

## **Grant Agreement #DTPH56-13-G-PHPT18, Technical Assistance Grant**

### **Tazewell County**

#### **Final Report - December 30, 2014**

The contractor associated with this grant was successful in implementing and completing the grant activities. A strategic plan was developed on the implementation and measuring the progress and outcomes of the desired goals and objectives of the grant. Dawn Cook, the Grants Administrator for Tazewell County, is the project manager and Janna Baker was the contractor hired to complete the grant activities.

Expected program outputs were to include:

- Implement an informative media campaign to reach community members so they may understand the pipeline process in Tazewell County
- The county website will reflect GIS mapping of the pipeline, 811 Call before you dig information and pipeline project details
- Media campaign will also highlight safety and environmental sensitivities and will include print and broadcast media
- Target schools as a source to provide information and educate school age children

See attachment to review the progress that reflects the activities accomplished. Please note a sixty day extension was requested to complete the grant activities.

Respectfully submitted:

Dawn Cook

## Strategic Plan

### Call before you dig media campaign

Summary: Develop an informative media campaign to promote safety awareness to the community regarding 811 Call before you dig and the new Enbridge pipeline. Schools will be targeted as a source to provide information.

**GOALS:**

- Implement a print and broadcast media campaign to reach citizens throughout Tazewell County.
- Update the county website with 811, call before you dig information.
- Target grade school age group as a source for providing information.
- Develop a report card system for tracking costs and aligning goals.

**PHASE 1:**

Tasks	Comments	Progress
<p>1. Contact / research JULIE and representatives for available campaign material, identify costs if any</p>	<p>Banners, Flyers, commercials, etc.</p>	<p>JULIE material was received and utilized as signs and handouts. Small signs were used as handouts for employee bulletins. Small signs, magnets, and stickers were placed in educational packets for 21<sup>st</sup> Century Schools and summer camp programs.</p> <p>Larger signs and banners were printed in-house on the GIS plotter and were handed out for display at local equipment rental stores and home improvement stores in Pekin, East Peoria, Washington, and Morton.</p> <p><b>Completed.</b></p>
<p>2. Contact marketing agencies/newspapers and create initial cost estimates</p>	<p>Billboards, signage, radio, commercial, newspaper, etc.</p>	<p>Billboard campaign has been completed.</p> <p>Radio campaign (with web campaign) has been completed.</p> <p>Newspaper copy was sent to Peoria Journal Star, but was not used. However, the developed copy was used as a post on the Tazewell County Intranet.</p>

<p>3. Contact school representatives and after-school program representatives</p>		<p>Materials for teachers have been identified and compiled onto a DVD for distribution. The DVDs and a visual aid were given to Gail Owen (ROE) to present to United Way.</p> <p>September: followed up with Gail Owen (ROE). More DVDs were created for Gail to discuss and pass out at a principal's meeting on Sept. 19<sup>th</sup>.</p> <p>The DVDs were also a part of an Educational Packet including JULIE campaign material (magnets and stickers to be given as prizes) that was given to 21<sup>st</sup> Century Schools and local summer camp programs.</p> <p><b>Completed.</b></p>
<p>4. Develop additions to Tazewell County website</p>	<p>811 call before you dig featured on website, integrate with pipeline FAQ?</p>	<p>Logo availability identified. Logos for 811 and JULIE have been added to the Pipeline page of website. This goal is complete. A related aspect of the website will be fulfilled through the Pipeline GIS Strategic Plan.</p> <p><b>Completed.</b></p>
<p>5. Develop report card system to track costs and goals</p>	<p>Done alongside the cost projections</p>	<p>Report card system for media developed and utilized.</p> <p><b>Completed.</b></p>
<p>6. EXTRAS</p>	<p>One print run in all 6 local newspapers for a 3 column wide by 5in black &amp; white advertisement is \$315.00 plus a 20% discount if we run the ad multiple times. We could have 3 full color runs in all 6 papers for around \$1000.00.</p>	<p>Completed the NIPA Pipeline Incident Response Seminar.</p> <p>Organized the Pipeline Safety Awareness meeting for first responders. Coordinated with Enbridge rep. Katy Mays to bring George Huth and Sandra Whittle to present at the meeting. The meeting was held at the Tazewell County EMA facility at 9 am on Nov 18<sup>th</sup>.</p> <p>I discussed Enbridge presenting for our fire departments at their monthly meetings. As Enbridge has yet to be asked to present by our fire departments, I have sent along</p>

		<p>the fire department contact information to Sandra Whittle at Enbridge for her to pursue.</p> <p>Local Newspapers were called to assess the costs of running an ad promoting Safe Digging month in April 2015.</p>
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PHASE 2:

Tasks	Comments
1. Evaluate costs of media campaign	<p>Costs and benefits were evaluated for the media campaign. Cost projection Option A was chosen to move forward.</p> <p><b>Completed.</b></p>
2. Compile/Distribute media to schools	<p>Gail Owen has been given the media and visual aids to present to United Way.</p> <p>Educational Packets have been mailed or delivered in person.</p> <p><b>Completed.</b></p>
3. Implement media campaign	<p>Billboard campaign has been completed.</p> <p>The first part of the radio campaign has been completed. The second part of the radio campaign began on Aug. 7<sup>th</sup> and ran through Aug. 11<sup>th</sup> with the purposes of promoting 811 day and the dig safe message. A “Website Takeover” of 811 banners on 4 radio station websites took place for 24 hours on August 11<sup>th</sup>.</p> <p>Signs/banners have been placed at all identified locations.</p> <p><b>Completed.</b></p>

# Strategic Plan

## GIS updates for Pipeline

Summary: Update Tazewell County website and GIS applications so citizens may have an interactive site to see where, when, what, and why of the Enbridge pipeline project. Create a FAQ section regarding the pipeline, create an interactive map of the pipeline, and incorporate 811 call before you dig as well as safety awareness.

### GOALS:

- Create a FAQ or question and answer section on the Tazewell County website regarding Enbridge pipeline
- Create (interactive?) map of the pipeline for the website
- Give attention to the benefits of Enbridge pipeline
- Incorporate 811 Call before you dig into the website

### PHASE 1:

Tasks	Comments	Progress
1. Develop FAQ section from Enbridge provided material	FAQ's for Enbridge rep to approve	FAQ section developed and vetted by Enbridge. It has been added to the NEW oil pipeline page of the <a href="#">Tazewell County website</a> . <b>Completed.</b>
2. Contact Litton Power (Enbridge rep)	Get approval for FAQ's and find out what Enbridge would like to highlight	Resolved in Task 1. <b>Completed.</b>
3. Gather data for Pipeline GIS map	Shapefile for Pipeline and other relevant data.	Data for the interactive pipeline map has been identified and utilized. <b>Completed.</b> Maps of sensitive aquifer areas, major

		<p>water crossings, and urban areas near the pipeline have been identified and a map of the most likely flow direction from the pipeline has been created. Flow direction was corrected and made fit for display. This will be part of a separate report of which a rough first draft has been submitted and a final draft will be available at the end of my internship. This same flow direction map has been beneficial to other liquid related projects; including being used to show the likely flow direction of potentially contaminated water from an uncapped landfill.</p> <p><b>Turnover at the end of internship.</b></p> <p>ArcGIS Online was used to create an organizational account for the County. An Emergency Management group within the Tazewell County organization has been developed and has been populated with data. A working version of the critical facilities near the pipeline layer and the completed pipeline layer have been published as a service on ArcGIS Online Emergency Management group for widespread availability during an emergency. Volunteer responders who have an ArcGIS Online account may request to be added to the Tazewell County EMA group.</p> <p><b>Completed.</b></p> <p>The interactive map of the Pipeline has been developed and added as a thumbnail link to the new oil pipeline web page on the Tazewell County website.</p> <p><b>Completed.</b></p>
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		<p>Accessory data (critical facilities, broadband coverage, flow direction, parcel data, etc.) will be saved with the pipeline data for future use. This will be placed on the EMA GIS laptop.</p> <p>Turnover at the end of internship</p>
4. Create GIS pipeline Interactive Map		Completed.
5. Logos and Website updates	Contact website admin, add logos as links, and change “gas” pipeline to “oil” pipeline on home page of website.	<p>Logos have been identified. Logos placed on pipeline page of the Tazewell County website as links to both JULIE and 811. On the link from the main page to the pipeline page “Gas” has been corrected to “oil.”</p> <p>Completed.</p>
6. EXTRAS		<p>Created an Aerial comparison of the work done to cap the Pekin Metro Landfill.</p> <p>Created an Assessments Ratio map for Morton. The process will be used to create Assessments Ratio maps for all townships in Tazewell County.</p> <p>Placed EMA relevant data onto the EMA GIS laptop. Created metadata.</p> <p>Assessed/fixd software performance issues.</p> <p>Monitored GIS Data site.</p> <p>Coordinated with Cloudpoint Geographics and Bruce Harris Assoc. to complete the GIS website migration. This should be completed during the first week of December.</p>

PHASE 2:

Tasks	Comments
1. Contact IT about website integration	Completed.
2. Implement website updates	Completed.
3. Notify Enbridge of updates if necessary	Enbridge has been notified throughout the process. Completed.
4. Create report of progress	Completed.