

Public Awareness Program

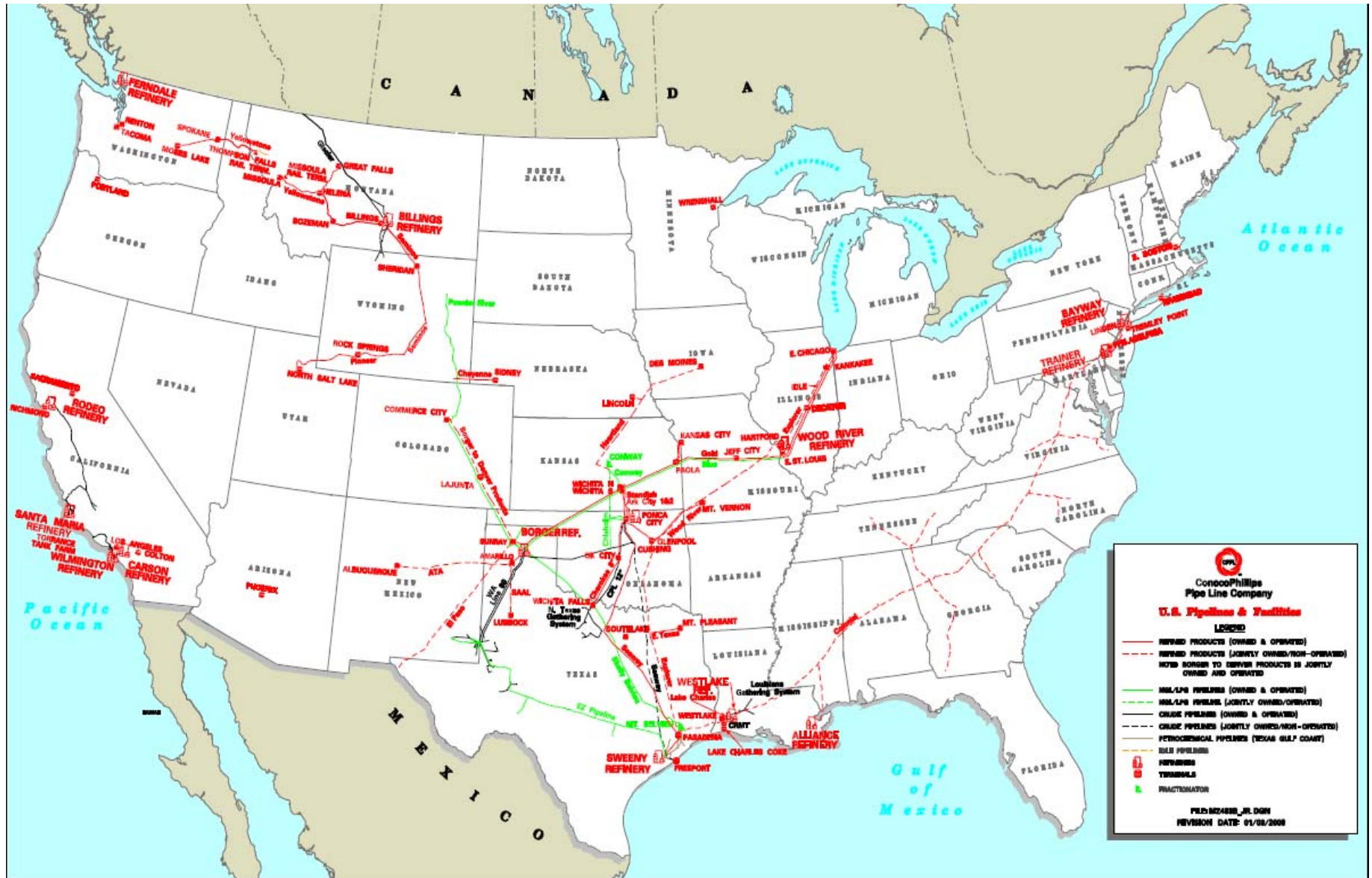
API Public Awareness Breakout
Session

April 9, 2008

About CPPL

- Operates more than 11,000 miles of pipelines in the continental United States
- Operates more than 60 storage terminals
- Transports more than 3 million barrels per day of raw and refined petroleum products: crude oil, propane, gasoline, diesel, jet fuel, and others

CPPL System Map



Program Overview

- CPPL program in place since 2004
- Written plan developed and submitted to PHMSA in October 2006
- Written plan mirrors API RP 1162; recently modified supplemental section to address all 12 points in section 6.2 of RP 1162
- Submitted revised plan to PHMSA in March 2008
- Primarily a combination of mail outs and F2F meetings with stakeholder groups

