

## Summary of 2017 Program Improvements

- MCH Strategic Data was added as an additional data source for the excavator mailing. They will be used in the future as the source for all local government agencies to be included in the mailing.
- The security message contained on the inside front cover of the ESG-PE was expanded and the full text of Part 196 was included in the magazine.
- Research was conducted and a separate database of regional or district level state DOT offices was created for use with the Excavator mailing and the Public Officials mailing.
- The Public Officials Newsletter was redesigned to provide a new look and feel. The standard content was further refined and additional personalized articles were included.
- The US Census Bureau data was used to identify missing Townships and Special Districts for the Public Officials mailing. These entities will continue to be researched for expansion of the mailing list in the future.
- Eight pages of new content was added to the *Pipeline Emergency Response Guidelines* booklet. This included: a new appendix covering storage facilities, enhanced security messaging, information about EFV's and curb valves and additional Layar content for NPMS. The emergency response steps were modified to more closely match the response steps identified in the DOT ERG.
- The CD inserted in the PERG booklet included an updated PowerPoint presentation and other training materials that follow the new content included in the PERG booklet.
- The Pipeline Association of the Northwest created a narrated PowerPoint presentation for emergency responders. An effort was initiated to create a similar video that includes the content in the PERG booklet for all products and that is not specific to any state organization. This presentation is available for use by any state association or member company.
- School specific e-learning modules were developed and are available as a separate add-on for schools.
- The Pipeline Operators for Ag Safety created a new video that includes: a compilation of the videos, print ads and radio ads developed during 2017. It also includes the release of the new Peterson Brothers song titled "Call Before Ya Dig" and the video that was filmed during the 811 Day on the Farm event held in August as well as a PSA featuring J.J. Harrison.

## Summary of 2018 Program Changes

| Program Changes  | 2017<br>Base Dues   | 2018<br>Base Dues   |
|--|---|---|
| <p><b>Excavator Direct Mail Program</b></p> <ul style="list-style-type: none"> <li>Additional SIC codes will be included in the California list of codes used to identify stakeholders not required to be licensed by CSLB</li> </ul>  | \$1.10 per mail piece; per county member dues vary by state | \$1.10 per mail piece; per county member dues vary by state |
| <p><b>Emergency Responder Program</b></p> <ul style="list-style-type: none"> <li>A narrated training presentation covering the material contained in the PERG will be included on the CD</li> <li>The nine emergency response scenarios will be updated and reformatted from Flash to HTML5</li> <li>A custom version of the DD24 video will be developed and posted to the training web site</li> </ul> | \$300 per County  | \$300 per County  |
| <p><b>Identified Site Registry</b></p> <ul style="list-style-type: none"> <li>The emergency response marker decals will continue to be available to the membership for use in outside areas and other HCA locations</li> </ul>   | \$75  | \$75  |
| <p><b>Public Officials Newsletter</b></p> <ul style="list-style-type: none"> <li>Additional list sources will be evaluated and developed to expand the list of Townships and Special Districts</li> <li>APA Planners will be removed from the mailing list</li> <li>Presiding Judges will be removed from the mailing list in all states except TX and AR</li> </ul>                                     | \$125   | \$125   |
| <p><b>School Pipeline Safety Program</b></p> <ul style="list-style-type: none"> <li>The online training for school officials will be further evaluated and refined</li> </ul>  | Tier I - \$160<br>Tier II - \$260<br>Tier III - \$460       | Tier I - \$160<br>Tier II - \$260<br>Tier III - \$460       |
| <p><b>General Programs</b></p> <ul style="list-style-type: none"> <li>Access to additional copies of printed materials</li> <li>The ability to use the ISEPA mapping application and Pipelines Nearby for communicating company specific information will continue be part of the base membership</li> </ul>   | \$35  | \$35  |

## 2018 Program Schedule

| <b>Date</b> | <b>Audience</b>      | <b>Program Activity</b>                        |
|-------------|----------------------|--|
| Jan 10      | All Members          | Annual Program Meeting                         |
| Jan 20      | All Members          | Sign up deadline for all programs              |
| Feb 15      | All Members          | Determine program dues and invoice members     |
| March 1     | Excavators           | Message creation complete                      |
| April 1     | Excavators           | Printing complete                              |
| April 15    | Excavators           | Mailing Complete                               |
| May 1       | Excavators           | Mailing to one calls complete                  |
| July 1      | Public Officials     | Message creation complete                      |
| July 20     | Public Officials     | Printing complete                              |
| Aug 15      | Public Officials     | Mailing complete                               |
| Aug 1       | Emergency Responders | Message creation complete                      |
| Aug 15      | Emergency Responders | Printing complete                              |
| Sept 15     | Emergency Responders | Mailing complete                               |
| Sept 25     | Sustaining Members   | State Association / Sustaining Members Meeting |
| Sept 26     | All Members          | Annual Membership Meeting                      |
| Nov 15      | Emergency Responders | Identified Site Registry mailing complete      |
| Dec 1       | All Members          | Program documentation posted to the web site   |
| Dec 15      | Schools              | School communications complete                 |
| Dec 31      | Schools              | School program documentation posted to web     |

## **Excavator Direct Mail Program**

### **Purpose**

The purpose of this program is to provide general pipeline safety information to commercial excavators. The message will include the basic “Dig Safely” message, information about the use of one-call centers, how to recognize and respond to pipeline emergencies, and how to obtain additional information from the Association and its supporting members.

### **Scope**

The program is directed toward all commercial excavators on a countywide level. It may be expanded to a statewide level, depending on member participation. Excavators are identified through several sources: commercial data providers (Info USA, Acxiom and MCH Strategic Data), excavators who have registered on the web site, industry listings, member lists, and other sources. The complete listing of Job Titles and SIC codes is included below.

In California, Excavators will be identified from the listing of all licensed contractors provided by the Contractors State License Board (CSLB) and from the commercial data sources. The CSLB list will be used to identify licensed contractors and the commercial data sources will be used for non-licensed entities. The complete listing of CSLB license codes and SIC codes that will be used to identify Excavators in California is included below.

In Nevada and Arizona, the Licensed Contractors lists will also be used to supplement the commercial list sources. The listing of license codes and class descriptions that will be used is below.

### **Program Elements**

The elements include a direct mailing of the *Excavation Safety Guide - Pipeline Edition* and additional information available on the web site. The mailing is sent early in April. Follow up educational meetings will be coordinated on a local level with the one call organizations. In addition to the mailing, all state one call organizations will be shipped a sample quantity of the guides and additional copies will be made available to them upon request, free of charge.

### **Message Content**

Messages will be consistent with the CGA damage prevention best practices and 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 magazine where they are located shown in parenthesis.

- Pipeline purpose and reliability  
(*Pipeline Safety Guidelines* - inside front cover and opposite page)
- General location and purpose of gathering pipelines  
(*Pipeline Location Information* - refer to table of contents for page number)
- Awareness of hazards and prevention measures undertaken  
(*Pipeline Safety Guidelines* - inside front cover and opposite page)
- Damage prevention awareness  
(*Pipeline Safety Guidelines* - inside front cover and opposite page)

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- The Dig Safely message; call the One-Call Center before digging, wait for the site to be marked, respect the marks, and dig with care  
(*Pipeline Safety Guidelines* - inside front cover and opposite page)
- One-Call requirements  
(*Pipeline Safety Guidelines* - inside front cover and opposite page,  
*One-Call and State Law Directory* – refer to table of contents for page number)
- Direction to report even relatively minor damage to a pipeline or its protective coating  
(*Pull-Out Safety Poster* – center of the magazine)
- Leak recognition and response  
(*Pipeline Safety Guidelines* - inside front cover and opposite page,  
*Pull-Out Safety Poster* – center of the magazine)
- How to get additional information  
(*Pipeline Operator Contact Information* - refer to table of contents for page number)

### **Program Evaluations**

An evaluation of program effectiveness will be performed at least once every four years. Previous evaluations were performed in 2007, 2010 and 2014. A detailed evaluation addressing outreach was performed in 2014. The next scheduled overall evaluation will be performed in 2018.

### **Documentation**

All program documentation will be available from the website, including: identity of participating members, excavator lists, mail piece, and survey results.

### **Follow-up Communications**

Stakeholders are encouraged to contact the Association via email for additional information. They typically request additional materials, change mailing list information or request other resources. The Association responds directly to all incoming e-mails requesting additional information and forwards specific requests to local members. E-mails are archived in the program documentation folder entitled “Follow-Up Communications”.

### **Sign up**

Companies may sign up by submitting a Member Registration form by January 20. Current members may sign up by sending an email to [pipeline.association@pipelineawareness.info](mailto:pipeline.association@pipelineawareness.info). State One-Call organizations may participate as sustaining members.

### **Dues**

The cost per piece for the program is \$1.10. Program dues are determined by dividing the number of participating member/counties into the total projected cost for a state. Each state will have a different member/county (MC) rate depending upon participation levels and total number of excavators. Final member/county fees will be established after January 20 when final member participation levels are known. The dues for extending the program to additional counties are based on the number of excavators in that county. To determine the program cost for any county, multiply the number of excavators in that county by \$1.10. Program dues for the state of

## **Excavator Direct Mail Program**

California are determined by the number of excavators associated with each member company. Additional information about the process used for California is available upon request.

### **Program History**

- 2006 – Initial mailing of the magazine to excavators in 8 states. The pipeline safety messages were included on the inside front and back cover in English and Spanish and also in the pullout safety poster.
- 2007 – 440,000 copies mailed to excavators with 11 of the states involving full statewide coverage. The CGA Excavation Best Practices and the Federal Laws covering excavation safety were included.
- 2008 – 450,000 copies mailed to excavators with 12 of the states involving full statewide coverage. A member directory was included listing emergency and non-emergency contact information.
- 2009 – 550,000 copies mailed to excavators with 16 of the states involving full statewide coverage. A specific article about pipelines and an article about PIPA were also included in this edition.
- 2010 – 575,000 copies mailed to excavators with 17 of the states involving full statewide coverage. A specific article about pipelines and the evacuation chart for natural gas pipelines were included in this edition.
- 2011 – 535,000 copies mailed to excavators with 17 of the states involving full statewide coverage. A specific article about pipelines and a quick reference chart identifying the indications of a pipeline leak, hazards of a release, and appropriate emergency response actions by product transported was included.
- 2012 – 776,000 copies mailed to excavators across 50 states with 17 states (AL, AZ, CA, CO, CT, ID, LA, MN, MS, MT, ND, NM, NV, SD, UT, WI, and WY) involving full statewide coverage. Two sources, Info USA and USA Data, were used to develop the mailing list. Eight pages were added and a new section titled “What’s Happening in Your State” was incorporated into the guide and the new Pipeline Safety video was featured on the back cover.
- 2013 – 452,000 copies mailed to excavators across 35 states with 12 states (CA, CO, ID, MN, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and USA Data, were used to develop the mailing list. The new section titled “What’s Happening in Your State” was continued and the Pipeline Safety video was featured on the back cover. The video was also advertised in the quarterly issues of the Damage Prevention Professional magazine. A survey of 200 excavators was conducted to obtain information about the value of the messages and important sections.
- 2014 – 454,000 copies mailed to excavators across 36 states with 12 states (CA, CO, ID, MN, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and USA Data, were used to develop the mailing list. A review of the SIC codes used for stakeholder identification was completed and an expanded list of six digit SIC

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codes was developed. A message map for the required messages was created and incorporated into the program outline. An outreach evaluation comparing the purchased lists with the California Licensed Contractors list was performed. The California Licensed Contractors list was found to be more complete than the purchased lists and will be used in future years. A new 12-minute video for excavators entitled "Pipelines" was created with Underground Focus.

