



**Regional Public Awareness and Education Program
for
Gas Distribution and Transmission Pipelines**

Adopted By:

Consolidated Edison Co. of New York, Inc.¹

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¹ CECONY

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1.0 INTRODUCTION

The Department of Transportation's (DOT) Public Awareness final rule went into effect on June 20, 2005.

This Final Rule addresses pipeline efforts to improve public awareness of pipeline operations and safety issues through enhanced communications with:

- The public (including residents and places of congregation, such as businesses, schools, hospitals, prisons, and other places where people gather) in the pipeline vicinity and its associated rights-of-way and pipeline facilities;
- State and local emergency response and planning officials (*e.g.*, State and county emergency management agencies (EMAs) and local emergency planning committees (LEPCs)) and first responder organizations;
- Local public officials and governing councils of affected municipalities and school districts; and
- Excavators.

The rule addresses the requirements of the Pipeline Safety Improvement Act (PSIA) of 2002 and incorporates by reference the guidelines provided in the American Petroleum Institute (API) Recommended Practice (RP) 1162, "Public Awareness Programs for Pipeline Operators, First Edition, December 2003."

On December 17, 2002, the President signed into law the Pipeline Safety Improvement Act of 2002. Section 5 mandates public education program activities by pipeline operators, the Secretary of Transportation, and appropriate State agencies. It requires owners or operators of a gas or hazardous liquid pipeline facility to carry out a continuing program to educate the public on:

- Use of a one-call notification system prior to excavation and other damage prevention activities;
- Possible hazards associated with unintended releases from the pipeline facility;
- Physical indications that such a release may have occurred;
- Steps that should be taken for public safety in the event of a pipeline release; and
- Procedures to report such an event.

This document contains a Regional Public Gas Pipeline Awareness and Education Program that has been adopted by members of the Northeast Gas Association (NGA)². The Program satisfies the requirements of DOT 49 CFR Part 192 Sections 192.7, 192.616 – Public Awareness, and 192.911 M Subpart O – Pipeline Integrity Management (External Communications Requirement Only); and Title 16 NYCRR 255.616, 255.911M for New York State members.

² The Northeast Gas Association is the natural gas association for the local gas distribution companies in New England, New Jersey, and New York State that collectively serve 8.4 million customers. In addition to LDCs, NGA's membership includes transmission companies, liquefied natural gas importers, and manufacturers.

The Program is segregated into two main parts: A *Generic Program* that NGA members adhere to; and a *Customized Program* that is specific to each member company. The Customized Program is contained in the Appendices.

1.1 COMPANY INFORMATION

<i>Address</i>	<i>Business Function</i>	<i>OPS System ID #</i>	<i>Web Site Address</i>	<i>OPS Public Awareness E-Mail Contact</i>
4 Irving Place New York, NY 10003	Transmission & Distribution	2704	http://www.coned.com	singhl@coned.com

2.0 GLOSSARY OF TERMS

Annual – Once each calendar year at intervals not to exceed 15 months.

Baseline Public Awareness Program – Refers to general program recommendations, set forth in Recommended Practice 1162 and B31.8S, section 10 (external communications).

Call Before You Dig (CBYD) – **Call Before You Dig** is the nationally recognized campaign to enhance safety, environmental protection, and service reliability by reducing underground facility damage. This damage prevention education and awareness program is used by pipeline companies, one-call centers, and others throughout the country. **Call Before You Dig** was developed through the joint efforts of the Office of Pipeline Safety and various damage prevention stakeholder organizations. Also see: Call 811 – Know what’s below at <http://www.call811.com>.

CFR – Code of Federal Regulations

Common Ground Alliance (CGA) - The Common Ground Alliance is a member-driven association dedicated to ensuring public safety, environmental protection, and the integrity of services by promoting effective damage prevention practices. In recent years, the association has established itself as the leading organization in an effort to reduce damages to all underground facilities in North America through shared responsibility among all stakeholders. For more information see www.commongroundalliance.com.

High Consequence Areas (HCAs) – A high consequence area is a location that is specially defined in pipeline safety regulations as an area where transmission pipeline releases could have greater consequences to health and safety or the environment. HCAs apply only to transmission pipelines in accordance with DOT 49CFR192.903 regulations.

Highly Volatile Liquid (HVL) – A highly volatile liquid, as defined in pipeline safety regulations, is a hazardous liquid that will form a vapor cloud when released to the atmosphere and has a vapor pressure exceeding 276kPa (40 psia) at 37.8 degrees C (100 degrees F).

Integrity Management Program (IMP) – In accordance with DOT 49 CFR Part 192 Subpart O Section 911.

IMP Summary – An overview of an operator’s IMP plan should include a description of the basic requirements and components of the plan and does not need to include a summary of the specific locations or schedule of activities undertaken. The overview may only be several pages long and its availability could be mailed upon request or made available on the operator’s website.

LDCs – Local Distribution Companies for natural gas.

May – The use of the verb “**may**” provides the operator with the option to incorporate the identified component of RP 1162 into its Public Awareness Program.

NPMS – National Pipeline Mapping System <http://www.npms.phmsa.dot.gov>

Office of Pipeline Safety (OPS) - The Department of Transportation's ([DOT](#)) Pipeline and Hazardous Material Safety Administration ([PHMSA](#)), acting through the Office of Pipeline Safety (OPS), administers the Department's national regulatory program to assure the safe transportation of natural gas, petroleum, and other hazardous materials by pipeline.

One-Call Center – The role of the One-Call Center is to receive notifications of proposed excavations, process the information, notify affected facility owners/operators, and identifying possible conflicts with nearby facilities.

Operator – All companies that operate pipelines within the scope of this Program.

Pipeline and Hazardous Materials Safety Administration (PHMSA) – Part of the U.S. Department of Transportation, PHMSA works to protect the American public and the environment by ensuring the safe and secure movement of hazardous materials to industry and consumers by all transportation modes, including the nation's pipelines.

Pipelines and Informed Planning Alliance (PIPA) - The Pipelines and Informed Planning Alliance (PIPA) is a stakeholder initiative led and supported by the US Department of Transportation’s Pipeline and Hazardous Materials Safety Administration (PHMSA). PIPA’s goal is to reduce risks and improve the safety of affected communities and transmission pipelines through implementation of recommended practices related to risk-informed land use and development near transmission pipelines.

Pipeline Right-of-Way (ROW) – a defined strip of land on which an operator has the rights to construct, operate, and/or maintain a pipeline. A ROW may be owned outright by the operator or an easement may be acquired for specific use of the ROW. ROWs are typically associated with transmission pipeline facilities rather than LDC mains.

Should – The use of the verb “**should**” provides the operator with an expected Public Awareness Program component referenced in RP 1162 to be incorporated into the operator’s public awareness program.

Supplemental Program – Refers to providing additional or enhanced communications beyond the Baseline Program activities, if needed.

SMYS – Specified minimum yield strength

Third-Party Damage – Outside force damage that can occur during excavation activities to underground pipelines and other underground facilities.

Transmission Pipeline Operator – A company that operates gas transmission facilities as defined in accordance with DOT 49CFR Part 192.3.

3.0 PROGRAM ADMINISTRATION

3.1 PROGRAM OBJECTIVES

The overall goal of the Public Awareness Program is to enhance public, environmental and safety property protection through increased public awareness and knowledge.

3.1.1 Raise the awareness of the affected public, local public officials, emergency officials and excavators of the presence of pipelines in their community and understanding of the role of pipelines in transporting energy.

3.1.1.1 Educate stakeholders that pipelines are safe but natural gas must be handled properly.

3.1.1.2 Educate stakeholders that they play a significant role in pipeline safety regarding third party damage and right of way encroachment.

3.1.1.3 Educate stakeholders about One-Call requirements, damage prevention requirements, and safe excavation practices.

3.1.1.4 Educate stakeholders on steps they must take to prevent pipeline emergencies.

3.1.1.5 Educate stakeholders how to recognize hazards associated with a pipeline emergency and how to protect themselves.

