



PIPA Communication Team Meeting Notes

August 6-7, 2013

Participants

(See participants list below.)

Meeting Agenda / Objectives / Discussion Topics

Aug 6, 2013 8:30 AM until 4:30 PM	
8:30 am	Coffee and Bagels
9:00 am	Welcome & Introductions - Jeff Wiese , US DOT PHMSA Associate Administrator for Pipeline Safety
9:20 am	Review of PIPA Recommended Practices and Risk Report
10:20 am	Review evolution of PIPA Communication Plan & Communication Plan Tenets (e.g. institutionalize land planning near pipelines)
11:30 am	Lunch
12:30 pm	Anna Osland - An Analysis of Land Use Planning Surrounding Hazardous Liquid and Natural Gas Transmission Pipelines in North Carolina (Dissertation)
1:30 pm	Kathy Smith – FEMA (answer questions about FEMA/HMPs, other ways to work with FEMA, ideas on communication with emergency managers and pipeline operators about HMPs)
3:00 pm	Primer for emergency management/hazard mitigation managers regarding pipelines. Discuss communication plan for hazard mitigation primer.
4:30 pm	Meeting adjourn
Aug. 7, 2013 8:30 AM until 2:30 PM	
8:30 am	Technical Assistance Grants related to PIPA
	1. NACo 2012 Grants (Jen Horton, Program Manager, Infrastructure and Sustainability, NACo)
	2. PST Grants?
	3. Other PIPA related TAGs 2012
	Discuss strategy and develop communications plan for next year. <ul style="list-style-type: none"> • Review of previous implementation plan/target audience and previous “Idea List” • Hits to PIPA website • Team Member Recruitment • Re-engagement of/update to previous PIPA participants
11:30 pm	Lunch
12:30 pm	Communication plan discussion continues
2:30 pm	Close Meeting

Discussion Notes

August 6

- Welcome & Introductions - **Jeff Wiese**, US DOT PHMSA Associate Administrator for Pipeline Safety
 - 811 Day is this coming Sunday. Many high-visibility activities are planned, including sporting events, social media, related pipeline safety meetings, You Tube, first-person testimonials, etc.
- **Julie** – Introduction of organizations; Chuck Lesniak is looking for a NLC member to replace him on the team. Looking for representatives in addition to NAHB for the developer community. A more effective representative may be engineering and surveying associations. APA has supported involvement by the planning community through their support and promotion of PIPA state specific webinars. The webinars are sanctioned by APA for AICP certification maintenance credits. Need to find way to get their involvement to bring consideration of pipelines into the planning process beginning with planners' education and accreditation.
- **Review of the PIPA Report & recommended practices:**

Since there are a good number of new members on the PIPA Team, the group reviewed the PIPA report and the 43 recommended practices. Conceptually the practices are separated into baseline & new development practices. Baseline practices are implemented before development occurs and new development practices are implemented when site specific new development is being planned.

Stakeholders should review all and adopt those recommended practices that are appropriate for their community to implement. Eleven of the 43 PIPA RPs reference the pipeline safety regulations on Public Awareness which requires operators to perform outreach to local public officials and emergency officials; pipeline operators' outreach has included emergency responders but they have not historically been involved with hazard mitigation planning; local governments now looking more at including pipelines in THIRA process for hazard mitigation planning. Pipeline operators have worked with local or regional governments for pipeline security.

