

# Chester County Planning Commission

## US DOT PHMSA Technical Assistance Grant # DTPH5615GPPT10

Mid Term Report: April 8, 2016

Contract Term: – September 30, 2015 to September 29, 2016

### Article III Expected Program Outputs

Based on Article III of the current TAG agreement, the following milestones are to be met under the grant. Note that the first half of the grant period has primarily focused on completing Tasks 2.0, 3.0, and 4.0.

- 1.0 Incorporate pipeline safety awareness into planning and review processes of the county and local governments.
- 2.0 Ensure the information developed in conjunction with the Pipeline Information Center (PIC), including the notification protocol, is widely known and available to the public and all stakeholders.
- 3.0 Disseminate the above pipeline information through a number of social and new media outlets as well as through presentations at stakeholder meetings.
- 4.0 Address any gaps in the PIC that are identified during the course of the project, particularly information that would advance improved safety through outcome #1.

The Pipeline Information Center website and information referenced in this report may be viewed here: [www.chesco.org/planning/pipelines](http://www.chesco.org/planning/pipelines).

#### Chester County Pipeline Information Center



Chester County Commissioners (L to R): Kahi Costone, Michelle H. Kiddline, and Terence Farrell

An initiative of the Chester County Board of Commissioners

The Board of County Commissioners welcomes you to the Chester County Pipeline Information Center (PIC).

The PIC was created to provide residents with a central location where they can find information on all aspects of pipeline issues including pipeline safety, the pipeline review process, and the latest information on pipeline project activity within Chester County and the surrounding region.

The Board recognizes the need to provide timely information on the latest developments in pipeline activity to their constituents. Over the coming months, the website will continue to be expanded and updated as new information becomes available.

If you have questions regarding the website or are seeking additional information, please see our "Links and Contact" page.

The screenshot displays the Chester County Pipeline Information Center website interface. It features a header with the center's logo and navigation tabs for 'Upcoming Events and Website Overview', 'Active Pipeline Projects', and 'Pipeline Maps'. The 'Active Pipeline Projects' section includes a 'Pipeline Projects Summary Table', 'Pipeline Notification Protocol', 'Maintenance Notifications', and 'Pipelines in the News'. The 'Pipeline Maps' section shows a map of Chester County with various pipeline routes color-coded. Below the main content, there are three additional sections: 'Pipeline Notification Protocol' with a photo of a sign, 'Landowners Resources' with images of informational brochures, and 'Pipeline Safety' featuring the 'Pennsylvania 811' logo and the text 'We Support Pipeline Safety'.

**Note:** In addition to the TAG related tasks below, CCPC staff continues to update and expand the information provided on the Pipeline Information Center on a regular basis, respond to pipeline calls and email inquiries, attend pipeline project meetings, and coordinate with the pipeline operators and other agencies working in Chester County. The Pipeline Information Center and Point of Contact is used on a regular basis by the County

Commissioners and their constituents and is viewed as a highly successful county program. The website has been visited almost 30,000 times in the past year.

**The program outcomes are being achieved through the following activities submitted as the scope of work with the TAG application. The timeframe in the right column has been adjusted as the work progresses.**

Task A: Enhance Pipeline Comments in CCPC and Other Agency Plan Reviews	Timeframe & Percent Complete
<p><b>1. Determine which agency review processes are suitable for enhancement</b></p> <p>The following are examples of planning and development reviews currently conducted by the County that could be further enhanced to address pipeline related issues:</p> <ul style="list-style-type: none"> <li>a. <u>Act 247, Pennsylvania Municipalities Planning Code (MPC)</u> – Municipally proposed comprehensive plans, land use ordinances, and proposed subdivisions and land developments.</li> <li>b. <u>Act 537, Pennsylvania Sewage Facilities Act</u> – Development proposals that impact sewage facilities.</li> <li>c. <u>Other CCPC Reviews</u> – Other CCPC infrastructure related reviews where there could be an opportunity to address pipeline related issues such as those requiring NPDES permits.</li> <li>d. <u>Other Agency Reviews</u> – CCPC will also determine if there are opportunities for other County agencies to include pipeline comments within their respective review processes and work with them on developing those comments. These County agencies could include the Water Resources Authority, Health Department, Conservation District, and Emergency Services.</li> </ul> <p><b>Staff:</b> Wes (247), Carrie, Carol (537, Health, NPDES, WRA, CCCD, CCDES)</p>	<p>January 2016 through April 2016 65% complete</p> <p>Background research on this task has been on-going through March 2016.</p> <p>Initial coordination with other county departments is also underway. Meetings with WRA, CCHD, and CCCD have taken place.</p>
<p><b>2. Develop initial pipeline review comments</b></p> <ul style="list-style-type: none"> <li>a. Based on the type of review being conducted, a series of pipeline comments and/or standards will be developed for use in the reviews relating to pipeline safety issues such as: <ul style="list-style-type: none"> <li>i. Potential for the inclusion of pipeline regulations within local ordinances;</li> <li>ii. Need to address pipeline planning in municipal comprehensive plans;</li> <li>iii. Need to address issues when a proposed development is in proximity to existing pipelines.</li> </ul> </li> <li>b. The basic review comments would be tailored as needed for each specific plan, ordinance, or development proposal.</li> <li>c. CCPC works directly with some municipalities in developing</li> </ul>	<p>April 2016 – August 2016 10% complete Drafts of review comments and other recommendations for municipalities will be completed during the 2<sup>nd</sup> half of the grant period.</p>

