Summary of 2021 Program Improvements

- Data from the commercial list sources (Data Axle USA, USA Data, and MCH Strategic Data) was used for all areas in the excavator mailing and the available data for active licensed contractors was used to supplement the list in CA, NV, and AZ.

- Research was conducted to see if data from Mittera could be used as an additional data source for the excavator mailing. It was determined that Mittera should be included as an additional data source in the future.

- The Public Officials Newsletter included a new one-page summary of the key messages for this audience, which was also made available for download from the web site.

- An outreach evaluation was conducted for the PO Program resulting in new selection criteria being developed for Townships and Special Districts. The Track and Trace service offered by the USPS was employed to see if this service could be used to provide additional information concerning outreach. It was determined that the information provided is not specific enough to be of value.

- A one-hour webinar covering NPMS and PIMMA was held on October 12. This webinar was conducted by Leigha Gooding with PHMSA. A link to view a recording of the webinar is available on the web site.

- The guidance document clarifying how various elements in the ER Program support liaison with emergency officials was incorporated into the program outline.

- The content of the Pipeline Emergency Response Guidelines booklet was revised to include information about odor fade and the term "wildland" was added to the Emergencies Affecting Pipelines section. The Zapper codes in the containing links to the videos were replaced with QR codes and a QR code to the digital flipbook was added on the inside front cover.

- The feedback form in the cover letter included a specific question regarding the mutual understanding between operators and agencies concerning coordination of response actions.

- The scenarios on the ER training web site were updated to include the revised edition of the PERG and the DOT ERG.

- Emails were sent to the PSAP's (first quarter), Fire Departments (second quarter), County Emergency Managers (third quarter) and Law Enforcement (fourth quarter). The email requested feedback regarding the mutual understanding between operators and agencies concerning coordination of response actions.

- A new LinkedIn page was developed and content has been posted weekly.

Summary of 2022 Program Changes

Program Changes	2021 Base Dues	2022 Base Dues
Excavator Direct Mail Program • An effectiveness survey will be completed in 2022 • Updating various graphic design elements in ESG-PE • Incorporating additional excavator data from Mittera • Continued use of member one call data • Exploring use of email campaigns for excavators	$1.05 per mail piece; per county member dues vary by state	$1.12 per mail piece; per county member dues vary by state
Emergency Responder Program • An effectiveness survey will be completed in 2022 • Continue use of a feedback form to gather data on mutual understanding between pipeline operators and emergency responders • Continue email communications with response agencies • Exploring an automatic email response to emergency responders who submit feedback	$230 per County	$215 per County
Identified Site Registry • The emergency response marker decals will continue to be available to the membership for use in HCA locations	$75	$75
Public Officials Newsletter • An effectiveness survey will be completed in 2022 • The Newsletter will have 16 pages of content and include the feedback/information request form • A webinar covering the PIMMA mapping application will be conducted in October with PHMSA	$120	$135
School Pipeline Safety Program • Incorporating assessment question for behavior change • Exploring the use of email communication to schools	Tier I - $150 Tier II - $250 Tier III - $450	Tier I - $150 Tier II - $250 Tier III - $450
General Programs / Annual Dues • The ability to use the ISEPA mapping application and Pipelines Nearby application and other elements will continue be included in the base membership • LinkedIn and use of social media will be expanded	$35	$35

2022 Program Schedule

Date	Audience	Program Activity
Jan 11	All Members	Annual Program Meeting
Jan 18	All Members	Sign up deadline for all programs
Feb 1	All Members	Establish program dues and invoicing begins
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 15	Public Officials	Message creation complete
Aug 1	Public Officials	Printing complete
Aug 15	Public Officials	Mailing complete
Aug 15	Emergency Responders	Message creation complete
Sept 1	Emergency Responders	Printing complete
Sept 15	Emergency Responders	Mailing complete
Sept 27	Sustaining Members	State Association / Sustaining Members Meeting
Sept 28	All Members	Annual Membership Meeting
Nov 15	Emergency Responders	Identified Site Registry mailing complete
Dec 1	All Members	Program documentation posted to the web
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 (Data Axle USA, USA Data, MCH Strategic Data, and Mittera), excavators who have registered on the web site, industry listings, member lists (one call data), and other sources. The complete listing of Job Titles and SIC codes is included below.

In California, Nevada and Arizona, the Active Licensed Contractors lists will be used to supplement the commercial list sources (if available). The listing of license codes and class descriptions are included 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 to be sent in April with Non-profit Standard Mail postage. 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 sent a sample quantity of the guides and additional copies will be made available to them 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)
- 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)

Excavator Direct Mail Program

- 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

Measures of stakeholder outreach, message understandability, and desired behaviors are evaluated every four years. Bottom line results are evaluated by each individual member company. The last outreach evaluation was conducted in 2018 and the last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2018.

Documentation

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

Follow-up Communications

Stakeholders are encouraged to request additional information from members using the feedback / information request form on the inside back cover of the magazine, the online information request form or by contacting the Association via email. They typically request additional materials, change mailing list information or request other resources. The Association responds to all incoming requests for information and may forward specific requests to local members. E-mails are archived in the program documentation folder entitled "Follow-Up Communications".

Sign up

The deadline to sign up or make changes is January 15. Current members may change their program participation by sending an email to admin@pipelineawareness.info New members may sign up by submitting a Member Registration form before January 15. Members submitting excavator lists must do so by February 1.

Dues

The cost per mail piece is $1.12. 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 in late January when the member participation levels are known. Program dues for the state of California are determined by the number of excavators associated with each member company. Information about the cost sharing process used in California is available upon request. Members can expect to receive invoices in February or March.