3.1.1.6 Educate stakeholders on how to notify the pipeline operator in case of emergencies or regarding questions or concerns.

3.1.1.7 Educate stakeholders how to safely respond to a pipeline emergency.

3.1.2 Provide a framework to manage the public awareness program and allow for ongoing assessment and any necessary enhancement or improvement.

3.2 MANAGEMENT COMMITMENT AND SUPPORT

3.2.1 **CECONY** has committed to the above stated objectives and will continually support those activities necessary to meet or exceed the

requirements of DOT CFR Part 192 Sections 192.7 and 192.616 – Public Awareness and DOT CFR Part 192.111M Subpart O – Pipeline Integrity Management (External Communications Requirement Only); and Title 16 NYCRR 255.616, 255.911M.

- 3.2.2 **CECONY** has determined its public awareness programs are as important as its other safety programs.
- 3.2.3 Resources and funding to support the programs described in this outline commensurate to the herein described program objectives and scope as applied to **CECONY** facilities will be available as evidence of management’s commitment. This amount will be revised depending upon the program evaluation and needs discussed later. Separate accounting for public awareness has been established internally under **CECONY** account number G3622 – Public Awareness Program.
- 3.2.4 **CECONY’s** public awareness programs will raise the awareness of the affected public and key stakeholders of the presence of pipelines in their community and understanding of the role of pipelines in transporting energy. **CECONY** believes a more informed public along pipeline routes will supplement its pipeline system and will contribute to reducing the potential for pipeline accidents.

3.3 ROLES AND RESPONSIBILITIES

See APPENDIX B

3.4 PIPELINE ASSETS TO BE INCLUDED WITHIN THE PROGRAM

Jurisdictional to Part 192 (Gas) Mileage (Intrastate)

<i>Company (Gas Operator)</i>	<i>Operator ID</i>	<i>State</i>	<i>Interstate Gathering (miles)</i>	<i>Interstate Transmission (miles)</i>	<i>Interstate Distribution Main (miles)</i>	<i>Remarks</i>
CECONY	2704	NY		≈ 49.5	≈ 4,290 ³	

4.0 STAKEHOLDER AUDIENCES

- 4.1 There are four overall stakeholder audiences that this Plan addresses:
 - 4.1.1 Affected Public
 - 4.1.2 Emergency Officials
 - 4.1.3 Local Public Officials
 - 4.1.4 Excavators
- 4.2 Method(s) used to identify audiences are listed in Table 1 below. Other methods are available and dependent on system requirements, demographics

³ CECONY’s system also consists of 34 miles of distribution piping operating at pressure ≥ 125 psig.

and geographic area. Include messages in non-English languages commonly understood by a significant number and concentration of populations in the operator's areas.

- 4.2.1 Census data was used to identify other languages that could be used to get information to our customers. These are limited to, Spanish, Hindi, Korean, Chinese, Russian, Polish, and Creole. A number of important company brochures are available and in print in these languages. *Natural Gas Safety* is NOT one of them since this item is delivered to customers as a bill enclosure. Our customer mailing base can only distinguish English and Spanish preference accounts. To make up for this shortcoming, we have important gas safety messaging in our brochure *Energy Safety* which is available in the seven languages listed above and is distributed at Outreach events in our service territory when we expect that there may be a particular concentration of a particular language represented at the event.

TABLE 1**AFFECTED PUBLIC**

<i>Stakeholder Audience</i>	<i>Audience Definition</i>	<i>Audience Examples</i>	<i>Audience Identification Examples</i>
LDC Customers	People that are served by gas distribution facilities	<ul style="list-style-type: none"> • LDC Customers 	<ul style="list-style-type: none"> • Customer database (CECONY Customer Information System-CIS)
Residents along the local distribution system	People who live on or immediately adjacent to the distribution pipelines	<ul style="list-style-type: none"> • Non-customers living adjacent to the distribution pipelines 	<ul style="list-style-type: none"> • Customer database (CECONY CIS) • Franchise Area
Gas transmission pipeline customers	Businesses or facilities that the pipeline operator provides gas directly to for end use purposes.	<ul style="list-style-type: none"> • Transmission Customers 	<ul style="list-style-type: none"> • Customer database (CECONY CIS)
Residents located adjacent to the transmission pipeline ROW	People who live adjacent to a natural gas and/or hazardous liquid transmission pipeline ROW	<ul style="list-style-type: none"> • Non-customers living adjacent to the transmission pipelines 	<ul style="list-style-type: none"> • Franchise Area
Places of congregation	Identified places where people assemble or work on a regular basis – on or along a transmission pipeline ROW, unrelated to habitation	<ul style="list-style-type: none"> • BOPAs – Buildings of public assembly • School districts 	<ul style="list-style-type: none"> • Customer database (CECONY CIS)

EMERGENCY OFFICIALS

Emergency Officials	Local, State, or Regional officials, agencies, and organizations with emergency response and/or public safety jurisdiction along the pipeline route.	<ul style="list-style-type: none"> • Fire departments. • Police departments • Local Emergency Planning Management Agencies (EMA) 	<ul style="list-style-type: none"> • Company Personnel
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LOCAL PUBLIC OFFICIALS

Public Officials	Local, city, county, or state officials and/or their staffs having land use and street/road jurisdiction along the pipeline route.	<ul style="list-style-type: none">• Public Works Officials• Licensing/Permitting departments• Building code enforcement departments• City and county managers• Public and government officials	<ul style="list-style-type: none">• Company Personnel
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EXCAVATORS

Excavators/ Contractors/ Developers/ Misc. Construction-related Parties	Companies and local/state government agencies that are involved in any form of excavation activities.	<ul style="list-style-type: none">• Construction companies• Excavation equipment rental companies• Public street, road, and highway departments (maintenance and construction)• Fence building companies• Landscapers• Land Developers• Home Builders	<ul style="list-style-type: none">• Dig Safely New York• New York 811• Third party address information development based on SIC or NAICS codes.
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5.0 MESSAGE TYPE AND CONTENT FOR EACH AUDIENCE

- 5.1 Table 2 below provides a summary of the required messages conveyed to intended audiences of distribution and transmission operations.

TABLE 2

MESSAGE TYPE	TRANSMISSION OPERATORS				DISTRIBUTION OPERATORS			
	<i>Affected Public</i>	<i>Emergency Officials</i>	<i>Public Officials</i>	<i>Excavators</i>	<i>Affected Public</i>	<i>Emergency Officials</i>	<i>Public Officials</i>	<i>Excavators</i>
Pipeline purpose and reliability	X	X	X	X	X	X	X	X
Hazard Awareness and Prevention Measures	X	X	X	X	X	X	X	X
Damage prevention awareness	X			X	X			X
One call requirements	X		X	X				X
Leak recognition and response	X			X	X			X
Pipeline location information	X	X	X					
List of pipeline operators	X	X	X					
Emergency Preparedness		X	X			X	X	
Potential Hazards		X						
Additional information	X	X	X	X	X	X	X	X
How to obtain a Summary of Integrity Management Plans	X	X						
Summary of Integrity Management			X					
Continuing Liaison		X						
Coordination of Operator's Preparedness with Local Officials		X		X One call centers only				X One call centers only
Distribution of Maps	Maps will not normally be distributed for both security reasons and to encourage the use of the one call system (811) to assure that only the latest mapping information is disseminated. CECONY may at times share facility information, when needed or by specific request of an official entity.							
Station Locations and Descriptions	Station Locations will not normally be distributed for both security reasons and to encourage the use of the one call system (811) to assure that only the latest mapping information is disseminated. CECONY may at times share facility information when needed, or by specific request of an official entity.							
Ancillary Reference for Emergency Officials	NASFM Pipeline Emergencies 2 nd Edition [PE2] is a valuable reference. The URL link is: http://www.pipelineemergencies.com							

5.2 Message Type Content

This section provides a general description of the message content. The exact wording for each message should be based on this section and the type of delivery method used (bill insert, newspaper ad, radio, etc.).

