# Summary of 2026 Program Changes

| Program Changes | 2025 Base Dues | 2026 Base Dues |
|---|---|---|
| **Excavator Program (Annual)**<br><br>• Promote excavator videos through QR code, quiz and incentive<br>• Continue to promote the Excavator Resources in English and Spanish and track QR codes<br>• Four-year effectiveness measurement<br>• Excavator outreach evaluation | $1.17 per mail piece; per county member dues vary by state | $1.25 per mail piece; per county member dues vary by state |
| **Excavator Email Add-On (Must be in Excavator Direct Mail Program)**<br><br>• 2x email campaigns to your one call ticket database<br>• Documentation | *New Offering* | $500 = List of up to 5,000<br>$1,000 = List of up to 25,000<br>$2,000 = List of up to 50,000 |
| **Excavator Geofencing Program**<br>• Offer two options for members to participate in geofencing – April and August<br>• Test new creative to include GIF animation<br>• Promote the new excavator video and incentive on the landing page | $800 per list of 75; $1,550 per county; $250 documentation | $800 per list of 75; $1,550 per county; $250 documentation; Select April and/or August |
| **Emergency Responder Program (Annual)**<br><br>• Grant opportunity of $2,500 and enhanced quiz<br>• Updated cover design<br>• Strategic partnerships<br>• 4x email campaigns<br>• Four-year effectiveness measurement | $230 per County | $240 per County |
| **Identified Site Registry**<br><br>• Track logins through the application and website | $75 per County | $75 per County |
| **Public Officials Newsletter (Annual)**<br><br>• Continue to promote multi-language "Pipelines In Your Community" resource<br>• 4x email campaigns<br>• Four-year effectiveness measurement | $150 per County | $160 per County |
| **Affected Public Direct Mail Program (Annual)**<br>• Mailing to affected public stakeholders identified via parcel data (660' or customized as needed)<br>• Company name, contact info and product details included in brochure<br>• Company-specific webpage and custom QR code<br>• Company-specific documentation provided via digital platform<br>• Four-year effectiveness measurement | *New Offering* | $2.73 per mail piece + $300 setup fee for Year 1 Only<br><br>*Costs would go down if the program exceeds 10,000 pieces* |

# Summary of 2026 Program Changes

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|---|---|---|
| **School Pipeline Safety Program**<br><br>• Option to add emergency responder outreach<br>• Email campaign to school administration | Tier I - $150<br>Tier II - $250<br>Tier III - $450 | Tier I - $150<br>Tier II - $250<br>Tier III - $450<br>Tier I ER-$180<br>Tier II ER-$300<br>Tier III ER-$500 |
| **General Programs / Annual Dues**<br><br>• Promote excavator videos<br>• Share excavator still photos for use by members<br>• Host educational webinars<br>• Continue to foster communication with regulators | $40 per County | $40 per County |
| **JJ Harrison 811 Awareness Program**<br>• Promo for 811 Day and Safe Digging Month on social media<br>• Sponsor shoutouts 2x annually | Pay what you can; Additional benefits at $5,000 | Pay what you can; Additional benefits at $5,000 |

# 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. Two email campaigns (sent in April and August) are sent to email addresses collected from one call ticket data provided by participating members.

## 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

# Excavator Direct Mail Program

(*Pipeline Safety Guidelines* - inside front cover and opposite page,
*One-Call and State Law Directory* – refer to table of contents for page number)

- 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 2022 and the last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2022.

## 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](mailto: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 $1.25.  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.

# Excavator Direct Mail Program

## Supplemental Excavator Programs

## Geofencing

The purpose of this program is to provide operators and one call centers with an opportunity for additional reach to counties or excavators deemed "high risk" based on historical data, line strikes or near misses. Online ads will drive the audience to a webpage where they will receive more detailed information on the purpose of 811 and how to use it in their state.

Program participants will have the opportunity to enroll specific excavators which they've deemed to be "high risk" based on the participants internal data.

**Audience:**

### Option 1: Excavator List

Many operators or one call centers have lists of previous "offenders" – excavators who have previously created line strikes or near misses along their system. Some operators and one call centers also have additional risk-modeling that factors in digging activity based on one call ticket requests, development activity, documented issues, one call laws or other geographic or system-specific data. Program participants must enroll a list of 75 excavators for this option. If the participant has a list of less than 75 excavators, similar excavators in the same geographic area will be identified to bring the list to 75. The cost for this option is $800 per operator.