- 2015 – 522,000 copies mailed to excavators across 36 states with 12 states (CA, CO, HI, ID, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and Acxiom (USA Data), were used to develop the mailing list in all states except California. In California, the California Licensed Contractors list was used along with commercial lists for the non-licensed entities. An outreach evaluation comparing the purchased lists with the Nevada Licensed Contractors list was performed. The Nevada Licensed Contractors list was found to contain additional records not included in the commercial lists and will be incorporated in 2016. A review of the SIC codes used for stakeholder identification was performed again in 2015. It was determined that the general four digit codes ending in "00" are not needed and only the more specific six-digit SIC codes will be used in the future.
- 2016 – 468,000 copies mailed to excavators across 36 states with 12 states (CA, CO, HI, ID, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and Acxiom, were used to develop the mailing list in all states except California. In California, the California Licensed Contractors list was used along with commercial lists for the non-licensed entities. The Nevada Licensed Contractors list was also incorporated into the mailing list for the first time in 2016. An analysis of the records where more than one mail piece was sent to the same address was performed. It was determined that 2.5% of the overall list were duplicate records (the same company with just with a slightly different spelling of the company name in each record). The percentage was significantly higher in Nevada (10%) where the state licensing list was used along with the two commercial sources. Additional methods for identifying and eliminating duplicate records should be explored for future mailings.
- 2017 – 515,000 copies mailed to excavators across 37 states with 14 states (AR, CA, CO, HI, ID, MT, ND, NV, OK, SD, UT, WA, WI, and WY) involving full statewide coverage. The security message contained on the inside front cover was expanded and the full text of Part 196 was included in the magazine. This was the first year MCH Strategic Data was used for the selection of local government entities. The commercial data sources that were used to develop the mailing list in all states except California were: Info USA, Acxiom and MCH Strategic Data. In California, the California Licensed Contractors list was used along with the commercial sources for the non-licensed entities. Licensed Contractors lists were used to supplement the commercial list sources in Nevada and Arizona.

## Excavator Direct Mail Program

### Job Titles - selection of stakeholders from MCH Strategic Data (all states)

PUBLIC WORKS DIRECTOR  
ROADS AND BRIDGES DIRECTOR  
STREET SUPERINTENDENT

TRANSPORTATION DIRECTOR  
UTILITIES DIRECTOR  
WATER DIRECTOR

### SIC Codes and Descriptions (all states except California)

|        |  |        |  |
|--------|--|--------|--|
| 071106 | DISCING-ROTARY CULTIVATING & PLOWING SVC | 138107 | DRILLING COMPANIES                     |
| 076205 | FARM DRAINAGE                            | 138198 | DRILLING-OIL & GAS WELLS               |
| 078201 | ROTOTILLING                              | 138201 | SEISMOGRAPH SERVICE                    |
| 078202 | ROCK LAWNS & ROCKSCAPING                 | 138203 | OIL & GAS EXPLORATION & DEVELOPMENT    |
| 078203 | SOD & SODDING SERVICE                    | 138205 | EXPLORERS-NATURAL RESOURCES            |
| 078204 | LANDSCAPE CONTRACTORS                    | 138208 | OIL & GAS SERVICES                     |
| 078206 | LAWN & GROUNDS MAINTENANCE               | 138210 | EXPLORATION-DRILLING CONTRACTORS       |
| 078207 | TOPSOIL                                  | 138211 | EXPLORATION SERVICES                   |
| 078208 | GRASS                                    | 138902 | MUD JACKING CONTRACTORS                |
| 078214 | WATERFALLS                               | 138903 | OIL FIELD SPECIALTIES                  |
| 078217 | BRUSH REMOVAL SERVICE                    | 138905 | OIL FIELD SERVICE                      |
| 078220 | MAINTENANCE PROGRAMS                     | 138906 | OIL WELL CEMENTING                     |
| 078222 | LAWN & GARDEN-WATER FEATURES-SVC-REPAIR  | 138907 | OIL WELL CASING-PULLING                |
| 078301 | TREE SERVICE                             | 138912 | OIL WELL SERVICES                      |
| 078302 | LANDSCAPE NURSERYMEN                     | 138920 | GAS WELL SERVICING                     |
| 078304 | ARBORISTS                                | 138921 | OIL & GAS WELL PLUGGING                |
| 078305 | TREE PLANTING                            | 138924 | OIL FIELD MAINTENANCE                  |
| 078306 | RIGHT OF WAY MAINTENANCE SERVICES        | 138927 | WELL MAINTENANCE SERVICE               |
| 078398 | ORNAMENTAL SHRUB & TREE SERVICES         | 138928 | OIL & GAS FIELD TRAINING               |
| 081198 | TIMBER TRACTS                            | 138929 | CASING CREWS                           |
| 085105 | FOREST RESTORATION                       | 138999 | OIL & GAS-FIELD SERVICES NEC           |
| 085107 | GOVERNMENT-FORESTRY SERVICES             | 141101 | STONE-NATURAL                          |
| 101198 | IRON-ORE                                 | 141198 | DIMENSION STONE                        |
| 102198 | COPPER ORES                              | 142201 | LIMESTONE                              |
| 103198 | LEAD & ZINC ORES                         | 142202 | DOLOMITE                               |
| 104102 | PROSPECTORS                              | 142298 | CRUSHED & BROKEN LIMESTONE             |
| 104198 | GOLD ORES                                | 142301 | GRANITE-DECOMPOSED                     |
| 104498 | SILVER ORES                              | 142302 | GRANITE CULTURED                       |
| 106198 | FERROALLOY ORES EXCEPT VANADIUM          | 142398 | CRUSHED & BROKEN GRANITE               |
| 108101 | METAL MINING SERVICES                    | 142901 | STONE-CRUSHED                          |
| 108102 | MINES-EXPLORATION                        | 142999 | CRUSHED & BROKEN STONE NEC             |
| 109401 | URANIUM                                  | 144201 | QUARRIES                               |
| 109498 | URANIUM RADIUM VANADIUM ORES             | 144202 | CONSTRUCTION-SAND & GRAVEL             |
| 109901 | ORE                                      | 144203 | SAND & GRAVEL-MFRS                     |
| 109999 | MISCELLANEOUS METAL ORES NEC             | 144601 | SILICA                                 |
| 122102 | COAL MINING & SHIPPING                   | 144698 | INDUSTRIAL SAND                        |
| 122298 | BITUMINOUS COAL-UNDERGROUND MINING       | 145598 | KAOLIN & BALL CLAY                     |
| 123198 | ANTHRACITE MINING                        | 145901 | CLAY                                   |
| 124101 | AUGER CONTRACTORS                        | 145902 | BENTONITE                              |
| 124198 | COAL MINING SERVICES                     | 145999 | CLAY CERAMIC & REFRACTORY MINERALS NEC |
| 131101 | OIL & GAS PRODUCERS                      | 147498 | POTASH SODA & BORATE MINERALS          |
| 131102 | GAS BOOSTERS                             | 147501 | PHOSPHATE ROCK                         |
| 131103 | OIL COMPANIES                            | 147901 | SULPHUR                                |
| 131104 | OIL & GAS-PRODUCTION                     | 147902 | FLUORSPAR                              |
| 131105 | OIL OPERATORS                            | 147903 | SALT MINERS                            |
| 131106 | OIL CRUDE                                | 147999 | CHEMICAL & FERTILIZER MINING NEC       |
| 131107 | PETROLEUM CONTRACTORS                    | 148198 | NONMETALLIC MINERALS SVC-EXCEPT FUELS  |
| 131108 | PETROCHEMICAL CONTRACTORS                | 149901 | MINING COMPANIES                       |
| 132198 | NATURAL GAS LIQUIDS                      | 149902 | MINERAL EXPLORATION                    |
| 138101 | CONTRACTORS-OIL FIELD                    | 149903 | MINING CONTRACTORS                     |
| 138102 | OIL WELL DRILLING                        | 149905 | DIAMOND DRILLING                       |
| 138103 | GAS WELL DRILLING                        | 149906 | ABRASIVE MATERIALS                     |
| 138104 | OIL WELL DIRECTIONAL DRILLING            | 149907 | GEMS & MINERALS                        |
| 138105 | DRILLING-DIAMOND CORE                    | 149908 | MINES                                  |



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|        |  |        |  |
|--------|--|--------|--|
| 149909 | AMETHYST                                 | 154219 | BARNs                                    |
| 149998 | MISCELLANEOUS NONMETALLIC MINERALS       | 154220 | CONTRACTORS-SPECIALTY                    |
| 152101 | PATIO & DECK BUILDERS                    | 154221 | FARM BUILDINGS                           |
| 152102 | GARAGE BUILDERS                          | 154224 | BUILDINGS-AIR SUPPORTED                  |
| 152103 | GENERAL CONTRACTORS                      | 154225 | CHURCH BUILDERS                          |
| 152104 | CARPORTS                                 | 154227 | MAINTENANCE CONTRACTORS                  |
| 152105 | HOME IMPROVEMENTS                        | 154228 | HORSE FARM-BUILDING & CONSTRUCTION       |
| 152107 | PATIO PORCH & DECK ENCLOSURES            | 154230 | JAILS-BUILDERS                           |
| 152110 | SOLARIUMS SUNROOMS & ATRIUMS             | 154231 | UNDERGROUND BUILDINGS                    |
| 152111 | SCREEN ENCLOSURES                        | 154232 | GRAIN BIN CONTRACTORS                    |
| 152112 | HOME BUILDERS                            | 154233 | FEED LOT CONSTRUCTION                    |
| 152113 | BATHROOM REMODELING                      | 154234 | AGRICULTURAL CONSTRUCTION                |
| 152114 | FIRE DAMAGE RESTORATION                  | 154235 | BUILDINGS-FACTORY                        |
| 152115 | HANDYMAN SERVICES                        | 154236 | CONTRACTORS-GREEN BUILDING               |
| 152116 | MANUFACTURED & MOBILE HOME IMPROVEMENTS  | 154299 | GENERAL CONTRACTORS-NONRESIDENTIAL BLDGS |
| 152117 | KITCHEN REMODELING & PLANNING SVC        | 161101 | PAVING CONTRACTORS                       |
| 152118 | MOBILE HOMES-REPAIRING & SERVICE         | 161102 | ROAD BUILDING CONTRACTORS                |
| 152119 | SPAS-BUILDERS                            | 161103 | GRADING CONTRACTORS                      |
| 152121 | FLORIDA ROOMS                            | 161104 | PARKING AREA/LOTS MAINTENANCE & MARKING  |
| 152122 | SUN ROOMS SOLARIUMS ATRIUMS ETC BLDRS    | 161105 | SINKHOLE CONSULTANTS & REPAIR            |
| 152126 | GAZEBO BUILDERS                          | 161106 | ASPHALT & ASPHALT PRODUCTS               |
| 152127 | STORM SHELTER CONTRACTORS & DEALERS      | 161108 | PAVING MATERIALS                         |
| 152128 | BASEMENT-REPAIR & RESTORATION            | 161109 | ROAD OILING                              |
| 152129 | DISABILITY ACCESSIBILITY RENOVATIONS     | 161114 | CONTRACTORS-PARKING/HIGHWAY IMPROVEMENT  |
| 152130 | CONSTRUCTION-BUILDING CONTRACTORS        | 161115 | ROAD MAINTENANCE                         |
| 152131 | SOLAR ROOMS & ADDITIONS                  | 161118 | BOARD ROADS                              |
| 152133 | TIMBER FRAME HOMES                       | 162201 | CULVERTS                                 |
| 152134 | ENCLOSURES                               | 162202 | TUNNELING CONTRACTORS                    |
| 152136 | CONSTRUCTION INFORMATION SERVICES        | 162203 | BRIDGE BUILDERS                          |
| 152137 | SHELTERS                                 | 162204 | ROAD BORING                              |
| 152138 | DECK BUILDERS                            | 162298 | BRIDGE TUNNEL & ELEVATED HIGHWAY         |
| 152139 | REMODELING & REPAIRING BLDG CONTRACTORS  | 162301 | PIPE LINE CONTRACTORS                    |
| 152141 | STRAWBALE CONSTRUCTION                   | 162302 | PIPING CONTRACTORS                       |
| 152142 | COURTS CONSTRUCTION-INDOOR & OUTDOOR     | 162303 | GAS LINE INSTALLATION & REPAIR           |
| 152143 | EARTH HOME CONSTRUCTION                  | 162304 | WATER MAIN CONTRACTORS                   |
| 152144 | CONSTRUCTION COMPANIES                   | 162305 | POLE LINE CONTRACTORS                    |
| 152151 | BATHROOM DESIGN & INSTALLATION           | 162306 | TELEPHONE & TELEVISION CABLE CONTRACTORS |
| 152152 | HOME BUILDING CONSULTANTS                | 162307 | SEWER CONTRACTORS                        |
| 152204 | CONTRACTORS-BOARDING & HOUSING           | 162308 | UTILITY CONTRACTORS                      |
| 152205 | BUILDERS SERVICE                         | 162309 | FIBER OPTICS                             |
| 152208 | HOTEL RENOVATION                         | 162311 | CONDUIT CONTRACTORS                      |
| 152299 | GENERAL CONTRACTORS-RESIDENTIAL BLDGS    | 162312 | TELECOMMUNICATIONS WIRING & CABLING      |
| 153101 | CONTRACTORS-PANELIZED HOMES              | 162313 | CABLE DETECTION INSTALLATION & SPLICING  |
| 153198 | OPERATIVE BUILDERS                       | 162314 | CABLE CONDUIT & POLE-CONTRACTORS         |
| 154101 | BUILDING RESTORATION & PRESERVATION      | 162315 | CABLE TELEVISION SYSTEMS-CONTRACTORS     |
| 154104 | GRAIN ELEVATORS-BUILDERS                 | 162316 | WIRING & CABLING-HOME & OFFICE-VOICE     |
| 154106 | GENERAL CONTRS-INDUSTRIAL BLDGS & WRHSE  | 162317 | TOWERS-RADIO                             |
| 154107 | CONTRACTORS-INDUSTRIAL & COMMERCIAL      | 162318 | TOWERS-COMMUNICATION/MUNICIPAL REPAIR    |
| 154109 | BUILDING SYSTEMS & COMPONENTS            | 162319 | GASOLINE SVC STATION EQUIP-INSTALLING    |
| 154110 | SEWAGE TREATMENT PLANT CONTRACTORS       | 162320 | SEWER TAPPERS                            |
| 154201 | PARKING STATIONS & GARAGES CONSTRUCTION  | 162322 | POWER & TELEPHONE LINE CONSTR/MNTNC      |
| 154204 | SILOS                                    | 162323 | SEWER CONSTRUCTION CONSULTANTS           |
| 154205 | GRAIN BINS                               | 162324 | CONSTRUCTION-TELECOMMUNICATIONS          |
| 154206 | GATE & FENCE REPAIR                      | 162325 | CORROSION CONTROL                        |
| 154207 | GREENHOUSE BUILDERS                      | 162326 | WATER LINES INSTALLATION REPLACEMENT-RPR |
| 154208 | BASKETBALL COURT CONSTRUCTION            | 162398 | WATER-SEWER PIPELINE & COMMS/POWER LINE  |
| 154209 | DOME STRUCTURES                          | 162901 | PILE DRIVING                             |
| 154210 | BUILDINGS-METAL                          | 162902 | DOCKS (BUILDERS)                         |
| 154212 | BUILDINGS-PRE-CUT PREFABRICATED/MODULAR  | 162903 | MARINE CONTRACTORS & DESIGNERS           |
| 154213 | BUILDING CONTRACTORS                     | 162904 | DRAINAGE CONTRACTORS                     |
| 154214 | BUILDINGS-POLE                           | 162905 | FILL CONTRACTORS                         |
| 154215 | BUILDINGS-PORTABLE                       | 162906 | DRAIN LAYING                             |
| 154216 | SERVICE STATION BUILDERS                 | 162907 | TENNIS COURT CONSTRUCTION                |
| 154217 | MOTION PICTURE SET DESIGN & CONSTRUCTION | 162908 | RAILROAD CONTRACTORS                     |
| 154218 | SHEDS-TOOL & UTILITY                     | 162909 | TRENCHING & UNDERGROUND CONTRACTORS      |