Pipeline Purpose and Reliability

CECONY operates 4,350 miles of underground transmission and distribution pipelines that serve Manhattan, the Bronx, parts of Queens and Westchester County.

These pipelines quietly, reliably, and efficiently deliver natural gas throughout the service territory for household, commercial, and industrial use. Natural gas energy is the most popular home heating fuel in America and its pipeline system is among the safest and most secure methods of transporting energy.

The natural gas industry works very closely with government and stays abreast of new security methods and technologies to ensure the highest levels of security. Individual gas utilities also evaluate their security procedures on a regular basis and continually enhance security programs as necessary and appropriate to meet their needs.

Hazard Awareness and Prevention Measures

The United States natural gas transmission and distribution system has the best safety record of any type of transportation system in the country. Natural gas is clean, convenient, and efficient, which makes it the popular energy choice.

Like all forms of energy, however, it must be handled properly. Despite an excellent safety record, a gas leak caused by damage to a pipeline may pose a hazard and has the potential to ignite. We work diligently to ensure pipeline safety through a variety of measures including:

- One-call and Dig Safe programs
- Inspection programs
- Design and construction practices
- Workforce qualifications
- Public education programs
- Industry safety practices and government oversight
- Pipeline markers and facility mapping
- Leak survey
- Patrol of critical facilities
- Pressure monitoring
- Odorization
- Liaison with city and municipal agencies
- Security measures

Damage Prevention Awareness and One-Call Requirements

The greatest risk to underground pipelines is accidental damage during excavation. To protect our natural gas pipelines and other underground facilities it is critical that people use the one call system prior to **any** excavation related activities on public and private property. The law requires that all excavators notify the local “one call system” 2 to 10 days before digging. For excavations in New York City or Suffolk or Nassau counties, call the One Call Center, 1-800-272-4480. In other parts of the state, call Dig Safely, 1-800-962-7962. The one-call centers will contact the owners of the underground facilities in the immediate area so that they can mark the location of their facilities prior to excavation. There is no charge to the public for this service. Excavators are required to take certain precautions when working in the immediate area of underground facilities. The one call centers can provide the specific details of what is required. Failure to comply with this law can jeopardize public safety, result in costly damages and substantial fines.

Even if you cause what seems to be minor damage to the pipeline, notify the pipeline company immediately. A gouge, scrape, dent, or crease to the pipe or its coating may cause a future leak or failure. It is imperative that the pipeline owners inspect and repair any damage.

Leak Recognition and Response

A gas leak is usually recognized by the smell, sight, or sound.

- **SMELL** – Natural gas is colorless and odorless. Before it reaches you, we add a distinctive, pungent odor so that you’ll recognize it quickly.
- **SIGHT** – You may see a white cloud, mist, fog, bubbles in standing water, or vegetation that appears to be dead or dying for no apparent reason.
- **SOUND** – You may hear an unusual noise like roaring, hissing or whistling

What should you do if you suspect a leak?

- **MOVE** to a safe environment
- **CALL** 1-800-75-CONED (1-800-752-6633)
- **DO NOT** strike a match, use telephones, switch on/off appliances, lights, or even a flashlight in the area where you smell gas. These items can produce sparks that might ignite the gas and cause an explosion.

For Emergency personnel

- Emergency response officials should secure the site and take steps to eliminate ignition sources
- Evacuate the general public from vicinity of leak
- Contact **CECONY**

For Excavators

- Stop work and evacuate the site to a safe distance
- Call 911 if there is blowing gas
- Call 1-800-75-CONED (1-800-752-6633)
- Don't do anything to cause a spark
- Alert everyone on the premises
- Keep the public and traffic away
- Do not try to fix the pipe or slow the rate of leaking gas
- Do not try to extinguish a gas burning fire unless there is a threat to life
- If you suspect or become aware of a dent, scratch, or coating damage to the pipeline, notify the company immediately at 1-800-75-CONED (1-800-752-6633)

Pipeline Location

Natural gas is drawn from deep inside the earth and fed into lines that eventually feed into large transmission pipelines that crisscross the nation. The transmission pipelines operate at hundreds of pounds of pressure. Since these transmission pipelines are underground, line markers are sometimes used to indicate their approximate location along their route. The markers display the material transported in the line, the name of the pipeline operator, and the telephone number where the operator can be reached in the event of an emergency. Markers only indicate the general location of a pipeline and cannot be relied upon to indicate the exact position.

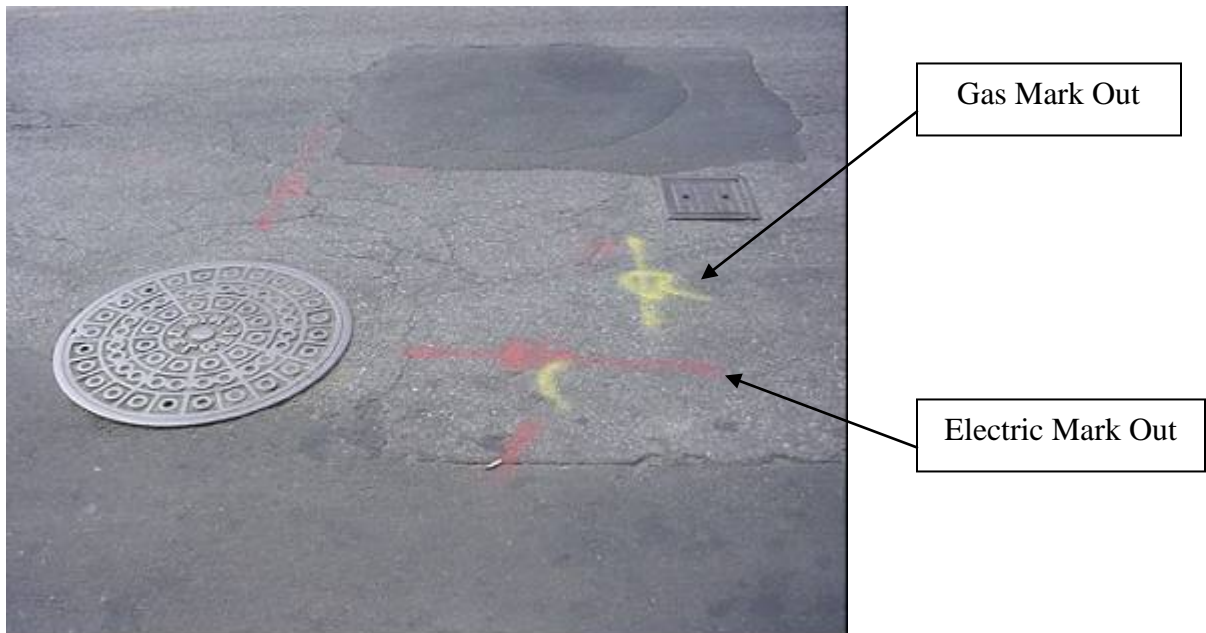
PICTURE example of pipeline markers



Gas Pipeline
Marker

Once the gas arrives, **CECONY** distributes it through underground pipelines safely and reliably to its customers. These pipelines underneath the street are vital to the CITY utility infrastructure. Because many of these distribution and transmission lines are not marked, it is critical that people use the one call system prior to any excavation. When excavation work is planned the pipelines are identified with yellow paint markings or flags.

PICTURE example of mark out



List of Pipeline Operators

Additional information on transmission pipelines in your area can be obtained from the National Pipeline Mapping System (www.npms.phmsa.dot.gov). The mapping system is called Pipeline Integrity Management Mapping System (PIMMA).

Federal, state, or local government officials or a pipeline operator are provided detail access. For access you must request a User Name and Password from the Office of Pipeline Safety.

Emergency Preparedness

CECONY shares contact information with key state and local agencies, specifically, the NYC and Westchester Fire Departments, Police Departments, and Offices of Emergency Management.