### Option 2: County Enrollment

Program participants will have the opportunity to enroll in counties which they deem to be a priority for reasons such as high excavation activity or high one call ticket requests. Enertech will identify and geofence up to 200 excavators in each enrolled county based upon the following company types:

1. Telecommunications/Cable

2. Sewer

3. Road Work

4. Drainage/Irrigation

5. Water

6. Fencing

The cost for this option is $1,550 per county.

### Additional Excavators

# Excavator Direct Mail Program

Program participants will have the opportunity to submit additional excavators to be included in the campaign. Program participants must be enrolled in either Option 1 or Option 2 to be eligible to submit individual excavators. Individual excavators can be enrolled at a cost of $7 per excavator.

### *Geofencing Documentation*

Final documentation will be provided to participants based upon the specific counties they are enrolled in and or the excavator lists they provided if participants elect to receive individual documentation. The cost for company-specific documentation is $250 per operator.

## Email Campaigns

Two email campaigns (sent in April and August) are sent to email addresses collected from one call ticket data provided by participating members. Members can submit email addresses or email addresses and mail addresses to increase reach to stakeholders. If addresses are included in the mailing program, the total number of pieces mailed will increase which may increase member dues.

The cost to submit data for only the email campaigns is as follows:

1. $500 = List of up to 5,000
2. $1,000 = List of up to 25,000
3. $2,000 = List of up to 50,000

The funds are used to supplement the cost of email credits and data management by the admin team.

# Excavator Direct Mail Program

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

PUBLIC WORKS DIRECTOR
ROADS AND BRIDGES DIRECTOR
STREET SUPERINTENDENT

TRANSPORTATION DIRECTOR
UTILITIES DIRECTOR
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 |

# Excavator Direct Mail Program

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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 |

# Excavator Direct Mail Program

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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 |

# Excavator Direct Mail Program

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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 |

# Excavator Direct Mail Program

| | |
|---|---|
| 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 |

# Excavator Direct Mail Program

| | |
|---|---|
| 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

# Excavator Direct Mail Program

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

# Excavator Direct Mail Program

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.

2022 - 564,000 copies mailed to excavators across all 50 states and Puerto Rico 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 back cover featured a new resource, a Pipeline Safety Tailgate Guide, which resulted in 224 QR code scans for access. 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 added in 2022, as well as additional one call databases from members. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. An email campaign was sent to this audience for the first time in 2022, utilizing email addresses from the member one call databases. The campaign provided a copy of the ESG, as well as a survey to gather data for potential program enhancements. An outreach evaluation and an effectiveness evaluation were conducted in 2022.2023 – 531,000 copies mailed to excavators across all 50 states and Puerto Rico with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage.  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 added in 2022, as well as additional one call databases from members. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. The Excavation Safety Guide was enhanced based on stakeholder feedback collected through an email survey. Enhancements included development of an Excavator Resources page on the PAPA website to provide additional resources valued by excavators including videos, online training, safety handouts and more. This page received more than 220 QR codes scans from the Excavation Safety Guide. The "Pre-Excavation Safety Checklist" was made available as a standalone resource, in both PDF and hard copy format. The Excavation Safety Guide was streamlined by eight pages and links to resources such as the CGA Best Practices and CFR were included in a single "resources

# Excavator Direct Mail Program

page" in the guide through QR codes. The back cover of the Excavation Safety Guide featured the Pipeline Safety Tailgate Guide, which resulted in 370 QR code scans for access. Two email campaigns were sent to the excavator audience in 2023, utilizing email addresses from the member one call databases. The campaigns provided a copy of the ESG as additional resources found on the Excavator Resources page including trainings, the toolbox talk and more. The second campaign received a 28% percent open rate, after timing was adjusted to send the campaign on a Thursday afternoon (versus a Monday morning as in the first campaign.) An excavator geofencing test was conducted testing geofencing ads in Virginia and Illinois. Excavators were prompted to click to download a copy of the "Excavation Safety Checklist" as well as get additional resources such as one call center information and trainings. VA811 and JULIE were partners in the effort. Results will be analyzed and utilized to roll-out a more extensive program in 2024.