2008 Program Overview

Audience	Program Description	Frequency
<ul style="list-style-type: none"> •Affected Public – Residents on Pipeline ROW •HCAs 	<ul style="list-style-type: none"> - Baseline - Print materials & pipeline markers - Supplemental - Personal contact, non-emergency toll-free phone #, interactive web site, 'good neighbor' program, advertising - Supplemental - Print materials 	<ul style="list-style-type: none"> - Every 2 Years - Additional supplemental efforts as determined by specifics of the pipeline segment or environment. - Annual
<ul style="list-style-type: none"> •Affected Public – Residents near Storage Facilities 	<ul style="list-style-type: none"> - Supplemental – customized print materials - Other supplemental same as above 	<ul style="list-style-type: none"> - Annual - Additional supplemental efforts as determined by specifics of the pipeline segment or environment.
<ul style="list-style-type: none"> •Emergency Responders 	<ul style="list-style-type: none"> - Baseline – Print materials, personal contact, emergency response exercises, group meetings - Supplemental – Customized print materials 	<ul style="list-style-type: none"> - Annual
<ul style="list-style-type: none"> •Public Officials 	<ul style="list-style-type: none"> - Baseline – Print materials - Supplemental – customized print materials 	<ul style="list-style-type: none"> - Every 3 years

2008 Program Overview

Audience	Program Description	Frequency
<p>•Public Officials (con't)</p>	<p>- Supplemental – personal contact, local emergency planning committees, emergency tabletop and deployment exercises, facility tours, open houses, charitable contributions; if jurisdictions include storage terminals include in annual terminal mailing</p>	<p>- If in an HCA, then annual contact, otherwise, as appropriate to level of activity or upon request</p> <p>- Annual terminal brochure mailing if jurisdiction warrants</p>
<p>•Excavators / Contractors</p>	<p>- Baseline – print materials, one-call center outreach, pipeline markers</p> <p>- Supplemental – group meetings, advertising</p>	<p>- Annual</p> <p>- Additional frequency and supplemental efforts as determined by specifics of the pipeline segment or environment</p>
<p>•Land developers</p>	<p>- Supplemental – print materials, pipeline markers, personal contact</p>	<p>- Frequency as determined by specifics of the pipeline segment or environment</p>
<p>•One-call centers</p>	<p>- Baseline – membership in appropriate one-call center, requirements of the applicable one-call center, maps (as required)</p> <p>- Supplemental – print materials, personal contact</p>	<p>- Requirements of the applicable one-call center</p> <p>- As changes in pipeline routes or contact information occur or as required by state requirements</p>

2008 Program Overview

Other Supplemental	Action Level Examples	Response Options
Potential Hazards	Increased excavation, unknown or unusual conditions	
High Consequence Areas	Change in status	<u>Apply to all actions</u>
Population Density	Change in class location	
Land Development	New construction	-Expanded corridor for targeted mailings
Land Farming Activity	Terracing, waterways, drain tile	-Custom brochure message
Third Party Damages	Incident increase	-Additional mailings
Environmental Issues	Changes caused by floods, tornadoes, etc.	-Personal contact
Specific Area Pipeline History	Analysis that shows damage concentration	-Media campaign (broadcast, print or web sites)
Specific Local Situations	State, city, or local ordinances	-Extra signs
Regulatory Requirements	Change in existing or new requirements	
PA Program Evaluation Data	Results of surveys, one-call reports, etc.	
Pipeline Evaluations	Previously unknown areas of suspected damage	
Soil Erosion Data	Abnormal erosion rates	
Shallow and Exposed Pipeline	Upon discovery	

CPPL Direct Mail Program

- 2 versions of direct mail brochures targeted to affected public (residents along pipeline ROW; residents near storage facilities)
- 1 version targeted to emergency responders and public officials

Affected Public Pipeline ROW and Storage Facilities

Win Free Gasoline
For One Year!
Details inside.

WARNING
PETROLEUM
PIPELINE
CALL 1-877-7-PIPELINE
FOR MORE INFORMATION

**Safety is Our
Top Priority**
Important Safety Information About
Pipelines in Your Community

Información importante sobre las tuberías
en su comunidad
¡Gane gasolina gratis por un año! Detalles en el texto
del folleto.

