

One Smart Pig

Thank you for the opportunity to present this submission for consideration of a Davey Award. We are submitting the following information relating to a multi-media campaign targeting the affected public, those living and working near pipeline facilities, and terminals. The integrated campaign uses the image of "smart" pigs to draw attention to key aspects of pipeline safety. A pig was chosen for this role first, because the company for which it was created is one of the largest farmer-owned cooperatives in the nation and second, because of its use of pipeline inspection gauges, colloquially known as "PIGs", to clean and inspect the integrity of its systems. The campaign is a whimsical approach to an important topic that is creative, memorable, and highly-effective.

Media Types Used:

- Web landing page
- Postcards
- Folded mailer
- Electronic media
- Buxus® mobile application, and new web version

Background

More than 3.5 million miles of pipeline infrastructure traverse the country supplying its energy needs. Pipeline operators conduct public outreach efforts to the affected public raise awareness of the assets about:

- The operator's pipeline(s) in their area;
- The product(s) being transported;
- Steps to be taken to prevent excavation damage to the pipeline;
- Signs of a pipeline emergency and the steps to take if one occurs; and
- How to secure additional information and contact the operator.

After more than two decades of similar programs and outreach methods, which have historically focused on mail-only programs, their efficacy has diminished, leaving operators searching for better approaches. While pipeline operators are incredibly good at operating pipelines safely (pipelines are the safest mode of transportation for energy resources according to the U.S. Department of Transportation, Pipeline Safety and Hazardous Materials Administration), they don't tell their story well. Pipeline operators don't have traditional customers or a customer base

where they sell a product directly to the consumer. They are community members in that they are often one of the largest, if not the largest, taxpayer in the community, but the presence of the pipelines themselves is largely unobtrusive, and so normally they escape the everyday notice of the people whose needs they serve.

Product Progression & Features

Historically, the targeted recipients received a brochure only once every two years. Through this campaign, the operator has expanded its outreach messaging to encompass new communications channels, creative approaches, and increased the frequency with which targeted stakeholders receive messages.

The first step was to simplify the messaging and increase the frequency of the material being provided. This was accomplished by separating the messages into unique bite-size pieces and onto extra-large postcards. The campaign was paced over the course of several months. Secondly, the campaign expanded to electronic media in combination with streamlined materials and access to the Buxus®mobile application, and now website. Most recently, the campaign is moving to hyper-targeted electronic media, traditional banner ads, emails, and mailings. All materials direct the stakeholders to a web landing page.

The customized webpage continues the "smart" pig theme, which helped to brand the campaign for consistency without impacting the corporate branding found on their primary website. The use of the web landing page and the app permits extensive tracking of the campaign and activities by those being targeted through the campaign. This type of tracking was historically limited, if not prohibited through mailing only efforts.

Outcomes

The outcomes have been significant, not only in terms of the tracking, but also in terms of independent surveys conducted as part of a larger industry effort that tracks consistent benchmarks across peer organizations. The operator is now considered to be at the top of its class for the effectiveness of its public awareness program as a result of the campaign.

Survey outcomes include:

- Highest awareness of 811 and damage prevention activities;
- 74 percent of survey participants indicated being "Very or Somewhat Informed" on pipelines;
- 97 percent of survey participants acknowledging they must contact 811 before digging; and
- 97 percent of survey participants reporting they can identify and contact the pipeline operator.

