State of Washington Utilities and Transportation Commission
Community Awareness and Education Initiatives for Pipeline Safety

Industry Coordinated Pipeline Safety Awareness Communications Plan

Final Draft
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Prepared by

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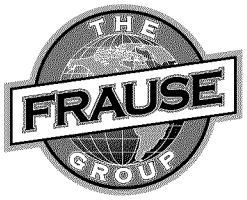

State of Washington Utilities and Transportation Commission
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Industry Coordinated Pipeline Safety Awareness Communications Plan

OVERVIEW

When a pipeline accident happens in Washington State, the inadequacies of the current public awareness and safety communications effort are transparent.

With memories of the Bellingham tragedy still fresh, recent smaller scale pipeline emergencies over the past year have reinforced the obvious and continuous need for communication with communities living near or along a pipeline, as well as the importance of consistent, simple messaging.

In short, when a pipeline blows, people want to know what to do and they want to know fast. When they don't know, the "damage" to the pipeline industry is severe. A lack of public confidence in the safety of pipelines has resulted in direct challenges to the business of pipelines. But, what's the solution?

Helping citizens and business owners understand the need for special precautions when living and working close to pipelines is the desired result of any combined industry communications effort. It is also the key to unlocking the mystique of pipelines and presenting a safe, approachable concept for all citizens.

To demystify the process of pipeline safety awareness, the Washington Utilities and Transportation Commission (WUTC) contracted with The Frause Group communications team to implement a variety of research projects during 2003.

These studies were designed to aid in the preparation of communications and messaging recommendations that could be embraced and implemented by all pipeline safety industry stakeholders.

Ultimately, the goal of this effort was to determine what people who live and work along the State's pipeline infrastructure, as well as general residents, need and want to know about pipeline safety, and how to convey this information. Tied into this goal is the desire to turn unaware residents living along the pipeline into an aware audience that can bolster the presence of pipeline safety information in the community.

The following report reviews the research, provides recommendations on stakeholder communication collaboration, and provides an appendix of suggested communications tactics.

Industry Coordinated Pipeline Safety Awareness Communications Plan

RESEARCH

RESEARCH TECHNIQUES

Secondary Research Review

The Frause Group worked with the WUTC to complete a comprehensive review of available secondary data that could provide a glimpse into how the designated target audiences feel about pipeline safety. Research focused on stakeholder correspondence, key leader opinions, legislative action, dispute resolution and complaint data. It also included information culled from lawsuits, Internet data, updated pipeline safety protocol, national pipeline safety information, consumer services answer data, newspaper articles and additional data pertaining to pipeline safety and community awareness. In addition, research encompassed a review of communications efforts by stakeholders, including research on pipeline safety by local governments.

Key Leader Survey

An informal, statewide phone survey was conducted to gather information from key leaders within the pipeline safety community. Individuals were selected from a number of stakeholder groups, including the WUTC, State of Washington and local governments, as well as citizen advocacy groups, such as Safe Bellingham. The data collected from these interactions augmented final plan recommendations. The purpose of the survey was to gauge the perceptions and attitudes of key leaders pertaining to the public and pipeline safety awareness.

Organizational / IVR Survey

The Frause Group team implemented a phone survey of organizational stakeholders, including local governments, contractors, community and environmental organizations, the media and additional audiences defined by the WUTC. This survey complemented the Key Leader Survey by presenting similar questions to a comparable, but broader, audience. The goal of the Organizational / IVR Survey was to assess perceptions, attitudes, behaviors and messages related to pipeline safety among key organizational stakeholders. The communications team recommended implementing an Interactive Voice Response (IVR) phone survey to increase response rates and reduce field time and cost.

Citizen Survey

Using the background from the Secondary Research Review, Organizational / IVR Survey and the Key Leader Survey, The Frause Group team worked with the WUTC to implement a formal statewide citizen phone survey (Citizen Survey). The study was designed to test perceptions, attitudes and behaviors related to statewide pipeline safety, as well as among

people and businesses that live and work along the pipelines. The project entailed a 500 sample size statewide phone survey, with an over sample of 400 citizens living and working in close proximity to major pipelines. The information gathered through this effort is statistically valid to ± 4.5 percent in general, and to ±5.0 percent for the over sample.

