

**ATTACHMENT 65 – ENBRIDGE PUBLIC AWARENESS PROGRAM PLAN**



# ENBRIDGE ENERGY COMPANY



LIQUIDS,  
NATURAL GAS &  
NATURAL GAS  
LIQUIDS



## PUBLIC AWARENESS PROGRAM

PREPARED: June 2006  
REVISED: August 2010

ENBRIDGE ENERGY COMPANY  
PUBLIC AWARENESS PROGRAM

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## 1.1 PLAN SCOPE

The safety of the public and our employees – and the protection of the environment – is of the highest importance to Enbridge Energy Company management and employees of Enbridge’s U.S. Natural Gas Business Unit and Liquids Transportation. A key component of the Enbridge Energy safety and community involvement program is an effective Public Awareness Program, which targets those stakeholders who share the company’s goal of safe, reliable and environmentally responsible operations. Enbridge is committed to effective communications with the company’s key stakeholders through an ongoing, relevant Public Awareness Program.

## 1.2 APPLICABILITY OF AMERICAN PETROLEUM INSTITUTE RECOMMENDED PRACTICE 1162 (REGULATED UNDER TITLE 49 CFR PARTS 192 & 195)

1	Hazardous Liquid Pipelines – Intrastate and Interstate
2	Natural Gas Transmission Pipelines - Intrastate and Interstate
3	Gathering Pipelines


## 1.3 PROGRAM COMPLIANCE

The Pipeline Safety Improvement Act of 2002 (PSIA 2002) requires that each owner or operator of a gas or hazardous liquid pipeline facility must:

1	Carry out a continuing program to educate the public on the use of a one-call notification system prior to excavation and other damage prevention activities.
2	Discuss the possible hazards associated with unintended releases from the pipeline facility.
3	Discuss the physical indications that such a release may have occurred.
4	Discuss what steps should be taken for public safety in the event of a pipeline release.
5	Illustrate how to report such an event.

The completed program shall include activities to advise affected municipalities, school districts, businesses, and residents of pipeline facility locations.

This program has been prepared for compliance with the PSIA 2002 and the American Petroleum Institute Recommended Practice 1162 (API RP 1162).


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The program is supplemented with each operating area's individual Emergency Response Plan. In addition, special condition plans, i.e. Texas RRC Rule 36 H<sub>2</sub>S Plans, supplement this plan as applicable to a specific area.

## 1.4 PROGRAM OBJECTIVES

The Enbridge Public Awareness Program objectives are listed below:

<b>EDUCATION</b>	Provide factual information about pipeline operations and safety to stakeholders affected (or potentially affected) by pipeline and related facility operations.
<b>PIPELINE DAMAGE PREVENTION</b>	Help prevent third-party damage to pipelines by informing affected public and excavators about the location of pipelines and the importance of digging safely.
<b>SAFETY &amp; ENVIRONMENTAL PROTECTION</b>	Inform affected public, emergency officials and public officials how to recognize a pipeline incident and how to respond in a way that protects people and property. This will promote a quick and coordinated response to an incident by Enbridge and emergency officials. Increase awareness of emergency plan (and enhance liaison) with emergency officials.
<b>GOODWILL</b>	Through honest and open communications with key stakeholders, build a reservoir of goodwill in Enbridge host communities through an enhanced understanding of why pipelines are necessary and the company's commitment to maintaining and safely operating these facilities.

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## 1.5 MANAGEMENT COMMITMENT & SUPPORT

The safety of the public and our employees – and the protection of the environment – is of the highest importance to Enbridge Energy Company management. A key component of Enbridge’s safety and community involvement program is an effective Public Awareness Program, which targets those stakeholders who share the company’s goal of safe, reliable and environmentally responsible operations.

Enbridge management is committed to providing its support through active participation, company policy, resources and funding for the development, implementation, management and continuous improvement of its public awareness programs.


As evidence of Enbridge’s commitment to operating a safe and reliable pipeline system, the management team at Enbridge has formed a public awareness program that fulfills all requirements set forth in the American Petroleum Institute’s Recommended Practice (RP) 1162 and public awareness programs under regulations for Damage Prevention Programs for Excavators – 192.614(c) and 195.442(c), Emergency Plans for Fire, Police and Public Officials – 192.615(c) and 195.402(c), Public Education – 192.616 and 195.440 and Gas Transmission Integrity Management – 192.911(m).