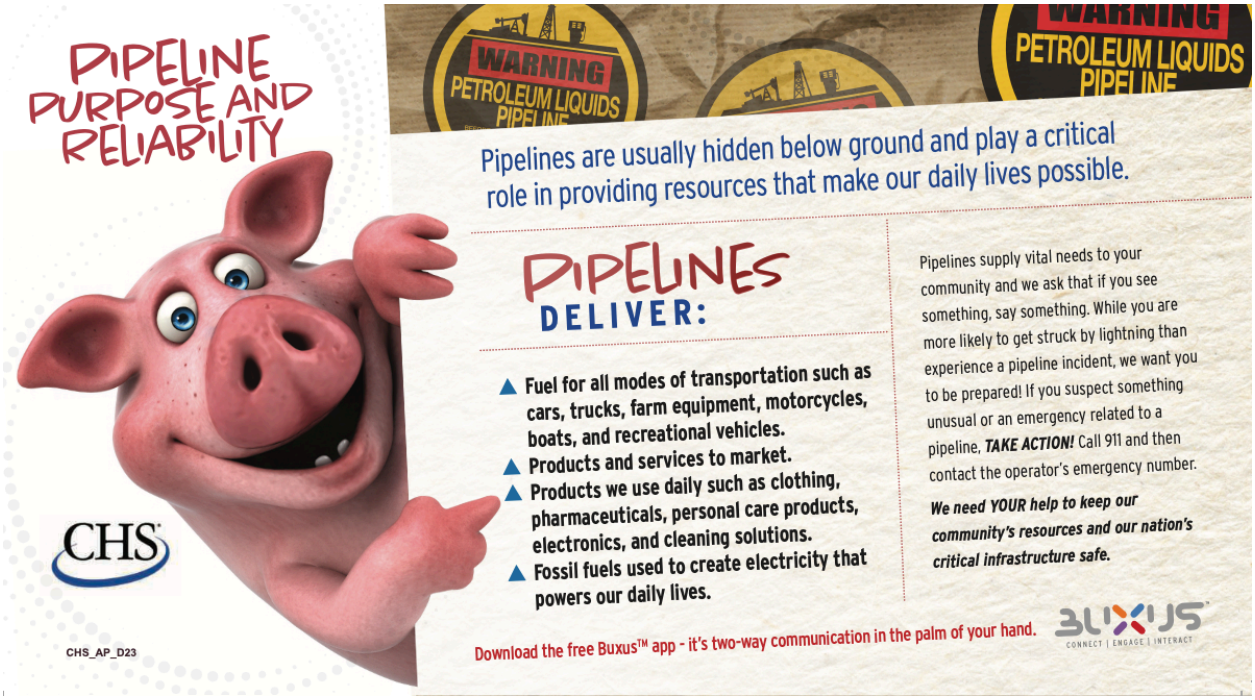
Electronic media performance:

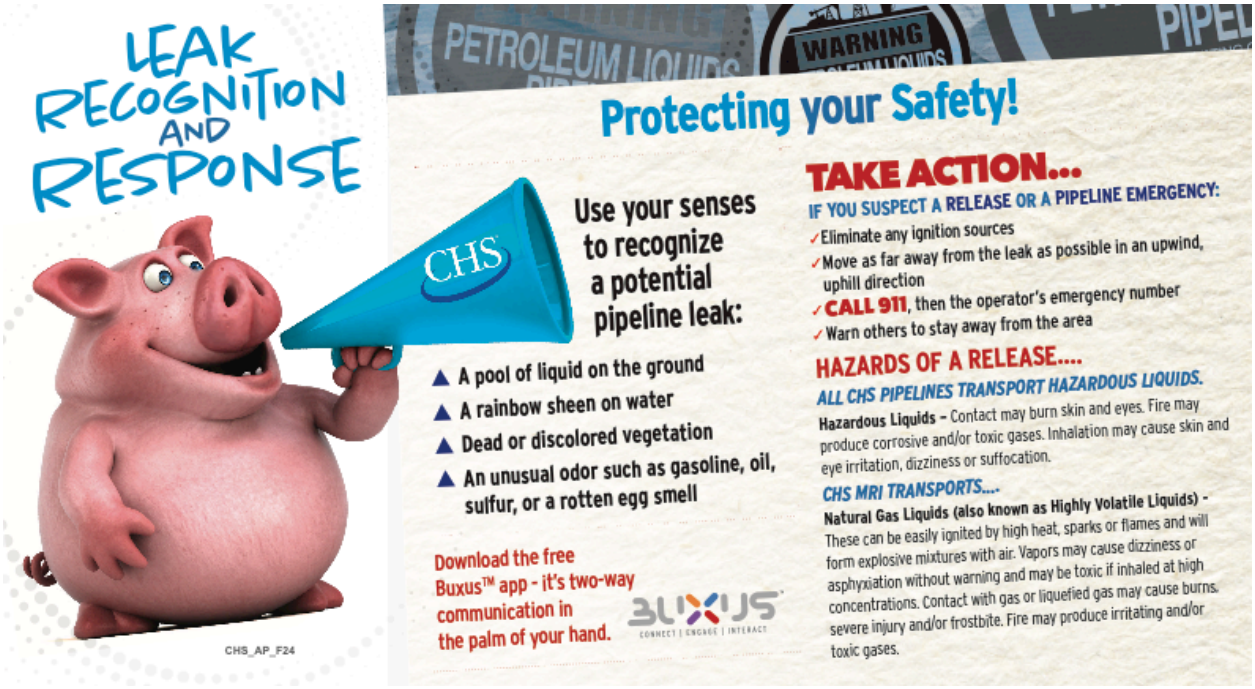
- Confirmed delivery to 66 percent of targeted stakeholders through hyper-targeting; and
- Consistent click-through-rates of .4 to .7 percent

