



Pipelines and Informed Planning Alliance (PIPA)



**PIPA Communication Team Teleconference
August 31, 2011 @ 11-12 PM EDT**



Today's Topics

1. Review, modify, approve revised Communication Team Implementation Plan (Goals, Objectives, Tasks for Objective #1)
2. For Next Meeting – Review, Modify, Approve Implementation Plan Objective #2



Communication Team Implementation Plan Goal

Engage local governments to promote their awareness of and support their implementation of the PIPA recommended practices for land use planning and development near transmission pipelines.



Objectives

1. Prepare Promotional Material
2. Engage, Communicate with, and Educate Candidate Local Governments to Raise Awareness of PIPA RPs
3. Encourage and Support Candidate Local Governments in Their Efforts to Implement PIPA RPs with Emphasis on the Consultation Zone Concept (BL04 & BL 05)
4. Support Local Government to Sustain Consultation Zone Implementation
5. Engage, Communicate With, and Educate a Broad Range of Stakeholders to Raise Awareness of PIPA RPs



Prepare Promotional Material Tasks

Task 1.1 – Develop materials to support candidate local government's ability to obtain mapping data to digitize transmission pipelines in their jurisdiction.



Task 1.2

- Handout providing a concise description of PIPA recommended practices BL05, “Define Transmission Pipeline Consultation Zone”, and BL04, “Adopt Transmission Pipeline Consultation Zone Ordinance” to identify the need and justification for and barriers to implementation of consultation zone ordinances. Include why the use of a consultation zone is preferable to requirements for setbacks.
- Sample ordinances from and case studies about communities that have already adopted consultation zones.
- Handout providing a clear description of the potential impact radius of a gas pipeline and how local governments can define the consultation zone distances for the pipelines in their communities.



Task 1.2 Cont.

- A well-illustrated presentation which can be personalized to the candidate local government that conveys the consultation zone concept and examples of how the use of a consultation zone can increase safety and prevent future problems. The presentation should also cover the remaining baseline RPs intended to be implemented by local governments.
- Promotional and informational materials regarding how and where a local government can receive financial support for its efforts through PHMSA's Technical Assistance Grants (TAG) program.
- Basic findings from the surveys and focus groups conducted by the Pipeline Safety Trust to enhance everyone's understanding of the beliefs, barriers, and needs of local government.



Task 1.3 & 1.4

- **Task 1.3** – Develop PIPA related educational materials for individual entities and consortiums of land use developers/owners regarding PIPA and the recommended practices.
- **Task 1.4** – Develop promotional material to communicate with pipeline safety regulators regarding PIPA and the recommended practices.



Task 1.5 & 1.6

Task 1.5 - Develop promotional material to communicate with pipeline operators.

- A modified version of the handout developed for use with local governments, as noted in Task 2.a, above, targeted toward the considerations for pipeline operators relevant to the consultation zone.
- A presentation directed to pipeline operators to raise awareness about the PIPA report and the PIPA RPs, encouraging them to consider adoption of the RPs intended for their implementation. Provide information about the Communication Team efforts.

Task 1.6 - Develop a guidance document/checklist describing discussion topics which may occur at a consultation zone meeting between property developers/owners and the pipeline operator.



Next Steps

1. Modify/approve goal and objectives
2. Modify/approve tasks for Objective 1 – Prepare Promotional Material
3. Next Meeting – Review/modify/approve Objective 2 - Engage, Communicate with, and Educate Candidate Local Governments to Raise Awareness of PIPA RPs
 - a) Identify target governments or consortium of governments
 - b) Identify team roles, develop plan & target date to establish contact
 - c) Identify team members to establish contact & counties/local governments to contact....etc.



Next Meeting

September 14
11am-12pm EDT