

**FINAL REPORT**

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Ms. Mahua Mazumdar (AA)  
Mr. Sam Hall (AOR)  
U.S. Department of Transportation  
Pipeline and Hazardous Materials Safety Administration

RE: PHMSA/DOT TAG DTPH56-13-G-PHPT04

Dear PHMSA/DOT:

The Danielle Dawn Smalley Foundation ((DDSF) successfully completed the goal of:

Taking our newly developed and piloted **Pipeline Safety and Awareness for Kids** program to approximately 15,000 elementary students in roughly 622 first through third grade classrooms in Webb County Texas in order to increase pipeline safety and awareness for youth that live in South Texas counties that are heavily impacted by pipeline infrastructure.”

We did this by working with pipeline companies, damage prevention councils, Texas811, and Webb County school officials. The final outcome exceeded our estimated reach to include 17,839 elementary students in first through third grade in Webb County Texas. To coordinate this effort in the most efficient manner and to meet the needs of Webb County educators, we modified the existing (but newly developed) program so that it could be easily delivered to large numbers of students in safety assemblies via use of an online lesson facilitated by school counselors. In conjunction with the assembly, classroom bags were provided to teachers that included the program poster, activity, color code cards, scratch and sniff cards, and certificates for small group/classroom facilitation.

Based on current year school enrollment, DDSF provided materials to Webb County classrooms to serve 19,000 students in over 760 classrooms. As the population in Webb County grows, the number of students each year is also increasing. This dynamic caused DDSF to provide more materials and spend more time than was expected to serve the additional students. The end result revealed a 94% participation rate and exceptional learning outcomes.

**Expected program outputs and milestones that were successfully completed:**

- DDSF conducted program research to obtain the necessary information from schools, school districts, and pipeline operators in Webb County, established engagement with identified parties to form relationships, and confirmed support from the Texas Education Agencies Region One, Webb CISD, Laredo ISD, United ISD, Regency Energy Partners, Texas811, and the Border Damage Prevention Council.

- DDSF worked with a graphic designer to develop a program specific logo to help brand and provide added identification to the program.



- DDSF worked with video producers and a graphic design artist to create content, manage, and produce audio-visual tools including a program “sizzle reel” and Smalley Foundation website enhancements specific to this program. DDSF worked with Safari Multimedia to write and edit the program sizzle reel video script, prepare and coordinate a filming session at Boys & Girls Club/Preparatory School of South Central Texas in San Marcos, and filmed and edited the sizzle reel video.

Link to program webpage and sizzle reel video: <http://smalleyfnd.org/services/pipeline-education/kids>

- DDSF transformed the hard-copy lesson into a “Smart Board” lesson (or online training module) by subscribing to and utilizing Safety-TV technology. This included re-evaluation and alignment of program content, messaging, audio, video and other key elements to improve the overall efficiency of the delivery method. Pre and post program questions were built into the Smart Board lesson so that the class could respond and impact data could be collected immediately and interactively.
  - The new program enhancements, including the use of a Safety-TV technology based classroom Smart-Board lesson, were tested by DDSF staff and a pilot run of the program in its entirety was delivered in McMullen County Texas to their Pre-k through 4th grade with financial support of Regency Energy Partners.
- Spanish was added to the program components where possible including take-home materials and the classroom poster.
- DDSF sponsored JJ Harrison, the 811 Rodeo Clown, to add youth appeal to the program. JJ Harrison was added to the classroom poster, Smart Board lesson, and other program components including video and audio elements.



- DDSF branded all program content with Texas811, Regency Energy, and Border Damage Prevention Council logos as well as named the online lessons per each of the three participating ISD's in Webb County (i.e. "Laredo ISD Pipeline Safety & Awareness for Kids!")
- Program components for this project were designed, ordered, and received including the necessary Uniform Color Code Cards (with the 811 logo in English and Spanish), overlay transparency paper, certificate paper, scratch and sniff cards, sportspacks with program logo, and other packaging materials. Materials were then counted, sorted, and packaged for each classroom into sportspacks bearing the program logo and then boxed in appropriate quantities for each elementary school.
- DDSF coordinated the delivery of the classroom bags in conjunction with educator workshops to explain the need, rationale, strategy, instructions, and timeline of program delivery. Workshops were conducted for Laredo ISD and United ISD. Webb CISD only had one elementary school and opted to deliver the program without an educator workshop. Partnering companies and organizations were invited to attend and take part in the educator workshops and enjoyed the opportunity to engage with school officials about damage prevention.
- During the "delivery period/execution" of the program (September 2014), DDSF staff managed the program by assigning the online session to the appropriate educators for delivery in assemblies and classroom settings. DDSF staff also provided support and technology troubleshooting via phone and email throughout the delivery period.
- DDSF collected and analyzed results from the online lesson which included demographics, number of students, as well as pre/post program data used to measure learning outcomes in the five core message areas: (1)Understanding the underground world of the pipeline and utility system; (2)recognizing pipeline markers; (3)recognizing the signs of a leaking or damaged pipeline; (4)how to safely report and respond to a possible leak; (5)the importance of protecting pipelines from damage by calling 811.

