



Aggregate Effectiveness

222 S. RIDGE ROAD ■ WICHITA, KS 67209 ■ 877.477.1162 ■ PDIGM.COM

2020 EFFECTIVENESS MEASUREMENT STATISTICS & REPORTING

**FOCUS GROUP
E-MAIL CAMPAIGN
PAVALYTICS
BUSINESS REPLY CARD (BRC)**

TABLE OF CONTENTS

OVERVIEW	2
FOCUS GROUP	3
Executive Summary	3
Effectiveness of Brochures.....	3
Order of review of Materials.....	4
High-Level Findings	4
Modifications Based on Stakeholder Feedback.....	4
E-MAIL CAMPAIGN	5
PIPELINE AWARENESS VIEWER (PAV)	22
PAValytics	23
BUSINESS REPLY CARD (BRC)	27
BRC Results and Statistics	27

OVERVIEW

Paradigm's RP 1162 Collaborative Program utilizes multiple levels of research and measurement. The measurements included; 1) pre-test focus groups, 2) e-mail campaign, 3) Pipeline Awareness Viewer (PAV), 4) BRC and 5) phone survey. The following overview will explain the elements of each phase of measurement.

1. Pre-test Focus groups were conducted upon initial design and major re-design of the program. Focus groups are designed to pre-test stakeholder's general reaction to the campaign elements, gain an understanding of stakeholders' comprehension of the message, and understand stakeholder preferences of receiving pipeline safety communications (i.e. the construction of the communication vehicle).
2. Paradigm executed an email campaign for Emergency and Public Officials as well as Excavators. Key messages were highlighted in an html format. Stakeholders were also encouraged to fill out the survey online.
3. Paradigm's Pipeline Awareness Viewer™ (PAV) was designed to provide additional safety messaging directly to your Smartphone or tablet about pipelines. Public awareness materials (postcards) with the PAV logo, sent by pipeline operators will be enhanced with digital content pursuant to API RP1162 and 49 CFR parts 192 and 195.
4. Business reply card (BRC) surveys are designed to measure; 1) outreach of the campaign, 2) stakeholders understandability of the content, 3) desired stakeholder behavior and 4) outcome. BRC surveys are included in each communication and coded for individual company tracking and reporting purposes. This allows stakeholder response data to be attributed to the respective pipeline company assets. The statistics are reported in both aggregate and individual company.

Stakeholders are also encouraged to complete the survey via Paradigm's PDQweb™ platform. Questionnaires are identical to the BRC surveys included in the communication. Stakeholders have the ability to enter their unique WebCode or are allowed to anonymously complete the survey.

5. Upon conclusion of the program, Paradigm conducts a phone survey to the four stakeholder audience groups. This measure is to assess the three measures outlined in API RP 1162 as well as stakeholder retention and desires of how to receive the communications. Beginning in 2011, Paradigm interviewed approximately 400 individuals from each stakeholder group. Stakeholder data was randomly selected and dialed until the interviews were complete. This yields between a 4-5% margin of error across all stakeholder groups. The phone survey statistics can be found in the 2020 RP 1162 Collaborative Phone Survey book.

FOCUS GROUP

EXECUTIVE SUMMARY

In accordance with Section 8 of API RP 1162, a pre-test to determine the effectiveness of the re-designed collaborative program materials was conducted in Dallas, Texas on March 24 and 25, 2015. Each stakeholder group as defined by API RP 1162 (Affected Public (male/female), Excavators, Emergency Officials and Public Officials) were segregated into groups in order to understand the different dynamics of each unique group. A summary of high-level findings is below.

EFFECTIVENESS OF BROCHURES

During each session, participants were asked to rank the following criteria using a scale of 1 to 5, with 1 being the most negative score and 5 being the most positive score: Importance of the message, reaction to graphics, clarity, reaction to color, and ease of reading. Across all participant groups, “importance of the message” was the most highly rated, with “ease of reading” being the least highly rated (see table below):

Information	*Overall Ranking	Rank by Audience				Mean by Audience			
		EO	AP	PO	EX	EO	AP	PO	EX
Importance of the Message	1T	5	1	1	3T	3.6	4.8	4.7	4.6
Reaction to Graphics	1T	2T	2	5	1	4.1	4.4	4.0	4.9
Clarity	3T	2T	4	2T	2	4.1	3.9	4.6	4.7
Reaction to Color	3T	1	3	2T	5	4.7	4.1	4.6	4.2
Ease of Reading	5	4	5	4	3T	3.7	3.1	4.3	4.6

**T” = Tied Ranking

Participants were also asked to rank amount of information and the size of print, using a scale of 1 to 5 where 1 was not enough information/print too small and 5 being too much information/print too large, and where 3 is just the right amount of information/just the right size of print. Findings are outlined in the table below:

Criteria	Mean by Audience			
	EO	AP	PO	EX
Amount of Information	3.1	4.1	3.1	3.4
Size of Print	3.3	3.1	3.0	3.3

Mean values were all close to the ideal, except for the Affected Public stakeholders thought that the “Amount of Information” was too great.

ORDER OF REVIEW OF MATERIALS

After a cursory examination of the contents of the envelope packet, participants were asked about the order in which they would be likely to look at the materials. Overall, the brochure was listed as the first item reviewed, followed by the Pipeline Awareness Viewer™ (PAV) insert, with the brochure being a nearly unanimous choice as the first viewed piece across all audiences. The Excavator audience was almost evenly split between the brochure and the PAV insert being the first viewed piece.

HIGH-LEVEL FINDINGS

- All stakeholder groups were likely to open the envelope due to its design but felt that the phrase “Pipelines near you” was redundant.
- The domed marker on the envelope was difficult to read since the text is vertical.
- All stakeholder groups agreed with the concept of the eye, ear, and nose icons in the leak recognition section, but felt that they were not eye-catching enough.
- Affected Public stakeholders felt that the arrows in the tolerance zone graphic suggested that this was a depth requirement, rather than a requirement on both sides of the pipeline.
- Emergency Official and Public Officials indicated a greater likelihood of completing the survey online than the Affected Public and Excavator participants.
- Affected Public participants were unsure as to what the target image on the PAV card was trying to portray. They felt it looked like a stool instead of a gas-powered auger.
- Affected Public and Excavator participants felt that the NPMS message on the back page needed to be moved forward into the English section.

MODIFICATIONS BASED ON STAKEHOLDER FEEDBACK

- Removed the domed marker from the envelopes and replaced “Pipelines Are Near You” with “Annual Pipeline Safety Information Enclosed”.
- Added audience-specific bullet points on the fronts of each envelope.
- Removed vertical arrows from the tolerance zone graphic.
- Changed the color of the Sight-Sound-Smell icons to orange.
- NPMS language moved to the brochure guts from the back cover.
- Replaced Excavator cover photos with images of a pipeline marker and a shovel.
- Changed photo collage in the Identified Sites section (Emergency Officials and Public Officials versions) to a screen clip of the Identified Sites Registry website.
- Removed the NENA section from the Public Officials version.
- Replaced the image of the person working on the fence (Farmer version) with one of a pipeline marker near a field.
- Replaced the full-page image in the School version with additional audience-specific messaging.
- Re-designed the instructions on all PAV cards; also added a link to the online survey.

