



Department
of Public Service

Gas Pipeline Safety Seminar

Outreach & Education
September 14, 2016

Public Awareness Mandates

- Pipeline operators are required to conduct a public education program following the American Petroleum Institute's Recommended Practice 1162. Program must educate:
 - Affected public
 - Emergency officials
 - Public officials
 - Excavators

Enhanced Public Awareness Needed

- January 2011 gas explosion in Horseheads, Chemung County
 - Neighbors noticed odors before the incident but did not notify the utility
- March 2014 gas explosion in East Harlem, NYC
 - One odor complaint from neighboring building
 - Others smelled gas but did not notify utility or City

Commission Order

- On February 20, 2014, the New York State Public Service Commission issued an Order requiring local distribution companies (LDCs) to conduct a collaborative regarding public awareness.
- LDCs were directed to develop concrete and innovative improvements to outreach and education (O&E) programs

Commission Order (cont'd)

Specifically, the Order required the Collaborative to:

- Develop “best practices” for public education
- Explore new ways to reach local government entities on hazards of excavating near gas facilities and third party damages
- Report to the Commission the results of the collaborative

Collaborative Meetings

- Northeast Gas Association (NGA) coordinated and facilitated collaborative discussions.
- Met with Staff in August 2014 to discuss initial report and recommended enhancements
- LDCs requested to file individual O&E plans identifying how will improve program

Commission 2015 Order

Following submittal of the Collaborative's revised plan, the Commission ordered:

- Continuation of efforts to develop and implement programs such as gas safety video, social media campaign, and One-Call partnership
- New O&E plans that include best practices and incorporate Collaborative's campaign initiatives

Collaborative Efforts – Gas Odors

- Focus group results used to develop new campaign to educate about identifying leaks, creating a sense of urgency and a clear call to action.
 - Enhanced tv ads and created Spanish version
 - Lengthened media campaign from 3 to 6 weeks
 - Updated scratch and sniff pamphlets
 - Developed online foreign translations

Collaborative Efforts – Gas Odors

- Developed new concepts for video, social media and school program Can be included in conjunction with LDCs' programs:
 - Scratch and sniff inserts
 - Video/TV/Radio advertising
 - Print/On-line Banner Advertising
 - In classroom programs for students
 - Social Media
 - Website landing pages

Meet Nosey!



Collaborative Efforts – 3rd Party Damages

- LDCs partnered with One Call Centers to educate public officials leveraging:
 - Damage prevention videos targeting officials and government agency personnel
 - Regional face-to-face and online training programs

Best Practices - 3rd Party Damages

- Distributed safety information to excavators, emergency response officials and public officials
- Enhanced First Responder classroom/online training
- Traveling staff that identify active job sites
- Dedicated webpages for contractors & municipal officials
- Mailings to public officials emphasizing damage prevention

Effectiveness Study

- NGA conducted study to measure the effectiveness of natural gas safety campaign
- Responses from members general public, emergency responders, excavators and officials
- General awareness of natural gas safety and utility programs increased for all stakeholders
- Large portion of respondents could remember one or more key message like those from local utility

DPS Outreach Program

- Outreach materials
 - Updated natural gas safety brochure
 - Developed gas odorant card and
 - Distribute children's activity book
- Translated gas safety brochure into Chinese, Haitian Creole, Italian, Korean, Russian and Spanish

DPS Outreach Program

- Collaborated with New York State Division of Homeland Security and Emergency Services (DHSES) to include gas safety information in training materials and handbook
- Working with DHSES – Office of Fire Prevention regarding first responder training programs
- Continue to monitor utility programs