



Gas Distribution Public Awareness Plan

Centennial Utilities Gas Distribution Public Awareness Plan

REVISED March 2013

Public Awareness Program Objectives

The objectives of this Public Awareness Program are:

- To educate our customers how to recognize the odor of natural gas and how to respond if they detect possible gas odors. Early recognition of a gas odor and proper response can save lives.
- To raise the awareness of the affected public and key stakeholders of the presence of buried natural gas pipelines in the communities we serve. A more informed public will also understand that they have a significant role in helping to prevent third-party damage accidents.
- To help excavators understand the steps that they can take to prevent third party damage and respond properly if they cause damage to our pipelines.
- To help emergency response agencies that may assist Centennial Utilities in an emergency understand the proper actions to take in response to a gas release or emergency.
- To educate the public on the symptoms of carbon monoxide poisoning and the appropriate treatment should CO poisoning be suspected.
- To educate the public about the protection of gas meters from damage by falling snow or other objects.
- To warn our customers about potential safety problems with certain flexible appliance connectors.

Public Awareness Policy

Our goal is to provide safe, reliable gas service to our customers and ensure the safety of those living and/or working near our gas pipelines. Public awareness is a critical component of our overall safety program. Every employee of Centennial Utilities is committed to fulfilling our public awareness responsibilities as described in this Public Awareness Program. Centennial Utilities management is committed to provide the resources necessary to accomplish this goal.

1. *Program Administration*

The City Administrator, is responsible for the overall conduct of this Public Awareness Program. The Program Administrator is responsible to ensure that:

- Target audiences are identified,
- Message(s) appropriate to each audience are identified
- Appropriate media are selected to transmit each message to each audience,

- Appropriate message delivery frequencies are identified for each message and audience,
- Messages are delivered as specified in the plan,
- The effectiveness of the program is periodically evaluated, and
- The plan is modified to reflect the findings of the effectiveness evaluation.

In addition to the Program Administrator, the following individuals are responsible for various aspects of the Public Awareness Program:

The City Administrator is responsible to periodically review the performance of the Public Awareness Program and the individuals responsible for its implementation. Funding and resource allocation requests for the Plan will be established at the level necessary to implement the Plan.

The Public Works Superintendent is responsible for coordinating our public awareness efforts with those of the Gopher State One-Call system.

2. Affected Facilities

All of Centennial Utilities gas pipeline facilities are included in this Public Awareness Program.

3. Stakeholder Audiences

The following stakeholder audiences have been identified:

1. Affected Public In Areas Where We Operate
 - A. Our customers
 - B. Individuals living/working near our pipelines
 - C. Businesses operating near our pipeline
2. Emergency Officials In Areas Where We Operate
 - A. Fire departments
 - B. Police/sheriff departments
3. Public Officials In Areas Where We Operate
 - A. Mayor(s) and City Council Members
 - B. City and County Managers
 - C. Planning boards
 - D. Zoning boards
 - E. Licensing departments
 - F. Permitting departments
 - G. Building Code Enforcement departments
 - H. ISD #12
4. Excavators In Areas Where We Operate
 - A. Construction companies
 - B. Excavation equipment rental companies
 - C. Public works officials
 - D. Anoka County Highway Department
 - E. Timber companies and tree removal
 - F. Fence building companies

- G. Irrigation companies
- H. Landscapers
- I. Home builders
- J. One-Call Centers

The Program Administrator is responsible to develop and maintain a list of each of these stakeholder audiences.

- The list of our customers will be generated and maintained by the Utility Billing Clerk.
- The list of government and emergency response officials will be obtained by contacting each city and county government in which Centennial Utilities operates gas pipelines.
- The names, addresses and telephone numbers of excavators will be obtained through a review of the contractors applying for city excavation permits for each type of excavator listed above. Public Works and street, road and highway departments will be identified by contacting each city and county government in which Centennial Utilities operates gas pipelines.

The list of individuals living or working near our pipeline who are not customers will be developed by using a map to identify businesses and residents within the service areas that are not customers.

- 4. Message Type, Content and Frequency

The following messages type and content will be sent to each stakeholder audience via the media listed at the frequency indicated:

Stakeholder Audience	Message Type	Frequency	Suggested Delivery Method and/or Media
4.1 Affected Public			
Residents along the Distribution System	Baseline Messages: <ul style="list-style-type: none"> • Awareness of hazards and prevention measures undertaken • Damage Prevention Awareness • Leak Recognition and Response 	Baseline Frequency = Annual	Baseline Activity: <ul style="list-style-type: none"> • Targeted Distribution of Print Materials by direct mail.

