

## FINAL REPORT

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Mr. Saurabh Vasudeva (AA)  
Ms. Karen Lynch (AOR)  
U.S. Department of Transportation  
Pipeline and Hazardous Materials Safety Administration

RE: PHMSA/DOT TAG DTPH5615GPPT14

Dear PHMSA/DOT:

I am writing to inform you about the completion of the School Pipeline Safety eLearning project, which was executed by the Danielle Dawn Smalley Foundation (DDSF).

### Project Description

Under this grant award, the Smalley Foundation developed, piloted, and measured the effectiveness of a school pipeline safety e-learning module with 100 schools as well as provided all wrap-around services to the schools. DDSF also produced a program sizzle reel video to encourage the use of school pipeline safety eLearning by school officials and the industry to advance awareness and emergency preparedness.

### Expected program outputs and milestones that have been completed include:

- DDSF dedicated staff to the project by assigning roles and responsibilities
- DDSF staff worked with Questar Gas Company to identify 100 program pilot schools for this project as well as obtained the necessary program enrollment data for each school from Questar along with the necessary pipeline data pertaining to each school.
- DDSF staff processed each of the 100 schools which included verifying all school contact information and uploading each of the schools into our program database, using pipeline shape files to create an aerial map for each school, and synching our school website to build a custom school pipeline safety webpage for each of the schools. **\*Example found at [http://www.schoolpipelinesafety.org/?page\\_id=265&pipeline=2278](http://www.schoolpipelinesafety.org/?page_id=265&pipeline=2278)**
- DDSF staff downloaded PDF's of each of the 100 schools custom safety webpages and provided them to Questar to review for accuracy and approve prior to use.
- DDSF worked with Questar to review, obtain feedback, and make necessary changes to the video script to ensure that video elements are spot-on in meeting recommended messaging as well as preferred messaging of the pipeline industry.
- DDSF conducted research into best practices for eLearning
- DDSF contracted with Motion Media Solutions and completed the process of gathering content, script writing and creating video elements that were used to develop a program sizzle reel. **The program sizzle reel video can be viewed here: <https://youtu.be/pxTb1z4oHms>**

- DDSF contracted with Motion Media Solutions and completed the process of gathering content, script writing, and creating video elements that were used within the eLearning module including providing guidance and feedback to ensure the integrity of the end-product videos.
- DDSF worked with Motion Media Solutions to create four different school pipeline safety videos that each focused on common pipeline products (i.e. Natural Gas, Petroleum Liquids, etc.). Each video described the physical characteristics of the product including images of a release and examples of pipeline markers listing that product. Videos were then customized for each school enrolled in the School Pipeline Safety Partnership program to include their custom map and pipeline data. These videos were then linked to each school's password protected custom webpage on [www.schoolpipelinesafety.org](http://www.schoolpipelinesafety.org) as an ongoing resource and to enable message transfer while ensuring message integrity. Each school video interacts with the information found on the school's custom webpage so that the video will automatically reflect any changes or updates to the information on the webpage (i.e. school contact info, pipeline contact info, pipeline data, map, etc.). This enhancement impacted over 600 schools and will continue to be in place for any new schools being enrolled in the program hereafter. **\*Example school video can be viewed here:** [http://www.schoolpipelinesafety.org/?page\\_id=265&pipeline=512](http://www.schoolpipelinesafety.org/?page_id=265&pipeline=512)

Industry reactions regarding this new enhancement included:

“Wonderful” – Questar Gas

“Those are great videos” – Plains All American Pipeline

“Excellent! Very nicely done!” – TransCanada

- DDSF contracted with Motion Media Solutions and also worked with the Pipeline Association for Public Awareness to coordinate changes that needed made in our program database as well as the program website layout to successfully support this enhancement and new outreach method.
- DDSF worked with the 811Store to customize and order 200 vinyl floor decals to be shipped to each school and district participating in this effort. DDSF also ordered shipping boxes that will be used to ship the floor decals to the schools .