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

PUBLIC WORKS DIRECTOR	TRANSPORTATION DIRECTOR
ROADS AND BRIDGES DIRECTOR	UTILITIES DIRECTOR
STREET SUPERINTENDENT	WATER DIRECTOR

SIC Codes and Descriptions (all states)

071106	DISCING-ROTARY CULTIVATING & PLOWING SVC	138198	DRILLING-OIL & GAS WELLS
076205	FARM DRAINAGE	138201	SEISMOGRAPH SERVICE
078201	ROTOTILLING	138203	OIL & GAS EXPLORATION & DEVELOPMENT
078202	ROCK LAWNS & ROCKSCAPING	138205	EXPLORERS-NATURAL RESOURCES
078203	SOD & SODDING SERVICE	138208	OIL & GAS SERVICES
078204	LANDSCAPE CONTRACTORS	138210	EXPLORATION-DRILLING CONTRACTORS
078206	LAWN & GROUNDS MAINTENANCE	138211	EXPLORATION SERVICES
078207	TOPSOIL	138902	MUD JACKING CONTRACTORS
078208	GRASS	138903	OIL FIELD SPECIALTIES
078214	WATERFALLS	138905	OIL FIELD SERVICE
078217	BRUSH REMOVAL SERVICE	138906	OIL WELL CEMENTING
078220	MAINTENANCE PROGRAMS	138907	OIL WELL CASING-PULLING
078222	LAWN & GARDEN-WATER FEATURES-SVC-REPAIR	138912	OIL WELL SERVICES
078301	TREE SERVICE	138920	GAS WELL SERVICING
078302	LANDSCAPE NURSERYMEN	138921	OIL & GAS WELL PLUGGING
078304	ARBORISTS	138924	OIL FIELD MAINTENANCE
078305	TREE PLANTING	138927	WELL MAINTENANCE SERVICE
078306	RIGHT OF WAY MAINTENANCE SERVICES	138928	OIL & GAS FIELD TRAINING
078398	ORNAMENTAL SHRUB & TREE SERVICES	138929	CASING CREWS
081198	TIMBER TRACTS	138999	OIL & GAS-FIELD SERVICES NEC
085105	FOREST RESTORATION	141101	STONE-NATURAL
085107	GOVERNMENT-FORESTRY SERVICES	141198	DIMENSION STONE
101198	IRON-ORE	142201	LIMESTONE
102198	COPPER ORES	142202	DOLOMITE
103198	LEAD & ZINC ORES	142298	CRUSHED & BROKEN LIMESTONE
104102	PROSPECTORS	142301	GRANITE-DECOMPOSED
104198	GOLD ORES	142302	GRANITE CULTURED
104498	SILVER ORES	142398	CRUSHED & BROKEN GRANITE
106198	FERROALLOY ORES EXCEPT VANADIUM	142901	STONE-CRUSHED
108101	METAL MINING SERVICES	142999	CRUSHED & BROKEN STONE NEC
108102	MINES-EXPLORATION	144201	QUARRIES
109401	URANIUM	144202	CONSTRUCTION-SAND & GRAVEL
109498	URANIUM RADIUM VANADIUM ORES	144203	SAND & GRAVEL-MFRS
109901	ORE	144601	SILICA
109999	MISCELLANEOUS METAL ORES NEC	144698	INDUSTRIAL SAND
122102	COAL MINING & SHIPPING	145598	KAOLIN & BALL CLAY
122298	BITUMINOUS COAL-UNDERGROUND MINING	145901	CLAY
123198	ANTHRACITE MINING	145902	BENTONITE
124101	AUGER CONTRACTORS	145999	CLAY CERAMIC & REFRACTORY MINERALS NEC
124198	COAL MINING SERVICES	147498	POTASH SODA & BORATE MINERALS
131101	OIL & GAS PRODUCERS	147501	PHOSPHATE ROCK
131102	GAS BOOSTERS	147901	SULPHUR
131103	OIL COMPANIES	147902	FLUORSPAR
131104	OIL & GAS-PRODUCTION	147903	SALT MINERS
131105	OIL OPERATORS	147999	CHEMICAL & FERTILIZER MINING NEC
131106	OIL CRUDE	148198	NONMETALLIC MINERALS SVC-EXCEPT FUELS
131107	PETROLEUM CONTRACTORS	149901	MINING COMPANIES
131108	PETROCHEMICAL CONTRACTORS	149902	MINERAL EXPLORATION
132198	NATURAL GAS LIQUIDS	149903	MINING CONTRACTORS
138101	CONTRACTORS-OIL FIELD	149905	DIAMOND DRILLING
138102	OIL WELL DRILLING	149906	ABRASIVE MATERIALS
138103	GAS WELL DRILLING	149907	GEMS & MINERALS
138104	OIL WELL DIRECTIONAL DRILLING	149908	MINES
138105	DRILLING-DIAMOND CORE	149909	AMETHYST
138107	DRILLING COMPANIES	149998	MISCELLANEOUS NONMETALLIC MINERALS

