

Public Officials Newsletter

Purpose

The purpose of the program is to provide general pipeline safety information to Public Officials. The message will include: awareness of hazards associated with pipeline facilities, what types of emergencies may occur on pipeline facilities, how to obtain information about the location of pipeline facilities, general one call requirements, and how to contact pipeline companies for additional information.

Scope

The program is directed toward local, city, county or state officials and/or their staffs having land use and street/road jurisdiction in areas where pipelines are located. Local School Districts and members of the American Planning Association are also included in the program outreach.

Examples are:

- Planning boards
- Zoning boards
- Licensing departments
- Permitting departments
- Building code enforcement departments
- City and county managers
- Public and government officials
- Public utility boards
- Includes local Governing Councils as defined by many communities
- Public officials who manage franchise or License agreements
- School Districts

Officials are identified through the use of commercially available data sources (InfoUSA, MCH and APA). See the **Stakeholder Identification** section for additional information about the specific methods used for identifying the various stakeholder groups. Communications are directed toward the person, appropriate job titles or the Senior Official at the agencies.

Program Elements

The elements in the program will be a mailing of the *Pipeline Awareness* newsletter with a custom cover letter listing member companies by state or county. The mailing is scheduled to be sent out in the month of August.

Message Content

Messages shall include the required messages contained in 49CFR192.616, 49CFR195.440 and API RP-1162. These messages are listed below with the section in the Newsletter where they are located shown in parenthesis.

- Pipeline purpose and reliability
(*Pipelines Fueling Your Community – page 2*
Pipelines in your community – page 5)
- General location and purpose of gathering pipelines
(*Pipelines in your community – page 4 and 5*)

Public Officials Newsletter

- Pipeline location information and availability of NPMS
(*Pipelines in your community – page 4 and 5*
Pipeline Maps – back cover)
- One-Call requirements
(*Preventing Damage to Pipelines – page 8*)
- Awareness of hazards and prevention measures undertaken
(*Know the Hazards – center section page 6 and 7*
Building and maintaining safe pipelines - page 10)
- Physical indications of a pipeline release
(*Know the Hazards – center section page 7*)
- Steps to take to protect the public in the event of a pipeline release
(*Know the Hazards – center section page 7*)
- Procedures for reporting a pipeline emergency
(*Know the Hazards – center section page 7*)
- Emergency preparedness communications
(*Preparing for a Pipeline Emergency - page 8*)
- How to obtain an overview of an operator's Integrity Management Program
(*Additional Information – back cover, page 12*)
- Copies of materials provided to affected public and emergency officials
(*Additional Information – back cover, page 12*)
- Company contacts
(*Additional Information – back cover, page 12 and cover letter*)
- How to get additional information
(*Additional Information – back cover, page 12*)

Program Evaluations

An evaluation of program effectiveness will be performed every four years. Evaluations were performed in 2007, 2010 and 2014. The next evaluation will be performed in 2018.

Documentation

All program documentation will be available from the website, including: identity of participating members, lists of Public Officials, mail piece, and any survey results or feedback.

Follow-up Communications

Stakeholders are encouraged to contact PAPA for additional information by sending e-mail correspondence to pipeline.association@pipelineawareness.info. They typically request additional materials, change mailing list information or request other resources. PAPA responds directly to all incoming e-mails and also forwards specific requests to local members. E-mails are archived in a program documentation folder entitled "Follow-Up Communications".

Dues

The base member dues for the program are \$125 per member/county. This fee will be reduced in states where participation levels are sufficient to create cost sharing. The final dues for each state will be established in February when all participation levels are known. Members will be invoiced in mid-February.

Public Officials Newsletter

Sign up

Companies may sign up by sending an email to pipeline.association@pipelineawareness.info indicating the states and counties they wish to participate in. The deadline for signing up to participate in the program is February 1.