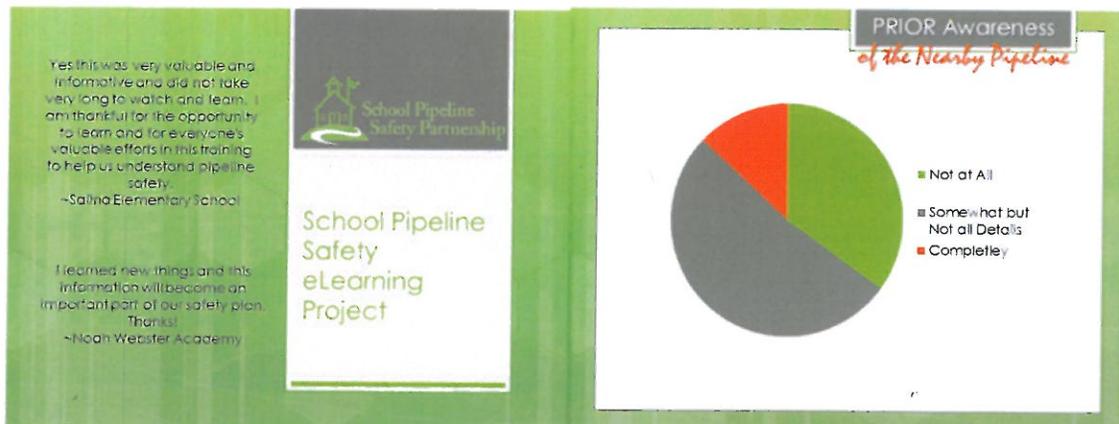


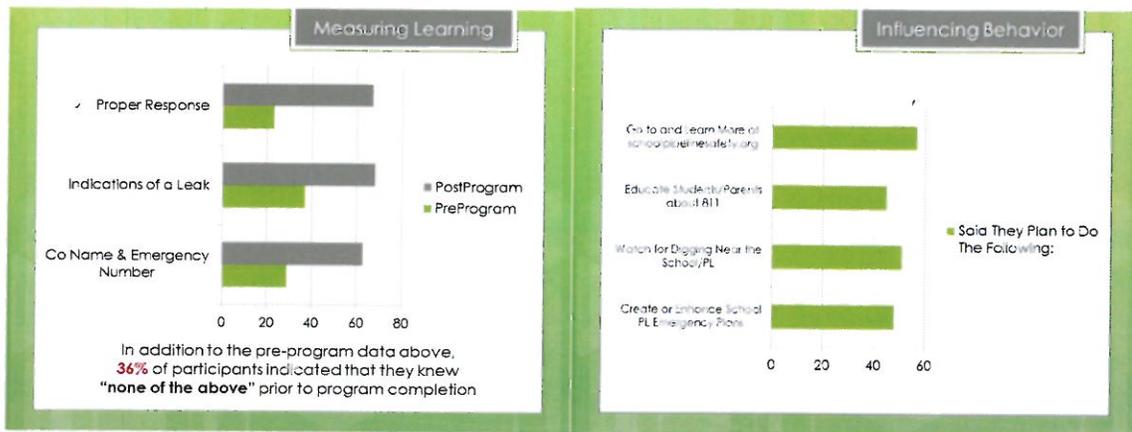
- DDSF purchased the necessary eLearning sessions to be used to deliver the eLearning modules to the school and district officials.
- DDSF created the eLearning module outline, including pre/post questions, and provided them to industry for feedback and input, made changes based on feedback and finalized the outline.
- DDSF staff coordinated all communications necessary to draft, obtain feedback, revise, and finalize project content and inputs.
- DDSF staff coordinated and participated in all communications necessary to develop, house, and execute project deliverables and outputs.

- DDSF staff built the eLearning module (in-house) via the EzElrn platform that is used to execute the sessions to school officials.
- DDSF staff customized the eLearning module for each of the 100 schools by incorporating the school name into each of the modules as well as pulling in each schools custom pipeline safety content (maps, emergency numbers, etc.).
- DDSF coordinated with school and district officials to schedule the assignment and completion dates of the eLearning modules.
- DDSF monitored (tracked, reminded, provided support, etc.) the eLearning sessions once assigned to each school official.
- DDSF created and shipped a mailer to each of the 100 schools and their districts that included the 811 floor decal along with a custom school pipeline safety poster displaying their aerial map and pipeline information (including emergency number).
- DDSF asked that the schools submit a photo of how they installed the floor decal. Here are some examples of submissions:



- DDSF collected and analyzed eLearning measurements to determine if the key messages were understood, provided follow up information to school officials where needed, and disseminated outcomes to project partners.





- DDSF refined the pipeline safety eLearning for school officials based on the outcome and lesson learned in the pilot and prepared it for nationwide availability.

### Unexpected changes:

Some of the original 100 schools provided by Questar Gas, when researched, were replaced due to being closed or relocated, which created some additional work for DDSF staff but that is a common issue and was expected.

DDSF was able to maximize the use of the funds to create custom school pipeline safety videos for ALL schools in the program, including the 100 pilot schools for the eLearning, so that all schools can access and learn about their school and pipeline without limitations.

### Overall Assessment of the Report:

We feel that this project was very worthwhile and generally advanced the capabilities of DDSF as well as what tools are available for industry to educate schools with. Both Industry and schools involved in the project were supportive and cooperative. DDSF staff diligently worked on this project over the course of the year and saw tangible outcomes. We are excited to see new materials, resources, collaborations, and relationships formed over this project that will serve to educate school officials about pipeline safety in ways that are convenient and currently used by today's educators.

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