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|        |   |        |  |
|--------|---|--------|--|
| 162910 | WATER POLLUTION CONTROL                 | 173111 | ELECTRIC CABLE FAULT LOCATING            |
| 162911 | WATER WORKS CONTRACTORS                 | 173123 | LIGHTNING ROD INSTALLATION               |
| 162912 | IRRIGATION DITCH CONTRACTORS            | 173124 | STREET LIGHTING CONTRACTORS              |
| 162913 | DOCKBOARDS & RAMPS                      | 173127 | COMMUNICATIONS CONTRACTORS               |
| 162914 | DREDGING                                | 173128 | LOW VOLTAGE SYSTEMS CONTRACTORS          |
| 162915 | GOLF COURSE CONSTRUCTION                | 173130 | OIL FIELD ELECTRIC SERVICE               |
| 162916 | SOIL SOLIDIFICATION                     | 173132 | CABLE & SATELLITE-WIRING & INSTALLATION  |
| 162917 | SEA WALL CONTRACTORS                    | 174101 | MASONRY CONTRACTORS                      |
| 162918 | FISH POOLS                              | 174103 | BUILDINGS-CONCRETE                       |
| 162919 | CAISSONS-STRUCTURAL                     | 174104 | STONE SETTING CONTRACTORS                |
| 162920 | DRAGLINES                               | 174105 | ADOBE MATERIALS & CONTRACTORS            |
| 162921 | EROSION CONTROL                         | 174107 | CHIMNEY BUILDERS & REPAIRERS             |
| 162922 | FLOOD CONTROL EQUIPMENT                 | 174108 | STONE CONTRACTORS                        |
| 162923 | BASEBALL DIAMOND CONSTRUCTION           | 174109 | STONE-BUILDING                           |
| 162924 | POWER PLANT CONTRACTORS                 | 174111 | FOUNDATION REPAIR                        |
| 162925 | MINE SHAFT CONTRACTORS                  | 174112 | MASONRY PANELS-PREFABRICATED             |
| 162926 | PONDS & POND SUPPLIES                   | 174114 | SPORTING GOODS-INSTALLATION              |
| 162927 | SPORTS-ATHLETIC FIELD CONSTRUCTION-MTNC | 174116 | STONE WALL BUILDERS                      |
| 162928 | TERRACING                               | 174117 | STONE INSTLTN SVC-NATURAL GRANITE/MARBLE |
| 162929 | SOIL STABILIZATION                      | 175102 | CARPENTERS                               |
| 162930 | OIL FIELD CONTRACTORS                   | 175108 | FRAMING CONTRACTORS-BUILDINGS            |
| 162931 | PADDLE TENNIS COURT CONSTRUCTION        | 175113 | CLOTHES LINE INSTALLATION & REPAIRS      |
| 162933 | HELIPORTS-CONSTRUCTION                  | 175117 | STEEL FRAME CONTRACTORS                  |
| 162934 | ENVIRONMENTAL RECLAMATION               | 177101 | DRIVEWAYS                                |
| 162935 | SAWMILL CONSTRUCTION & MAINTENANCE      | 177103 | FLOORS-INDUSTRIAL                        |
| 162937 | RACE TRACKS-CONSULTANTS                 | 177105 | CONCRETE CONTRACTORS                     |
| 162939 | RIVERS & CANALS                         | 177108 | SIDEWALK CONTRACTORS                     |
| 162977 | CONSTRUCTION-HEAVY PROJECTS             | 177109 | GUNITE CONTRACTORS                       |
| 171101 | HEATING SPECIALTIES                     | 177113 | CONCRETE DITCH LINERS                    |
| 171102 | HEATING CONTRACTORS                     | 177114 | MACHINE FOUNDATIONS                      |
| 171104 | PIPE THAWING                            | 177115 | CEMENT-ASBESTOS                          |
| 171105 | PLUMBING CONTRACTORS                    | 177116 | BLACKTOPPING                             |
| 171106 | PIPING-PROCESS & INDUSTRIAL             | 177118 | ASPHALT PAVING CONTRACTORS               |
| 171107 | SEPTIC TANKS/SYSTEMS-CLEANING/REPAIRING | 177120 | CONCRETE FOUNDATIONS                     |
| 171108 | SEPTIC TANKS                            | 178101 | WATER WELL DRILLING & SERVICE            |
| 171111 | SOLAR HEATING CONTRACTORS               | 178102 | DRILLING & BORING CONTRACTORS            |
| 171112 | HEAT PUMPS                              | 178103 | WELL DRILLING                            |
| 171114 | MECHANICAL CONTRACTORS                  | 178104 | WELL CONTRACTORS-ARTESIAN                |
| 171117 | AIR CONDITIONING CONTRACTORS & SYSTEMS  | 178105 | CISTERN BUILDERS                         |
| 171119 | COOLING TOWERS                          | 178108 | WATER SYSTEMS                            |
| 171122 | GAS FITTERS                             | 178110 | WATER WELL LOCATING                      |
| 171123 | TANK INSTALLATION                       | 178111 | CISTERNS                                 |
| 171125 | THAWING SERVICE                         | 178112 | HYDROFRACTURE SERVICES                   |
| 171126 | REFRIGERATION CONTRACTORS               | 179102 | STEEL ERECTORS                           |
| 171128 | DRY WELL CONTRACTORS                    | 179108 | TANK ERECTION                            |
| 171131 | ENERGY MANAGEMENT SYSTEMS & PRODUCTS    | 179110 | STRUCTURAL STEEL CONTRACTORS             |
| 171132 | GEOHERMAL HTG/COOLING EQUIP/SYSTS-DLRS  | 179401 | LANDFILL DEMOLITION                      |
| 171134 | SEPTIC TANKS CONSULTANTS                | 179402 | FOUNDATION-DRILLING CONTRACTORS          |
| 171142 | PLUMBING DRAINS & SEWER CONSULTANTS     | 179403 | EXCAVATING CONTRACTORS                   |
| 171144 | SOLAR HEATING SYSTEMS                   | 179404 | BULLDOZING                               |
| 171147 | CONTRACTORS-HEATING & VENTILATING       | 179405 | FOUNDATION-CONTRACTORS                   |
| 171150 | SNOW MELTING SYSTEMS                    | 179406 | CONTRACTORS-SITE DEVELOPMENT             |
| 171151 | SEWER LOCATING SERVICE                  | 179407 | LAND CLEARING & LEVELING                 |
| 171152 | SEWER & DRAIN CLEANING-SERVICE/REPAIR   | 179408 | DIRT CONTRACTORS                         |
| 171157 | CONCRETE-SHOT CRETE                     | 179409 | SLABJACKING CONTRACTORS                  |
| 171162 | HEATING SYSTEMS ALTERNATIVE             | 179410 | SITE DEVELOPMENT CONTRACTORS             |
| 171163 | LIFT STATION MAINTENANCE & REPAIR       | 179411 | DOZER SERVICE                            |
| 171198 | PLUMBING HEATING & AIR CONDITIONING     | 179412 | EARTH ENERGY                             |
| 173101 | ELECTRIC CONTRACTORS                    | 179502 | DEMOLITION CONTRACTORS                   |
| 173102 | ELECTRIC CONTRACTORS-COML & INDUSTRIAL  | 179504 | CONCRETE BREAKING CUTTING & SAWING & ETC |
| 173105 | ELECTRIC CONTRACTORS-MARINE             | 179616 | COMMERCIAL EQUIPMENT-INSTALLATION        |
| 173107 | TELECOMMUNICATIONS CONTRACTORS          | 179699 | INSTALLATION OR ERECTION-BLDG EQPT NEC   |
| 173108 | TELEPHONE-INSTALLATIONS                 | 179904 | GUARD RAILS                              |
| 173109 | LANDSCAPE LIGHTING                      | 179905 | RAILINGS                                 |
| 173110 | CABLE/WIRE-INSTALLATION-VOICE/DATA SYST | 179907 | COLUMNS                                  |

