

Tag Grant Final Report

To: Dwayne Cross, PHMSA
Karen Lynch, PHMSA

From: Earl J. Melancon Jr., Ph.D.

Re: U.S. DOT, PHMSA Technical Assistance Grant (TAG) -2017/2018
Entity: Barataria-Terrebonne Estuary Foundation
Grant Agreement #693JK31742003

Final Report for Grant #693JK31742003

Objective:

This grant's goal is to reduce the risk associated with marine pipeline related incidents that will help protect the environment, safety of mariners, and sustain secure energy infrastructure for generations to come. The scope of the project is to contact as many commercial, recreational and industry mariners as possible to enable awareness and knowledge of pipeline infrastructure types within the estuary and common sense best practice safety when near them. The accomplishment of this process will be through objectives that target high profile recreational, commercial and industry meetings and by oral presentations, development of reading materials, and development of a 30-second Public Safety Announcements (PSAs) for distribution.

Agenda:

Comprehensive stakeholder identification encompassing targeted relatable messaging and effective outreach methods promoting ownership are the keys to success. Primary stakeholder need-to-know basics about marine pipeline safety and spill prevention that will be addressed through this proposed program:

- How to identify a pipeline,
- How to navigate and fish safety around pipeline structures,
- Project planning, How Call before you dig best practices apply in marine environments,
- How to identify a leak, and Marine safety measures if a leak occurs, and
- Who to call in an emergency.

Duties:

The Coastal and Marine Pipeline Spill Prevention and Public Awareness Program will include the following elements:

- Development and distribution pipeline safety awareness guidelines and materials targeted to the public and maritime community.
- Producing and distributing a marine pipeline safety information through development of a Public Service Announcements (PSA) through various public media. (Radio, TV, Newspaper)
- A mass mail out of a marine pipeline safety brochure developed by the proposal to estuary and coastal stakeholders, estimated at 5,000 recipients.
- Attend and present marine pipeline awareness at targeted venues, and specific outreach to fisheries organizations.
- Host a community marine pipeline safety liaison meeting that will include stakeholders from US Coast Guard, Estuary Users and Representatives, PHMSA, public officials and pipeline companies.
- Host scoping and gap assessment meetings with marine stakeholders to identify challenges and mitigations of marine pipeline safety and incorporate in awareness material (mail brochure). (in-kind development from CAMO)

Final Grant Execution, Deliverables and Completed Outcomes Matrix Below:

- **Many of the objectives achieved below not only used Tag Grant funds but were combined to leverage other funding resources along with in-kind services to maximize the output and impact of pipeline safety and damage prevention goals.**

Grant Topic	Objectives	Deliverables	Outcome
Face to Face Outreach and Education	Co- host a Marine and Environmental Pipeline Safety stakeholder outreach meeting in the New Orleans Region	- Nearly 250 stakeholders attended this workshop on marine pipeline safety - Presentations by US Coast Guard, CAMO, One Call, Estuary Foundation, Spill Response and SME's	Completed Oct 11, 2017 Attendees learned about marine pipeline damage prevention and safety
Face to Face Outreach and Education	Unusually Sensitive Areas pipeline presentation to stakeholders by CAMO	- November 16, 2017 in DC - Presentation and Q/A provided specific information to a variety of stakeholder organizations and groups on initiatives in costal and marine pipeline safety - Additionally provided specific examples of pipeline safety issues within the Barataria Terrebonne National Estuary	Completed November 17, 2017 Provided input and case studies from incidents on marine pipelines and safety
Face to Face Outreach and Education	Fund Coastal Restoration and Protection Authority (CPRA), BSEE and CAMO meeting on Coastal Restoration Projects and early mitigation of pipeline safety issues	Met with CPRA, BSEE staff and project engineers. Discussed future projects in the Coastal Zone and National Estuary which has many miles of pipelines and reviewed safety/ mitigation measures on how to avoid damage and prevent spills.	Complete Nov 30, 2017 After this meeting CPRA continuously reaches out for information on pipelines and avoidance measures early in the project design.

Face to Face, Conference Exhibit Outreach and Education	National Estuary Program and CAMO exhibited at the Sea Grant - Commercial Fisheries Forward Summit in New Orleans	Over 1000 fishermen and marine stakeholders attended and learned about marine and coastal pipeline safety during the conference	Completed March 6, 2018 Exhibits and Presentation provided marine pipeline safety information and displayed examples of marine damage to pipelines, how to locate marine pipelines and signs – who to call for emergencies
Design and Produce outreach material	Design custom PSA print ads and online ads for marine pipeline safety. Post online and in print.	Designed, produced 2 print ads (1 vertical and 1 horizontal) and 1 online ad - for marine and coastal pipeline safety targeted to recreational fishermen and boaters.	Completed July 20, 2018 Pipeline Safety Print ad was run in Louisiana Sportsman Magazine with circulation of 38,000 copies and over 115,000 readers. Online web ad were posted with an estimated 60,000 impressions