2023      - 512,000 copies mailed to excavators across all 50 states with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data, Mittera and MCH Strategic Data. Additional one call databases from members also supplemented the data. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. Enhancements to this year's guide included development of a "True Cost of Damages," tool, the inclusion of the 811 vs. 911 Infographic and a page highlighting videos available for excavators. The Excavation Safety pages on the website (offered in both English and Spanish) received thousands of views this year. The "Pre-Excavation Safety Checklist" was made available as a standalone resource, in both PDF and hard copy format, and this resource has received nearly 2,400 scans in the past two years. Two email campaigns were sent to the excavator audience in 2024, utilizing email addresses from the member one call databases. The campaigns provided a copy of the ESG as additional resources found on the Excavator Resources page including trainings, the toolbox talk and more. An excavator geofencing program was offered in both English and Spanish, resulting in 4.3 million impressions and a .18% click-through-rate, exceeding the industry average.

2024 – 512,100 copies mailed to excavators across all 50 states and the District of Columbia with 13 states (CA, CO, HI, IA, ID, MT, ND, NV, OR, SD, UT, WA, and WY) involving full statewide coverage. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data and MCH Strategic Data. Some members submitted one call databases and these were added to the list. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. Enhancements to this year's guide included development of a "True Cost of Damages," tool, the inclusion of the 811 vs. 911 Infographic and a page highlighting videos available for excavators. The Excavation Safety pages on the website (offered in both English and Spanish) received thousands of views this year. The "Pre-Excavation Safety Checklist" was made available in Spanish through the website and the English version has received nearly 2,400 scans over the last two years. Two email campaigns were sent to the excavator audience utilizing email addresses from the member one call databases. The campaigns provided a copy of the ESG and additional resources found on the Excavator Resources page. The first campaign received a 28% percent open rate. A Geofencing campaign ran in August, and it was decided this should be a separate program.

# Excavator Direct Mail Program

2025 – 457,000 copies mailed to excavators across all 50 states and the District of Columbia with 13 states (CA, CO, HI, IA, ID, MT, ND, NV, OR, SD, UT, WA, and WY) involving full statewide coverage. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data and MCH Strategic Data. Some members submitted one call databases and these were added to the list. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. Enhancements to this year's guide included adding a QR code to access the excavator safety resources page to the cover and including the Spanish Pre-Excavation Safety Checklist in the guide. The English and Spanish version of the checklist were also promoted on the back cover of the guide. The Excavation Safety pages on the website (offered in both English and Spanish) received thousands of views this year. The "Pre-Excavation Safety Checklist" has received more than 2,600 scans in total. Two email campaigns were sent to the excavator audience utilizing email addresses from the member one call databases. The campaigns provided a copy of the ESG and additional resources found on the Excavator Resources page. The campaigns had a 35 percent and 36 percent open rate. A Geofencing campaign ran in September, providing operators with the opportunity to target excavators in high-risk counties or on their violator lists. The campaign resulted in click-through-rates that exceeded the industry average. New excavator videos were developed and will be promoted starting in 2026.

# Excavator Geofencing Program

## Supplemental Excavator Geofencing Program

The purpose of this program is to provide operators and one call centers with an opportunity for additional reach to counties or excavators deemed "high risk" based on historical data, line strikes or near misses. Online ads will drive the audience to a webpage where they will receive more detailed information on the purpose of 811 and how to use it in their state.

Program participants will have the opportunity to enroll specific excavators which they've deemed to be "high risk" based on the participants internal data.

**Audience:**

### *Option 1: Excavator List*

Many operators or one call centers have lists of previous "offenders" – excavators who have previously created line strikes or near misses along their system. Some operators and one call centers also have additional risk-modeling that factors in digging activity based on one call ticket requests, development activity, documented issues, one call laws or other geographic or system-specific data. Program participants must enroll a list of 75 excavators for this option. If the participant has a list of less than 75 excavators, similar excavators in the same geographic area will be identified to bring the list to 75. The cost for this option is $800 per operator plus $250 per operator for doumentation.

### *Option 2: County Enrollment*

Program participants will have the opportunity to enroll in counties which they deem to be a priority for reasons such as high excavation activity or high one call ticket requests. Enertech will identify and geofence up to 200 excavators in each enrolled county based upon the following company types:

1. Telecommunications/Cable

2. Sewer

3. Road Work

4. Drainage/Irrigation

5. Water

6. Fencing

The cost for this option is $1,550 per county plus $250 per operator for documentation.

### *Additional Excavators*

Program participants will have the opportunity to submit additional excavators to be included in the campaign. Program participants must be enrolled in either Option 1 or Option 2 to be eligible to submit individual excavators. Individual excavators can be enrolled at a cost of $7 per excavator.