## Excavator Direct Mail Program

|        |  |        |  |
|--------|--|--------|--|
| 179916 | SHORING                                  | 495201 | SEWAGE DISPOSAL SYSTEMS                |
| 179918 | STAIR BUILDERS                           | 495203 | SEWER COMPANIES-UTILITY                |
| 179920 | SWIMMING POOL ENCLOSURES                 | 495205 | SEWER SYSTEM INSPECTION/REHABILITATION |
| 179921 | SWIMMING POOL CONTRS DEALERS & DESIGNERS | 497102 | IRRIGATION COMPANIES                   |
| 179922 | TENNIS COURT ENCLOSURES                  | 655201 | LAND COMPANIES                         |
| 179927 | MOBILE HOMES-ANCHORING SERVICE           | 655202 | REAL ESTATE DEVELOPERS                 |
| 179928 | BORING CONTRACTORS                       | 655204 | MOBILE HOMES-PARK DEVELOPERS           |
| 179929 | BUILDING SPECIALTIES                     | 655205 | HOTEL & MOTEL DEVELOPERS               |
| 179933 | SWIMMING POOL DECKS                      | 655206 | PROPERTY MANAGEMENT-COMMERCIAL         |
| 179934 | DOG ENCLOSURES & RUNWAYS                 | 655207 | HOUSING DEVELOPERS                     |
| 179937 | HOUSE LEVELING                           | 655398 | CEMETERY SUBDIVIDERS & DEVELOPERS      |
| 179938 | FENCE CONTRACTORS                        | 731201 | ADVERTISING-OUTDOOR                    |
| 179939 | FIREPLACE CONTRACTORS                    | 731204 | YARD SIGNS                             |
| 179943 | RETAINING WALLS                          | 734908 | PROPERTY MAINTENANCE                   |
| 179944 | TANK REMOVAL                             | 735305 | BACKHOE RENTAL                         |
| 179945 | TANK ABANDONMENT SERVICE                 | 735306 | EXCAVATING EQUIPMENT-RENTING & LEASING |
| 179946 | CONCRETE-FORMS-ERECTORS                  | 735308 | HEAVY EQUIPMENT-SALES RENTAL & SERVICE |
| 179952 | LAKE & POND CONSTRUCTION & MAINTENANCE   | 735309 | BULLDOZERS FOR HIRE                    |
| 179955 | HOUSE RAISING                            | 735398 | HEAVY CONSTRUCTION EQUIPMENT-RENTAL    |
| 179959 | PIPE PUSHING                             | 999901 | FALLOUT SHELTERS-CONTRACTORS & DEALERS |
| 179960 | SIGN CONTRACTORS                         |        |  |
| 179961 | SKATING RINKS-INSTALLATION, EQUIP/SUPLS  |        |  |
| 179965 | GOVERNMENT-CONTRACTORS                   |        |  |
| 179968 | TEST BORINGS                             |        |  |
| 179970 | CONCRETE-PRECAST                         |        |  |
| 179977 | CONTRACTORS                              |        |  |
| 179978 | EARTHQUAKE PRODUCTS & SERVICES           |        |  |
| 179979 | ARTIFICIAL GRASS                         |        |  |
| 179981 | CORRAL BUILDERS                          |        |  |
| 179982 | ERECTING CONTRACTORS                     |        |  |
| 179985 | SWIMMING POOL REPAIR & SERVICE           |        |  |
| 179988 | BOBCAT SERVICE                           |        |  |
| 179989 | GROUND PENETRATION RADAR                 |        |  |
| 241102 | LOGGING COMPANIES (MFRS)                 |        |  |
| 241198 | LOGGING (MFRS)                           |        |  |
| 401101 | RAILROADS                                |        |  |
| 401102 | TRAINS                                   |        |  |
| 461201 | PIPE LINE COMPANIES                      |        |  |
| 461298 | CRUDE PETROLEUM PIPELINES                |        |  |
| 461398 | REFINED PETROLEUM PIPELINES              |        |  |
| 461999 | PIPELINES NEC                            |        |  |
| 481301 | DATA COMMUNICATION SERVICE               |        |  |
| 481302 | TELECOMMUNICATIONS SERVICES              |        |  |
| 481304 | TELEPHONE COMPANIES                      |        |  |
| 484101 | TELEVISION-CABLE & CATV                  |        |  |
| 489903 | COMMUNICATIONS                           |        |  |
| 491101 | ELECTRIC COMPANIES                       |        |  |
| 492201 | GAS TRANSMISSION COMPANIES               |        |  |
| 492298 | NATURAL GAS TRANSMISSION                 |        |  |
| 492398 | NATURAL GAS TRANSMISSION & DISTRIBUTION  |        |  |
| 492401 | GAS-NATURAL                              |        |  |
| 492402 | HEAT SUPPLYING COMPANIES                 |        |  |
| 492501 | GAS COMPANIES                            |        |  |
| 492502 | GAS PROCESSORS                           |        |  |
| 492503 | GAS PRODUCERS                            |        |  |
| 493101 | CO-GENERATION                            |        |  |
| 493198 | ELECTRIC & OTHER SERVICES-COMBINED       |        |  |
| 493201 | GAS SYSTEMS                              |        |  |
| 493298 | GAS & OTHER SERVICES-COMBINED            |        |  |
| 493902 | UTILITIES                                |        |  |
| 493903 | UTILITIES-UNDERGROUND-CABLE LOCATING SVC |        |  |
| 493904 | UTILITY MANAGEMENT                       |        |  |
| 494102 | WATER & SEWAGE COMPANIES-UTILITY         |        |  |
| 494103 | WATER SUPPLY SYSTEMS                     |        |  |
| 494105 | WATER TREATMENT MANAGEMENT PLANT         |        |  |

## Excavator Direct Mail Program

### California License Codes, SIC Codes and Descriptions

|        |  |
|--------|--|
| A      | GENERAL ENGINEERING  |
| B      | GENERAL BUILDING   |
| C07    | LOW VOLTAGE SYSTEMS  |
| C08    | CONCRETE   |
| C10    | ELECTRICAL (GENERAL)   |
| C12    | EARTHWORK & PAVING   |
| C13    | FENCING  |
| C21    | BUILDING MOVING & DEMOLITION                                   |
| C27    | LANDSCAPING  |
| C29    | MASONRY  |
| C32    | PARKING & HIGHWAY IMPROVEMENT                                  |
| C34    | PIPELINE   |
| C36    | PLUMBING   |
| C42    | SANITATION SYSTEM  |
| C45    | ELECTRICAL SIGN  |
| C53    | SWIMMING POOL  |
| C57    | WELL DRILLING (WATER)  |
| D09    | DRILLING, BLASTING AND OIL FIELD WORK                          |
| D19    | LAND CLEARING  |
| D23    | MEDICAL GAS SYSTEMS, PROCESS PIPING, BEVERAGE                  |
| D30    | PILE DRIVING/PRESSURE FOUNDATION JACKING                       |
| D40    | SERVICE STATION EQUIPMENTS AND MAINTENANCE                     |
| D42    | NON-ELECTRIAL SIGN INSTALLATION                                |
| D43    | SOIL GROUTING, SLURRY TRENCH CUT-OFF WALLS, SOIL STABILIZATION |
| D44    | SPRINKLERS (NOT FIRE PROTECTION), SUB-SURFACE DRIP IRRIGATION  |
| D47    | TENNIS COURT SURFACING, PLAYGROUND SURFACING                   |
| D49    | TREE SERVICE   |
| D54    | ROCKSCAPING, GRAVEL COATING (NO FLOORING)                      |
| D55    | BLASTING   |
| D56    | TRENCHING  |
| 071106 | DISCING-ROTARY CULTIVATING & PLOWING SVC                       |
| 076205 | FARM DRAINAGE  |
| 735305 | BACKHOE RENTAL   |
| 735306 | EXCAVATING EQUIPMENT-RENTING & LEASING                         |
| 735308 | HEAVY EQUIPMENT-SALES RENTAL & SERVICE                         |
| 735309 | BULLDOZERS FOR HIRE  |
| 735398 | HEAVY CONSTRUCTION EQUIPMENT-RENTAL                            |
| 999901 | FALLOUT SHELTERS-CONTRACTORS & DEALERS                         |

### Nevada License Codes and Descriptions

|      |   |
|------|---|
| A    | GENERAL ENGINEERING   |
| B    | GENERAL BUILDING  |
| AB   | GENERAL BUILDING AND GENERAL ENGINEERING                              |
| C-1  | PLUMBING AND HEATING CONTRACTING                                      |
| C-2  | ELECTRICAL CONTRACTING  |
| C-5  | CONCRETE CONTRACTING  |
| C-6  | ERECTING SIGNS  |
| C-9  | MOVEMENT OF BUILDINGS   |
| C-10 | LANDSCAPE CONTRACTING   |
| C-18 | MASONRY   |
| C-21 | REFRIGERATION AND AIR-CONDITIONING                                    |
| C-23 | DRILLING WELLS AND INSTALLING PUMPS, PRESSURE TANKS AND STORAGE TANKS |
| C-25 | FENCING AND EQUIPPING PLAYGROUNDS                                     |
| C-27 | INDIVIDUAL SEWERAGE   |
| C-28 | FABRICATING TANKS   |
| C-31 | WRECKING  |
| C-37 | SOLAR CONTRACTING   |
| C-38 | INSTALLING EQUIPMENT USED WITH LIQUEFIED PETROLEUM AND NATURAL GAS    |
| C-40 | SPECIALITIES NOC  |
| C-41 | FIRE PROTECTION CONTRACTING   |

## Excavator Direct Mail Program

### Arizona License Classes and Descriptions

|      |   |
|------|---|
| A    | GENERAL ENGINEERING                                       |
| A-12 | SEWERS, DRAINS AND PIPE LAYING                            |
| A-14 | ASPHALT PAVING  |
| A-16 | WATERWORKS  |
| A-17 | ELECTRICAL AND TRANSMISSION LINES                         |
| A-19 | SWIMMING POOLS, INCLUDING SOLAR                           |
| A-4  | DRILLING  |
| A-5  | EXCAVATING, GRADING AND OIL SURFACING                     |
| A-7  | PIERS AND FOUNDATIONS                                     |
| A-9  | SWIMMING POOLS  |
| B    | GENERAL RESIDENTIAL CONTRACTOR                            |
| B-1  | GENERAL COMMERCIAL CONTRACTOR                             |
| B-2  | GENERAL SMALL COMMERCIAL CONTRACTOR                       |
| B-3  | GENERAL REMODELING AND REPAIR CONTRACTOR                  |
| B-4  | GENERAL RESIDENTIAL ENGINEERING CONTRACTOR                |
| B-5  | GENERAL SWIMMING POOL CONTRACTOR                          |
| B-6  | GENERAL SWIMMING POOL CONTRACTOR, INCLUDING SOLAR         |
| C-11 | ELECTRICAL  |
| C-16 | FIRE PROTECTION SYSTEMS                                   |
| C-37 | PLUMBING  |
| C-39 | AIR CONDITIONING AND REFRIGERATION                        |
| C-4  | BOILERS, STEAMFITTING AND PROCESS PIPING                  |
| C-53 | WATER WELL DRILLING                                       |
| C-6  | SWIMMING POOL SERVICE AND REPAIR                          |
| C-74 | BOILERS, STEAMFITTING AND PROCESS PIPING, INCLUDING SOLAR |
| C-77 | PLUMBING INCLUDING SOLAR                                  |
| C-78 | SOLAR PLUMBING - LIQUID SYSTEMS ONLY                      |
| C-79 | AIR CONDITIONING AND REFRIGERATION INCLUDING SOLAR        |
| C-9  | CONCRETE  |
| CR11 | ELECTRICAL  |
| CR14 | FENCING   |
| CR15 | BLASTING  |
| CR16 | FIRE PROTECTION SYSTEMS                                   |
| CR-2 | EXCAVATING GRADING AND OIL SURFACING                      |
| CR21 | LANDSCAPING AND IRRIGATION SYSTEMS                        |
| CR-3 | AWNINGS, CANOPIES, CARPORTS AND PATIO COVERS              |
| CR31 | MASONRY   |
| CR37 | PLUMBING  |
| CR38 | SIGNS   |
| CR39 | AIR CONDITIONING AND REFRIGERATION                        |
| CR-4 | BOILERS, STEAMFITTING AND PROCESS PIPING                  |
| CR41 | SEPTIC TANKS AND SYSTEMS                                  |
| CR53 | WATER WELL DRILLING                                       |
| CR-6 | SWIMMING POOL SERVICE AND REPAIR                          |
| CR67 | LOW VOLTAGE COMMUNICATIONS SYSTEMS                        |
| CR69 | ASPHALT PAVING  |
| CR74 | BOILERS, STEAMFITTING AND PROCESS PIPING, INCLUDING SOLAR |
| CR77 | PLUMBING, INCLUDING SOLAR                                 |
| CR78 | SOLAR PLUMBING LIQUID SYSTEMS ONLY                        |
| CR79 | AIR CONDITIONING AND REFRIGERATION INCLUDING SOLAR        |
| CR80 | SEWERS, DRAINS AND PIPE LAYING                            |
| CR-9 | CONCRETE  |
| KA   | DUAL ENGINEERING  |
| KA-5 | DUAL SWIMMING POOL CONTRACTOR                             |
| KA-6 | DUAL SWIMMING POOL CONTRACTOR INCLUDING SOLAR             |
| KB-1 | DUAL BUILDING CONTRACTOR                                  |
| KB-2 | DUAL RESIDENCE AND SMALL COMMERCIAL                       |
| KE   | ABOVE & BELOW GROUND WASTEWATER BUILD & REHAB             |
| KE   | APPLICATION OF BITUMINOUS MATERIAL                        |
| KE   | ARTIFICIAL TURF AND SPORTS FIELDS                         |
| KE   | ASPHALT COATINGS AND SOIL STABILIZATION                   |

