

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

Tazewell County

Mid-term Report - May 2014

Tazewell County sustained an F4 tornado November 17, 2013. This event affected the implementation of this grant. However, much work has been completed over the last couple of months. Attached are summary pages tracking the progress of the specific objectives and program outputs that were described in the initial application.

A contractor was hired and we are now fully underway in implementing the grant activities. A strategic plan has been 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 is 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

The following pages to this report reflect the activities thus far accomplished.

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
1. Contact / research JULIE and representatives for available campaign material, identify costs if any	Banners, Flyers, commercials, etc.	Campaign material identified; waiting on call back from JULIE Public Relations. Campaign material from JULIE will serve as a cost effective method of obtaining material (posters, etc.) to post at local equipment rental, lawn and garden, and home improvement stores (anywhere frequented by a person who may dig). Common Ground Alliance (811) may also be used as an outlet for campaign material.
2. Contact marketing agencies/newspapers and create initial cost estimates	Billboards, signage, radio, commercial, newspaper, etc.	Billboard advertising costs proposed by Adams Outdoor Advertising. Kelly Advertising Co. working on proposal for radio, TV, and billboards as a package. Cumulus Radio advertising contacted, waiting on response. JMP radio contacted, waiting on response. Tentative plan to have an article in a newspaper about safe digging during the billboard campaign.

3. Contact school representatives and after-school program representatives	See what can be done about poster contest or safety day/in class program, develop plan	Materials for teachers identified. Pirate themed instructional video and coloring contest with additional activities and teacher instructions. Need to decide prize structure. Waiting on decision to present as printed media or as files the teachers may print at their leisure. Possible that it is too late in the school year to effectively market to schools (teachers busy with end of year testing, field trips, etc.). May target summer camps as an alternative (plant a tree) and implement school campaign in August.
4. Develop additions to Tazewell County website	811 call before you dig featured on website, integrate with pipeline FAQ?	Logo availability identified. Ready to deploy with website modifications.
5. Develop report card system to track costs and goals	Done alongside the cost projections	Report card system in draft form. Waiting on proposals.

PHASE 2:

Tasks	Comments
1. Evaluate costs of media campaign	Cost projection, effectiveness vs. price, benefits
2. Compile/Distribute media to schools	School is almost out!
3. Implement media campaign	Begin billboard, commercial rotation. I would like to implement ASAP. Spring/Summer is prime digging season.

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	First draft FAQ written, waiting approval.
2. Contact Litton Power (Enbridge rep)	Get approval for FAQ's and find out what Enbridge would like to highlight	First draft FAQ approved with modifications. Waiting on Litton's suggestions for oil benefits.
3. Gather data for Pipeline GIS map	Shapefile for Pipeline and pump stations, etc. Plan to add as a layer to County's current GIS	Currently have a clamped line shapefile. This can be used to show the location of the pipeline at the surface. I plan to ask for depths from Enbridge to develop a 3D model

	website. Plan to use 3D data for “in house” usage and analysis.	to show shallow areas, useful information for emergency responders. Litton has been asked, received a tentative yes, currently trying to work around waiting until pipeline is in service to receive data.
4. Create GIS pipeline map mock-up for approval	Silverlight API? Click and print map?	Map is in very rough draft form. Layer file needs to be developed for uploading to website through Bruce Harris & Assoc. Pipeline will become a layer that is displayed on the Tazewell County GIS website. Also, a separate map can be developed for the Pipeline page, a click and print map or an interactive one (depending on costs, which I still need to investigate).
5. Contact IT about website integration	Costs associated?	
6. Plan 811 call before you dig add-in	Contact website admin, add logos as links, and change “gas” pipeline to “oil” pipeline on home page of website.	Logos identified. Could be implemented before other website updates.

PHASE 2:

Tasks	Comments
1. Implement website updates	Done through IT, Bruce Harris and Assoc.?
2. Notify Enbridge of updates if necessary	
3. Create report of progress	Describe current capabilities and highlight what may need done in the future.