



# Aggregate Effectiveness

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

---

## 2022 EFFECTIVENESS MEASUREMENT STATISTICS & REPORTING

---

---

### E-MAIL CAMPAIGN BUSINESS REPLY CARD (BRC)

---

## **TABLE OF CONTENTS**

---

<b>TABLE OF CONTENTS</b> .....	<b>1</b>
<b>OVERVIEW</b> .....	<b>2</b>
<b>E-MAIL CAMPAIGN</b> .....	<b>3</b>
<b>EMAIL CAMPAIGN DEFINITIONS</b> .....	<b>14</b>
<b>BUSINESS REPLY CARD (BRC)</b> .....	<b>15</b>

## OVERVIEW

---

Paradigm's Public Awareness Program utilizes multiple levels of research and measurement. The measurements included; 1) pre-test focus groups, 2), BRC, 3) e-mail campaign and 4) 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. 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.

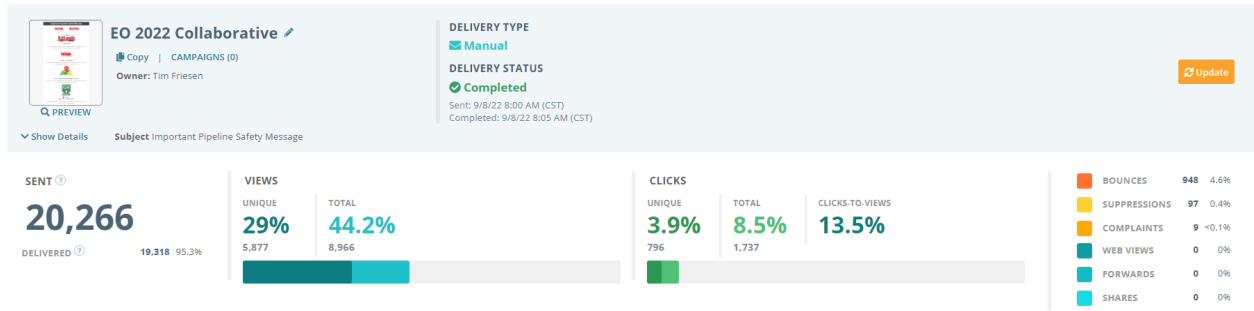
Stakeholders are also encouraged to complete the survey online. Questionnaires are identical to the BRC surveys included in the communication. Stakeholders have the ability to enter their unique WebCode or are allowed to anonymously complete the survey.

3. Paradigm executed an email campaign for Excavators, Emergency and Public Officials. Key messages were highlighted in an html format. Stakeholders were also encouraged to fill out the survey online.
4. 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 interviews 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 Public Awareness Phone Survey report.