<p>comprehensive plans and land use ordinances through its Vision Partnership Program grants. This would be another opportunity to incorporate appropriate pipeline related language in municipal planning and regulatory documents.</p> <p><b>Staff:</b> Wes (247), Carrie (537, Health, NPDES, WRA, CCCD, DES), Carol, Susan (input for VPP)</p>	
<p><b>3. Address information gaps on the PIC – “High Consequence Areas”</b> The concept of “high consequence areas” has not been addressed in depth on the Pipeline Information Center. Under this task, CCPC will examine the issue more closely and post additional information on the PIC, including mapping if possible, so that the information can be used to further refine plan review comments to municipalities.</p> <p><b>Staff:</b> Jake (research, content, implications, locations in CC, etc.), Carrie, Carol, Carolyn (*See PIPA document)</p>	<p>Research early 2016</p> <p>90% of research is complete.</p> <p>Add to website July 2016</p> <p>25% of the website work is complete. Currently, we are determining the most useful HCA information to include on the website and how to best present it.</p>
<p><b>4. Review and finalize standard review comments</b> The initial review comments and input created under Sub-Task 2 would be developed through work with a committee consisting of staff and other representatives directly involved with the review process.</p> <p><b>Staff:</b> Wes, Carrie, Carol (review drafts, coordinate meetings with municipal reps.)</p>	<p>June - July 2016 10% complete</p>
<p><b>5. Implement enhancement of Chester County Planning Commission reviews</b> – The Chester County review comments would be implemented through the CCPC reviews completed within the Infrastructure and Plan Review Division of CCPC and other agencies as applicable.</p> <p><b>Staff:</b> 247 Planners, Carrie, Other agencies as applicable</p>	<p>July - August 2016 10% complete</p>
<p><b>6. Distribute recommended review comments to agencies</b> – Comments not directly implemented through CCPC reviews would be provided to all partner agencies.</p> <p><b>Staff:</b> Carol, Carrie</p>	<p>August - September 2016 10% complete</p> <p>CCPC has some pipeline review comments already in use which we hope to expand and refine through this process.</p>
<p><b>7. Provide relevant review information on the Pipeline Information Center</b> – An additional section of the PIC will be created that provides relevant review process information created under this Task so that it is universally available to the public, municipalities, and other agencies who</p>	<p>August-September 2016 25% complete Model ordinance and planning information from other sources have already</p>

