

## PAPA / A Shared Responsibility of Public Awareness

/ BY MARK COUFAL AND SALLY FOSSUM

Have you ever been asked to “share responsibility” for something? The idea might not settle well, especially if you could be the one at fault if the goal is not achieved. You’d have to have a lot of confidence in your partners, the ones sharing the responsibility, right?

When it comes to pipeline operators’ efforts to make the public aware of pipelines – their purpose and locations, recognizing signs of a leak, and preparedness in case of an emergency – well, that’s a huge responsibility. It makes sense for pipeline companies to come together, to collaborate on public awareness programs and messaging. That’s what the Pipeline Association for Public Awareness (PAPA) is; a collaboration of more than 140 pipeline companies striving to meet this responsibility.

Although it can be difficult to get 140+ different partners to see eye-to-eye on everything, the efforts are worthwhile and the end results are comprehensive. The “public” is a large number of stakeholders with diverse needs, and PAPA strives to meet those needs with numerous programs. Members offer their time and talents to create, maintain, and administer the PAPA programs in order to increase awareness of pipelines.

### Pipeline Locations

An example of a new PAPA program is “Pipelines Nearby.” Simple in concept, the program makes use of the Global Positioning System and Geographic Information

Systems from a computer or smart phone. The Pipelines Nearby application returns information on your proximity to pipelines, based on your location or a specified address. The resulting information provides the direction and distance to a pipeline, what the pipeline is carrying, how to tell if there is a leak on the pipeline and what a person should do in an emergency situation. This tool can be accessed by visiting [www.pipelinesnearby.org](http://www.pipelinesnearby.org).

### Damage Prevention

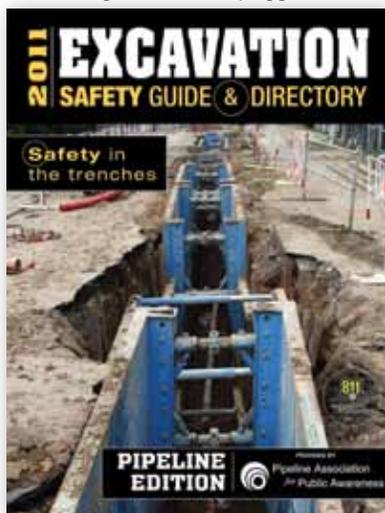
Another PAPA program is the distribution of the *Excavation Safety Guide* (Pipeline Edition); a direct

mail program providing general pipeline safety information to commercial excavators. This guide includes basic “Dig Safely” messages, 8-1-1, the use of state One Call centers, how to recognize and respond to pipeline emergencies, and how to obtain additional information from association member pipeline companies. Currently, this publication is mailed to nearly 1 million excavators across the nation.



### Informing Public Officials

The Public Officials Newsletter *Pipeline Awareness* provides general pipeline safety information including: awareness of hazards associated with pipeline facilities, types of emergencies that may occur, and how to obtain information about pipeline facilities by contacting pipeline company members. The newsletter is directed toward planning and zoning board members, permit departments, code enforcement departments, public and government officials, utility boards, etc. Currently, there are approximately 60,000 officials located in 46 states that receive this publication.



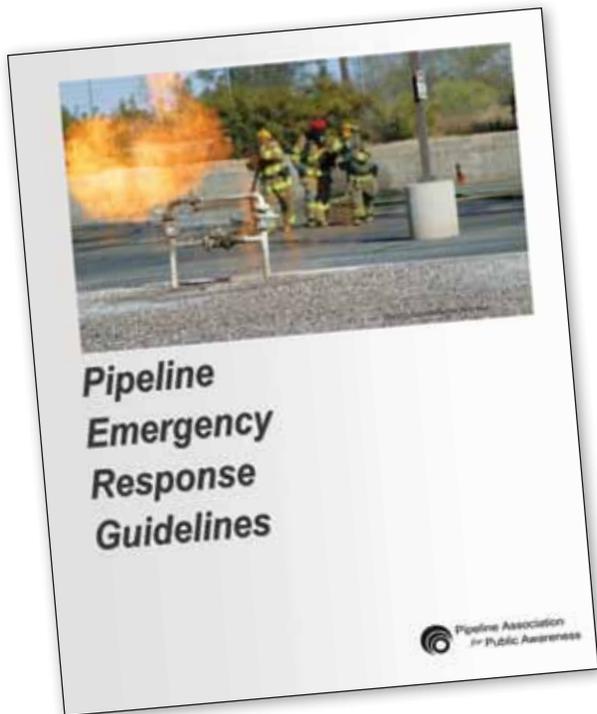
### School Pipeline Safety

PAPA supports a school pipeline safety program carried out by the Daniel Dawn Smalley Foundation. This annual, informational mailing is intended to increase pipeline safety awareness and knowledge among school officials and faculty. Also available is the customized, school-specific website containing a wealth of pipeline safety information. Check it out here: [www.schoolpipelinesafety.org](http://www.schoolpipelinesafety.org).

### Pipeline Emergency Response

First responders that have responsibility dealing with a pipeline incident include fire departments, law enforcement, lo-





cal emergency planning committees (LEPC), and county or state emergency management agencies. PAPA created a suite of materials for this program: a Pipeline Emergency Response Guidelines booklet, training scenarios online and on CD, an Emergency Contact Directory, and collaborative State Pipeline Associations that meet annually with local responders. The annual, face-to-face meetings

utilize PAPA scenarios and allow interaction between pipeline personnel and local emergency responders. The direct mail program materials are sent to emergency responders on an annual basis. Approximately 20,000 agencies in more than 800 counties receive program materials.

The above-mentioned programs are only a few of the efforts accomplished through the collaboration of the many people who make up the PAPA organization. For more information about PAPA, its programs and member companies, please visit our website at [www.pipelineawareness.org](http://www.pipelineawareness.org). **DP**

*Mark Coufal is the DOT Compliance Coordinator for Red Cedar Gathering Company. He can be reached at 970-764-6820 or [mcoufal@redcedargathering.com](mailto:mcoufal@redcedargathering.com). Sally Fossum is the U.S. Public Awareness Coordinator for Alliance Pipeline, Inc., where she has worked for nearly 12 years. Her background includes the PAPA Board of Directors, Common Ground Iowa, North Dakota Pipeline Association, Minnesota Pipeline Community Awareness & Emergency Response, among others. She can be reached at 952-983-1006 or [Sally.Fossum@alliancepipeline.com](mailto:Sally.Fossum@alliancepipeline.com).*

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