E-MAIL CAMPAIGN

EO Collab: Clickthrough Report

Subject: Emergency Official: Important Emergency Respons...
Last Sent: Aug 12, 2020, 1:30:14 PM

Click Map

HTML Body



Most Clicked



Above Average (>= 43.30)



Below Average (< 43.30)

Important Pipeline Safety Message

Survey

[286]

Read more

[206]



[143]

Capabilities

It is important for pipeline companies to understand what resources and capabilities emergency response agencies have. Please provide your agency's capabilities.

Read more »

[148]

NENA: 911 Dispatch

Rights-of-way are often recognizable as corridors that are clear of trees, buildings or other structures except for the pipeline markers.

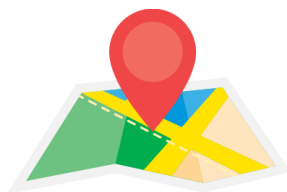
Read more »

[118]

NENA

THE 9-1-1 ASSOCIATION

[102]



[92]

High Consequence Area Identification

Operators must calculate the potential impact radius for all points along their pipelines and evaluate corresponding impact circles to identify the population.

Read more »

[73]

Identified Sites Registry

The Identified Sites Registry™ connects pipeline operators with local emergency officials to record quality location data near their facilities.

[Read more »](#)

[70]



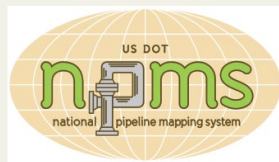
[60]

Pipeline Mapping

Use NPMS to apply for PIMMA access and for a list of companies with pipelines in your area.

[Read more »](#)

[76]



[60]

Emergency Response Plans

Regulations for gas and hazardous liquid pipelines require written emergency response procedures for pipeline facilities. Use NPMS to find pipelines and contacts in your area.

[Read more »](#)

[56]

[65]



[50]

Operator Response to a Pipeline Release

The pipeline company will dispatch trained personnel to protect life, property and facilities, and to minimize the amount of released product.

[Read more »](#)

[19]



[29]



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[19]



[25]

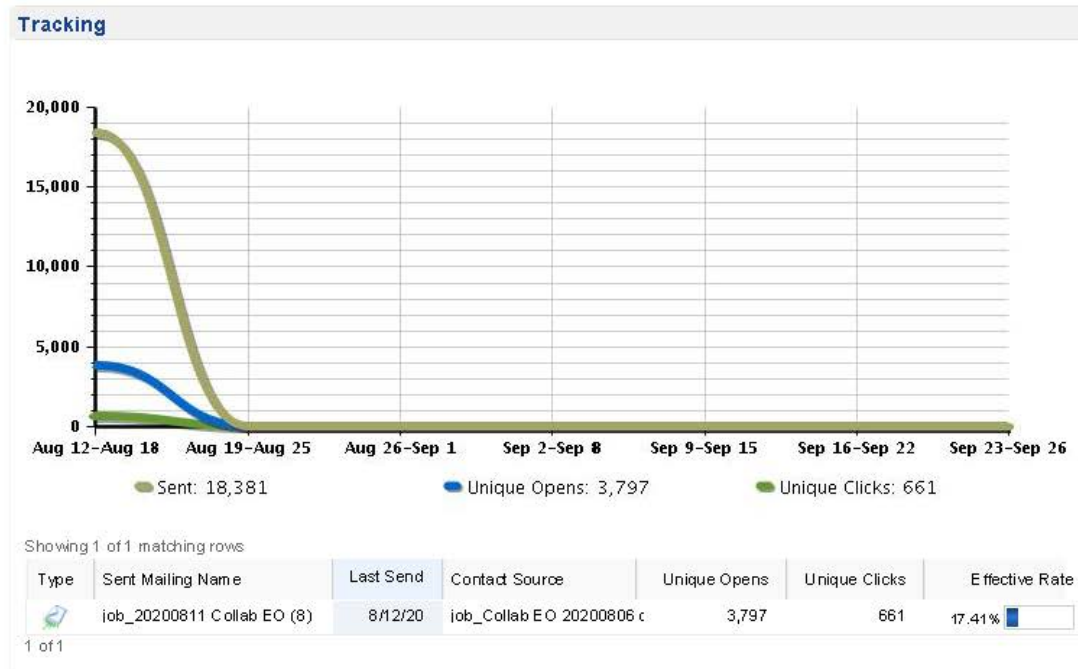
Clicks By Link

Link Name	Unique Clicks	Gross Clicks	HTML Unique Clicks	Text Unique Clicks
survey_pdigm_com	232	286	224	8
survey_pdigm_com	187	246	183	4
collab_pdigm_com	142	206	136	6
www_pdigm_com	134	143	0	134
collab_pdigm_com	134	153	0	134
survey_pdigm_com	131	148	0	131
survey_pdigm_com	129	145	0	129
collab_pdigm_com	85	118	84	1
www_pdigm_com	80	102	80	0
survey_pdigm_com	78	99	78	0
collab_pdigm_com	72	92	72	0
collab_pdigm_com	66	70	0	66
collab_pdigm_com	66	73	0	66
my_spatialobjects	64	69	0	64
collab_pdigm_com	64	68	0	64
collab_pdigm_com	63	69	0	63
collab_pdigm_com	61	65	0	61
www_pdigm_com	61	65	0	61
my_spatialobjects	61	68	0	61
collab_pdigm_com	59	61	0	59
collab_pdigm_com	58	65	0	58
collab_pdigm_com	58	62	0	58
www_facebook_com	58	62	0	58
collab_pdigm_com	57	59	0	57
www_npms_phmsa	56	60	0	56
collab_pdigm_com	56	60	0	56
survey_pdigm_com	56	62	0	56
collab_pdigm_com	49	76	49	0
www_npms_phmsa	47	65	47	0
my_spatialobjects	44	63	44	0
collab_pdigm_com	43	50	43	0
collab_pdigm_com	39	64	38	1
collab_pdigm_com	38	39	38	0
my_spatialobjects	36	56	36	0
collab_pdigm_com	35	51	35	0
collab_pdigm_com	32	50	32	0
collab_pdigm_com	26	29	26	0
www_facebook_com	25	25	25	0
www_pdigm_com	19	19	19	0
collab_pdigm_com	19	19	19	0
	70	85	33	38
	2,820	3,382	1,308	1,512

Trend Reports:summary

Org Name: Mittera-Paradigm
 Users: 8
 Mailing(s): 1
 Contact Source Filter: Off
 Tag(s):

