



Case Study: Supplemental Program – Public Meetings

API PIPELINE CONFERENCE

Orlando, Florida

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Longhorn Pipeline



Background

- ◆ 694-mile Liquid Transmission Pipeline
 - ◇ *Houston to El Paso*
 - ◇ *Gasoline and diesel*
- ◆ Heavily Populated Areas
 - ◇ *Houston – 4th largest city in the US*
 - ◇ *Austin – Capitol of Texas*
- ◆ Environmentally Sensitive Regions
 - ◇ *Lakes, rivers, sole source drinking water aquifers, habitats for endangered species*



Public Awareness



2007 Program Overview

Audience	Program Description	Frequency
Affected Public	<ul style="list-style-type: none"> - Mailing / BRC / Magnet - Ad Campaign (Coop) 	Annual
Emergency Officials	<ul style="list-style-type: none"> - Mailing / BRC / Magnet - Dig Tess Meetings - Targeted Newsletters / email - Targeted Survey - Drills 	Annual
Local Public Officials	<ul style="list-style-type: none"> - Mailing / BRC / Magnet - Targeted Newsletters / email - Targeted Survey 	Annual (<i>Bi-Annual in '08</i>)
Excavators / Developers	<ul style="list-style-type: none"> - Mailing / BRC / Magnet - Dig Tess Meetings 	Annual
Supplemental Programs	- Targeted Liaison Meetings w/Emergency Responders	Annual
	- Door-to-Door (HCAs / Tier II & III)	Annual
	- Public Events	Bi-Annual
	- School Program	Ongoing
	- Feed & Seed / Equipment Rental Store Program	Annual
	- PSA Radio Campaign	Annual
	- Pipeline Association for Public Awareness (PAPA)	Member Participation
	- Contribution Program	Annual

Case Study: Public Meetings



Overview

- ◆ Bi-annual public meetings (Houston & Austin)
- ◆ Spring / Fall
- ◆ Mailed 2,500+ invitations
- ◆ Secured meeting space (central locations)
- ◆ Printed materials, handouts, posters, etc.
- ◆ Prepared presentations
- ◆ Personnel on site to answer questions
- ◆ Give-away prizes, refreshments, etc.

- ◆ **Low attendance**
- ◆ **Lack of public interest**
- ◆ **Not effective in reaching our stakeholder audience**



Longhorn employee

Lessons Learned



Case Study: Public Meetings (Response)

- ◆ Revised strategy
- ◆ Increased participation in public events and school program
- ◆ More effectively reaching target audience
- ◆ Communication of strategic messages while maintaining relationships with stakeholders



Lessons Learned



Conclusions

- ◆ Constant evaluation is necessary
- ◆ Create & monitor trigger points for program change
- ◆ Value of surveys
- ◆ Continually seek new ways to more effectively reach your stakeholder audience
- ◆ Learning from shared experiences

Thank You



Contact Information

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