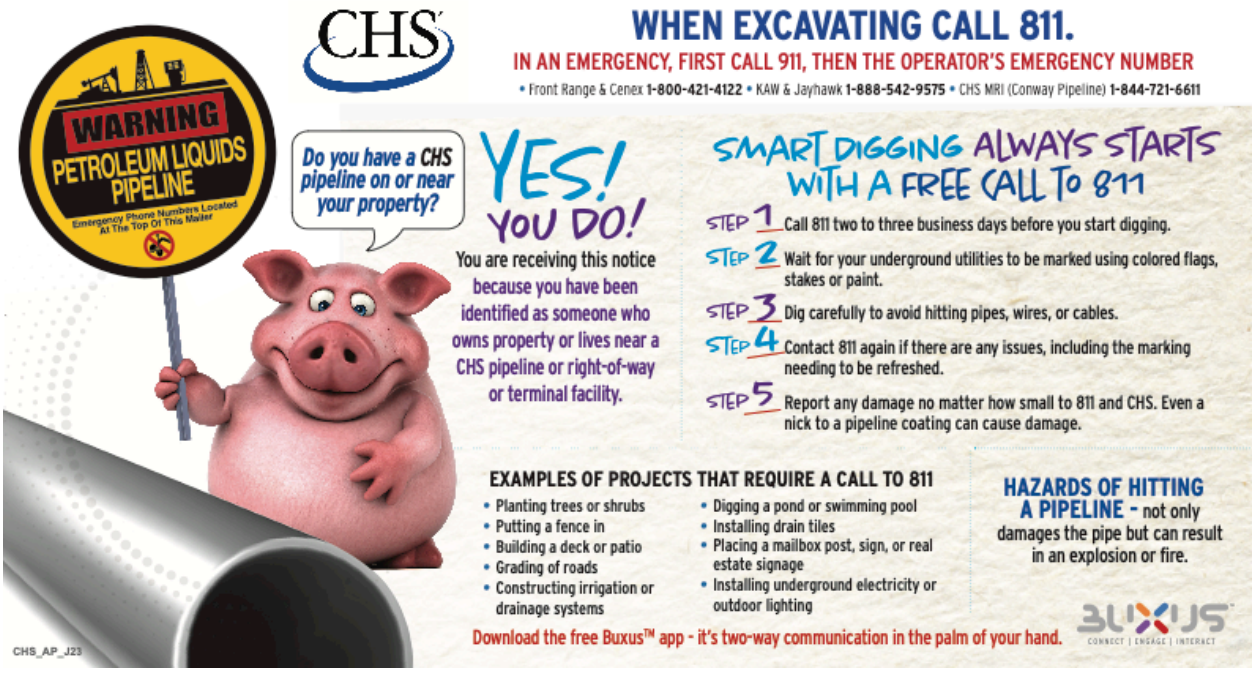
Additional Collateral / Materials

Web landing page: www.Buxus.io/CHS

Postcards:







CHS

WHEN EXCAVATING CALL 811.