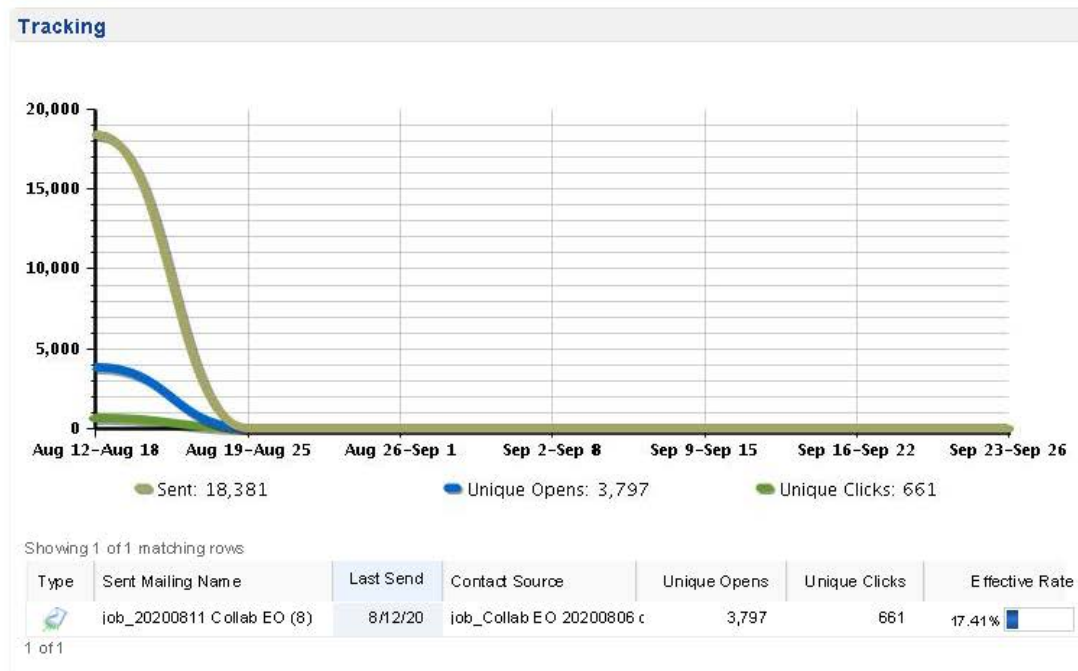
System
 8/12/20 - 9/26/20



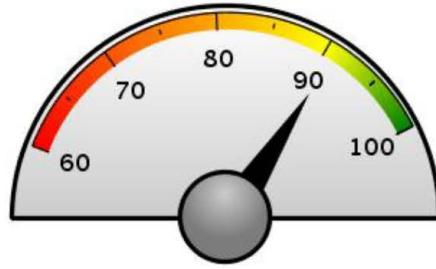
Trend Reports:summary

Org Name: Mittera-Paradigm
 Users: 8
 Mailing(s): 1
 Contact Source Filter: Off
 Tag(s):

System
 8/12/20 - 9/26/20



Deliverability



Delivered % = 90.85%

Deliverability Metrics	Total	Rate
Sent Messages	18,381	100.00%
Suppressed	2,373	11.43%
Inbox Monitoring	0	0.00%
Seed List	0	0.00%
Hard Bounces	633	3.44%
Soft Bounces	1,049	5.71%
Total Bounces	1,682	9.15%
Delivered Messages	16,699	90.85%

EX Collab: Clickthrough Report



Collab EX

Subject: Excavator: Important Excavation Safety
Message Last Sent: Aug 12, 2020, 12:15:08 PM

[Click Map](#)

HTML Body



Most Clicked



Above Average (>= 21.32)



Below Average (< 21.32)



Important Pipeline Safety Message

Survey

[136]

Read more

[159]



[49]

Be sure to Call to 811 Before you Dig

99%* of all incidents involving injury, damage and service outages can be avoided by using 811.

Read more »

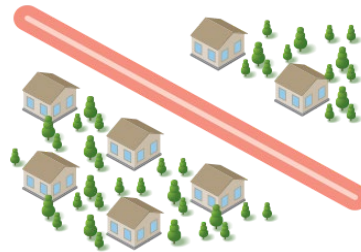
[42]

Recognizing Pipeline Rights-Of-Way

Rights-of-way are often recognizable as corridors that are clear of trees, buildings or other structures except for the pipeline markers.

Read more »

[45]



[41]



[34]

Recognizing the Location of a Pipeline

Markers are located in the pipeline right-of-way and indicate the approximate location, but **not** the depth, of a buried pipeline.

Read more »

[30]

Digging Safely

State law requires you to maintain minimum clearance, or tolerance zone, between the point of excavation and a marked pipeline.

[Read more »](#)

[28]



[27]



[25]

Recognizing a Pipeline Leak

Use your senses to stay safe and recognize the signs of a pipeline leak.

[Read more »](#)

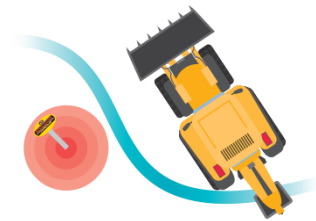
[24]

Operator Response to a Pipeline Release

The pipeline company will dispatch trained personnel to protect life, property and facilities, and to minimize the amount of released product.

[Read more »](#)

[20]



[22]



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[9]



[10]

Clicks By Link

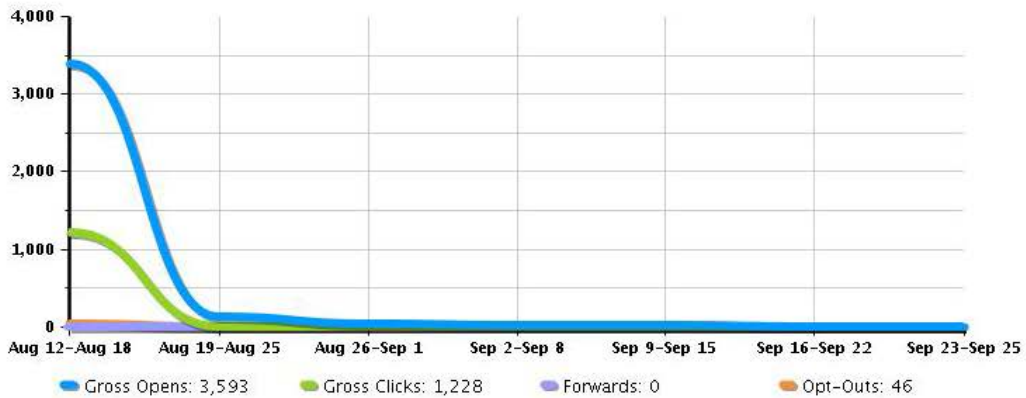
Link Name	Unique Clicks	Gross Clicks	HTML Unique Clicks	Text Unique Clicks
survey_pdigm_com	106	136	102	4
collab_pdigm_com	53	159	51	2
collab_pdigm_com	39	49	37	2
www_pdigm_com	38	49	0	38
collab_pdigm_com	36	42	0	36
collab_pdigm_com	36	49	0	36
survey_pdigm_com	35	40	0	35
collab_pdigm_com	34	45	34	0
collab_pdigm_com	30	45	30	0
collab_pdigm_com	26	42	26	0
collab_pdigm_com	26	41	26	0
www_pdigm_com	24	33	24	0
collab_pdigm_com	24	34	24	0
collab_pdigm_com	21	30	0	21
collab_pdigm_com	21	31	0	21
collab_pdigm_com	20	31	0	20
collab_pdigm_com	19	27	19	0
collab_pdigm_com	19	27	0	19
collab_pdigm_com	19	28	19	0
collab_pdigm_com	18	27	0	18
collab_pdigm_com	18	27	0	18
www_pdigm_com	18	22	0	18
collab_pdigm_com	17	25	17	0
collab_pdigm_com	17	20	0	17
collab_pdigm_com	17	24	0	17
collab_pdigm_com	16	19	0	16
www_facebook_com	15	20	0	15
collab_pdigm_com	15	20	0	15
collab_pdigm_com	14	17	0	14
collab_pdigm_com	14	22	14	0
collab_pdigm_com	11	18	11	0
www_facebook_com	9	10	9	0
collab_pdigm_com	8	10	8	0
www_pdigm_com	6	9	6	0
	25	36	13	11
	839	1,228	457	382