- **Baseline Practices –**

- **BL01** – Mapping;
- **BL03** – Utilize Information;
- **BL04** and **BL05**– Consultation Zone (with App B: Model Ordinance) – variety of issues in getting local governments to adopt consultation zones;
- **BL06** – Planning Area (ref Appendix I, Calculation) – similar issues to BL05 in getting local governments to adopt; Gap analysis tools for stakeholder groups to help in establishing consultation zones and planning areas;
- **BL07** – **BL09** – Records;
- **BL10** – Implement Communication Plan; **BL11** – Effective Communication regarding risk (with Appendix F – Barriers to Effective Communication);
- **BL12** – Notify Stakeholders of ROW maintenance; **BL13** – Prevent and Manage ROW Encroachment – many issues arise when operators want to clear ROW – important point is the need for pipeline access in emergency response and maintenance, lesser need is for aerial patrolling;
- **BL14** – Improve State Excavation DP Programs; **BL15** – Enhance DP Programs near High-Priority Subsurface Utilities; **BL16** – Halt Dangerous Activities near Transmission Pipelines; **BL17** – Map Abandoned Pipelines (include in one-call areas); **BL18** – Disclose Transmission Pipeline Easements in Real Estate Transactions (big issue, widely not implemented in GIS applications) –

NAHB considers this is the best time to ID pipeline easements on properties, as opposed to after development planning has begun – should be during discovery, before closing on property transaction; – Q: Is PHMSA working to get this implemented within the damage prevention arena?

○ **New Development Practices –**

- **ND02 – ND06** – Early Communication/Due Diligence¹;
- **ND07** - Records;
- **ND08** - ; **ND09** – Provide Flexibility;
- **ND11 – ND23** – Reduce Pipeline Risks through Design; **these practices include actions that are beyond the core capability of most planners or developers** (e.g. enhancing fire protection and/or endurance as needed. Model potential for gas, liquid, vapor migration. Model fire, explosion, or toxic release, Use egress models. Evacuation routes need to consider potential impacts. Develop site emergency plans. Consider additional measures to reduce the impact of noise from compressor or pump stations on the development).
- **These practices cover the following types of development**

Parking Lot/Structure (ND11)
Road (ND12)
Utilities (ND13)
Aboveground Water Management (ND 14)
Water Supply and Sanitary Systems (ND16)
Residential, Mixed-Use, Commercial (ND 17)
Industrial Development (ND 19)
Institutional Facility(ND20)
Public Safety and Enforcement Facilities (ND21)
Places of Mass Public Assembly (ND 22)

- **The *PIPA Land Development Near Transmission Pipelines Site Assessment Checklist*** is a good tool for developers, planners, and operator to use to review plans for the safe integration with the pipeline right of way. Here is an excerpt from the document.

¹ Fix plat picture on page 56 of PIPA Report (Julie) wrt depiction (red line) of PL location

XV. REVIEW DESIGN FOR SAFE INTEGRATION WITH THE TRANSMISSION PIPELINE (ND06)
Consider ways to decrease the population density near the right of way (ND09)
Consider measures to prevent excavation damage during construction and in the future (BL15, ND08, ND12, ND16, ND22, ND24)
Review potential for other damage to the pipeline from development (e.g. run off, interference with <u>cathodic</u> protection) (ND11, ND12, ND13, ND14, ND16, ND17)
Review to ensure adequate access for operations/maintenance activities (ND 11, ND12, ND13, ND 14, ND 15, ND16, ND17, ND19, ND 20, ND21, ND22)
Review to ensure adequate access and resources for emergency response (BL06, ND 12, ND14, ND 16, ND 17, ND 19, ND 20, ND21, ND22, ND23)
Review ability for a safe and timely evacuation, difficult to evacuate populations (ND12, ND17, ND20, ND22)
Review for enhanced fire protection and/or endurance if needed, NFPA 1 Fire Code (ND11, ND 17, ND20, ND 21, ND22)
Review for potential of gas or liquid migration in the event of a release (ND13, ND14, ND16, ND19)
Review to minimize the consequences of a pipeline incident. (All) <ul style="list-style-type: none"> • Minimum separation within the ROW to other structures? • Are buildings clustered away from the pipelines? • Are higher-density or difficult to evacuate development located with a maximum separation from the pipeline? • Are open spaces closest to the pipeline, thereby creating a buffer? (ND09, ND 11, ND 12, ND13, ND 14, ND 16, ND17, ND 19, ND 20)
Review selection and design of vegetation (ND15)
Consider the effects of noise and odor of pipeline operations (ND18)
Consider escalation of risk due to cascading effects. (ND19, ND21)
Consider proposed use of pipeline ROW for alternative use such as green spaces, parks, golf courses, hike and bike trails, horse trails, and other recreational spaces. (ND 08 and see Appendix C for examples.)

