



# HUMAN TRAFFICKING AWARENESS PROGRAM

IPLOCA  
CORPORATE SOCIAL RESPONSIBILITY  
AWARD

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## ***Precision Pipeline, LLC: Human Trafficking Awareness Program***

### **BUSINESS PROFILE**

Precision Pipeline, LLC, (PPL) was founded in 2004 in Eau Claire, Wisconsin, by Steve Rooney and Dan Murphy. In 2009, PPL joined the MasTec, Inc., group of infrastructure companies to be its premier union oil and gas service line. A consistent leader in the infrastructure industry, PPL specializes in mainline cross-country pipeline, pipeline looping, laterals, rehabilitation and station construction, and has built a strong reputation across much of the United States by completing signature pipeline construction projects in difficult terrain.

Led by industry experts committed to bringing innovation to every project, our process evaluation determines the most efficient and cost-effective construction techniques that will produce a quality product on time and within budget. Our Quality Management System is certified to ISO 9001:2015 and pertains to processes relating to the management of construction and maintenance of pipelines, and related facilities. This system is based upon our core business beliefs: customer focus, process approach and risk-based thinking. PPL works to ensure a quality product is delivered while providing clients with the best construction solutions that also maintain a focus on health, safety and environment.

Employing thousands of skilled union workers each year, PPL's commitment to each project extends beyond the jobsite as both the home office and field teams are empowered to make a positive impact on local communities through volunteerism, sponsorships and donations, and nation-wide social initiatives like our Human Trafficking Awareness Program.

