

**ATTACHMENT 3 – ENBRIDGE PUBLIC AWARENESS PROGRAM POSTACCIDENT ACTIONS**

## Public Awareness

1. Revised Enbridge U.S. and Vector Pipeline Public Awareness Plan (March, 2012) – See IR 241
2. U.S. Public Awareness Committee (PAC): The PAC was formalized in May 2011 prior to a PHMSA audit of the Enbridge U.S. and Vector Pipeline Public Awareness Program. The committee consists of internal stakeholders, including field operations & management, ROW, Compliance, Integrity and Public Affairs, and meets four times annually. The committee, which is chaired by Public Affairs and co-sponsored by the General Manager, EPND and District Manager, North Texas, is tasked with:
  - a. Maintaining effective communications with other stakeholders
  - b. Preparing for successful regulatory inspections and audits
  - c. Implementing standardization of companywide programs
  - d. Annual review and sign-off of the Public Awareness Program
  - e. Annual Review of the Public Awareness Performance Measures
  - f. Reviewing Industry best practices
  - g. Achieving full participation among the committee members
  - h. Establishing accountability and consistency
3. In response to the PHMSA audit of the Public Awareness Program, in 2011, the PAC clarified and improved the process for the program's annual implementation review; we hope to have Enbridge's GT Internal Audit team test the process before its implementation in Q3, 2012. Additionally, the committee standardized the process to collect field metrics to assist with evaluation of the Program's effectiveness, and is currently working on a mobile documentation solution to improve and simplify the documentation process for employees.
  - i. Public Awareness Documentation Database: An online documentation database, which is accessible by all Enbridge U.S. and Vector Pipeline employees, has

allowed us to better document supplemental Public Awareness contacts, which include face-to-face meetings, letters, emails, telephone calls, events, etc. The database rolled out (as previously planned) in Q4, 2010; subsequent improvements have been based on user experience and are focused on continuous improvement of our documentation process.

- ii. **Employee Training:** Training is provided annually for field employees in each liquids region and gas district to help them better understand their role in the Public Awareness Program. In 2011, we provided training for more than 500 field employees. In Q4, 2012 we plan to roll-out online training that all employees, regardless of whether they work in a field location or in an office, will be required to complete.
  - iii. **Baseline PAP Brochure Focus Group Research:** Focus group testing of the Public Awareness brochures for all audiences was conducted in Q1, 2012. Based on the feedback received from participants, several changes were made to the 2012 brochures. Major changes include re-focusing emphasis placed on the emergency numbers and reducing non-emergency phone numbers to one toll-free number to improve clarity on which number to call in emergency vs. non-emergency situations. Although already planned and budgeted for 2012, the focus groups were also suggested during the 2011 PHMSA PAP audit.
  - iv. **Affected Public Magnets:** The entire Affected Public audience now receives a magnet with the annual brochure mailing which includes the appropriate emergency number for their area.
  - v. **Emergency Responder Training:** A program to provide in-person and online training for emergency responders is currently in development and will launch in Q4, 2012.
  - vi. **Public Awareness Calendars:** Affected Public within 200 feet of GT pipeline systems now receive an additional, supplemental contact through the annual Public Awareness calendar. This calendar has been provided to Affected Public on the liquids pipelines for several years.
  - vii. **Public Official Outreach:** Through the engagement of Enbridge's Government Affairs team, the public official mailing list has been improved to better target state and federal public officials. In addition, supplemental mailings have been sent to public officials to remind them of Enbridge's Public Awareness efforts, including 811 Day, National Safe Digging Month and the delivery of Public Awareness calendars to their constituents.
4. **Increased Supplemental Activities:** Enbridge is increasingly leveraging mass media to reach those who may live further away from our pipeline systems, but could potentially be impacted by an incident. For example, for National Safe Digging Month, as part of a

larger awareness campaign, Enbridge will be placing ads in regional newspapers and pitching letters to the editor signed by Enbridge management in each area.