Single Mailing Reports:summary



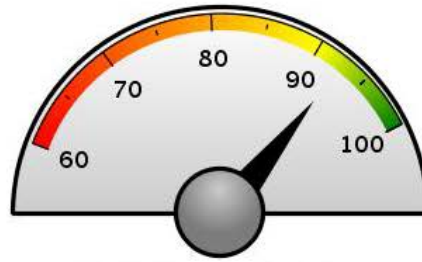
job_20200811 Collab EX (5)
Subject: Excavator: Important Excavation Safety Message
Contact Source Name: job_Collab EX 20200806 query
Last Sent: Aug 12, 2020, 12:15:08 PM
Tracking Level: Unique
VMTA Server: mail6773.paradigm.mkt7372.com

Tracking Range



	Opt-Outs	Forwards	Gross Opens	Gross Clicks
Aug 12-Aug 18	42	0	3,391	1,218
Aug 19-Aug 25	2	0	127	1
Aug 26-Sep 1	1	0	35	0
Sep 2-Sep 8	1	0	21	9
Sep 9-Sep 15	0	0	10	0
Sep 16-Sep 22	0	0	7	0
Sep 23-Sep 25	0	0	2	0
Averages	7	0	513	175
Totals	46	0	3,593	1,228

Deliverability



Delivered % = 92.64%

Deliverability Metrics	Total	Rate
Sent Messages	10,328	100.00%
Suppressed	1,146	9.99%
Inbox Monitoring	0	0.00%
Seed List	0	0.00%
Hard Bounces	286	2.77%
Soft Bounces	474	4.59%
Total Bounces	760	7.36%
Delivered Messages	9,568	92.64%

PO Collab: Clickthrough Report

Subject: Public Official: Important Pipeline Message for...
Last Sent: Aug 12, 2020, 11:50:04 AM



[Click Map](#)

HTML Body



Most Clicked



Above Average (>= 97.50)



Below Average (< 97.50)



Important Pipeline Safety Message

Survey

[154]

Read more

[171]



[37]

Pipelines are Near You

You have received this information because the decisions you make regarding land use and property development in your jurisdiction may impact the pipelines in your area.

Read more »

[67]

Planning, Zoning, and Property Development

It is crucial to coordinate with pipeline companies to take the location of pipelines into consideration inland-use plans, zoning, and property development activities.

Read more »

[21]



[16]



[16]

Land Use Planning and Transmission Pipelines

Recommended practices related to land use and development near transmission pipelines.

[Read more »](#)

[18]

Identified Sites Registry

The Identified Sites Registry™ connects pipeline operators with local emergency officials to record quality location data near their facilities.

[Read more »](#)

[17]



[16]



[14]

High Consequence Area Identification

Operators must calculate the potential impact radius for all points along their pipelines and evaluate corresponding impact circles to identify the population.

[Read more »](#)

[15]

Responding to a Pipeline Emergency

The following protocol is intended to be a solid framework for call intake, but should not in any manner override agency procedures.

[Read more »](#)

[13]



[11]



[9]

Make sure to call 811 Before you Dig

99%* of all incidents involving injury, damage and service outages can be avoided by using 811.

[Read more »](#)

[9]



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[7]



[3]

Clicks By Link

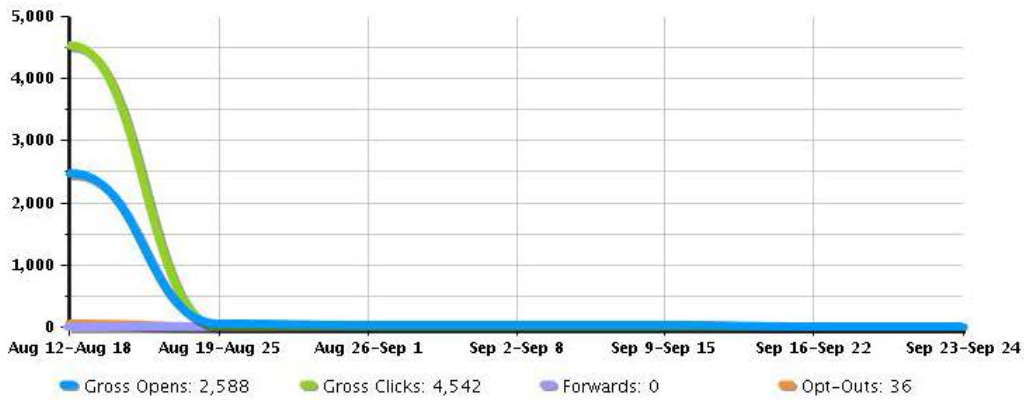
Link Name	Unique Clicks	Gross Clicks	HTML Unique Clicks	Text Unique Clicks
collab_pdigm_com_	147	160	0	147
survey_pdigm_com	144	154	0	144
www_pdigm_com_	142	171	0	142
collab_pdigm_com_	141	154	0	141
survey_pdigm_com	56	67	53	3
collab_pdigm_com_	34	37	33	1
collab_pdigm_com_	34	43	33	1
collab_pdigm_com_	31	3,335	29	2
collab_pdigm_com_	25	29	24	1
collab_pdigm_com_	22	23	22	0
collab_pdigm_com_	19	21	18	1
www_pdigm_com_	18	26	18	0
my_spatialobjects_	18	23	18	0
collab_pdigm_com_	17	18	0	17
collab_pdigm_com_	16	16	0	16
my_spatialobjects_	16	16	0	16
collab_pdigm_com_	15	17	15	0
collab_pdigm_com_	15	16	0	15
collab_pdigm_com_	15	15	0	15
collab_pdigm_com_	14	15	14	0
collab_pdigm_com_	13	14	13	0
my_spatialobjects_	13	14	0	13
collab_pdigm_com_	13	15	13	0
www_facebook_coi	12	12	0	12
collab_pdigm_com_	12	12	12	0
collab_pdigm_com_	11	12	0	11
collab_pdigm_com_	11	11	0	11
collab_pdigm_com_	11	11	0	11
www_pdigm_com_	10	10	0	10
collab_pdigm_com_	10	13	10	0
collab_pdigm_com_	9	10	0	9
collab_pdigm_com_	9	9	0	9
collab_pdigm_com_	9	9	0	9
collab_pdigm_com_	9	9	0	9
collab_pdigm_com_	8	8	8	0
www_pdigm_com	7	7	7	0
my_spatialobjects_	6	7	6	0
www_facebook_coi	3	3	3	0
	29	120	9	20
	1,115	4,542	349	766

