



**Woodward Apple Springs, LLC**

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For information about Woodward Apple Springs LLC or their emergency response plans and procedures, please contact:

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Houston, TX 77292-4737  
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**EMERGENCY CONTACT:  
1-866-681-7726**

**PRODUCTS/DOT GUIDEBOOK ID#/GUIDE#:**  
Natural Gas      1971      115

**TEXAS  
COUNTIES OF OPERATION:**

Angelina      Trinity

*Changes may occur. Contact the operator to discuss their pipeline systems and areas of operation.*



## **APGA MODEL DISTRIBUTION PUBLIC AWARENESS PLAN**

### About the APGA Model Plan

The Pipeline Safety Improvement Act of 2002 requires each gas utility and pipeline operator to evaluate the effectiveness of its public awareness programs and make improvements where necessary. Operations and communications experts from the American Petroleum Institute (API), American Public Gas Association (APGA), Interstate Natural Gas Association, Interstate Natural Gas Association of America (INGAA) and American Gas Association developed API Recommended Practice 1162 to provide guidance for what constitutes an effective public awareness program. On June 24, 2004 the Office of Pipeline Safety (OPS) proposed to incorporate RP 1162 by reference in its pipeline safety regulations (49 CFR Part 192). A final rule published in the May 19, 2005 Federal Register requires operators to create written public awareness plans following RP 1162 guidelines by no later than June 20, 2006. Copies of RP 1162 may be obtained from the American Petroleum Institute ([www.api.org](http://www.api.org)).

To assist our members to comply with these new requirements, APGA has developed this model distribution public awareness plan. The model plan was developed by Safety and Compliance Evaluation, Inc. (SCE) and includes all the requirements in RP 1162 that address distribution public awareness issues. Users may customize this plan for their own use, use any portions of the plan or use none of it as you determine what is necessary to comply with the new regulations.

Guidance in customizing the model plan is provided through italicized comments inserted throughout the document. All of the italicized text should be deleted or replaced with system specific information in your final public awareness plan. For example replace ***System Name*** with your system name in each place it appears in the model plan. Where the italicized note asks for specific information such as name and title of individuals with responsibilities under the plan this is because the RP 1162 requires this specific information.

As with any other plan required by pipeline safety regulations, it is important that you follow your public awareness plan to the letter. Failure to develop and/or follow a public awareness plan may subject your system to fines of up to \$100,000 per day. Please be sure to review this model carefully and delete/add/modify it until it states EXACTLY what you intend to do to comply. Whoever in your operation who is responsible for pipeline safety compliance should review the final document.

## ***PUBLIC AWARENESS PROGRAM OBJECTIVES***

The objectives of this Public Awareness Program are:

- To educate both our customers and non-customers who live or work near our pipelines 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 System Name in an emergency understand the proper actions to take in response to a gas release or emergency.

### ***Public Awareness Policy***

Our goal is to provide safe, reliable gas service to our customers and ensure the safety of people living and/or working near our gas pipelines. Public awareness is a critical component of our overall safety program. Every employee of **Woodward Apple Springs, LLC** must be committed to fulfilling our public awareness responsibilities as described in this Public Awareness Program.

#### ***1. Program Administration***

**J D Woodward, III, Member/Manager** 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:

[Greg](mailto:greg@jdwoodward.com) Martin, (713) 688-7186, ext. 128, [greg@jdwoodward.com](mailto:greg@jdwoodward.com)  
Donny Davis, (936) 577-0113, [donny@jdwoodward.com](mailto:donny@jdwoodward.com)

**J D Woodward, III, Member/Manager** 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.

**J D Woodward, III, Member/Manager** is responsible for preparing public education materials and placing ads in television, radio and newspapers.

**J D Woodward, III, Member/Manager** is responsible for coordinating our public awareness efforts with **Texas Excavation Safety System, Inc.**

## **2. Affected Facilities**

All of **Woodward Apple Springs, LLC's** 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. Individuals living/working near our pipelines
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)
  - B. City, town and/or County Managers
  - C. Planning boards
  - D. Zoning boards
  - E. Licensing departments
  - F. Permitting departments
  - G. Building Code Enforcement departments
4. Excavators In Areas Where We Operate
  - A. Construction companies
  - B. Excavation equipment rental companies
  - C. Public works officials
  - D. Public street, road and highway departments (maintenance and construction)
  - E. Timber companies
  - F. Fence building companies
  - G. Drain tiling companies

- H. Landscapers
- I. Well Drillers
- J. Home builders
- K. Land developers
- L. 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 **J D Woodward, III, Member, Manager**. The list of government and emergency response officials will be obtained by contacting each city, town and/or county government in which **Woodward Apple Springs, LLC** operates gas pipelines.
- The names, addresses and telephone numbers of excavators will be obtained through a review of the "Yellow Pages" for each type of excavator listed above, except that Public Works, street, road and highway departments will be identified by contacting each city, town and/or county government in which **Woodward Apple Springs, LLC** operates gas pipelines.
- The list of individuals living or working near our pipelines will be developed by matching nine-digit zip code numbers to areas which are traversed by **Woodward Apple Springs, LLC** underground gas lines. Addresses, but not names of individuals, within these zip codes will be listed.

