

FINAL REPORT

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Ms. Maria Munoz
Ms. Christie Murray
U.S. Department of Transportation
Pipeline and Hazardous Materials Safety Administration
1200 New Jersey Ave, SE
Washington, D.C. 20590

RE: PHMSA/DOT TAG DTPH56-12-G-PHPT03

Dear PHMSA/DOT:

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

Increasing school official's awareness of nearby pipeline locations, contents, pressure, size, recommended evacuation distances, local and emergency pipeline operator contact information, hazards associated with an unintended release, indications that such a release has occurred and the importance and procedures surrounding the use of 811.

We did this by working with pipeline operators in San Mateo County CA to identify schools that were within 1,000 feet of transmission pipelines. The results revealed that only one company, Pacific Gas and Electric (PG&E), had schools in close proximity to pipelines. To better align school selection criteria with the PG&E internal definitions of high-consequence areas, DDSF included schools within a 1,050 foot buffer from transmission and high-pressure distribution pipelines. The identified 69 schools were then engaged in the School Pipeline Safety Partnership program according to the details provided in the summary below titled "School Resources".

In addition, the Danielle Dawn Smalley Foundation successfully completed the goal of:

Helping train and equip pipeline field operators to deliver and discuss pipeline safety and awareness information with school officials by developing an online training component, enhanced by personal support and printable materials, for pipeline field operators.

We did this by developing and launching an online training resource for pipeline operators to provide training that is *specific* to school pipeline safety outreach. The web-based training is now available to any company that is a participant of the School Pipeline Safety Partnership and offers an array of training components as detailed in the summary below titled "Pipeline Operator Resources (Tool-Kit)".

School Resources:

Research and Development:

- **We identified and corresponded with all pipeline operators in San Mateo County, CA.** Based on those communications, we identified that PG&E was the only pipeline company that had schools near high pressure distribution or transmission pipelines in the county.
- **We worked successfully with PG&E** to gather and verify data necessary for the project including school listing, pipeline data, and mapping components. During this process DDSF identified 22 schools that were missing in PG&E's current school outreach efforts creating a total of 77 schools. These 22 schools were identified by DDSF through extensive research and detailed analysis of maps and centerline shape files. By the end of the grant period the final school number of schools rested at 69 due to some school closings and relocations that took place in the duration of the grant project.
- **We facilitated a pre-program pipeline safety and awareness assessment** (baseline evaluation) to measure pipeline safety and awareness levels of the schools via email, mail and phone.
- **We conducted comprehensive research** into CGA's best practices, PHMSA public awareness inspection recommendations, and other highly regarded resources coupled with our own expertise and experience in school outreach write and edit the School Pipeline Safety on Demand video script.
- **We filmed the video live**, on location at an elementary school, providing pipeline safety information for school officials and then customized the video 69 times to provide each school with unique information including a map of their school and nearby pipeline, pipeline characteristics, minimum recommended evacuation distance, and pipeline emergency number.
- **We created a Google/KML map** showing all of the identified schools in San Mateo County and their situation near the PGE pipeline system that provided an interactive map coupled with a JPG map image.
- **We created a custom school pipeline safety webpage** (on www.schoolpipelinesafety.org) for each of the identified San Mateo County schools which contained a map of their school and nearby pipeline (both in JPG format as well as an interactive Google/KML map), pipeline characteristics, minimum recommended evacuation distance, and pipeline emergency number. Also found on each school webpage is their own unique School Pipeline Safety on Demand video.
- **We added password protection to ALL custom school webpages** within the School Pipeline Safety Partnership website to provide added security to sensitive information including the new Google Maps and custom videos that were provided exclusively to San Mateo County schools.
- **We added a brief 811 call process video to ALL custom school webpages** within the School Pipeline Safety Partnership website with a link to take the 811 Promise.

- **We added an online School Pipeline Safety Assessment to ALL custom school webpages** within the School Pipeline Safety Partnership website.

To view a live example of a San Mateo County school pipeline safety webpage including a custom School Pipeline Safety on Demand video, please copy and paste the link below into your browser. If prompted for a password, please enter “safety”.

http://www.schoolpipelinesafety.org/?page_id=265&pipeline=756

Implementation:

- **We identified and collaborated with a lead support at the San Mateo County Office of Education** for strategy and infiltration of the program to school officials including the program roll-out. We presented the program at the San Mateo County School Emergency Planning and Preparedness Workshop (for school officials) and at the San Mateo County Sheriff’s Office Area Office of Emergency Services (for public officials) in September 2013.
- **We mailed a school pipeline safety mailer** to each of the identified schools which included an introduction to the program, instructions on how to access their custom online resources on www.schoolpipelinesafety.org with a quick-scan-code to the website, and a custom school pipeline safety poster that included a map of their school and nearby pipeline, pipeline characteristics, minimum recommended evacuation distance, and pipeline emergency number.
- **We provided follow up** to schools where it was required to answer questions (this was done in a joint effort with PGE, as they responded to questions that were technical in nature).
- **We encouraged program participation** by sending reminder emails and offering support.
- **We facilitated a post-program pipeline safety and awareness assessment** (comparison) to measure pipeline safety and awareness levels of the schools after having access to the program. This was done by various methods including email, mail and by phone.
- **We mailed and emailed a Certificate of Achievement** to each school official that complied with our request to review their safety resources, complete assessments and offer program feedback.