## **E-MAIL CAMPAIGN**

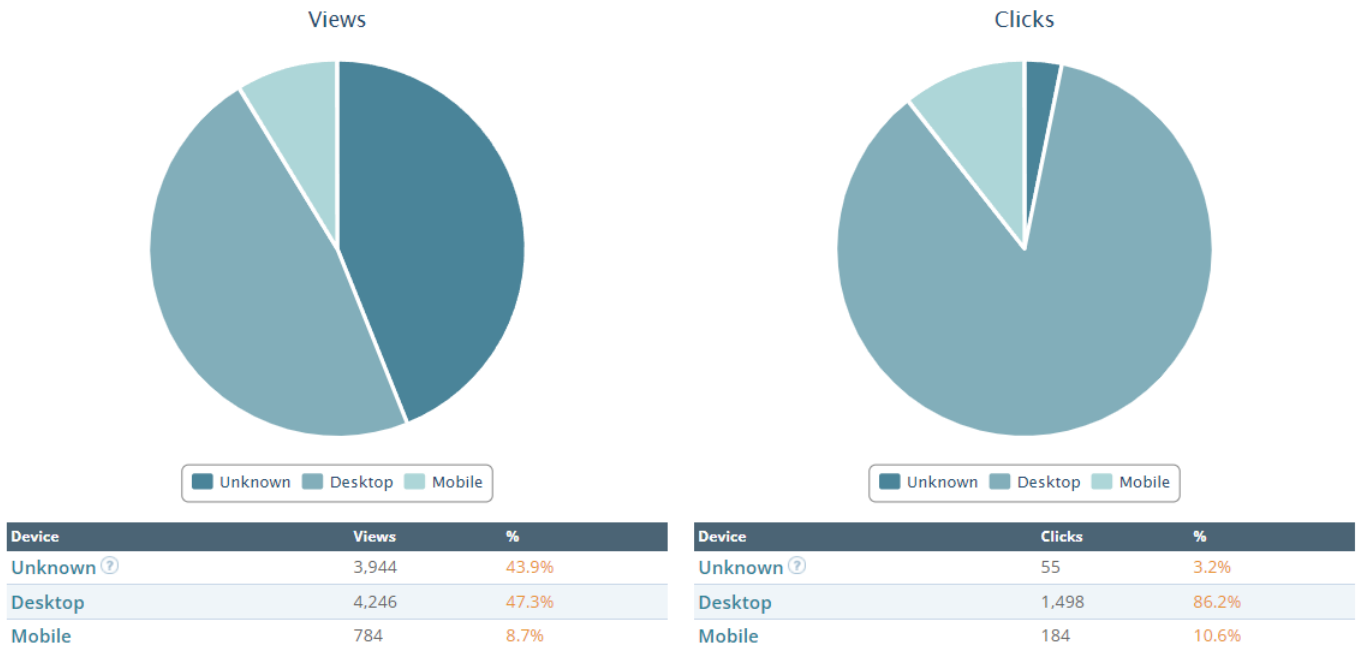
---

## EMERGENCY OFFICIAL OVERVIEW



\*Unsubscribed data is not accounted for in the "CLICKS" data above

## TOTAL VIEWS & CLICKS BY DEVICE

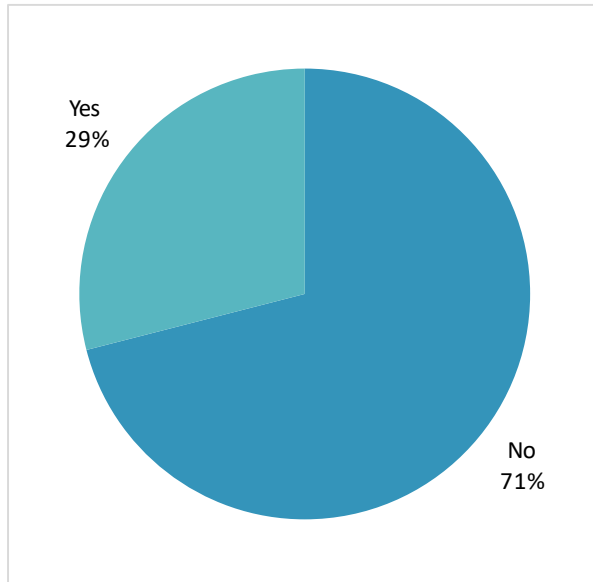


\*Unknown = Some email providers use an image proxy which results in devices being reported as Unknown