CECONY periodically revises its Gas Emergency Plans and Operations and Maintenance Procedures, and makes them available to the NY State Public Service Commission. Our Emergency Preparedness organization keeps the plans current and provides necessary training to state and/or local emergency management personnel.

CECONY works closely and maintains a continuing relationship with emergency responders to prevent and prepare for emergencies.

Additional Information

Additional information can be obtained through the following:

CECONY's Web Site	www.coned.com
New York 811	www.newyork-811.com
Dig Safely NY	www.digsafelynewyork.com
Northeast Gas Association	www.northeastgas.org
American Gas Association	www.aga.org
Common Ground Alliance	www.commongroundalliance.com
National Pipeline Mapping System	www.npms.phmsa.dot.gov
Office of Pipeline Safety	http://ops.dot.gov
Public Service Commission	www.dps.ny.gov

6.0 BASELINE DELIVERY FREQUENCY

6.1 Delivery frequencies are listed in Table 3.

7.0 BASELINE DELIVERY METHODS

7.1 Delivery methods for each audience are defined in Table 3.

7.2 Documentation of delivery methods are found in Appendices E, F, G & H.

TABLE 3

<i>Affected Public</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>
LDC Customers	Bill stuffers	Twice annually
Residents along the local distribution system	1) Bill stuffers; or 2) Public Service Announcements	Annually
Transmission Customers	Bill stuffers	Every 2 years
Residents adjacent to transmission pipeline ROW	Bill stuffers	Every 2 years
Places of Congregation adjacent to transmission pipeline ROW	Bill stuffers	Every 2 years
<i>Emergency Officials</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>
For Local Distribution Companies	1) Group meetings; or 2) Targeted distribution of print material	Annually
For Transmission Pipeline Operators	1) Group meetings; or 2) Personal contact; or 3) Targeted distribution of print material; or 4) Telephone calls with targeted distribution of print material	Annually
<i>Public Officials</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>
	Targeted distribution of print material or email	Every three years.
<i>Excavators/Contractors</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>
	1) One-Call Center outreach; or 2) Targeted distribution of print material	Annually

8.0 SUPPLEMENTAL PROGRAM

Supplemental Program Enhancements are activities that go beyond coverage area, and/or Baseline Delivery Methods and/or Baseline Delivery Frequencies identified in Table 3.

- 8.1 The program evaluation process, Section 10.0, will consider supplemental program enhancements, if needed.
- 8.2 Supplemental program enhancements performed by the company appear in Appendix C.

9.0 PROGRAM IMPLEMENTATION AND PROGRESS TRACKING

A successful Public Awareness Program requires not only the identification of resources, identification of audience and appropriate message, but also a systematic execution of the program. Milestones should be set and progress measured to completion of the program. The program shall be implemented as follows:

- 9.1 Develop Required Program Administration Per Section 3.0
- 9.2 Conduct Program Activities Per Section 7.0
- 9.3 Collect Feedback Per Section 10.0
- 9.4 Update Program Periodically Per Section 11.0
- 9.5 Document Results In Appendix E.

10.0 PROGRAM EVALUATION

Program evaluation consists of measuring program implementation and measuring program effectiveness.

10.1 Measuring Program Implementation

- 10.1.1 An internal review by Gas Quality Assurance will be conducted to determine whether the program has been developed to address the objectives, elements and schedule specified in the program. It will also determine whether the responsible department(s) have been implementing and documenting the program as required.

- 10.1.2 The operator should complete an annual audit or review of program performance and activities. The review will be conducted using one or more of three acceptable methods (i.e., internal assessment, 3rd party review, or regulatory inspection). PHMSA's recently revised PAP Effectiveness Inspection form can be found on the following link: http://phmsa.dot.gov/staticfiles/PHMSA/DownloadableFiles/Files/Pipeline/Forms/PHMSA_PAP_Effectiveness.pdf

10.2 Measuring Program Effectiveness

10.2.1 Effectiveness will be measured collaboratively through NGA. A baseline evaluation was completed in 2006 with subsequent evaluations to be done no more than four years apart. The first of which was completed in 2010. The survey results are included in Appendix D.

10.2.2 The following four measures describe how the operator should evaluate for program effectiveness. The Program Effectiveness Reviews are included in Appendix D.

10.2.2.1 Measure 1 – Outreach: Percentage of Each Intended Audience Reached with Desired Messages. Outreach efforts for each of the four stakeholder audiences should be measured on a percentage of audience reached. Some examples of tracking measures may include mailings, mail returns, frequency and reach of mass and print media messages, etc.

10.2.2.2 Measure 2 – Understandability of the Content Message. Assess the percentage of the intended stakeholder audience that understood and retained the key information in the messages received. This will be done using the NGA Pipeline Public Awareness Program Evaluations Study (survey).

10.2.2.2.1 Operators should pre-test major revisions or new public awareness materials for their appeal and the new messages for their clarity, understandability and retainability before they are widely used. One or more of the following representative audiences may be used to assist in pre-testing:

- Small sample group of operator’s employees not involved in developing the Public Awareness Program,
- Small section of the intended stakeholder audience,
- Professional vendor with demonstrated public awareness expertise, or
- Other focus groups.

10.2.2.3 Measure 3 – Desired Behaviors by the Intended Stakeholder Audience. Assess whether appropriate prevention

measures have been learned and is taking place when needed and whether appropriate response or mitigation behaviors would occur and have taken place. This will be measured using the NGA Pipeline Public Awareness Program Evaluations Study (Survey).

10.2.2.4 Measure 4 – Achieving Bottom Line Results. Bottom line results should be measured to determine whether messages are understood and desired behavioral changes have been achieved. These include, but are not limited to, frequency of 3rd party damage incidents, frequency of leak calls, number of dig-safe calls logged, etc.

11.0 IMPLEMENTATION OF CONTINUOUS IMPROVEMENT

- 11.1 Changes to the Public Awareness Plan may be initiated at any time as events dictate. However, at least once each calendar year, a Member Review Board of NGA shall meet to review changes in state and federal regulations, new technologies, best practices, and incidents; and consider appropriate updates to the Public Awareness Program. Recommendations from the Member Review Board will be distributed to the individual companies for comment by NGA. Company comments are evaluated by the member review board and a final revised Public Awareness Program document is produced.
- 11.2 To ensure the program accurately fulfills the intent of state and federal regulations, a determination will be made to modify the baseline program and/or add supplemental program enhancements based upon the program evaluation described in Section 10. Program revisions will be documented in Appendix A. Program changes may be made to areas such as:
 - 11.2.1 Audience;
 - 11.2.2 Message type or content;
 - 11.2.3 Delivery frequency;
 - 11.2.4 Delivery method;
 - 11.2.5 Supplemental activities; or
 - 11.2.6 Program enhancements.
- 11.3 NGA is the central clearinghouse for communication of changes to the member companies. Program revisions approved by the Member Review Board will be disseminated to member companies by NGA.
- 11.4 The Public Awareness Program Change Document is sent to the designated key Public Awareness Program contact of each company. The designated key contact is responsible for communicating the information to the appropriate individuals within the company.
- 11.5 As part of a periodic review, future funding and internal and external resource requirements resulting from changes that are implemented will be identified in Appendix C and captured under **CECONY** account number G3622 – Public Awareness Program.

