

## 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. 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.

### 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

## Public Officials Newsletter

- (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 2021 and the last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2018.

### **Documentation**

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

### **Follow-up Communications**

Stakeholders are encouraged to send in requests for information 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](mailto: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 \$150 per county. This fee will be reduced in states where participation levels are sufficient to create cost sharing. The final dues for each state will be established at the end of January when all participation levels are known. Members can expect to receive invoices in February or March.

### Sign up

Companies may sign up by sending an email to [admin@pipelineawareness.info](mailto: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:

| <u>SIC</u> | <u>Description</u>   |
|------------|--|
| 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

## Public Officials Newsletter

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