# Excavator Geofencing Program

***Geofencing Documentation***

Final documentation will be provided to participants based upon the specific counties they are enrolled in and or the excavator lists they provided.

## Program History

2023 - An excavator geofencing test was conducted testing geofencing ads in Virginia and Illinois. Excavators were prompted to click to download a copy of the "Excavation Safety Checklist" as well as get additional resources such as one call center information and trainings. VA811 and JULIE were partners in the effort. Results will be analyzed and utilized to roll-out a more extensive program in 2024.

2024 – A geofencing campaign ran in August in English and Spanish and company specific documentation was provided to members that opted in to receive it. The campaign used ads featuring local one call center logos and the ads resulted in 4.3 million impressions and a .18% click-through-rate, exceeding the industry average.

2025 – Thirteen companies participated in a geofencing campaign which ran in August in English and Spanish. Company specific documentation was provided to members that opted in to receive it. The campaign used ads featuring local one call center logos and the ads resulted in 2 million impressions and a .26% click-through-rate, exceeding the industry average.

# Public Officials Newsletter

## Purpose

The purpose of the program is to provide general pipeline safety information to Public Officials. The message will include awareness of hazards associated with pipeline facilities, what types of emergencies may occur on pipeline facilities, how to obtain information about the location of pipeline facilities, general one call requirements, and how to contact pipeline companies for additional information.

## Scope

The program is directed toward local, city, county or state officials and/or their staffs having land use and street/road jurisdiction in areas where pipelines are located. Local School Districts 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. The Census of Government list is also used. 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 an opportunity to provide feedback to the Association. The mailing is scheduled to be sent out in the month of August. Quarterly email campaigns will are sent promoting resources and asking officials to request information from operators.

## 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
  (*Maintaining Safe Pipelines* – page 11,
  *Pipelines In Your Community* – page 14)

- General location and purpose of gathering pipelines

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(*Pipelines in Your Community - page 14*)

- Pipeline location information and availability of NPMS
  (*Resources for Local Officials* – page 2, *Pipeline Maps* - page 3,
  *Pipelines In Your Community* – page 14)
- One-Call requirements
  (*The Language of Underground Safety* – Page 6,
  *State One Call Law Updates* – page 7,
  *Pipeline Right-of-Way* – page 10, *Pipelines In Your Community* – page 14
  *Pipeline Markers* – page 15, *Excavation Safety* – page 16)
- Awareness of hazards and prevention measures undertaken
  (*Know the Hazards* – Pages 8-9, *Pipelines In Your Community - page 14*)
- Physical indications of a pipeline release
  (*Know the Hazards* – Pages 8-9)
- Steps to take to protect the public in the event of a pipeline release
  (*Know the Hazards* – Pages 8-9)
- Procedures for reporting a pipeline emergency
  (*Know the Hazards* – Pages 8-9)
- Emergency preparedness communications
  (*Pipelines In Your Community - Pages 8-9*)
- How to obtain an overview of an operator's Integrity Management Program
  (*Maintaining Safe Pipelines* – page 11, *Pipelines In Your Community* – page 14)
- Copies of materials provided to affected public and emergency officials
  (*Copies of Materials* – page 2)
- Company contacts
  (*Pipelines In Your Community* – page 14)
- How to get additional information
  (*Resources for Public Officials* – page 2, *Information Request Form* – page 15)

## 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 2025 and the last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2022.

## 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 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".

# Public Officials Newsletter

Members are expected to retain 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 $160 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 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:

    FUNCTION NAME
    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.

# Public Officials Newsletter

## **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 |

# Public Officials Newsletter

## 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

# Public Officials Newsletter

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.

2022 – Mailing of sixteen-page newsletter to over 53,000 officials in 45 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. A Spanish version was translated, referenced in the newsletter and made available on the website at the request of public officials in previous years. An additional resource, a guidance document for when the shelter-in-place versus evacuate was developed and promoted in the newsletter, as well as on the homepage and ER Training Resources sections of the website. A one-hour webinar covering NPMS and PIMMA was held on October 11.  This webinar was conducted by Leigha Gooding with PHMSA.  PAPA also featured its resources for emergency and public officials, including the updated ISEPA application. An effectiveness evaluation was conducted in 2022.

