



Pipeline Association
for Public Awareness

2019 Program Meeting

January 9, 2019 Denver, Colorado

Conference call: 415-594-5500; 962-034-872#

Web Link: <https://join.me/pipelineawareness>

Agenda

- 9:00 am Welcome and Introductions
 Review Program Improvements
 Excavator Program
 Public Officials Newsletter Program
- 10:00 am Emergency Responder Program
 Identified Site Registry
 Pipelines Nearby Program
 School Pipeline Safety Program
- 11:00 am 811 Awareness Program – JJ Harrison
 Ag Communications Program
 State Association Activities
 Additional Initiatives - General Discussion
- 12:00 am Lunch - Adjourn Web Meeting
- 1:00-3:00 pm Planning Session (conference call re-opens)

2018 Program Improvements

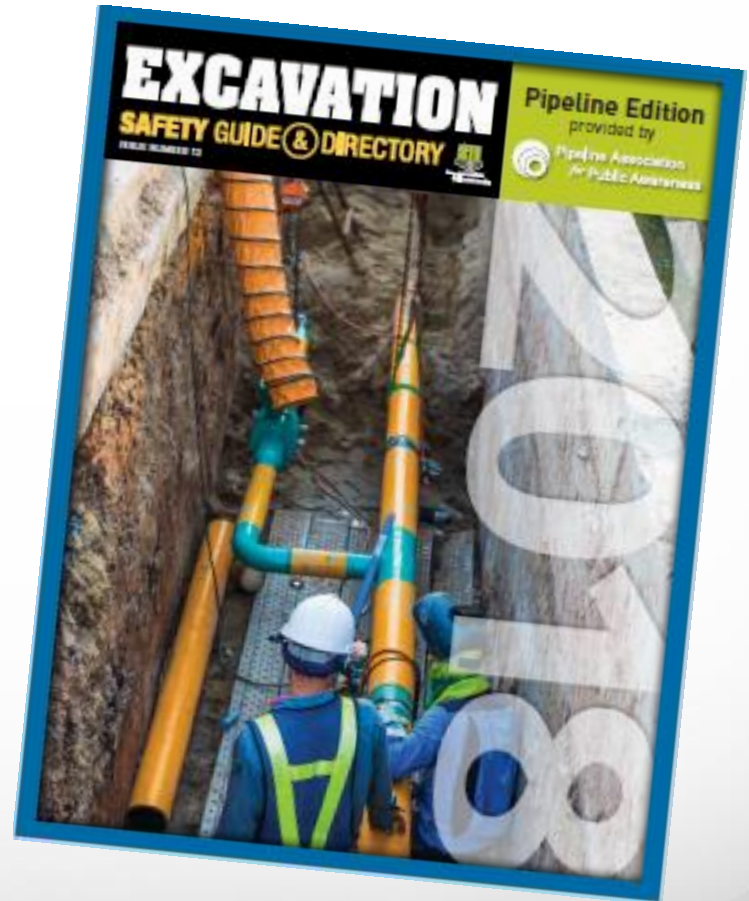
- The State agencies responsible for damage prevention enforcement were included in the ESG – Pipeline Edition
- The DD24 video was edited, renamed *Excavation Emergencies* and made freely available for download from the website
- The PO Newsletter highlighted information about PIMMA and a webinar was conducted by PHMSA on September 18, 2018
- An online *Information Request* form that automatically sends requests to all members in a selected County was added to the web site
- A hard copy of the *Information Request* form along with a postage paid return envelope were included in the packets mailed to Public Officials