Single Mailing Reports:summary



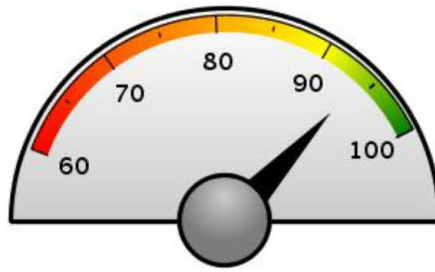
job_20200811 Collab PO (6)
Subject: Public Official: Important Pipeline Message for...
Contact Source Name: job_Collab PO 20200806 query
Last Sent: Aug 12, 2020, 11:50:04 AM
Tracking Level: Unique
VMTA Server: mail6773.paradigm_mkt7372.com

Tracking Range



	Opt-Outs	Forwards	Gross Opens	Gross Clicks
Aug 12-Aug 18	35	0	2,475	4,530
Aug 19-Aug 25	0	0	38	9
Aug 26-Sep 1	0	0	25	2
Sep 2-Sep 8	1	0	29	1
Sep 9-Sep 15	0	0	16	0
Sep 16-Sep 22	0	0	4	0
Sep 23-Sep 24	0	0	1	0
Averages	5	0	370	649
Totals	36	0	2,588	4,542

Deliverability



Delivered % = 93.94%

Deliverability Metrics	Total	Rate
Sent Messages	7,012	100.00%
Suppressed	247	3.40%
Inbox Monitoring	0	0.00%
Seed List	0	0.00%
Hard Bounces	256	3.65%
Soft Bounces	169	2.41%
Total Bounces	425	6.06%
Delivered Messages	6,587	93.94%

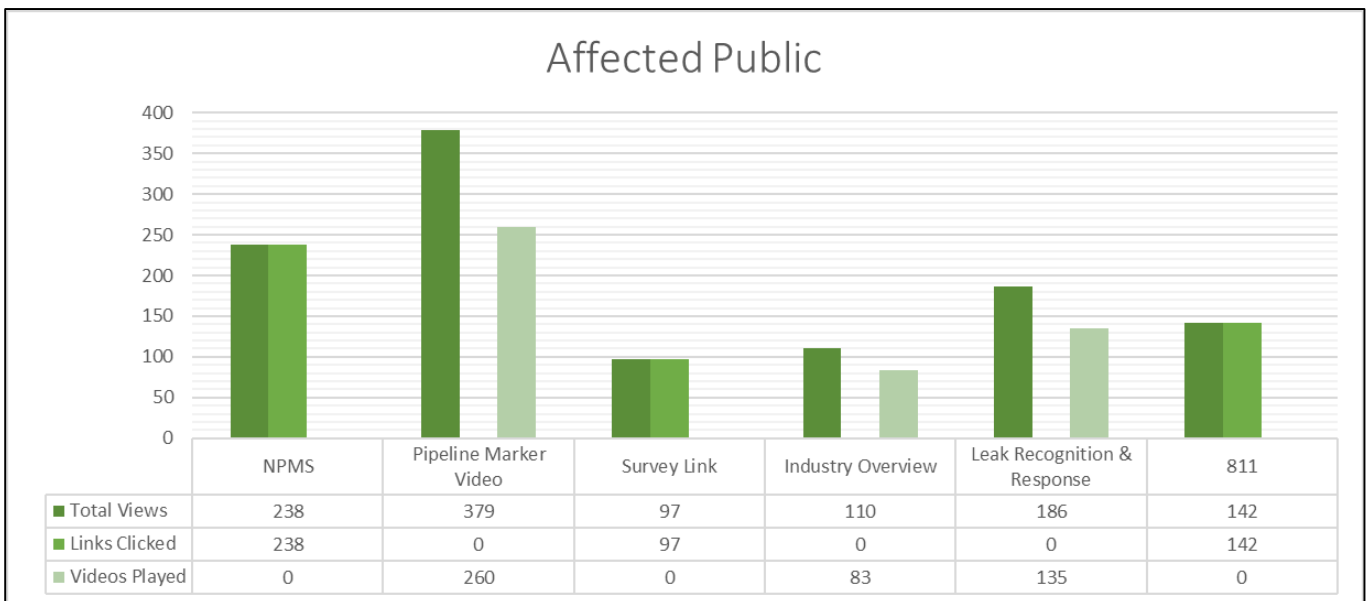
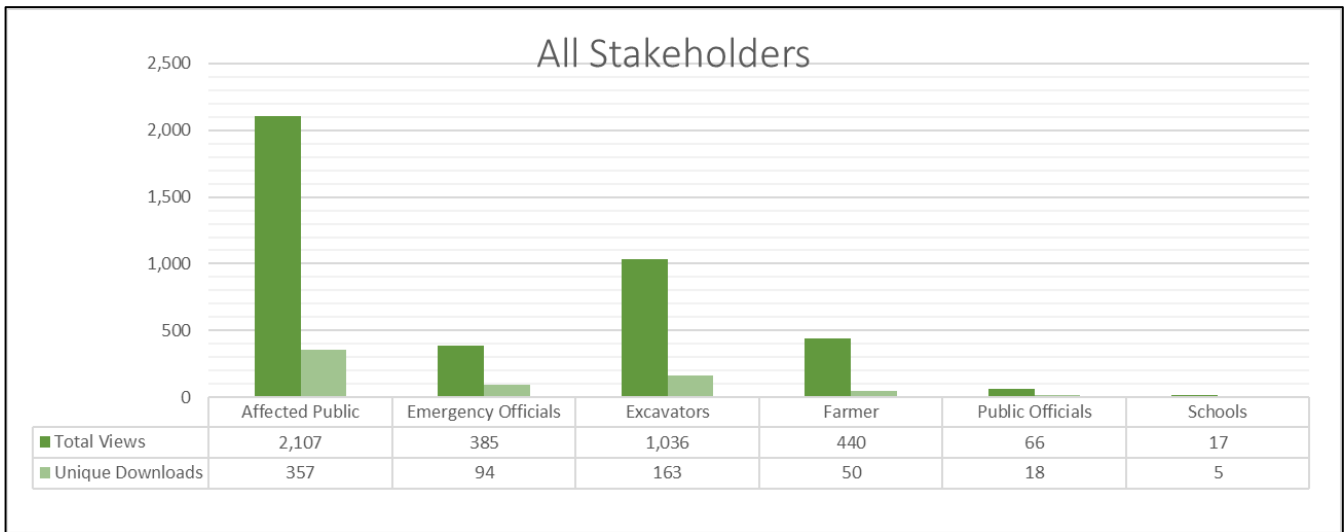
PIPELINE AWARENESS VIEWER (PAV)