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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	163210	UNDERGROUND WIRE & CABLE LAYING CONTRS
152299	GENERAL CONTRACTORS-RESIDENTIAL BLDGS	162311	CONDUIT CONTRACTORS
153101	CONTRACTORS-PANELIZED HOMES	162312	TELECOMMUNICATIONS WIRING & CABLING
153198	OPERATIVE BUILDERS	162313	CABLE DETECTION INSTALLATION & SPLICING
154101	BUILDING RESTORATION & PRESERVATION	162314	CABLE CONDUIT & POLE-CONTRACTORS
154104	GRAIN ELEVATORS-BUILDERS	162315	CABLE TELEVISION SYSTEMS-CONTRACTORS
154106	GENERAL CONTRS-INDUSTRIAL BLDGS & WRHSE	162316	WIRING & CABLING-HOME & OFFICE-VOICE
154107	CONTRACTORS-INDUSTRIAL & COMMERCIAL	162317	TOWERS-RADIO
154109	BUILDING SYSTEMS & COMPONENTS	162318	TOWERS-COMMUNICATION/MUNICIPAL REPAIR
154110	SEWAGE TREATMENT PLANT CONTRACTORS	162319	GASOLINE SVC STATION EQUIP-INSTALLING
154201	PARKING STATIONS & GARAGES CONSTRUCTION	162320	SEWER TAPPERS
154204	SILOS	162322	POWER & TELEPHONE LINE CONSTR/MNTNC
154205	GRAIN BINS	162323	SEWER CONSTRUCTION CONSULTANTS
154206	GATE & FENCE REPAIR	162324	CONSTRUCTION-TELECOMMUNICATIONS
154207	GREENHOUSE BUILDERS	162325	CORROSION CONTROL
154208	BASKETBALL COURT CONSTRUCTION	162326	WATER LINES INSTALLATION REPLACEMENT-RPR
154209	DOME STRUCTURES	162398	WATER-SEWER PIPELINE & COMMS/POWER LINE
154210	BUILDINGS-METAL	162901	PILE DRIVING
154212	BUILDINGS-PRE-CUT PREFABRICATED/MODULAR	162902	DOCKS (BUILDERS)
154213	BUILDING CONTRACTORS	162903	MARINE CONTRACTORS & DESIGNERS
154214	BUILDINGS-POLE	162904	DRAINAGE CONTRACTORS
154215	BUILDINGS-PORTABLE	162905	FILL CONTRACTORS
154216	SERVICE STATION BUILDERS	162906	DRAIN LAYING
154217	MOTION PICTURE SET DESIGN & CONSTRUCTION	162907	TENNIS COURT CONSTRUCTION
154218	SHEDS-TOOL & UTILITY	162908	RAILROAD CONTRACTORS
154219	BARNS	162909	TRENCHING & UNDERGROUND CONTRACTORS
154220	CONTRACTORS-SPECIALTY	162910	WATER POLLUTION CONTROL

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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-MNTNC	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	GEOTHERMAL 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
173111	ELECTRIC CABLE FAULT LOCATING	179916	SHORING

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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			
495201	SEWAGE DISPOSAL SYSTEMS			

Excavator Direct Mail Program

California License 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
C46	SOLAR CONTRACTOR
C53	SWIMMING POOL
C57	WELL DRILLING (WATER)
D09	DRILLING, BLASTING AND OIL FIELD WORK
D30	PILE DRIVING/PRESSURE FOUNDATION JACKING
D31	POLE INSTALLATION AND MAINTENANCE
D40	SERVICE STATION EQUIPMENTS AND MAINTENANCE
D42	NON-ELECTRIAL SIGN INSTALLATION
D49	TREE SERVICE
D56	TRENCHING

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

Arizona License Classes and Descriptions

A	General Engineering
A-4	Drilling
A-5	Excavating Grading and Oil Surfacing
A-7	Piers and Foundations
A-9	Swimming Pools
A-12	Sewers Drains and Pipe Laying
A-16	Waterworks
A-17	Electrical and Transmission Lines

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A-19	Swimming Pools, Including Solar
B	General Residential Contractor
B-1	General Commercial Contractor
B-2	General Small Commercial Contracting
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-3	Awnings, Canopies, Carports and Patio Covers
C-4	Boilers, Steamfitting and Process Piping
C-9	Concrete
C-11	Electrical
C-14	Fencing
C-15	Blasting
C-21	Hardscaping and Irrigation Systems
C-31	Masonry
C-37	Plumbing
C-38	Signs
C-39	Air Conditioning, Refrigeration
C-41	Septic Tanks and Systems
C-53	Water Well Drilling
C-57	Wrecking
C-67	Low Voltage Communication Systems
C-74	Boilers, Steamfitting & Process Piping, Including Solar
C-77	Plumbing Including Solar
C-78	Solar Plumbing, Liquid Systems Only
C-79	Air Conditioning and Refrigeration, Including Solar
CR-2	Excavating Grading and Oil Surfacing
CR-3	Awnings, Canopies, Carports and Patio Covers
CR-4	Boilers, Steamfitting and Process Piping
CR-5	As Restricted by the Registrar
CR-6	Swimming Pool Service and Repair
CR-9	Concrete
CR-11	Electrical
CR-14	Fencing
CR-15	Blasting
CR-21	Hardscaping and Irrigation Systems
CR-31	Masonry
CR-37	Plumbing
CR-38	Signs
CR-39	Air Conditioning and Refrigeration
CR-41	Septic Tanks and Systems
CR-53	Water Well Drilling
CR-57	Wrecking
CR-67	Low Voltage Communication Systems
CR-69	Asphalt Paving
CR-74	Boilers, Steamfitting & Process Piping, Including Solar
CR-77	Plumbing Including Solar
CR-78	Solar Plumbing, Liquid Systems Only
CR-79	Air Conditioning and Refrigeration, Including Solar
CR-80	Sewers, Drains and Pipe Laying
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 Residential and Small Commercial
R-2	Excavating, Grading and Oil Surfacing
R-3	Awnings, Canopies, Carports and Patio Covers
R-4	Boilers, Steamfitting and Process Piping
R-6	Swimming Pool Service and Repair
R-9	Concrete
R-11	Electrical
R-13	Asphalt Paving
R-14	Fencing

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R-15   Blasting
R-16   Fire Protection Systems
R-21   Hardscaping and Irrigation Systems
R-31   Masonry
R-37   Plumbing, Incuding Solar
R-37R   Plumbing
R-38   Signs
R-39   Air Conditioning and Refrigeration, Including Solar
R-39R   Air Conditioning and Refrigeration
R-41   Septic Tanks and Systems
R-53   Drilling
R-57   Wrecking
R-61   Carpentry, Remodeling and Repairs
R-62   Minor Home Improvements
R-67   Low Voltage Communication Systems

Excavator Direct Mail Program

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 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

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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.

2018 – 455,000 copies mailed to excavators across 34 states with 15 states (AR, CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of Part 196 was included again this year. 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 Arizona. The Nevada lists were not available when the mailing list was being compiled. An outreach evaluation and an effectiveness evaluation were conducted in 2018.

