

PIPA Communications Team
October 26, 2011 – Teleconference Meeting Notes

Participants (see participants list below)

Meeting Topic

Primary focus: Discussion of Julie's presentation on FEMA Hazard Mitigation Planning program.

Discussion

- Update since last meeting.
 - Rick Pevarski (VUPS) presented PIPA to Virginia NEMA conference and added the PIPA logo to VUP's web site.
 - Spectra Energy (Susan Waller) prepared an updated PIPA brochure.
 - Comments: Use of "Encroachment" normally conveys actual moving/activity onto a right-of-way. PIPA is broader than that, i.e., adjacent to or near the ROW. Also, "encroachment" conveys an illegal activity.
ACTION: Susan will revise brochure and redistribute.
 - INGAA looking at developing action plan for PIPA. Action is not at top of INGAA's list of goals. Susan is asking INGAA members to move PIPA up in their planning processes. She previously asked INGAA members for examples/feedback of how they are implementing PIPA recommended practices. More info available in weeks to come.
 - PIPA Presentation – Julie compiled a generic presentation from which presenters can pick and choose specific slides for their needs. Presentation reviewed. Speaker notes will be enhanced. Perhaps case studies of communities implementing PIPA practices will be added. Also, suggest adding information about what operators are doing (e.g., sample brochures, developer's guides) relative to PIPA (using INGAA information). Also, add of contact information. Remove PHMSA logo.
- Discussion of Julie's presentation on FEMA Hazard Mitigation Planning program.
 - Last meeting the team discussed the uphill challenge of focusing on the consultation zone due to its nature of strategic vs. tactical during a 50 year low of land development activity. The team discussed finding a message for local governments that would be urgent and important to them. Something more immediately actionable. The team discussed delaying focus on the consultation zone concept to first focus on encouraging local governments to map pipelines.
 - What would be the key drivers to get local governments to map transmission pipelines? It was suggested at the last meeting that emergency management planning groups may be interested in ND 23 Consider Site Emergency Response Plans in Land Use Development. Julie presented information that Kathy Smith of FEMA provided about FEMA and hazard mitigation plans. The presentation was sent separately via email to Communications Team members.
 - Question: Has Washtenow County, MI included pipeline ROW buffers in their ordinances and/or hazard mitigation planning since 2004?
ACTION: Rebecca Craven will research.

- Carl Weimer has found that community planning departments are separate from emergency management organizations and often don't work together. Smart growth plans may also include pipelines but governments often don't know what actions to take with the information.
- FEMA noted that man-made hazards mitigation planning is now under FEMA's National Preparedness Division which focuses on emergency operating plans and does not include pipelines as hazards.
- Comments:
 - (Carl) Wondering if communities have included buffers in mitigation plans. Provides opportunity for PIPA to introduce consultation and planning zones for pipelines.
 - Would referring to pipelines as "hazards" cause heartburn within operator community? The answer is essentially "no". INGAA concluded recently that operators need to team up with other hazardous materials industries (e.g., trucking). Emergency responders (International Association of Fire Chiefs) conclude that pipelines should be under hazmat. Terry Larson (API/AOPL) – industry public awareness messages specifically seek to make public aware of hazards related to pipeline releases. Objection early in PIPA effort was to depicting pipelines as "dangerous".
 - INGAA considers dovetailing with emergency responder community is smart to do. Many planners are not aware of pipelines but are aware of emergency planning.
 - Question: What does team think of focusing primary action on looking at states to determine if pipelines are included as hazards and/or critical infrastructure in mitigation plans? Also, developing materials that would convey information about pipelines as hazards and suggested mitigation steps such as PIPA recommended practices? Susan (INGAA) and Terry Larson (API/AOPL) are in agreement but caution that we need to be very careful in crafting language of such materials. James Davenport (NACo) is also in agreement since it will educate counties about pipelines and the need to plan.
 - Consultation zone idea is great but it is the second step. The first step is just getting in the offices of the county planners and governments. Emergency planning is perhaps the key to gaining such access.
 - (Terry) Tag line being used in awareness materials is "When pipelines are protected communities are protected."
 - (Carl) Still need to identify for communities how they can pay their planners to consider the issues. FEMA's program is great since flood protection/mitigation planning affects flood insurance rates. The question is – how to get FEMA to include pipelines in their mitigation planning program.
ACTION: Julie will investigate how to get pipelines noted as hazards for emergency response and mitigation planning, and perhaps how to get PIPA Report listed as a recommended publication.
- **Next Steps:**

- **ACTION:** Julie will develop a punch list of activities to develop a strawman for going forward.

Summary Observation

The Communication Team participants seemed to be in agreement that moving forward with the idea of tying PIPA into state/community emergency preparedness and mitigation planning.

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 will coordinate the future meetings and send meeting notices/invites to all Team members. The next meeting will be in two weeks November 9th, then following meetings will be every two weeks beginning on November 30th.

Meeting concluded.

Participants

Name	Representing	Company	Email
Cynthia Munyon*	NAPSR	Iowa Utilities Board	cynthia.munyon@iub.iowa.gov
Steve Fischer	PHMSA	PHMSA	Steve.fischer@dot.gov
Julie Halliday*	PHMSA	PHMSA	julie.halliday@dot.gov
James Davenport	NACo	Nat'l Assoc. of Counties	jdavenpo@naco.org
Jim Philipps	NACo	Nat'l Assoc. of Counties	jphilipps@naco.org
Julia Pulidindi	NLC	National League of Cities	pulidindi@nlc.org
Debbie Bassert	NAHB	Nat'l Assoc. of Home Builders	dbassert@nahb.org
Erika Lee	CGA	Common Ground Alliance	erikaa@commongroundalliance.com
Rebecca Craven	PST	Pipeline Safety Trust	rebecca@pstrust.org
Carl Weimer	PST	Pipeline Safety Trust	carl@pstrust.org
Gina Greenslate	API/AOPL	Panhandle Energy Companies	gina.greenslate@sug.com
Terri Larson	API/AOPL	Enbridge Energy Company	Terri.larson@enbridge.com
Phil Bennett	AGA	American Gas Association	pbennett@aga.org
Lydia Meigs	AGA	American Gas Association	Lmeigs@aga.org
Susan Waller	INGAA	Spectra Energy	SDWaller@spectraenergy.com
Dwayne Teschendorf	INGAA	Spectra Energy	DETeschendorf@spectraenergy.com
Amber Pappas	RCP	RCP	apappas@rcp.com
Herb Wilhite	PHMSA/Cycla	Cycla Corporation	herbw@cycla.com
* Co-Leaders			
Gray font indicates PIPA Communication Team Members not participating in meeting			