Focus Groups
The final element of plan development was to conduct focus groups to test plan implementation and key messages. The Frause Group team conducted two focus groups in target communities after completing all other phases of research. The focus groups method was chosen to test recommended communications strategies. Focus groups confirmed that the final plan is on-target and will meet the needs of the pipeline community, as well as the target audiences.

RESEARCH RESULTS
Secondary Research *(Attachment A)*
In general, the secondary research that was identified revealed very little statistical data or plans/project activities for communicating with audiences impacted by pipeline safety issues. What the research did uncover was that the public considers the media a source of information, and a reliable watchdog against the pipeline industry and regulator errors and indifference. This research also confirmed the common belief about the media, as it relates to disseminating pipeline safety information: the media plays an important role in communicating with the public because it can reach large numbers of people with credible and compelling messages.

In regard to local public agency data provided to the populace at the county level, there is little or no pipeline safety information available for citizen review. For instance, King County emergency information does not include pipeline safety. Fire departments, such as the Everett Department, also do not have citizen information regarding pipeline safety on their Web sites.

Key Leader Survey *(Attachment B)*
The varied responses from the Key Leader Survey demonstrated the need for a citizen survey to identify public desires and need-to-know topics regarding pipelines and pipeline safety. The key leaders who were interviewed confirmed that they are not clear on what people know or feel about pipeline safety, and that existing communications are not working. The most important take-away from this research was that most of the communication on pipeline safety is disparate, uncoordinated and not easy to access.

Regarding the dissemination of data, the research revealed that there are a number of different categories of influencers that distribute information about pipeline safety. According to emergency management responders, in order to achieve maximum awareness, pipeline safety information should filter down to neighborhood groups, schools and private developments, as well as to businesses and associations.

Another insight derived from the Key Leader Survey was a determination of the correct parties to handle and distribute information about pipeline emergencies. Most of the key leaders interviewed felt that first responders could be the most effective, backed by a long list of other groups, such as the WUTC and Department of Ecology. Of particular interest was this group's response about the need for information to be presented by a credible third party, not the pipeline companies. As well, local community involvement was stressed as extremely important.

Findings also indicated that the key leader community is split on whether a successful emergency management procedure is in place. There were no consistent answers about whether there is a clear plan in place, and the protocol for communicating with the public.

Organizational / IVR Survey *(Attachment C)*
The results from the Organizational / IVR Survey validated the Key Leader Survey result that there is a need to establish a coordinated method of disseminating information about pipeline safety, both in terms of emergency services and day-to-day information.

Members of the pipeline safety community feel the current processes are not effective. Key topics outlined by the pipeline safety community as important to the public include: how to recognize problems; emergency plans/evacuation rules near pipelines; and knowledge of the proximity of pipelines to residences.

According to this group, the main players should be the pipeline companies, the WUTC and local fire/emergency responders. These groups should work together, and their best methods for disseminating information include television, radio and direct mail. The idea of a report card for pipeline safety standards, as well as the idea of hiring or creating a third party to distribute basic pipeline safety information, is favored by survey respondents. Within this group, 80 percent felt that pipeline companies should play a major role in communications.

Citizen Survey *(Attachment D and Attachment E)*
In general, residents of Washington State do not consider pipeline safety a priority in their daily lives. They also don't know where to obtain information about pipeline safety if they are interested. The more "aware" group (those who *know* they live near the pipeline) have a better understanding, but still believe that information about pipeline safety is not being communicated effectively. This aware group considers emergency evacuation plans, as well as potential dangers, how to detect them, where the dangers are and who to call in case of an emergency, as top priorities. Residents are also interested in the rights of property owners who live near pipelines. Their preferred vehicle for receiving desired information is television, followed by direct mail (especially by those living along the pipeline). The groups most trusted to disseminate the information are local fire, police, and other emergency responders, along with the WUTC. Pipeline companies are least trusted. This latter statement puts the public's beliefs in direct contrast with the stakeholders interviewed in the Key Leader and Organization / IVR Surveys.