2019 – 510,000 copies mailed to excavators across 35 states with 15 states (AR, CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of

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Part 196 was included again this year. A feedback/information request form was included on the inside back cover. The commercial data sources used to develop the mailing list in all the states were: Info USA, Acxiom and MCH Strategic Data. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada and Arizona.

2020 – 485,000 copies mailed to excavators across 35 states with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of Part 196 was included again this year and a feedback/information request form was included on the inside back cover. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA (Info USA), USA Data (Acxiom) and MCH Strategic Data. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada and Arizona.

2021 – 489,000 copies mailed to excavators across 35 states with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of Part 196 was included again this year and a feedback/information request form was included on the inside back cover. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data and MCH Strategic Data. The commercial data available from Mittera was evaluated. This data source will be added in 2022. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona.

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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 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 obtained from commercially available data sources (Data Axel USA and MCH) using job titles or SIC codes. Communications are directed toward the person, appropriate job titles or the Senior Official at the agencies. See the Stakeholder Identification section for additional details.

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 Newsletter will include an Information Request form and a postage paid return envelope will be included in the packet. Paper forms received by the Association will be processed and the data entered in the online form. 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
     (*Letter from the Executive Director* – page 2,
     Pipelines In Your Community – page 14)

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- General location and purpose of gathering pipelines
  (*Pipelines in Your Community -* page 14)
- Pipeline location information and availability of NPMS
  (*Pipeline Maps -* page 3, *Pipelines In Your Community* – page 14)
- One-Call requirements
  (*Dig Ticket Analytics and State One Call Law Updates* – page 7,
  Pipeline Right-of-Way – page 11, *Pipelines In Your Community* – page 14)
- Awareness of hazards and prevention measures undertaken
  (*Know the Hazards* – center section, *Pipelines In Your Community -* page 14)
- 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
  (*Pipelines In Your Community -* page 14)
- How to obtain an overview of an operator's Integrity Management Program
  (*Pipelines In Your Community* – page 14)
- Copies of materials provided to affected public and emergency officials
  (*Copies of Materials* – back cover)
- Company contacts
  (*Pipelines In Your Community* – page 14)
- How to get additional information
  (*Information Request Form* – inside back cover)

Program Evaluations

Measures of stakeholder outreach, message understandability, and desired behaviors are evaluated every four years. Bottom line results are evaluated by each individual member company. The last outreach evaluation was conducted in 2021 and the last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2018.

Documentation

All program documentation will be available from the website, including: identity of participating members, lists of Public Officials, mail pieces, postal reports, effectiveness evaluations, and any survey results or feedback. A summary report of the information requests will also be posted in the follow up folder.

Follow-up Communications

Stakeholders are encouraged to send in requests for information with the paper form in the return envelope or in the online "Information Request" form on the web site. They can also send an email directly to the Association at: pipeline.association@pipelineawareness.info   The organization will respond to all incoming emails and may forward specific requests to local members. Follow up communications from the Association are archived in a program documentation folder entitled "Public Officials Follow-Up". Members are expected to retain

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records of their own follow up communications. The Association does not retain copies of all member communications.

Dues

The base member dues for the program are $135 per 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 at the end of January when all participation levels are known. Members can expect to receive invoices in February or March.

Sign up

Companies may sign up by sending an email to admin@pipelineawareness.info indicating the states and counties they wish to participate in. The deadline for signing up to participate in the program is January 15.

Stakeholder Identification:

- **State Level Officials:**

    Primary Source – Data Axel USA; selection by SIC codes listed below:

SIC	Description
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)

    Secondary Source – Internal Stakeholder Database; State Highway Department Offices

- **County Level and Local Officials:**

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

Building Official	Mayor
Chair of County Commission	Planning Director
City Engineer	Presiding Judge (AR and TX only)
City Manager	Public Safety Coordinator
Community Development Director	Public Works Director
County Commissioner	Risk Manager
County Engineer	Roads and Bridges Director
County Manager	Street Superintendent
Development Services Director	Transportation Director
Emergency Services Director	Utilities Director
First Selectman	Water Director
Health Official	Zoning Administrator

    Secondary Source – Internal Stakeholder Database; additional Township Offices

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- **Special Districts:**

  Primary Source – Internal Stakeholder Database; located in a program county and identified with a function listed below:

  <u>FUNCTION NAME</u>
  44 - Highways
  45 - Toll Highways
  51 - Drainage
  63 - Flood Control
  64 - Irrigation
  80 - Sewerage
  91 - Water Supply Utility
  92 - Electric Power Utility
  93 - Gas Supply Utility
  96 - Fire Protection and Water Supply
  97 - Natural Resources and Water Supply
  98 - Sewerage and Water Supply
  99 - Other Multi-function Districts

  Special District information is derived from the *Census of Governments,* which is conducted by the US Census Bureau every five years.

  In lieu of mailing multiple packets to a single address, all Special District records with duplicate addresses will receive only one mail piece addressed to the "Senior Official" at "Special District Administration". Consolidated addresses associated with multiple counties will be mailed as with state level information on the back page.

- **School Districts:**

  Primary 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 for filtering out inappropriate government agencies

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

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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.

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.

2018 – Mailing of twelve-page newsletter to over 49,000 officials in 37 states. The design of the newsletter followed the new layout that was created in 2017. 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 packet also included a paper "Information Request" form along with a postage paid return envelope. A 2-hour webinar covering NPMS and PIMMA was held on September 18, 2018. This webinar was conducted by Amy Nelson with PHMSA. A second webinar is planned for February 7, 2019. The US Census Bureau data was used to identify missing Townships and Special Districts. These records will also be researched for future mailings.

2019 – Mailing of sixteen-page newsletter to over 48,000 officials in 37 states. 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 packet included a postage paid return envelope for return of the feedback/information request form included in the newsletter. A one-hour webinar covering NPMS and PIMMA was held on October 10. This webinar was conducted by Leigha Gooding with PHMSA. The US Census Bureau data was used to identify missing Special Districts. These records will also be researched for future mailings.