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## 2.1 PUBLIC AWARENESS PROGRAM REVIEW

<b>PLAN REVIEW</b>	
<p>This implementation plan will be assessed every calendar year (not to exceed 15 months) by the Public Awareness Manager. The following will be reviewed to determine the plan's adequacy.</p>	
1	Regulatory Requirements
2	Organizational Changes / Responsibility Changes
3	Asset Acquisitions / Sales / Abandonments
4	Pipeline Segment Requirements
5	Effectiveness Evaluations (if completed in that year)
<b>MODIFICATIONS TO PLAN</b>	
<p>Revisions (if any are prompted by the assessment) to this plan will be prepared within 60 days after review listed above. Public awareness reviews and revisions will be noted on FORM 11.1.</p>	

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	<b>RESPONSIBILITIES</b>	Last Revision Date December 2008

### 3.1 PUBLIC AWARENESS PROGRAM ADMINISTRATION

The Enbridge Energy Company Public Awareness Program is a shared responsibility among Operations, Public Affairs, Compliance, Integrity Management, Right-of-Way and Environmental Health & Safety. (Specific identification and contact information for individuals identified herein is located in Appendix A.)

### 3.2 VICE PRESIDENTS OF OPERATIONS

The Vice President of Operations – Gas and Vice President of Operations – Liquids share executive oversight for Enbridge’s Public Awareness Program with Director of Public & Government Affairs.

### 3.3 GENERAL MANAGER, REGULATED AND OFFSHORE PIPELINES

The Vice President, Southern U.S. Engineering & Project Execution shares executive oversight for Enbridge’s Public Awareness Program with the Vice President of Operations – Gas, Vice President of Operations – Liquids and Director of Public & Government Affairs.

### 3.4 DIRECTOR OF PUBLIC, GOVT & REG. AFFAIRS


The Director of Public & Government Affairs shares executive oversight for Public Awareness Program with the Vice President of Operations – Gas and Vice President of Operations – Liquids.

### 3.5 REGION/AREA OPERATIONS MANAGEMENT

1	Implements in coordination with Public Awareness Manager, identification and execution of any supplemental elements of the Public Awareness Program appropriate for each pipeline system under his/her supervision, including frequency or practices beyond the baseline program.
2	Assures annual in-person visits (one-on-one or group meetings) – or documentation of effort of attempted contact to arrange those visits with emergency officials.
3	Maintains primary copies of documentation for public awareness mailings as well as supplemental activities with stakeholders.
4	Responsible for placing ads (when specified in Public Awareness Plans) in local newspapers as required by Public Awareness Plan schedule.

### 3.6 PUBLIC AWARENESS MANAGER




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The Enbridge Public Awareness Manager is appointed by the Director of Public & Government Affairs. The following list itemizes the Public Awareness Manager's duties:

1	Serves as overall administrator of Enbridge Public Awareness Program that includes all liquids, natural gas and gas liquids assets.
2	Develops and maintains the baseline Public Awareness Plan with the concurrence of Liquids, Natural Gas and Gas Liquids Operations management.
3	Manages the development and production of written collateral materials, such as brochures, advertising specialty items, maps and letters for public awareness communications.
4	Facilitates with Region/Area Operations Management to supplement the baseline program as appropriate.
5	Coordinates and acts as lead liaison relationship with direct-mail vendor.
6	Assures documentation for mailings is provided to appropriate Operations personnel and that copies are retained for backup at appropriate field location or where DOT audit will take place.
7	Coordinates annual program assessment process and facilitates internal review of periodic program evaluation results to develop recommendations for program improvement as needed.
8	Coordinates external measurement of program effectiveness and implements program improvement recommendations, changes and/or revisions.

### 3.7 High Consequence Areas

Respective Enbridge operations departments, in coordination with Environmental Health & Safety and other departments as appropriate will identify high consequence areas (HCAs) to be included in the public awareness plan. A list of HCAs covered in the Enbridge Energy Company Public Awareness Program is available in the Integrity Management Plan for Gas and the HCA Management Plan for Liquids.

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	<b>SECTION 4 ASSETS INCLUDED IN PLAN</b>	Page Number 4-1
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#### 4.1 PIPELINE AND STORAGE ASSETS TO BE INCLUDED IN PUBLIC AWARENESS PROGRAM

Liquids Transportation

Operator ID

Business Unit:

assigned by DOT :

Enbridge Pipelines (Lakehead) L.L.C.	11169
Enbridge Pipelines (Ozark) L.L.C.	31947
Enbridge Storage (Patoka) LLC	31948
Enbridge Pipelines (Toledo) Inc.	31448
CCPS Transportation, LLC	32080
Enbridge Pipelines (North Dakota) LLC	15774


Natural Gas Segment:

Operator ID

assigned by DOT :

H&W Pipeline LLC	07010
Enbridge Pipelines (Texas Intrastate) L.P.	31322
Enbridge Pipelines (Texas Gathering) L.P.	31425
Enbridge Pipelines (East Texas) L.P.	31613
Enbridge Pipelines (NE Texas) L.P.	31614
Enbridge Gathering (North Texas) L.P.	31943
Enbridge Pipelines (North Texas) L.P.	31944
Enbridge Offshore (Gas Transmission) LLC	18646
Enbridge Offshore Gas Gathering, L.L.C.	31485
Enbridge Offshore Pipelines (UTOS) LLC	31616
Enbridge Pipelines (Louisiana Liquids) L.L.C.	31884
DuFour Petroleum L.P.*	31423
Enbridge Pipelines (NE Texas Liquids) L.P.	32100
Enbridge Gathering (Texarkana) L.L.C.	31615
Enbridge Marketing (North Texas) L.P.	32101