may find it useful.  <b>Staff:</b> Carol, Carrie, Carolyn	been provided on the Resources section of the website.
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<b>Task B: Develop promotional materials to increase public awareness of the Pipeline Information Center</b>	<b>Timeframe/Percent Complete</b>
<p>Under this task, CCPC will develop materials to be used for public outreach to direct potential users to the website as well as to provide basic pipeline related information.</p> <ol style="list-style-type: none"> <li><b>Develop promotional materials</b> (in coordination with Task D) – Types of information envisioned include a brochure, business cards, and posters to direct potential users to the PIC. A display panel and other small promotional materials (pens, magnets, etc.) may also be needed for tabling events.</li> </ol> <p><b>Staff:</b> Carrie, Carol, Graphics</p>	<p>January - March 2016 100% complete</p> <p>A full array of PIC promotional information has been developed with recognizable branding unique to Chester County's pipeline efforts. This includes brochures, business cards, posters, magnets, and a display board for meetings. The brochures and posters are located here: <a href="http://www.landscapes2.org/pipeline/Resources.cfm">http://www.landscapes2.org/pipeline/Resources.cfm</a></p> <p>PIC information is also included in CCPC Services Brochure and Annual Report. <a href="http://www.chesco.org/DocumentCenter/View/32618">http://www.chesco.org/DocumentCenter/View/32618</a></p>
<ol style="list-style-type: none"> <li><b>Establish distribution sites/audience</b> – Initial distribution sites would be county departments, municipal buildings, watershed associations, county libraries, HOAs, land trusts, schools, elected officials field offices, and at meetings described in Task C.</li> </ol> <p><b>Staff:</b> Carol, Carrie, Graphics</p>	<p>March 2016 through September 2016 50% complete.</p> <p>Brochures have been provided to all Chester County municipalities and elected officials. Distribution to libraries is underway. See Task C for meetings and presentations.</p>
<ol style="list-style-type: none"> <li><b>Print (or Purchase) promotional materials</b> – The promotional materials will be printed based upon the number of distribution sites and anticipated meetings. <b>(Note:</b> Budgeted for \$2,000 for printing/promotional materials for 5,000 to 10,000 copies)</li> </ol> <p><b>Staff:</b> Graphics</p>	<p>February/March 2016 through end of contract 50% complete</p> <p>Brochures, posters, business cards, and Landowners Guides are being printed in batches as needed. Magnets have been purchased and the display board was printed and professionally</p>

	<p>mounted. The brochures and posters are located here:  <a href="http://www.landscapes2.org/pipeline/Resources.cfm">http://www.landscapes2.org/pipeline/Resources.cfm</a></p>
<p>4. <b>Distribute promotional materials</b> – The promotional materials will be distributed at the venues described in sub-task 2 as well as other sites and meetings that may be identified during the course of the year.</p> <p><b>Staff:</b> Carol, Carrie, Wes</p>	<p>March 2016 through September 2016  40% complete</p> <p>Numerous brochures and other information have been distributed to date through the meetings noted in Task C and in mailings. We will continue the effort through the remaining contract period and beyond.</p>

<b>Task C: Develop a stakeholder and public outreach promotional campaign</b>	<b>Timeframe/Percent Complete</b>
<p>Under this task, CCPC will attend a series of stakeholder meetings and events to provide an overview of pipeline related issues relevant to Chester County and provide an overview of the Pipeline Information Center to familiarize users with its features.</p> <p><b>1. Determine stakeholder groups</b> – Including regional planning groups, Chambers of Commerce, and CCATO Spring Conference (we will request a table at the event).  (Possible groups: CCATO, WCCC, PRPC, KARPC, ORPC, Unionville, Managers Consortium, APA-PA Conference; N. Fed; Chambers)</p> <p><b>Staff:</b> Carol, Carrie, Input from other Planners</p>	<p>February to March 2016  80% complete</p> <p>A wide range of stakeholder groups have been identified and several presentations have already taken place. See Task C for a full list of meetings attended or scheduled to date.</p>
<p><b>2. Develop presentations and displays</b> – A PowerPoint presentation will be developed for use at the stakeholder meetings. Development of a high quality presentation will be especially important for larger venues such as the CCATO Conference described in sub-task 1. Some display boards with pipeline maps will be needed. The promotional materials described in Task B will be made available at the meetings. Assuming Wifi is available, the live PIC site will be presented. Where wifi is not available, select webpages will need to be incorporated into the PowerPoint.</p> <p><b>Note:</b> See also Task D.3, Style/Branding</p> <p><b>Staff:</b> Carol, Carrie, Graphics</p>	<p>February to March 2016  95% complete</p> <p>A high quality PowerPoint show consistent with the branding of other PIC promotional materials has been developed. The show is modified as needed based on the presentation venue.</p>

<p><b>3. Plan and schedule meetings</b> – A schedule will be established early in the year to ensure that CCPC attends the proposed number of regional planning and stakeholder meetings.</p> <p><b>Staff:</b> Carol, Carrie</p>	<p>February - March 2016 and on-going 75% complete Initial meetings have been scheduled and, in many cases, attended. Additional meetings will be scheduled during the second half of the grant period. (Please see attached table)</p>
<p><b>4. Attend meetings</b> – CCPC staff currently assigned to pipeline issues in the county will attend the meetings, present the materials, answer questions, and receive stakeholder feedback. It is anticipated we will request to attend <i>six to eight meetings</i> and attend other meetings as invited.</p> <p><b>Staff:</b> Carol, Carrie</p>	<p>March – September 2016 50% complete Please see end of report for a full list of meetings scheduled, attended to date and being scheduled. CCPC has been asked to attend meetings.</p>
<p><b>5. Document meeting results</b> (See Task D) – Attendance, input, and questions at each meeting will be documented. The PIC website will be used to both advertise meetings and to discuss or address results. Information gathered from the meetings will be used to address potential gaps in the PIC website.</p> <p><b>Staff:</b> Carol, Carrie, Carolyn</p>	<p>March – September 2016 30% complete and will be underway through the end of the grant period.</p>

