Attachment A
Washington Utilities and Transportation Commission
Pipeline Safety Division
Secondary Research Categories – FINAL

- WUTC materials

- Other States Pipeline Safety Programs – Arizona, California, Oregon, Minnesota, Texas and Virginia

- Oil and Gas Industry Trade Associations

    - American Petroleum Institute
    - American Gas Institute
    - Association of Oil Pipelines
    - Gas Technology Institute
    - Interstate Natural Gas Association of America
    - Northwest Gas Association
    - Washington Petroleum Association
    - American Gas Association

- Media Coverage

    - Op-Ed Pieces, Authored Articles, Feature Stories, News Stories and Editorials in Key States: California, Oregon, Minnesota, New Mexico, New Jersey, Texas and Virginia

- Local Northwest and Southwest Community Groups and Alliances

    - Washington City and County Pipeline Safety Consortium
    - Safe Bellingham
    - Citizens for Safe Pipelines
    - Southwest Research and Information Center
    - Sumas Group Pipeline Safety Association

- National Groups and Alliances

    - National Pipeline Reform Coalition ("Out of sight, Out of mind, No More")

- Common Ground Alliance – CGA (Phoenix, Arizona)
- U.S. General Accounting Office – GAO ("Pipeline Tragedies")
- U.S. Department of Transportation – Office of Pipeline Safety (OPS)

- U.S. Department of Transportation -- Research and Special Programs
- U.S. National Transportation Safety Board
- U.S. Bureau of Land Management (lead agency in pipeline permitting)
- U.S. Energy Information Agency
- Federal Energy Regulatory Commission
- Environmental Defense – New York

- Pipeline Companies Serving our Area

  - Local Distribution Companies
    - Avista
    - Cascade Natural Gas
    - Northwest Natural Gas
    - Puget Sound Energy

  - Intrastate Liquid (Private Carrier)
    - BP Cherry Point
    - Kaneb Pipe Line Company
    - Agrium U.S. Inc.
    - McChord Pipeline Company
    - Naval Air Station – Whidbey Island
    - Tidewater Barge Lines
    - BP Olympic Pipe Line – Intrastate Lateral

  - Interstate Liquid
    - Chevron
    - BP
    - Trans Mountain
    - Exxon
    - Conoco, Inc. – Yellowstone Pipe Line Company

  - Interstate Gas
    - Williams
    - PG & E
    - KB Pipeline
    - Puget Sound Energy

- Emergency Management Community
    - Fire Prevention
    - Emergency Responders
    - FEMA – local and national
- Detailed Mapping of Washington State Pipelines – General Locations Only
- Current and Recent Legislative Action on Pipeline Safety – Local and National
- Pending Legal Action on Pipeline Incidents in Washington State
- Major Construction Companies and Contractor Associations
- Appropriate Environmental Groups – Local and National

Other States Pipeline Safety Programs

(Arizona, California, Oregon, Minnesota, Texas and Virginia)

Secondary Research – Pipeline Safety

Most states in the United States have some form of a pipeline safety program, serving a regulatory function by requiring the pipeline industry to meet common safety standards. These programs are sometimes linked with other industry regulatory responsibilities and some of them are stand-alone, only focused on pipeline safety issues. Some programs are linked to state agencies having responsibility over public utilities. Others are under control of various transportation agencies, state fire marshal offices and various types of public service commissions.

One interesting document discovered while searching this category of information is a summary of all pipeline accidents by state, including hazardous liquids, natural gas distance transmission and natural gas distribution. The data encompasses statistics from approximately 1984 through 1999 and highlights the number of accidents, property damage, fatalities and injuries, and gross liquid spilled, exploded or otherwise uncontained. The figures on these statistics vary from state to state, with Texas, California, Louisiana, Oklahoma and Illinois leading the pack in highest number of accidents, property damage, and much more. A review of this summary gives a compelling case as to why pipeline safety is considered a serious issue for the public and for those responsible for public safety.

Very little is found on the Internet about state-based pipeline safety communication emanating from these state programs. In the news media review there is coverage of pipeline safety activities and a growing concern about the public right to know what the pipeline industry and regulators are doing to protect the public. The body of knowledge on the Internet pertaining to individual state pipeline safety programs tends to focus on mission, key contacts, ongoing inspection activities, and incident/accident response. The recent Department of Transportation Office of Pipeline Safety (OPS) Communications Conference held in January in Bellevue, WA was the first of its kind.

With the passage of new national legislation (Pipeline Safety Improvement Act of 2002), state and federal pipeline safety agencies and the pipeline industry are required to let the public know about spills and other problems with pipelines through expanded communications programs. Very little research data regarding public attitudes about pipeline safety exist today. One exception is the Texas Tech Analysis of Current Research Trends in Pipeline Safety, found in the MEDIA COVERAGE section of this report.