2018 Program Improvements

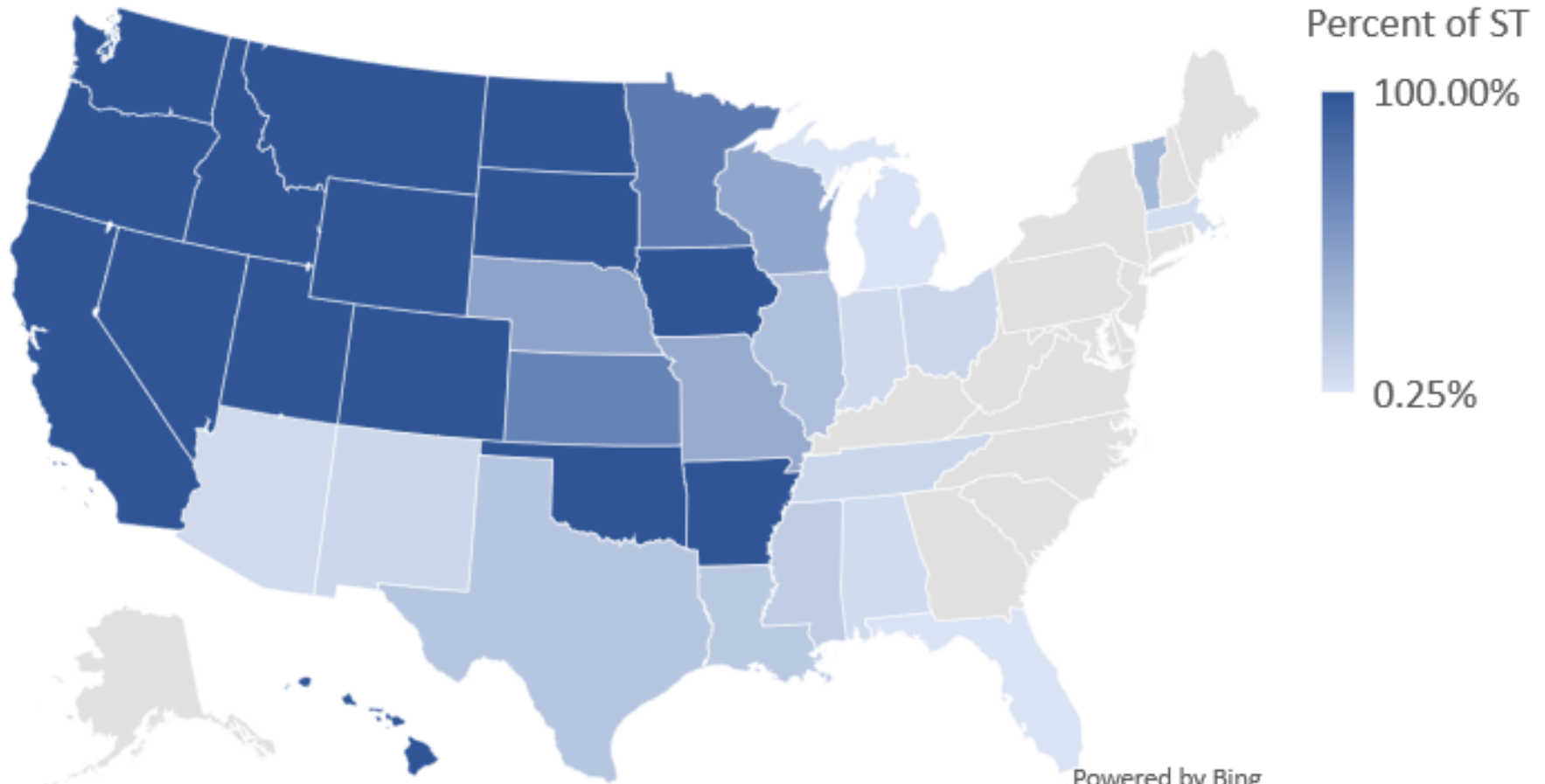
- Information about the *Fire Department Pipeline Response Emergency Planning and Preparedness Toolkit (FD PREPP)* added to the resource section of the PERG
- The ER training scenarios were redeveloped in HTML5
- A narrated PowerPoint presentation following the content in the PERG booklet was created and made available
- An Access database was created that generates county transmission mileage reports using the county mileage data available from the NPMS website
- The School website was reconstructed in Umbraco
- The POAS group launched several new initiatives
- The Drain Tile Safety Coalition was formed to improve safety and prevent drain tile accidents

Excavator Direct Mail Program

- **Excavation Safety Guide Pipeline Edition**
- Custom Pipeline Pages
- Member Contact Directory
- Extra copies to any One-Call
- Statewide coverage in 15 states (AR, CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, WY)
- 348 Individual counties in 19 other states
- 455,000 excavators in 2018
- \$1.10 per excavator



Excavator Coverage Map - 2018



Powered by Bing
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Excavator Program – 2019 Activities

- *Add content explaining how to request additional information from operators*
- *California – exclude contractors with inactive licenses and include data from commercial sources (InfoUSA and Acxiom)*
- *Continue to evaluate additional list sources*
- *New content in place of valve article?*
- *Other suggestions for improvements?*