APPENDIX A Program Revision

October 11, 2006	Plan reviewed at an NGA Public Awareness Working Group Meeting held at the Desmond Hotel and Conference Center in Albany, NY, no changes to the Plan were made.
October 23, 2007	Plan reviewed at an NGA Public Awareness Working Group Meeting held at the Holiday Garden Inn SUNY in Albany, NY, no changes to the Plan were made.
January 20, 2009	Plan reviewed on August 28, 2008 and Revision A Approved on January 20, 2009 1. Deleted Section 5.2, Message Type Content - Inserts, brochures, letters and other communication materials can be found in the Appendix. (CECONY has opted to keep section 5.2 but added a paragraph to the beginning of this section to clarify that the exact wording of the messages is not required.)
October 20, 2009	Plan reviewed at an NGA Public Awareness Working Group Meeting held at the Desmond Hotel and Conference Center in Albany, NY, no changes to the Plan were made.
October 13, 2010	Plan reviewed at an NGA Public Awareness Working Group Meeting held at the Saratoga Hilton Garden Inn, Saratoga Springs, NY. A subcommittee was charged to recommend changes to the plan.
April 19, 2011	Numerous changes were reviewed and accepted by the entire NGA Public Awareness Working Group at a meeting at the Cornell Club in NYC, and are reflected in this April 2011, Revision B edition. Material changes are summarized below: 1. The following terms were added to the Glossary of Terms: a. Call before You Dig (replacing Dig Safely) b. Common Ground Alliance c. Office of Pipeline Safety (revised) d. Pipeline and Hazardous Materials Safety Administration(PHMSA) e. Pipelines and Informed Planning Alliance (PIPA) 2. Addition to section 4.2 regarding the following: Include messages in non-English languages commonly understood by a significant number and concentration of populations in the operator's areas. 3. The following additions to Table 1 was made a. Third party address information to audience id examples for places of congregation and emergency officials, public officials and excavators. b. 911 Centers/Emergency Dispatch Centers added to audience examples for Emergency Officials 4. Coordination of Operators Preparedness with Local Officials with One Call Centers were added to Table 2 under Excavators

5. Consideration for adding information on snow and ice hazards, and carbon monoxide, as supplementary materials, were added to the Note to Company in section 5
6. Targeted distribution of print materials to Emergency Officials as a baseline delivery method for LDCs was added to Table 3
7. Changes in Note to Company language were made in section 8
8. Significant Additions were made to section 10, Program Evaluation beginning with 10.1.2

October 12, 2011

Plan reviewed at the NGA Public Awareness Working Group meeting held at the Stamford Sheraton Hotel, Stamford, CT. One addition was made in this November 18, 2011, Revision B1 edition:

1. An ancillary reference, the recently issued NASFM Pipeline Emergencies 2nd Edition [PE2], was cited for Emergency Officials and its URL link was provided in Section 5, Table 2.

June 28, 2012

Plan reviewed at the NGA Public Awareness Working Group meeting held at the Hilton Garden Inn Hotel, Albany, NY. One addition was made in this July 17, 2012, Revision B2 edition:

1. A reference to the recently issued PHMSA PAP Effectiveness inspection form and its URL link was provided in Section 10.1.2.

All revisions to the Con Edison Program will be captured here: [Con Edison Revisions](#)

APPENDIX B **CECONY** Information

1.0 Management Commitment

CECONY is an intrastate, local distribution natural gas company that receives odorized natural gas at city gate stations. Supply and distribution mains of various pressures ranging from ¼ psig to 350 psig are located underground and provide natural gas to the local end users, primarily residential homes and businesses. **CECONY** serves over 1,000,000 gas customers in New York City (Manhattan, the Bronx and the first and third wards in Queens) and Westchester County.

CECONY's mission:

“provide energy services to our customers safely, reliably, efficiently, and in an environmentally sound manner; ...and to improve the quality of life in the community we serve”

CECONY's values:

“provide the best possible energy source ...never forget that what we do, and the way we do it, vitally affects the millions of people who depend on our service”

“conduct our business with honesty and integrity, and communicate openly”

“make the safety of our employees and the public a top priority”

Following the tradition of our mission and values the Company is committed to the administration, resource allocation and continual information enhancement to support gas public awareness. This program will be covering all our pipeline assets (transmission and distribution).

2.0 Roles and Responsibilities

<i>Department</i>	<i>Role</i>	<i>Responsibilities</i>
Leonard Singh Chief Engineer Gas Engineering Gas Distribution Engineering	Program Administrator	<ul style="list-style-type: none"> • Provide technical support to other departments • Revise program as needed • Work with NGA on program updates • Participate in NGA initiatives • Review results of Gas Quality Assurance reviews • Review evaluations of program effectiveness • Maintain documentation • Maintain records for five years
Laasia Hundley Section Manager Gas Engineering Gas Quality Assurance		<ul style="list-style-type: none"> • Review program annually • Provide review results to all responsible departments and to the Program Administrator • Consult with Gas Engineering on recommendations as a result of the review
Alfred Frederiksen Department Manager Customer Operations Customer Outreach	Liaison to Affected Public	<p><i>For the purpose of this program, CECONY has identified the affected public as all customers. The electric franchise service territory encompasses all gas customers and non-CECONY gas customers who may reside near a pipeline facility.</i></p> <ul style="list-style-type: none"> • Conduct twice annually mailing with messages (bill insert) to customers in franchise • Document dates of community events where gas literature is distributed • Determine the languages to translate appropriate material for distribution • Send documentation to Gas Engineering • Consult with Gas Engineering to perform program changes

<p>Carlos Torres Vice President Emergency Management</p>	<p>Liaison to NYC and Westchester Emergency Officials</p>	<ul style="list-style-type: none"> • Maintain list of emergency officials • Conduct annual mailing to emergency officials, including offer of training. • The mailing shall include a cover letter and appropriate print material as designated by Gas Engineering (e.g. NGA brochure ‘<i>What You Need to Know</i>’) • Track and report to Gas Engineering the number of returned letters or emails to measure the percentage of audience reached • Document correspondence with emergency officials in relation to gas • Work in conjunction with the Gas Emergency Response Group (Gas ERG) personnel to conduct training, drills, meetings, etc. The Gas ERG group shall document the dates of these events. • Send documentation to Gas Engineering • Consult with Gas Engineering to perform program changes
<p>Victor Dadario Department Manager Gas Operations Gas Emergency Response Center</p>		<ul style="list-style-type: none"> • Work in conjunction with Emergency Management to conduct training, drills, meetings, etc. • Determine supplemental activities to be conducted, when necessary for Emergency Officials • Document training, drills, meetings with NYC and Westchester agencies

<p>Mary McCartney Director Public Affairs Corporate Communications</p>	<p>Liaison to NYC and Westchester Public Officials</p>	<ul style="list-style-type: none"> • Maintain list of public officials • Conduct mailing to public officials every three years • The mailing shall include a cover letter and appropriate print material as designated by Gas Engineering (e.g. NGA brochure ‘<i>What You Need to Know</i>’) • Track and report to Gas Engineering the number of returned letters or emails to measure the percentage of audience reached • Document correspondence, meetings and presentations held with officials in relation to gas • Determine appropriate conduits/methods to meet baseline delivery to the Affected Public and Public Officials • Determine supplemental activities to be conducted, when necessary for the Affected Public (e.g. Newspaper Media) • Send documentation to Gas Engineering • Maintain website activities • Respond to inquiries for the NPMS website • Consult with Gas Engineering to perform program changes • Work with NGA on baseline evaluation of program effectiveness • Work with NGA on evaluation of program effectiveness every four years
<p>Tom Poirier General Manager Construction Construction Management</p>	<p>Liaison to Excavators</p>	<ul style="list-style-type: none"> • Represent CECONY in the NYC/LI and NY One Call Centers • Maintain list of excavators • The mailing list shall include any excavators that have damaged gas company facilities the previous year or in the current year • Conduct annual mailing • The mailing shall include appropriate print material as designated by Gas Engineering (e.g. NGA brochure ‘<i>What You Need to Know</i>’) • Track and report to Gas Engineering the number of returned letters or emails to measure the percentage of audience reached • Document correspondence, meetings and presentations with excavator community • Send documentation to Gas Engineering • Consult with Gas Engineering to perform program changes