<b>Task D: Social and New Media</b>	<b>Timeframe/Percent Complete</b>
<p>The purpose of this task is to determine how to best reach potential user groups through the social and new media outlets. CCPC has been developing better methods to market its information to the public through these venues and this effort can be built upon to reach the widest possible audience.</p> <p><b>1. Identify audiences and the media preferences of user groups</b> – In addition to municipal officials, there are other groups that could benefit from being familiar with pipeline safety and related issues including residents, business owners, school officials, environmental groups and citizen advocacy groups.</p> <p><b>Staff:</b> Carol, Carrie, Input from other planners and Ann, PSC</p>	<p>February – March 2016</p> <p>100% complete with adjustments to be made as needed.</p> <p>CCPC has developed a communications plan which includes departmental major projects such as the Pipeline Technical Assistance Grant. The plan identifies four primary audiences (municipal, implementer, policymaker, and general public) and describes key overall messaging, audience outreach, and messaging for each</p>

	audience.
<p><b>Determine the platforms to be used</b> (Facebook, Twitter, etc.) – Based on the identified audiences, CCPC will determine the best social media platform to use to reach them. Under this task, we will also explore the creation of a smartphone app for the PIC.</p> <p><b>Staff:</b> Carol, Carrie, Technical Services Division, input from Ann</p>	<p>March – May 2016 90% complete Primary platforms for messaging are Facebook, the CCPC listserve, “e-newsletter”, Twitter, CCPC’s extensive email group lists, and the website. Information is provided through these platforms on a weekly or monthly basis, depending on the method. LinkedIn has been determined to be the best platform for reaching our key audience.</p>
<p>2. <b>Develop style and content</b> – Style and content of the message will be developed based on the message and the audience to be reached, but the underlying themes regarding pipeline safety and information sharing will be consistent for all audiences.</p> <p><b>Note:</b> Coordinate with Task C.2, Development of Materials</p> <p><b>Staff:</b> Carol, Carrie, Graphics, Technical Services Division, input from Ann</p>	<p>March - May 2016 75% complete</p> <p>The style and content has been established both through the promotional materials branding and the CCPC communication plan.</p>
<p>3. <b>Disseminate content</b> – Broadcast information to audiences based on findings of sub-task 1 and sub-task 2. A schedule for providing this information will be determined as an element of the work program.</p> <p><b>Staff:</b> Carol, Carrie, Carolyn &amp; Technical Services Division</p>	<p>March – September 2016 100% complete (on-going schedule adjusted as needed)</p> <p>CCPC has established a daily schedule for posting to Facebook and pipeline related articles are posted approximately once per week. If suitable for Twitter it is also reformatted and tweeted. The monthly CCPC eNewsletter generally includes a pipeline article or update. Email blasts to specific groups (such municipalities and legislators) are used on an as needed basis.</p>

<p><b>4. Measure/evaluate resulting outreach</b> – Measure and evaluate the effectiveness of these approaches by determining the number of views on the various platforms used and what types of feedback we received from specific groups.</p> <p><b>Staff:</b> Carol, Carrie, Carolyn &amp; Technical Services Division</p>	<p>March – August 2016 On-going</p> <p>We will be evaluating whether the social media outreach increases our hits on the website or if pipeline posts receive shares or likes on Facebook.</p>
<p><b>5. Adjust content and dissemination process</b> – Based on findings of sub-task 5, adjust marketing process if needed.</p> <p><b>Staff:</b> Carol, Carrie, Input from Ann</p>	<p>June – September 2016 On-going through grant period.</p>

<b>Task E: Grant Administration</b>	<b>Timeframe/Percent Complete</b>
<p>This task addresses grant administration requirements under the TAG agreement including:</p> <ul style="list-style-type: none"> <li>• Grant budget tracking</li> <li>• Invoicing</li> <li>• Mid-term Report</li> <li>• Final Report</li> <li>• Financial Reports</li> </ul> <p><b>Staff:</b> Beth (Grant Budget Tracking, Invoicing); Carol, David (Reports)</p>	<p>On-going through Final Report (Budget Tracking)</p> <p>April 2016 (Midterm Report, Invoicing)</p> <p>November 2016 (Final Report, Invoicing)</p>