2023 – Mailing of sixteen-page newsletter to over 50,000 officials in 45 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. Feedback was solicited from public officials as part of pre-testing for the 2023 newsletter. The packet included a postage paid return envelope for return of the feedback/information request form included in the newsletter. This 2023 edition of the Public Official newsletter included a one-page summary of the key messages, which was made available for download from the web site. A Mandarin Chinese version was translated, referenced in the newsletter and made available on the website at the request of public officials in previous years. The Spanish version developed in 2022 was also provided on the website. A Safety Checklist was also developed and promoted as part of the Public Official Newsletter, specifically for local planning and zoning officials and developers. Thus far, the new resource has more than 370 QR code scans. A one-hour webinar covering NPMS and PIMMA was held on October 10. This webinar was conducted by Leigha Gooding with PHMSA. PAPA also featured its resources for emergency and public officials, including the updated ISEPA application. Also included in the PO Newsletter and email campaigns was a chart outlining the differences between NPMS, PIMMA, PipeVision and Pipeline Markers so that stakeholders could better understand the usefulness of each. Based on the 2022 effectiveness evaluation, an infographic was developed to emphasize the difference between 811 and 911 and instruct stakeholders on when to call each. This infographic was included in the 2023 Public Official newsletter and shared widely on social media. The

# Public Officials Newsletter

"Shelter-In-Place" Guidance Document developed by PAPA in 2023 continues to be a trusted a highly utilized resources. The QR code has more than 831 scans in the last two years. A database of public official email addresses was purchased for PAPA to conduct its first public official email campaigns. Four e-campaigns were conducted, providing officials with a digital copy of the newsletter (according to preferences expressed in the 2022 effectiveness evaluation), operator specific information through the member directory, mapping resources, information on the mapping webinar and more.

2024 – Mailing of sixteen-page newsletter to over 46,000 officials in 45 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. A few of the notable improvements to the 2024 guide included developing a new pipeline safety infographic and featuring an article on the "6 P's" of Emergency Preparedness written by expert Mike Callan. The 2024 edition of the Public Official newsletter included a one-page summary of the key messages, which was made available for download from the web site. A Vietnamese version was translated, referenced in the newsletter and made available on the website at the request of public officials in previous years. The Spanish and Mandarin Chinese versions developed previously were also provided on the website. A public official landing page was added to the website and promoted in the newsletter and so far has received more than 2,200 QR code scans. A "Critical Information for Emergency Preparedness" was developed and promoted on the cover of the Public Official Newsletter. Thus far, the new resource has more than 4,695 QR code scans. A one-hour webinar covering pipeline emergency preparedness best practices was held on October 9. This webinar was conducted by pipeline emergencies expert Mike Callan and featured several other esteemed panelists. The webinar had 155 registrations and 85 attendees. A database of public official email addresses was purchased for PAPA to conduct its first public official email campaigns. Five e-campaigns were conducted, providing officials with a digital copy of the newsletter (according to preferences expressed in the 2022 effectiveness evaluation), operator specific information through the member directory, mapping resources, information on the mapping webinar and more.

2025 – Mailing of sixteen-page newsletter to over 46,000 officials. 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. A few of the notable improvements to the 2025 guide included a cover article on wildfires and pipelines, which was identified as a key risk factor by the PAPA Board of Directors; a reference to underwater pipelines was added to the Pipeline Right-Of-Way article; "Lessons Learned from a Major Pipeline Incident" was written by Williams Pipeline; and Mike Callan was interviewed for an article determining when to evacuate or shelter-in-place: "The Toughest Call in Pipeline Emergencies." The 2025 edition of the Public Official newsletter included a one-page summary of the key messages, which was made available for download from the website. Russian and Tagalog versions were translated, referenced in the newsletter and made available on the website at the request of public officials in previous years. The Vietnamese, Spanish and Mandarin Chinese versions developed previously were also provided on the website. A public official landing page on the website was promoted in the newsletter and so far has received more than 2,350 QR code scans. A one-hour webinar covering pipeline mapping tools was offered. The webinar had more than 334 registrations and 106 attendees. Social media posts were created and posted on the website for download. Seven e-campaigns were conducted, providing officials with a digital copy of

# **Public Officials Newsletter**

the newsletter, operator specific information through the member directory, mapping resources, information on the mapping webinar and more. The highest click-through-rate was 37%, with all campaigns exceeding 27%.

# Emergency Responder Program

## Purpose

The purpose of the program is to provide a collaborative communications program that satisfies the DOT Pipeline Safety regulatory requirements for public awareness and liaison with emergency officials.

## 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 and Sheriff's Departments

- Public Safety Answering Points (PSAP)

- 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 on mutual understanding, 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 with an ancillary endorsement so that returns are received and contains a postage paid return envelope.

