

Emergency Responder Program

Purpose

The purpose of the program is to provide Emergency Responders with impactful resources and encourage two-way dialogue to promote pipeline safety.

Scope

The program is directed toward local fire stations with emergency response jurisdiction over areas involving pipelines in operator selected, high risk counties.

Fire Stations will be identified through a third-party vendor. The vendor will draw a virtual geographic boundary to target and serve highly relevant ads to individuals who enter the location during the time period of the campaign.

Program Elements and Message Content

The elements in the program include:

- Collaboratively developed ads with various Calls to Action:
 - a. Free Training Resources
 - b. Fire Department Grant Opportunities Available
- Documentation that drills down clicks and impressions by location.

Program Evaluations

Ads will be periodically reviewed during the campaign to determine which ads are receiving the highest clickthrough. Results will be monitored and learnings will be shared with members and used in future campaigns.

Documentation

All program documentation will be available from the [website](#), including: operator specific click throughs and impressions, and total metrics per ad.

Dues

The dues for participation in the program are \$1000 per county. Each operator will be assessed \$250 for company specific documentation.

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 June 1.

Program History

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2024 –A pilot program to test geofencing for emergency responders ran in November 2024. Ads generated a higher than industry average click through rate and resulted in 200k impressions overall. 49 individuals engaged with the content.