



Public Awareness



Victor Muller

vm3@cpuc.ca.gov (415) 940-4352

Gas Safety and Reliability Branch

Safety and Enforcement Division

California Public Utilities Commission





Applicable Regulations

- Title 49 CFR Part 192

→ www.eCFR.gov

- API RP 1162, 1st edition, December 2003





§192.616(a) Public Awareness

- Operators must have and follow a written public awareness plan
- The plan must also follow the guidance in API RP 1162 1st edition, December 2003





§192.616(b) Public Awareness

(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.

- Operators should take care when using “stock” public awareness plans

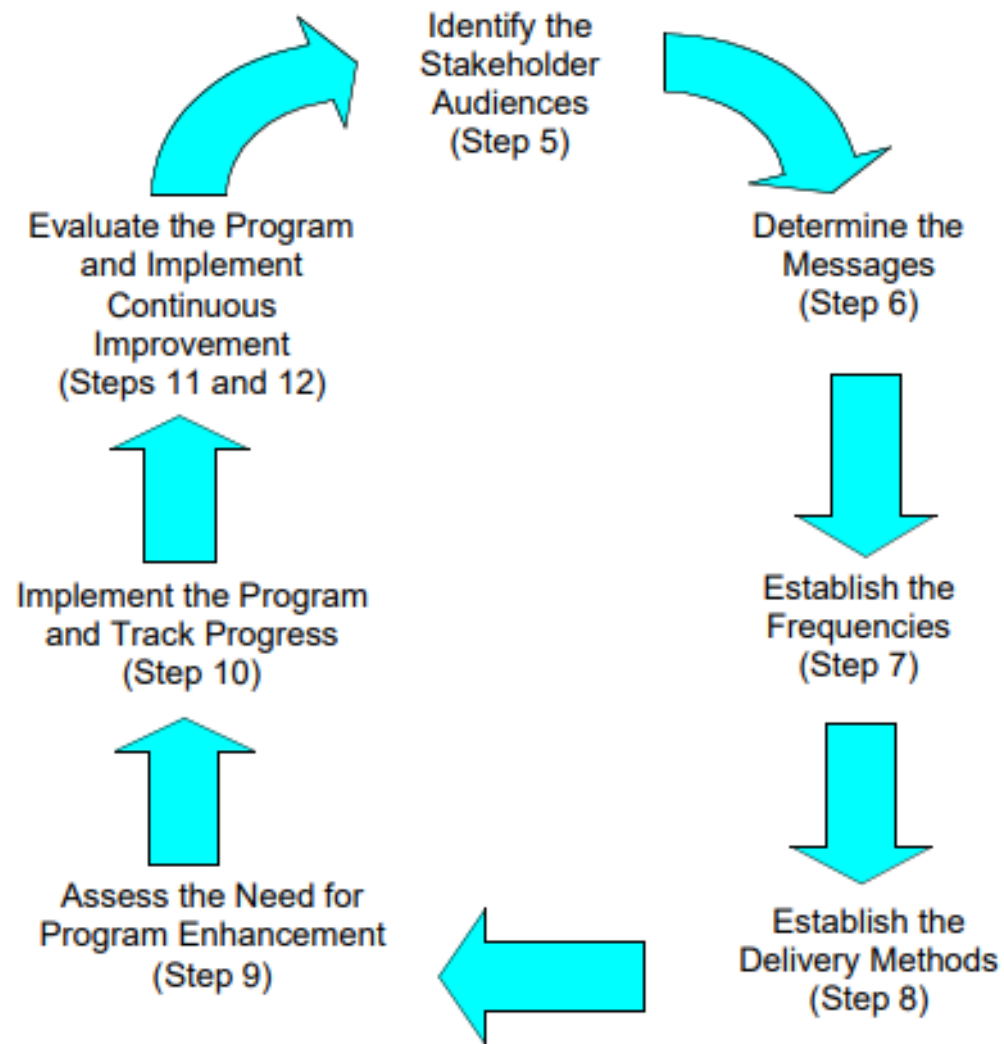




API RP 1162, Section 3

- 4 stakeholder groups
 - Affected public
 - Customers, other residents, and places of congregation
 - Emergency officials
 - Public officials
 - Excavators
 - May be private or government excavators







Measuring Program Implementation





Section 8.2: Elements of Evaluation Plan

- Chosen metrics for the program evaluation should evaluate the following:
 - Is the program effective?
 - Are processes being followed?





Section 8.3: Measuring Program Implementation

- The purpose of the audit is to answer the following two questions:
 - Has the Public Awareness Program been developed and written to address the objectives, elements and baseline schedule as described Section 2 and the remainder of this RP?
 - Has the Public Awareness Program been implemented and documented according to the written program?





Appendix E.2: Sample Assessment of Program Implementation

- Provides sample questions for an operator to answer as an outline for their program implementation assessment
- I. Program Development and Documentation
- II. Program Implementation





Measuring Program Effectiveness





Section 8.4: Measuring Program Effectiveness

- Is the program reaching all stakeholder groups?
- Do audiences understand the messaging?
- Are stakeholders responding appropriately in accordance with the messaging?
- Is the program “impacting bottom-line results”?





Measure 1 - Outreach

- Estimate percentage of each stakeholder group reached
- Track number of calls to operator personnel and views to the public awareness portion of the operator's website
- Track mailed in feedback
- Track participation in emergency response exercises





Measure 2 – Understandability of the Content of the Message

- Assess percentage of each stakeholder group that retained messaging
- Pre-test materials with focus groups
- Surveys





Measure 3 – Desired Behaviors by the Intended Stakeholder Audience

- Survey from measure 2 should also have questions relevant to this measure
- Assess excavator practices
- Assess first responder behaviors





Measure 4 – Achieving Bottom-Line Results

- Analyze damage prevention effectiveness
- Track near misses, incidents, other excavation damage events, and consequences caused by third-party excavators
- Evaluate trends over long time periods





CGA Best Practices, Section 8

- 8.5 Target Mailings
- 8.6 Paid Advertising
- 8.7 Free Media
- 8.8 Giveaways
- 8.9 Establishing Strategic Relationships
- 8.10 Measuring Public Education Success





Other Opportunities for Measuring Program Effectiveness

- Captive audiences
- Existing interactions with stakeholders





Questions?





Thank you!
For Additional Information:
www.cpuc.ca.gov

Victor Muller
vm3@cpuc.ca.gov (415) 940-4352
Gas Safety and Reliability Branch