---

## UNIQUE VIEWERS

---

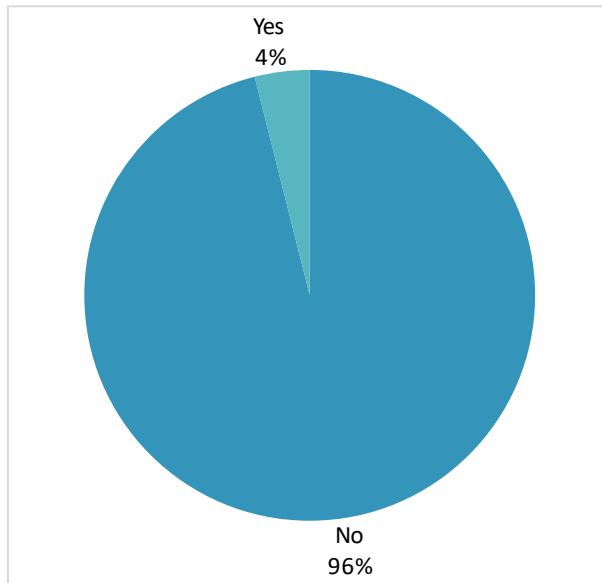


No	14391
Yes	5877
<b>Grand Total</b>	<b>20268</b>

---

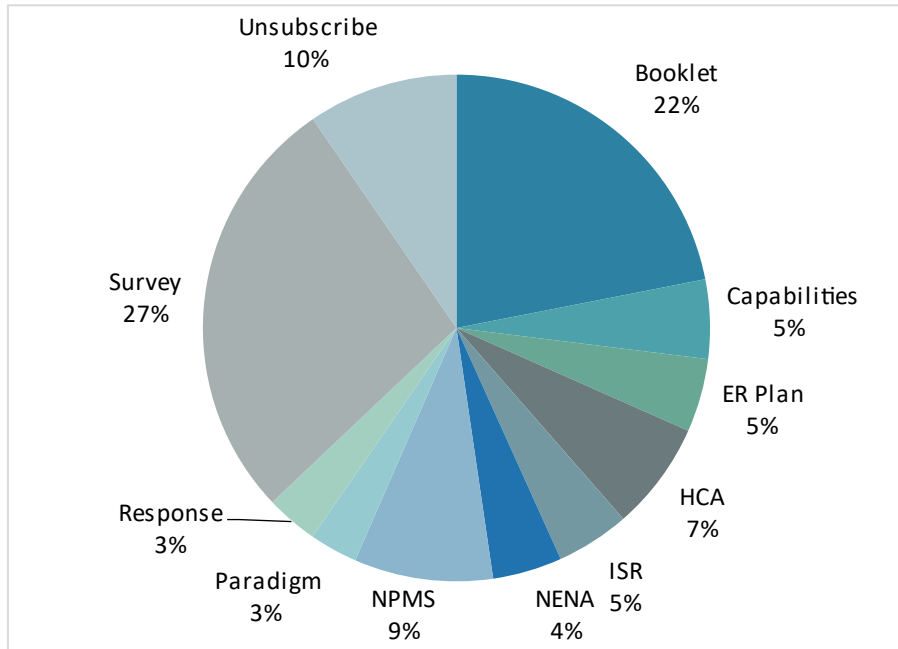
## UNIQUE LINKS CLICKED

---



No	19472
Yes	796
<b>Grand Total</b>	<b>20268</b>

**LINKS CLICKED BY UNIQUE VIEWERS**

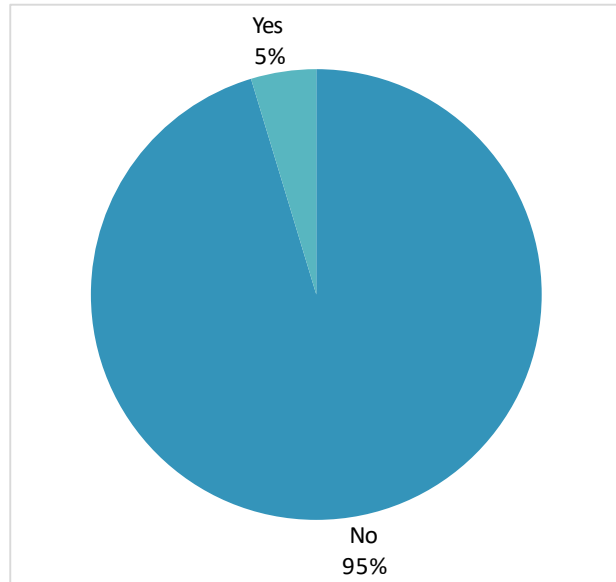


Booklet	421
Capabilities	97
ER Plan	90
HCA	133
ISR	90
NENA	85
NPMS	170
Paradigm	59
Response	64
Survey	528
Unsubscribe	184
<b>Grand Total</b>	<b>1921</b>

