

LandWatch for Pipeline Protection and Risk Communication

A Client's Risk-Communication Challenge. A common use case for LandWatch occurs when a client maintains a right-of-way for a liquid petroleum or natural gas pipeline across a growing suburban corridor. In these or similar cases, LandWatch clients need efficient proactive safety notifications to new residences, businesses and parties-at-work near this active pipeline easement.

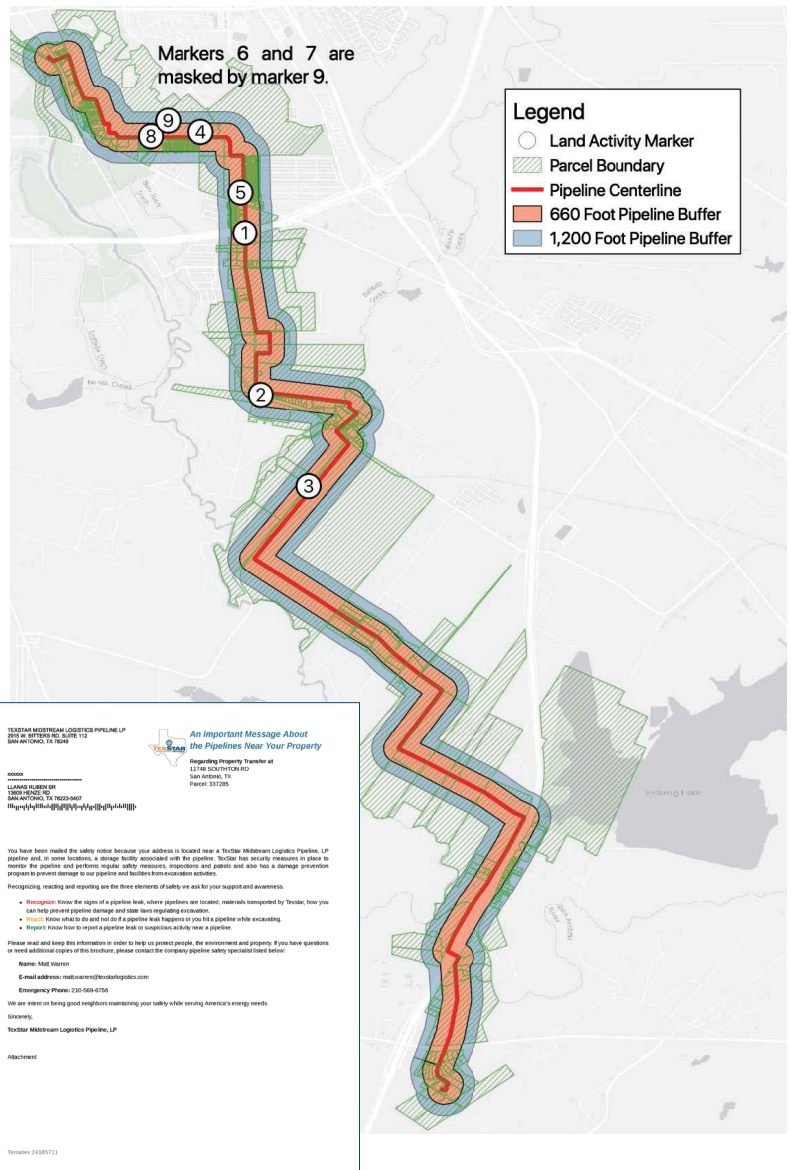
Terradex's Innovative Approach. Terradex LandWatch monitors and notifies along linear easements. LandWatch transmits timely safety advisories in "smart" letters informed by the recipient's activity such as new ownership or new construction.

Setup. Setup is simple. The client sets the notification criteria based on activity-type and distance from the pipeline. Terradex adapts existing safety bulletins to be transmitted by activity-specific mailed transmittals.

Monitoring and Notification. After setup, LandWatch continuously monitors multiple categories of land activities including property sales, land activities and use. If the notification criteria is exceeded, LandWatch automatically generates and sends letters to the at-risk recipient including the owner, occupant or contractor. The timely letters convey safety information relevant to their activities.

Reporting. LandWatch generates a monthly report compiling key land activity statistics with all letters mailed to the recipients. The client can use the reporting for compliance. LandWatch maintains the monthly reports and all monitoring results in a secure web application.

What Differentiates LandWatch? Active monitoring and tailored mailed notifications distinguishes Terradex Landwatch from conventional bulk mailing - a Terradex letter is contemporaneous to property use and informed of the recipient's actions. This tailored and timely communication speaks directly to the recipient, with greater impact. Why miss notifying a new property owner or reaching key stakeholders like tenants, designers or contractors? LandWatch is an emerging smart alternative to conventional bulk mailings.



LandWatch in Practice For Pipelines. The figure above provides an actual LandWatch example of land activities that were tracked and detected along this mapped section of pipeline. Each numbered point is associated with a land activity detected during the monitoring month which satisfied the notification criteria - a property sale, a new business, a new water well or a new construction project. In this case, the client set a tailored monitoring buffer to customize the notifications - wider buffers for water wells or sensitive uses like new schools, narrower buffers for new property owners or development projects. Notification letters, as shown in the inset above, were automatically address-verified and mailed to recipients. The notifications were timely and contextual - conveying safety advisories informed by the recipient's pending activities.