#### ***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	Suggested Frequency	Suggested Delivery Method
<b>Residents along the Pipeline System</b>	<b>Baseline Messages:</b> - Damage prevention awareness - Leak recognition and response - How to get additional information	<b>Baseline Frequency</b> = Every other year.	<b>Baseline Activity:</b> ROW Mail outs
		<b>Supplemental Frequency:</b> - Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment	<b>Supplemental Activity:</b> - Targeted distribution of print materials Magazines - Community events or - Community neighborhood
<b>Emergency Officials</b>	<b>Baseline Messages:</b> - Pipeline purpose and reliability - Awareness of hazards and prevention measures undertaken - Emergency preparedness communications - How to get additional information	<b>Baseline Frequency</b> = Annual	<b>Baseline Activity:</b> - Print materials, OR
		<b>Supplemental Frequency:</b> - Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment	<b>Supplemental Activity:</b> - Telephone calls - Personal contact - Videos and CDs
<b>Public Officials</b>	<b>Baseline Messages:</b> - Pipeline purpose and reliability - Awareness of hazards and prevention measures undertaken - Emergency preparedness communications - How to get additional information	<b>Baseline Frequency</b> = 3 years  <b>Supplemental Frequency:</b> - Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment	<b>Baseline Activity:</b> - Targeted distribution of  <b>Supplemental Activity:</b> - Group meetings - Telephone calls - Personal contact

Stakeholder Audience	Message Type	Suggested Frequency	Suggested Delivery Method and/or Media
<b>Excavators / Contractors</b>	<b>Baseline Messages:</b> - Pipeline purpose and reliability - Awareness of hazards and prevention measures undertaken - Leak recognition and response - One-call requirements - How to get additional information	<b>Baseline Frequency</b> = Annual	<b>Baseline Activity:</b> - One-Call Center outreach OR - Group meetings
		<b>Supplemental Frequency:</b> - Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment	<b>Supplemental Activity:</b> - Personal contact - Open houses
<b>One-Call Centers</b>	<b>Baseline Messages:</b> - Pipeline location information - Other requirements of the applicable One-Call Center	<b>Baseline Frequency:</b> - Requirements of the applicable One-Call Center	<b>Baseline Activity:</b> - Membership in appropriate One-Call Center - Requirements of the applicable One-Call Center
	<b>Supplemental Messages:</b> - One-Call System performance - Accurate line location information - One-Call System improvements	<b>Supplemental Frequency:</b> - As changes in pipeline routes or contact information occur or as required by state requirements	<b>Supplement Activity:</b> - Targeted distribution of print materials - Personal contact - Maps (as required)

**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 **Woodward Apple Springs, LLC** 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 System Name 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 and direct mail (contact), email notices and updates (where email addresses are available), targeted local TV, cable TV and radio ads and/or educational CD ROMs. If materials are purchased from 3<sup>rd</sup> parties the Program Administrator should obtain information on the vendor’s pretests or else conduct a pretest as described above if the vendor’s pretest is not available or deemed insufficient.

The Public Awareness Program will be conducted in English and Spanish and in other languages commonly understood by a significant number of and concentration of the non-English speaking population in our service area.

### **6. Program Implementation**

The Program Administrator is responsible to ensure that each target audience identified above receives the appropriate materials via the specified media (e.g. mass mailings, emergency official meetings) 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 (972) 231-5497.

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

### **8. Measuring The Effectiveness Of This Program**

The Program Administrator is responsible to periodically measure:

- 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 3<sup>rd</sup> party damage to **Woodward Apple Springs, LLC** facilities, TESS provides measurement with Phone, Web base and Written surveys.
- Reviews following meetings with stakeholders (e.g. meetings with public officials, emergency responders, etc.),



- Contacting a random sample of each stakeholder audience, confirming their receipt of the materials and assessing their understanding of the target message(s) (through direct mail and/or telephone surveys).
- Reviewing similar effectiveness evaluations performed by the ONE-CALL system (if any),

If the results of these evaluations indicate that one or more target audience is not effectively receiving one or more of the target messages 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 System Name has communicated,
- Copies of all materials provided to each stakeholder audience, and
- Results of pre-tests and effectiveness assessments, including follow-up actions and expected results.

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