

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

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- *(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. 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.

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Sign up

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

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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	pest control	softball	wildlife
children	envrnmntl	jury	pharmacy	soldiers	witness
chorus	equalization	justice	pistol	solicitor	work advantage
church	estate	juvenile	playground	sports	work force
civic ctr	events	jvnl	plaza	sprmrkt	work permits
civil	examiners	kid's	ponds	stadium	work release
claims	experiment	labor	portables	steer	work source
clinic	extension	landfill	prchsng	stores	worker
clnc	extention	landlord	precinct	student	workforce
club	families	language		study	x-ray
club	family	lbrrs		substance	ymca
cmnty	Farmers market	learning		support	youth
coin					zoo

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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.

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- 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.