## Excavator Direct Mail Program

KE ASPHALT PAVING  
KE BULK PROPANE FACILITY  
KE CATCH BASINS, DRAINAGE STRUCTURES & ASSOCIATED HARDWARE  
KE CATHODIC PROTECTION SYSTEMS  
KE CLEANUP OF CONTAMINATED GROUND WATER & SOIL ONLY  
KE CLEANUP OF CONTAMINATED GROUND WATER AND SOIL ONLY  
KE COMMERCIAL TAPPING OF GAS AND WATER LINES  
KE COMMUNICATION CABLE ONLY  
KE COMMUNICATION CABLE, EMPTY CONDUIT AND GAS PIPING  
KE COMMUNICATION CABLES  
KE COMMUNICATION CABLING  
KE COMMUNICATION SYSTEMS  
KE COMMUNICATION TOWERS  
KE COMMUNICATION TOWERS AND ASSOCIATED SHELTERS  
KE COMMUNICATION TOWERS AND EQUIPMENT  
KE COMMUNICATIONS CABLE  
KE COMMUNICATIONS TOWERS  
KE COMMUNICATIONS TOWERS AND CABLE  
KE CONCRETE & ASPHALT CUTTING & PAVEMENT REPAIR  
KE CONCRETE & ASPHALT SAWING & CORE DRILLING  
KE CONSTRUCTION & REPAIR OF RAILROAD SPUR TRACKS  
KE COOLING TOWER CONSTRUCTION & REPAIR  
KE COOLING TOWERS  
KE COOLING TOWERS (INDUSTRIAL)  
KE EARTH RETENTION SYSTEMS  
KE EMPTY PIPE  
KE ENGINEERING SPECIALTY WORK  
KE EROSION CONTROL  
KE EXTRUDED CONCRETE CURBING AND STRIPING  
KE FENCING, LOOP DETECTORS, ROADWAY MARKERS & ROTOMILLING  
KE GAS PIPELINES  
KE GAS PIPING  
KE GEO SYNTHETIC LINERS  
KE GEOMEMBRANE LININGS ONLY  
KE GEOSYNTHETIC LINING AND CONTAINMENT LININGS  
KE GEOSYNTHETIC LININGS AND GEOCOMPOSITE  
KE GOLF COURSE AND DAIRY FACILITIES  
KE GOLF COURSE CONSTRUCTION  
KE HEAVY INDUSTRY SPECIALTIES  
KE HIGHWAY CONSTRUCTION APPURTENANCES  
KE HIGHWAY SIGNS AND GUARDRAILS  
KE HIKING TRAILS & PEDESTRIAN BRIDGES, EXCLUDES BRIDGES OVER SIX FEET WIDE OR 40 FEET LONG  
KE HORIZONTAL BORING AND TUNNELING  
KE HOT TAPPING AND LINE STOPPING  
KE INSTALLATION AND REMOVAL OF UNDERGROUND STORAGE TANKS  
KE INSTALLATION OF BLEACHERS AND GRANDSTANDS  
KE INSTALLATION SERVICE & REPAIR OF RAILROAD TRACKS  
KE LAKES & WATERFALLS  
KE LAKES AND WATERFALLS  
KE LIGHT WEIGHT SOUND BARRIERS AND POST  
KE LIGHT WEIGHT SOUND BARRIERS AND POSTS  
KE LOW VOLTAGE COMMUNICATION SYSTEMS  
KE LOW VOLTAGE TELEPHONE LINE  
KE MINING SPECIALTIES  
KE PAVING  
KE PAVING & ROADWAY SPECIALTIES  
KE PAVING AND NON-STRUCTURAL CONCRETE  
KE PETROLEUM TANKS AND RELATED FIXTURES  
KE PIPELINE ONLY  
KE PRECAST CONCRETE MANHOLES  
KE PROPANE TANKS AND DISPENSERS  
KE PROPANE TANKS AND DISPENSING EQUIPMENT ONLY  
KE RADIO & TELEVISION TRANSMISSION EQUIPMENT  
KE RAILROAD

## Excavator Direct Mail Program

KE RAILROAD REPAIR AND MAINTENANCE  
KE RAILROAD SYSTEMS AND SERVICES  
KE RAILROAD TRACK LAYING ONLY  
KE RAILROAD TRACKS & CROSSINGS  
KE RAILROAD TRACKS, INSTALLATION, REPAIR AND REMOVAL  
KE ROADWAY SIGNAGE AND SPECIALTIES  
KE ROADWAY SIGNS  
KE ROADWAY SIGNS, LIGHTING, GUARD RAILS AND STRIPING  
KE ROADWAY SPECIALTIES  
KE ROADWAY SPECIALTY PRODUCTS  
KE SEWER SIPHONS&CUSTOM STRUCTURES RELATED TO SEWERS&DRAINAGE  
KE SEWER, GAS & WATER LINES  
KE SOIL AND GROUND WATER REMEDIATION  
KE SOIL REMEDIATION  
KE SOIL REMEDIATION & UNDERGROUND STORAGE TANK REMOVAL  
KE SOILS AND GROUND WATER REMEDIATION  
KE STORMWATER POLLUTION AND TRACKOUT PREVENTION  
KE SYNTHETIC TURF SYSTEMS  
KE TANK BUILDING & RENOVATING  
KE TANK CONSTRUCTION  
KE TANK CONSTRUCTION ONLY  
KE TANKS  
KE TENNIS & GAME COURTS  
KE TRAILS  
KE UNDERGROUND COMMUNICATION CABLE (COMMERCIAL)  
KE UNDERGROUND TANK REMOVAL & HAZARDOUS MATERIALS ABATEMENT  
KE WATER EFFECTS & FOUNTAINS ONLY  
KE WATER FEATURES  
KE WATER FEATURES, ROCKSCAPES & PLANTS  
KE WATER TREATMENT SYSTEMS  
KO BARN AND CORRALS  
KO ENERGY CONSERVATION SYSTEMS  
KO HAZARDOUS MATERIAL ABATEMENT AND STORAGE TANK REMOVAL  
KO MAUSOLEUM CONSTRUCTION  
KO SOLAR ELECTRIC INSTALLATIONS ONLY  
KO WATER AND ICE FACILITIES  
R-11 ELECTRICAL  
R-13 ASPHALT PAVING  
R-16 FIRE PROTECTION SYSTEMS  
R-2 EXCAVATING, GRADING AND OIL SURFACING  
R-37 PLUMBING, INCLUDING SOLAR  
R37R GAS PIPING  
R37R PLUMBING  
R37R PLUMBING RESIDENTIAL RESTRICTED  
R37R SEWERS, DRAINS AND PIPE LAYING  
R37R SOLAR PLUMBING LIQUID SYSTEMS ONLY  
R37R SWIMMING POOL PLUMBING AND EQUIPMENT  
R-39 AIR CONDITIONING AND REFRIGERATION, INCLUDING SOLAR  
R39R AIR CONDITIONING AND REFRIGERATION  
R39R AIR CONDITIONING AND REFRIGERATION RESIDENTIAL RESTRICTED  
R-4 BOILERS, INCLUDING SOLAR  
R-53 DRILLING  
R-6 SWIMMING POOL SERVICE AND REPAIR  
R-9 CONCRETE RESIDENTIAL

## 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  
(*How Pipelines Serve Our Communities* – refer to table of contents for page number)
- General location and purpose of gathering pipelines  
(*How Pipelines Serve Our Communities* - refer to table of contents for page number)
- Pipeline location information and availability of NPMS



## Public Officials Newsletter

- *(How Pipelines Serve Our Communities - refer to table of contents for page number)*
- One-Call requirements  
*(Damage Prevention – refer to table of contents for page number)*
- Awareness of hazards and prevention measures undertaken  
*(Know the Hazards – center section)*  
*Prevention Measures Taken - refer to table of contents for page number)*
- Physical indications of a pipeline release  
*(Know the Hazards – center section)*
- Steps to take to protect the public in the event of a pipeline release  
*(Know the Hazards – center section)*
- Procedures for reporting a pipeline emergency  
*(Know the Hazards – center section)*
- Emergency preparedness communications  
*(Emergency Preparedness - refer to table of contents for page number)*
- How to obtain an overview of an operator's Integrity Management Program  
*(If you want more information about – back cover)*
- Copies of materials provided to affected public and emergency officials  
*(If you want more information about – back cover)*
- Company contacts  
*(If you want more information about – back cover, and cover letter)*
- How to get additional information  
*(If you want more information about – back cover)*

### **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](mailto:pipeline.association@pipelineawareness.info). They typically request additional materials, change mailing list information or request other resources. The Association responds directly to all incoming e-mails and 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](mailto: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 January 20.

### 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 (AR and TX only) |
| 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.

## 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         | litter            | psychiatric        | technology        |
| agent             | co-op           | Flea market     | logistics         | pumping            | teen              |
| aids              | coroner         | flooded         | long term         | purchases          | telecom           |
| airport           | correct         | flooding        | lunch room        | purchasing         | telephone         |
| alcohol           | counsel         | food            | lunchroom         | purchasing dept    | television        |
| amusement         | county nurse    | Foster          | mail              | rabies             | test              |
| animal            | court           | grandparents    | marketing         | radio              | therapeutic       |
| annex             | crime           | fraud           | marriage          | recorder           | therapy           |
| appraisal         | criminal        | freight         | meal              | recovery           | tip line          |
| aquatic           | crisis          | funds           | medical           | recreation         | tobacco           |
| arbitration       | crossing guards | gallery         | medicine board    | recruiting         | town nurse        |
| archives          | cr              | game warden     | memorial bldg     | recycle            | trash             |
| arena             | custodial       | gazette         | memorial building | recycling          | travel            |
| arrest            | custodian       | golf            | memorial ctr      | red cross          | treasurer's       |
| art ctr           | customer        | grants          | mental            | refuse billing     | trial             |
| artist's market   | dairy           | group           | minerals          | refuse collection  | tuberculosis      |
| assets            | data            | guardian        | misdemeanor       | register-deeds     | university        |
| assistance        | deaf            | guidance        | mosquito          | registration       | valuations        |
| athletics         | death           | gym             | motor pool        | rehab              | vet               |
| audit             | defender        | hatchery        | motor vehicle     | relay              | victim            |
| barber            | dental          | head start      | museum            | relief             | violations        |
| baseball          | depot           | headstart       | narcotics         | rental             | violence          |
| behavior          | detective       | health          | nature ctr        | research           | visiting nurse    |
| benefit           | detention       | hearings        | network           | reservations       | visitor           |
| bingo             | dialysis        | historical      | notary            | retardation        | vistix            |
| birth             | diets           | hiv             | nurse             | retir              | vital             |
| blind             | disabili        | hlth            | nurse's office    | rules              | vocational        |
| Board of Medicine | disabled        | homeless        | nursing           | sanitation         | volunteer office  |
| bookkeeping       | disease         | hospice         | nutrition         | saving             | volunteer program |
| bookkeeper        | disorders       | hospital        | occupational      | science            | volunteer         |
| bookstore         | disposal        | hotline         | offender          | screen             | programs          |
| boys              | dispute         | hygiene         | officers          | secretary          | volunteer svc     |
| budget            | dog             | ice rink        | outreach          | self               | volunteers        |
| cafeteria         | drinking        | immunizations   | pardon            | senior citizen     | voter             |
| campaign          | driver          | infantry        | parking           | senior citizen ctr | voting            |
| campground        | drug            | inmate          | parole            | senior ctr         | vstrs             |
| canine            | edctn           | insurance       | patients          | sexually           | warehouse         |
| care              | EDU             | investigation   | payment           | shelter            | warrant           |
| case              | elder           | investigator    | payroll           | shopping           | weatherization    |
| celebration       | elections       | JDC             | pediatrics        | snowboard          | weights           |
| cemetary          | electon line    | job ctr         | penitentiary      | snowmobile         | welcome           |
| channel           | employee        | judge           | pension           | social             | welfare           |
| chapter           | employment      | judicial        | personal          | society            | wic program       |
| checks            | emplymnt        | jurors          | personnel         | softball           | wildlife          |
| children          | envrnmntl       | jury            | pest control      | soldiers           | witness           |
| chorus            | equalization    | justice         | pharmacy          | solicitor          | work advantage    |
| church            | estate          | juvenile        | pistol            | sports             | work force        |
| civic ctr         | events          | jvnl            | playground        | sprmrkt            | work permits      |
| civil             | examiners       | kid's           | plaza             | stadium            | work release      |
| claims            | experiment      | labor           | ponds             | steer              | work source       |
| clinic            | extension       | landfill        | portables         | stores             | worker            |
| clnc              | extention       | landlord        | prchsng           | student            | workforce         |
| club              | families        | language        | precinct          | study              | x-ray             |
| cmnty             | family          | lbrrs           |                   | substance          | ymca              |
| coin              | Farmers market  | learning        |                   | 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.
- 2017 – Mailing of twelve-page newsletter to over 63,000 officials in 40 states. The newsletter was re-designed to have a different look and feel. The standard content was further refined and additional personalized articles were included. The newsletter was poly-bagged with a cover letter that included the names of member operators in their county or state, the facilities operated, emergency and non-emergency phone numbers. The US Census Bureau data was used to identify missing Townships and Special Districts. These records will be researched for inclusion in the future.

