



Pipeline Association  
*for* Public Awareness

# 2020 Program Meeting

**January 8, 2020 Denver, Colorado**

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

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

# Agenda

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

# 2019 Program Improvements

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- The full text of Part 196 was included again in the Excavation Safety Guide – Pipeline Edition
- The state agencies responsible for enforcement were included with the updates for the State damage prevention laws
- Data from the commercial list sources (InfoUSA and Axiom) was used for all the states and the available data for active licensed contractors was used to supplement the mailing list
- The Public Officials Newsletter was expanded from twelve pages to sixteen pages
- A new feedback/information request form was included on the inside back cover of the newsletter along with instructions about how to submit information requests online

# 2019 Program Improvements

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- The Newsletter highlighted information about development near pipelines and the PIMMA application provided by PHMSA.
- A one-hour webinar was conducted by Leigha Gooding with PHMSA on October 10 to explain how to get access to and use the PIMMA application
- Development of a series of videos incorporating the content of the Pipeline Emergency Response Guidelines booklet was initiated
- The ER training web site was restructured to accept the new video content and allow the scenarios to be downloaded
- Continued quarterly email communications with the County Emergency Managers and highlighted the October 10 PIMMA webinar along with other data available from the NPMS web site

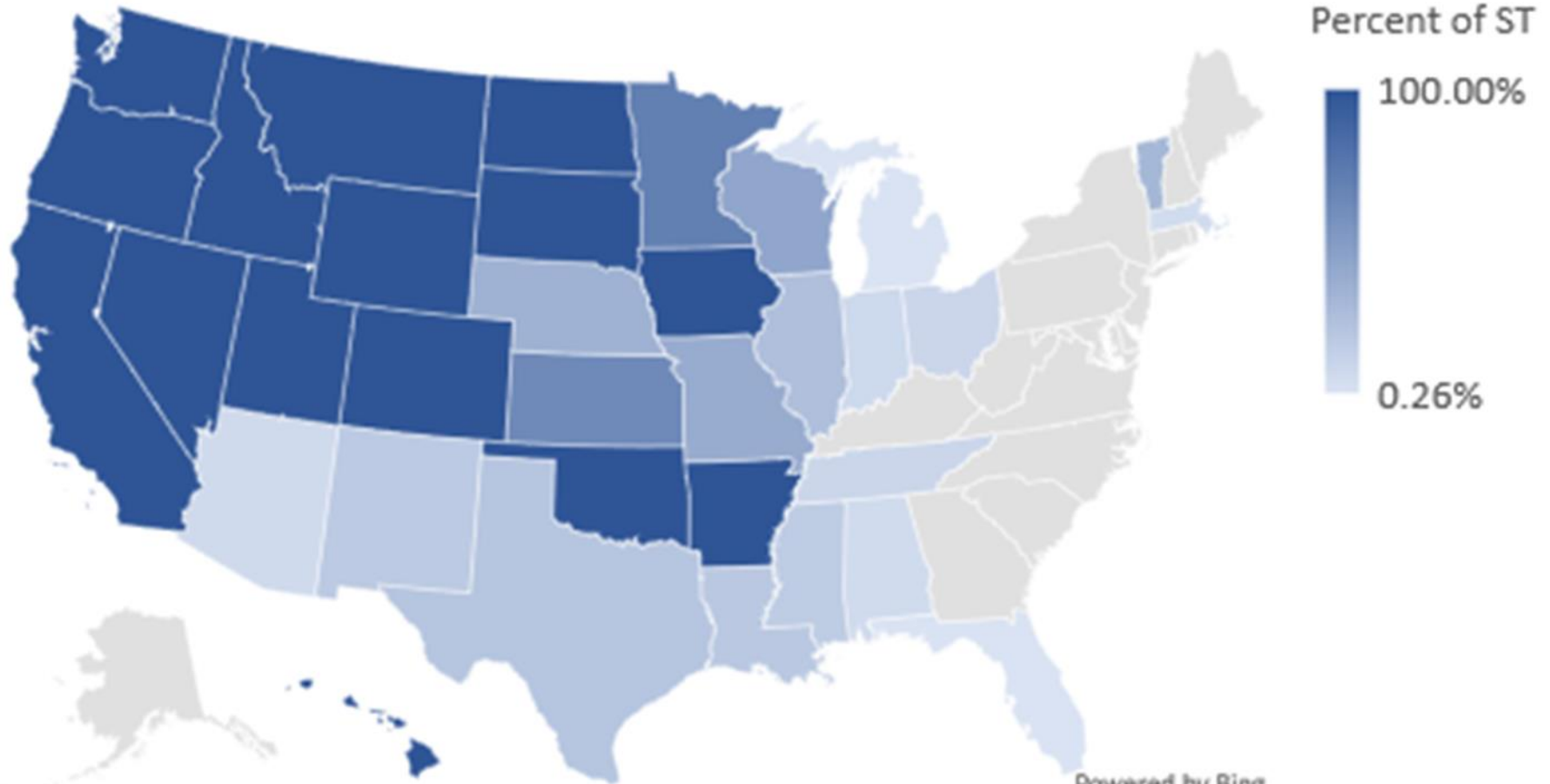