Paradigm's Pipeline Awareness Viewer™ (PAV) was designed to provide additional safety messaging directly to your Smartphone or tablet about pipelines. Public awareness materials (brochures) with the PAV logo, sent by pipeline operators will be enhanced with digital content pursuant to API RP1162 and 49 CFR parts 192 and 195, such as:

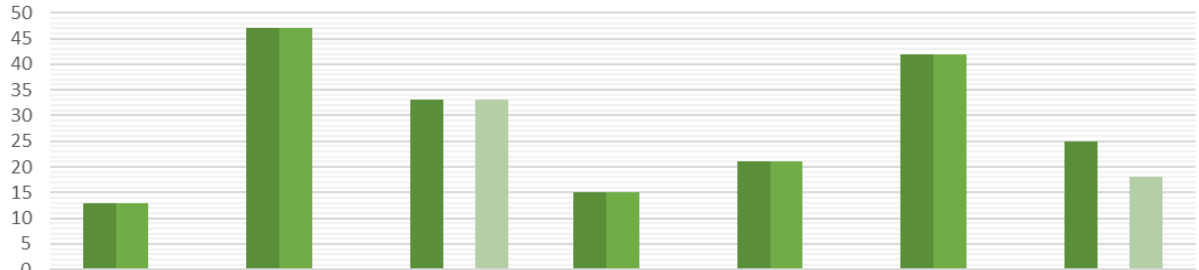
- Videos
- Images
- Links to websites for additional information
- Online surveys to test stakeholder knowledge of pipelines and pipeline safety

Videos to enhance Pipeline Purpose and Reliability, Damage Prevention and Leak Recognition & Response have all been incorporated into the brochures.

PAVALYTICS

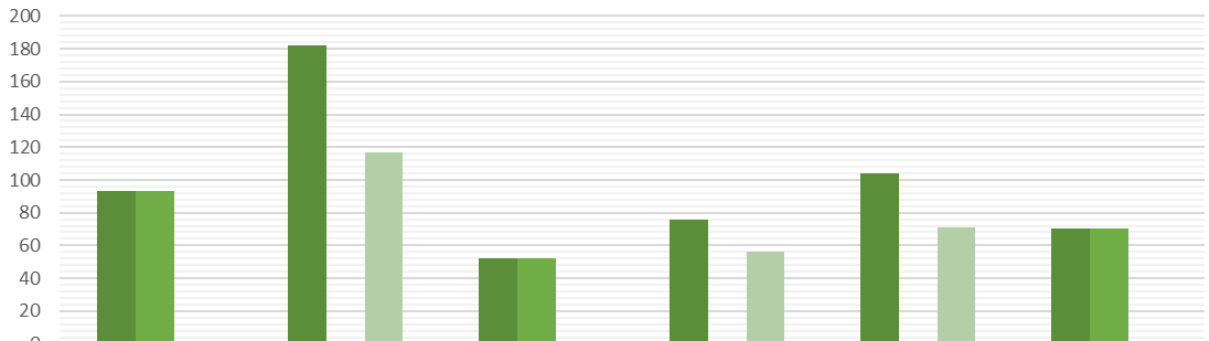


Emergency Officials



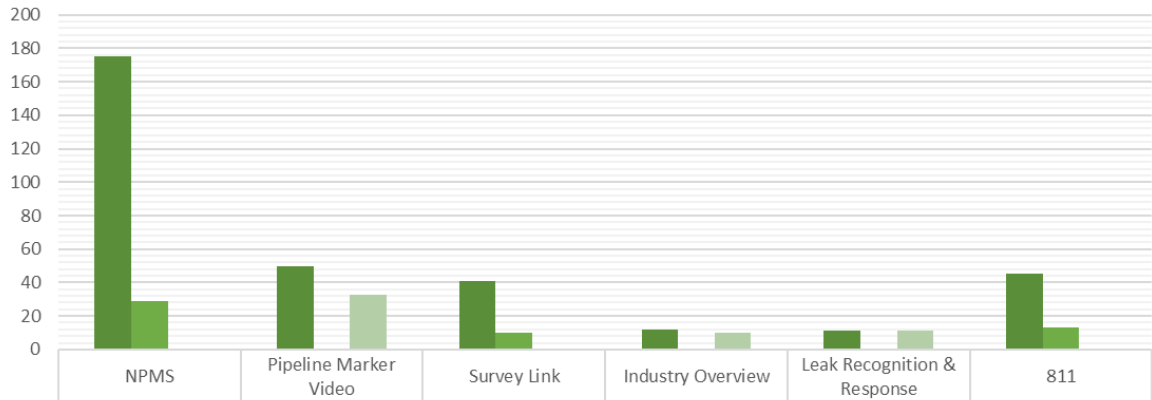
	API	NPMS	Pipeline Safety Info video	Survey Link	NENA	NENA Download	Industry Overview
Total Views	13	47	33	15	21	42	25
Links Clicked	13	47	0	15	21	42	0
Videos Played	0	0	33	0	0	0	18

Excavators



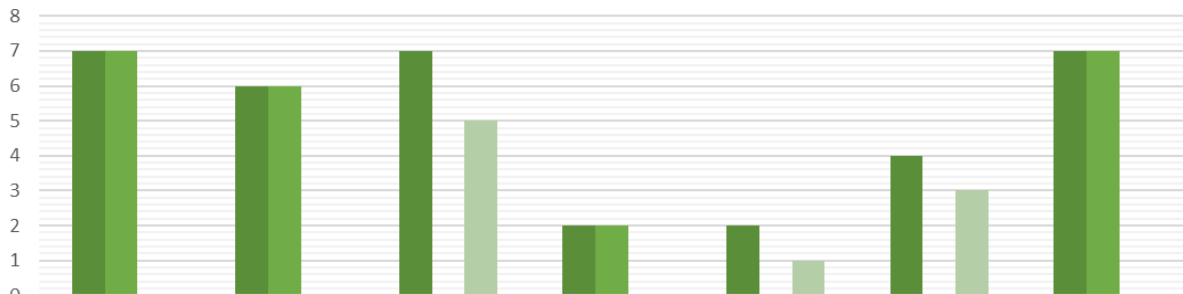
	NPMS	Pipeline Marker Video	Survey Link	Industry Overview	Leak Recognition & Response	811
Total Views	93	182	52	76	104	70
Links Clicked	93	0	52	0	0	70
Videos Played	0	117	0	56	71	0