IN AN EMERGENCY, FIRST CALL 911, THEN THE OPERATOR'S EMERGENCY NUMBER

• Front Range & Cenex **1-800-421-4122** • KAW & Jayhawk **1-888-542-9575** • CHS MRI (Conway Pipeline) **1-844-721-6611**

YES! YOU DO!

You are receiving this notice because you have been identified as someone who owns property or lives near a CHS pipeline or right-of-way or terminal facility.

SMART DIGGING ALWAYS STARTS WITH A FREE CALL TO 811

- STEP 1 Call 811 two to three business days before you start digging.
- STEP 2 Wait for your underground utilities to be marked using colored flags, stakes or paint.
- STEP 3 Dig carefully to avoid hitting pipes, wires, or cables.
- STEP 4 Contact 811 again if there are any issues, including the marking needing to be refreshed.
- STEP 5 Report any damage no matter how small to 811 and CHS. Even a nick to a pipeline coating can cause damage.

EXAMPLES OF PROJECTS THAT REQUIRE A CALL TO 811

- Planting trees or shrubs
- Putting a fence in
- Building a deck or patio
- Grading of roads
- Constructing irrigation or drainage systems
- Digging a pond or swimming pool
- Installing drain tiles
- Placing a mailbox post, sign, or real estate signage
- Installing underground electricity or outdoor lighting

HAZARDS OF HITTING A PIPELINE - not only damages the pipe but can result in an explosion or fire.

Download the free Buxus™ app - it's two-way communication in the palm of your hand.

BUXUS CONNECT | ENGAGE | INTERACT



PIPELINE INTEGRITY

CHS

WORKING TOGETHER

WE CAN KEEP OUR COMMUNITY SAFE!

Be Aware & Safe: Educate yourself and those around you. Watch for suspicious behavior near pipeline facilities, loitering, strong odors, unusual fluids, people flying drones, or taking photos, and especially any unauthorized digging.

Maintain the Right-of-Way: Ensure the ground above the pipeline is clear of structures, trees, and obstacles for easy observation and maintenance by the operator.

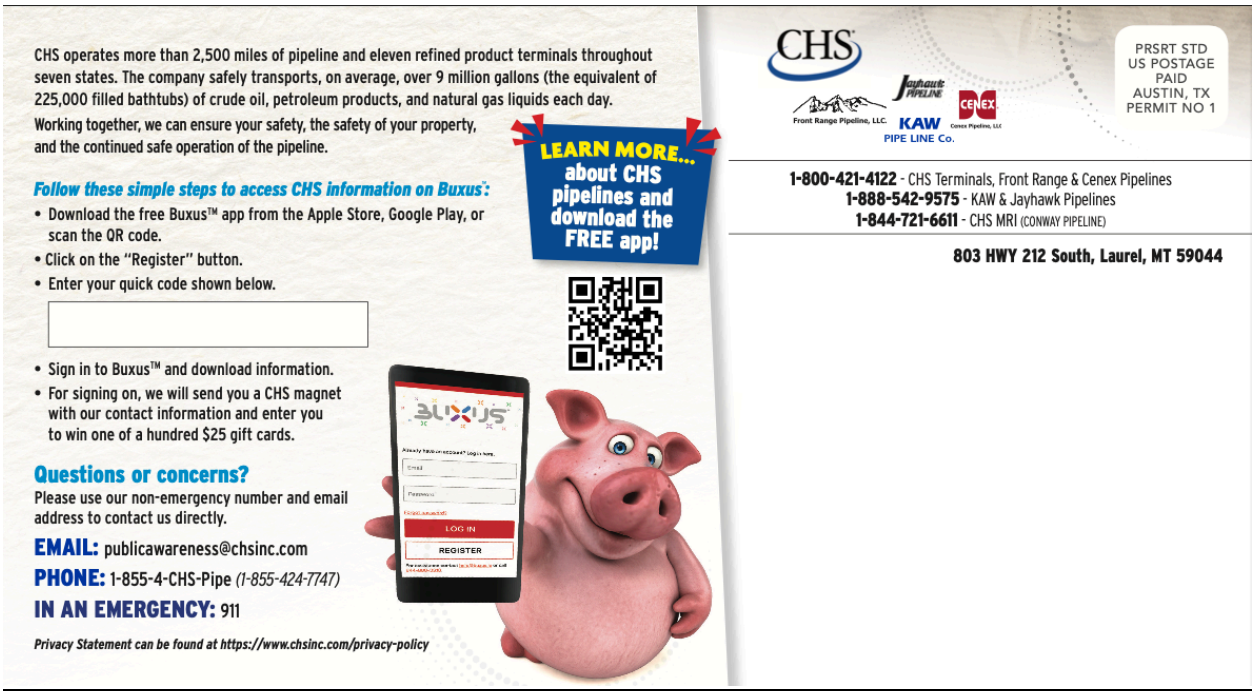
Know Your Rights and Responsibilities: As a landowner/tenant, review and keep any easement agreements.

