

Docket No. SA-534

NATIONAL TRANSPORTATION SAFETY BOARD

Washington, D.C.

Survival Factors Group – Additional Documents
Measuring Public Awareness Effectiveness
2007 Industry Survey

(26 Pages)

Measuring Public Awareness Effectiveness

Results from 2007 industry survey

PAPERS

- **Public Awareness Program Effectiveness Research Survey (PAPERS)**
- **A national industry-sponsored evaluation program developed and supported by API, AOPL, and INGAA**
- **18 operators participated in the 2007 survey**
- **The four stakeholder groups identified in RP1162 were included in the survey – Affected Public, Local Public Officials, Emergency Responders and Excavators**

Affected Public

- **People who live and work along the right-of-way**
- **RP 1162 requirement – contact every 2 years**
- **Mail survey**
- **PG&E respondents - 155**

Affected Public

■ How well informed are you about pipelines?

Somewhat or very well informed 34%

■ How would you know if a pipeline was nearby?

(multiple answers allowed)

Saw a pipeline marker 51%

Received information from company 28%

Affected Public

- Received information from pipeline company?

Yes 10%

- Preferred method of future communication?

Written materials / mail 82%

Face-to-face meeting 26%

Posted signs 45%

Telephone call 19%

Affected Public

■ Prior to digging, what action would you take?

Call the one call system 15%

Call the pipeline company 30%

Nothing 39%

■ Have you heard of the one call system?

Yes 10%

Local Public Officials

- **RP 1162 requirement – contact every 3 years**
- **Telephone survey**
- **PG&E respondents - 52**

Local Public Officials

- **How well informed are you about pipelines?**
Somewhat or very well informed **80%**

- **Read, seen or heard any information from pipeline company?**
Yes **44%**

- **How familiar are you with the one call system?**
Somewhat or very familiar **60%**

Local Public Officials

- Preferred method of future communication? (multiple answers allowed)

Written materials / mail 44%

Email 42%

Face-to-face meeting 10%

- Pipeline companies providing information you need?

Agree or strongly agree 56%

Emergency Responders

- **RP1162 requirement – annual contact**
- **Telephone survey**
- **PG&E respondents – 50**

Emergency Responders

- **How well informed are you about pipelines?**

Somewhat or very well informed 85%

- **Read, seen or heard any information from pipeline company?**

Yes 26%

Emergency Responders

■ Preferred method of future communication?

Written materials / mail 36%

Email 40%

Face- to- face meeting 16%

■ Pipeline companies providing information you need?

Agree of strongly agree 50%

Emergency Responders

- **Have you met with a pipeline representative to discuss safety?**
Yes **77%**
- **Have you done practical training to deal with a release?**
Yes **34%**
- **Do you have a response plan that addresses a pipeline release?**
Yes **62%**

Excavators

- **RP1162 requirement – annual contact**
- **Telephone survey**
- **PG&E respondents - 150**

Excavators

- **How well informed are you about pipelines?**

Somewhat or very well informed 81%

- **Read, seen or heard any information from pipeline company?**

Yes 27%

Excavators

- Preferred method of future communication?

Written materials / mail	48%
Telephone call	17%
Email	13%
Face- to- face meeting	5%

- Pipeline companies providing information you need?

Agree or strongly agree	59%
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Excavators

- How familiar are you with the one call system?

Somewhat or very familiar 79%

- Do you check if pipeline are in the work area?

Always check 80%

- Why don't you always check for pipelines?

Not necessary 33%

Can tell where pipeline is on our own 17%

Excavators

- **Do you disseminate pipeline safety information to employees?**

Yes

79%

- **How do you disseminate the information?**

Discuss in meetings

63%

Post in office / vehicles

15%

Stakeholder Comparison

- **Somewhat or very well informed about pipelines?**

Affected Public	34%
Local Public Officials	80%
Emergency Responders	85%
Excavators	81%

Stakeholder Comparison

- Received information from pipeline company?

Affected Public	10%
Local Public Officials	44%
Emergency Responders	26%
Excavators	27%

Stakeholder Comparison

- **Agree or strongly agree that pipeline companies are providing the information you need?**

Affected Public	NA
Local Public Officials	56%
Emergency Responders	50%
Excavators	59%

Stakeholder Comparison

- Somewhat or very familiar with the one call system?

Affected Public	10%
Local Public Officials	60%
Emergency Responders	64%
Excavators	79%

Findings – Affected Public

- **Least informed stakeholder group**
- **Minimal knowledge about pipelines and the one call system**
- **88% indicated that they had not heard of the one call system**
- **Preferred method of communication is written materials via mail**
- **89% did not recall receiving any information in the past from PG&E**

Findings – Local Public Officials

- **General awareness of pipelines and the one call system**
- **Preferred method of communication is written materials via mail and email**
- **54% indicated that they did not recall receiving information from PG&E**
- **Officials indicated they need more information about potential hazards, appropriate emergency response and training**

Findings- Emergency Responders

- Highest awareness level of pipelines
- Preferred method of communication is email
- 50% indicated that PG&E had provided the information they need
- Emergency Responders indicated they need more information about potential hazards, appropriate emergency response and training
- Nearly 62% of agencies indicated that they have an emergency response plan that addresses a possible pipeline release

Findings - Excavators

- **High awareness level of pipelines and one call system**
- **Preferred method of communication is written material via mail**
- **80% indicated they always check for pipelines in a work area**
- **Approximately 50% of those who did not check for pipelines in the work area believe it is not necessary or they already know where the pipeline is located**
- **Over 75% of excavators indicated they share pipeline safety information with their employees**