2020 – Mailing of sixteen-page newsletter to over 47,000 officials in 34 states. 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 packet included a postage paid return envelope for return of the feedback/information request form included in the newsletter. A one-hour webinar covering NPMS and PIMMA was held on October 13. This webinar was conducted by Leigha Gooding with PHMSA. A one-hour webinar covering the Role of City and County Councils in Pipeline Safety was held on October 20. This webinar was conducted by Carl Weimer with the Pipeline Safety Trust. The 2017 US Census Bureau address data was used for Townships and Special Districts.

Public Officials Newsletter

2021 – Mailing of sixteen-page newsletter to over 53,000 officials in 35 states. 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 packet included a postage paid return envelope for return of the feedback/information request form included in the newsletter. This edition also included a one-page summary of the key messages, which was made available for download from the web site. An outreach evaluation was conducted in 2021 resulting in new selection criteria being developed for Townships and Special Districts. The Track and Trace service offered by the USPS was employed to see if this service could be used to provide additional information concerning outreach. It was determined that the information provided is not specific enough to be of value. A one-hour webinar covering NPMS and PIMMA was held on October 12. This webinar was conducted by Leigha Gooding with PHMSA.

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. Commercial data is obtained from the National Public Safety Information Bureau (NPSIB). Information about this data can be found at: www.safetysource.com. Substations identified in the USGS data are also included in the mailing. The primary mailing list will be maintained internally by the Association. A listing of the NPSIB department descriptions along with the corresponding SIC Code and SIC descriptions are included below.

Program Elements

The elements in the program include:
- A direct mailing of the *Pipeline Emergency Response Guidelines* booklet 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. A solicitation for emergency response capability information and a form to provide feedback, propose a planning meeting, schedule a mock drill or training exercise, or request additional information are included in the cover letter. The packet is sent first class and contains a postage paid return envelope.
- 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).
- Quarterly email communications to emergency response officials,
- Additional email communications with response agencies who have provided their email addresses to the Association and requested additional information.

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 or other program element 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
  (*Security and Damage Prevention*)
- Awareness of hazards and prevention measures undertaken
  (*Products Transported, Security and Damage Prevention, 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
  (*Products Transported and 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, Security and Damage Prevention, Emergency Response Capabilities*)
- Overview of operator's Integrity Management Programs
  (*Security and Damage Prevention*)
- Company contacts
  (*Additional Resources and back page of cover letter*)
- How to get additional information
  (*Additional Resources, cover letter, Information Request Form*)
- Liaison request for feedback regarding mutual understanding and cooperation
  (*cover letter, email to County Emergency Managers*)

Emergency Responder Program

Program Evaluations

Measures of message understandability, and desired behaviors are evaluated every four years. Bottom line results are evaluated by each individual member company. The last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2018.

Outreach evaluations are conducted annually with the returns from the mailing. The emergency responder mailing is sent first class, so any undeliverable mail is returned. Returns received within 45 days of the mailing are researched, and if the addresses can be corrected, the returned packets are then resent to the agencies. Reports of the processed returns are posted in the ER Follow-up documentation folder for that year.

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 use the online "Information Request" form to request additional information from pipeline members in their county. They can also send an e-mail to the Association at: pipeline.association@pipelineawareness.info   The organization will respond directly to all incoming e-mails and may forward specific requests to local members. Follow up emails from the Association are archived in a program documentation folder entitled "Follow-Up Communications".

Dues

The base dues for participation in the program are $215 per county. This will be lowered in states where participation levels are sufficient to create cost sharing. The final per county dues for each state will be established at the end of January when all participation levels are known. Members can expect to receive invoices in February or March.

Sign up

Companies may sign up by sending an email to admin@pipelineawareness.info indicating the states and counties they wish to register. The deadline for registering in the program is January 15. 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

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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.

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 (Odorized and Un-odorized)	2640 feet (1/2 mile), unless additional information is provided; size only – may use pipeline size x 100 size and pressure – may use square root of pressure x size x 2.28
Petroleum Gas (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; size only – may use pipeline size x 100
Sour Gas (H2S)	Distance is dependent on H2S concentrations and must be provided by the Member
Sour Crude Oil (H2S)	Distance is dependent on H2S concentrations and must be provided by the Member
Liquids & Natural Gas	2640 feet (1/2 mile), unless additional information is provided; size only – may use pipeline size x 100 size and pressure – may use square root of pressure x size x 2.28

Emergency Responder Program

Liaison with Emergency Officials

This section describes how various program elements support "***establishing and maintaining liaison"*** with appropriate fire, police, and other public officials.

BACKGROUND

Title 49 Code of Federal Regulations:

> *192.615 (c) Each operator shall establish and maintain liaison with appropriate fire, police, and other public officials to:*
> *(1) Learn the responsibility and resources of each government organization that may respond to a gas pipeline emergency,*
> *(2) Acquaint the officials with the operator's ability in responding to a gas pipeline emergency;*
> *(3) Identify the types of gas pipeline emergencies of which the operator notifies the officials; and,*
> *(4) Plan how the operator and officials can engage in mutual assistance to minimize hazards to life or property.*
>
> *195.402 (c) (12) Establishing and maintaining liaison with fire, police, and other appropriate public officials to learn the responsibility and resources of each government organization that may respond to a hazardous liquid or carbon dioxide pipeline emergency and acquaint the officials with the operator's ability in responding to a hazardous liquid or carbon dioxide pipeline emergency and means of communication.*

Common dictionary definitions of "liaison" are:

- *communication or cooperation which facilitates a close working relationship between people or organizations (Oxford)*

- *communication between people or groups who work with each other (*Cambridge English Dictionary)

- *communication for establishing and maintaining mutual understanding and cooperation (*Merriam-Webster*)*

The word "communication" appears in each of the common definitions of liaison. It is defined as "the exchange of information through verbal or written means". However, if a communication is to qualify as "liaison", it must involve the goal of creating a mutual understanding between the parties regarding cooperation on specific matters or activities. This is the essence of what makes liaison different from ordinary communications and why the Merriam-Webster definition: ***communication for establishing and maintaining mutual understanding and cooperation*** is the most comprehensive.