Focus Groups *(Attachment F)*
The key findings from focus groups include citizens' comfort level about living along pipelines. Most participants in both the aware and unaware groups are comfortable (or would be comfortable) living near a pipeline. Most see pipelines as an essential component of our region's energy supply, and prefer pipelines to other methods of fuel transport such as ships and trucks. This is consistent with the Citizen Survey findings. Most of the aware participants consider the pipeline to be unobtrusive, and, if anything, a barrier to future development around their property. Those who say they would not move onto a property with pipeline proximity were not particularly vocal about their reasons, but some suggest that the disaster in Bellingham has much to do with their concerns.

All but one of the aware participants said they do not receive enough information about the pipelines near their property/home, and that information should be simple and local, and should come from a partnership of sources. In general, aware participants want to receive basic information about pipelines, while unaware participants want basic information to be available should they need or want it. The most frequently requested types of information among aware participants were the rights of property owners, plans for new pipelines or expansion, the pipeline company's safety record, and testing and maintenance schedules.

Neither the aware nor the unaware citizens are familiar with pipeline emergency or evacuation plans. However, most participants state that common sense is the best plan, as the average resident would simply call 911 in the event of an emergency. If the emergency was

severe, both aware and unaware groups say they would flee the area as quickly as possible (both groups referenced this as the "run like hell" plan). Common sense also seemed to dictate how to detect if something was wrong with the pipeline, such as the scent of gas in the air, the sight of liquid coming from the pipeline, or foreign sounds (such as a "hissing noise").

Door-to-door canvassing and direct mail are by far the most popular forms of communication among participants in both groups. A Web site is another popular option, following direct mail. Television and radio news, newspapers, and public forums are not seen as effective modes of communication, a factor which could conflict with the Citizen Survey findings unless the intention is that television in the form of publicity is an effective mode of communication. There was also support for an 800 number, which would allow residents to call for information as needed and convenient.

The survey conducted in August revealed that nearly every resident has trust in his or her local fire and police department. However, participants in both groups consider the collaboration between pipeline companies and local fire/police as a very effective partnership. The information would then come from the experts but would be communicated through the most trusted source.

ADDITIONAL RESEARCH

Roundtable Associates *(See Attachment G)*

In conjunction with the work with The Frause Group team, the WUTC worked with Roundtable Associates on a variety of work projects. The results play into the final recommendations in this report.

The pipeline industry has a variety of ways to communicate the pipeline safety message to those with the need to know (marking pipeline right of ways, mailings, community meetings, distribution of brochures and other educational materials). The industry has developed "public" awareness practices and individual companies offer specific training/education to those involved in land use activities, public works, and transportation, emergency response, digging and excavating, and other stakeholders in public health and safety. Local, state and federal government organizations work to increase public awareness in pipeline safety.

While high quality educational material is available and widely distributed, there appears to be little collaboration within the pipeline industry and among companies and government

agencies to develop a common and consistent awareness strategy. Further, each organization within the pipeline industry appears to have its own messages and awareness plan.

The primary causes of this lack of unity are the different messages that need to be communicated, the different audiences to which the message need to be delivered and the priority of the message in the absence of a pipeline event. These disparate factors influence a residential audience that is not getting the message.

According to Roundtable Associates, several factors are important to the successful delivery of pipeline safety messages: consistent messaging tailored to the needs of the specific audiences; messaging delivered in a manner and at a time that accommodates the audiences' priorities; coordinated efforts that engage the same audiences; and, messages embedded in larger (and higher priority) awareness and educational efforts.

KEY OBSERVATIONS AND RECOMMENDATIONS

PROVIDING INFORMATION

To address the concerns of residents living and working along the pipeline, it is essential to provide pipeline information to help them understand how to protect their families and their property. This information needs to be simple, credible, available and personal.

Simple

Pipeline messages need to be easy to recognize and to understand. The research indicates that the two most important things the public wants and needs to know are: where is the pipeline ("do I need to care") and where to go for more information ("who can help me when I'm ready to learn more"). Beyond these answers, the information needs of the population segment are based on personal interest, attitudes about various risks, proximity to a pipeline and concern about a pipeline-related event.