---

## BOUNCED

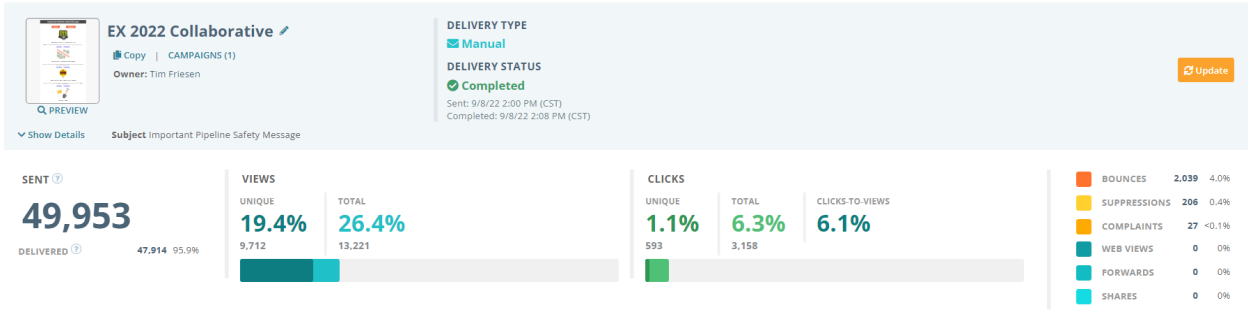
---



No	19320
Yes	948
<b>Grand Total</b>	<b>20268</b>

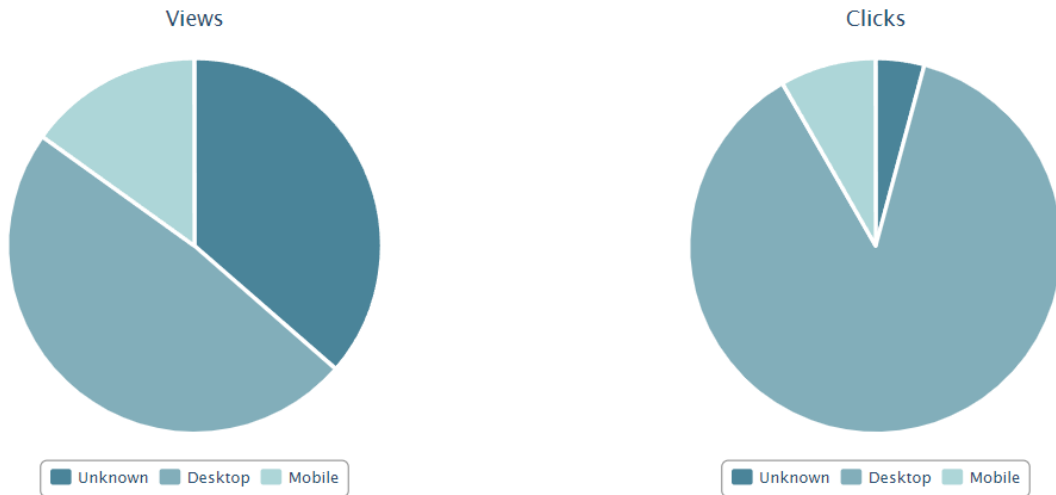


## EXCAVATOR OVERVIEW



\*Unsubscribed data is not accounted for in the "CLICKS" data above

## TOTAL VIEWS & CLICKS BY DEVICE



Device	Views	%
Unknown	4,815	36.4%
Desktop	6,416	48.5%
Mobile	1,996	15.1%

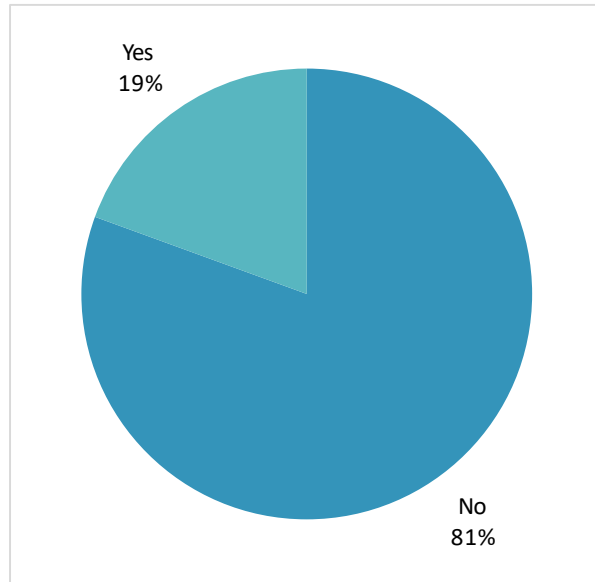
Device	Clicks	%
Unknown	132	4.2%
Desktop	2,765	87.6%
Mobile	261	8.3%

\*Unknown = Some email providers use an image proxy which results in devices being reported as Unknown