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<u>KEY ELEMENTS OF THE REGULATIONS</u>

The essential elements identified in the regulations are:

1. *Mutual Understanding* – includes the general expectations of the organizations and how they can engage in mutual assistance and cooperation.
2. *Capabilities* – includes the resources of the agencies and the abilities of the operators.
3. *Emergencies* – primarily involves pipeline leaks but could include other types of hazardous conditions.
4. *Communications* – how the organizations will notify each other of an emergency and communicate during the emergency.

<u>METHODS and OBJECTIVES</u>

Liaison can be established and maintained through in person meetings, email communications, via the internet, over the telephone, through regular mail, or any other method that facilitates an exchange of information between the parties. The communications must address the essential elements contained in the regulations and must request feedback regarding the information provided. Emergency drills and exercises are one of the most effective ways to conduct liaison because each party can directly experience how the organizations will cooperate in a coordinated response and provide immediate feedback.

<u>COMMUNICATION ACTIVITIES</u>

The components in the program and the essential elements of liaison they support are:

- Pipeline Emergency Response Guidelines –
    - Mutual Understanding
    - Emergencies
    - Communications

- Cover Letter and Return Envelop in the Annual Mailing Packet–
    - Request for Capability Information
    - Solicitation of a Response or Feedback

- Emergency Response Capabilities Application –
    - Capabilities
    - Mutual Understanding

- Feedback / Information Request Form -
    - Solicitation of a Response or Feedback

- Email Communications with Emergency Response Officials –
    - Request for Capability Information
    - Mutual Understanding
    - Solicitation of a Response or Feedback

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Department Descriptions and 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

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.

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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 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

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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 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 were 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.

2018 – Mailing of Pipeline Emergency Response Guidelines Booklet with the training CD and the Pipeline Awareness Newsletter for public officials to over 27,000 agencies in 1052 counties. The NVFC Toolkit was added to the Additional Resources section of the PERG booklet. The cover letter included a new section to submit requests for additional information from pipeline members along with the request for response capabilities information. The nine training scenarios were completely redeveloped in HTML5 to render in a responsive format without the need to run in Adobe Flash. The Digging Dangers 24 video was edited and retitled "Excavation Emergencies". The video was included on the training web site and the training DVD. The mailing was sent First Class

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and 198 returns were received within 45 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and 142 packets were re-mailed.

2019 – Mailing of Pipeline Emergency Response Guidelines Booklet and the Pipeline Awareness Newsletter for public officials to over 27,000 agencies in 1052 counties. The cover letter included a new section to submit requests for additional information from pipeline members along with the request for response capabilities information. Zappar replaced Layar as the technology used to access video content from the PERG booklet. The mailing was sent First Class and 132 returns were received within 45 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and 101 packets were re-mailed. Quarterly emails were sent to the County Emergency Managers.

2020 – Mailing of Pipeline Emergency Response Guidelines Booklet and the Pipeline Awareness Newsletter for public officials to over 22,700 agencies in 894 counties. A guidance document clarifying how various elements in the ER Program support liaison with emergency officials was developed and posted in the General Documents folder. The content of the Pipeline Emergency Response Guidelines booklet was revised to more closely follow the six response steps outlined in the DOT ERG and Step 7 was revised to outline the mutual understanding between operators and agencies concerning coordination of response actions. The cover letter included a new section to submit feedback about the coordinated response activities identified in Step 7 or request additional information from pipeline members. A series of videos depicting the entire content of the PERG booklet was developed. The PPT presentation and other training tools on the ER training web site were updated to reflect the revised content in the PERG booklet. A flipbook of the PERG booklet was posted on the web site to make the content more accessible on mobile devices. A new section was added to the online Emergency Response Capabilities Application that included key actions organizations should take during a pipeline emergency. The mailing was sent First Class and 114 returns were received within 45 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and 79 packets were re-mailed. Emails were sent to the County Emergency Managers in the third and fourth quarter.

2021 – Mailing of Pipeline Emergency Response Guidelines Booklet and the Pipeline Awareness Newsletter for public officials to over 23,000 agencies in 893 counties. The guidance document clarifying how various elements in the ER Program support liaison with emergency officials was incorporated into the program outline. The content of the Pipeline Emergency Response Guidelines booklet was revised to include information about odor fade and the term "wildland" was added to the Emergencies Affecting Pipelines section. The Zapper codes containing links to the videos were replaced with QR codes and a QR code to the digital flipbook was added on the inside front cover. The feedback form in the cover letter included a specific question regarding the mutual understanding between operators and agencies concerning coordination of response actions. The scenarios on the ER training web site were updated to include the revised edition of the PERG and the DOT ERG. Emails were sent to the PSAP's (first quarter), Fire Departments (second quarter), County Emergency Managers (third quarter) and Law Enforcement (fourth quarter). The mailing was sent First Class and 162 returns were received within 60 days of the mailing. The undeliverable addresses were researched, corrected or deleted, and 109 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 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 public.

The Association may use this information to develop educational programs directed toward the 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 admin@pipelineawarenss.info and indicate the states and counties they would like included in the program. Members are requested to sign up by January 15 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.