Pipeline Operator Resources (tool-kit):

We conducted research and collaborated with industry to determine needs and exact content in developing “Pipeline Operator Resources” on www.schoolpipelinesafety.org that serves as a tool-kit for pipeline operators.

- We executed an online survey to measure the need for school specific training resources in the industry.
- We conducted comprehensive research into CGA’s best practices, PHMSA public awareness inspection recommendations, and other highly regarded resources coupled

with our own expertise and experience in school outreach to create content for the Pipeline Operator Resources online toolkit.

- We drafted and edited the script for the training video.
- We filmed the video live, on location at an elementary school, providing step-by-step instructions for a highly effective school pipeline safety meeting with school officials.
- We assembled images, logos, and other resources that were added to live footage in the training video production.
- We created content for printable PDF handouts (in English and Spanish) and a meeting checklist/meeting documentation page to add to the toolkit.
- We created a slideshow and printable workbook to accompany the training video for training groups of pipeline operators.
- We created an online “school visit readiness” assessment that was added to the toolkit with an option to request a Certificate of Training.

To view the pipeline operator tool-kit, please copy and paste the link below into your browser. If prompted for a password, please enter “training”.

<http://www.schoolpipelinesafety.org/pipeline-operators>

Unexpected changes:

We determined that offering the home-page of the website www.schoolpipelinesafety.org in Spanish would not be beneficial since if the user clicked on any of the contents or links, it would then take them to English-only resources and pages. Since it was still important to us to provide safety resources in Spanish, we then decided to develop the “handouts” that are available online for pipeline operators to print or download from the tool-kit (and take to school visits) in English and Spanish. While each handout is now available in English and Spanish, the 811 handout is bi-lingual and is encouraged to be distributed by school officials to students who can share with parents.

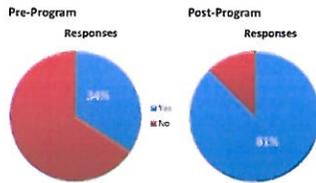
We also developed most content in-house and therefore reduced the expenditure to contractors from what was originally expected. This resulted from the need to control the quality of sensitive messaging and reduce the time spent going back and forth on editing outside work. We wrote video scripts, took photography, developed content, and created much of the graphic design in-house. Some industry personnel served as consultants to review the work and provide feedback.

Overall Assessment of the Report:

We feel that the project was successful. Our goals of providing pipeline safety and awareness to school officials in an area with elevated need were reached. We received feedback and assessments from over half of the schools served which reflected a dramatic increase of knowledge and emergency preparedness.

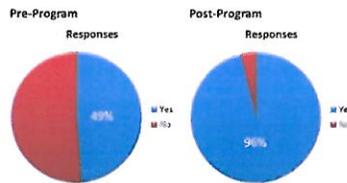
Subject Objective

Can identify a pipeline marker



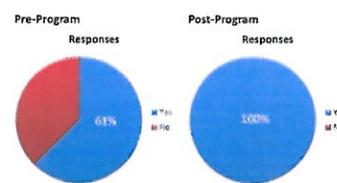
Subject Objective

Are Aware of 811 or State One-Call System



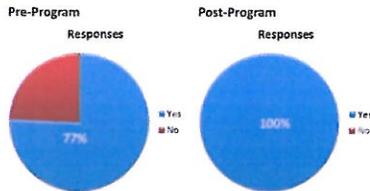
Subject Objective

Are Aware of the Signs of a Leak



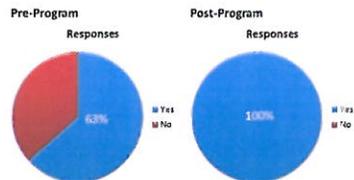
Subject Objective

Are Aware of the Hazards of a Release



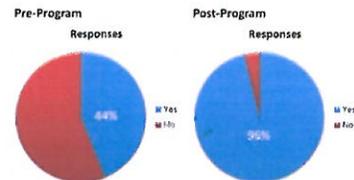
Subject Objective

Are Aware of Proper Response to a Pipeline Leak



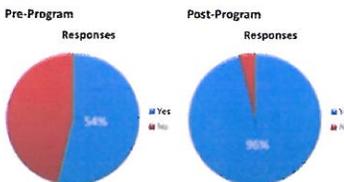
Subject Objective

Know Pipeline Company Name & Emergency Number



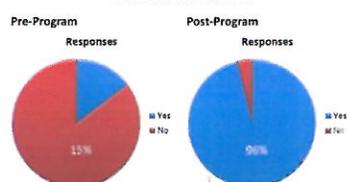
Subject Objective

Are Aware of the Product in the Pipeline

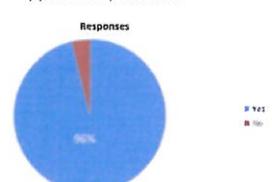


Subject Objective

Are Aware of Minimum Recommended Evacuation Distance



Did this program answer your questions about the pipeline near your school?



We also experienced a supportive and eager attitude in our collaborations during this project which included county and city school officials, county-wide public officials, and the pipeline company involved (PGE).

Many new resources are now available to enhance and support our mission of school pipeline safety such as the Pipeline Safety on Demand video, and the Resources for Pipeline Operators Tool-kit. This effort also served to help build effective collaborations between our organization and the industry, helped us discover effective methods for infiltrating school systems on a county-wide basis with pipeline safety programming, and also served to strengthen internal skills and competencies of the organization and its staff.

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