# Excavator Direct Mail Program

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- **Excavation Safety Guide Pipeline Edition**
- Custom Pipeline Pages
- Member Contact Directory
- Extra copies to any One-Call
- Statewide coverage in AR, CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, WY
- 343 individual counties in 20 other states
- 510,000 excavators in 2019



# Excavator Coverage Map - 2019



Powered by Bing  
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# Excavator Program – 2020 Activities

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- *Continue to include data from both commercial sources (InfoUSA and Acxiom) and contractors with active licenses (CA, NV, AZ)*
- *Continue to evaluate additional list sources*
- *Continue Feedback/Information Request Form*
- *Lower base dues to \$1.05 per excavator*
- *Modify the Pull Out Poster?*
- *Recreate the “Pipelines” video?*
- *Other suggestions for improvements?*

# Public Officials Newsletter Program

- Newsletter - *Pipeline Awareness*
- Custom cover letter with member information by State or County
- State and County level officials
- School Districts included
- Direct Mailing in August
- Mapping Webinar in October
- 1075 Counties, 37 States
- 48,000 Officials in 2019





# PO Newsletter - 2020 Activities

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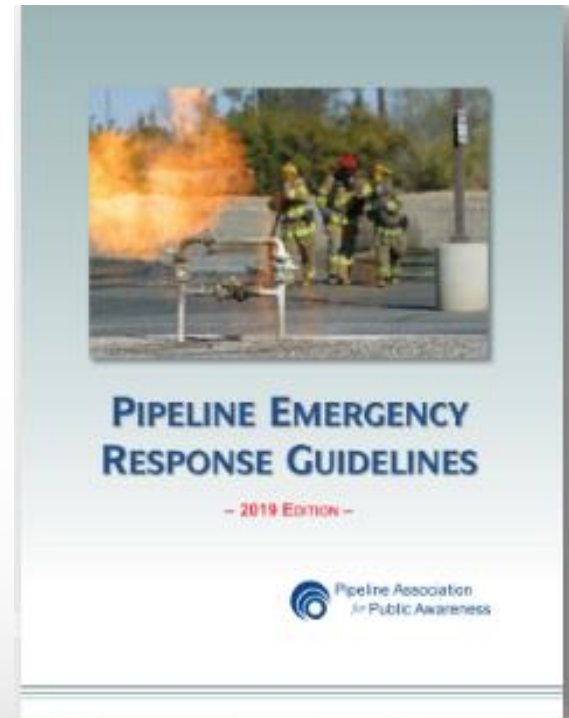
- *Hold another Webinar in October 2020*
- *Continue the 16 page version with the feedback / information request form*
- *Lower base dues to \$120 per county*
- *Utilize US Census Bureau data to identify other missing Townships or Special Districts with highway or utility employees*
- *Topics for articles & other suggestions ???*
  - *Evacuation distances for Schools and other sites*