BUXUS CONNECT | ENGAGE | INTERACT

Download the free Buxus™ app - it's two-way communication with the pipeline operator in the palm of your hand.

SAFETY IS OUR TOP PRIORITY

- Using sophisticated devices called Pipeline Inspection Gauges (PIGs), or "Smart PIGs", to inspect the pipelines. Smart PIGs can identify corrosion the size of an ink pen tip.
- Deploying "Cleaning PIGs" to scrub and remove liquids inside of the pipe.
- Implementing an Integrity Management Program (IMP) to identify and mitigate the risk to areas of higher impact.
- Designing and building the pipeline to meet or exceed minimum standards.
- Coating the pipeline with a protective covering to prevent corrosion.
- X-raying the welds of pipe connections to examine for possible defects or cracks.
- Monitoring the pressure and flow of the commodity being transported.
- Implementing safety management systems with continuous improvement processes for keeping our pipeline safe.
- Using cathodic protection to prevent external corrosion to steel.
- Injecting inhibitors to prevent internal corrosion.
- Flying and walking the rights-of-way on a routine basis to check for any signs of leaks or encroachments.



Note: all postcards used the same mailing panel design.

Landowner Brochure: Letter, roll-fold brochure, and envelope

CHS

Front Range Pipeline, LLC.

CENEX
Cenex Pipeline, LLC

BUXUS
INFORMATION FOR THE PUBLIC

September 12, 2025

Dear Landowner:

*At **CHS**, being a good neighbor is one of our highest priorities. We're committed to building a strong relationship with you as a resident living near our pipeline routes. Your safety matters to us, and we work every day to protect your well-being and earn your trust while doing so.*

*Last year we were one of the first pipeline operators in the country to introduce **Buxus®**, a mobile app designed to keep you informed 24/7. We were thrilled by your response and interest in the app. This year we are stepping up our efforts through an electronic media campaign that covers the various aspects of pipeline safety and how they relate to you, featuring "Piggy", a representation of the Pipeline Inspection Gauge (or "PIG") that is an essential part of maintaining the integrity of our pipeline .*

*If you haven't yet downloaded and registered with **Buxus®**, we encourage you to do so. It offers valuable pipeline safety information, key contact details, and an easy way to connect with **CHS** personnel– just tap the "Make a Request" button in the app. On the back of this letter, you'll find more details about the app's features and how to download **Buxus®**, using the **"Quick Code"** located on the postcard enclosed with this letter.*

From time to time, you may have questions or concerns about our pipeline, whether it runs through your property or nearby. Our commitment is to listen, respond, and work with you to address concerns while ensuring the continued safe operation of the pipeline.

We look forward to partnering with you to protect you, our pipelines, and the communities in which we operate.

Sincerely,
CHS, Inc.

GREG BROWN
VICE PRESIDENT OF PIPELINES & TERMINALS

Raising awareness about pipeline safety and introduction of Buxus®

CHS continues their commitment to pipeline safety and presents stakeholders an opportunity to engage with Buxus®



Look for "Piggy"

on your favorite device for important pipeline safety information.

CHS_LO _LETTER_CENEX_25

SANDER RESOURCES

What is... Buxus®?

Buxus® is a **FREE** mobile app that will provide information on pipelines in your community. Historically, this information was provided only via paper every other year. By downloading the app, you will have access to critical information 24/7.