From your neighbors at
**CPPL ConocoPhillips
Pipe Line Company**

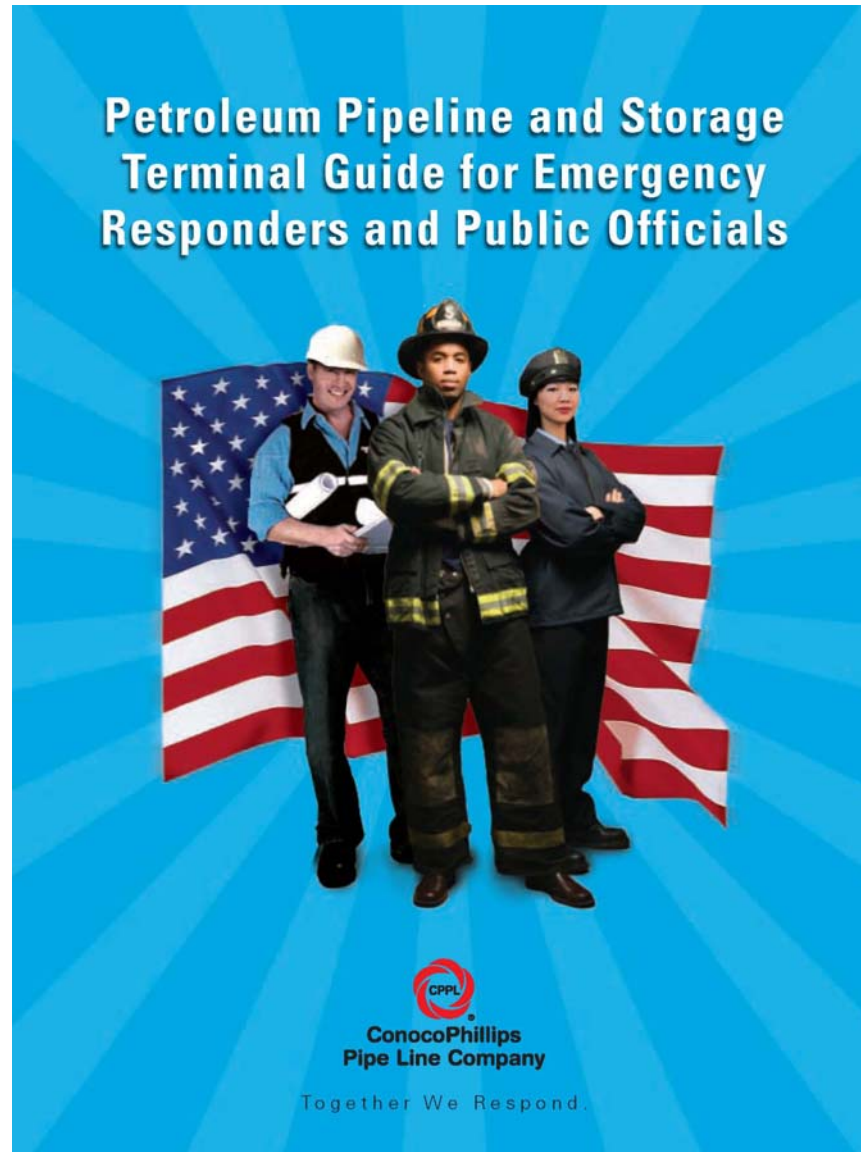
www.conocophilippipeline.com

**We're Your
Neighbor
Somos Su
Vecino**

**CPPL ConocoPhillips
Pipe Line Company**

www.conocophilippipeline.com


Emergency Responders and Public Officials



Additional PA Efforts

- Liaison group meetings with Emergency Responders, Public Officials and Excavators
- Liaison programs facilitated by state pipeline associations, one-calls and/or vendors. Some are tied into our database documentation.
- “One-off” meetings are documented using Neighbor Contact Card and manually entered into our database.

Contact Card Example

 <p>CPPL LOGO</p>	CONOCOPHILLIPS PIPE LINE COMPANY	Line Identification _____
	<u>NEIGHBOR CONTACT CARD</u>	Mile Post # + / - _____
		County _____
(COMPLIANCE WITH DOT 195.440-PUBLIC EDUCATION SECTION)		
SELECT ONE: <input type="checkbox"/> Landowner <input type="checkbox"/> Contractor <input type="checkbox"/> ER Personnel <input type="checkbox"/> Public Officials		
<input type="checkbox"/> Renter <input type="checkbox"/> Utility <input type="checkbox"/> School		
NAME: _____		
ADDRESS: _____		
PHONE: _____		
Did you give the person a copy of CPPL Brochure <input type="checkbox"/> Yes <input type="checkbox"/> No		
Legal Description of Contact: _____		
Additional Comments: _____		
Signature of person making contact: _____		
NOTE: After you have made a contact and filled out this card as completely as possible, mail card to: PJR Group 460-70, Ponca City, OK.		
RC-MKTG.-CCC		FORM 11-16271-S 02-04

Other Requirements

- Measure Program Effectiveness
 - Industry-wide survey program (PAPERS); analysis and learnings
 - Survey on CPPL web site
 - Annual self-assessments and feedback from regional operations