Oil and Gas Industry Trade Associations

Secondary Research – Pipeline Safety

A review of Internet searches on Oil and Gas Industry Trade Associations reveals that the pipeline industry boasts a significant number of regional and national trade associations. The Web sites for these organizations list communications, public relations, external affairs and various other staff positions. Each of the organizations actively communicates with its members and audiences in their industry through newsletters, Internet, conferences, speeches, and other pro-active forms of communication.

The research found very little statistical data or plans/project activities on communicating with residential audiences impacted by pipeline safety issues. What the research did show was that many of the trade associations use tools like advertising, public relations, print and Internet communication to promote the benefits of whatever product they represent.

Organizations like the American Petroleum Institute (API) have developed Web sites, documentary films, brochures, news releases, media contact programs, marketing support material…to name just some of the tools that inform various publics about industry oversight, policy positions and support for their membership.

Pipeline 101, a high profile website, is an example of pro-active trade association communication. The Association of Oil Pipelines is just one of the industry trade association that presents the industry commitment and point of view on issues such as pipeline safety.

Most of the communication and research efforts from the oil and gas trade associations focuses on the technical as well as the marketing of industry-discrete issues that do not have much resonance with the media or the general public. This is also the case with the API communications plan draft currently under review.

Media Coverage

Secondary Research – Pipeline Safety

As for banner headline news story coverage, oil and gas pipelines may not seem very interesting. That is, until they explode or leak into sensitive areas like residential subdivisions, streams, lakes or other valuable eco-structure. A review of pipeline safety media coverage finds a great deal of feature and editorial coverage in recent years*. The continuing story has several major themes, yet it boils down to how significantly hazardous liquid and natural gas pipelines are impacting people and the environment. The more damage pipelines cause, the greater the media coverage. The material collected in several Internet searches provides a sample of the intensity of coverage.

Government regulation, disaster preparedness, the thought of terrorist action and an increase in demand for more pipeline capacity impacts the media coverage seen today. It is clear that the public looks to the media as the source of information and protection as a reliable watchdog against pipeline industry and regulator errors and indifference. The recent passage of the national pipeline regulatory act was forced, in part, by public concern and alarm over a transportation solution that appears to be suffering due to pipeline age and concern over pipeline management. The media plays an important role in pipeline safety because they can reach mass numbers of people with credible and compelling messages.

* Texas Tech Analysis of Current Research Trends in Pipeline Safety
http://www.che.ttu.edu/faculty/wiesner/Publications/State%20of%20the%20Art%20Analysis%20of%20Current%20Research%20Trends%20in%20Pipeline%20Safety.pdf

Local Northwest and Southwest Community Groups and Alliances

Secondary Research – Pipeline Safety

Community groups and alliances focused on pipeline safety are very committed to communication with various audiences. Many of them have formed because of either a pipeline disaster or sitting proposal. (Safe Bellingham, Fuel Safe Washington, etc.). These groups use communications with their own membership, allied groups, media, legislators, other elected officials and the general public to present a point of view and force some kind of action or to deny or delay proposed action of pipeline companies, regulators and others involved in the issue of pipeline safety.

Because these groups are non-profit, volunteer-operated and public interest motivated, they have a fairly high degree of credibility with their own members, the media, decision-makers and the general public. They are, for the most part, one-issue oriented organizations that spend their time and resources on the focused issue of pipeline safety.

These public interest groups employ a variety of communications tools from media interviews, editorial board meetings, press releases, position papers, direct testimony, speeches, coalition-building, letter writing and direct lobbying of decision makers on pipeline safety issues. They raise funds with the public based on a fear of possible pipeline explosions and spills that would likely impact lives, property and the environment. They support inspection, regulation and pipeline improvement initiatives at all levels. They can be effective in promoting change, particularly in the wake of some of the more notable pipeline failures in recent years. At the same time, they are adept in using the publicity and public scrutiny following pipeline disasters to expand their own influence on safety issue and to effect meaningful change.

National Groups and Alliances

Secondary Research – Pipeline Safety

Similar to the local groups working for pipeline safety, the national groups and alliances are driven by public interest and the commitment of national coalitions/organizations and various governmental regulatory agencies charged with protecting the general public and the environment in the arena of pipeline safety.

The Common Ground Alliance is the organization promoting "Call Before You Dig" in order to try to third party damage to pipelines. This group made up of the following types of groups, contractors, underground infrastructure owners, pipeline companies, and other excavators such as public utilities, railroads, airports, etc. They use a strong message of "one call" process to streamline safe digging and damage prevention practices. This nationwide program is promoted by public advertising, internal company communication vehicles, customer newsletters, press releases, signage, videos and brochures, web site tutorial, white papers, a "Best Practices" study report, and at the alliance annual meeting.

