

Update

A Monthly | Newsletter of the Common Ground Alliance

April 2015

CGATM
Common Ground Alliance

Columbia Pipeline
Group's Charleston office
displayed 811 in lights.

Another Record Breaking National Safe Digging Month

CGA Members Celebrate Another Record Breaking National Safe Digging Month

National Safe Digging Month (NSDM) 2015 was a huge success with CGA members across the country busily spreading the 811 message in their communities through many creative and exciting campaigns. Read on for a sample of some of this year's NSDM highlights.

Call811.com Traffic Up

Traffic to Call811.com in April increased greatly, up 27 percent from this time last year. Traffic has been especially high during weekdays. The "How 811 Works" page on Call811.com has done extraordinarily well, which shows that people who are visiting the site are mostly unfamiliar with 811. The increase in traffic is a result of the great campaigns put on by members, which have put 811 in front of homeowners and professionals nationwide.

Weekly Infographics

Each week of April, CGA released an infographic highlighting a damage prevention statistic in a visually engaging way. These simple but powerful images were used in social media outreach this NSDM, and are useful year-round. If you haven't already, download infographics from the NSDM section of the 811 Toolkit [here](#).

CGA Members Spread the National Safe Digging Month Message

Alabama 811 and many stakeholders in the state worked together to secure a Safe Digging Month proclamation from Gov. Robert Bentley.

Arizona 811 partnered with **Arizona Public Service (APS)** to secure media coverage for NSDM, including an interview on Fox News Radio 550 KFYL and a utility line locating demonstration on KSAZ-TV FOX 10 Phoenix.

The Association of Equipment Manufacturers (AEM) developed flyers detailing the role each stakeholder plays in the underground utility installation world and the top 10 myths of the industry.

The California Public Utilities Commission (CPUC) issued a press release in support of NSDM and gave a presentation on the importance of the 811 number and the one-call process at its April 9 meeting.

Call Before You Dig, Inc. (CBYD) distributed a press release announcing Gov. Dannel P. Malloy's proclamation of April as Call Before You Dig Month in Connecticut.

Columbia Pipeline Group's (CPG) Charleston office displayed 811 in lights on the evening of April 15. In West Virginia, CPG will award Boy Scout Troop 99 from Marmet with the CGA Safety Community Service Award and make a charitable donation to the troop in recognition of its calling 811 before planting rose bushes and a Dogwood tree at Veteran's Memorial Park during NSDM. Columbia Gas of Pennsylvania, a member facility owner of Pennsylvania 811, developed a web page called "[Seven project examples of when you](#)



should call 811 before you dig." The company also launched an email campaign to its entire customer base of homeowners to promote safe digging.

Consumers Energy is supporting NSDM in Michigan with a takeover on CBS Detroit's website on April 24, paper bill inserts for its residential and business customers, e-newsletters, and promotions on its social media channels and website. **MISS DIG System, Inc.** also placed an ad behind home plate at a recent Detroit Tigers game to promote the 811 message.

The governors of Massachusetts, New Hampshire, Rhode Island and Vermont proclaimed April as Safe Digging Month in their states, and **Dig Safe System, Inc.** planned a month full of awareness and education in those states that included advertising, direct mail, giveaways, safety training for excavators and more.

Enbridge, in partnership with the **Ag Chat Foundation**, hosted a safe digging twitter conversation, “Ag Chat” on April 14. The 2-hour Twitter conversation was aimed at educating the farm and ranch audience about 811 and the one call process and had more than 9.1 million impressions. Participants included agriculture organizations and farmers and ranchers from across the United States and Canada.

Thanks to the efforts of **ENSTAR Natural Gas Company** and other utilities serving Southcentral Alaska, Gov. Bill Walker issued a proclamation of April as Safe Digging Month in the state. Proclamations were also issued at the local level by several boroughs, cities and municipalities.

John Deere promoted 811 heavily via social media in April with a series of its own infographics featuring catchy taglines like “Investigate before you excavate.”

Kansas 811 secured a NSDM proclamation from Gov. Sam Brownback, participated in a radio interview on “Kansas Soybean Update,” placed several TV and radio ads and public service announcements, and promoted a Facebook campaign that offered a weekly drawing of \$200 gift cards for fans of its page.

In its April newsletter, **LA One Call** announced Louisiana Gov. Bobby Jindal’s proclamation of April as Safe Digging Month and highlighted **ATMOS Energy’s** Yard Rescue 811 contest that promoted safe excavation while offering people the chance to win a \$2,000 yard makeover by submitting a photo of their yard.

Lone Star 811 held a press conference near the Texas State Capitol Building in Austin on April 1 to unveil Gov. Greg Abbott’s proclamation of April as Texas Safe Digging Month and to announce the 811 Bike’s Texas Tour dates and locations. Lone Star 811 was joined by celebrity Michael Teutul of “American Chopper” for the announcement, and the press conference was covered by **Time Warner Cable News**.

Marathon Pipe Line LLC (MPL) joined forces with The Children’s Museum of Findlay in Ohio to help children learn about 811 by opening a hands-on, pirate-themed exhibit

that focuses on the importance of safe digging practices and always



calling 811 before beginning any digging projects.