Credible

The public wants credible information from people it trusts. The research shows that firefighters, police officers and other first responders rank high in trustworthiness, while government regulators and pipeline companies rank low. Yet, focus groups indicate that the public also understands that first responders are not necessarily the experts in pipeline safety. In addition, uncoordinated messages from multiple sources can undercut credibility.

Available

In the course of a day, pipeline issues rarely enter the public's mind. Like many issues, the public only thinks about pipeline safety when a major incident or personal event has occurred. It is essential that pipeline safety information be readily available to the public when it is ready to receive or seek that information.

Personal

While most people receive their information from television and other media, an interesting finding in the research is that people who are aware that they live near a pipeline want to receive their information either by direct mail or personal delivery (canvassing). Focus groups revealed that people who live near a pipeline view the pipeline as part of the neighborhood. There is a strong desire to put a human, or at least more personal, face on a company that is in essence a neighbor.

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CREATING AN EFFECTIVE COMMUNICATIONS ENVIRONMENT

The successful delivery of simple, credible, available and personal information to people living and working along the pipeline is dependent on the WUTC, pipeline companies and other pipeline industry stakeholders joining together to disseminate what people want, and need to know. The ideal structure looks like this:

The Role of the WUTC

The WUTC should attempt to bring together all stakeholders and pursue opportunities to coordinate communications planning and activities. At a minimum, the following opportunities should be explored:

- Cohesive message themes that can be used by all areas of the pipeline safety community.
- Use of existing communications channels. For instance, rather than create a separate brochure or training program on pipeline incident emergency response, include a pipeline safety component in future general emergency response communications.
- A recognizable pipeline safety brand that provides all Washington stakeholders with a common visual tool to simplify and establish credibility for their communications.
- Partnerships that unite the technical expertise of the industry and regulators with the credibility of first responders and local government.
- A one-stop central archive for easy access to basic and emergency pipeline safety information. Tools could include a Web site and toll-free number.

The Role of Pipeline Companies

Pipeline companies are obligated under federal law to design and implement a communications plan for populations living along their pipelines. This requirement can be an opportunity to improve public safety. This report recommends that pipeline operators:

- Be willing to explore opportunities for uniting their communication requirements with the communication needs of other stakeholders. For instance operators could collaborate with first responders in an effort to deliver timely and important messages to residents and businesses near pipelines.
- Establish a coordinated method within the pipeline industry to disseminate information to the public, both in terms of emergency services and day-to-day information.

- Focus on door-to-door contact, direct mail, speaking engagements and other grassroots methods designed to strengthen the operator's connection with people who live near the pipeline.
- Place a priority on communicating messages about emergency procedures to populations along pipelines.
- Provide a coordinated industry media presence that provides a complete overview of how to access pipeline safety information.
- Understand that an integral piece in communicating pipeline company messages is making sure the targeted population understands where the pipeline is generally located and who to contact when they need to get more information.

Role of All Pipeline Safety Stakeholders

Other stakeholders with a role in pipeline safety information include local governments, first responders, one-call centers, citizen advocacy groups, utilities, media, real estate agents, community groups and industry associations. While each stakeholder has a different priority and focus, there is mutual benefit in coordinating individual efforts. All stakeholders should focus their efforts on the following activities:

- Bringing together industry and other resources to develop shared opportunities.
- Developing a brand identity and strategy for pipeline safety.
- Developing common messaging documents.
- Promoting segmented messaging to people living along the pipeline (aware and unaware), including discussing how to live along the pipeline safely as well as what to do in an emergency.
- Focusing on reaching general audiences last.

FOCUSING EFFORTS AROUND THE RESEARCH

The specific research results that apply to these recommendations are as follows:

- Pipeline safety information is disparate, uncoordinated and is not easy to locate. ***Key Leader Survey***
- A number of different categories of influencers play a role in distributing information about pipeline safety. ***Key Leader Survey***
- Information needs to be presented by a credible third party. ***Key Leader Survey***
- Local community involvement is stressed. ***Key Leader Survey***