- Quarterly email communications with Emergency Officials.

- An online interactive training web site with various pipeline emergency scenarios.

- The online training resource: Responding to Utility Emergency Emergencies.

# Emergency Responder Program

- 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 and downloadable 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).

- Follow-up with any emergency responders who request additional training or indicate through the feedback form (electronic and mail) that they DO NOT have or are UNSURE if they have mutual understanding with operators in their area.

## 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".

## 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*)

# Emergency Responder Program

- 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, emails to Emergency Officials*)

## 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 2022 with another in 2026.

# Emergency Responder Program

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.

## Dues

The base dues for participation in the program are $230 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 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.

# Emergency Responder Program

*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*.*

Title 49 Code of Federal Regulations states:

*192.615 (c) Each operator must establish and maintain liaison with the appropriate public safety answering point(i.e., 9-1-1 emergency call center) where direct access to a 9-1-1 emergency call center is available from the location of the pipeline, as well as 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 adequate means of communication with the appropriate public safety answering point (i.e., 9-1-1 emergency call center), where direct access to a 9-1-1 emergency call center is available from the location of the pipeline, and fire, police, and other public official Operators must determine the responsibilities, resources, jurisdictional area(s), and emergency contact telephone numbers for both local and out-of-area calls of each Federal, State, and local government organization that may respond to a pipeline emergency, and inform the officials about the operator's ability to respond to the pipeline emergency and means of communication during emergencies. Operators may establish liaison with the appropriate local emergency coordinating agencies, such as 9-1-1 emergency call centers or county emergency managers, in lieu of communicating individually with each fire, police, or other public entity.*

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.

# Emergency Responder Program

KEY ELEMENTS OF THE REGULATIONS

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 emergencies.

METHODS and OBJECTIVES

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.

COMMUNICATION ACTIVITIES

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

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

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

- ➢ Emergency Response Capabilities Application –
  - o Capabilities
  - o Mutual Understanding

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

- ➢ Email Communications with Emergency Officials –
  - o Solicitation of a Response or Feedback
  - o Additional Elements (if included in the communication)

- ➢ Supplemental ER Meetings –
  - o All Elements, or Specific Elements Requested by the Agency

# Emergency Responder Program

## 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

# Emergency Responder Program

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.

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*

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*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 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

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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 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

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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.

2022 – Mailing of Pipeline Emergency Response Guidelines Booklet and the Pipeline Awareness Newsletter for public officials to nearly 23,000 agencies in 892 counties. The cover of the PERG was updated with a new design. Additionally, the "Incident Response Checklist" was redesigned and move to the inside cover of the guide to make this key resource more prominent. A PDF version of the checklist was made available on the homepage and ER Training Resources sections of the website. A laminated, 3-hole punch hard copy version was developed and is available for request on the materials section the website. The back cover of the PERG was also redesigned to feature the most important resources for emergency responders. A separate webpage and QR code were developed to collect responses to a survey question to gauge "mutual understanding" as well as capabilities information. An Emergency Response Program Committee was launched to guide the ER Program. The group supported development of a process to host "Supplemental Emergency Response Meetings," to follow-up with agencies who indicate they are unsure or do not have mutual understanding with pipeline operators. The training website and Vimeo pages were refreshed with new graphics. The PowerPoint presentations available for training emergency responders were also updated. Emails were sent to the Fire Services (first quarter), Emergency Managers (second quarter) and Emergency Manager, Fire Services, Law Enforcement and 911 (third and fourth quarter). The first and second quarter campaigns promoted the new "Shelter-in-Place or Evacuate" guidance document. The third quarter campaign focused on the mapping webinar offered by PAPA. The fourth quarter campaign provided a digital copy of the PERG and the Incident Response Checklist. The ISEPA desktop application was updated, and development of the mobile version also kicked off. An effectiveness evaluation was conducted in 2022.