- ****Architects, engineers, surveyors and land and emergency planners require continuing education and understand impacts of pipeline easements; they are good avenues for communicating with real estate and developers; outreach to those groups should be considered****; AIA (American Institute of Architects) is trade group in DC that should be contacted; National Society of Professional Surveyors has “radio hour” every week. (Gary Kent, original PIPA effort, is contact.)
- Q: Could API guidelines on placement of new utilities and related infrastructure relative to transmission pipelines be posted on PIPA website? **(Karen Simon to examine and inform Julie.)**
- Aboveground Water Runoff Infrastructure & **ND14** — EPA proposes new rule this year that certain amount of water retention must be included in future developments. This could impact pipeline locations. **(Claire Worshtil to provide info to Julie.)**
- Anna Osland – Land Use Management and Collaborative Planning Practices in North Carolina - Presentation
 - Overview of the methodology used to collect data to investigate existing state of planning practices near transmission pipelines.
 - Overview of research findings.
 - Overview of different levels of collaboration between emergency managers and planners. Discussion as to how this could inform outreach for the hazard mitigation primers. Organizations with existing collaborative relationships may be more successful implementing enhanced hazard mitigation plans with pipelines.
- Kathleen Smith – FEMA – Planning, Communicating and Mitigating Hazards – Presentation
 - Overview of what FEMA does and where FIMA is within the FEMA organization.
 - Covered FEMA grant requirements as they relate to hazard mitigation plans. Over 22,000 plans have been approved. Almost all communities have a hazard mitigation plan. The plans must cover natural hazards which are applicable to the community and optionally include manmade and technological hazards. Including pipelines in hazard mitigation planning.
 - PIPA recommended practices contain many good mitigation actions for local governments to take.

- The primer is very well written. There are a few changes FEMA would like to make to ensure that the language is accurate from their perspective.
- FEMA has found that while it is optimal to have emergency managers and land planners collaborate when planning for natural hazards, it is challenging. This relationship among these groups varies from one government to the next.
- FEMA's database does not support searching to determine how many hazard mitigation plans address technological hazards.
- How to measure the number of PIPA recommended practices implemented by local governments as a result of the primer is not straightforward. However, FEMA could serve as a vehicle for pushing PIPA information to planners and emergency managers. Remember that the actions required to implement PIPA RPs are likely beyond the capability of most planners. Even if they were fully engaged and supportive of PIPA RPs, they would need to collaborate with emergency management to implement the practices.
- FEMA is well known (much, much more than PIPA or PHMSA) and is a recognized authority for planning near hazards and hazard mitigation especially with planning and local government organizations such as APA, NACo, NATaT, NLC, etc.
- FEMA has a mitigation best practices forum/website/newsletter.... There are benefits to be recognized to using all news and social media outlets, blogs, etc.
- Next steps after the Primer is in final draft, Kathy will share it with her colleagues at FEMA and examine if they will co-author the document with PHMSA. If it will be, there may be an official distribution by FEMA public affairs organization, news releases, perhaps FEMA/PHMSA joint news release. Would need to be aligned with outreach to pipeline operators through the industry trade associations. PHMSA Legal and others within PHMSA will need to sign off on the final version as well.
- DRAFT Primer – Review and discussion.