Stakeholder Identification:

- **State Level Officials:**

Source – InfoUSA; selection by Standard Industry Classifications listed below:

<u>SIC</u>	<u>Description</u>
919906	GOVERNMENT OFFICES-INDIAN (within a program state)
922902	STATE GOVERNMENT-PUBLIC ORDER & SAFETY (within a program state)
953202	STATE GOVT-URBAN PLANNING & DEVELOPMENT (within a program state)
962102	STATE GOVERNMENT-TRANSPORTATION PROGRAMS (within a program county)
963102	STATE GOVT-REG & ADM-COMMS & UTILITIES (within a program state)

- **County Level and Local Officials:**

Source – MCH Strategic Data; selection by job function titles listed below:

Ag Commissioner	Land Commissioner
Building Official	Mayor
Chair of County Commission	Planning Director
City Engineer	Pollution Control Director
City Manager	Presiding Judge
Community Development Director	Public Safety Coordinator
County Commissioner	Public Works Director
County Engineer	Risk Manager
County Manager	Roads and Bridges Director
Development Services Director	Street Superintendent
Emergency Services Director	Transportation Director
First Selectman	Utilities Director
Health Official	Water Director
Industrial Authority Director	Zoning Administrator

- **School Districts:**

Source – MCH Strategic Data; selection by district offices located within a program county. Communications will be directed to the District Superintendent.

- **American Planning Association (APA) Members:**

Source – APA; selection by APA Members with a mailing address zip code that corresponds to a zip code included in the mailing list for the other stakeholders.

Public Officials Newsletter

Keywords used for filtering out inappropriate agencies

4-H	collections	Farmer's market	learning	prevention	surrogate
abuse	collector	federation	legislature	print	switchboard
account	communications	field house	liability	prk	switchbrd
acct	complex	finance	library	probate	task force
acquisition	computer	financial	licence	probation	tax
activity	conflict	first aid	lifeguard	procurement	tax payer
adoption	consultation	Fish & Boat	liquor	prosecuting	taxes
adult	consumer	Fisheries	litem	prosecutor	technical
Aeronautics	convention	fishing	literacy	psychiatric	technology
agent	co-op	Flea market	litter	pumping	teen
aids	coroner	fleet	logistics	purchases	telecom
airport	correct	flooding	long term	purchasing	telephone
alcohol	counsel	food	lunch room	purchasing dept	television
amusement	county nurse	Foster	lunchroom	rabies	test
animal	court	grandparents	mail	radio	therapeutic
annex	crime	fraud	marketing	recorder	therapy
appraisal	criminal	freight	marriage	recovery	tip line
aquatic	crisis	funds	meal	recreation	tobacco
arbitration	crossing guards	gallery	medical	recruiting	town nurse
archives	cr	game warden	medicine board	recycle	trash
arena	custodial	gazette	memorial bldg	recycling	travel
arrest	custodian	golf	memorial building	red cross	treasurer's
art ctr	customer	grants	memorial ctr	refuse billing	trial
artist's market	dairy	group	mental	refuse collection	tuberculosis
assets	data	guardian	minerals	register-deeds	university
assistance	deaf	guidance	misdemeanor	registration	valuations
athletics	death	gym	mosquito	rehab	vet
audit	defender	hatchery	motor pool	relay	victim
barber	dental	head start	motor vehicle	relief	violations
baseball	depot	headstart	museum	rental	violence
behavior	detective	health	narcotics	research	visiting nurse
benefit	detention	hearings	nature ctr	reservations	visitor
bingo	dialysis	historical	network	retardation	vistix
birth	diets	hiv	notary	retir	vital
blind	disabili	hlth	nurse	rules	vocational
Board of Medicine	disabled	homeless	nurse's office	sanitation	volunteer office
bookkeeping	disease	hospice	nursing	saving	volunteer program
bookkeeper	disorders	hospital	nutrition	science	volunteer
bookstore	disposal	hotline	occupational	screen	programs
boys	dispute	hygiene	offender	secretary	volunteer svc
budget	dog	ice rink	officers	self	volunteers
cafeteria	drinking	immunizations	outreach	senior citizen	voter
campaign	driver	infantry	pardon	senior citizen ctr	voting
campground	drug	inmate	parking	senior ctr	vstrs
canine	edctn	insurance	parole	sexually	warehouse
care	EDU	investigation	patients	shelter	warrant
case	elder	investigator	payment	shopping	weatherization
celebration	elections	JDC	payroll	snowboard	weights
cemetary	electon line	job ctr	pediatrics	snowmobile	welcome
channel	employee	judge	penitentiary	social	welfare
chapter	employment	judicial	pension	society	wic program
checks	emplymnt	jurors	personal	softball	wildlife
children	envrrmntl	jury	personnel	soldiers	witness
chorus	equalization	justice	pest control	solicitor	work advantage
church	estate	juvenile	pesticides	sports	work force
civic ctr	events	jvnl	pharmacy	sprmrkt	work permits
civil	examiners	kid's	pistol	stadium	work release
claims	experiment	labor	playground	steer	work source
clinic	extension	landfill	plaza	stores	worker
clnc	extention	landlord	plaza	student	workforce
club	families	language	ponds	study	x-ray
cmnty	family	lbrrs	portables	substance	ymca
coin	Farmers market	learning	precinct	support	youth
					zoo