2023 – Mailing of Pipeline Emergency Response Guidelines Booklet and the Pipeline Awareness Newsletter for public officials to over 21,800 agencies in 713 counties. A survey of the emergency responder audience was conducted via email and the complete report is available in program documentation. Key findings were used to enhance the PERG. Most notably, PAPA found that emergency responders had a preference for having changes made to the guide highlighted. PAPA included a summary of key changes in the cover letter, guide cover and flagged these changes in the table of contents and on relevant pages. The "Shelter-In-Place" Guidance Document developed by PAPA in 2022 continues to be a trusted a highly utilized resources. The QR code has more than 831 scans in the last two years. PAPA continued to survey responders on "mutual understanding" via email and the ER mailing and facilitate follow-up contact working in coordination with state associations and individual operators. Documentation on follow-up activities is included in the program documentation. Email campaign

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frequency was increased. A total of six campaigns were sent to the Fire Services, Law Enforcement and 911 promoting a variety of resources including the regulatory change on notification of potential pipeline ruptures, ER training materials and PERG, a reminder to report unusual conditions, PHMSA grant opportunities, the mapping webinar, mapping resources and collect feedback. The ISEPA application was rebranded as "PipeVision," and promoted via the mapping webinar, PERG and in various e-campaigns. The PipeVision QR code has received 466 scans in 2023. PAPA expanded promotion of its RTUE program and developed and RTUE flyer.

2024 – Mailing of Pipeline Emergency Response Guidelines Booklet and the Pipeline Awareness Newsletter for public officials to nearly 18,500 agencies in 675 counties. PAPA developed an interactive quiz for emergency responders to certify their knowledge of public awareness key messages and promoted it via QR code on the PERG cover. Those who completed their quiz and submitted their certification were eligible to win a $250 agency grant. PAPA also updated the graphics on the cover of the PERG as well as several key sections within the publication. Most notably, the outdated infographics on the oil and natural gas supply chain were refreshed. PAPA developed a new resource for emergency responders, a guidance document called "Critical Information for Pipeline Emergency Preparedness." A QR code linking to this document was featured on the front page of the Public Official Newsletter and received nearly 4,700 scans in just three months. The QR code for the "Shelter-In-Place" Guidance Document has had more than 2,000 scans in the last two years. PAPA continued to survey responders on "mutual understanding" via email and the ER mailing and facilitate follow-up contact working in coordination with state associations and individual operators. Documentation on follow-up activities is included in the program documentation. Six email campaigns were sent to the Fire Services, Law Enforcement and 911 promoting resources like ER training materials and PERG, PHMSA grant opportunities, the emergency preparedness webinar, mapping resources and more. The PipeVision QR code has received 2,393 scans in 2024 and there have been 1,300 downloads of the PipeVision application. An "Emergency Response Preparedness" webinar was offered and received more than 155 registrations and 85 attendees. A pilot program to test geofencing for emergency responders ran in November 2024.

2025 – Mailing of Pipeline Emergency Response Guidelines Booklet and the Pipeline Awareness Newsletter for public officials to more than 18,000 agencies in 673 counties. PAPA utilized an interactive quiz for emergency responders to certify their knowledge of public awareness key messages and promoted it via QR code on the PERG cover. Those who completed their quiz and submitted their certification were eligible to win a $1,250 agency grant. By increasing the grant incentive (from $250 to two grants of $1,250) PAPA increased quiz participation. More than 130 responses were received just in the first month after the PERG was mailed. The quiz was also promoted through an email campaign. PAPA also updated the internal design of the publication, significantly modernizing the look and feel of the publication. PAPA continued to survey responders on "mutual understanding" via email and the ER mailing and facilitate follow-up contact working in coordination with state associations and individual operators. Documentation on follow-up activities is included in the program documentation. Six email campaigns were sent to the Fire Services, Law Enforcement and 911 promoting resources like ER

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training materials and PERG, PHMSA grant opportunities, the mapping webinar, mapping resources and more. The Emergency Preparedness Checklist developed last year has received more than 5,200 QR code scans. The Evacuation Guidance Document more than 2,700 QR code scans. The PipeVision QR code has received 2,712 scans and there have been 1,500 downloads of the PipeVision application. PAPA continues to expand strategic partnerships with emergency responders.

# 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 **"PipeVision" Emergency Planning Application**.  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 PipeVision 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.

# Identified Site Registry

*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 PipeVision 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 school safety officials
- Provide general pipeline safety information to faculty members and students.
- Provide support and guidance to industry personnel communicating with schools

Operators can also opt-in for additional outreach to the responding fire department associated with schools in the program.

## Program Elements and Tier Levels

Schools may be registered at the Tier I, II or III, I-ER, II-ER, III-ER Levels. or the Tier I, II or III-ER 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 the facilitation of a 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, an in-person meeting with school officials once every four-year cycle and the facilitation of a school pipeline safety assessment.

- **Tier I – ER** program elements include a school specific web page for ongoing communications, plus an annual fall outreach to each school, district office, and the fire department that would respond in an emergency.