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- Need to establish a coordinated way to disseminate information about pipeline safety, both in terms of emergency services and day-to-day information. ***Organizational / IVR Survey***
- No industry agreement about the communications effort is in place; no consistent answers on if there is a clear plan in place and a protocol for communicating with the public. ***Key Leader Survey***
- There is little pipeline safety information available for citizen review. ***Secondary Research***
- Key leaders validated that they are not clear on what people know or feel about pipeline safety, and that existing communications are not working. ***Key Leader Survey***
- Pipeline companies are the experts, but first responders (fire departments and EMS) are trustworthier. Research points to this simple cry from the public for more collaborative efforts. ***Citizen Survey***
- Nearly every resident trusts his or her local fire and police department. However, participants in both groups see the combination between the pipeline companies and local fire/police as a very effective partnership. The information would then come from the experts but would be communicated through the most trusted source. ***Organizational/IVR Survey***
- Local government agencies are important sources for details and are easily accessible. ***Organizational/IVR Survey***
- Active and voluntary support of pipeline operators is critical to spreading messages (80 percent felt that pipeline companies should take a major role in communications). ***Organizational/IVR Survey***
- It is necessary to establish a coordinated way to disseminate information about pipeline safety, both in terms of emergency services and day-to-day information. ***Organizational / IVR Survey***
- Most aware consumers have a better understanding of the pipeline safety situation, but believe information is not being communicated effectively. ***Citizen Survey***
- Consumers are interested in simple messaging and feel that personal communication is best. ***Citizen Survey***
- Not much information is available for public review. ***Citizen Survey***
- Door-to-door canvassing and direct mail are by far the most popular forms of communication among participants in both groups. ***Focus Groups***
- A Web site is another popular option, after the direct mail. ***Focus Groups***
- Television and radio news, newspapers, and public forums are not seen as effective modes of communication. ***Focus Groups***
- There was also support for an 800 number, which would allow residents to call for information upon need and convenience. ***Focus Groups***

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- Aware consumers want to receive basic information about pipelines, and unaware participants want basic information to be available should they need or want it. ***Citizen Survey***
- The most requested pieces of information among aware consumers are the rights of property owners, plans for new pipelines or expansion, the pipeline company's safety record and the testing and maintenance schedule. ***Citizen Survey***
- Neither the aware nor the unaware citizens are familiar with any emergency or evacuation plans regarding pipelines. ***Citizen Survey***
- People that live near pipelines pay more attention to safety information. ***Citizen Survey***
- The public looks to the media as the source of information, and as a reliable watchdog against the pipeline industry and regulator errors and indifference. ***Secondary Research***
- The media plays an important role in communicating with the public because they can reach mass numbers of people with credible and compelling messages. ***Secondary Research***

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AUDIENCE FOCUS

Priority

- Targeted residents (those that live or work along the pipeline, whether aware or non-aware)
- Residents in emergency situations
- General residents

Primary Stakeholders

- Washington State government (executive office, department of ecology)
- First responders (fire, police, emergency management)
- Local city and county governments
- Pipeline companies
- One-call centers
- Citizen advocacy groups
- City / county consortiums

Secondary Stakeholders

- Media
- Real estate agents
- Pipeline industry associations
- Contractors
- Design professionals (architects, engineers, land surveyors)
- Community groups (located along pipelines)
- Utilities
- Gas stations

TARGETED MESSAGE DIRECTION

In order to reach the target audience within the context of a disparate stakeholder environment, a focused way to approach effective message development and delivery is to visually simplify the task. To accomplish this, a "traffic light" metaphor can help stakeholders and communicators segment audience needs, respond with appropriate messages, use the most beneficial and productive delivery methods and reduce mixed-message confusion. This "traffic light" concept includes three levels of citizen awareness:

Green Level - General awareness. The green level responds to citizens' needs for basic pipeline information. This includes an overview of what pipelines carry, where they are generally located, the importance of the pipeline infrastructure to our state, basic safety information and monitoring facts, as well as the fact that additional information such as emergency information. This level of awareness allows citizens to determine whether they need more information (working down to Yellow) or are satisfied with the basics.

Yellow Level - Targeted citizen awareness in neighborhoods and communities. The yellow level responds to the needs of citizens and businesses with proximity to major pipelines. It requires the delivery of, and access to, more precise information, such as site-specific details with respect to residential or business proximity to major pipelines. This group is defined by proximity to the pipeline as well as by personal interest/concern with the issue.

Red Level - Citizen awareness regarding emergency situations. The red level responds to the need for specific emergency information. It requires the delivery of, and access to, specific emergency plans, evacuation routes and other information considered critical to all audiences who are part of the pipeline emergency response roles.

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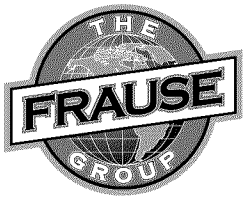
MESSAGE MAPPING

Green Level -- General Citizen Awareness

1. Pipelines are an integral part of Washington's infrastructure.
2. Pipelines are found in many neighborhoods throughout Washington.
3. The pipeline industry is regulated by federal and state government agencies.
4. Basic information about pipeline operations and owners is available to the public.
5. Pipeline emergency and notification procedures are in place for your community.

Yellow Level -- Targeted Citizen Awareness

1. Pipelines are an integral part of Washington's infrastructure.
2. The pipeline industry is regulated by federal and state government agencies.
3. Citizens living or working near pipelines have a responsibility to be aware of pipeline operations and safety issues, as well as a right to know about pipeline operations and safety issues.
4. Specific information about pipeline operations, locations of pipelines and safety records for pipelines near your neighborhood is available from the WUTC and pipeline owners.
5. Living with a pipeline in your neighborhood means that you should be aware of daily safety precautions, such as calling before you dig on your property, identifying and reporting unusual odors and being familiar with emergency procedures.
6. Pipeline emergency and notification procedures are in place for your community.



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Red Level--Citizen Awareness Regarding Emergency Situations

1. Because pipelines are located throughout the state, all Washington residents must learn basic emergency responses to potential pipeline incidents.

2. Persons living or working in the vicinity of pipelines must be fully aware of how to respond to pipeline emergencies.

3. For personal safety, citizens should keep their distance from a pipeline emergency and call 911 immediately.

4. The key responses to mitigate damage and personal injury from a pipeline emergency are:
    - protect yourself and your family first;
    - evacuate the area; and,
    - notify authorities immediately.

APPENDIX I -- SUGGESTED COMMUNICAITONS STRATEGIES AND TACTICS BASED ON RECOMMENDATIONS

Green Level -- General Citizen Awareness

Strategy #1 Develop a recognizable Washington State pipeline safety brand identity that provides all stakeholder communicators with a common tool that simply illuminates pipeline safety information.

Tactics

- **Brand development.** Create an appealing graphic image and brand positioning language that will provide the basis for all pipeline safety messaging for the pipeline safety communications effort. The Frause Group team's initial recommendations for the brand were tested by focus groups (see *Attachment F*). Branded efforts should be compatible with other, existing branding efforts (i.e. "Call Before You Dig," pipeline company brands).

  The following are the recommended brand name and sub-brand names *(see Attachment G for a graphic representation):*

  Principal Brand Name
  Pipeline Safe Washington

  Sub-Brand Name (Green Level)
  Pipeline Safe Washington – Pipeline Basics

  Sub-Brand Name (Yellow Level)
  Pipeline Safe Washington – Pipeline Neighborhood Know-How

  Sub-Brand Name (Red Level)
  Pipeline Safe Washington – Pipeline Safety and Emergency Preparedness

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Strategy #2 Support major stakeholders and influencers in their effort to communicate consistent pipeline safety messaging.

Tactics

- **Pipeline safety program group.** Organize a group representing all of the identified target audiences, stakeholders and consumers. This group will work with the WUTC to provide feedback and guidance on project elements, and will be represented by communicators within the major stakeholders' category of target audiences.

- **Brand graphics guide**. Develop a pamphlet for multiple stakeholders that communicates the brand and how it must be implemented. Include camera-ready artwork for brand implementation and steps on how to use the artwork properly.

- **Web site.** Extend brand identity and information onto a Web site that includes interactive components. Web would present details identified as essential by all elements of research.

- **Toll free number.** Create a toll free information hotline to enable citizens without Web access to gain pipeline details (even if only a recorded message with resource direction).