\* Liquid petroleum pipeline

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	<b>KEY AUDIENCES</b>	Last Revision Date December 2008

API RP 1162 identifies four key stakeholder audience groups: Affected Public (individuals or general businesses a certain distance on either side of the centerline), Emergency Officials, Local Public Officials and Excavators. For purposes of the Public Awareness Program, these audiences are identified in a variety of ways including through geocoding employed by mailing vendor for use in baseline mailings, SIC code analysis, One-Call membership, and internal data gathering by right-of-way and operations personnel.

## 5.1 AFFECTED PUBLIC


<b>RESIDENTS</b>	Residents and tenants on right-of-way.
<b>NEIGHBORS</b>	Residences and businesses within designated communications corridor (generally 660 or 1,000 feet either side of pipeline centerline), depending on size, pressure, commodity, active status of line or segments identified as HCAs.
<b>PLACES OF CONGREGATION</b>	Places where people may assemble or work on a regular basis (on or along a right-of-way), unrelated to habitation. May include schools, hospitals, nursing or assisted-living homes, parks, theaters, stadiums, gymnasiums, houses of worship, prisons and so on.

## 5.2 EMERGENCY OFFICIALS (FIRST RESPONDERS)

1	Fire Departments
2	Law Enforcement Agencies
3	Emergency Medical Responders
4	Local Emergency Planning Committees
5	County or State Emergency Management Agency
6	9-1-1 Dispatch Centers or Emergency Call Centers
7	Other appropriate public safety organization with jurisdiction along pipeline routes


## 5.3 LOCAL PUBLIC OFFICIALS

1	County or City Public Officials
2	County or city bureaucracies responsible for such activities as planning, zoning, permitting, building code enforcement and utilities
3	Any other local or regional governing council

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#### 5.4 EXCAVATORS


1	Companies in county of pipelines or related facilities involved in any form of earthen excavation or disturbance activity
2	Land developers based in area, such as home builders and real estate sales
3	Excavation "One-Call" centers relevant to area of pipeline
4	Farmers and other individuals involved in deep plowing and other soil disturbance activities
5	Other companies as identified by local operations that perform activities near, on or over the right-of-way that are potentially injurious to the facilities (e.g., logging operations)

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## 6.1 MESSAGE CATEGORIES – GENERAL

Not all of these message categories may be appropriate for use in every public awareness communication activity or for use with every stakeholder. Further, all relevant messages may or may not be delivered to target stakeholders in the same communications vehicle.

1	Pipeline purpose & reliability
2	Hazard awareness & prevention measures
3	Leak recognition and response
4	Emergency preparedness communications
5	Damage prevention
6	Pipeline location information
7	Summary of HCA and Integrity Management Plans
8	Right-of-way encroachment prevention
9	Pipeline maintenance-related construction activities
10	Security
11	Related facility purpose
12	One-call requirements
13	Pipeline location information and availability of NPMS
14	How to get additional information

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The baseline program will be conducted in English. Upon consideration of data from the most recent U.S. Census, published in 2000, a Spanish-language mailing will be supplemented. Enbridge will conduct its baseline program along each transmission pipeline and gathering systems regulated by the DOT and/or state agencies that adopt Parts 192 and 195 into their regulations (and at its discretion, non-DOT regulated gathering systems).

## 7.1 AFFECTED PUBLIC

Baseline messages directed to the Affected Public include: pipeline purpose and reliability, awareness of hazards and prevention measures undertaken, damage prevention awareness, one-call requirements, leak recognition and response, pipeline location information, how to get additional information, and the availability of pipeline maps through the National Pipeline Mapping System (NPMS).


Means of contact or communication will be provided by a brochure or other written materials provided by Enbridge.

<b>DELIVERY METHOD: DIRECT MAIL</b>	Method selection rationale: Geo-coding technology used by mailing vendor helps assure that affected public will receive public awareness material(s).
<b>FREQUENCY MINIMUM</b>	Once every two (2) years based on API RP 1162 recommended frequency for baseline program.
<b>REACH</b>	Affected public is determined generally by a 1,320 foot corridor which extends 660 feet on each side of the centerline of the pipeline. (Depending on size, pressure, commodity, active status of line or segments identified as HCAs, corridor may extend to 1,000 feet either side of centerline.)

