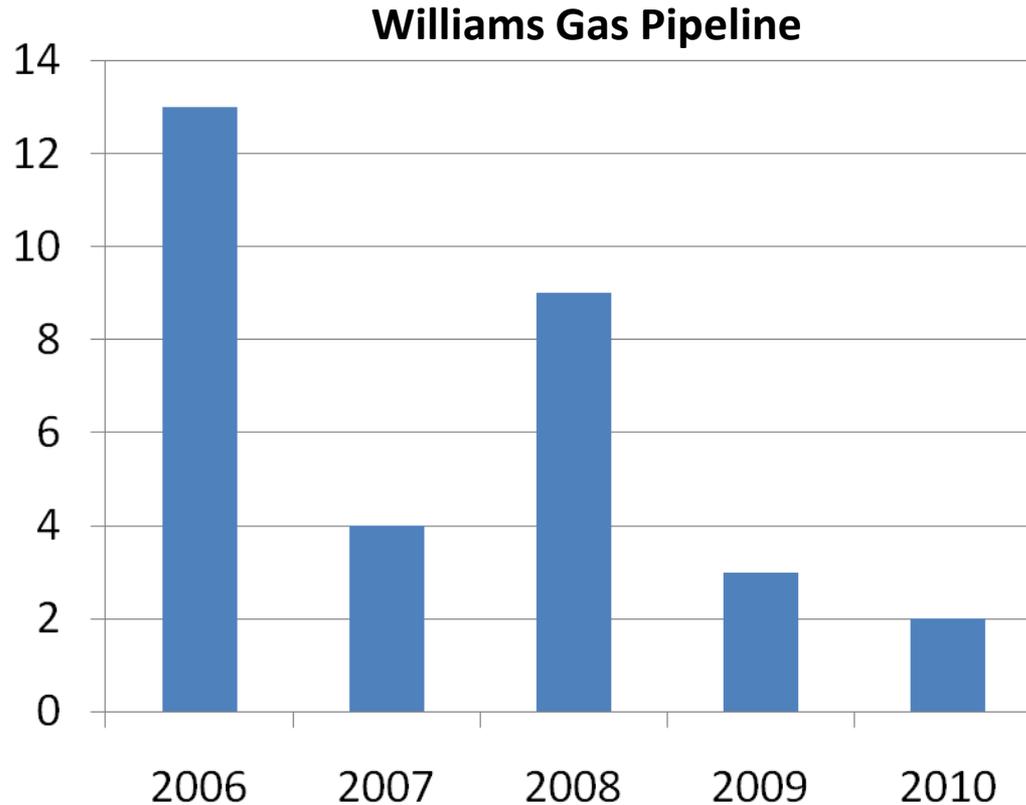
REPORTABLE INCIDENTS

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.

Measurement



- Affected Public



- 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.

Measurement



- Excavators



- In 2010, When excavators were surveyed about what would you 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.

Measurement



- Emergency Officials



- 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.

Measurement



- Public Officials



- 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.