---

## UNIQUE VIEWERS

---

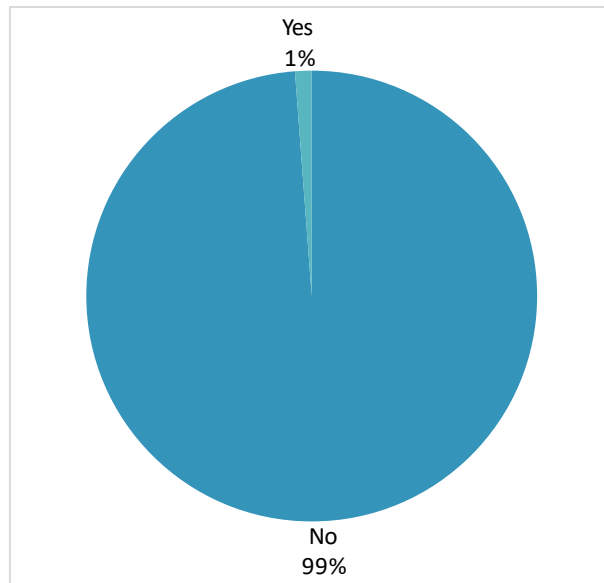


No	40244
Yes	9713
<b>Grand Total</b>	<b>49957</b>

---

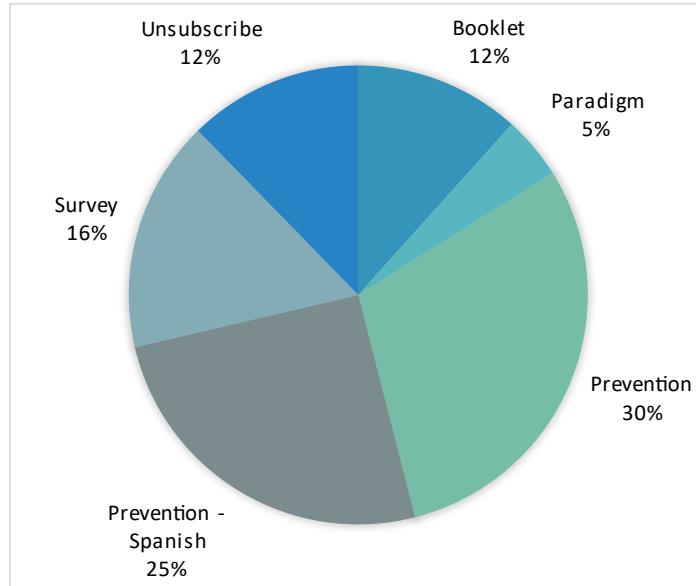
## UNIQUE LINKS CLICKED

---



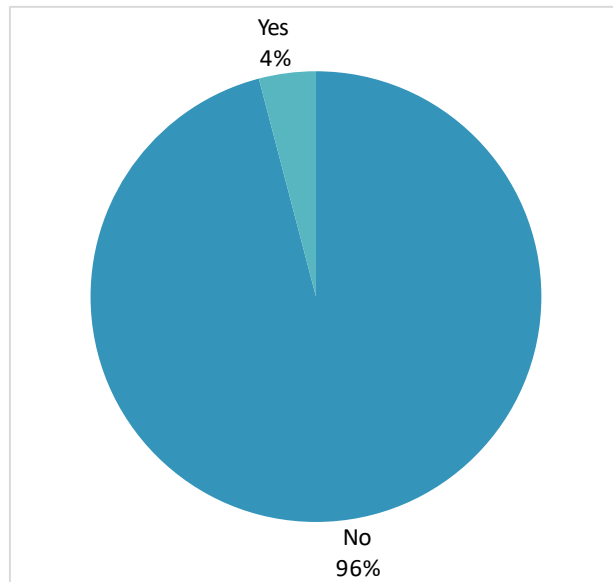
No	49364
Yes	593
<b>Grand Total</b>	<b>49957</b>

## LINKS CLICKED BY UNIQUE VIEWERS




Booklet	420
Paradigm	160
Prevention	1077
Prevention - Spanish	912
Survey	589
Unsubscribe	443
<b>Grand Total</b>	<b>3601</b>

## BOUNCED



No	47918
Yes	2039
<b>Grand Total</b>	<b>49957</b>

## PUBLIC OFFICIAL OVERVIEW



**PO 2022 Collaborative** [✎](#)

Copy | CAMPAIGNS (0)

Owner: Tim Friesen

[Q PREVIEW](#)

▼ Show Details    Subject: Important Pipeline Safety Message

**DELIVERY TYPE**

Manual

**DELIVERY STATUS**

Completed

Sent: 9/8/22 11:00 AM (CST)  
Completed: 9/8/22 11:03 AM (CST)

[Update](#)

---

SENT <sup>?</sup>

# 14,359

DELIVERED <sup>?</sup> 13,750 95.7%

**VIEWS**

UNIQUE	TOTAL
26.6%	35.4%
3,832	5,086

**CLICKS**


UNIQUE	TOTAL	CLICKS-TO-VIEWS
3.3%	6.4%	12.5%
480	931	

- BOUNCES 609 4.2%
- SUPPRESSIONS 66 0.4%
- COMPLAINTS 2 <0.1%
- WEB VIEWS 0 0%
- FORWARDS 0 0%
- SHARES 0 0%

\*Unsubscribed data is not accounted for in the "CLICKS" data above

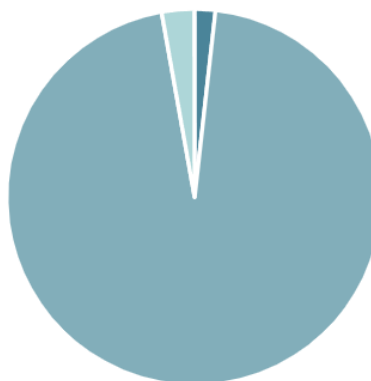
## TOTAL VIEWS & CLICKS BY DEVICE

Views



Unknown Desktop Mobile

Clicks



Unknown Desktop Mobile

Device	Views	%
Unknown <sup>?</sup>	1,141	22.4%
Desktop	3,457	68.0%
Mobile	488	9.6%

Device	Clicks	%
Unknown <sup>?</sup>	17	1.8%
Desktop	888	95.4%
Mobile	26	2.8%

\*Unknown = Some email providers use an image proxy which results in devices being reported as Unknown

©2022 The Paradigm Alliance, Inc. All Rights Reserved.