- **Tier II – ER** program elements include a school specific web page for ongoing communications, annual fall outreach to each school, district office, and responding fire department, and a facilitated school pipeline safety assessment. In addition, a web-based meeting (or conference call with online elements) with school officials will be conducted once every four years, with an invitation to the responding fire department.

- **Tier III – ER** program elements include a school specific web page for ongoing communications, annual fall outreach to each school, district office, and responding fire department, and a facilitated school pipeline safety assessment. In addition, an in-person meeting with school officials will be conducted once every four years, with an invitation to the responding fire department.

# School Pipeline Safety Program

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 mailing communications include: a cover letter, the school pipeline safety brochure, a school specific poster containing pipeline location map, and other relevant information.

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 for any questions or requests resulting from the meeting, facilitating the school pipeline safety assessment ~~results~~ and documenting the activities.

## Dues

The annual dues are: $150 per school for Tier I, $250 per school for Tier II, $450 per school for Tier III, $180 per school for Tier I-ER, $300 per school for Tier II-ER and $500 per school for Tier III-ER. 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 are less. These schools will be identified as Tier III-LT in the member accounting reports. Similarly, dues for Tier III-ER- LT will be $400 per year.

## Sign up

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

# School Pipeline Safety Program

- 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

## 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, $100 per year for Tier II, $120 for Tier II-ER, $320 for Tier III-ER and, $220 for Tier III-ER-LT.

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

# School Pipeline Safety Program

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.

<u>Changes requested after July 1</u>

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

## School Information Form

School Name:

City and State:

Level of Enrollment (Tier I, II, Tier III, Tier I-ER, Tier II-ER, Tier III-ER):

### 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 or presentation provided to PAPA prior to September 15, 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 2025.

## 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

# 811 Awareness Program – JJ Harrison

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.

2021 – Participated in 35 scheduled rodeo events in 13 states attended by over 800,000 people with 120 performances. JJ traveled over 40,000 miles crisscrossing the United States to media interview, special needs rodeos and safety expos. JJ was featured in multiple rodeos on the Cowboy Channel, which reaches a nationwide audience of 42 million households. He reached 22,000 followers via Facebook and more than 8,000 followers on Instagram.

# 811 Awareness Program – JJ Harrison

2022 – Performing over 38 events with many multi-year contracts, JJ continues to add large scale rodeos with a reach well over 900,000 in attendance along with the addition of television viewers. Cowboy Channel features many of JJ's rodeos throughout the year with an estimated 8.3 million viewers and growing. His presence in the western community has continued to grow consistently over the past 10 years due to his rodeo clown career, motivational speaking, anti-bully school assemblies and more. He currently has more than 25K Facebook followers and 13K Instagram and continues to build his reach and demographic using this creative outlet.

2023 - JJ performed 38 events with over 900,000 in attendance in 2023. He has travelled over 40,000 miles spreading the 811 message with pride. JJ has had multiple videos go viral this year with views reaching well over 30 million due to his presence in the rodeo arena. He currently has more than 88,480 social media followers. JJ was nominated as Top 5 Pro Rodeo Cowboy Association 2023 Clown and Northwest Professional Rodeo Associations 2023 Clown of the Year.

2024 - JJ performed 34 events in 2024 across 14 states. He has travelled over 50,000 miles spreading the 811 message with pride.  He currently has more than 127,000 social media followers and half of his rodeos were broadcast on the Cowboy Channel. JJ began selling merchandise including jerseys with the 811 logo. He hosted a live show at the Indian National Finals Rodeo in Las Vegas.

2025 - JJ performed 36 events in 2025 across 15 states. He has travelled over 50,000 miles spreading the 811 message with pride.  He currently has more than 158,000 social media followers and over half of his rodeos were broadcast on the Cowboy Channel. JJ continues to sell merchandise including jerseys with the 811 logo. JJ worked his 4th consecutive Indian National Finals Rodeo in Vegas. He will host a live show in December for the National Finals Rodeo in Las Vegas and it is ranked the #1 watch party in Vegas. This month he was voted top 3 in his field once again.

# 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
- Periodic Stakeholder Surveys and Effectiveness Evaluations

## 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 voting and non-voting members, 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 their first year. Other voting members are required to make a multi-year commitment to participate until the end of the current three year cycle.  The current cycle is 2025, 2026, and 2027.  The next cycle begins in 2028.

### 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.

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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 | |