Why should you download it? Pipelines are everywhere and the ways to communicate are advancing with technology. **CHS** is trying ways of engaging our core stakeholders to provide information on our operations as well receive feedback. Downloading the app will provide you critical information about responding to an incident should one occur, as well as everyday information like how to contact **CHS** for any reason if you need help or have a question.

What information will it provide me about CHS?

Lots of information is available through the Buxus® app, including:

- Interactive map of **CHS** pipelines;
- Contact information for **CHS** for general questions, as well as in the event of an emergency;
- Information on the commodities transported;
- Hazards posed by product type;
- Steps you can take to prevent damage to a pipeline;
- Activities **CHS** undertakes to operate its pipelines safely;
- Actions to be taken in the event of an emergency; and
- A portal to request specific information or resources from the operator.



If I am an emergency responder, is there additional data available to me?

Yes! Buxus® was initially designed for those in the emergency response community. Additional information is available to emergency responders once we have confirmed you are from a response agency.

To gain access as a responder, you can:

1. ***Contact us at 844-888-3318 or help@buxus.io and provide us the name of your organization, the county or counties for which you are responsible. We will send you a link to complete your registration.***
2. ***Download the Buxus® app by scanning the QR code or visiting the Apple App Store or Google Play. Click "Register" and then select "Emergency Responder" as your stakeholder type. Complete the registration and then submit. When completing the registration, please use your agency-issued email address or one that is unique to our system. Wait for us to review your information. Once you are verified as an emergency responder you will receive an email with next steps on how to access more information.***

If I have questions or need help, who should I contact?

We are here to help. **CHS** representatives can be reached at: 855-424-7747 or publicawareness@chsinc.com.

The Buxus® team can be reached at 844-888-3318 or help@buxus.io.

Google Play Available on the App Store



...work or live near one of our pipelines or facilities. You are one of our partners who can assist with keeping our operations safe by staying alert, being aware of pipelines in your area and contacting **CHS** when seeing something suspicious.

In an effort to provide more information to people living and working near pipelines, Buxus® provides on demand information about individual pipeline operators who subscribe to the system, including information about the topics contained here as well as:

- The operator
- The purpose and reliability of pipelines
- Pipeline location information
- Critical information needed if and when an emergency were to occur
- Additional resources like the National Pipeline Mapping System



CHS uses pipelines to safely deliver crude oil to our refineries and ensure a reliable supply of refined products for our farmer-owners. They are the safest, most efficient, and cost-effective method of transporting these materials.



CHS is a diversified global agribusiness cooperative owned by farmers and local co-ops across the U.S. We utilize over 2,000 miles of pipeline to move crude oil to our refineries and safely deliver products to market. Our purpose is to create connections that empower agriculture.

You are receiving this material and are invited to learn more through Buxus® because you live or work near a pipeline operated by CHS Pipelines.

CHS_LG_28

CONNECT WITH US!

Follow these simple steps to access additional information regarding CHS operations in Buxus®:

1. **Download the free Buxus® app directly from the Apple App Store, Google Play, or scan the QR code. It takes less than two minutes.**
2. **Click on the *"Register"* button.**
3. **Enter your Quick Code shown below.**
4. **Sign in to Buxus® and download information.**

HERE'S YOUR QUICK CODE

If you need more than one account, please contact us.
The first 400 people will receive a $10 Amazon gift card for signing on to Buxus® and providing feedback.

Questions or concerns?

EMAIL: publicawareness@chsinc.com
PHONE: 1-855-4-CHS-Pipe *(1-855-424-7747)*
IN AN EMERGENCY: 911

OR simply click on "Make a Request" tab in the Buxus® app.

Scan the QR code with your smart phone to download Buxus® instantly from...

Escanee el código QR con su teléfono inteligente para descargarlo Buxus® Al instante desde...

Google Play

App Store

Para recibir esta información en Español, por favor comuníquese con: pipelineawareness@chsinc.com o descarga la aplicación Buxus®

AWARENESS OF HAZARDS



Each product has unique characteristics in terms of its odor, appearance, character, and potential hazards posed.