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- (Cont'd) DRAFT Primer – Review and discussion. Changes are reflected in next draft of the primer.
- Outreach ideas for primer:
 - Send copy of final Primer to all contacts that submitted HMPs to FEMA.
 - Distribute through NEMA and IAEM.
 - Send copy of final Primer to flood plain management and drinking water management organizations.
- Technical Assistance Grants related to PIPA
 - NACo 2012 Grants (Jen Horton, Program Manager, Infrastructure and Sustainability, NACo) – will need some assistance with implementing some of the grant deliverables. Will discuss at next teleconference.
 - PST Grants (Rebecca Craven) – Association of Washington Counties (AWC) model – grant application and administration costs, combined with potential for longer-term funding needs can discourage application.
 - Possibly contact state planning offices to make information about grants available for dissemination to local planners.
 - Discussed several past PIPA related [TAGs](#) –
 - [Ft. Worth](#), TX The Fort Worth League of Neighborhood Associations provided a comprehensive overview of all pipeline issues through a "State of Gas Pipelines in Fort Worth" report and disseminated information to Fort Worth residents, elected officials, and natural gas drilling and pipeline operators. They recommended the city review PIPA practices for potential adoption. Rick Trice, Planning Director,

Fort Worth brought forward a number of changes to their gas drilling ordinance including the notification zone. The also introduced a consultation zone ordinance. From Rick, “The gas industry and citizens both were opposed to the changes and our city council rejected them all. I think that some of the changes would have been supported but got caught up in the rhetoric. I don’t expect them to resurface unless we are directed from the council.”

- [Brookings County, SD](#) – Robert Hill – PIPA Team member. The County used the Pipelines and Informed Planning Alliance (PIPA) Consultation and/or Planning Zone best practices to develop a zoning ordinance to protect pipeline rights of way.
- [Montgomery County, VA](#) Steve Sandy, PIPA Team member. County of Montgomery partnered with Virginia Utility Protection Services (VUPS) to develop a new permit software application to interface the Newtin ticket program with the Montgomery County's development and building permit database. The system receives permit data from Montgomery County, determines site location, and then notifies a utility that a building or development permit was issued within the utility's notification area or right-of-way. The county considered a consultation zone ordinance but decided not to introduce an ordinance.

- **Discuss strategy and develop communications plan**

- Review previous plan - handout: [Draft Revised Communication Team Implementation Plan, Draft, 10/27/2011](#)
 - The goal remains current for the upcoming year although the audience may need to be expanded with outreach to architects, engineering designers, landscape architects, etc. (AIA, APA) – not especially focus on local government and governmental planners.
 - Reviewed the objectives, the corresponding activities to implement, the level of success, and the lessons learned for each objective. Due to time constraints, only covered a few slides that gave a full review of the past activities.
 - Attendance at conferences for PIPA sessions have been very low, less than 10 attendees. One session only had 2 attendees.
 - When PIPA recommended practices were developed, the consultation zone was thought to be the key practice. Over the past couple years, it has become evident that it an unreasonable expectation of the operators to influence land development near pipelines.
 - The team developed many tools to assist stakeholder with implementation of the PIPA recommended practices.
 - The state-specific webinars have been well received and attended by the target audience we are seeking to reach. AICP certification maintenance credits are am effective incentive for their participation.
 - Julie will document past outreach activities, the results, and the lessons learned from the outreach efforts.
 - Reviewed the hits to the PIPA website since the PIPA report was published. The months that the webinars were given have the highest level of reports downloaded. The INGAA webinar also boosted hits to the website. Hits to the website ranged between 720-1,040 per month since its inception. For comparison, hits to similar OPS programs are much lower but unique hits to NPMS average around 10,000 hits/month. Julie requested that the NPMS website be leveraged to promote PIPA. The PIPA logo

Webpage	Hits - July 2013
damageprevention.htm	289
emergencyofficials.htm	191
publicawareness.htm	270
Total	750

was added to the Public Viewer home page.