Stakeholder Audience	Message Type	Frequency	Suggested Delivery Method and/or Media
	<ul style="list-style-type: none"> How to get additional information 	Supplemental Frequency: <ul style="list-style-type: none"> Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment 	Supplemental Activity: <ul style="list-style-type: none"> Community Events or Community Neighborhood Newsletters
LDC Customers	Baseline Messages: <ul style="list-style-type: none"> Pipeline purpose and reliability Awareness of hazards and prevention measures undertaken Damage Prevention Awareness Leak Recognition and Response How to get additional information 	Baseline Frequency = twice annually Supplemental Frequency: <ul style="list-style-type: none"> Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment 	Baseline Activity: Bill stuffers or newsletter articles. Supplemental Activity: <ul style="list-style-type: none"> Targeted distribution of Print Materials and website.
4.2 Emergency Officials			
Emergency Officials	Baseline Messages: <ul style="list-style-type: none"> Pipeline purpose and reliability 	Baseline Frequency = Annual	Baseline Activity: <ul style="list-style-type: none"> Direct Mailing

Stakeholder Audience	Message Type	Frequency	Suggested Delivery Method and/or Media
	<ul style="list-style-type: none"> • Awareness of hazards and prevention measures undertaken • Emergency Preparedness Communications • How to get additional information • 	<p>Supplemental Frequency:</p> <ul style="list-style-type: none"> • Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment 	<p>Supplemental Activity:</p> <ul style="list-style-type: none"> • Telephone Calls • Personal Contact • Videos and CDs • Group meetings through CAER.

4.3 Local Public Officials			
Public Officials	Baseline Messages: <ul style="list-style-type: none"> • Pipeline purpose and reliability • Awareness of hazards and prevention measures undertaken • Emergency Preparedness Communications • How to get additional information 	<ul style="list-style-type: none"> • Baseline Frequency = 3 years 	Baseline Activity: <ul style="list-style-type: none"> • Targeted Distribution of Print Materials
		Supplemental Frequency: <ul style="list-style-type: none"> • Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment 	Supplemental Activity: <ul style="list-style-type: none"> • Group Meetings Telephone Calls • Personal Contact
4.4 EXCAVATORS			
Excavators / Contractors	Baseline Messages: <ul style="list-style-type: none"> • Pipeline purpose and reliability • Awareness of hazards and prevention measures undertaken • Leak Recognition and Response • One-Call requirements • How to get additional information 	Baseline Frequency = Annual	Baseline Activity: <ul style="list-style-type: none"> • One-Call Center Outreach or • Group Meetings or • Direct Mailing
		Supplemental Frequency: <ul style="list-style-type: none"> • Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment 	Supplemental Activity: <ul style="list-style-type: none"> • Personal Contact • Videos and CDs • Open Houses

One-Call Centers	<ul style="list-style-type: none"> • Pipeline location information • Other requirements of the applicable One-Call Center 	<ul style="list-style-type: none"> • Requirements of the applicable One-Call Center 	Baseline Activity: <ul style="list-style-type: none"> • Membership in Appropriate One-Call Center • Requirements of the Applicable One-Call Center • Maps (as required)
	Supplemental Messages: <ul style="list-style-type: none"> • One-Call system performance • Accurate line location information • One-Call system improvements 	Supplemental Frequency: As changes in pipeline routes or contact information occur or as required by state requirements	Supplement Activity: <ul style="list-style-type: none"> • Targeted Distribution of Print Materials • Personal Contact • Telephone Calls • Maps (as required)

Supplement Enhancements

Any third party damage incidents on the Centennial Utilities distribution system will result in supplemental measures as shown in the above matrix. The normal follow up activity will include face to face or telephone contact with the party that damaged the facility and examining the circumstances of the damage to determine what can be done to reduce damage incidence in the future.

Centennial Utilities will enact other supplemental measures as indicated by any incidents or feedback received from any stakeholder

5. *Development of Program Materials*

The Program Administrator is responsible for ensuring that appropriate materials are developed and/or acquired for each communications activity listed above. Materials

should be pre-tested for clarity, understandability and retain-ability before they are widely used. The pretest should be performed using a small representative audience, for example, a small sample group of Centennial Utilities employees and/or families that are not involved in developing the public awareness program, a small sample section of the intended stakeholder audience or others. Lists, records or other documentation of stakeholder audiences with whom Centennial Utilities has communicated must be kept as specified in Section 9 of this plan.