*Overview of **CHS** Information Available*

Specific information regarding the products transported in your area including:

- Signs of a release
- Hazards posed by the product if exposed

Location in the Buxus® *app*

"Products Transported & Hazards" tab under **"In an Emergency"**

PREVENTION MEASURES

CHS takes measures to protect the communities in which it is located by safely operating its pipeline(s).

From the time a pipeline is designed and throughout its life cycle, steps are taken to safeguard the integrity of the system.

CHS also conducts outreach to key stakeholders like you, including:

1. **Nearby emergency response agencies** to ensure awareness of the facility's functions and significance.
2. **Neighboring businesses** to coordinate security efforts.
3. **Neighboring residences** to provide facility security awareness.

*Overview of **CHS** Information Available*

Learn more about:

- Pipeline safety
- The activities taken by CHS to ensure safety
- Your responsibilities to ensure the safety of both you and the pipeline

Location in the Buxus® *app*

"Our Safety Measures" under the **"Safety"** tab

ONE CALL REQUIREMENTS/DAMAGE PREVENTION

Before excavation, you must always contact 811. A **CHS** representative will respond and identify where the **CHS** pipeline is located.

Friendly reminders when digging:

- When excavating near underground facilities, dig by hand, use caution and follow state laws and safe excavation practices.
- Not all pipelines are marked.
- Please notify **CHS** immediately of any damage to a pipeline. While damage could be minor, a gouge, scrape, dent or crease in the pipe or coating could harm the integrity of the pipeline.

*Overview of **CHS** Information Available*

Additional information is available on:

- What permanent and temporary line markings look like
- Steps to take when making a one call notification to 811
- Encroachment guidelines

Location in the Buxus® *app*

"Your Safety & Responsibility" tab under the **"Safety"** tab

LEAK RECOGNITION

Trust your senses. Signs indicating a pipeline emergency vary by the product being transported, but can include:

- Fire or explosion
- Bubbling in water
- Sheen on the surface of the water
- Discolored vegetation in otherwise green areas

*Overview of **CHS** Information Available*

View the various signs of a release for each type of product transported near you.

Location in the Buxus® *app*

"Leak Recognition" under the **"Asset"** tab

CHS Front Range Pipeline, LLC. CENEX Loves Pipeline, LLC

EMERGENCY RESPONSE

If you hear or notice signs of a leak, take the following steps:

- Evacuate to a safe area on foot and upwind or crosswind from the incident
- Notify 911 and then contact **CHS** at the appropriate number listed below or the number listed in the Buxus® app
- Warn others to stay away
- Avoid creating a spark or ignition source

IN AN EMERGENCY:

- Contact 911 first
- Then contact us at the appropriate number:

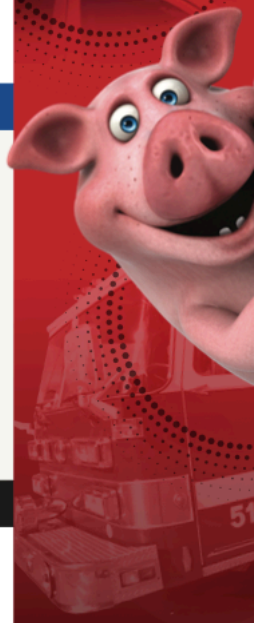
1-800-421-4122
CHS Terminals, Front Range & Cenex Pipelines

1-844-721-6611
CHS MRI (CONWAY PIPELINE)

If you see unusual or suspicious activity near a natural gas pipeline or other company facility, please report it so we can protect our vital infrastructure.

Location in the Buxus® *app*

"In an Emergency" tab



FOR MORE INFO:

pipeline101.com
safeexcavator.com
pipelineawareness.org
phmsa.dot.gov
National Pipeline Mapping System:
npms.phmsa.dot.gov

SANDER RESOURCES

PRSRT
FIRST CLASS
US POSTAGE
PAID
AUSTIN, TX
PERMIT NO 1

CHS

PO BOX 2478 | AUSTIN, TX 78768

Front Range Pipeline, LLC.

CENEX



IMPORTANT INFO

SANDER RESOURCES

Affected Public Mailer: Large Postcard Folded (22 by 6.5)



Electronic banner ads:









