

**PIPA Communication Team Meeting
Washington, DC – February 17, 2011
Meeting Summary**

- **Introduction:**

- The meeting was opened by Steve Fischer (PHMSA, Director, Program Development)
- Team members introduced themselves (see Team Member List, last page)

- **Discussion: Team Purpose**

- The purpose for initiating the PIPA Communication Team is to bring people with good communication and public relations backgrounds together to develop ideas and plans to move forward, near-term and long-term, to promote implementation of the PIPA recommended practices and to keep the practices relevant. The team needs to be productive, and not waste anyone's time. Team members are encouraged to provide feedback.
- Cynthia Munyon has volunteered to co-lead the Team with Steve Fischer. Cynthia noted that problems to watch for include having too many people with different agendas and concerns. She also noted that no communication plan was developed by the original PIPA Communication Task Team due to the time delay in getting the final report out.

- **Discussion: How to Move Forward**

- There is a big challenge in reaching out to a very large and diverse stakeholder group; perhaps the key to success is to identify focused target audiences and the most effective means of outreach to them.
- A recent Houston, TX, city council meeting regarding land use planning around pipelines was effective because the presentation got the audience involved. The use of maps helped the council members see the scope of the problem. Presenters for PIPA included a 'team' of operator, CGA, regulator, and other representatives. The focus was on getting the city officials involved.
- To help ensure implementation of the recommended practices, there is a need to follow up and get commitments from those stakeholder representatives contacted. This recognition coincides with the Pipeline Safety Trust (PST) findings as noted in the Implementation Plan drafted by Carl Weimer.
- Staffing of stakeholder organizations is a significant consideration in trying to get their attention and commitment to implement. Many stakeholder organizations are working with reduced staffing. NAHB has several channels of communication they will offer for articles.
- "How do we make progress with PIPA which up to now followed the Common Ground Study model, but which doesn't have a CGA-like component to carry forward?"
 - Some suggested that a nonprofit like CGA should/could be established but startup funding is needed. This led to a discussion of if, how, and why a similar approach should be pursued.
 - It was asked and noted that the CGA would not adopt the PIPA Report in total as a separate committee or division of CGA focus. It was also cautioned that trying to get CGA adoption of the PIPA Report and/or recommended practices would likely not fulfill the goals for PIPA implementation.

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- Some suggestions and cautions were noted:
 - Borrow some of the approach used by CGA and others to promote 811.
 - Focus initially on one practice, one thing that you want a stakeholder to adopt.
 - When local governments adopt the recommended practices they may reword them.
- **Carl Weimer's Discussion Points Regarding PST Activities to Develop an Implementation Plan for Obtaining Additional Consultation Zone Ordinances in Washington State.**
 - Somebody has to pay to develop and implement new ordinances. E.g., funding is required to pay additional staff salaries.
 - To be successful in encouraging adoption and implementation of the recommended practices, a door of opportunity and a champion are needed
 - Need to start small (i.e., fewer local communities) to get started. The Team won't be able to target the entire country at once.
 - In Fort Worth, the topic of pipelines is a big issue and was a natural place for the PST's PIPA presentation.
 - A lot of research was noted in the links provided by Carl's message, including:
<http://www.pstrust.org/TagGrant1.htm>,
<http://www.mrsc.org/Subjects/PubSafe/transpipes.aspx>, and
<http://www.pstrust.org/planningnearpipes.htm>
 - More trust is given by local government and planning stakeholders for other local officials and planners, but not so much for operators.
- **Approaches for Selecting Target Areas**
 - One approach is to look for areas where pipelines exist and where growth or potential for growth is big. Pick a top 20, e.g., across the country. Another approach is to look at areas where recent incidents have occurred that are naturally easier places to get attention. Another approach is to blend the two.
- **Goals:**
 - In trying to identify goals for the Communications Team, the discussion quickly rolled to the perceived need for a single, identifiable entity (e.g., CGA) to provide the stewardship to get stakeholders to adopt and implement the PIPA recommended practices. This identifiable organization is deemed necessary to add consistency and legitimacy to the efforts.
 - Another model NAHB offered is one in which the American Public Transit Association (APTA) brings together public transportation stakeholders and offers loose facilitation of the groups.
 - There was more discussion of whether CGA, PST, APA, or others could adopt the PIPA effort. But, the discussion quickly reverted to the need for a separate, identifiable standalone entity to shoulder the task.

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- **Going Forward Near-Term**

- With support voiced from most of the Team participants, Steve Fischer offered that for the near-term PHMSA will serve as the single, identifiable entity to provide stewardship for promotion of the adoption and implementation of the PIPA Recommended Practices. Eyes will be on the future for establishing a separate organization to take the responsibility.
- The model Implementation Plan for Obtaining Additional Consultation Zone Ordinances in Washington State will be utilized as a basis for developing a draft plan for moving forward.
- PHMSA will look to the Communication Team to serve as a steering team, with periodic meetings, to help guide and support the effort. PHMSA will determine if it has additional resources, such as the CATS managers and perhaps a devoted full-time employee, to work on the PIPA initiative.
- One issue is that industry may see PHMSA's leadership as a precursor to adopting the PIPA Recommended Practices into regulation.
- The focus will be on the Transmission Pipeline Consultation Zone recommended practices (BL04 & BL05). It is considered that this will enable discussion of the other practices. The initial efforts will begin with local government planners as the primary stakeholder audience.
- Research will be conducted to determine area of heightened pipeline awareness by looking at the incident data for existing transmission pipelines over the last three years. Additionally, areas of active and/or potential growth trends will be investigated by looking at the 2010 Census data or overlays of 20-year urban planning maps onto NPMS pipeline data. A "top 25" list of target areas will be defined and narrowed down based on the identification of supportive contacts (champions) and the areas of heightened awareness.
- A checklist will be developed for communicating with potential contacts, including introductory email messages and materials mailings.
- Support will be provided by the Communications Team stakeholder segments. Following are some suggested tools, methods, approaches:
 - General ideas:
 - E-Letters with tracking of the number of clicks on topics of interest
 - Periodic newsletters to targeted mailing lists with PIPA-related experience stories
 - Brochures
 - Team members encourage constituent organizations to add PIPA logo links to their websites to link to the PHMSA Land Use Planning (PIPA) web pages
 - Utilize Facebook (NACo), Twitter (NACo), blogs (e.g., AGA)
 - Organize the annual PST conference (October 2011) around PIPA