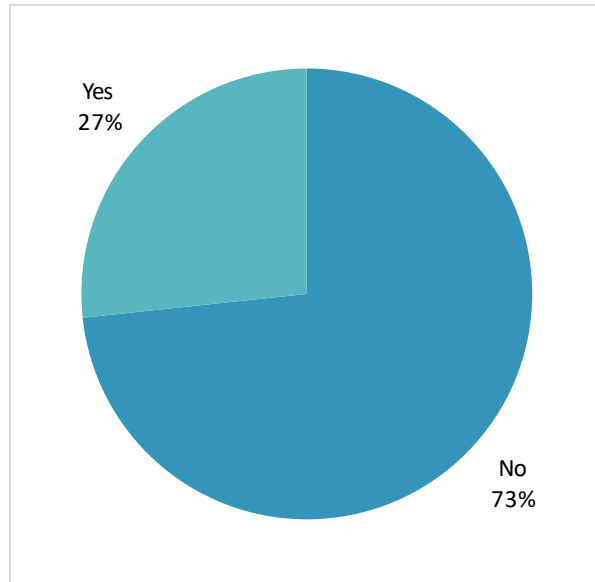
11

**PLD23LR002 – West Reading – NTSB  
NTSB-UGI-06168**

---

## UNIQUE VIEWERS

---

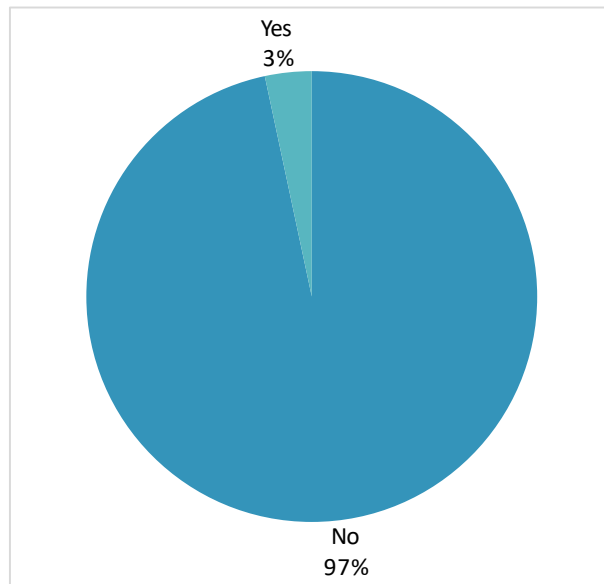


No	10527
Yes	3832
<b>Grand Total</b>	<b>14359</b>

---

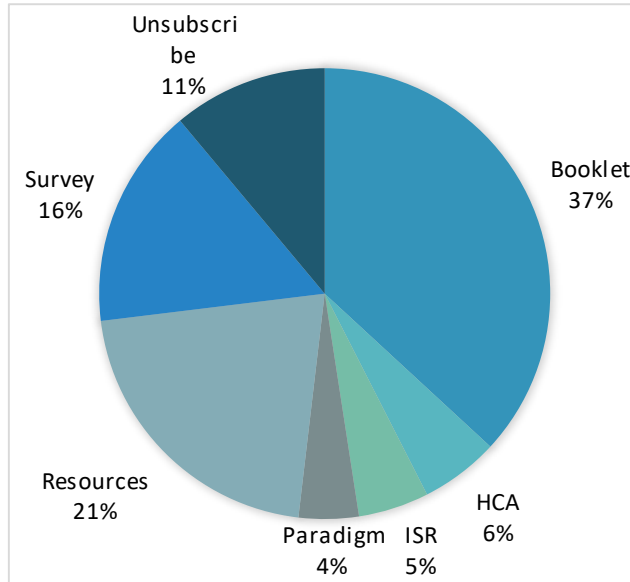
## UNIQUE LINKS CLICKED

---



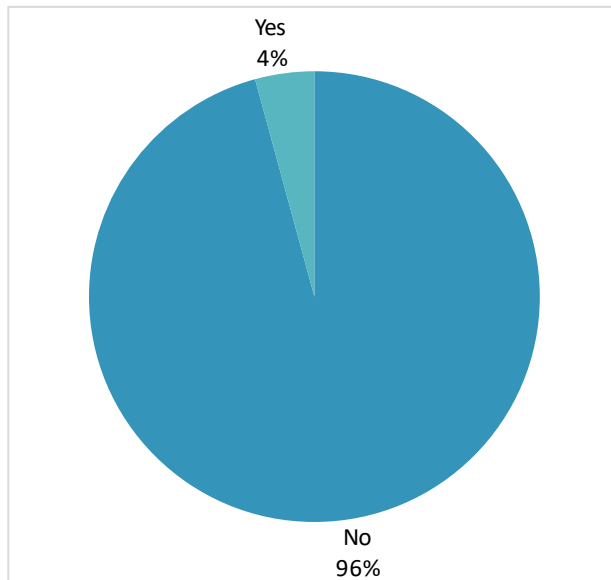
No	13879
Yes	480
<b>Grand Total</b>	<b>14359</b>

## LINKS CLICKED BY UNIQUE VIEWERS



Booklet	386
HCA	59
ISR	53
Paradigm	45
Resources	222
Survey	166
Unsubscribe	116
<b>Grand Total</b>	<b>1047</b>

## BOUNCED



No	13750
Yes	609
<b>Grand Total</b>	<b>14359</b>

## EMAIL CAMPAIGN DEFINITIONS

---

**Open Rate** – Generally defined as the number of people who opened at least once divided by the total number of emails sent.

**Unique Views** – A record of the number of contacts who opened and viewed the mailing

**Total Views** – A record of the number of times those unique contacts opened and viewed the mailing

**Clicked** – A record of contacts who clicked links in the mailing

**Click-through Rate (CTR)** – The number of total links clicked divided by the total number of emails sent.

**Clicks-to-Views (CTV)** – The unique contacts who viewed the email, this is the percentage that clicked on a link.

**Bounce** – An email that gets rejected by the server

**Bounce Types:**

- Soft bounce (SB) – deliverability retries were exhausted
- Hard bounce (HB) – invalid inbox on the domain
- General Bounce (GB) – message could not be delivered, but the system does not have a clear reason why
- Mail Block (MB) – Email is blocked on recipient's server
- Mail Block Relay Denied (MBRD) – recipients email server is blocking our email server
- Soft Bounce DNS Failure (SBDF)
- Soft Bounce Mailbox Full (SBMF)
- TRAP – Email is marked as possible SPAM TRAP