Currently the suggested media to be used for contact would be bill stuffers, newsletters and direct mail, email notices and updates (where email addresses are available), targeted local cable TV. If materials are purchased from 3rd parties the Program Administrator should obtain information on the vendor's pretests or conduct a pretest if the vendor's pretest is not available or deemed insufficient.

The Public Awareness Program will be conducted in English. All printed material at this time will be in English.

6. *Program Implementation*

The Program Administrator is responsible to ensure that each target audience identified above receives the appropriate materials via the specified media at the frequency specified in the preceding table. Records of these follow-up actions must be kept as specified in Section 9 of this plan. The Program Administrator should prepare an annual estimate of the resources required to implement the Program and request that the appropriate budget and human resources are available.

7. *Management of Input/Feedback/Comments Received*

It is anticipated that the implementation of this public awareness program will generate requests for further information from those in the stakeholder audiences contacted. All inquiries should be directed to the Program Administrator.

Inquiries about the location of pipelines should be directed to the ONE-CALL system, Gopher One State Call 651-454-0002.

Records of inquiries received as a result of public awareness efforts should be prepared and submitted to the Program Administrator for the use in assessing the effectiveness of this plan (see Section 8).

8. *Measuring the Effectiveness of This Program*

8.1 Annual Compliance Audit

The Program Administrator is responsible to annually audit the public awareness program to ensure that:

- 1) The plan meets the minimum requirements of the regulation and
 - 2) all actions called for in the plan have been carried out as specified in the plan.
- This audit may be performed using utility personnel or by hiring outside consultants. Records of the audit will be maintained by the Program Administrator.

8.2 Effective Assessment

The Program Administrator is responsible to measure every four (4) years:

- Whether the information is reaching the intended stakeholder audiences;
- If the recipient audiences are understanding the messages delivered;
- Whether the recipients are motivated to act in accordance with the information provided;
- If the implementation of the public awareness program is impacting bottom line results (such as reduction in the number of incidents caused by third-party damage).

This will include, at minimum:

- Tracking the number of calls received in response to materials,
- Reviewing the incidence of 3rd party damage to Centennial Utilities facilities,
- Contacting a random sample of each stakeholder audience, confirming their receipt of the materials and assessing their understanding of the target message(s).
- For public officials and emergency responders reviews will be conducted immediately following each meeting and documented using Form PA-1. For excavators, effectiveness assessments will be conducted by face to face evaluation during interaction with excavators on the job sites and document by using form EA-1.

If the results of the evaluation show that one or more target audience is not effectively receiving the target message the Program Administrator should review the message type, content and delivery method to determine if more effective means of communications are available. Records of these effectiveness assessments and follow-up actions must be kept as specified in Section 9 of this plan.

9. Records

The Program Administrator shall maintain the following records:

- Lists, records or other documentation of stakeholder audiences with whom Centennial Utilities has communicated,
- Copies of all materials provided to each stakeholder audience, and
- Results of pre-tests, if any, and effectiveness assessments, including follow-up actions and expected results.

These records shall be maintained for five (5) years.

Centennial Utilities

Documenting the Effectiveness of meetings with public officials and emergency responders

Meeting Date:_____ Location:_____

Name of person completing this form:_____

At the conclusion of the meeting ask the participants the following questions:

1. Do the participants understand the purpose of distribution piping? _____
2. Are they aware of the potential hazards of a natural gas release? _____
3. Do they understand how to work with the utility in an emergency? _____
4. Do they know how to contact the utility for more information? _____
5. Was there a discussion of the resources each entity has in an emergency? _____

Attach list of other utility personnel and names of public officials and emergency responders present at this meeting.

Signed:_____
(Centennial Utilities Administrator)

Signed:_____
(Senior public official or emergency responder)

Form EA-1: For documenting the effectiveness of meetings with Excavators

Meeting Date: _____ Location: _____

Name of person completing this form: _____

Excavator contacted: _____

At the conclusion of the meeting ask the participants the following questions:

1. Do the participants understand the purpose of distribution piping? _____
2. Are they aware of the potential hazards of a natural gas release? _____
3. Do they understand how to work with the utility in an emergency? _____
4. Do they know what to do if a gas line is hit during excavation? _____
5. Do they know how to contact the utility for more information? _____
6. Will they call 911 and the gas dept. if a gas line is leaking? _____

Attach list of other utility personnel and names of public officials and emergency responders present at this meeting.

Signed: _____

This form must be kept for 5 years from the date of the meeting