### **Program Coordination and Collaboration:**

DDSF conducted research to obtain the necessary information about schools, school districts, and operators in Webb County. We utilized the Texas Rail Road Commission (open records request), National Pipeline Mapping System and other sources to identify pipeline companies with lines in Webb County as well as safety, public awareness, and damage prevention focused organizations and groups.

- Starting in October of 2013 DDSF reached out to identified pipeline operators and organizations via phone, email, one-on-one, and through public speaking engagements to announce the program and provide an opportunity for collaboration and partnership in the Webb County effort.

This included outreach to numerous **pipeline companies** such as Access Midstream Partners, L.P., CenterPoint Energy Gas Distribution, Chesapeake Energy Corporation, DCP Midstream, Energy Transfer, Enterprise Product Company, EOG Resources, EP Energy, NuStar Logistics, L.P., Plains Pipeline L.P., Regency Energy Partners, Talisman Energy USA, Inc., and XTO Energy Inc.

In-person meetings and/or monthly meeting presentations were delivered by DDSF to **organizations** such as Texas811, Eagle Ford Shale STEPS Network, the Border Damage

Prevention Council (BDPC), South Texas Damage Prevention Council, the Texas Education Agency, and the Texas School Safety Center.

In addition, countless companies, organizations, and individuals received notification through social Medias including Facebook, LinkedIn, and YouTube. Social networking groups where the feed was posted include: 811 Utility Infrastructure Protection Professional Group, Utility Damage Professionals, Common Ground Alliance, Eagle Ford Development, OIPA, Pipeline Association for Public Awareness, Pipeline Group, and Pipeline Safety & Awareness Networking Group.

### Recognition:

- Upon completion of the Webb County initiative, acrylic plaques were presented to Texas811, Regency Energy Partners, and the Border Damage Prevention Council for appreciation in helping support the effort. Program results were also provided to each of these organizations and companies for inclusion in outreach documentation and to share with their members and staff.



Above: Image of recognition being presented to Texas811 President Mike Losawyer by DDSF Executive Director, Sheila Martin during a Texas811 open house event.

- Some of the comments from participating partners include:  
“The Smalley Foundations Pipeline Safety & Awareness for Kids! program is quite possibly one of the best educational tools around for bringing the *Know what’s below, Call before you dig* message to children.”

- DDSF also posted the Webb County program results on social Medias and issued in an e-newsletter that went out to nearly 500 pipeline company representatives across the U.S.
- Some of the comments posted on social media outlets in response to the program results include:
  - “Way to go... making an impact at an early age with a lasting impact into adulthood”
  - “Great work... what a demonstrated benefit!”
  - “Very good! Good Job! All cities should have (a) program like you. Great!”
- DDSF is also scheduled to present the Webb County project overview, strategy, results, and lessons learned at the upcoming Texas811 Safety Summit so that participants can learn more about how to effectively engrain damage prevention into communities.
- DDSF is writing an article about the Webb County project that will be published in Texas811 magazine and the Damage Prevention Professional.
- DDSF provided sample press releases to the three participating Webb County ISD’s for publishing in local media outlets to show their engagement in the safety effort and educational program.

**Unexpected changes:**

DDSF proposed to enhance the program webpage on the DDSF website by animating the Right-of-Way-Ray program character. In place of this task, DDSF opted to sponsor JJ Harrison, the 811 Rodeo Clown to be the program character since the opportunity was provided. Research also suggested that a real person with added video and audio was more appealing to children than an illustrated character with animation.