Farmers



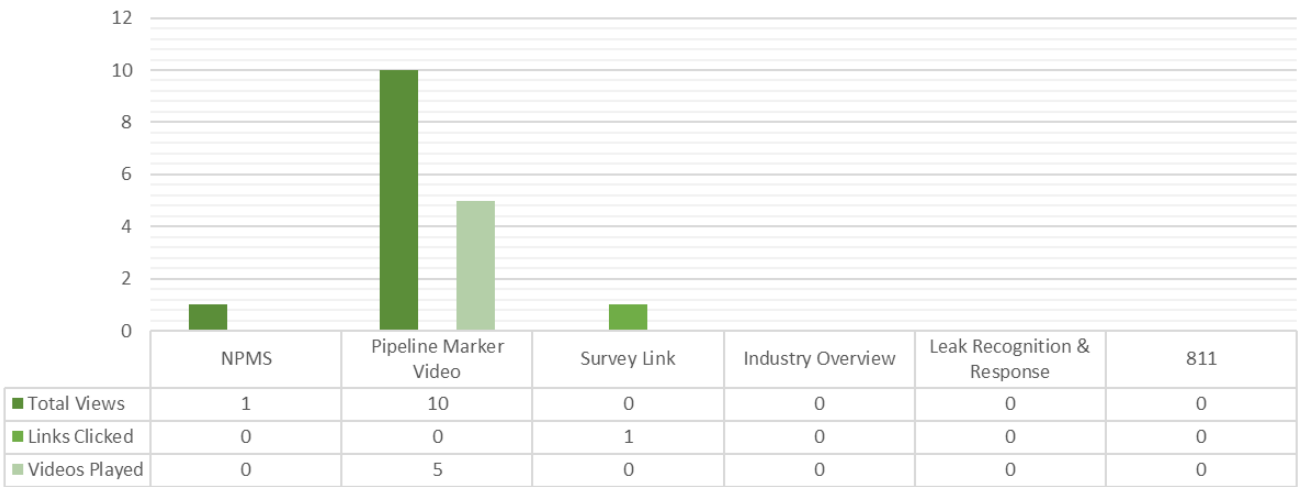
■ Total Views	175	50	41	12	11	45
■ Links Clicked	29	0	10	0	0	13
■ Videos Played	0	33	0	10	11	0

Public Officials



■ Total Views	7	6	7	2	2	4	7
■ Links Clicked	7	6	0	2	0	0	7
■ Videos Played	0	0	5	0	1	3	0

Schools



BUSINESS REPLY CARD (BRC)

BRC RESULTS AND STATISTICS

Reporting includes all stakeholder audiences as defined in API RP 1162. Please note that oftentimes there is more than one response to a given survey question, and all answers were recorded and provided in this report for multiple select questions (i.e.; check all that apply). Blank responses and multiple answers for an individual select question were excluded from the reporting (i.e.; check one).

Stakeholders were given the option to send the card in via mail or complete the survey online.

Received by Stakeholder Audience (32,349 Total)

Affected Public (18,373)
Emergency Official (1,304)
Public Official (1,038)





Excavator (3,615)
Farmer (7,906)
School (113)

Affected Public Response

Behavior		
If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)		
Call 811	14891	81%
Call the one-call	4359	24%
Call Pipeline Company	3480	19%
Don't know	1092	6%
How often do you check to see if a pipeline exists, and where it is located, prior to digging?		
Always	11018	60%
Usually	2227	12%
Sometimes	901	5%
Rarely	1622	9%
Never	2216	12%
What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	12865	70%
Call pipeline company	8014	44%
Call the one-call/811	6891	38%
Nothing	831	5%
What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	6145	33%
Call pipeline company	7713	42%
Call the one-call/811	7264	40%
Nothing	4287	23%
What would you do in the event of a pipeline emergency? (check all that apply)		
Call 911	16081	88%
Call pipeline company	7959	43%
Flee the area	10991	60%
Nothing	185	1%

Bottom Line Results

How well informed are you regarding pipelines in your community?

Very well informed	4707	 26%
Somewhat informed	7883	 43%
Not too informed	3391	 18%
Not at all informed	2125	 12%

Knowledge





Are you aware of the National Pipeline Mapping System (NPMS)?

Yes	9389	 51%
No	8611	 47%

Do you know how to recognize a pipeline right-of-way?

Yes	14729	 80%
No	3322	 18%

How would you know if there is a pipeline near you? (check all that apply)

Pipeline Marker	15835	 86%
Received Mailing	8476	 46%
Line Runs Through Property	5863	 32%
Other	1101	 6%

Do you know how to recognize a pipeline leak?

Yes	13466	 73%
No	4418	 24%





Have you ever heard of 811?

Yes	14726	 80%
No	3181	 17%

Are you aware of the prevention measures pipeline companies take to maintain safe operations?

Yes	10993	 60%
No	6945	 38%

Which of the following is the safest way for transporting oil or natural gas? (check one)



Tanker Truck	1781	 10%
Rail Car	1031	 6%
Pipeline	15217	 83%
Barge	401	 2%

Outreach

Within the past two years, do you recall receiving information from a pipeline company?





Yes	11866		65%
No	6187		34%

Emergency Official Response

Behavior		
Do you keep the materials you receive from local pipeline companies to reference in the event of a pipeline emergency?		
Yes	1193	 91%
No	59	 5%

Bottom Line Results

How well informed are you regarding pipelines in your community?

Very well informed	659		51%
Somewhat informed	524		40%
Not too informed	56		4%
Not at all informed	14		1%

Knowledge

Are you aware of the National Pipeline Mapping System (NPMS)?

Yes	1188	91%
No	70	5%

Do you know how to recognize a pipeline right-of-way?

Yes	1189	91%
No	58	4%

How would you know if there is a pipeline near you? (check all that apply)

Pipeline Marker	1220	94%
Received Mailing	752	58%
Line Runs Through Property	340	26%
Other	101	8%

Do you know how to recognize a pipeline leak?

Yes	1167	89%
No	56	4%

What are the recommended actions to be taken by dispatch while responding to the report of a pipeline incident? (check all that apply)

Determine location	1188	91%
Determine exactly what has happened	802	62%
Determine if immediate danger exists	1089	84%
Initiate public response resources	1029	79%
Contact the pipeline company as soon as practical	1167	89%

Are you aware of the prevention measures pipeline companies take to maintain safe operations?



Yes	1091	84%
No	156	12%

Which of the following is the safest way for transporting oil or natural gas? (check one)






Tanker Truck	18	1%
Rail Car	18	1%
Pipeline	1223	94%
Barge	7	1%

Outreach

Within the past year, do you recall receiving information from a pipeline company?

Yes	1160	 89%
No	95	 7%

What additional information, if any, do you feel you need from pipeline companies in your area? (check all that apply)





Maps	577	 44%
Emergency Response Plans	479	 37%
Training	471	 36%
Product Information	240	 18%
Nothing	432	 33%

Excavator Response

Behavior		
If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)		
Call 811	3011	83%
Call the one-call	1246	34%
Call Pipeline Company	591	16%
Don't know	63	2%
How often do you check to see if a pipeline exists, and where it is located, prior to digging?		
Always	2846	79%
Usually	272	8%
Sometimes	67	2%
Rarely	104	3%
Never	127	4%
What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	2346	65%
Call pipeline company	1698	47%
Call the one-call/811	1396	39%
Nothing	141	4%
What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	1028	28%
Call pipeline company	1591	44%
Call the one-call/811	1524	42%
Nothing	728	20%
What would you do in the event of a pipeline emergency? (check all that apply)		
Call 911	3128	87%
Call pipeline company	1793	50%
Flee the area	2022	56%
Nothing	24	1%

Bottom Line Results

How well informed are you regarding pipelines in your community?