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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 (Odorized or Un-odorized)	2640 feet (1/2 mile), unless additional information is provided; size only – may use pipeline size x 100 size and pressure – may use square root of pressure x size x 2.28
Petroleum Gas (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; size only – may use pipeline size x 100
Sour Gas (H2S)	Distance is dependent on H2S concentrations and must be provided by the Member
Sour Crude Oil (H2S)	Distance is dependent on H2S concentrations and must be provided by the Member
Liquids & Natural Gas	2640 feet (1/2 mile), unless additional information is provided; size only – may use pipeline size x 100 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 (may be a conference call incorporating various web elements) with school officials once every four-year cycle 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-year cycle 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

<u>Dues</u>

The annual dues are: $150 per school for Tier I, $250 per school for Tier II, and $450 per school for Tier III. A four-year commitment is required for each school, except schools in Tier I.

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, $150 per year.

The annual dues for Tier III schools located within approximately 150 miles of Dallas, TX are reduced from $450 to $350 because the travel expenses for these schools is less. These schools will be identified as Tier III-LT in the member accounting reports.

<u>Sign up</u>

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

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 (H2S)
- Sour Crude Oil (H2S)
- 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 15 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 can expect to receive invoices in February or March 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, unless the change is made while the school visits are delayed due to covid19 (see section below).

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

<u>Changes and delayed visits due to covid19 restrictions</u>

In-person school visits have been suspended since March of 2020 due to the covid19 pandemic. The Association is not able to predict when school visits can resume.

Delayed visits will only affect certain schools. First, Tier I and Tier II schools do not involve personal visits and are not impacted. Also, Tier III and Tier III-LT schools who have had a visit in the current four-year cycle are not impacted. Only the Tier III and Tier III-LT schools who have not had a visit in the current cycle will be impacted.

If a Tier III or Tier III-LT school has not been visited by the end of the current four-year cycle, then the annual dues for these schools will be reduced to $150 per year and the Tier level will be reclassified to Tier IIIR or Tier III-LTR until a visit has been completed. The year following the visit will begin a new four-year cycle at the previous Tier III or Tier IIILT dues level.

The other option available to members is to convert all their Tier III and Tier III-LT schools that have not received a visit in the current cycle to Tier II. Tier II level schools receive a web meeting in lieu of an in-person meeting (may be a conference call incorporating various web elements). Members electing this option will be credited $200 per year for each Tier III school and $100 per year for each Tier III-LT school back to the school's initial year in the current cycle. This credit will be applied toward program dues for future years.

Each member should evaluate their internal program goals annually and decide what option will work best for them. The reduction to $150 per year is the default action that will be done at the end of the current Tier III or Tier III-LT cycle, unless the members direct otherwise.

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 H2S)

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 H2S)

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 public.

Scope

The program is directed toward the public in regions of the country where rodeos events are held. The schedule of events for the current year is contained below. If the events are televised, the scope of the program includes all areas where event coverage is broadcast. Messages are also communicated nationwide via social media.

Program Elements

The primary elements in the program are:

- Logo to be placed on JJ's jersey. Jersey is worn at all public appearances, unless another manner of dress is required. Some rodeo performance contracts may override. An autographed jersey is to be provided to the member sponsor selected in the drawing held at the Annual Meeting in September.
- Logo embroidered on Western shirts used in public appearances.
- Logo on pick-up truck and semi and trailer used to travel thousands of miles annually to and from events. Logo size on trailer is 1.5 feet x 2 feet.
- Logo on autograph cards distributed at shows, schools, and public appearances.
- Logo on barrel. Barrel will be used at rodeos unless other commitments preclude its use.
- Further acknowledgement of sponsorship at events where possible. Sponsor will provide materials in support of this effort. (T-shirts, souvenirs, etc.).
- Company logo and individual sponsor logos shared via two social media posts.
- Two TikTok/Reel videos shared during Safe Digging Month and on 811 Day. Clips will be shared with PAPA for broader distribution.
- A :30-:60 video or highlight reel provided to PAPA prior February 1, 2022, for promoting the sponsorship opportunity.
- JJ may accommodate additional appearances at partner's request.
- Partner will be provided additional documentation during the duration of the partnership as requested.
- Fulfillment report at the conclusion of the rodeo season. Documentation will include number of appearances and number of people/youth in attendance.

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.

811 Awareness Program – JJ Harrison

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 $40,000 is needed to fully fund the program in 2022.

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 support the program is January 15. 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 is available from the website, including: identity of sponsoring companies or organizations, sponsorship levels and the listing of rodeo events attended during the year. A summary report for the year is also available on the web site.

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.

2018 – 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.

2019 – Participated in 37 scheduled rodeo events in 15 states attended by over 500,000 people. JJ travelled over 45,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.

2020 – Participated in 12 scheduled rodeo events in 6 states attended by over 150,000 people. JJ travelled over 15,000 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 provide pipeline and underground utility line damage prevention information to farmers and ranchers across the entire United States.

Program Elements

Program elements are designed to leverage partnerships media and other influencers and digital communication to reach individuals living in farm and ranch communities and to track the impact of program elements including but not limited to the following:

- Web content – print and digital media

- Farmer's Almanac - print and digital media

- Peterson Brothers Partnership – PSA ads and social media

- JJ Harrison Partnership – PSA ads and social media

- Earned media placement in print and online publications

- Partnerships with Ag Co-ops (CHS and others)

- Partnership with PASA and other industry outreach campaigns to develop and share content

- National TV and radio PSA campaign

- Digital online ads

- Retail and equipment dealer partnerships

- Baseline Stakeholder Survey (2015), Follow up Stakeholder Survey (2019) and Four-Year Effectiveness Evaluation Report (2019)

Message Content

The primary messages will contain damage prevention and underground pipeline and utility line safety information intended to:

- Provide information about how to find the location of buried pipelines and underground utility lines

- Reduce misconceptions regarding the depth of pipelines and underground utility lines

- Encourage locate requests even when notification exemptions exist

- Increase awareness of potential hazards regarding farming and ranching activities including deep tillage practices, drain tile installation and maintenance, fencing, etc.

- Provide information about safe work practices near pipelines and underground utilities

- Encourage dialog with pipeline and utility operators regarding projects, location and depth

Ag Communications Program

Participation

Participation is open to pipeline operators and any other organization that supports pipeline and underground utility damage prevention efforts. Membership in other Association programs is not necessary.