Public Officials Newsletter

Program History

- 2006 – Initial mailing of four-page newsletter to over 10,000 officials with an article about the various types of pipelines and their purposes featured on the cover front.
- 2007 – Mailing of four-page newsletter to over 47,000 officials featuring an article about locating pipelines near you on the front cover.
- 2008 – Mailing of six-page newsletter to over 50,000 officials featuring articles about construction of new pipeline infrastructure and the actions pipeline operators take to promote safety on the front cover.
- 2009 – Mailing of six-page newsletter to over 53,000 officials featuring an article about school pipeline safety on the front cover.
- 2010 – Mailing of eight-page newsletter to over 64,000 officials featuring an article about 911 dispatchers on the front cover.
- 2011 – Mailing of eight-page newsletter to over 69,000 officials featuring an article about PIPA on the front cover.
- 2012 – Mailing of eight-page newsletter to over 69,000 officials featuring an article about why it is important to know about the pipelines in their area. The newsletter was poly-bagged with a cover letter that included the names of operators in their county or state, the facilities operated, emergency and non-emergency phone numbers.
- 2013 – Mailing of twelve-page newsletter to over 55,000 officials in 37 states featuring an article about emergency preparedness and pipelines. The newsletter was poly-bagged with a cover letter that included the names of operators in their county or state, the facilities operated, emergency and non-emergency phone numbers. An evaluation of the outreach was performed in a sample county and the member list from the American Planners Association was incorporated into the mailing of the *Pipeline Awareness* newsletter as an additional list source.
- 2014 – Mailing of twelve-page newsletter to over 56,000 officials in 36 states featuring an article about pipeline safety and security. The newsletter was poly-bagged with a cover letter that included the names of operators in their county or state, the facilities operated, emergency and non-emergency phone numbers. The member list from the American Planners Association was used as an additional list source. A message map for the required messages was created and incorporated into the program outline.
- 2015 – Mailing of twelve-page newsletter to over 67,000 officials in 36 states featuring an article about school pipeline safety. The newsletter was poly-bagged with a cover letter that included the names of operators in their county or state, the facilities operated, emergency and non-emergency phone numbers. School district offices located in a program county were included in the mailing. Data from the National Center for Education Statistics (NCES) was used as the list source for school districts. Using job function titles with data acquired from MCH Strategic Data was compared to using SIC codes / keyword filtering with data from InfoUSA. It was determined that the use of job function titles with the data from MCH will provide a more accurate list for local and county level officials.

Public Officials Newsletter

2016 – Mailing of twelve-page newsletter to over 55,000 officials in 36 states. The cover of the newsletter did not include a feature article. It was redesigned to include the table of contents and highlighted information about the contents of the newsletter. The newsletter was poly-bagged with a cover letter that included the names of operators in their county or state, the facilities operated, emergency and non-emergency phone numbers. This was the first year MCH data was used for the list of local level officials and school districts.