Public Officials Newsletter Program

- Newsletter - *Pipeline Awareness*
- Custom cover letter with member information by State or County
- Information Request form
- State and County level officials
- School Districts included
- Direct Mailing in August
- Mapping Webinar in September
- 1083 Counties, 37 States
- 49,000 Officials in 2018
- Base Dues \$125 per County



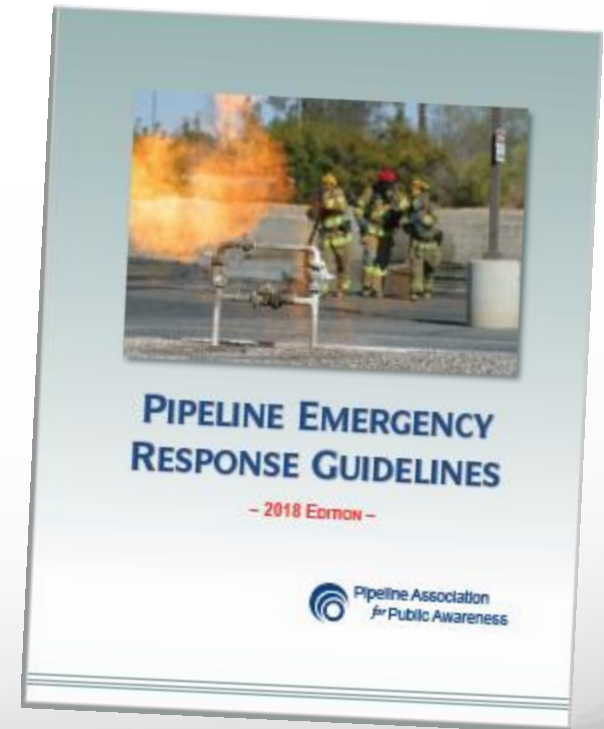
PO Newsletter - 2019 Activities

- *Continue to refine the “Standard Content”*
- *Continue to send the hard copy information request form and postage paid return envelope*
- *Utilize US Census Bureau data to identify missing Townships or Special Districts with highway or utility employees*
- *Hold second PIMMA Mapping Webinar – October?*
- *Topics for 2019 articles?*
- *Other suggestions?*

10 Minute Break

Emergency Responder Program

- Four page cover letter customized by County
- Pipeline Emergency Response Guidelines & Training CD
- *Pipeline Awareness* Newsletter
- ISEPA Mapping Application
- ER Capabilities Application
- Information Request Form
- Packet mailed in September
- 1052 Counties in 35 states
- 27,000 Agencies in 2018
- Base dues are \$275 per County



Identified Site Emergency Planning App.

- Web based mapping application
- All types of pipelines can be included
- Pipeline specific information is displayed
 - Company Name
 - Product Transported (types from Pipelines Nearby)
 - Pipeline Size (nominal outside diameter)
 - Evacuation Distance (varies by product)
 - Emergency and non-emergency phone numbers
 - Link to member emergency response document
- KMZ file returned to members for verification
- Deadline for Member info is July 1

ISEPA Map Screen

Identified Site Emergency Planning Application User: member Logout

[View Instructions](#)

Select State:
Wyoming

Select County:
Carbon

Base Map:
Aerial with labels

Overlays:
 Pipelines
 Evacuation Areas
 Identified Sites

[Add a New Site](#)

[Download Site Data](#)

[Download User Report](#)

Product	Petroleum Liquids
Size	10 inch
Evacuation	1000 feet
Emergency	800-321-3994
Company	Sinclair Pipeline Company
Contact	Jon Brown 307-328-3643 jbrown@sinclairoil.com
Documents	Document Link

Leaflet | Base Map Tiles, Earthstar Geographics SIO, © 2017 Microsoft Corporation, © 2010 NAVTEQ, © AND, Image courtesy of USGS

Additional ResourcesPipeline Association for Public AwarenessProvide Feedback

Linked Member Document



SINCLAIR PIPELINE COMPANY PUBLIC SAFETY AND EMERGENCY RESPONSE MANUAL

This manual is designed to provide general information to emergency responders and the public regarding the Sinclair hazardous liquids pipeline system.