Summary of CECONY Delivery Method and Frequency for Stakeholder Audiences

<i>Affected Public</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>	<i>CECONY Delivery Frequency</i>
LDC Customers	Bill stuffers	Twice annually	Twice annually
Residents along the local distribution system	Bill stuffers	Annually	Twice annually
Transmission Customers	Bill stuffers	Every 2 Years	Twice annually
Residents adjacent to transmission pipeline ROW	Bill stuffers	Every 2 Years	Twice annually
Places of Congregation adjacent to transmission pipeline ROW	Bill stuffers	Every 2 Years	Twice annually
<i>Emergency Officials</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>	<i>CECONY Delivery Frequency</i>
NYC Fire Department	Targeted distribution of print material	Annually	Annually
NYC Police Department	Targeted distribution of print material	Annually	Annually
NYC Office of Emergency Management	Targeted distribution of print material	Annually	Annually
Westchester Fire Department	Targeted distribution of print material	Annually	Annually
Westchester Police Department	Targeted distribution of print material	Annually	Annually
Westchester Emergency Services	Targeted distribution of print material	Annually	Annually
<i>Public Officials</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>	<i>CECONY Delivery Frequency</i>
Mayors	Targeted distribution of print material or email	Every three years	Every three years
Borough Presidents	Targeted distribution of print material or email	Every three years	Every three years
NYC Relevant Commissioners	Targeted distribution of print material or email	Every three years	Every three years
Westchester Town Supervisors	Targeted distribution of print material or email	Every three years	Every three years
City Council Members	Targeted distribution of print material or email	Every three years	Every three years
State Congress Members	Targeted distribution of print material or email	Every three years	Every three years

State Assembly Members	Targeted distribution of print material or email	Every three years	Every three years
Westchester County Legislators	Targeted distribution of print material or email	Every three years	Every three years
Westchester School Districts	Targeted distribution of print material or email	Unspecified	Every three years
<i>Excavators/Contractors</i>	<i>Baseline Delivery Method and/or Media</i>	<i>Baseline Delivery Frequency</i>	<i>CECONY Delivery Frequency</i>
	1) New York 811 (formerly DigNet) Outreach; or 2) Targeted distribution of print material	Annually	Annually
	1) Dig Safely NY Outreach; or 2) Targeted distribution of print material	Annually	Annually

The activities listed are supplemental enhancements to the baseline program. Supplemental activities appropriate for our territory will be conducted as the opportunities arise. The following factors have been taken into consideration for the implementation of these activities:

Population density

***CECONY** serves Manhattan, Bronx, the first and third wards of Queens and Westchester County. NYC and its neighboring counties are a densely populated area with transients, and tourists visiting year round. Additionally, **CECONY**'s service territory is categorized as a class 4 location under DOT 49 CFR Part 192.5 and Title 16 NYCRR 255. In order to eliminate making small HCA, **CECONY** will include its transmission mains as if it is all in HCA designation.*

Urban area

*There is a high probability that every street within the **CECONY** service territory has a natural gas pipeline buried underground. The urban characteristics within the service territory create economic conditions where construction is ongoing for maintenance and/or new business activities. It is necessary to safeguard all underground pipelines regardless of their functionality, due to the constant excavation activities within the city throughout the year.*

Stakeholder Audience

*Depending on the function and area of responsibility in the event of a "gas related incident", specific stakeholder audiences may require additional contact with **CECONY**. For example, emergency officials are a key stakeholder audience, specifically first responders. The degree and intensity of our interactions with this audience is to enhance their knowledge of our gas system and properly respond to an incident.*

1.0 Affected Public

1.1 Gas Safety Brochure distributions (e.g. sent within package of literature to new customers, community events)

2007	Gas Safety Brochure English	Gas Safety Brochure Spanish
1/2009	Energy Safety Brochure English	Energy Safety Brochure Spanish
6/2009	Energy Safety Brochure English	Energy Safety Brochure Spanish
1/2011	Energy Safety Brochure English (Also available in Spanish, Hindi, Korean, Chinese, Russian, Polish, and Creole)	

1.2 Distribution of gas literature by Gas Distribution Services (GDS)/Emergency Response Force (ERF)

[Gas Literature Printing](#)

- 1.3 Distribution of gas literature at community events by **CECONY** Customer Operations (Gas Safety Brochure, Spotlight Newsletter, etc.)

[2004 Schedule](#)

[2009 Schedule](#)

[2005 Schedule](#)

[2010 Schedule](#)

[2006 Schedule](#)

[2011 Schedule](#)

[2007 Schedule](#)

[2012 Schedule](#)

[2008 Schedule](#)

- 1.4 Newspaper article on natural gas

2005 [Article](#) [Distribution](#)

2006 [Article](#) [Distribution](#) [Cut Sheets](#)

2008 [Newspaper Ads](#)

2009 [Newspaper Ads](#)

2010 [Newspaper Ads](#)

2011 [Newspaper Ads](#)

- 1.5 Gas information on **CECONY** website, www.coned.com

2011 Smell Gas? Act Fast! The Power of Green video,
<http://www.coned.com/videos/>

- 1.6 Gas information on **CECONY** Kids website, www.coned.com/kids

- 1.7 Gas information on NGA website, www.northeastgas.org

- 1.8 Public Awareness Information on NGA website, www.northeastgas.org

- 1.9 Customer News Bill Insert

<u>Year</u>	<u>Topic</u>	<u>English</u>	<u>Spanish</u>
2004	Gas Safety & Carbon Monoxide	October/November	October/November
2005	Carbon Monoxide	December/January	December/January
	Call Before You Dig (Damage Prevention)	February/March	February/March
	Pipeline Message	August/September	August/September
2006	Carbon Monoxide	January/February	January/February
	Gas Safety	September/October	September/October
2007	Carbon Monoxide	January/February	January/February
	Gas Safety	September/October	September/October
2008	Gas Safety & Carbon Monoxide	January/February	January/February
	Gas Safety	September/October	September/October
2009	Gas Safety & Carbon Monoxide	January/February	January/February

	Gas Safety	September/October	September/October
2010	Gas Safety & Carbon Monoxide	January/February	January/February
	Gas Safety	May/June	May/June
	Gas Safety (Commercial)	May/June	May/June
	Gas Safety	July/August	July/August
2011	Gas Safety & Carbon Monoxide	January/February	January/February
	Gas Safety	May/June	May/June
	Gas Safety	July/August	July/August
	Gas Safety (Commercial)	July/August	July/August
	Gas Safety	September/October	September/October
2012	Carbon Monoxide	January/February	January/February
	Gas Safety	July/August	July/August
2013	Gas Safety & Carbon Monoxide	Spring	Spring
	Gas Safety	Summer	Summer

1.10 Bill Insert

English

[May 2007](#) [June 2008](#) [June 2009](#) [June 2010](#) [June 2011](#)
[June 2012](#)

Spanish

[May 2007](#) [June 2008](#) [June 2009](#) [June 2010](#) [June 2011](#)
[June 2012](#)

Scratch and Sniff

[August 2010](#) [October 2011](#) [October 2012](#) [December 2013](#)

1.11 Master Meter Buildings

2008 [Letter](#) [Mailing List](#)
2009 [Letter](#) [Mailing List](#)
2010 [Letter](#) [Mailing List](#)
2011 [Letter](#)
2012 [Letter](#) [Mailing List](#)
2013 [Letter](#) [Mailing List](#)

1.12 NGA Media Campaign

2008 [Schedule](#)
[Ad – Call Before You Dig](#) [Ad – Recognizing a Leak](#)
[Ad – Safety](#) [Ad – Pipeline Safety](#)

[Ad – Pipeline Markers](#)

- 2012 [Schedule](#)
[NGA Media Ad Campaign Report](#)
[Con Edison Media Ad Campaign Report](#)
[Dig Safely Ad](#) [Leak Detection Ad](#) [Right of Way Ad](#)

- 1.13 On Hold Message
[Message](#)

- 1.14 Press Release
[October 2009 Cold Weather Coming, Be Prepared](#)
[August 2011 Hurricane Irene](#)
[October 2011 Con Edison Eyes Lower Winter Gas Bills](#)
[October 2012 Winterize Your Home to Heat Up Savings](#)

- 1.15 Comic Books and School Safety Program
About 1 million comic books are printed each year with safety (gas and electric) and conservation messages for school-aged children. These are distributed to summer programs, schools and libraries in our area. In addition, we partner with Scholastic Publishing in an in-school safety and conservation program two times each year reaching over 800,000 school children and their families and 34,000 teachers with lesson plans and other material that does include natural gas safety.