**Suppression** – A record of contacts who previously unsubscribed from mailings by the sender.

**Complaint** – A complaint is registered when a recipient of your email flags the message as Spam in their inbox.

**Forwards** – Email was forwarded to someone not within the initial distribution list.

**Shares** – Email contained social media tags.

## 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 (29,719 Total)**

Affected Public (17,501)  
Emergency Official (1,242)  
Public Official (895)

Excavator (3,020)  
Farmer (7,002)  
School (59)







## Affected Public Response

Behavior		
<b>If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)</b>		
Call 811	14646	84%
Call pipeline company	4840	28%
Don't know	1248	7%
<b>How often do you check to see if a pipeline exists, and where it is located, prior to digging?</b>		
Always	10089	58%
Usually	2061	12%
Sometimes	902	5%
Rarely	1624	9%
Never	2579	15%
<b>What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	12500	71%
Call pipeline company	7565	43%
Call 811	6068	35%
Nothing	1001	6%
<b>What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	5637	32%
Call pipeline company	7758	44%
Call 811	6738	38%
Nothing	4228	24%
<b>What would you do in the event of a pipeline emergency? (check all that apply)</b>		
Call 911	15101	86%
Call pipeline company	7282	42%
Flee the area	10904	62%
Nothing	188	1%

## Bottom Line Results

### How well informed are you regarding pipelines in your community?

Very well informed	4693	 27%
Somewhat informed	7119	 41%
Not too informed	3177	 18%
Not at all informed	2349	 13%

## Knowledge

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

Yes	8523	49%
No	8762	50%

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

Yes	13646	78%
No	3670	21%

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

Pipeline Marker	14838	85%
Received Mailing	7775	44%
Line Runs Through Property	5727	33%
Other	1072	6%

### Do you know how to recognize a pipeline leak?

Yes	12624	72%
No	4575	26%

### Have you ever heard of 811?

Yes	13923	80%
No	3236	18%

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

Yes	10134	58%
No	7057	40%

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



Tanker Truck	1700	10%
Rail Car	823	5%
Pipeline	14679	84%
Barge	344	2%

## Outreach

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





Yes	10907		62%
No	6325		36%

## 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	1132		91%
No	97		8%

## Bottom Line Results

### How well informed are you regarding pipelines in your community?

Very well informed	602	 48%
Somewhat informed	544	 44%
Not too informed	69	 6%
Not at all informed	13	 1%

## Knowledge

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

Yes	1115	90%
No	113	9%

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

Yes	1145	92%
No	67	5%

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

Pipeline Marker	1188	96%
Received Mailing	755	61%
Line Runs Through Property	374	30%
Other	87	7%

### Do you know how to recognize a pipeline leak?

Yes	1127	91%
No	85	7%

### 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	1155	93%
Determine exactly what has happened	781	63%
Determine if immediate danger exists	1072	86%
Initiate public response resources	1035	83%
Contact the pipeline company as soon as practical	1141	92%

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



Yes	1064	86%
No	168	14%

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






Tanker Truck	16	1%
Rail Car	18	1%
Pipeline	1190	96%
Barge	2	0%

## Outreach

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

Yes	1130		91%
No	100		8%

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

Maps	589		47%
Emergency Response Plans	528		43%
Training	483		39%
Product Information	257		21%
Nothing	390		31%







## Excavator Response

Behavior		
<b>If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)</b>		
Call 811	2627	87%
Call pipeline company	637	21%
Don't know	86	3%
<b>How often do you check to see if a pipeline exists, and where it is located, prior to digging?</b>		
Always	2281	76%
Usually	225	7%
Sometimes	72	2%
Rarely	107	4%
Never	157	5%
<b>What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	1932	64%
Call pipeline company	1417	47%
Call 811	1107	37%
Nothing	152	5%
<b>What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	691	23%
Call pipeline company	1363	45%
Call 811	1222	40%
Nothing	697	23%
<b>What would you do in the event of a pipeline emergency? (check all that apply)</b>		
Call 911	2597	86%
Call pipeline company	1431	47%
Flee the area	1750	58%
Nothing	20	1%

## Bottom Line Results

### How well informed are you regarding pipelines in your community?

Very well informed	1166		39%
Somewhat informed	1124		37%
Not too informed	351		12%
Not at all informed	196		6%

## Knowledge

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

Yes	2485	<div style="width: 82%;"></div> 82%
No	340	<div style="width: 11%;"></div> 11%

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

Pipeline Marker	2568	<div style="width: 85%;"></div> 85%
Received Mailing	1095	<div style="width: 36%;"></div> 36%
Line Runs Through Property	1015	<div style="width: 34%;"></div> 34%
Other	291	<div style="width: 10%;"></div> 10%

### Do you know how to recognize a pipeline leak?

Yes	2355	<div style="width: 78%;"></div> 78%
No	456	<div style="width: 15%;"></div> 15%

### Have you ever heard of 811?

Yes	2585	<div style="width: 86%;"></div> 86%
No	219	<div style="width: 7%;"></div> 7%