DDSF transformed the manual classroom kits into a “Smart Board” lesson (or online training module) by subscribing to and utilizing Safety-TV technology. This included re-evaluation and alignment of program content, messaging, audio, video and other key elements to improve the overall efficiency of the delivery method. Pre and post program questions were built into the Smart Board lesson so that the class could respond and impact data could be collected interactively.

The original program was designed to be delivered by teachers in classroom settings but the participating ISD’s preferred to have their school counselors deliver the online portion of the lesson in assemblies and then provide the classroom activities/kits to teachers. Due to this change in the dynamics, DDSF modified the online lesson to better fit and collect data from a large audience.

The amount of enrolled students in first through third grade in Webb County Texas significantly increased from the time DDSF conducted research to write the funding proposal and program budget to the time of implementation. This put DDSF in a position to dedicate additional time and funds to successfully provide the program to every student in the target audience.

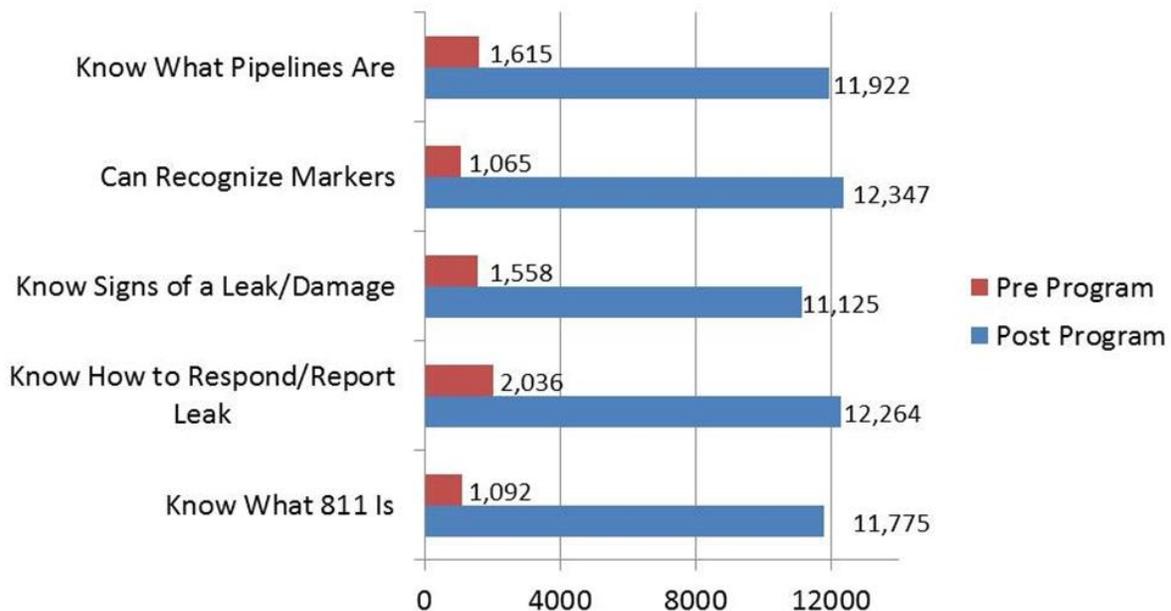
**Overall Assessment of the Report:**

We feel that this project was a huge success. Due to this effort DDSF has a better product to provide to industry and their operating communities. We have also been able to form new collaborations and relationships and have gained a better understanding about how to successfully infiltrate school systems with safety programming for children. Everyone involved in the process was very positive and cooperative enabling the project to be completed as planned. Most importantly, thousands of students reported having learned the key message points as indicated below.