<b>Task F: TAG Agreement - Article IV - Deliverables</b>	<b>Timeframe/Percent Complete</b>
<p>The Recipient must submit the following reports as described in Article X, Reports.</p> <ul style="list-style-type: none"> <li>• Progress Report / Midterm Report;</li> <li>• Federal Financial Status Report;</li> <li>• Final Report; and</li> <li>• Final Financial Report.</li> </ul> <p><b>Staff:</b> Carol, David, Beth</p>	<p>April 2016 (Midterm Report)</p> <p>November 2016 (Final Reports)</p>
<p>The following deliverables were identified in the scope of work:</p> <ol style="list-style-type: none"> <li>1. Enhanced Development Review Comments – As described in Task A</li> <li>2. Promotional Materials – As described in Task B.1</li> <li>3. Meeting materials, displays, and presentations – As described in Tasks C.2 and C.4</li> <li>4. Social and New Media Content – As described in Task D</li> </ol>	<p>As indicated per specific task.</p>

5. Enhancements to PIC – Address information gaps if identified in Task A.3 and in Task C.5, if applicable	
<b>Staff:</b> As assigned by specific Task	

### Meetings Attended to Date

	Date	Group	Presenter?	Approximate Attendees	Brochures Distributed?
1	2/16/16	Chester County Municipal Managers Consortium	Yes (Director included as part of CCPC presentation)	15 (representing municipalities throughout Chester County)	Yes
2	2/17/16	State Senator Andrew Dinniman – Meeting with Constituents regarding Sunoco Mariner East 2 project	Informal – participation Introduced by Senator Dinniman who noted the PIC website	100	Yes
3					
4	2/19/16	Chester County Chamber of Business & Industry - Energy Opportunities Conference	Yes	60	Yes
5	2/23/16	East Goshen Supervisors Meeting for Sunoco Mariner East 2 Project	Yes (spoke at beginning of meeting to describe PIC and CCPC role)	75 to 100	No
6	2/24/16	Oxford Region Planning Committee	Yes	15 (representing 5 municipalities)	Yes
7	3/10/16	Chester County Association of Township Officials Spring Conference (Reaches a wide audience of municipal officials throughout the county.)	Yes – Director included PIC in CCPC presentation	220	Yes – CCPC had a large display table with all of PIC promotional items plus a laptop to demonstrate website
8	3/10/16	Southeastern PA Sierra Club	Informal – briefly to describe PIC website and CCPC role	35	Yes – brochures were distributed to all attendees and extras left with the club
9	3/18/16	Staff members of Chester County Planning Commission, Water Resources Authority, and Open Space Preservation	Yes	22	Yes
10	Monthly	Chester County Planning Commission board members	Yes – monthly pipeline updates are provided at the meeting	9 board members plus CCPC staff	Yes

<b>Additional Scheduled Meetings</b>					
11	4/6/16	Western Chester County Chamber of Commerce – Regional Planning Group	Yes	Representing eight municipalities	Yes
12	5/24/16	Chester County Municipal Secretaries Association Meeting	Yes	TBD	Yes
<b>Additional Meetings to be Requested</b>					
13		Phoenixville Region Planning Committee			
14		Chester County Municipal Managers Consortium	Will agree to attend as main presenter		
15		Pennsylvania Chapter of the American Planning Association	Session proposal submitted 3/4/16 for fall conference(this could need a wide range of statewide professional planners)		

### Brochure Distribution in Addition to Meetings

Date	Group	Notes
On-going	Chester County Planning Commission Office	Available at the front desk
On-going	Other Chester County Locations	Chester County Water Resources Authority, Main Lobby of the Chester Government Services Building
On-going	Digital Copies available on the PIC website	<a href="http://www.landscapes2.org/pipeline/Resources.cfm">http://www.landscapes2.org/pipeline/Resources.cfm</a>
2/18/16	State Senator Andrew Dinniman's Office	30
3/15/16	Senator Dinniman's Office requested additional brochures	50
2/23/2016	Commissioner Kathi Cozzone for distribution at Environmental Law Forum in April 2016	Digital copy provided
3/22/16	Chester County Municipal Managers and Secretaries email list	73 municipal contacts – digital copies provided with message indicating printed copies are available upon request
<b>Planned for Second Half of Grant Period</b>		
April 2016	Chester County Library System	
April 2016	Chester County State and Federal Legislators	
May 2016	Additional County Offices – to be provided digitally and paper copies	Including Emergency Services, Health Dept., Penn State Extension Office, Conservation District, etc.