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

Yes	2125	<div style="width: 70%;"></div> 70%
No	690	<div style="width: 23%;"></div> 23%

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

Tanker Truck	198	<div style="width: 7%;"></div> 7%
Rail Car	101	<div style="width: 3%;"></div> 3%
Pipeline	2533	<div style="width: 84%;"></div> 84%
Barge	30	<div style="width: 1%;"></div> 1%

## Outreach

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





Yes	2003		66%
No	838		28%

## Farmer Response

Behavior		
<b>If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)</b>		
Call 811	6144	88%
Call pipeline company	2235	32%
Don't know	225	3%
<b>How often do you check to see if a pipeline exists, and where it is located, prior to digging?</b>		
Always	4681	67%
Usually	842	12%
Sometimes	306	4%
Rarely	454	6%
Never	533	8%
<b>What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	4742	68%
Call pipeline company	3608	52%
Call 811	2550	36%
Nothing	274	4%
<b>What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	2439	35%
Call pipeline company	3728	53%
Call 811	2911	42%
Nothing	1092	16%
<b>What would you do in the event of a pipeline emergency? (check all that apply)</b>		
Call 911	6102	87%
Call pipeline company	3539	51%
Flee the area	4366	62%
Nothing	50	1%

## Bottom Line Results

### How well informed are you regarding pipelines in your community?

Very well informed	2549	 36%
Somewhat informed	3004	 43%
Not too informed	857	 12%
Not at all informed	416	 6%

## Knowledge

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

Yes	4013	57%
No	2764	39%

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

Yes	6148	88%
No	674	10%

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

Pipeline Marker	6227	89%
Received Mailing	3279	47%
Line Runs Through Property	3255	46%
Other	246	4%

### Do you know how to recognize a pipeline leak?

Yes	5666	81%
No	1077	15%

### Have you ever heard of 811?

Yes	6102	87%
No	646	9%

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


Yes	4911	70%
No	1836	26%

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

Tanker Truck	384	5%
Rail Car	293	4%
Pipeline	6249	89%
Barge	78	1%

## Outreach

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

Yes	5428		78%
No	1419		20%







## Public Official Response

Behavior		
<b>If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)</b>		
Call 811	849	95%
Call pipeline company	201	22%
Don't know	13	1%
<b>What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	688	77%
Call pipeline company	456	51%
Call 811	292	33%
Nothing	24	3%
<b>What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	234	26%
Call pipeline company	504	56%
Call 811	399	45%
Nothing	136	15%

## Bottom Line Results

### How well informed are you regarding pipelines in your community?

Very well informed	361		40%
Somewhat informed	380		42%
Not too informed	108		12%
Not at all informed	31		3%

## Knowledge

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

Yes	603	67%
No	277	31%

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

Pipeline Marker	797	89%
Received Mailing	366	41%
Line Runs Through Property	261	29%
Other	79	9%

### Do you know how to recognize a pipeline leak?

Yes	714	80%
No	154	17%

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

Yes	656	73%
No	220	25%

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

Tanker Truck	35	4%
Rail Car	32	4%
Pipeline	821	92%
Barge	7	1%

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

Yes	641	72%
No	196	22%

### Are you familiar with the 811?

Yes	826	92%
No	52	6%

## Outreach

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





Yes	696		78%
No	181		20%

## School Response

Behavior		
<b>If you are planning on digging, which of the following actions would you be likely to take? (check all that apply)</b>		
Call 811	54	92%
Call pipeline company	16	27%
Don't know	1	2%
<b>How often do you check to see if a pipeline exists, and where it is located, prior to digging?</b>		
Always	48	81%
Usually	5	8%
Sometimes	1	2%
Rarely	3	5%
<b>What will you do if you see suspicious activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	44	75%
Call pipeline company	26	44%
Call 811	19	32%
<b>What will you do if you see construction-related activity on or near a pipeline right-of-way? (check all that apply)</b>		
Call 911	11	19%
Call pipeline company	34	58%
Call 811	30	51%
Nothing	9	15%
<b>What would you do in the event of a pipeline emergency? (check all that apply)</b>		
Call 911	52	88%
Call pipeline company	24	41%
Flee the area	39	66%

## Bottom Line Results

### How well informed are you regarding pipelines in your community?

Very well informed	15	 25%
Somewhat informed	31	 53%
Not too informed	9	 15%
Not at all informed	1	 2%

## Knowledge

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

Yes	37	63%
No	21	36%

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

Yes	51	86%
No	6	10%

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

Pipeline Marker	51	86%
Received Mailing	34	58%
Line Runs Through Property	23	39%
Other	2	3%

### Do you know how to recognize a pipeline leak?

Yes	48	81%
No	9	15%

### Have you ever heard of 811?

Yes	56	95%
No	1	2%

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

Yes	39	66%
No	17	29%

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

Tanker Truck	2	3%
Rail Car	2	3%
Pipeline	53	90%

## Outreach

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

Yes	45		76%
No	12		20%