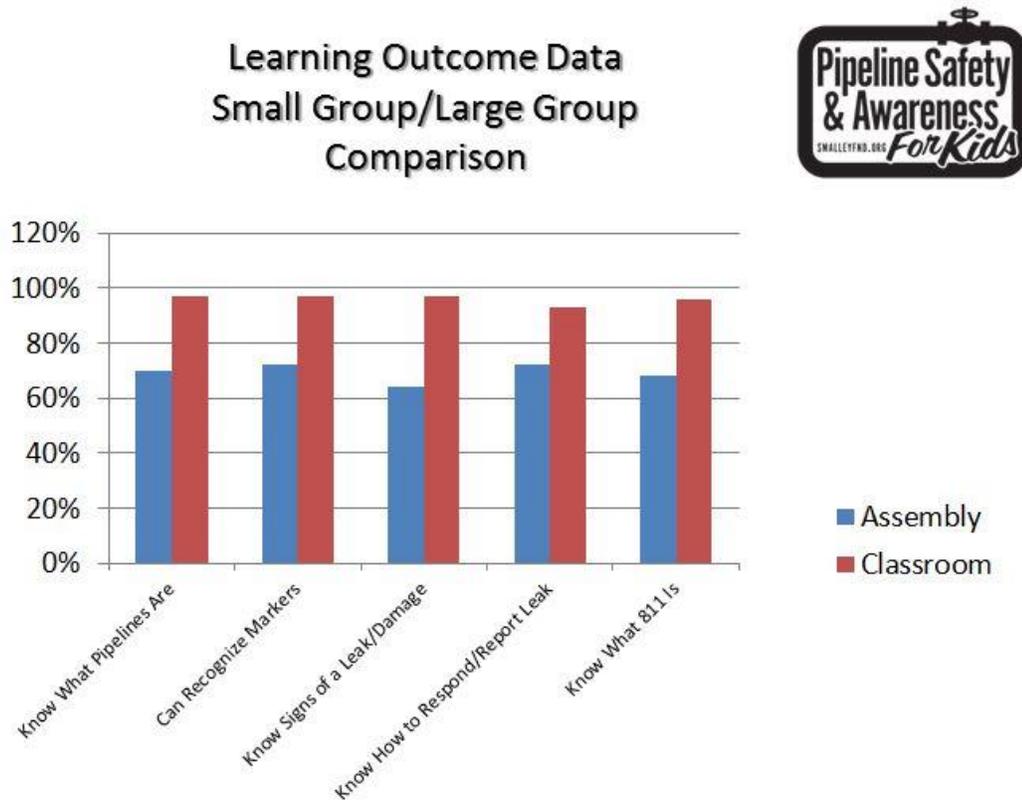
Pipeline Safety & Awareness for Kids!  
 Webb County Texas  
 September 2014 Results



Data below represents 16,719 students  
 (1,120 more students returned incomplete data sets totaling 17,839 participating students)



Upon analyzing results provided in program data, we were able to correlate higher learning outcomes when the program was conducted in smaller group settings such as a classroom vs. larger groups such as assemblies. This could be due in part by the inability for facilitators to accurately and efficiently count responses but we also know that based on school-based prevention programming research, that programs are more effective in small groups like the program was originally designed and intended.



In addition, DDSF was informed by Texas811 that adults reported to them having learned about 811 from their children who had just “learned about it at school”, thus providing evidence that the messaging trickled down to parents as intended. The quote below is an excerpt of an email DDSF received from Texas811.

“I just want to pass along some feedback that I received at the Webb County Safety Fair on September 25<sup>th</sup> in Laredo. I had multiple people pick up an 811 sticker from my exhibit, look at it and say “I know about 811, my daughter (son, granddaughter/grandson, niece/nephew, etc.) came home from school the other day telling me that I needed to call 811 before digging!” It really stuck with them. Take pride in the fact that funding was put to good use in an efficient manner and made a difference in the lives of those that work and live in Webb County. Good job!” –Doug Meeks, Damage Prevention Manager, Texas811

We hope to also survey the facilitators (educators) that delivered the program to students to determine if their knowledge increased as a result of facilitating the lesson and to gather additional feedback into the program effectiveness and efficiency.

DDSF was also able to not only use the experience to fine-tune the program but also to determine the scope of support required and the amount of funds and time it actually takes to provide the program vs what was estimated. We are now able to find ways to offer better materials, cut costs as much as possible, and reduce paper waste.

Hundreds of comments were provided by Webb County educators that facilitated the lesson. This feedback includes:

“Very important information to keep our community aware of pipeline safety.”

“Very useful information to keep our community safe.”

“The lesson was great and the video was very entertaining, the students really enjoyed it.”

“The students were interested and it appeared that they did learn.”

“Most students were unaware of pipelines. Informative Lesson.”

“Students have a better understanding of what 811 is and what to do if a pipeline is leaking.”

“Great lesson the whole group answered the questions.”

“Students enjoyed video and were interested in learning more.”

“Second grade class now feels like they are pipeline experts and are very excited!”

“The students really liked this lesson. They know that if they want to dig they need to call 811.”

“Awesome and educational video. Kids really enjoyed it! They are now aware of what they have to do if they see a pipe leaking.”

“Both students and teachers were thankful for the information.”

“We all liked the lesson. We learned many things about pipelines.”

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