## 7.2 EMERGENCY OFFICIALS

Baseline messages directed to Emergency Officials include: pipeline purpose and reliability, awareness of hazards and prevention measures undertaken, emergency preparedness communications, potential hazards, pipeline location information and availability of the National Pipeline Mapping System (NPMS), and how to get additional information.

Means of contact or communication for the baseline program will be provided by a brochure or other written materials provided by Enbridge.

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<b>DELIVERY METHOD: DIRECT MAIL</b>	Method selection rationale: Geo-coding technology used by mailing vendor helps assure that emergency officials will receive public awareness material(s).
<b>FREQUENCY MINIMUM</b>	Annually based on API RP 1162 recommended frequency for baseline program, not to exceed 15 months.
<b>REACH</b>	All first responder organizations, including 9-1-1 dispatch centers, in counties / parishes of pipeline operations, plus 10 miles either side.

### 7.3 LOCAL PUBLIC OFFICIALS

Baseline messages directed to Local Public Officials include: pipeline purpose and reliability, awareness of hazards and prevention measures undertaken, emergency preparedness communications, one-call requirements, pipeline location information and availability of NPMS, and how to get additional information.


Means of contact or communication with be conducted via printed or written material, meeting or telephone call.

<b>DELIVERY METHOD: DIRECT MAIL</b>	Method selection rationale: Geo-coding technology used by mailing vendor helps assure that local public officials will receive public awareness material(s).
<b>FREQUENCY MINIMUM</b>	Once every three (3) years based on API RP 1162 recommended frequency.
<b>REACH</b>	Key local public officials whose constituencies are among Affected Public, including but are not limited to, county commissioners, police jury members, senior county/parish administrative officers (i.e., county judge), city council members, mayors, county/parish planning/zoning boards or commissions.

### 7.4 EXCAVATORS

Baseline messages directed to Excavators include: pipeline purpose and reliability, awareness of hazards and prevention measures undertaken, damage prevention awareness, one-call requirements, leak recognition and response, and how to get additional information.

Means of contact or communication with be via brochure or other written material.

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<b>DELIVERY METHOD: DIRECT MAIL</b>	Method selection rationale: Geo-coding technology used by mailing vendor helps assure that excavators will receive public awareness material(s).
<b>FREQUENCY MINIMUM</b>	Annual, based on API RP 1162 recommended frequency, not to exceed 15 months.
<b>REACH</b>	<p><i>Gas:</i> All excavators (as identified by SIC codes) in county or parish where pipeline is located plus 10 miles either side.</p> <p><i>Liquids:</i> All excavators (as identified by SIC codes) within 50 miles either side of centerline of the pipeline (in consideration of fewer pipeline systems operating near the liquids systems, we are supplementing the distance to ensure wider reach in more rural areas).</p> <p><i>High Population Density Areas:</i> Due to extremely high numbers of excavators in the Chicago area, all excavators in Cook and DuPage Counties, Illinois, (as identified by SIC codes) within 10 miles either side of centerline of the pipeline.</p>


## 7.5 SCHOOL DISTRICTS

Baseline messages to be directed towards school districts include: pipeline purpose and reliability, awareness of hazards and prevention measures undertaken, emergency preparedness communications, one-call requirements, pipeline location information and availability of NPMS, and how to get additional information. Additionally, school districts will be encouraged to recognize the presence of pipelines in their own emergency plans.

Means of contact or communication will be via brochure or other written material.

<b>DELIVERY METHOD: DIRECT MAIL</b>	Method selection rationale: Geo-coding technology used by mailing vendor helps assure that school districts will receive public awareness material(s).
<b>FREQUENCY MINIMUM</b>	Annual.
<b>REACH</b>	Gas and Liquids: All administrative offices of school districts in county or parish where pipeline is located.




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## 7.6 PIPELINE MARKERS

Pipeline markers are key communication vehicles for all stakeholder audiences. These signs provide the public with key information regarding the pipeline such as:

1	General location of the pipeline
2	Name of the operator
3	Emergency phone number
4	General description of pipeline contents

<b>DELIVERY METHOD: POSTING ON OR NEAR PIPELINE ROW</b>	Posting on and near pipeline rights-of-way, including road crossings (as required by CFR Part 192 and 195). Posting intervals may be increased by supplemental considerations. Method selection rationale: Highly visible and posted at rights-of-way road crossings, these markers are likely to be the primary source of information to the public or a first responder to a suspected leak or other incident.
<b>FREQUENCY MINIMUM</b>	Periodically maintained and updated whenever key information on marker changes. These signs are visually inspected during pipeline patrol and/or leak surveys required by pipeline safety rules & regulations.
<b>REACH</b>	Affected public, emergency officials, local public officials and/or excavators who are on or near a pipeline right-of-way.

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## 8.1 SUPPLEMENTAL PROGRAM – GENERAL


Supplemental public awareness communications may be appropriate on specific systems (or segments of specific systems) based on population density, product carried in the pipeline, land development activities, a history of pipeline incidents, and others (see below for more detailed list).

Region/Area Operations Managers and the Public Awareness Manager together will determine if relevant factors exist to implement appropriate supplemental public awareness activities. The Region/Area Managers (or their designates) and the Public Awareness Manager will periodically review specific systems (or segments of specific systems).

Enbridge Energy Company is a member of One-Call Centers in all states in which the company has pipeline operations. This includes: Arkansas, Illinois, Indiana, Kansas, Louisiana, Michigan, Minnesota, Missouri, Mississippi, Montana, New York, North Dakota, Ohio, Oklahoma, Texas and Wisconsin.

## 8.2 SUPPLEMENTAL MESSAGES BY STAKEHOLDER AUDIENCE

<b>AFFECTED PUBLIC</b>	<ul style="list-style-type: none"> <li>▪ Information on how to access an overview of operator's Integrity Management Program</li> <li>▪ Right-of-Way encroachment prevention</li> <li>▪ Planned major maintenance or construction activity</li> </ul>
<b>AFFECTED PUBLIC NEAR STORAGE OR OTHER FACILITY</b>	<ul style="list-style-type: none"> <li>▪ Information on how to access an overview of operator's Integrity Management Program</li> <li>▪ Special incident response notification and/or evacuation measures <i>if</i> appropriate to product or facility</li> <li>▪ Facility purpose</li> </ul>
<b>EMERGENCY OFFICIALS</b>	<ul style="list-style-type: none"> <li>▪ Provide information on how to access an overview of integrity measures undertaken</li> <li>▪ Planned major maintenance or construction activity</li> </ul>
<b>LOCAL PUBLIC OFFICIALS</b>	<ul style="list-style-type: none"> <li>▪ If applicable, provide information about designation of HCA (or other factors unique to segment) and summary of integrity measures undertaken</li> <li>▪ Right-of-Way encroachment prevention</li> <li>▪ Planned major maintenance or construction activity</li> </ul>
<b>EXCAVATORS</b>	<ul style="list-style-type: none"> <li>▪ Pipeline purpose, prevention measures and reliability</li> </ul>
<b>ONE-CALL CENTERS</b>	<ul style="list-style-type: none"> <li>▪ One-Call System performance</li> <li>▪ Accurate line location information</li> <li>▪ One-Call System improvements</li> </ul>

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<b>SCHOOL DISTRICTS</b>	<ul style="list-style-type: none"> <li>▪ Information and/or overview of operator's Integrity Management Program</li> <li>▪ Right-of-Way encroachment prevention</li> <li>▪ Planned major maintenance or construction activity</li> </ul>
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### 8.3 FACTORS AFFECTING A SUPPLEMENTAL PROGRAM

1	Potential hazards
2	HCAs
3	Population density along right-of-way or near related facilities
4	Land development activities
5	Land farming activity
6	History of third-party damage
7	Environmental considerations
8	Pipeline release history in an area
9	Specific local situations
10	Regulatory requirements
11	Changes suggested from a public awareness program evaluation

### 8.4 EXPANDED BASELINE METHODS

<b>INCREASE FREQUENCY</b>	More frequent contact with key stakeholders may be scheduled annually if deemed necessary as a supplemental activity.
<b>EXPANDED REACH</b>	Expanded reach to those affected within an HCA on a particular pipeline segment.

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## 8.5 COMMODITIES FOR WIDER CORRIDORS

In areas where there are special circumstances such as transportation of natural gas liquids or sour gas, Enbridge will widen the corridor from the pipeline centerline to include more addresses in direct mail.

<b>H<sub>2</sub>S (LIQUIDS)</b>	1,000 feet or inclusive of impact zone, whichever is greater
<b>H<sub>2</sub>S (GAS)</b>	1,000 feet or inclusive of H <sub>2</sub> S radius of exposure of 100 ppm, whichever is greater.
<b>NATURAL GAS LIQUIDS</b>	Corridor typically will be 1,000 feet or greater, unless pipeline operating conditions and right-of-way population density suggest that 660 feet from centerline is appropriate.

## 8.6 HIGH CONSEQUENCE AREAS


<b>TARGET AUDIENCE</b>	Affected public, emergency responders, local public officials.
<b>DELIVERY METHOD</b>	Mailed annually as part of the baseline mailing program.
<b>REACH</b>	Maximum width of the HCA from the centerline of the pipeline.
<b>FREQUENCY</b>	Annual

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## 8.7 SUPPLEMENTAL ACTIVITIES BY AUDIENCE


<b>TARGET AUDIENCE</b>	Affected Public
<b>DELIVERY METHOD</b>	<ul style="list-style-type: none"> <li>▪ Print materials, or</li> <li>▪ Personal contact, or</li> <li>▪ Telephone calls, or</li> <li>▪ Group meetings, or</li> <li>▪ Open houses, or</li> <li>▪ Collaborative public awareness programs, or</li> <li>▪ Enbridge Calendars, or</li> <li>▪ Mass Media Advertising</li> </ul>
<b>REACH</b>	660 feet; 1,000 feet for special circumstances such as NGLs or H <sub>2</sub> S commodities; Broad reach when mass media advertising is utilized.
<b>FREQUENCY</b>	This supplemental effort may be used in conjunction with the baseline direct mailing program 1) in areas where further communication is warranted, or 2) where additional communication with specific stakeholders is warranted. The need for this supplemental activity will be determined by pipeline segment factors, which will be analyzed by Operations and the Public Awareness Manager.

<b>TARGET AUDIENCE</b>	Emergency Officials
<b>DELIVERY METHOD</b>	<ul style="list-style-type: none"> <li>▪ Personal contact, or</li> <li>▪ Group meetings/liaison meetings, or</li> <li>▪ Telephone calls, or</li> <li>▪ Emergency tabletop, deployment exercises, or</li> <li>▪ Facility tour, or</li> <li>▪ Open house</li> </ul>
<b>REACH</b>	Emergency responder organizations, including 9-1-1 dispatch centers, in counties/parishes of pipeline operations.
<b>FREQUENCY</b>	This supplemental effort may be used in conjunction with the baseline direct mailing program 1) in areas where further communication is warranted, or 2) where additional communication with specific stakeholders is warranted. The need for this supplemental activity will be determined by pipeline segment factors, which will be analyzed by Operations and the Public Awareness Manager.

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<b>TARGET AUDIENCE</b>	Local Public Officials and State & Federal Public Officials
<b>DELIVERY METHOD</b>	<ul style="list-style-type: none"> <li>▪ Personal contact, or</li> <li>▪ Targeted distribution of print materials, or</li> <li>▪ Group meetings/liaison meetings, or</li> <li>▪ Telephone calls, or</li> <li>▪ Facility tour, or</li> <li>▪ Open house, or</li> <li>▪ Videos and CDs, or</li> <li>▪ Enbridge Calendars</li> </ul>
<b>REACH</b>	Local Public Officials in county where pipeline is located; State and Federal Public Officials if district includes location of the pipeline or hazardous facilities.
<b>FREQUENCY</b>	This supplemental effort may be used in conjunction with the baseline direct mailing program 1) in areas where further communication is warranted, or 2) where additional communication with specific stakeholders is warranted. The need for this supplemental activity will be determined by pipeline segment factors, which will be analyzed by Operations and the Public Awareness Manager.

<b>TARGET AUDIENCE</b>	Excavators, Contractors & Land Developers
<b>DELIVERY METHOD</b>	<ul style="list-style-type: none"> <li>▪ Group meetings/liaison meetings, or</li> <li>▪ One-call center outreach, or</li> <li>▪ Personal contact, or</li> <li>▪ Collaborative public awareness efforts, or</li> <li>▪ Targeted distribution of print materials, or</li> <li>▪ Telephone calls, or</li> <li>▪ Enbridge Calendars</li> </ul>
<b>REACH</b>	County where pipeline is located.
<b>FREQUENCY</b>	This supplemental effort may be used in conjunction with the baseline direct mailing program 1) in areas where further communication is warranted, or 2) where additional communication with specific stakeholders is warranted. The need for this supplemental activity will be determined by pipeline segment factors, which will be analyzed by Operations and the Public Awareness Manager.

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<b>TARGET AUDIENCE</b>	Farmers
<b>DELIVERY METHOD</b>	<ul style="list-style-type: none"> <li>▪ Targeted distribution of print materials, or</li> <li>▪ Personal contact, or</li> <li>▪ Telephone calls</li> </ul>
<b>REACH</b>	Farmers within 10 miles of centerline of the pipeline, depending on region.
<b>FREQUENCY</b>	Annually, to coincide with deep-plowing, harvesting and other soil disturbance activities.

<b>TARGET AUDIENCE</b>	One-Call Centers
<b>DELIVERY METHOD</b>	<ul style="list-style-type: none"> <li>▪ Targeted distribution of print materials, or</li> <li>▪ Personal contact, or</li> <li>▪ Telephone calls</li> </ul>
<b>REACH</b>	One-Call centers serving area and meetings of excavators in counties/parishes of pipeline operations.
<b>FREQUENCY</b>	This supplemental effort may be used as changes in pipeline routes or contact information occur or as required by state requirements.

<b>TARGET AUDIENCE</b>	School Districts
<b>DELIVERY METHOD</b>	<ul style="list-style-type: none"> <li>▪ Targeted distribution of print materials, or</li> <li>▪ Personal contact, or</li> <li>▪ Telephone calls</li> </ul>
<b>REACH</b>	Schools within 1,000 feet of centerline of the pipeline. In Texas, state rules will be followed and schools will be offered personal visit by Enbridge or regulatory agency (Texas RRC) through school administrative office.
<b>FREQUENCY</b>	This supplemental effort may be used 1) in areas where further communication is warranted, or 2) where additional communication with specific stakeholders is warranted.

## 8.8 ADVERTISING SPECIALTY ITEMS

Advertising specialty items may be included in mailings or distributed during meetings with key stakeholders.

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## 8.9 THIRD-PARTY PUBLIC AWARENESS TRAINING

Financial support for third-party public awareness training may include underwriting for organizations providing training about pipeline safety to first-responder and/or excavator organizations. This may also include providing company safety informational material to a third-party organization for use in pipeline safety education or training.

## 8.10 PUBLIC AWARENESS BOOTH / EXHIBIT

Public awareness booth / exhibit may be deployed for meetings with excavators, first responders and others.



## 9.1 BASELINE MAILING SCHEDULE

Based on API RP 1162 and the corresponding Frequently Asked Questions published by the Pipeline and Hazardous Materials Safety Administration, implementation of the baseline direct mail program for all audiences under the new Public Awareness Program is triggered to begin June 20, 2006 plus the recommended frequency in the regulation. Enbridge's direct mail schedule is as follows:


<b>AFFECTED PUBLIC</b>	Every two years; may supplemented by inclusion in baseline mailing annually.
<b>EMERGENCY RESPONDERS</b>	Annual, not to exceed 15 months
<b>LOCAL PUBLIC OFFICIALS</b>	Every three years; may supplemented by inclusion in baseline mailing annually.
<b>EXCAVATORS</b>	Annual, not to exceed 15 months

Additionally, this mailing will encompass an HCA mailing by extending the buffers as needed in identified HCAs.

## 9.2 SUPPLEMENTAL ACTIVITIES SCHEDULE

As noted in Section 8, Supplemental Activities are a key component of the Enbridge Public Awareness Plan. Operations personnel will choose from the following list after determining the need for supplemental activities. Supplemental activities will be performed according to an assessment of needs along the pipeline system, and will be documented by Region/Area Operations Management. Operations will be responsible for conducting an assessment of supplemental activities with Affected Public, Emergency Responders and Excavators; Public Affairs and Operations will share responsibility for Local Public Officials.


- Personal contact
- Telephone calls
- Group meetings for excavators and emergency responders
- Open houses
- Emergency tabletop, deployment exercises
- Facility tour
- Videos and/or DVDs
- Pipeline markers (baseline in Enbridge PA programs)
- Collaborative public awareness efforts
- One-Call center outreach
- Targeted distribution of print materials

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Schools that fall within 1,000 feet on either side of the centerline of the pipeline will be offered the opportunity for supplemental activity by Enbridge or, if located in Texas, by a regulatory agency:

- Personal contact
- Telephone calls
- Targeted print materials

Operations will be responsible for Enbridge's supplemental contact with School Districts. All supplemental activities will be documented; documentation will be kept at the field locations and accessible to Public Affairs.

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## 10.1 INFORMAL REVIEW

The Public Awareness Manager will annually review public awareness efforts for Liquids, Natural Gas & Natural Gas Liquids with Region/Area Operations Management, Operations personnel (and any others involved in Public Awareness activities), to informally assess the effectiveness of public awareness efforts and verify that the appropriate activities have been implemented.

This review may include evaluation of the number of incidents, (resulting from excavating, tunneling, drilling, or boring procedures, demolishing operations or the discharge of explosives) contacts with first responders, participation in public awareness meetings with excavators, One-Call center requests, pipeline patrol reports and other factors. Based on this information assessment, the Public Awareness Manager – in consultation with Operations – may adjust the public awareness program to verify that roles and responsibilities are appropriate and to improve program effectiveness.

This annual review may be conducted by electronic feedback, telephone conference calls or personal meetings, and will be documented using form 11.1.

## 10.2 FORMAL REVIEW

### **Measuring effectiveness: PAPERS joint company public awareness survey program**


Enbridge participates in the Public Awareness Program Effectiveness Research Survey (PAPERS), a national industry-sponsored evaluation program developed and supported by the American Petroleum Institute (API), Association of Oil Pipelines (AOPL), and the Interstate Natural Gas Association of America (INGAA).

This broad, industry-wide program provides operators with meaningful, comparable, consistent insight on communications efforts that meet RP1162 regulatory requirements. PAPERS conducts a joint awareness survey every two years. The first was conducted in 2007.

### **PAPERS PROGRAM DEVELOPMENT**

#### **Development**

The PAPERS program was originally developed by transmission operators in coordination with HarrisInteractive, a large market research firm known for pioneering leadership in the online market research industry. In 2005, HarrisInteractive conducted a pilot study on behalf of API to establish a robust approach to meeting the recommendations of RP1162.

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**Methodology**

The PAPERS program methodology was designed to evaluate the effectiveness of each pipeline operator’s program. The surveys undertaken under the program measure the reception and comprehension of key messages by each of the four key stakeholder audiences. The surveys include respondents along the right-of-way for all company designated pipeline systems a company provides. The results are presented in aggregate for the individual company – not by pipeline system.

The PAPERS program uses the most effective research approach for each of the stakeholder audiences identified in RP1162: the Affected Public, Public Officials, Emergency Officials and Excavators. Mail, telephone and internet surveying will be employed as appropriate. To provide the most accurate and robust survey results, the PAPERS program may utilize GIS data, public awareness stakeholder lists, and/or directory and other information to locate addresses within a certain buffer zone (generally 660 feet or 1,000 feet) or within a geographic jurisdiction adjacent to the pipelines. With this information, a sufficient number of potential respondents are randomly selected to complete the survey.

**Sample size**


The determination of sample size depends on the size of the operator and the number of completed responses desired. An operator with greater than 500 miles of pipeline is considered a “large operator;” an operator with fewer than 500 miles of pipeline is considered a “small operator.”

For large operators, total desired completed responses are 400. This includes 150 completed responses for both the Affected Public and Excavators and 50 completed responses for Emergency Officials and Public Officials. The completed response total for small operators is 235, which includes 75 completed responses for the Affected Public, 100 completed responses for Excavators and 30 each for Emergency Officials and Public Officials. These response totals allow for a reasonable, statistically significant (95% confidence level) range to be constructed around the result.

There may be instances where pipelines overlap and respondents qualify to participate in more than one operator’s survey. The PAPERS program can identify the respondents that belong to more than one company, ensuring their representation in each individual company’s results.

**Survey analysis**

The PAPERS program allows quantifiable measurements over time so that participating pipeline operators have a tool to help understand successes or barriers of the instituted programs. Using a secure reporting portal, companies can review their individual survey results in the form of compliance metrics, including national, regional and other peer group-based benchmark comparisons to be able to assess awareness metrics for each of the target survey audience groups.

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Enbridge intends to apply the findings from the PAPERS program to guide any future improvements in the company's public awareness program. This will be documented using **Form 11.1**; formal survey results will be retained by the Public Awareness Manager for 8 years (or for at least two (2) cycles of surveys).


**PROGRAM IMPLEMENTATION**

**2007 Survey**

HarrisInteractive, a leading strategic research firm with a depth of knowledge in the energy industry, conducted the 2007 joint survey, which involved 18 companies.


**2009 Survey**

Customer Care Measurement & Consulting, an Alexandria, Virginia survey research firm with more than 30 years of experience, conducted the 2009 joint survey, which involved 26 companies.

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## FORMS

FORM NUMBER	FORM DESCRIPTION
11.1	Public Awareness Program Review / Revision Log
11.2	Supplemental Activities Documentation Form

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## FORM 11.1

### PUBLIC AWARENESS PROGRAM REVIEW / REVISION LOG

DATE	NAME	REVISIONS		BRIEF DESCRIPTION & PAGE NUMBERS
		YES	NO	
9/5/2006	Terri Larson	✓		Added New York to list of One-Call Centers, Pg 8-1.
9/2007	Bill Stephens		✓	PAPERS survey fielded.
12/23/2008	Bill Stephens		✓	Internal survey fielded.
12/30/2008	Larry Springer	✓		General editorial cleanup all pages; revised list of responsible parties throughout.
2/9/2009	Terri Larson	✓		General cleanup all pages.
3/11/2009	Terri Larson	✓		Revisions to contacts page
3/27/2009	Terri Larson	✓		Reviewed internal audit from Chicago region. In section 9.2 corrected section reference for supplemental activities.
4/6/2009	Terri Larson	✓		Added VP, Southern US Engineering & Project Execution to Sections 1 and 3, & Appendix A; , edits to Director, P&GA, Section 3
9/2009	Terri Larson			PAPERS survey fielded.
10/15/2009	Terri Larson	✓		Added GM, Regulated and Offshore Operations to Sections 1.5 and 3; add 9-1-1 dispatch centers to EO audience.

2/3/2010	Terri Larson	✓		Revised states list (intro, section 8) and list of Op Id numbers
2/18/2010	Terri Larson	✓		Revised PAPERS language
3/1/2010	Terri Larson	✓		Revisions to various sections based on plan review by internal audiences
3/8/2010	Terri Larson	✓		Discussion of PAP with Duane Klabunde; revised Appendix A for EPND contact and revised section 3.5.3 to remove reference to gas districts and Superior, Wis. for baseline documentation retention.
8/7/2010	Terri Larson	✓		Added reference to Field Guidance Document, Appendix C



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FORM 11.2  
Public Awareness Documentation Form