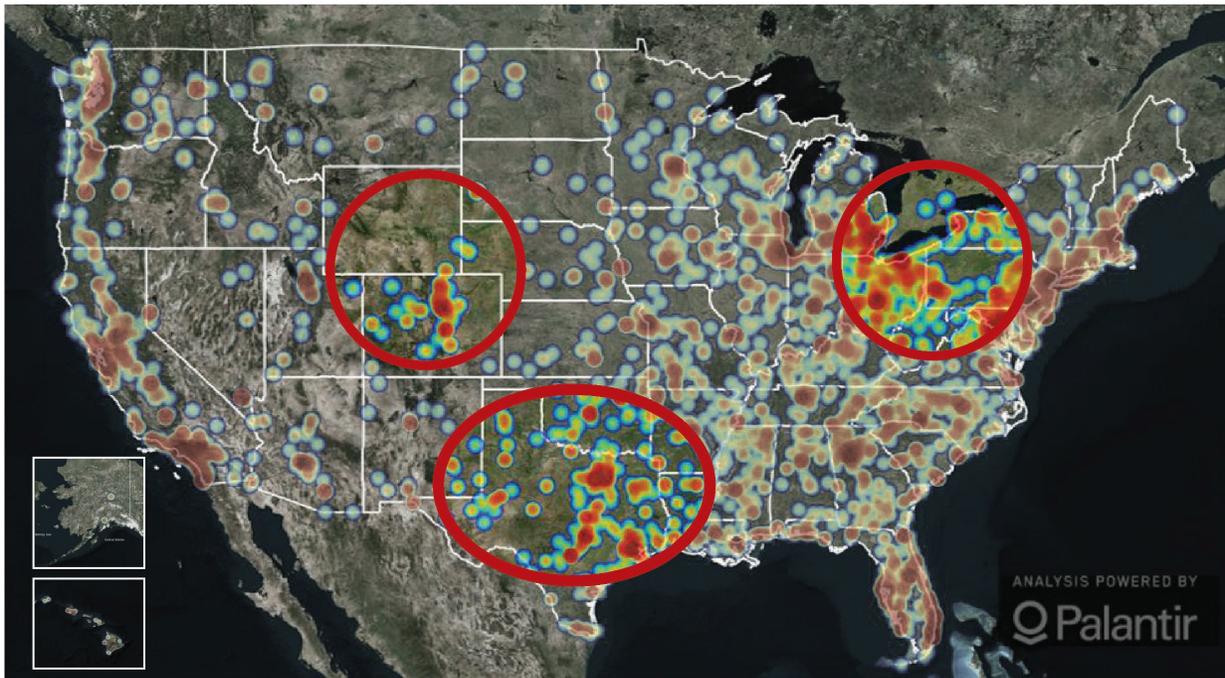
### **FINDINGS**

Human trafficking, or modern-day slavery, is when people are illegally bought and sold for forced labor or commercial sex. Traffickers use force, fraud and coercion, including abduction, deception, torture and/or the abuse of power, to prey upon their victims' vulnerabilities while profiting off their exploitation. Human trafficking is the second largest criminal industry in the world today, second only to the drug trade, and it is the fastest growing. Traffickers have recognized that, unlike drugs that can be sold only once, humans can be sold and resold, again and again.

Human trafficking is found in areas of concentrated male populations and the energy industry is known to be male dominated with large groups of men housed in locations away from home, friends and family for long periods of time. Because of this, the energy industry is a target for human traffickers but is also uniquely positioned to help stop this crime.

PPL recognized that project locations could become a target for traffickers and knew they could make a significant impact toward putting an end to human trafficking based on employee numbers and project-related travel. With a predominantly traveling workforce, employees commonly spend time at truck stops or convenience stores for meals, supplies and fuel. Once trained to spot the red flags, employees can be part of the solution by knowing the signs of human trafficking and reporting it to local law enforcement via the National Human Trafficking Hotline.

This map<sup>1</sup> shows human trafficking hotspots across the United States with the most prolific oil and gas producing areas across the United States circled in red. This shows how the energy industry intersects human trafficking with key oil and gas locations becoming a target for traffickers.

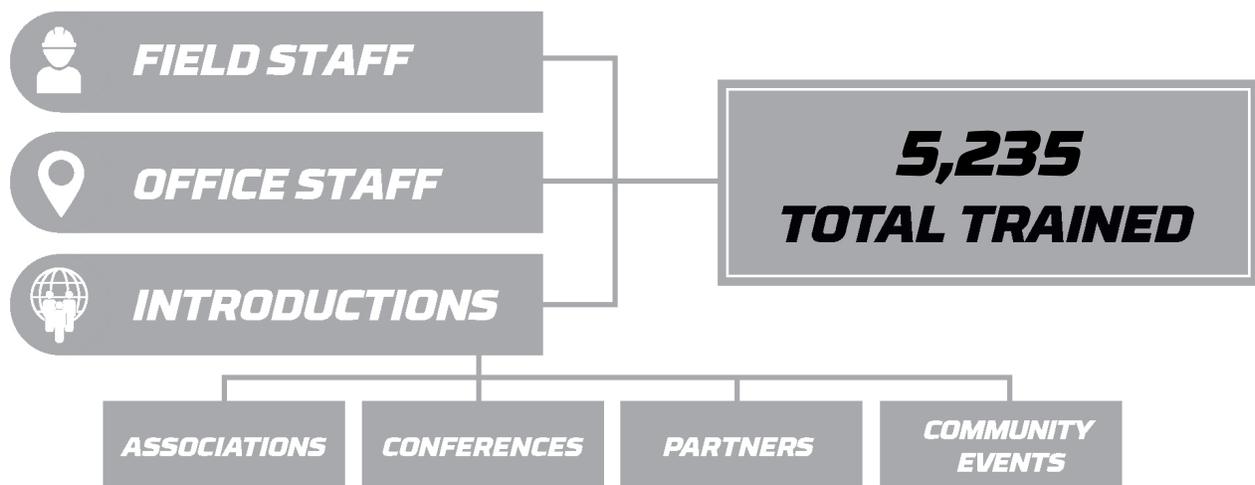


<sup>1</sup> The U.S. National Human Trafficking Hotline. (2019, December 31). *U.S. National Human Trafficking Hotline Statistics*. Polaris. <https://polarisproject.org/wp-content/uploads/2019/09/Polaris-2019-US-National-Human-Trafficking-Hotline-Data-Report.pdf>

## SOLUTIONS

Our union workforce moves across the United States from one jobsite to another, and some may even work with another infrastructure contractor as jobs begin and complete. Once realizing our unique position to make an impact on fighting human trafficking, our company empowered employees to become part of the solution by implementing a Human Trafficking Awareness Program. This program integrates a five-step process to train employees on the red flags of human trafficking and gives them the tools to report this crime, making our team the eyes and ears on the road as they traveled for work.