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- Local Governments:
 - NACo can support webinars to hundreds of county government stakeholders. The webinars can be targeted by invitation to specific stakeholders or open to a broad group. About 6 weeks is required to plan and prepare for a webinar. This includes development of materials and selection/preparation of speakers. Speakers might include, for example, representatives of communities already implementing consultation zones and other PIPA recommended practices. It might also involve panel discussions with various stakeholder representatives. These webinars can be used to develop FAQs regarding PIPA implementation. Attendance memos for webinars are written by NACo with fill-in blanks for personalization by attendees.
 - NACo can also support reaching out to states' associations of counties
 - NLC will work to distribute PIPA's efforts to its members as follows:
 - In January 2011, NLC colleague Carolyn Berndt wrote an article for NLC's newspaper on the PIPA report. This newspaper goes out to NLC's 1600 member cities in addition to state league associations, city lobbyists, and other interested parties. The article has been reprinted on the Texas Municipal League's website and likely other state leagues have or will be promoting this. Here is link to the article:
<http://www.nlc.org/articles/articleItems/NCW011011/pipelinesafety.aspx>
 - NLC is in the midst of building a new website and will have the report and any other resources on pipeline issues posted there.
 - Like NACO, NLC is trying to become more active in terms of offering webinars. Julia Pulidindi is the NLC representative on the PIPA Communications Team and would like to set up a webinar for any time after June to present pipeline issues and the report as a resource. Julia will help work on the logistics of that.
 - Julia Pulidindi has contacted Chuck Lesniak (fellow NLC rep (Austin, TX)) to inquire about west ways promote this resource to local government leaders and will convey the results of their discussions to the Communication Team in the future.
- Pipeline Operators:
 - API/AOPL suggests webinars with PHMSA to detail and provide assurance that this effort doesn't precede regulation.
 - Trades (API/AOPL, INGAA Foundation, AGA) identified dates of industry meetings where PHMSA could make PIPA presentations. Email contact lists could be generated from these meetings to use in scheduling and inviting participants for webinars.
 - In the opinion of the pipeline industry reps on the PIPA Communications Team the PIPA recommended practices should not be related to RP 1162.
 - NPMS provides operator contacts for other stakeholders.

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- Property Developers/Owners:
 - NAHB suggests inviting developers to access the PIPA information voluntarily
 - Bruce Boncke will write an article for the NAHB magazine
 - NAHB doesn't use webinars much, but will collaborate with NACo to support webinars
 - Suggests outreach to NAHB Land Development Committee
 - Suggests use of NAHB e-newsletter which has outreach to smaller commercial developers
 - Perhaps reconnect with National Association of Realtors to get their participation
 - Suggests documentation and publication of case studies of existing efforts (e.g., Brookings County, SD)
 - Perhaps outreach to ASCE, AGC, other CGA stakeholder groups.
 - Reach out to chambers of commerce

- **Follow-on Actions**

No time frames were established for the following actions. However, it is generally agreed that continued visibility of and progress in promoting implementation of the PIPA Recommended Practices is needed.

- Steve Fischer will:
 - Confirm that PHMSA can continue its lead role in promoting the adoption and implementation of the PIPA Recommended Practices.
 - Coordinate the posting of PIPA-related press releases to PHMSA's Stakeholder Communications website Land Use Planning (PIPA) pages.
 - Coordinate development of an article template for use in stakeholder newsletters.
 - Coordinate the creation of a web page for posting of PIPA Communication Team documents with a non-publicized URL.
 - Coordinate development of a PIPA brochure.
 - Coordinate PIPA-presentations at various upcoming stakeholder organization meetings, conferences, etc.
 - Coordinate development of a PIPA implementation plan based on the PST Implementation Plan for Obtaining Additional Consultation Zone Ordinances in Washington State.
 - Develop a 'top 25' list of geographical target areas for focusing initial PIPA promotional efforts toward.

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- Coordinate development of a checklist for communicating with potential contacts, including introductory email messages and materials mailings.
- Communications Team members representing the various stakeholder elements will take steps to support promotion of the adoption and implementation of the PIPA Recommended Practices as discussed in the section above. These representatives will take a proactive approach in identifying opportunities, supporting the Communications Team involvement in available opportunities, and implementing strategies for communicating within and among their represented constituencies in promoting the adoption and implementation of the PIPA Recommended Practices.

PIPA Communications Team Members Participating in February 2011 Meeting:

Organization	Name	Location	Email
NAHB	Debbie Bassert	DC	dbassert@nahb.com
INGAA	Cathy Landry	DC	clandry@ingaa.org
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NACo	Jim Philipps	DC	jphilipps@naco.org
NLC	Julia Pulidindi	DC	pulidindi@nlc.org
PST	Carl Weimer	WA	carl@pstrust.org
Cycla	Herb Wilhite	TN	herbw@cycla.com

PIPA Communications Team Members Unable to Participate in February 2011 Meeting:

Organization	Name	Location	Email
API/AOPL	Karen Haase	DC	Haasek@api.org
AGA	Chris Hogan	DC	CHogan@aga.org