- 1.16 Community Organizations Outreach
2009 May [November](#) [Mailing List](#)
2010 [May](#) [Mailing List](#)
2011 [June](#) [Mailing List](#)
2012 [May](#) [Mailing List](#)
2013 [May](#) [Mailing List](#)

- 1.17 News Coverage
2011 Utilities Find Natural Gas Leaks [Video](#) [Email](#)

- 1.18 Enhanced Messages
Snow and ice hazards (Started 2011 – PHMSA Advisory)

2.0 Emergency Officials

- 2.1 Enhanced message content by providing additional message topics from the baseline requirements
- 2.2 Participation of Emergency Management and/or Gas ERG in training/drills with NYC and Westchester emergency agencies

Note: Training/drills log kept by J Tippa

[Training and Drill Log Book](#)

[Real Stories – Emergency Response](#)

Real Stories – Revising the Gas Leak Response Video to Assist the FDNY

- 2.3 Drills/Tests at major operational facilities:
 - 2.3.1 Astoria LNG
 - 2.3.2 Hunts Point Compressor Station
 - 2.3.3 Iroquois Gate Station
 - 2.3.4 **CECONY** owned tunnels
- 2.4 Gas training/information sessions held by the **CECONY** Learning Center
- 2.5 Presentations to Emergency Officials

Note: The presentations may be viewed upon approval of the Program Administrator.
- 2.6 Training modules built by **CECONY** for NYC FD at Randall’s Island and Westchester FD at Valhalla for in house training.

Note: The pictures may be viewed upon request to the Program Administrator.
- 2.7 Participation of Emergency Management and/or Gas ERG on feedback of drills/incidents with NYC and Westchester emergency agencies
- 2.8 Gas emergency video produced and sponsored by **CECONY** with FDNY support
- 2.9 Gas information on **CECONY** website, www.coned.com
- 2.10 FDNY Natural Gas Fire Safety Education brochure. This message is distributed by the FDNY.

FDNY Natural Gas Brochure

- 2.11 Code MuRRE - For incidents that require an escalated response, a “**Code MuRRE**” (**M**ultiple **R**esource **R**esponse **E**vent) will be declared which will get additional company resources and Fire Department personnel to the area to assist in the mitigation of the incident.
- 2.12 Transmission System Repair Protocols of New York City Fire Department (FDNY) and Westchester County Emergency Services (WCES) to keep the emergency response agencies updated with respect to emergency repair work on the gas transmission system.

[FDNY](#)

[WCES](#)

3.0 Public Officials

- 3.1 Enhanced message content by providing additional message topics from the baseline requirements
[November 2011 – 811 Email](#) [WCAMPWA Newsletter](#)
- 3.2 Gas training/information sessions
[2009 Public Liaison Energy 101 Attendance List Manhattan](#)

[2009 Public Liaison Energy 101 Attendance List Westchester](#)
[2013 Public Liaison Energy 101 Program](#)

- 3.3 Meetings with public officials to address gas related issues

[Public Awareness Event Log](#)

- 3.4 Gas information on **CECONY** website, www.coned.com

- 3.5 Press Release

[May 2008 - Press Release Dig Safely 5-6-08](#)

[April 2009 - 811 Press Release 4-2-09](#)

[April 2010 - 811 Press Release 4-7-10](#)

4.0 Excavators

- 4.1 One Call Center (NYC and NY) outreach:

- 4.1.1 Excavator Manual

- 4.1.2 Newsletters

[Purchasing Newsletter 2012](#)

- 4.1.3 Radio Announcements

- 4.1.4 Safety Awareness Events (presentations, conferences, breakfasts, dinners, etc.)

Sponsored Dig Safely 2009 Calendar

[Sponsored Dig Safely Excavator Safety Seminar Program 2008](#)

[Sponsored Dig Safely Excavator Safety Seminar Program 2009](#)

[Hosted Free Excavator Breakfast in Rye 2009](#)

[Sponsored Dig Safely Excavator Safety Seminar Program 2010](#)

Sponsored Dig Safely 2011 Calendar

Sponsored Dig Safely 2012 Calendar

Sponsored Dig Safely 2013 Calendar

[Sponsored Dig Safely Excavator Safety Seminar Program 2013](#)

- 4.1.5 Bus Ads

- 4.1.6 New York 811 (formerly DigNet) Activities

[2007 Activities](#)

[2008 Activities](#)

[2009 Activities](#)

- 4.1.7 Dig Safely NY Activities

[2007 Activities](#)

[2008 Activities](#)

[2011 Activities](#)

- 4.1.8 Host the New York 811 Damage Prevention Committee meetings where

excavators, utilities and the One Call Center can discuss damage prevention initiatives and local concerns in connection to Code Rule 753.

- 4.2 Enhanced message content by providing additional message topics from the baseline requirements
- 4.3 **CECONY** Standard Mark Out Criteria Booklet
- 4.4 **CECONY** generated print material sent to excavators
- 4.5 Gas training/information sessions held by the **CECONY** Learning Center
- 4.6 Gas information on **CECONY** website, www.coned.com
 - 4.6.1 811 press release was added to news and highlights section
- 4.7 811 Campaign
 - 4.7.1 Company Communication
 - [July 2007](#)
 - [May 2008](#)
 - [April 2009](#)
 - [April 2010](#)
 - 4.7.2 Press Release
 - [August 2007](#)
 - [May 2008](#)
 - [April 2009](#)
 - [April 2010](#)
 - 4.7.3 Radio Ads
 - [811 Radio Public Service Announcements](#)
 - [English](#) [Spanish](#)
 - 4.7.4 811 T-shirts given to gas company employees to wear while working in the field.
- 4.8 Meetings with excavators to address gas related issues
 - [Public Awareness Event Log](#)
- 4.9 Excavator Seminars
 - [October '08 Rye Brook](#) [Media Coverage](#) News12 Coverage
- 4.10 Company Communications
 - [See something, make the call 2012](#)

APPENDIX D Baseline and Subsequent Evaluations

1.0	Survey Questions	
	2006	
	Affected Public	Excavators
	Emergency Officials	Public Officials
	2010	
	Affected Public	Excavators
	Emergency Officials	Public Officials
2.0	Survey Results for Region 5	
	2006	
	NGA Region 5 Gas Safety Report	
	NGA Region 5 Residential Crosstab Report	
	2010	
	NGA Region 5 Gas Safety Report	
	NGA Region 5 Residential Crosstab Report	
3.0	Survey Results for Con Edison's territory	
	2006	
	Con Edison Data	
	Interpretation of Aggregate Results	
	2010	
	Con Edison Data	
	Affected Public	Excavators
	Emergency Officials	Public Officials
	Con Edison Executive Summary	
4.0	Gas Quality Assurance (QA) Annual Internal Review	
	2007 QA Review	2011 QA Review
	2008 QA Review	2012 QA Review
	2009 QA Review	2013 QA Review
	2010 QA Review	
5.0	Program Effectiveness Review	
	2010	
6.0	PSC Inspection	
	2011 Inspection	2011 Response

1.0 Affected Public – **CECONY** Customer Information System

For the purpose of this program, CECONY has identified the affected public as all customers. The electric franchise service territory encompasses all gas customers and non-CECONY gas customers who may reside near a pipeline facility.

2.0 Messages and Media

Print media (e.g. a bill insert) within the customer's bill is the baseline delivery method for distribution of the messages. All other literature is supplemental.

