

## Public Awareness Workshop Breakout Group Questions

### General Pipeline Awareness Program Topics

1. Collaborative /generic vs. operator specific messages
  - When are they appropriate?
  - Should their effectiveness be measured differently?
2. National public awareness program
  - What messages should be conveyed?
  - What media would be most effective?
  - Who should it target?
  - How could effectiveness be measured?
3. Federal, State, and Local Government role in improving public awareness
  - PHMSA and other Federal Agencies
  - State government role (pipeline safety agency and others)
  - Local government role
  - Emergency Management and Response
4. Alignment of operator and stakeholder public awareness programs
  - Identify stakeholder public awareness programs that operators can leverage.
5. Triggers for additional communications
  - What events require additional communications to stakeholders?
  - What communication channels should they use?
6. Alternate approaches to messaging for certain stakeholders
  - What could a risk-based approach look like?
  - How could higher risk audiences be identified?
  - How, to whom, and when might an “on demand” approach look like?
7. Pipeline Maps
  - Should maps be included in baseline messages?
  - If so, what pipeline attributes should be on the map?

### Affected Public

Are there “Affected Public” not identified in RP 1162?

*Residents along transmission pipeline ROW, gathering system ROWs, storage or other major operational facilities, gas transmission/LDC customers and other residents near distribution systems, places of congregation (i.e. businesses, schools, churches, stadiums, etc...).*

What is the affected public’s role in pipeline safety?

- Actions they should be prepared to take?
- What do they need to know about pipelines?

What outreach has been effective/ineffective?

- Media
- Messages
- Methods

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### Emergency/Public Safety Officials

Are there “Emergency Officials” not identified in RP 1162?

*Local, state or regional officials, agencies and organizations with emergency response and/or public safety jurisdiction along the pipeline route.*

What is the emergency officials’ role in pipeline safety?

- Actions they should be prepared to take?
- What do they need to know about pipelines?

What makes for an effective liaison?

- Messages
- Methods
- Support

### Public Officials

Are there “Local Officials” not identified in RP 1162?

*Local, city, county or state officials and/or their staffs having land use and street/road jurisdiction along pipeline routes (e.g., planning, zoning, permitting, public utility boards, city and county managers).*

What is a public official’s role in pipeline safety?

- Actions they should they take?
- What do they need to know about pipelines?

What outreach has been effective/ineffective?

- Messages
- Methods
- Support

### Excavators

Are there “Excavators” not identified in RP 1162?

*Includes excavators, land developers and one-call centers. Excavators are companies and local/state government agencies involved in any form of excavation activities. Land developers are companies and private entities involved in land development and planning. One-call centers include those centers relevant to the area. This may also include stakeholders in related areas such as excavation equipment rental companies, landscapers, timber companies, etc.)*

What is an excavator’s role in pipeline safety?

- Actions they should they take?
- What do they need to know about pipelines?

What outreach has been effective/ineffective?

- Messages
- Methods
- Support