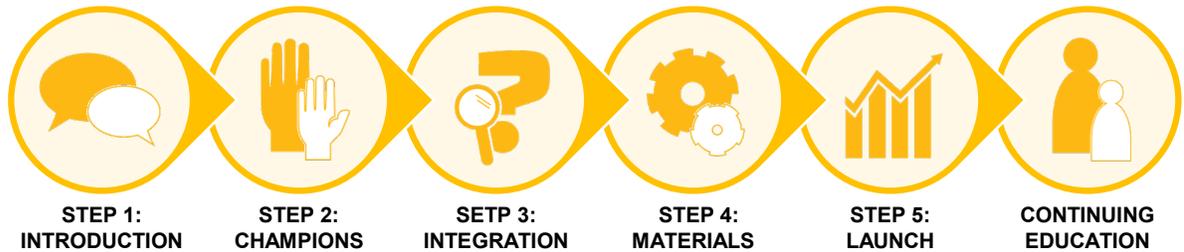
After implementing our training program, we knew we could do more to help fight this crime. This included bringing awareness to industry partners and community leaders through presentations and introductions to national and local human trafficking awareness organizations. By committing to train our own workforce and inspiring others to do the same, our program extends beyond our own projects so we can all work together to fight this crime.



## IMPLEMENTATION

This initiative began with an introduction of the topic to senior leadership, highlighting how PPL could be a part of the solution. Once the initiative was approved to move forward, champions were nominated to build relationships with both national and local human trafficking awareness organizations; to create a training program that integrated seamlessly into existing orientations and onboarding; to design assets that would

be used to promote the program both internally and to the public; and finally, to facilitate the launch company-wide with ongoing continuing education.



Integration of the program began with research of the resources available from national and local human trafficking awareness organizations as well as an evaluation of our existing training processes to effectively build a program that would train all PPL employees. These initial steps allowed us to establish training goals and incorporate a program with useful tools into our organization. One key takeaway we keep in mind, learned with our initial implementation and maintained throughout continuing education, is that we are not the experts on human trafficking, nor do we have the resources to aid in victim services. Our program is designed to increase our employee's awareness, train on the red flags and empower our workforce to report this crime so the experts can then step in with an investigation and aid when needed.

With this in mind, we tailored training to both the home office employees and the field employees, ensuring everyone is effectively trained on recognizing red flags of human trafficking. Incorporating training materials provided by the national organization, Truckers Against Trafficking (TAT) and their Empower Freedom Energy Division, the PPL Human Trafficking Awareness Program includes a video that educates each viewer on the signs of human trafficking and how to report it, and a wallet card for quick reference. In addition to the TAT-provided materials, we created a branded initiative logo that is used on hard hat stickers for every trained employee, and a poster and banner for every jobsite. Further, PPL has implemented a Demand Reeducation Policy that is signed by every employee and subcontractor on all projects.

Our training process for field locations begins at every orientation. With construction sites around the nation, orientation is presented multiple times per week in a group setting at the safety trailer in each PPL yard. In order to make sure all participants are getting effectively trained, the TAT training video is shown as a first awareness. After watching the video, participants receive their wallet card and hard hat sticker, and sign the Demand Reduction Policy. As a continued reminder and for ongoing awareness, field locations also display the poster in a prominent interior location and the banner at the yard entrance/exit. These are constant reminders of the role everyone has in helping to stop human trafficking.

### PROGRAM TOOLS

- Wallet Card
- Poster
- Banner
- Hard Hat Sticker



The home office onboarding is delivered as a one-on-one meeting between Human Resources and new hires. This onboarding is less frequent than the field orientation, so training was adjusted from the group setting. Home office employees complete their human trafficking awareness training by independently watching a TAT training video and completing a quiz at the end. Once complete, they receive a certificate, and the hard hat sticker and wallet card. They also sign the Demand Reduction Policy at this time.