- **Pipeline marker artwork.** Develop artwork that carries program brand identity and can be produced by individual pipeline companies in their communications efforts. Design only. ***These would be useful tools because of their necessity through regulations.***

- **Media materials.** Develop media materials that outline basic "pipeline safety" key messages, approved quotes, media process, etc. Materials are to be used in communications processes (see *Public Information Support* below). All media materials would be hosted on the Web site for public access.

- **Communicators' kit.** Package all materials outlined above in a format that allows stakeholders (target audiences) to utilize in their communications. Kit would be designed so that can be mailed.

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Strategy #3 Encourage the formation of a statewide pipeline safety communicators group that would perpetuate continuity of basic information and messaging related to pipeline operations, damage prevention and emergency response.

Tactics

- **Communicators' network.** Create and execute a statewide public information program that builds upon media partnerships, supports individual stakeholder communications efforts and utilizes the Communicators' Kit. *Utilize Governor's Citizen Advisory Committee as the foundation for this group, if possible.*

- **Online communications exchange**. Develop and manage an active pipeline safety communicators' forum and electronic information exchange program. Use this to maintain dialogue among communicators throughout the year.

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Yellow Level -- Targeted Citizen Awareness

Strategy #1 Create and facilitate a "pipeline safety branded" community neighborhoods program that delivers critical information to citizens living and working within close proximity to major pipelines.

Tactics

- **First responders' kit.** Develop neighborhood-specific materials that focus on providing first responder communicators with access to detailed, neighborhood-based pipeline safety information. This would be a modified version of the Communicators' Kit, but with materials consistent with Yellow Level messages.

- **Direct mail.** Create artwork for direct mail that can be produced and distributed by pipeline companies in conjunction with first responders (endorsed pipeline company mailings). Audiences would be property owners and residents working and living along the pipeline.

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Strategy #2 Facilitate a mandated pipeline information program for property owners living within close proximity (distance to be determined) to all major pipelines.

Tactics

- **State and county regulatory changes.** Facilitate changes in the requirements of state and local government regarding pipeline proximity disclosure to property owners within *(distance to be determined)* of major oil and gas pipelines. This notification would be mandated annually and could be linked to annual property tax assessments by individual counties. Mandatory information would include notification of property distance from pipeline, pipeline owner identification and directions to obtain additional information.

- **Pipeline disclosure notification.** Facilitate changes in state and local regulations mandating pipeline location disclosure by property owners, real estate agents and title companies prior to the sale of any property located within *(distance to be determined)* of a major oil and gas pipeline. Mandatory disclosure would include notification of property distance from pipeline, pipeline owner identification and directions to obtain additional information.

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Strategy #3 Develop a damage prevention communications effort that will ensure increased awareness among residents living and working in close proximity to major pipelines.

Tactics

- **Support "Call Before You Dig" programs.** Integrate "Call Before You Dig" information into basic pipeline safety communications messaging. Encourage communication by pipeline safety stakeholders to residents and excavation contractors.

- **Media materials.** Provide media materials in Communicators' Kit to address the Yellow Level of communications activities.

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Red Level--Citizen Awareness Regarding Emergency Situations

Strategy #1 Create a "pipeline safety branded" emergency precautions and education program that delivers critical information to citizens living and working within close proximity to major pipelines.

Tactics

- **Emergency awareness training for media.** Develop a broadcast media pipeline safety education program for local communities. Assist local communities in conducting effective media education for all aspects of pipeline safety specific to their "broadcast reach" community. Provide location information, response procedures, suggested action by the media in providing evacuation notices, and other information needed by citizens during an emergency. Educate them about how they can be effective and provide guidelines for what consumers want to know.

- **Emergency response card.** Develop a simple emergency response wallet card that provides citizens with basic pipeline emergency response information. The card will contain information directing citizens to stay away from damaged pipelines and call 911 immediately. For personal safety, citizens would be reminded to Protect themselves and their home, Evacuate the area and Notify authorities immediately.

- **Media materials and media relations.** The emergency communications program and educational activities will be further advanced with a major statewide media relations effort. Messaging will be directed to all state citizens, and will include basic emergency information and action tips.