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ER Program – 2019 Activities

- ***Pipeline Emergency Response Guidelines***
 - ✓ *Add info about submitting sites in ISEPA?*
 - ✓ *Modify cover to appear more contemporary?*
- ***Content on Training Web Site***
 - ✓ *Additional video content or narrated ppt presentation?*
 - ✓ *Review / revise existing scenarios?*
- ***Develop County Pipeline Annex Template?***
- ***Develop Standard Format for Company Info?***
- ***Topics for email Communications to CEMAs?***
- ***Follow up on 2018 Information Requests?***

Identified Site Registry

- Web based mapping application - Identified Site Emergency Planning Application (ISEPA)
- Letter to agencies in November
- *Unique login ID and password for agencies*
- Buffer areas are the recommended initial evacuation distances based on member data
- System generated email to members with site data
- User history download available to members
- GIS data needed by September 1
- Member Dues are \$75 per County
- ***Revisions to the Marker Decals for HCA's?***

Pipelines Nearby

- For Affected Public and Emergency Responders
- Web-based mobile friendly application
- Selection by entering address, coordinates or by placing a point on the map
- Information that is displayed:
 - Type of pipeline or product transported
 - Pipeline location – distance and direction (no map)
 - Emergency and Non-Emergency phone numbers
 - Signs of a release, hazards and emergency response
- Cost is included in the annual membership dues
- Pipeline data can be provided anytime

School Pipeline Safety Program

- Partnership – *Danielle Dawn Smalley Foundation*
- Three Options for School Communications:
 - **Tier I - \$160 / year / school**
School web site and annual mailing in the fall
 - **Tier II - \$260 / year / school**
Web meeting once every four years
 - **Tier III - \$460 / year / school**
Personal visit once every four years
Cost reduced to \$360 within 150 miles of Dallas, TX
- 4 year commitment is required for Tier II or III
- Approximately 600 schools currently enrolled

10 Minute Break

811 Awareness – JJ Harrison

- Directed toward the general public - rodeo events
- 811 logo is displayed -
 - Front and back of Jersey and western shirts
 - Rodeo Barrel and promotional items
 - Pickup truck and semi-trailer
 - Web page and social media sites
- Additional information is also provided at events
- 30 events, 13 States, 40,000 miles annually
- Sponsorships are flexible (no minimum amount and Association membership is not required)
- ***2019 program budget is \$40,000***

[Online Registration Form](#)

Ag Communications Program

- National Media Campaign Directed Toward Farmers
 - Web Content and Materials (supported by membership)
 - Farmers Almanac Print and Digital Media
 - National TV and Radio PSA Campaign
 - Earned Media Placement in Print and Online
 - PSA ads and Social Media Partnerships:
 - Peterson Brothers
 - JJ Harrison
 - Ag Co-op's (CHS and others)
 - Retail and Equipment Dealers
 - PASA and other industry efforts
 - Baseline Survey and Four Year Effectiveness Evaluations

Ag Communications Program

- Participation is open to any organization or company (Association membership not required)
- Administered by ***Pipeline Operators for Ag Safety***
- Seven Member Steering Committee
- Multiple levels of participation for:
 - Pipeline and Gas Utility Operators
 - Other Utility Operators
 - State Pipeline Associations
 - One Calls and Other Organizations

[Pipeline Operators for Ag Safety \(POAS\)](#)

[Online Registration Form](#)

State Associations

- Colorado Pipeline Association
- Iowa Pipeline Association
- Montana Liquids and Gas Pipeline Association
- North Dakota Pipeline Association
- Oklahoma Pipeline Awareness Liaison
- Pipeline Association of the Northwest
- South Dakota Pipeline Association
- Utah Pipeline Association
- Wyoming Pipeline Association

Additional Initiatives

- **Pipeline Operators Safety Partnership (POSP)**
 - Booths at stakeholder events and conferences
 - \$5,000 annual sponsorship per company

[POSP Online Registration Form](#)
- **Distribution Public Awareness Council (DPAC)**
 - Distribution operator working group focused on public awareness / damage prevention practices

[DPAC Online Registration Form](#)

Additional Information

- Previous year program participation will carry over, unless changes are requested in January.
- Program Sign-up Deadline is January 15
- Program dues will be based on member participation at that time and Members will receive invoices via email mid-February
- Actions Requested of All Members:
 - ✓ Review / Update Company Contact Information
 - ✓ Review / Update Listing of Member Counties
 - ✓ Review / Update Listing of Programs

www.pipelineawareness.org

Thank You!!!

Web Meeting Adjourns

**Conference call will continue during
General Planning Session - 1:00 pm to 3:00 pm MT
Conference call: 415-594-5500; 962-034-872#**