

# WHY: MORE AND BETTER ENGAGEMENT

## RECOMMENDED PRACTICE 1185

### NEW PROJECTS

- Issues or concerns that can stop a project can remain hidden from traditional route review or outreach strategies
- Effective engagement can overcome barriers to participation by stakeholders with serious concerns
- Brings to light the cumulative context of a community or location otherwise unseen by analysis of the project itself
- Costly delays to a project can be avoided if community concerns are uncovered and addressed promptly

### EXISTING PIPELINES

- Communities and the burdens they face evolve over the long life of a pipeline
- Analysis of the immediate area around a pipeline right of way may not reveal the full range of social issues confronting operations
- Neutral or positive attitudes towards an existing pipeline may have changed over time and require attention
- More sensitive or probing questions from the public about operations and performance can benefit from a structured information sharing decision process

### EQUITY & INCLUSION

- Provides for the purposeful efforts needed to connect with stakeholders that face barriers to participation
- Proactive engagement helps include communities underrepresented in the past
- Awareness of cumulative experiences will increase effectiveness of engagement
- Bring tailored resources to address disparities and differences in stakeholders to achieve meaningful participation, communication, and interaction

## SCALABLE AND FLEXIBLE

Recommended Practice (RP) 1185 for Pipeline Public Engagement will help pipeline operators facilitate input from the public on proposed and existing pipelines. RP 1185 provides a scalable and flexible framework with implementation specifics dependent on the type, size and location of a pipeline and existing programs already in place.

## TWO-WAY CONVERSATION

RP 1185 goes beyond traditional public awareness one-way information flows from a pipeline operator to the public. RP 1185 will help pipeline developers and operators proactively engage the public in two-way conversation, providing equity and inclusivity for input from a broader range of the public offering different perspectives and potential concerns.

## BENEFITS

- ✓ Everyone can develop relationships, build trust and achieve meaningful involvement in the engagement process
- ✓ Operators gain perspectives and information needed to consider, develop and operate pipelines within their community
- ✓ Public participants learn about, better understand, and share their perspectives on pipelines in or proposed for their community