In order to implement all training scenarios, PPL leadership teams at the home office and field locations coordinated their efforts and streamlined the process from start to finish, including the documentation of all trained employees. With this process, we are all accountable for maintaining our 100% trained goal. Participants are documented by adding their name and project location to a logbook. This allows us to capture employees, subcontractors and even site visitors. This total is then reported to TAT for official recording. One month after the program launched, we trained 609 employees, a number that continues to grow daily as more projects begin. Now in our second year, our trained total is more than 5,000 trained individuals.

These training efforts and materials, as well as all other initiative activities, are fully funded by PPL. Additionally, leadership has taken an active role in the initiative by participating in hosted events, candid conversations and ongoing training, as well as reinforcing the Demand Reduction Policy.

## **ACHIEVEMENTS**

PPL's initial training expectations were to continually train all employees to create a growing, mobilized crew that would empower freedom on behalf of the vulnerable and exploited. Our workforce has quickly become passionate about being a part of solution to stopping this crime. With more than 2,000 fleet vehicles on the road and an employee base that travels from one jobsite to another, PPL has seen immediate results of the program in the increased number of trained individuals within the organization. The growing number of trained employees has the potential to travel more than 6 million miles annually by CDL drivers in fleet vehicles alone. These employees, combined with those that stay in hotels and RV parks near each jobsite, and the newly trained at daily orientations, add to the growing PPL crew that are the eyes and ears on the road, ready to identify and assist potential victims of human trafficking within the communities where they live and work.

This passion for the initiative fueled an even greater goal of inspiring other industry partners to create their own awareness program. Our first outreach was inviting TAT's Director of Energy Operations to speak at an annual industry meeting, addressing distribution contractors from around the nation. This created an awareness in the companies who attended, encouraging them to follow PPL's lead and create a Human Trafficking Awareness Program within their own organizations. Afterward, we scheduled one-on-one meetings with industry leaders to explain our training program, focusing on need, implementation ideas and introductions to TAT. PPL has also participated in local human trafficking awareness efforts by speaking about the program at energy conferences and displaying materials during sponsored events, as well as gifting financial donations to survivor advocacy organizations. Our most recent event included both leaders in the energy industry and local law enforcement, learning how we can all work together to help fight this crime. These efforts have created more candid conversations around this topic and encouraged others to join the fight and create a similar Human Trafficking Awareness Program.

### **Speaking Engagements**

- Safest Way Tour
- Pipeline Leadership Conference
- Duluth Chamber of Commerce: Business & Community Alliance Series
- Dave Nemo Show: Sirius XM Radio
- Institute for Supply Management (ISM-Lake Superior, Inc.)
- KAXE 91.7 Grand Rapids, Minnesota
- Fierce Freedom Podcast: *Precision Pipeline: An Industry Leader Towards Change*
- Secured TAT as a speaker for the DCA's board meeting in Washington, D.C.

### **Truckers Against Trafficking Partnership**

- Pennsylvania Coalition Build: Participant
- Minnesota Coalition Build: Host
- TAT Freedom Drivers Project: Host at Minnesota Coalition Build & Home Office



- TAT Annual Report Feature
- TAT Empower Freedom Toolkit

#### **Fierce Freedom Partnership**

- Financial Support
- Fundraiser: Just Us for Justice Run
- Fundraiser: Ice Fishing for Freedom

#### **Media Activity**

- Dedicated Social Responsibility web page
- Video Production: *Committed in Our Fight Against Human Trafficking*
- Photo Production: Images with quotes from employees who are initiative champions

### **LONG TERM PLANNING**

PPL will continue to train all employees to recognize the signs of human trafficking and report suspicious activity. We will also reinforce our human trafficking awareness initiative with continuing education by adding monthly updates in the corporate newsletter and sending informative bulletins to our field employees. We continue to inform the public of our efforts with the help of social media posts and a web page dedicated to the program.

PPL will also remain a dedicated resource for other companies who would like to implement similar training. We will do this by providing lessons learned and mentorship, while also seek additional opportunities to share with industry leaders, companies and communities through social media, events and speaking engagements.

PPL is 100% committed to safety, the communities they work in and to being part of something bigger than the project. These values played a key role in deciding to implement human trafficking awareness training.