- Outreach ideas for next year's plan:
 - Get one progressive planner to take the message peer-to-peer
 - Work with real estate commissions on a disclosure law.
 - Work with ICC of NFPA on enhanced fire codes near pipelines
 - Outreach to engineering firms and associations that do site development.
 - ASCE – American Society of Civil Engineers
 - ISPE – Indiana Society of Professional Engineers
 - ACEC – American Council of Engineering Companies
 - Stakeholder Organizations/ Conferences/Committees
 - State APA Conferences
 - NAHB Conference
 - NEMA, IAEM
 - SGA
 - Publications
 - American City & County
 - Industry Newsletters
 - API/AOPL Newsletter
 - NAHB alerts
 - PIPA “Living Document” – FERC white paper PIPA for new pipelines
 - Better promotion of TAGs
 - Make webinar available online for professionals to watch at anytime and complete a survey to get continuing education credits.
 - Need implementing locations to serve as champions.
 - Combine building awareness with measuring implementation.
 - Continue webinars; focus on focus on architects, engineering designers, landscape architects, etc. (AIA, APA) – not especially focus on local government and governmental planners; identify opportunities
 - NAHB Annual Meeting or NAHB Conference
 - NAHB Resolution regarding PIPA – From [NAHB's site](#): NAHB is an active participant in the regulatory process, working hard to promote housing in America. This section lists the official resolutions adopted by NAHB's Board of Directors. Resolutions touch on key housing issues such as removing regulatory barriers to building affordable housing, protecting property rights, providing tax relief for small businesses, promoting smart growth, and assuring the U.S. housing finance system remains strong.
 - National and regional conferences and meetings (need a provider that can provide continuing education credits).
 - PIPA Logo – link from state sites
 - PIPA Logo – link from other stakeholder sites.
 - Develop a habitat t-shirt with PIPA.
 - Get a professional narrator to create a ‘canned’ generic version of the hazard mitigation planning webinar for use by others and perhaps for upload to social media (e.g., YouTube) and for download from the internet. This could include scripted interviews and questions and answers.
 - Look into other ideas to promote PIPA recommended practices via social media.
 - Need PIPA ownership and organization across the states, among pipeline operators, and with emergency management organizations.

- Continue working with FEMA.
- Get FEMA endorsement. Get other endorsements. Include endorsements on canned webinar and other materials.
- Perhaps utilize the Fire Service Learning Network (**Anna to provide more background at next meeting**).
- Christie Murray: There are two segments/aspects of the PIPA outreach to focus on going forward:
 - Targeted activity to institutionalize the PIPA recommended practices
 - Major PIPA practices promotional activity for 2013 and 2014.
- Christie suggested and adoption seemed agreed upon to have the Comm Team Co-chairs address these two aspects: Julie to steward institutionalization; Cynthia to steward an increase in promotional activities. Institutionalization is directed at actions that support lasting achievement of PIPA's goal. In addition to working with FEMA, this may include working with academia and certification organizations to include PIPA RPs into their education curriculum and testing. Promotional materials raise awareness of the PIPA report. This includes PIPA webinars and publishing articles.
- The Team should continue and perhaps expand use of the stakeholder webinars as an outreach mechanism. Need to identify target groups that can be reached effectively as well as their professional development requirements.
- Slides from the meeting are available on the PIPA Comm Team page:
 - <https://primis.phmsa.dot.gov/comm/pipa/CommTeamMeetings.htm>
 - Need to expand team building and perhaps get additional marketing folks on the Team.
 - **Team members should bring ideas to the next Comm Team meeting to get buy-in and ownership, assign opportunities and look at timelines. We will discuss at the next meeting, Sept. 11.**
- Also to be discussed at the next meeting is the regularly scheduled meeting time. Meeting adjourned at 2:40 PM

Meeting Participants

Participated	Name	Represents	Company	Email
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Meeting Agenda/Slides:

Slide presentation prepared by Julie Halliday will be made available on the PIPA Comm Team website.

- <https://primis.phmsa.dot.gov/comm/pipa/CommTeamMeetings.htm>

Other presentations will be posted when received.