## Emergency Responder Program

### Purpose

The purpose of the program is to provide pipeline safety information to Emergency Responders.

### Scope

The program is directed toward local, state, or regional officials, agencies, and organizations with emergency response and/or public safety jurisdiction over areas involving pipelines. These agencies include:

- Fire departments
- Police/Sheriff departments and Public Safety Answering Points (PSAP)
- Local Emergency Planning Commissions (LEPC)
- County Emergency Management Agencies (CEMA)
- Other local emergency response and public safety organizations

Emergency Officials will be identified through commercially available data sources, member information, and the web sign up database. The primary mailing list will be maintained internally by the Association. Additional data will be obtained from the National Public Safety Information Bureau. Background information about this list service can be found at: [www.safetysource.com](http://www.safetysource.com). Data used in the mailing list will be CASS certified, normalized, combined, and duplicates removed. This process will be used to develop the final mailing list. A listing of the NPSIB department descriptions along with the corresponding SIC Code and SIC description is included below under Standard Industry Classifications.

### Program Elements

The elements in the program include:

- A direct mailing of the *Pipeline Emergency Response Guidelines* booklet with the training CD and the *Pipeline Awareness* newsletter for public officials. The mailing packet will include a customized cover letter listing the names of member companies in the county along with a description of the types of facilities they operate and their emergency and non-emergency phone numbers.
- An online interactive training web site with various pipeline emergency scenarios.
- The online training resource: Responding to Utility Emergency Emergencies.
- A mobile friendly web application providing pipeline information for specific locations.
- A web based listing of emergency response capabilities for pipeline members and emergency response agencies.
- A password protected web based mapping application displaying pipeline specific information for emergency planning purposes (company name, product transported, pipeline size, recommended evacuation distance, emergency phone, non-emergency phone, and links to additional documents).
- Where appropriate, supplemental email communications to the emergency management organizations, fire departments, and law enforcement agencies who have provided their email addresses to the Association during past communications.

## Emergency Responder Program

### Message Content

Messages shall include the required messages contained in 49CFR192.615(c)(1) thru (4), 49CFR195.402(c)(12), 49CFR192.616, 49CFR195.440 and API RP-1162. These messages are listed below with the sections in the Pipeline Emergency Response Guidelines booklet where they are located shown in parenthesis. Refer to the table of contents for specific page numbers.

- Pipeline purpose and reliability  
(*Pipeline Basics*)
- Location and purpose of gathering pipelines  
(*Pipeline Basics*)
- Pipeline location information and availability of NPMS  
(*Pipeline Basics*)
- Damage prevention activities  
(*Damage Prevention a Shared Responsibility*)
- Awareness of hazards and prevention measures undertaken  
(*Products Transported, Damage Prevention a Shared Responsibility, Appendix A*)
- Physical indications of a pipeline release  
(*Products Transported and Appendix A*)
- Steps to take to protect the public in the event of a pipeline release  
(*Incident Response Steps and Appendix A*)
- Procedures for reporting a pipeline emergency  
(*Incident Response Steps*)
- Emergency preparedness communications  
(*Emergency Preparedness*)
- The types of pipeline emergencies of which the operator notifies the officials  
(*Emergency Preparedness*)
- The responsibility and resources of government organizations that may respond  
(*Emergency Response Capabilities*)
- The operator's ability in responding to an emergency, and means of communication  
(*Incident Response Steps, Emergency Response Capabilities*)
- How the operator and officials can engage in mutual assistance to minimize hazards  
(*Emergency Preparedness, Incident Response Steps, Damage Prevention a Shared Responsibility*)
- Overview of operator's Integrity Management Programs  
(*Damage Prevention a Shared Responsibility*)
- Company contacts  
(*Additional Resources and back page of cover letter*)
- How to get additional information  
(*Additional Resources*)

### Program Evaluations

An evaluation of program effectiveness will be performed at least once every four years. Previous evaluations were performed in 2007, 2010 and 2014. The next scheduled evaluation will be performed in 2018.

## Emergency Responder Program

### **Documentation**

All program documentation will be available from the website, including: identity of participating members, Emergency Responders contacted, copies of communications, and any survey results or feedback received.

### **Follow-up Communications**

Stakeholders are encouraged to contact PAPA for additional information by sending e-mail correspondence to [pipeline.association@pipelineawareness.info](mailto:pipeline.association@pipelineawareness.info) or indicating they would like additional information in the form for registering capabilities. The organization responds directly to all incoming e-mails and also forwards specific requests to local members. Follow up emails are archived in a documentation folder entitled "Follow-Up Communications".

### **Dues**

The base dues for participation in the program are \$300 per member/county. This will be lowered in states where participation levels are sufficient to create cost sharing. Final program dues will be established in mid-February when all participation levels are known. Members will be invoiced in late February.

### **Sign up**

Companies may sign up by sending an email to [pipeline.association@pipelineawareness.info](mailto:pipeline.association@pipelineawareness.info) indicating the states and counties they wish to register. The deadline for registering in the program is January 20. The deadline for supplying company specific GIS files and pipeline information for the ISEPA mapping application is July 1.

Participating Members should provide company specific information for the mapping application. The information will be managed and maintained in accordance with the Association's *Confidential Member Information Policy* posted on the Association's web site. Additional details about the information and how it will be used are below:

*Pipeline location* – location information should be provided in a common GIS format. The preferred projection is WGS84. It should be reasonably accurate and contain the information necessary for the program. After initial processing, Members will be sent a KML file for verification. Members will be requested to review the information and confirm that it is approved for use in the program. Members should also provide updated information when there are significant changes to their pipeline system or facilities.

*Product transported* – the product contained in the pipeline must be provided by the Member. If the product is not provided, the pipeline information cannot be included in the application. Products should be identified with one of the product categories listed in the table below. Natural gas and petroleum gas must also be identified as odorized or un-odorized.

*Pipeline size* – this is the nominal outside diameter (OD) of the pipeline. It is not mandatory for the application. However, if it is provided, it may be included in the application and can be used to calculate recommended evacuation distances for natural gas.



## Emergency Responder Program

*Pipeline pressure* - this not displayed in the ISEPA application. However, if it is provided, it can be used to determine the recommended evacuation distances for natural gas pipelines.

*Recommended initial evacuation distance* – **this should be provided by the Member**. If it is not provided, then the default distance used in the application will follow the guidelines below. These distances are based on information taken from the DOT ERG.

| Product                                     | Distance (feet)  |
|---|--|
| Natural Gas<br>(Odorized and Un-odorized)   | 2640 feet (1/2 mile), unless additional information is provided;<br>size only – may use pipeline size x 100<br>size and pressure – may use square root of pressure x size x 2.28 |
| Petroleum Gas<br>(Odorized and Un-odorized) | 2640 feet (1/2 mile) in all cases  |
| Petroleum Liquids                           | 1000 feet in all cases   |
| Anhydrous Ammonia                           | 1000 feet in all cases   |
| Carbon Dioxide                              | 330 feet in all cases  |
| Ethanol                                     | 1000 feet in all cases   |
| Hydrogen Gas                                | 2640 feet (1/2 mile), unless additional information is provided;<br>size only – may use pipeline size x 100  |
| Sour Gas (H2S)                              | Distance is dependent on H2S concentrations and must be provided<br>by the Member  |
| Sour Crude Oil (H2S)                        | Distance is dependent on H2S concentrations and must be provided<br>by the Member  |
| Liquids & Natural Gas                       | 2640 feet (1/2 mile), unless additional information is provided;<br>size only – may use pipeline size x 100<br>size and pressure – may use square root of pressure x size x 2.28 |

### Standard Industry Classifications

| NPSIB Department Description         | SIC    | SIC Description                  |
|--------------------------------------|--------|----------------------------------|
| State Police Troop Locations         | 922102 | State Govt. Police               |
| Sheriff's Departments                | 922103 | Sheriff                          |
| Police Departments                   | 922104 | Police Departments               |
| Campus Law Enforcement               | 922104 | Police Departments               |
| Bureau of Indian Affairs             | 922104 | Police Departments               |
| Airport Police Departments           | 922104 | Police Departments               |
| Harbor Police Departments            | 922104 | Police Departments               |
| Railroad Law Enforcement             | 922104 | Police Departments               |
| Fire Departments                     | 922404 | Fire Departments                 |
| Airport Departments                  | 922404 | Fire Departments                 |
| Harbor Departments                   | 922404 | Fire Departments                 |
| Emergency Management Agencies        | 922903 | County Govt. Public Order Safety |
| Public Safety Answering Points (911) | 922903 | County Govt. Public Order Safety |

## Emergency Responder Program

### Program History

- 2006 – Initial mailing of *Pipeline Emergency Response Guidelines* Booklet to over 26,000 agencies.
- 2007 – Mailing of *Pipeline Emergency Response Guidelines* Booklet and Pipeline Emergency Contact Directory to over 26,000 agencies. The booklet included a chart of recommended evacuation distances for a natural gas pipeline leak (Appendix A) and a procedure for responding to a natural gas leak in a building (Appendix B).
- 2008 – Mailing of the *Pipeline Emergency Response Guidelines* Booklet and Pipeline Emergency Contact Directory to over 24,000 agencies. An interactive training web site with emergency response scenarios and other training materials was created and launched. Safety Source became the new provider of the mailing list.
- 2009 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training scenarios CD, the Pipeline Emergency Contact Directory, and the Pipeline Awareness Newsletter for public officials to over 24,000 agencies. Three additional scenarios were added to the interactive training site and the CD.
- 2010 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training scenarios CD, the Pipeline Emergency Contact Directory, and the Pipeline Awareness Newsletter for public officials to over 24,000 agencies. Two additional scenarios were added to the interactive training site and the CD, one for 911 dispatchers and one for a gas leak in a building. The online training program: *Responding to Utility Emergencies* developed by Mike Callan was also added to the training site. A new emergency response capabilities database and web application was also created and provided to the agencies.
- 2011 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training scenarios CD and the Pipeline Awareness Newsletter for public officials to over 21,000 agencies. Scenario number 9 addressing a liquids pipeline leak near a body of water was added to the interactive training site and the CD. The cover letter for the emergency responder mailing was customized by county and included information just for the member companies in that county. The *Pipeline Emergency Response Guidelines* booklet was redesigned and color illustrations were added to each section. Product specific leak, hazard, and emergency response information was added as a new Appendix C. A questionnaire was included in the emergency responder mailing to facilitate two way communications with the agencies and guide program improvements going forward. An additional data source (InfoUSA) was used to enhance the mailing list for emergency responders. This increased the list by approximately 12% and added additional substation or auxiliary locations. A new video for emergency responders addressing the lessons learned from a serious pipeline incident in Lafayette IN was created. Three additional capabilities were added to the ER capabilities application: certification under NFPA 472, familiarity with NFPA 329, and accessing the National Pipeline Mapping System.
- 2012 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training CD and the Pipeline Awareness Newsletter for public officials to over 25,000 agencies. A stand-alone version of the online training course “Responding to Utility Emergencies” and a

## Emergency Responder Program

copy of the lessons learned video from the pipeline incident in Lafayette IN were included on the CD. The information in the *Pipeline Emergency Response Guidelines* booklet was reorganized and a new section titled “Emergency Preparedness” was added. A questionnaire was included in the emergency responder mailing to facilitate two way communications with the agencies and guide program improvements going forward.

- 2013 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training CD and the Pipeline Awareness Newsletter for public officials to over 13,000 agencies in 29 states. A stand-alone version of the online emergency response training scenarios was included on the CD. The appendices contained in the *Pipeline Emergency Response Guidelines* booklet were reorganized. Background information for various products and facilities was added to Appendix A and specific information about product characteristics was included in the new Appendix B. An additional page containing the Emergency Response Capabilities form was also added to the booklet. The Identified Site Emergency Planning Application was incorporated into the program and information about the new mapping application was included in the cover letter. The mailing was sent First Class and 27 returns were received within 25 days of the mailing. The undeliverable addresses were corrected and the packets were re-mailed.
- 2014 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training CD and the Pipeline Awareness Newsletter for public officials to over 13,000 agencies in 29 states. A complete copy of the Association’s version of Digging Dangers #24 - “Strike Three” was included on the CD. Additional content was added to the *Pipeline Emergency Response Guidelines* booklet. This included: information about the ISEPA mapping application, a new section for Products Transported, added information in the section on “Working Together with the Operator” and a new section in the back containing information about “Additional Resources”. The cover letter included information about emergency response capabilities and a prepaid return envelope. The mailing was sent First Class and 250 returns were received within 35 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and packets were re-mailed.
- 2015 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training CD and the Pipeline Awareness Newsletter for public officials to over 18,800 agencies in 725 counties. A complete copy of the Association’s new training web site was included on the CD. A downloadable power point presentation for the material in the PERG booklet along with an instructors’ guide were developed and added to the new training web site in 2016. Additional content was added to the *Pipeline Emergency Response Guidelines* booklet. This included four pages of additional content with images and information about various types of pipeline facilities. The cover letter included information about emergency response capabilities and a prepaid return envelope. The mailing was sent First Class and 114 returns were received within 35 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and packets were re-mailed.
- 2016 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training CD and the Pipeline Awareness Newsletter for public officials to over 20,500 agencies in 745 counties. A complete copy of the Association’s new training web site was included on

## **Emergency Responder Program**

the CD. A case study of the 2010 hazardous liquids release into the Yellowstone River was created. A video of this case study, the natural gas case study and the general pipeline safety video were added to the training web site and the CD. The cover letter included information about emergency response capabilities and a prepaid return envelope. The mailing was sent First Class and 179 returns were received within 35 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and 80 packets were re-mailed.

2017 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training CD and the Pipeline Awareness Newsletter for public officials to over 30,500 agencies in 1162 counties. Eight pages of new content was added to the PERG booklet, including: a new appendix covering storage facilities, enhanced security messaging, information about EFV's and curb valves and additional Layar content for NPMS. The response steps were modified to more closely match the response steps identified in the DOT ERG. The cover letter included information about emergency response capabilities and a prepaid return envelope. The mailing was sent First Class and 244 returns were received within 45 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and 90 packets were re-mailed.

## Identified Site Registry

### **Purpose and Scope:**

The purpose of this program is to collect information about **Identified Sites** from emergency response officials. This information will be used in the development of educational programs related to pipeline safety. The programs will be directed toward the general public in potentially high consequence areas near pipelines.

This registry will concentrate on collecting information about **unmarked outside areas** where people congregate and places occupied by **persons of limited mobility**. The information collected may be used by pipeline operators to supplement activities required by their integrity management programs. Members are advised to verify the accuracy of registry information prior to using the information or incorporating the information into company programs.

### **Program Elements**

Local public officials with safety or emergency response or planning responsibilities will be identified. A letter will be sent to the agencies asking them to enter site information into the **Identified Site Emergency Planning Application (ISEPA)**. Each agency will be given a unique username and password. Site information will only be requested in the yellow buffered areas, which are based on the recommended initial evacuation areas (see table below). The request will be sent by direct mail during the fourth quarter of the year.

Members will be sent site information via email from the mapping application. Site information may also be downloaded directly from the mapping application. Sensitive information will not be made available to the general public.

The Association will also use this information to develop educational programs directed toward the general public in these areas.

### **Dues**

Member dues for participation in this program are \$75.00 per member/county.

### **Sign up**

Members should send an email to [pipeline.association@pipelineawareness.info](mailto:pipeline.association@pipelineawareness.info) and indicate the states and counties they would like included in the program. Members are requested to sign up by January 20 and provide pipeline location information no later than September 1.

Participating Members must provide company specific information for the ISEPA mapping application. The information will be managed and maintained in accordance with the Association's Confidential Member Information Policy which is available on the web site. Additional details about the information and how it will be used are below:

*Pipeline location* – location information should be provided in a common GIS format. The preferred projection is WGS84. It should be reasonably accurate and contain the information necessary for the program. After initial processing, Members will be sent a KML file for verification.

## Identified Site Registry

*Product transported* – the product contained in the pipeline must be provided by the Member. If the product is not provided, the pipeline information cannot be included in the application. Products should be identified with one of the product categories listed in the table below. Natural gas and petroleum gas must also be identified as odorized or un-odorized.

*Pipeline size* – this is the nominal outside diameter (OD) of the pipeline. It is not mandatory for the application. However, if it is provided, it may be included in the application and can be used to calculate recommended evacuation distances for natural gas.

*Pipeline pressure* - this not displayed in the ISEPA application. However, if it is provided, it can be used to determine the recommended evacuation distances for natural gas pipelines.

*Recommended initial evacuation distance* – **this should be provided by the Member.** If it is not provided, then the default distance used in the application will follow the guidelines below. These distances are based on information taken from the DOT ERG.

| Product                                    | Distance (feet)  |
|--|--|
| Natural Gas<br>(Odorized or Un-odorized)   | 2640 feet (1/2 mile), unless additional information is provided;<br>size only – may use pipeline size x 100<br>size and pressure – may use square root of pressure x size x 2.28 |
| Petroleum Gas<br>(Odorized or Un-odorized) | 2640 feet (1/2 mile) in all cases  |
| Petroleum Liquids                          | 1000 feet in all cases   |
| Anhydrous Ammonia                          | 1000 feet in all cases   |
| Carbon Dioxide                             | 330 feet in all cases  |
| Ethanol                                    | 1000 feet in all cases   |
| Hydrogen Gas                               | 2640 feet (1/2 mile), unless additional information is provided;<br>size only – may use pipeline size x 100  |
| Sour Gas (H <sub>2</sub> S)                | Distance is dependent on H <sub>2</sub> S concentrations and must be provided by the Member  |
| Sour Crude Oil (H <sub>2</sub> S)          | Distance is dependent on H <sub>2</sub> S concentrations and must be provided by the Member  |
| Liquids & Natural Gas                      | 2640 feet (1/2 mile), unless additional information is provided;<br>size only – may use pipeline size x 100<br>size and pressure – may use square root of pressure x size x 2.28 |

## School Pipeline Safety Program

### **Purpose and Scope**

The School Pipeline Safety Program is a collaborative effort involving the Pipeline Association for Public Awareness and the Danielle Dawn Smalley Foundation. The outreach efforts are intended to increase pipeline safety awareness and knowledge among school officials, focusing on the following objectives:

- Provide pipeline specific safety information to school administrators and safety officers.
- Provide general pipeline safety information to faculty members and students.
- Provide support and guidance to industry personnel communicating with schools

### **Program Elements and Tier Levels**

Schools may be registered at the Tier I, II or III Level. The program elements for each Tier Level are described below:

- **Tier I** program elements include: a school specific web page for ongoing communications and an annual communication in the fall with each school and the district office.
- **Tier II** program elements include: a school specific web page for ongoing communications, an annual communication in the fall with each school and the district office, a web meeting with school officials once every four years and completion of a web-based school pipeline safety assessment.
- **Tier III** program elements include: a school specific web page for ongoing communications, an annual communication in the fall with each school and the district office, a personal visit with school officials once every four years and completion of a web-based school pipeline safety assessment.

Additional web pages for schools with multiple pipelines carrying products with different product characteristics can be created under each Tier level. The different product groups are listed in the Sign-up section. Additional web pages are also appropriate for subsidiary companies with a different company name.

### **Activities**

School enrollment includes: verifying school contact information, identifying pipeline company representatives, preparing school aerial maps and creating custom school web pages.

The annual communications include: a cover letter, the school pipeline safety brochure, and a school specific poster containing pipeline location map and other relevant information. Follow up communications will be provided via email or phone.

School visits and web meetings involve: scheduling visits with school officials, coordinating the schedule with company field representatives, preparing materials, conducting the meeting, providing follow-up communications for any questions from the meeting, collecting the school pipeline safety assessment results and documenting the activities.

## School Pipeline Safety Program

### Dues

The annual dues are: \$160 per school for Tier I, \$260 per school for Tier II, and \$460 per school for Tier III. A four-year commitment is required for each school.

The annual dues for each additional school web page associated with a subsidiary company or other pipelines carrying different types of products (see product types below) are the same as Tier I, \$160 per year.

The annual dues for Tier III schools located within approximately 150 miles of Dallas, TX are reduced from \$460 to \$360 because the travel expenses for these schools is less. These schools will be identified as Tier III-LT in the member accounting reports.

### Sign up

The deadline for registering schools in the program is July 1. Members must provide all the information contained on the School Information Form and the pipeline location information for each school. The enrollment process will not begin until all the information for a school has been received. Please send the information to [info@schoolpipelinesafety.org](mailto:info@schoolpipelinesafety.org)

Pipeline location information should be provided in a standard GIS format suitable for creating the school aerial site map images. Member pipeline information will not be shared with outside parties and will be handled in accordance with the Confidential Member Information Policy posted on the Association web site. In lieu of providing centerline information, Members may provide individual site map images appropriate for use on the school web pages. The map image specifications are:

- Size - 960 x 520 pixels' minimum (larger images will be cropped to this size)
- 96 dpi minimum
- File format – JPEG
- Pipelines are to be shown with bright red lines heavy enough to be clearly visible
- Background - hybrid is the preferred background (including street names)
- File names should include the school name and the two-letter state abbreviation.

The different product types with different general product characteristics requiring additional web pages are:

- Natural Gas
- Petroleum Gas (includes liquefied propane, ethane, butane, etc.)
- Petroleum Liquids (includes sweet crude oil and refined products)
- Anhydrous Ammonia
- Carbon Dioxide
- Ethanol
- Hydrogen Gas
- Sour Gas (H<sub>2</sub>S)
- Sour Crude Oil (H<sub>2</sub>S)
- Liquids and Natural Gas



## **School Pipeline Safety Program**

### **Invoicing and Program Changes**

Members are requested to review their participation in the program and make any changes before January 20 of each year. If no changes are received from the member by this date, the previous year's participation will be carried forward to the current year. This includes initiating a new four-year cycle for schools that completed a four-year cycle at the end of the previous year. Members will receive an invoice in February for the schools enrolled in the current year's program.

Members may request changes to their current year's participation at any time. Depending upon the timing and the type of change, certain conditions apply. These conditions are outlined below:

#### **Changes requested prior to July 1**

- Tier Level Increases – will initiate a new four-year cycle beginning with the current year.
- School Additions – can be made if all program information is provided.
- School Deletions and Tier Level Decreases – can be made if a web meeting or personal visit has not been conducted in the current cycle. These changes may initiate a new four-year cycle beginning with the current year. If one or more years remain in the current cycle and a web meeting or personal visit has been conducted, payment of the remaining amounts needed to cover the cost of the web meeting or visit will be required. These costs are: \$300 per year for Tier III, \$200 per year for Tier III-LT and \$100 per year for Tier II.

If any of these changes result in additional program dues, members will receive a second invoice for the additional amounts. If the changes result in a credit, the credit will be applied toward future years' program dues. Member dues previously paid to the organization cannot be refunded to members. Amounts to be credited for decreasing a Tier Level or removing a school from the program will only include member dues paid in the current year and cannot be applied retroactively to include previous years of a four-year cycle.

#### **Changes requested after July 1**

Program changes are generally not accepted after July 1. The later in the year the request is submitted, the less likely it can be accomplished. Preparations for the fall mailing are in progress during this time and the second round of invoicing may have been completed. Requests received after July 1 will be reviewed on a case by case basis and invoiced accordingly.

Schools may be enrolled after July 1 if workload permits and the school information can be fully developed by September 1. This determination is at the sole discretion of the Danielle Dawn Smalley Foundation.

Schools added between September 1 and December 31 will be assigned an initial Tier year of the following year

## School Pipeline Safety Program

### School Information Form

School Name:

City and State:

Level of Enrollment (Tier I, II, or III):

#### **Pipeline Information**

(For display on the school web page)

Pipeline Company Name:

Emergency Phone Number:

Local Information Contact Name:

Local Information Email:

Local Information Phone:

Pipeline Contents or Product Transported:

(Where multiple pipelines exist, please provide information for the most severe exposure. Also identify if products are odorized or un-odorized and if products contain high levels of H<sub>2</sub>S)

Pipeline Size (nominal OD in inches):

Pipeline Pressure:

(Provide only if product is natural gas. This information is not displayed on the web page)

Direction from Main School Building:

Approximate Distance from Main School Building (feet):

Recommended Minimum Evacuation Distance:

(Members must provide this for products containing high levels of H<sub>2</sub>S)

#### **Member Company Information**

(For invoicing)

Member Company Name:

Contact Person Name:

Contact Email:

Contact Phone:

## **811 Awareness Program – JJ Harrison**

### **Purpose**

The purpose of the program is to increase the awareness of 811 with the general public.

### **Scope**

The program is directed toward the general public in regions of the country where rodeo events are held. If the events are televised, the scope of the program includes all areas where event coverage is broadcast.

### **Program Elements**

The primary elements in the program are:

- 811 Logo to be placed on front and back of JJ's jersey. Jersey is worn at all public appearances, unless another manner of dress is required. Some rodeo performance contracts may override. A photo of the jersey is included below.
- 811 Logo embroidered on western shirts used in public appearances and also on shorts worn at certain rodeo events.
- 811 Logo on semi and trailer used to travel thousands of miles annually to and from events. Logo size is 1.5 feet x 2 feet.
- 811 Logo on pickup truck.
- 811 Logo on autograph cards distributed at shows, schools and public appearances.
- 811 Logo on barrel. Barrel will be used at rodeos, unless other commitments preclude its use.
- 811 logo placed on web site, [jj-harrison.com](http://jj-harrison.com), and on related social media pages.
- Further promotion of 811 at events where possible. Sponsors may provide materials in support of this effort. (T-shirts, souvenirs, etc.).

### **Message Content**

The basic message includes information about using the free 811 notification services that are available to the public and the importance of calling 811 before digging to have all buried underground facilities located by local facility operators.

### **Dues**

There are no minimum dues for participation in this program. Sponsorship amounts are determined on an individual basis by each company or organization choosing to support the program. A total of \$50,000 is needed to fully fund the program.

## 811 Awareness Program – JJ Harrison

### Sign up

Membership in the Association is not required. Companies may sign up by registering their information online at: <https://pipelineawarenessorg.wufoo.com/forms/811-awareness-program-jj-harrison/> Invoices will be sent via email within 30 days of registration. The preferred deadline for signing up to sponsor the program is January 20. However, late registrations will be accepted up to November 1.

### 811 Jersey

All companies sponsoring the program at the \$5,000 level or higher will be entered into a drawing for the official 811 Jersey signed by JJ. The drawing will be held at the Annual Membership Meeting in September. The 811 Jersey is shown below:



### Documentation

All program documentation will be available from the website, including: identity of sponsoring companies or organizations, sponsorship levels, listing of rodeo events attended during the year and the approximate number of persons in attendance at each event.

## **811 Awareness Program – JJ Harrison**

### **Program History**

- 2012 – Participated in 27 scheduled rodeo events in 12 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews and special needs rodeos and safety expos. JJ Harrison was named the clown at the Wrangler National Finals Rodeo in Las Vegas in December, bringing 811 to 17,500 people a night for 10 nights and a national television viewing audience of 9.2 million. JJ was also featured in numerous newspaper articles and made the cover of *The Competitor* magazine, with a circulation of 28,000.
- 2013 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews and special needs rodeos and safety expos.
- 2014 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews and special needs rodeos and safety expos.
- 2015 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2016 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2017 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.

## **Ag Communications Program**

### **Purpose and Scope**

The purpose of the program is to raise awareness of pipeline safety and increase safe digging behaviors among farmers and ranchers in the United States.

### **Program Elements**

The program is a National communications campaign involving the following elements:

- Web content – print and digital media
- Farmer's Almanac - print and digital media
- Peterson Brothers Partnership and Social Media
- Targeted social media
- Earned media placement in print and online publications
- Partnerships with Ag Co-op's (CHS)
- Baseline Survey and Four-Year Effectiveness Evaluations

### **Message Content**

The primary messages will contain general pipeline safety information and are intended to:

- Provide information about how to find the location of buried pipelines
- Reduce misconceptions regarding the depth of pipelines
- Encourage locate requests even when notification exemptions exist
- Increase awareness of potential hazards regarding deep tillage practices
- Provide information about safe work practices near pipelines

### **Participation**

Participation is open to any company. Membership in other Association programs is not necessary. The sponsorship levels are:

- \$3,000 per year for smaller operators; less than 1,000 miles of transmission pipeline
- \$7,000 per year for medium sized operators; 1,000 to 5,000 miles of transmission
- \$15,000 per year for larger operators; more than 5,000 miles of transmission pipeline

A four-year commitment is required. Companies may sign up by registering their information online at: <https://pipelineawarenessorg.wufoo.com/forms/ag-communications-program/>. The preferred deadline for signing up to sponsor the program is January 20. However, late registrations will be accepted up to November 1.

## Ag Communications Program

### Program Administration

The program is directed and managed by the sponsoring companies through participation in a sustaining member organization named ***Pipeline Operators for Ag Safety (POAS)***. The organization charter is outlined below:

#### MISSION

The mission of the POAS is to raise awareness of pipeline safety and increase safe digging behaviors among farmers and ranchers in the United States

#### MEMBERSHIP

All sponsoring companies are Members of POAS. Each Member is entitled to one vote and shall designate a primary representative. Members shall meet annually to elect Steering Committee officers and determine an annual strategy. A quorum exists if a majority of the members are represented in person, by proxy or by email and a simple majority of the quorum is required for a decision to be approved.

#### STEERING COMMITTEE

The Steering Committee is comprised of five Members with the following responsibilities:

- ***Program Coordinator*** – organizes and schedules meetings, records the minutes of the meetings, disseminates information, maintains records and program documentation,
- ***Treasurer*** – maintains financial information and approves invoices,
- ***Creative Development*** – coordinates development of program materials,
- ***Program Implementation*** – coordinates implementation of program elements,
- ***Partnerships*** – coordinates relationships with outside organizations.

The Steering Committee has the authority to act on behalf of the full membership for all matters except the election of Steering Committee officers. A quorum of the Steering Committee exists if a majority of the members are present and a majority of the quorum is required for decisions to be approved. Voting may be conducted via email. Steering Committee officers serve for a term of one year and may serve consecutive terms.

### Documentation

Program documentation will be provided to all participating members, including: identity of sponsoring companies, program materials, documentation for media campaigns and the survey results or findings.

**Ag Communications Program**



## Pipelines Nearby

### **Purpose and Scope:**

The purpose of the program is to provide approximate pipeline location information along with general hazard recognition and response information for member pipelines near a specific location. The program will allow stakeholders, who include: municipalities, businesses, schools, residents, 911 centers, and emergency officials to enter location information into a web based application, or use a mobile device, and receive information for the five member pipelines closest to a specific location. The application can be accessed at: [www.pipelinesnearby.org](http://www.pipelinesnearby.org)

### **Program Elements**

A web application also having the capability to interface with various mobile devices such as smart phones and tablets will be freely available to all stakeholders.

Location information may be entered into the web application by typing in a street address or clicking a point on a map. GPS enabled mobile devices will deliver location coordinates through the mobile-friendly application. When information for a specific location is received in the database, it will render the following information:

- Product transported
- Approximate distance and direction to the pipeline
- Name of the pipeline operator
- Emergency phone number
- Non-emergency phone number
- Common indications of a pipeline leak (see chart on last page)
- Potential hazards associated with a release (see chart on last page)
- Recommended general emergency response actions (see chart on last page)

### **Sign up**

Members must submit pipeline location information in an electronic format suitable for import into common GIS applications. The information for each pipeline must include the product transported, identified with one of the following categories:

- Odorized Natural Gas
- Un-odorized Natural Gas
- Odorized Petroleum Gas
- Un-odorized Petroleum Gas (includes liquefied propane, ethane, butane, etc.)
- Petroleum Liquids (includes sweet crude oil)
- Anhydrous Ammonia
- Carbon Dioxide
- Ethanol
- Hydrogen Gas
- Sour Gas (H<sub>2</sub>S)
- Sour Crude Oil (H<sub>2</sub>S)
- Liquids & Odorized Nat Gas

## **Pipelines Nearby**

Members desiring to participate in the program should send the information they would like included in the program to: [pipeline.association@pipelineawareness.info](mailto:pipeline.association@pipelineawareness.info). GIS information may be submitted anytime during the year. The centerline information will be imported into a secure database and only used for the purposes of the program. Member information will not be shared with outside parties and will be handled in accordance with the *Confidential Member Information Policy* posted on the Association's web site.

Members are responsible for submitting updated or revised information as appropriate.

### **Dues**

Dues for participation in this program are included in the annual dues for basic membership.

### **Leak, Hazard, and Emergency Response Information**

The indications of a leak, the associated hazards and the corresponding emergency response actions that will be displayed by the application are contained in the following table.

## Pipelines Nearby

### Leak, Hazard, and Emergency Response Information

Odorized Natural Gas  
 Un-odorized Natural Gas  
 Odorized Petroleum Gas  
 Un-odorized Petroleum Gas  
 Petroleum Liquids  
 Anhydrous Ammonia  
 Carbon Dioxide  
 Ethanol  
 Hydrogen Gas  
 Sour Gas (H2S)  
 Sour Crude Oil (H2S)  
 Liquids & Odorized Nat Gas

#### INDICATIONS OF A LEAK

|  |   |   |   |   |   |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|---|---|---|---|---|
| An odor like rotten eggs or a burnt match    | X |   | X |   |   |   |   |   |   | X | X | X |
| A loud roaring sound like a jet engine       | X | X |   |   |   |   |   |   |   | X |   | X |
| A white vapor cloud that may look like smoke |   |   | X | X |   | X |   |   |   |   |   |   |
| A hissing or whistling noise                 | X | X | X | X |   | X | X |   | X | X |   | X |
| The pooling of liquid on the ground          |   |   |   |   | X |   |   | X |   |   | X | X |
| An odor like petroleum liquids or gasoline   |   |   | X | X | X |   |   | X |   |   | X | X |
| Fire coming out of or on top of the ground   | X | X | X | X |   |   |   |   | X | X |   | X |
| Dirt blowing from a hole in the ground       | X | X | X | X |   | X | X |   | X | X |   | X |
| A sheen on the surface of water              |   |   | X | X | X |   |   |   |   |   | X | X |
| An area of frozen ground in the summer       | X | X | X | X |   |   | X |   | X | X |   | X |
| An unusual area of melted snow in the winter | X | X | X | X |   |   | X |   | X | X |   | X |
| An area of dead vegetation                   | X | X | X | X | X |   |   | X | X | X | X | X |
| Bubbling in pools of water                   | X | X | X | X |   |   | X |   | X | X |   | X |
| An irritating and pungent odor               |   |   |   |   |   | X |   |   |   | X | X |   |

#### HAZARDS OF A RELEASE

|  |   |   |   |   |   |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|---|---|---|---|---|
| Highly flammable and easily ignited by heat or sparks        | X | X | X | X | X |   |   | X | X | X | X | X |
| Will displace oxygen and can cause asphyxiation              | X | X | X | X |   | X | X |   | X | X |   | X |
| Vapors are heavier than air and will collect in low areas    |   |   | X | X | X | X | X | X |   | X | X | X |
| Contact with skin may cause burns, injury, or frostbite      |   |   | X | X | X | X | X | X | X | X |   | X |
| Initial odor may be irritating and deaden the sense of smell |   |   |   |   |   |   |   |   |   | X | X |   |
| Toxic and may be fatal if inhaled or absorbed through skin   |   |   |   |   |   | X |   |   |   | X | X |   |
| Vapors are extremely irritating and corrosive                |   |   |   |   |   | X |   |   |   | X | X |   |
| Fire may produce irritating and/or toxic gases               | X | X | X | X | X | X |   | X | X | X | X | X |
| Runoff may cause pollution                                   |   |   |   |   | X | X |   | X |   |   | X | X |
| Vapors may form an explosive mixture with air                | X | X | X | X | X | X |   | X | X | X | X | X |
| Vapors may cause dizziness or asphyxiation without warning   |   | X |   | X |   |   | X |   | X | X | X |   |
| Is lighter than air and can migrate into enclosed spaces     | X | X |   |   |   |   |   |   | X |   |   | X |

#### EMERGENCY RESPONSE

|  |   |   |   |   |   |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|---|---|---|---|---|
| Avoid any action that may create a spark                       | X | X | X | X | X | X |   | X | X | X | X | X |
| Do NOT start vehicles, switch lights, or hang up phones        | X | X | X | X | X | X |   | X | X | X | X | X |
| Evacuate the area on foot in an upwind and/or uphill direction | X | X | X | X | X | X | X | X | X | X | X | X |
| Alert others to evacuate the area and keep people away         | X | X | X | X | X | X | X | X | X | X | X | X |
| From a safe location, call 911 to report the emergency         | X | X | X | X | X | X | X | X | X | X | X | X |
| Call the pipeline operator and report the event                | X | X | X | X | X | X | X | X | X | X | X | X |
| Wait for emergency responders to arrive                        | X | X | X | X | X | X | X | X | X | X | X | X |
| Do NOT attempt to close any pipeline valves                    | X | X | X | X | X | X | X | X | X | X | X | X |
| Take shelter inside a building and close all windows           |   |   |   |   |   | X | X |   |   | X | X |   |