

**PIPA Communications Team**  
**September 14, 2011 – Teleconference Meeting Notes**

**Participants** (see participants list below)

**Meeting Topics**

1. Objective 1 – Prepare promotional material update
2. Objective 2 – Raise PIPA awareness update
3. Objective 3 – Contact candidate local governments - plan
4. Review list of metro areas/counties
5. Actions for next meeting

**Member Introduction**

- New member – Rebecca Craven, Program Director, Pipeline Safety Trust

Rebecca Craven joined the staff of the Pipeline Safety Trust in January 2011 as Program Director. She previously served for 3 years as a policy analyst for the Whatcom County Council (WA), working on a variety of growth and land use issues. She is an attorney, and practiced for many years in the northwest, representing Alaska Native villages and Indian tribes in matters ranging from water rights, federal land management, and cultural resource protection to taxation and child welfare. She graduated from Carleton College with a degree in geology, and obtained a J.D. from the University Of Oregon School Of Law with a certification of completion in the Natural Resources and Environmental Law Program. She is currently licensed to practice in Oregon and Idaho.

**Discussion Topics**

- Opening discussion of current issues/difficulties encountered in Skagit County, WA, in trying to implement a new ordinance requiring 150' building setbacks near pipelines. Skagit County has pulled back the proposed ordinance. They are now proposing a consultation zone ordinance. Skagit County received a PHMSA TAG to develop and implement an ordinance.
- Julie Halliday reviewed the planned discussion topics, in brief, using a Power Point presentation online. (Online slides shown were revised from file sent to Communications Team members earlier.)

**ACTION:** Julie will distribute revised file.

Objective 1 – Prepare promotional material update (all material will be posted on the Communications Team web site as created for team to review).

- Task 1.1a – Generic presentation

**ACTION:** Presentation will be posted on Team website during week of Sept. 26 for review

- Task 1.1b – Webinars

**ACTION:** Amber Pappas reviewed and provided comments – discussion deferred until next call.

- Task 1.1c – Julie is creating handout material for local governments' information on how to get pipeline data to overlay on Google Earth.

**ACTION:** Material will be posted on Team website during week of Sept. 26.

- Task 1.1d – Consultation zone distances

**ACTION:** Gina Greenslate & Terri Larson are requested to send target data for team review

- Task 1.1e – TAG awards update (Cynthia Munyon) & promotional material (Julie Halliday – not started)
- Task 1.1f – PST research for inclusion in “toolkit”

**ACTION:** Re: Community Toolbox, who is to use it, and where/when will it be available?  
Looking for volunteers to review/provide comments

- Task 1.1g – Catalog of materials; need someone to review documents and brochures for appropriate use

**ACTION:** Send any existing material for Herb to include/post on Team web site. Herb is developing a spreadsheet of available and proposed materials.

**ACTION:** Susan Waller will review. Will report on next Team call.

- Task 1.1h – Send URL to team (complete)
- Task 1.2 – Brochure – Julie encourages all to look at relative to graphic elements. Noted that Sven Upson (EStreet) is developing b&w and reverse color logos with and without full name and URL.

Q: How/where did latest revision to brochure come from? Changes came from Julie.

- Task 1.3 – CZ meeting checklist

**ACTION:** Susan, Gina, Dwayne Teschendorf will develop and team will review. May include developer's handbook.

#### Objective 2 – Raise PIPA awareness update

- Communication efforts completed
  - NAPSR National Meeting
  - NATaT National Conference
  - AGA Committee
  - AGA Magazine
- Need to Identify other more opportunities

**ACTION:** All Communications Team members should identify and send information about speaking opportunities to Julie Halliday.

#### Objective 3 – Contact candidate local governments – develop plan/approach

- How to contact
- Who to contact – Julie noted it was important to contact and make sure affected operators are onboard with PIPA concepts and intent. Noted that not all operators are onboard and in agreement with all PIPA recommendations.

Q: How do you ensure support by all operators? It was noted that affected local governments do want to talk with affected operators. PST established list of contacts for all operators in Washington to enable local governments to easily reach out to someone that was aware of what PIPA is.

Q: How was list developed? PST sent out “mini-grant” award solicitation for local governments to develop ordinances. Five responders were selected due to limited funding and other factors.

Q: Is it more effective to contact elected officials or planning departments? Most likely planners are first to interact with developers (D. Bassert). PST found that 4 of 5 initial responders were from planning organizations. However, a single meeting was not sufficient and subsequent meetings were required (R. Craven).

Team will have more difficulty than PST had in identifying correct/appropriate contacts. Team will likely need to get operators and state regulators involved before reaching out to local governments.

All stakeholders will need to be educated about PIPA and practices. Important to get right persons (contacts) identified initially to avoid mis-information and confusion.

In many cases establishing awareness of pipelines and the need to communicate with pipeline operators early in the development process is perhaps more important than getting an ordinance passed. E.g., 811 campaign shows broad communication of information is important and effective. In Texas, many operators have jumped on the 811 advertising bandwagon to enhance that communication. Perception is to: 1. Make stakeholders aware. 2. Establish grass-roots campaign to broadly communicate information. 3. Propose/encourage local governments adopt ordinances.

Q: Would a pilot project with a single local government be feasible? Yes, but broad communication is needed beforehand and the Communications Team needs to develop all materials for distribution.

A timeline is needed (PHMSA-driven) to help Communications Team understand what is expected. Current effort was driven by time-table for 2012 TAG solicitation. Rebecca Craven noted that money is a real issue for most local governments. It would be useful for TAG funding that can be divided up among different cities as PST did for Washington counties/cities.

**ACTION:** Julie will talk with Sam Hall.

- Team members to initiate and follow up on contact

- Communicating with all stakeholders (who, how, when)

**ACTION:** Julie will develop a strawman for revised Objective 3 pilot.

**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			