2.1 Customer News Bill Insert

<u>Year</u>	<u>English</u>	<u>Spanish</u>
2005	<u>April/May</u>	<u>April/May</u>
	<u>November/December</u>	<u>November/December</u>
2006	<u>March/April</u>	<u>March/April</u>
	<u>November/December</u>	<u>November/December</u>
2007	<u>March/April</u>	<u>March/April</u>
	<u>November/December</u>	<u>November/December</u>
2008	<u>March/April</u>	<u>March/April</u>
	<u>November/December</u>	<u>November/December</u>
2009	<u>March/April</u>	<u>March/April</u>
	<u>November/December</u>	<u>November/December</u>
2010	<u>March/April</u>	<u>March/April</u>
	<u>November/December</u>	<u>November/December</u>
2011	<u>March/April</u>	<u>March/April</u>
	<u>November/December</u>	<u>November/December</u>
2012	<u>March/April</u>	<u>March/April</u>
	<u>November/December</u>	<u>November/December</u>
2013	<u>Fall</u>	<u>Fall</u>
	<u>Winter</u>	<u>Winter</u>

APPENDIX F Identification and Message Content Documentation for Emergency Officials

1.0 Emergency Officials List

[2005 Emergency Officials List](#)

[2010 Emergency Officials List](#)

[2006 Emergency Officials List](#)

[2011 Emergency Officials List](#)

[2007 Emergency Officials List](#)

[2012 Emergency Officials List](#)

[2008 Emergency Officials List](#)

[2013 Emergency Officials List](#)

[2009 Emergency Officials List](#)

2.0 Messages and Media

Message

Delivery Method

[2005 Letter to Emergency Officials](#)

Mail

[2006 Letter to Emergency Officials](#)

Mail

[2007 Letter to Emergency Officials](#)

Mail

[2008 Letter to Emergency Officials](#)

Mail

[2009 Letter to Emergency Officials](#)

Mail

[2010 Letter to Emergency Officials](#)

Mail

[2011 Letter to Emergency Officials](#)

Mail

[2012 Letter to Emergency Officials](#)

Mail

[2013 Letter to Emergency Officials](#)

Mail

APPENDIX G Identification and Message Content for Public Officials

1.0 Public Officials List

[2005 Public Officials List](#)

[2008 Public Officials List](#)

[2011 Public Officials List](#)

2.0 Messages and Media

Message

Delivery Method

[2005 Letter to Public Officials](#)

Mail

[2008 Letter to Public Officials \(Included NGA Brochure\)](#)

Email

[2011 Letter to Public Officials](#)

Email

APPENDIX H Identification and Message Content Documentation for Excavators

1.0 Excavators List

- 1.1 New York 811 (formerly DigNet) Center Outreach
[2006 Excavator List](#)
- 1.2 Dig Safely NY Outreach
[2006 Excavator List](#)
- 1.3 Combined Outreach

2005 Excavator List	2010 Excavator List
2007 Excavator List	2010 Excavator List (Missed)
2008 Excavator List	2011 Excavator List
2009 Excavator List	2012 Excavator List

2.0 Messages and Media

- 2.1 New York 811 (formerly DigNet) Center Outreach

[2006 Letter to Excavators](#)

- 2.2 Dig Safely NY Outreach

[2006 Letter to Excavators](#)

- 2.3 Combined Outreach

Message		Delivery Method
2005 Letter to Excavators		Mail
2007 Letter to Excavators		Mail
2008 Letter to Excavators		Mail
2009 Letter to Excavators		Mail
2010 Letter to Excavators		Mail
2010 Letter to Excavators (Missed)		Mail
2011 Letter to Excavators	Documentation	Mail
2012 Letter to Excavators	Documentation	Mail

DEPARTMENT OF TRANSPORTATION**Pipeline and Hazardous Materials Safety Administration****49 CFR Parts 192 and 195 [Docket No. RSPA–03–15852; Amdt. Nos. 192–100, 195–84]****RIN 2137–AD96****Pipeline Safety: Pipeline Operator Public Awareness Program**

AGENCY: Pipeline and Hazardous Materials Safety Administration (PHMSA), U.S. Department of Transportation (DOT).

SUMMARY: This Final Rule amends the requirements for pipeline operators to develop and implement public awareness (also known as public education) programs. The changes are part of PHMSA’s Office of Pipeline Safety’s (OPS) broad pipeline communications initiative to promote pipeline safety. Promoting pipeline safety requires enhanced communications (by pipeline operators) with the public to increase public awareness of pipeline operations and safety issues. The amendments for developing and implementing public awareness programs address the requirements of the Pipeline Safety Improvement Act (PSIA) of 2002 and incorporate by reference the guidelines provided in the American Petroleum Institute (API) Recommended practice (RP) 1162, “Public Awareness Programs for Pipeline Operators.”

DATES: *Effective Date:* This final rule takes effect on June 20, 2005.

The incorporation by reference of API RP 1162 in this Final Rule was approved by Director of the Federal Register as of June 20, 2005.

FOR FURTHER INFORMATION CONTACT:

Blaine Keener by phone at 202.366.0970, by mail at 400 7th St., SW., Room 2103, Washington, DC 20590, or by e-mail at *blaine.keener@dot.gov*.

In consideration of the foregoing, PHMSA amends parts 192 and 195 of Title 49 of the Code of Federal Regulations as follows:

PART 192—TRANSPORTATION OF NATURAL AND OTHER GAS BY PIPELINE: MINIMUM FEDERAL SAFETY STANDARDS

_ 1. The authority citation for Part 192 continues to read as follows:

Authority: 49 U.S.C. 5103, 60102, 60104, 60108, 60109, 60110, 60113, 60116, and 60118; and 49 CFR 1.53. _ 2. Section 192.7 is amended in the table in paragraph (c)(2) by adding a new item B.(5) to read as follows:

§ 192.7 Incorporation by reference.

(c) * * *

(2) * * *

Source and name of referenced material 49 CFR reference

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B. * * *

(5) API Recommended Practice 1162 “Public Awareness Programs for Pipeline Operators,” First Edition (December 2003) § 192.616

_ 3. Section 192.616 is revised to read as follows:

§ 192.616 Public awareness.

(a) Each pipeline operator must develop and implement a written continuing public education program that follows the guidance provided in the American Petroleum Institute's (API) Recommended Practice (RP) 1162 (IBR, see § 192.7).

(b) The operator's program must follow the general program recommendations of API RP 1162 and assess the unique attributes and characteristics of the operator's pipeline and facilities.

(c) The operator must follow the general program recommendations, including baseline and supplemental requirements of API RP 1162, unless the operator provides justification in its program or procedural manual as to why compliance with all or certain provisions of the recommended practice is not practicable and not necessary for safety.

(d) The operator's program must specifically include provisions to educate the public, appropriate government organizations, and persons engaged in excavation related activities on:

(1) Use of a one-call notification system prior to excavation and other damage prevention activities;

(2) Possible hazards associated with unintended releases from a gas pipeline facility;

(3) Physical indications that such a release may have occurred;

(4) Steps that should be taken for public safety in the event of a gas pipeline release; and

(5) Procedures for reporting such an event.

(e) The program must include activities to advise affected municipalities, school districts, businesses, and residents of pipeline facility locations.

(f) The program and the media used must be as comprehensive as necessary to reach all areas in which the operator transports gas.

(g) The program must be conducted in English and in other languages commonly understood by a significant number and concentration of the non-English speaking population in the operator's area.

(h) Operators in existence on June 20, 2005, must have completed their written programs no later than June 20, 2006. As an exception, operators of small propane distribution systems having less than 25 customers and master meter operators having less than 25 customers must have completed development and documentation of their programs no later than June 20, 2007. Upon request, operators must submit their completed programs to PHMSA or, in the case of an intrastate pipeline facility operator, the appropriate State agency.

(i) The operator's program documentation and evaluation results must be available for periodic review by appropriate regulatory agencies.