*10 Minute Break*

# Emergency Responder Program

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- **Four page cover letter customized by County**
- **Pipeline Emergency Response Guidelines**
- ***Pipeline Awareness Newsletter***
- ISEPA Mapping Application
- ER Capabilities Application
- Information Request Form
- Quarterly emails to CEMAs
- Mailing sent in September
- 1055 Counties in 36 states
- 27,000 Agencies in 2019



# Identified Site Emergency Planning App.

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- 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 <a href="mailto:jbrown@sinclairoil.com">jbrown@sinclairoil.com</a>
Documents	<a href="#">Document Link</a>

Additional Resources Pipeline Association for Public Awareness Provide 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.

### TABLE OF CONTENTS

- CONTACT INFORMATION..... 1
- THE SINCLAIR PIPELINE SYSTEM..... 3
- EMERGENCY RESPONSE PROCEDURES..... 4
- EMERGENCY RESPONSE CAPABILITIES..... 5
- PIPELINE SAFETY AND INTEGRITY MANAGEMENT..... 6
- PIPELINE MAPPING..... 7
- TYPICAL PIPELINE MARKERS..... 8
- PRODUCT INFORMATION AND SDS SHEETS..... 9

# ER Program – 2020 Activities

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- ***Pipeline Emergency Response Guidelines***
  - *Incorporate video content using Zappar*
- ***Training Web Site***
  - *Develop the complete set of training videos for the PERG content*
- ***Lower base dues to \$250 per county***
- ***Topics for email communications to CEMAs?***
  - *Develop County Pipeline Annex Template to capture how agencies & operators will engage in “mutual assistance”?*
- ***Other improvements?***

# Identified Site Registry

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- 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

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- 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

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- Partnership – *Danielle Dawn Smalley Foundation*
- Three Options for School Communications:
  - **Tier I - \$150 / year / school**  
School web site and annual mailing in the fall
  - **Tier II - \$250 / year / school**  
Web meeting once every four years
  - **Tier III - \$450 / year / school**  
Personal visit once every four years  
Cost reduced to \$350 within 150 miles of Dallas, TX
- 4 year commitment is required for Tier II or III
- Approximately 680 schools currently enrolled

*10 Minute Break*

# 811 Awareness – JJ Harrison

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- Directed toward the general public - rodeo events
- 811 logo is displayed -
  - On 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)
- ***2020 program budget is \$35,000***

**[Online Registration Form](#)**

# Ag Communications Program

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- 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
  - 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

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- Participation is open to any organization or company (Association membership not required)
- Administered by ***Pipeline Operators for Ag Safety***
- 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

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- 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

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- **Pipeline Operators Safety Partnership (POSP)**
  - Booths at national stakeholder events and conferences  
[POSP Online Registration Form](#)
- **Distribution Public Awareness Council (DPAC)**
  - Distribution operator working group focused on public awareness / damage prevention practices  
[DPAC Online Registration Form](#)
- **Drain Tile Safety Coalition (DTSC)**
  - Pipeline Operator collaborative effort focused on drain tiling activities impacting pipeline safety  
[DTSC Online Registration Form](#)



# Additional Information

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- Actions Requested of All Members by January 15:
  - ✓ Review / Update Company Contact Information
  - ✓ Review / Update Listing of Member Counties
  - ✓ Review / Update Listing of Programs
- If changes are not received by January 15, the previous year's participation may be carried over
- Program dues for the year will be based on member participation levels as of January 15
- Accounting reports sent to Members in February
- Invoices emailed to Members in March

[www.pipelineawareness.org](http://www.pipelineawareness.org)

***Thank You!!!***

**Web Meeting Adjourns**

**Conference call will continue during  
General Planning Session - 1:00 pm to 3:00 pm MT  
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