

Case Study

Priority Emergency Responder

Liaison Program

A leading pipeline operator transitioned from the traditional liaison approach to Enertech's innovative Priority Emergency Responder (PER) Liaison Program. This case study highlights the quantifiable improvements in operational efficiency and emergency responder engagement.

The Challenge

Liaison with emergency responders has been handled mostly the same way for over 20 years. Emergency responders and excavators were invited to meetings; typically serving food, handing out swag, and presenting emergency response information.

The main issue?

Emergency responders were being asked to travel outside their jurisdiction to attend meetings, which meant that those most likely to respond to your pipeline incident were often unable to attend.

Enertech's Priority Emergency Responder Liaison Program corrects that issue by focusing on your pipeline system.

For the pipeline operator, this program obtains a PER database, confirms their contact information and capabilities.

For the PER, this program provides your company's emergency response information and capabilities along with proper contact information.

70% + Increase in Engagement

In the first year of implementation, in-person engagements increased by over 70%, from 44 to more than 75 emergency responder visits. This dramatic improvement reflects the program's ability to build stronger, more direct engagements with PERs.

Using the actionable metrics, which include a scoring system on how each responder participated in the program, lead(s) to additional targeted engagement with low performing responders.

The Solution

This PER Liaison Program covered 265 counties across 24 states. This initiative addressed the needs of both the pipeline operator and emergency responders, facilitating the acquisition and distribution of required information.

Here are the key steps taken:

1. County Emergency Management Agencies (CEMAs) Engagement
2. PER Identification
3. PER Engagement
4. PER Information Exchange
5. Actionable Metrics to Enhance Engagement

1,640 Labor Hours Saved

This pipeline operator realized a savings of more than 1,600 labor hours by replacing its traditional liaison model with Enertech's streamlined, PER Liaison Program. This shift significantly reduced the administrative burden associated with emergency responder coordination and logistics.

Program Findings

1. CEMA Engagement
Of the 265 total CEMAs identified, 239 were contacted for a 90.2% contact rate
2. PER Identification and Engagement
Of the 1,986 PERs identified, 1,716 were contacted for an 86.4% contact rate
3. PER Capabilities
Of the 1,716 PERs contacted, 1,702 capability forms were received for a 99.2% capability rate
4. PER Virtual Meeting Attendance
108 PER agencies attended the Company's virtual liaison meetings
5. Actionable Metrics
Using these metrics the pipeline operator was able to focus on specific low performing emergency responders to create an engagement and share information.