Very well informed	1452		40%
Somewhat informed	1357		38%
Not too informed	401		11%
Not at all informed	190		5%

Knowledge

Are you aware of the National Pipeline Mapping System (NPMS)?

Yes	2148	59%
No	1251	35%

Do you know how to recognize a pipeline right-of-way?

Yes	3068	85%
No	344	10%

How would you know if there is a pipeline near you? (check all that apply)

Pipeline Marker	3165	88%
Received Mailing	1371	38%
Line Runs Through Property	1176	33%
Other	300	8%

Do you know how to recognize a pipeline leak?

Yes	2887	80%
No	501	14%

Have you ever heard of 811?

Yes	3194	88%
No	181	5%

Are you aware of the prevention measures pipeline companies take to maintain safe operations?

Yes	2524	70%
No	861	24%

Which of the following is the safest way for transporting oil or natural gas? (check one)

Tanker Truck	251	7%
Rail Car	135	4%
Pipeline	3009	83%
Barge	50	1%

Outreach

Within the past year, do you recall receiving information from a pipeline company?





Yes	2450		68%
No	963		27%

Farmer Response

Behavior		
If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)		
Call 811	6427	81%
Call the one-call	2668	34%
Call Pipeline Company	1786	23%
Don't know	184	2%
How often do you check to see if a pipeline exists, and where it is located, prior to digging?		
Always	5315	67%
Usually	997	13%
Sometimes	331	4%
Rarely	543	7%
Never	463	6%
What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	5358	68%
Call pipeline company	4027	51%
Call the one-call/811	2978	38%
Nothing	267	3%
What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	2826	36%
Call pipeline company	3976	50%
Call the one-call/811	3161	40%
Nothing	1252	16%
What would you do in the event of a pipeline emergency? (check all that apply)		
Call 911	6878	87%
Call pipeline company	4207	53%
Flee the area	4829	61%
Nothing	60	1%

Bottom Line Results

How well informed are you regarding pipelines in your community?



Very well informed	2754	 35%
Somewhat informed	3614	 46%
Not too informed	937	 12%
Not at all informed	365	 5%

Knowledge





Are you aware of the National Pipeline Mapping System (NPMS)?

Yes	4629	 59%
No	2981	 38%



Do you know how to recognize a pipeline right-of-way?

Yes	7156	 91%
No	534	 7%



How would you know if there is a pipeline near you? (check all that apply)

Pipeline Marker	7130	 90%
Received Mailing	3631	 46%
Line Runs Through Property	3505	 44%
Other	260	 3%

Do you know how to recognize a pipeline leak?

Yes	6562	 83%
No	985	 12%





Have you ever heard of 811?

Yes	6863	 87%
No	713	 9%

Are you aware of the prevention measures pipeline companies take to maintain safe operations?

Yes	5595	 71%
No	1970	 25%

Which of the following is the safest way for transporting oil or natural gas? (check one)

Tanker Truck	393	 5%
Rail Car	377	 5%
Pipeline	6945	 88%
Barge	78	 1%

Outreach

Within the past two years, do you recall receiving information from a pipeline company?





Yes	6218		79%
No	1467		19%

Public Official Response

Behavior		
If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)		
Call 811	895	86%
Call the one-call	415	40%
Call Pipeline Company	167	16%
Don't know	9	1%
What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	379	37%
Call pipeline company	514	50%
Call the one-call/811	495	48%
Nothing	102	10%
What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	628	61%
Call pipeline company	512	49%
Call the one-call/811	438	42%
Nothing	49	5%

Bottom Line Results

How well informed are you regarding pipelines in your community?

Very well informed	470	 45%
Somewhat informed	441	 42%
Not too informed	71	 7%
Not at all informed	24	 2%

Knowledge

Are you aware of the National Pipeline Mapping System (NPMS)?

Yes	742	71%
No	248	24%

How would you know if there is a pipeline near you? (check all that apply)

Pipeline Marker	939	90%
Received Mailing	473	46%
Line Runs Through Property	314	30%
Other	97	9%

Do you know how to recognize a pipeline leak?

Yes	864	83%
No	122	12%

Are you aware of the prevention measures pipeline companies take to maintain safe operations?

Yes	803	77%
No	192	18%

Which of the following is the safest way for transporting oil or natural gas? (check one)

Tanker Truck	38	4%
Rail Car	27	3%
Pipeline	913	88%
Barge	1	0%

Does your community have an emergency response plan in the event of a pipeline incident?



Yes	740	71%
No	211	20%

Are you familiar with the one-call system/811?

Yes	953	92%
No	37	4%

Outreach

Within the past three years, do you recall receiving information from a pipeline company?





Yes	856		82%
No	142		14%

School Response

Behavior		
If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)		
Call 811	107	95%
Call the one-call	26	23%
Call Pipeline Company	22	19%
How often do you check to see if a pipeline exists, and where it is located, prior to digging?		
Always	89	79%
Usually	9	8%
Sometimes	8	7%
Rarely	4	4%
Never	3	3%
What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	82	73%
Call pipeline company	53	47%
Call the one-call/811	34	30%
Nothing	1	1%
What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)		
Call 911	27	24%
Call pipeline company	52	46%
Call the one-call/811	48	42%
Nothing	25	22%
What would you do in the event of a pipeline emergency? (check all that apply)		
Call 911	107	95%
Call pipeline company	56	50%
Flee the area	65	58%

Bottom Line Results

How well informed are you regarding pipelines in your community?

Very well informed	36	 32%
Somewhat informed	59	 52%
Not too informed	11	 10%
Not at all informed	4	 4%

Knowledge

Are you aware of the National Pipeline Mapping System (NPMS)?

Yes	82	73%
No	30	27%

Do you know how to recognize a pipeline right-of-way?

Yes	103	91%
No	8	7%

How would you know if there is a pipeline near you? (check all that apply)

Pipeline Marker	101	89%
Received Mailing	49	43%
Line Runs Through Property	40	35%
Other	8	7%

Do you know how to recognize a pipeline leak?

Yes	95	84%
No	16	14%

Have you ever heard of 811?

Yes	107	95%
No	3	3%

Are you aware of the prevention measures pipeline companies take to maintain safe operations?

Yes	85	75%
No	26	23%

Which of the following is the safest way for transporting oil or natural gas? (check one)

Tanker Truck	5	4%
Rail Car	5	4%
Pipeline	101	89%

Outreach

Within the past two years, do you recall receiving information from a pipeline company?

Yes	82		73%
No	29		26%