The program has both voting and non-voting member categories, as outlined below. Voting members joining for the first time may request a one-year trial membership. Companies who are granted a trial membership may cancel at the end of the first year of participation. Other voting members are requested to make a multi-year commitment to the program through calendar year 2021.

Voting Members

Companies that own or operate underground pipelines or gas utility lines are eligible to join as voting members. Member benefits include: voting rights for campaign activities and budget, access and usage rights for all branded campaign creative materials, logo on campaign website, program documentation and invitation to all member calls. Voting member sponsorship levels are:

1. *Pipeline & Gas Utility Operators:*

    - $3,000 per year for small distribution and transmission 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

    - $20,000 per year for operators who select to join as Premium Members. Premium Members receive additional program benefits, including but not limited to geographic preference for digital online ads and target TV and radio DMAs.

2. *Other Utility Operators (electric, telecom, water):*

    - $3,000 per year; private companies and larger municipal-owned utilities (defined as more than 200,000 customers)

    - $0.01 per customer; smaller municipal-owned utilities (defined as less than 200,000 customers)

3. *State Pipeline Associations:*

    - $15,000 per year for state pipeline associations with three or more member operators; One representative from the State Pipeline Association will serve as the voting member. Documentation will be state-specific in alignment with the geographic focus area of the Association.

    - $15,000 per year for multi-state pipeline associations including organizations primarily comprised of pipeline operators who have specific geographic focus areas and three or more member operators; One representative from the association or organization will serve as the voting member. Documentation will be limited to the geographic focus area(s) or specific messaging outlined in the organization's

Ag Communications Program

request to join. Multi-state pipeline association membership requests will be voted on by all voting members participating in the Ag Communications program at the time of the request to join.

<u>Non-Voting Members</u>

One-Call Centers, government agencies, non-profit organizations, manufacturers and service providers that support pipeline and underground utility damage prevention are eligible to join as non-voting members. Non-Voting member benefits include access and usage rights for all branded campaign creative materials, logo on campaign website and invitation to attend quarterly member update meetings. Non-voting member sponsorship levels are:

- $2,500 per year

Sign-up

Companies and organizations may sign up by registering their information in the online form at: https://pipelineawarenessorg.wufoo.com/forms/ag-communications-program/ or by sending an email to admin@pipelineawareness.info . The preferred deadline for signing up to sponsor the program is February 1. However, late registrations will be accepted up to November 1.

Documentation

All program documentation will be available from the password-protected ShareFile site managed by the Pipeline Association for Public Awareness, including: identity of sponsoring companies/organizations, program materials, documentation for media and outreach campaigns, member toolkits and survey results.

Program Administration

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

MISSION

Protect farm and ranch communities by promoting 811 and safe work procedures near underground pipelines and utility lines

STRATEGY

Implement campaigns in partnership with media, brands, individuals and organizations who have existing relationships with our target audience

TARGET AUDIENCES

Farmers, ranchers, ag workers and those living in farm and ranch communities who influence the use of 811 and safe work procedures near underground pipelines and utility lines

Ag Communications Program

MEMBERSHIP STRUCTURE

All sponsoring companies are Members of POAS. Each Voting Member is entitled to one vote and shall designate a primary representative. Voting members shall meet annually to elect Steering Committee officers and transact other business. A quorum exists if a majority of the Voting 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 voting Members with the following responsibilities:

- ***Treasurer/Administrative Lead*** – maintains financial information, leads annual budgeting process, approves invoices, oversees day-to-day support provided by contract program administrator (including but not limited to organizing/scheduling meetings, recording meeting minutes, disseminating information to members, maintaining records and program documentation).

- ***Media Campaign Implementation Lead*** – oversees day-to-day support provided by contract program administrator and other members to manage development of campaign creative and implementation of media campaign elements and contracts (including but not limited to Farmers' Almanac print ads, Farmers' Almanac digital ads, TV PSA campaign, radio PSA campaign, digital online ads).

- ***Safety Campaign Partnerships Lead*** – oversees day-to-day support provided by contract program administrator and other members to manage relationships with outside organizations and individuals that support and amplify POAS campaign messages voluntarily or through established contract relationships (including but not limited to partnerships established with the Peterson Farm Brothers, JJ Harrison, Pipeline Ag Safety Alliance, agricultural co-op organizations).

- ***Premium Member Lead*** – oversees day-to-day support provided by contract program administrator and other members to develop and implement activities related to program elements designated specifically for Premium Members (including but not limited to geo-targeted digital ads, designated TV and radio DMAs).

- ***Membership Recruiting & Resource Lead*** – oversees day-to-day support provided by contract program administrator and other members to promote campaign activities, recruiting new members and develop and maintain resources for members including, but not limited to, campaign website, marketing materials, presentations and creative files for member use.
  .

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 leads serve for a term of one year and may serve consecutive terms.

Ag Communications Program

WORKING GROUPS

The Steering Committee may form working groups comprised of voting and non-voting members to assist with program planning, implementation and other activities as needed to support the organization. Working groups will be designated to work with and on behalf of one or more steering committee members.

PROGRAM MATERIALS

All program materials, including creative materials, website content, program documentation, written plans and other materials created by members for use as part of the campaign, or with the assistance of consultants or contractors hired to support the campaign, are considered works for hire and all copyrights and usage rights are retained by the campaign for use collaboratively in campaign activities and by individual members in support of the campaign.

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

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 (H2S)
- Sour Crude Oil (H2S)
- 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: admin@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		X	X		X	X		X
A white vapor cloud that may look like smoke			X	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		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	X	X
Bubbling in pools of water	X	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
Vapors may cause dizziness or asphyxiation without warning		X		X			X		X	X	X	
Is lighter than air - can migrate underground and 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
Do NOT start vehicles, switch lights, or hang up phones	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	