Included in this category are the OPS, the U.S. National Transportation Safety Board, the Bureau of Land Management, U.S. Energy Information Agency and the Federal Energy Regulatory Commission. These groups all have oversight of one kind of another over pipeline safety, in areas of permitting, operations, citing, and accident prevention/resolution and fines for a wide variety of malfeasances by pipeline companies. These organizations all have communications professionals on staff and as consultants, and use the full gamut of communications techniques to impart messages and promote dialog with their various audiences. Most of this communication, however, is not "user friendly" to the general public.

Washington State
Liquid and Gas Pipelines
Secondary Research – Pipeline Safety

Local Distribution Companies

The local distribution companies including Puget Sound Energy, Cascade, Northwest Natural and Avista provide reasonable consumer information regarding natural gas safety in the home. There is not much information beyond that, however. No maps of distribution systems, for example, are available. All provide call-before-you-dig and emergency numbers. According to our Internet research, none of these distribution company Web sites have emergency information. In fact, safety carries the same weight as any of the other communication information available. Cascade Natural Gas is the only company that made a macro service area map available to the readers. They also provide more information than the other utilities.

Interstate Liquid Companies

BP Olympic Pipeline has an informative site. Safety information is plentiful and easy to find. A piece of missing information is pipeline location. To find out how close a home is to a pipeline, the public is told to check with their county clerk. Information from the other companies in the group is less than informative.

Intrastate Liquid Companies

Pipeline safety information from intrastate liquid pipeline companies is available but difficult to find. Kaneb does not have the volume of safety information found on other interstate liquid and gas company sites. McChord and Naval Air Station - Whidbey Island sites provide basic information but nothing more.

The other major carriers do not appear to be too forthcoming with any information at all. For the most part, safety information is corporate oriented and not helpful to the public. The Trans Mountain pipeline makes information available but is promotionally oriented and not as easily useful as other sites.

Interstate Gas Companies

PG&E and Williams have made it rather easy and informative for users of their Web sites. The safety information for both commercial and community users is easy to find

and informative. In some cases general area maps are even available. Agrium information is difficult to find. Tidewater's information seems informative "lite" compared to other sites.

Intrastate Gas Companies

Puget Sound Energy's safety information is very light and KB's cannot be found.

Washington State
Emergency Management Community
Secondary Research – Pipeline Safety

The emergency management community, from FEMA to the local fire departments, is generally weak with information regarding pipeline safety and emergency procedures regarding pipeline breaches and spills. However, the infrastructure is in place to communicate this type of information. We have identified all State and County access points for this type of information. The Washington State Hazard Identification and Vulnerability Assessment briefly covers pipeline vulnerability but the information is sketchy and incomplete.

At the County level, and lower, there is little pipeline safety information (or no information) available for citizen review. King County emergency information does not include anything about pipeline safety. Fire departments, such as the Everett Department, have no citizen information regarding pipeline safety on their Web sites.

Pipeline Safety Legislation

Secondary Research – Pipeline Safety

Recent passage of legislation, called the Pipeline Safety Improvement Act of 2002, was largely in response to pipeline disasters in Carlsbad, NM, and Bellingham, WA. It was initiated by the efforts of United States Senator Patty Murray of Washington State and passed the Senate in 2001, but failed to get enough votes in the House. Finally both House and Senate versions of the bill passed in 2002 with much. The new law supports the "one-call" notification program and establishment of public education programs by pipeline companies to advise municipalities, schools, and other entities on possible hazards from unintended releases from a pipeline facility, what to do in the event of a release and other pertinent safety advice.

The act also calls for a more stringent and shorter time period for inspection of problematic pipelines with the next five years. All pipelines would require inspection within 10 years and then require re-inspection every seven years following the time interval. Whistleblower protection is also included in the new act.

Pipeline Legal Action in Washington State

Secondary Research – Pipeline Safety

Pipelines have generated considerable legal action through the years. Most of the litigation has been to provide compensation for personal injuries, wrongful death and property damage. Regulatory agencies have increased their emphasis in recent years in fining pipeline companies who have failed to follow safety standards. In more numerous instances, criminal charges are to be sought against pipeline owner companies and the executives in charge of making pipeline safety and operations/maintenance decisions.

The highest profile legal action in Washington State, of course, is the Olympic Pipeline explosion in 1999 in Bellingham. All of the legal action has concluded, with fines and criminal charges meted out to Olympic, three of its executives and owner-company, Equilon. Media coverage and public awareness has been considerable because of increased interest in the whole pipeline safety scenario. There is continuing discussion about the public "right to know" about pipeline inspections, safety standards, and responsibility to communicate with residents close to pipelines and other key audiences.

The court awards in some of the recent high profile pipeline accidents have been much larger than in past years. This legal tool, open to those who feel that have suffered damages from pipeline companies, is another way to influence industry adherence to stricter safety initiatives.

Environmental Groups

Secondary Research – Pipeline Safety

The major/national environmental organizations, such as The Sierra Club, Friends of the Earth, and Greenpeace do not offer much coverage on the issue of pipeline safety. The few references even close to the subject report on not making sensitive data available due to an anticipated terrorist threat.