Face to Face, Conference Exhibit Outreach and Education	Fund outreach at 2 Louisiana Damage Prevention Summits – marine pipeline safety and outreach exhibit and presentation	• Baton Rouge March 20 – 22, 2018 and Jan 22 – 24, 2019 • over 200 excavators and stakeholders attended each summit • Though grant participated with exhibit and provided marine and coastal pipeline safety material to attendees	Completed March 20 – 22, 2018 and Jan 22 – 24, 2019 Reached over 400 attendees and provided pipeline safety information as it applies to marine construction and dredging
Partnership to leverage outreach	Coastal Conservation Assn. to partner with their recreational fishing outreach program incorporating Marine Pipeline Safety and PSAs from the grant	• Target Fishermen and Boaters to educate them on pipeline safety when out on the waterways and how to identify and report a suspected release. CCA Coastal Conservation Assn has partnered with BTNEP and CAMO to supplement CCA's public fisheries outreach program. • CCA is eager to help support safe fishing and boating around oil and gas pipeline infrastructure. CCA will incorporate costal pipeline safety materials, messaging and slides into CCAs existing outreach program. BTNEP and CAMO will design the targeted educational materials and train CCA on the topic. This program is ongoing. CCA has a network of schools and groups established and others who request their engagement on recreational fishing, tagging and costal education programs.	Complete in 2018 but ongoing through 2020. CCA will keep using the pipeline safety message in their yearly preservations through 2020. Outreach started in Sept 2018. These face to face educational venues is reaches 10,000 students and stakeholders a year.

		• Additionally, this funding partnership will allow for coastal and marine pipeline safety messages to be included in CCA publications, which is estimated to reach another 5,000 members.	
Outreach and Education	Pipeline Safety and Spill Prevention Proposal to reach affected marine stakeholders through mass mail and email	This Mass Mail project focuses on public pipeline awareness especially targeting fishermen and boaters and promotes education on safe fishing and boating around pipeline oil and gas infrastructure. The proposed project involves designing, printing, forming mail lists of stakeholders and mailing out an approved brochure to targeted audiences of affected marine stakeholders estimated audience of 5,000. ACTS will also produce an electronic version that will be applied to the CAMO website and any others for public information. Additionally this version will be email ready for those campaigns.	Completed February and March of 2019. A custom marine pipeline safety and damage prevention tri-fold brochure was designed and mass mailed to 5000 marine stakeholders across south Louisiana. An additional 2000 copies were printed for face to face distribution.

Outreach and Education	Host 2018 Marine and Environmental Pipeline Safety stakeholder outreach workshop at Nicholls State University	• Face to Face lunch workshop with Recreational, Industry and Commercial Fisheries stakeholders. • Learn pipeline safety, spill prevention and emergency response best practices and give feedback on what is needed from the pipeline industry to better collaborate. • Presentations by CAMO, One Call, Estuary Foundation, Coast Guard, PHMSA and SME's	Completed October 30, 2018 Over 225 stakeholders attended to learned about marine pipeline damage prevention and safety. There were over 20 exhibits at the event all to collaborate on pipeline safety and spill prevention.
Design and Produce outreach material	Design and produce 2 PSA Videos on marine pipeline safety and 811. Run PSA's on Television during targeted outdoors and sportsman shows (ie. Fishing and hunting)	• 1 – 30 Second and 1 – 60 Second PSA was produced and formatted for TV and online use. • Buy ad spots for PSAs in various media and outreach venues across Louisiana • Worked directly with media outlets and leverage PSAs for non-profits to get more ads at no cost • Pipeline Safety on the water and 811 are the key messages	Completed filming in Sept. 2018 and TV ads ran in February and March 2019 Over 600 PSAs were aired through media and cable outlets across Louisiana with an estimated viewership of over 1 million people.

Face to Face Outreach and Education engagements	Target specific stakeholders and venues for face to face outreach on marine pipeline safety and damage prevention. Activities partially or fully funded by the grant.	• Seek and engage appropriate and relevant stakeholder outreach venues to present marine pipeline safety, damage prevention and emergency response messages • Target 7 face to face venues/ meetings	Completed more than 12 engagements throughout grant timeframe. Engagements, Presentations and meetings listed: Dredge Contractors of America in DC, Louisiana 811 (2), Dig Law Advisory Committee (3), LAMOGA (2), Port Assn of La., US Coast Guard Maine Safety Day, National Estuary Management Conference (2), La. Pipeliners Assn., LGA Pipeline Safety Conference, Weeks Marine Dredging Company, Corps of Engineers Project Engineers.
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