



MNCGA Agricultural Awareness Team Meeting Minutes for February 2, 2016

<http://www.mncga.com/about-us/committees/education-committee/ag-awareness-committee>

**MNCGA – Agricultural Awareness Team
February 2, 2016 @ 10:00AM
GSOC Office -1100 Centre Pointe Curve, Mendota Heights**

Participants:

Barbara Cederberg, GSOC	Mike Broderick, Nustar Energy
Estelle Richard, GSOC	Dan Maschka, NNG
Butch McConnel, Dakota County	Claude Anderson, MNOPS
Rich Schlegel, Koch	Pat Donovan, MNOPS
Mike Mendiola, MNOPS	Nick Nicholson, Enterprise Products
Todd Morrison, Enterprise	Chris Thome, Infrastructure Resources
Erica Fink, Xcel Energy	Troy Bartlett, GPRS

- I. Brief tour of new one call center.**
-Meeting included a tour of the GSOC/OCC facility. Thanks Estelle.

- II. Discussion of attached Ag related communication opportunities**
 - Review/update meeting list
 - Feedback from events attended - lessons learned
 - Plans for future events, resources needed

-Discussion and input on Event List (Updated list is attached)

III. Member update on ongoing Ag related DP initiatives since last meeting (11/4/2015)

-GSOC, MNOPS, MNCGA

-PASA update – Chris Thome

-Team member updates

GSOC - Busy with contractor changeover and new ITIC program training. Contact OCC or GSOC if issues arise. Busy trade show/training schedule. Preparing for upcoming DP training classes. Excavation Safety Guide has been sent out which includes a special feature section devoted to GSOC.

-Starting a state wide campaign for this year with the StarTribune. This will include Geo fencing, at the State fair and Farmfest to target attendees with pushing ads (popups) to nearby smart phone users. Also included will be focus Newspaper announcements and online content with demographic targeting

MNCGA – A slide presentation has been developed for DP meeting use. MNCGA is eeking volunteers for officer positions and committee chairs. Developing a long term plan and determining priorities starting with a SWAT analysis. Next MNCGA meeting will be part of the MNOPS conference.

MNOPS – A new employee, Adam Ratzlaf, Graduate 2 Engineer, started in January.

-A number of MNOPS staff will be involved in giving the DP presentations this spring. It includes some rural based case studies.

-MNOPS conference agenda is attached. Claude will give the CGA talk discussing our group's accomplishments. Our Ag Awareness meeting will be held during the conference, but not as an agenda item. Room and time TBD.

Pipeline Ag Safety Alliance (PASA) - update given by Chris Thome. Chris will be providing a further update in a breakout session at the MNOPS Conference. Pipeline Operator membership recruitment has been going well. As such, PASA is able to increase the scope of services. There has been good cooperation and interest from the National Association of County Agricultural Agents (NACAA) throughout the country.

- A "Tool Box" has been put together containing DP related items such as a CGA Ag video and poster. It has been well received by county extension agents.

-Other projects include a Youth CGA Progressive Ag Safety workshop. PASA has interest from approximately 200 agents that do monthly or quarterly newsletter, all agreeing to incorporate information about excavation safety into their communications.

-State by State contacts are being followed up. PASA is active in using social media, such as Facebook. PASA will be active in this year's NACAA annual conference to be held July 24-28, in Little Rock, AR.

IV. Sharing Ag related Best Practices – KPL experiences (Rick Schlegel/Ed Traut)

Rick Schlegel provided information on the Koch Ag DP Program. They have found they need multiple efforts and techniques to address their ag related threats. Koch's focus has been to target those with the pipeline on their property. Koch has previously compiled lists of affected property owners. Multiple procedures are used to optimize efficient data collection. They use surveys, mailings and follow-ups; including phone contact and field visits to obtain the information needed to categorize issues that need follow-up. Cell phone usage may make contacting a landowner more convenient, however getting these numbers has become a significant challenge.

Following identification of property owners with their pipeline. Information is collected and compared to triggers that have been previously developed to activate follow-ups. Follow-ups can be a series of additional contacts based on responses received. Follow-up responses can activate additional follow-up responses. Future actions are then scheduled based on responses received.

An important element is to have field staff develop a relationship with property owners. They find this is crucial in getting property owner buy-in to the program through providing an understanding of why certain information is important, and why it needs to be periodically updated.

Part of the program is to educate farmers on risk from modern farming methods. It is challenging to determine the actual person who will be operating the equipment. Various family members can often be involved in farming a particular parcel. Often times, for rental land, the identity of the farm operator or renter is not readily provided. Having developed a working relationship with a property owner can improve the ability to obtain this information. In addition to focusing who is actually farming the land. Information on the actual equipment the available on the farm.

Land owners are appreciative of relationships being built and are more willing to share plans for improvements and provide information as to what future activities may be anticipated.

In one survey program, MPL identified 700 land owners, sent safety packets with letters ect. a 66% response has been obtain so far. These high response rates have been attributed to offering drawings to on-time responders for gift cards (\$1,500 value)

In the survey, 274 follow-ups were identified. An example a farmer with till plans of 24-in or greater would generate further follow-up.

Interesting findings include that most respondents believed pipelines are installed 6-7 ft deep.

96% of respondents are aware of the need to call 811 before excavating. However, respondents admit they very rarely actually make the call.

An attempt was made to verify statements from respondents that stated they always called 811 before excavating. This could not be confirmed from a review of operator locate tickets received.

Thanks Rick – It is great you were able to share your survey information with the group. Your well planned study and the data you have and are collecting are clearly needed. This type of information will allow developing practices that actually make measurable progress with efficient use of available resources. This will help in designing programs we can use to move forward in reducing the risk of underground damages in rural areas. I think, sharing results from these types of studies would be a good focus for our group's efforts.

VI. 2016 Agricultural Awareness Team priorities

- MS216D changes
- Ag Best Practices
- Private facilities
- Contract Locators
- White markings
- Rural flags

- Alignment with MNCGA priorities

Ag Awareness team will have an agenda item for the next meeting to supplement and prioritize some of the issues we have discussed during past meetings. The purpose being to coordinate group activities on a select number of priorities of concern to the group that are in alignment with MNCGA priorities.

V. Schedule next meeting –

- Have it at the MNOPS Conference,

Meeting will be held simultaneously with the conference during the afternoon of 4/13, but not on the main agenda. Details on the time and room number will be provided with meeting agenda.

Please invite others who may be interested in this issue.

Attachments to minutes include:

- Ag Awareness Event schedule
- MNOPS Conference Draft Agenda