

**PIPA Communications Team**  
**October 12, 2011 – Teleconference Meeting Notes**

**Participants** (see participants list below)

**Meeting Topic**

Discussion of document distributed to Communications Team by Julie Halliday “Communication Team Implementation Plan Discussion Document, 10/11/2011”

**Discussion**

- Update since last meeting.
  - Steve Fischer and Monty Zimmerman presented PIPA to APWA. Two people were in the audience.
  - PIPA logo graphics standard and the modified PIPA logo (in black/white, reverse colors for dark backgrounds, with/without PIPA URL) were developed. Logo sheet sent to Communications Team members.
  - Susan Waller, Spectra Energy developed a sample new PIPA brochure and several sample cover graphics. Comments regarding the samples during this call addressed need to not focus on damage prevention too much as the focus of PIPA is less on damage prevention and more on communication and planning.
  - A catalogue of PIPA communication’s material was distributed to the team. This spreadsheet and the presentation material will be posted on the Team’s web site. If you have other material , please send it to Herb.
- Document distributed by Julie for today’s discussion:
  - In the last meeting the Team discussed the need to develop a plan on **how** to ID and communicate with candidate local governments. Based on comments and discussions (see discussion document), it was considered and asked if the Team may need to refocus instead on **what** to discuss with identified local governments. I.e., ask: What outreach message is most urgent and is most likely to be received by the stakeholder audience among various and myriad messages and outreach efforts already likely being conveyed to local governments?
  - It was suggested and agreed that perhaps mapping was a key message to focus on (e.g., the integration of NPMS data into local governments’ GIS systems, PIPA RP **BL01 Obtain Transmission Pipeline Mapping Data**). It was noted that many PHMSA TAG grants are being used to help local governments integrate NPMS data into their GIS systems. However, this must go hand-in-hand with discussion of why they would want to map pipelines. A valid question is, “Do we know who already has NPMS in their GIS systems and why it’s there?” There needs to be a reason for local governments to map transmission pipelines. Perhaps tie mapping initially to PIPA RP **ND23 Consider Site Emergency Response Plans in Land Use Development** if it will be perceived as urgent and important by local governments.
  - This needs to tie to PIPA reasons. We don’t want to lose sight of educating governments by developing and using materials to educate local governments on what PIPA is and why the PIPA recommended practices are important. We need to lay the groundwork for later discussions if we are delaying the current PIPA goal focused on consultation zones.

- Should we focus on only one group within local governments that needs PIPA information? In response to this question it was noted that the discussion (and the document distributed by Julie) is going in a different direction than previously discussed by the Communications Team. It was pondered that perhaps we need to start at state level governments to help it flow down to local levels.
- It was noted that APA registered planners is one set of stakeholders where outreach could reach a broad audience through their state chapters, provides an existing communication channel, and may be a sustainable vehicle to educate future planners on planning near transmission pipelines.
- Susan Waller noted that Spectra Energy's mailings include information about PIPA and NPMS, and that other operators should be including these messages in their public awareness materials. Spectra focuses its communications on emergency responders rather than planning officials. However, not sure brochures are an effective way to get to people. Most emergency responders don't like to get info in mail; they prefer face-to-face meetings. Spectra staff will be speaking next year at "hot zone" meetings of IAFC (fire chiefs).
- It was agreed that face-to-face communication is always better. Regardless, material should be on-hand to use in delivering the messages more effectively to target audiences. Materials in progress of being drafted should continue being developed.
- Pipeline Safety Trust efforts in Washington were coming up on this "wall of reality". That is, that every community will require some degree of hand-holding to ensure, for example, that the correct information is distributed among the others affected in the community. Spectra Energy is looking at known growth communities where their pipelines are located and is working with those community planners. Their efforts include providing GIS overlay data to the planners. Getting the planners' attention is difficult. It does require focus on specific communities and hand-holding.
- What resources are available to make this a sustainable effort? E.g., should it be made a part of operator public awareness campaigns? It was agreed that we should utilize all available avenues of spreading the word. For example, FERC recently presented information about PIPA to community leaders and concerned stakeholders at a meeting regarding a proposed Williams pipeline in New York.
- Susan Waller noted that Spectra can perhaps work with INGAA to get other member operators to help spread the word. PIPA is one of the items in their upcoming action plan. (Spectra is new chairman/leader of INGAA for coming year.)
- **ACTION:** Susan Waller will develop an INGAA action plan (relative to PIPA) by the next Communications Team meeting.
- One concern in the overall discussion of just "spreading the word" is that some measure is needed to determine if the net communication efforts about PIPA are effective. It was suggested that if industry can focus and communicate PIPA-related information toward

planners, one measure could be who and how many new planners/government organizations are signing up for NPMS access.

- It was suggested that perhaps communicating pipeline awareness and knowledge to emergency management planning groups instead of emergency response groups is perhaps more applicable to PIPA outreach. Reference FEMA document. Getting the attention of the emergency management planning community will likely result in ability to convey additional PIPA-related info.

### **Summary Observations**

- It seems the participants agreed that getting a focus on pipeline mapping is a good way to go. The next meeting, the Team will continue to discussion and decide on direction for the implementation plan.
- More operator representatives are needed to participate in the Communication Team meetings.
- Perhaps the reason for mapping transmission pipelines is for local governments to focus on emergency management planning, PIPA RP **ND23 Consider Site Emergency Response Plans in Land Use Development.**
- Need more widespread communication of information about TAG grants by PHMSA to local governments. Perhaps NACo can help by including TAG information in newsletters, along with stories about what other communities have used them for.
- **ACTION:** Julie Halliday will talk with FEMA about their past work with APA developing training for mitigating hazards. She will inquire about the use of FEMA grant money to communities for mitigating hazards – can it involve addressing pipeline issues.

### **Future meetings**

- Team members previously agreed to bi-weekly meetings for the near term. Julie has scheduled these for Wednesdays at 11:00 AM Eastern. The schedules may be revised after review to determine if there will be adequate material to cover with that frequency?

**ACTION: Julie Galante will coordinate the future meetings and send meeting notices/invites to all Team members.**

**Meeting concluded.**

**Participants**

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* Co-Leaders			
PIPA Communication Team Members Not Participating In Meeting			