At the exhibit, which is open throughout April, children can dig through sand to find a key, while avoiding any of the underground utilities. The key unlocks a treasure chest full of free 811-themed prizes.

Mark-It! Madness (One Calls of America) placed an ad in this month’s edition of “Southwest Airlines Magazine,” which announces April as Safe Digging Month

and reminds readers to call 811 before digging for gardening projects. Alabama 811, Arizona 811, Colorado 811, Sunshine 811, Georgia 811, Illinois One-Call System (JULIE), Missouri One Call, Mississippi 811, North Carolina 811, Ohio Utilities Protection Service, Pennsylvania 811, Tennessee 811 and USA North 811 participated in the effort. Mark-It! Madness also offered its annual “Can You Dig It?” online game at www.safedigging.me where participants dug holes for the chance to win prizes.

On April 14, **MISS DIG System, Inc., Consumers Energy, DTE Energy, SEMCO Energy, TransCanada** and the **Michigan Infrastructure and Transportation Association** joined together for the Michigan Safety Conference. The event took place in Michigan’s capitol, Lansing, and drew hundreds of attendees. Dirk Dunham of Consumers Energy and Michigan Public Service Commission Chairman John Quackenbush were interviewed by two TV stations that covered the conference.

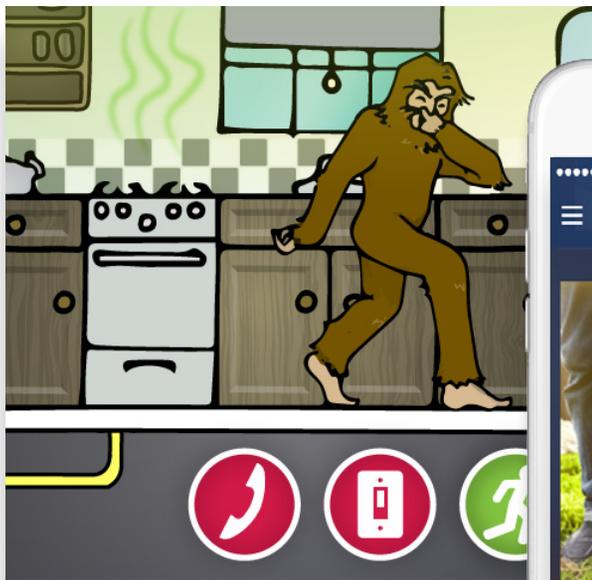
Miss Utility of Maryland and District One Call kicked off a radio campaign in Maryland and Washington, D.C. at the end of March and launched an online advertising campaign

targeted at homeowners. Miss Utility is also sponsoring a local minor league baseball team’s student reading program, will award a total of \$5,000 to graduating high school students through the first-ever Miss Utility Scholarship and honored 60 locate technicians for having no at-fault damages tied to their locates in 2014 at the 12th Annual Locator Achievement Awards on May 1.

Louis Panzer, executive director of **North Carolina 811** stressed the importance of calling before digging on *Good Day Charlotte* on WJZY-TV FOX 46. Louis talked through the process for viewers. The segment was picked up by other FOX affiliates, including in Orlando. North Carolina 811 has also held several events in recognition of NSDM this year, including a tree planting at the North Carolina Executive Mansion in Raleigh and its annual blood drive.

Pennsylvania 811 distributed a press release for NSDM reminding Pennsylvania residents to always dial 811 three business days before any digging project.

PG&E featured a piece of 3D art outside of its San Francisco offices on April 8 to show people what an excavated yard might look like.

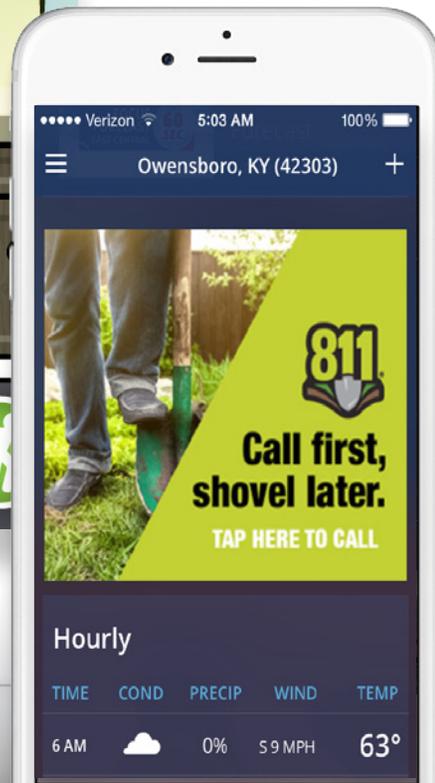


Puget Sound Energy has been using Sasquatch-themed character, "Safesquatch," as an ambassador



for various safety messages. As part of the campaign, Puget Sound Energy recently created a video titled, "The Adventures of Safesquatch: Call 811 Before You Dig."

South Carolina 811 sponsored the Charleston RiverDogs game on April 9 and gave away free 811 t-shirts to fans and is partnering with Woodley's Garden Center to offer \$5 off a purchase of \$50 or more to anyone who brings in a valid locate ticket for a gardening project during April and May.



Southern Star Central Gas Pipeline is running advertisements featuring the 811 logo on iHeartRadio in Kansas City, Joplin and Wichita.

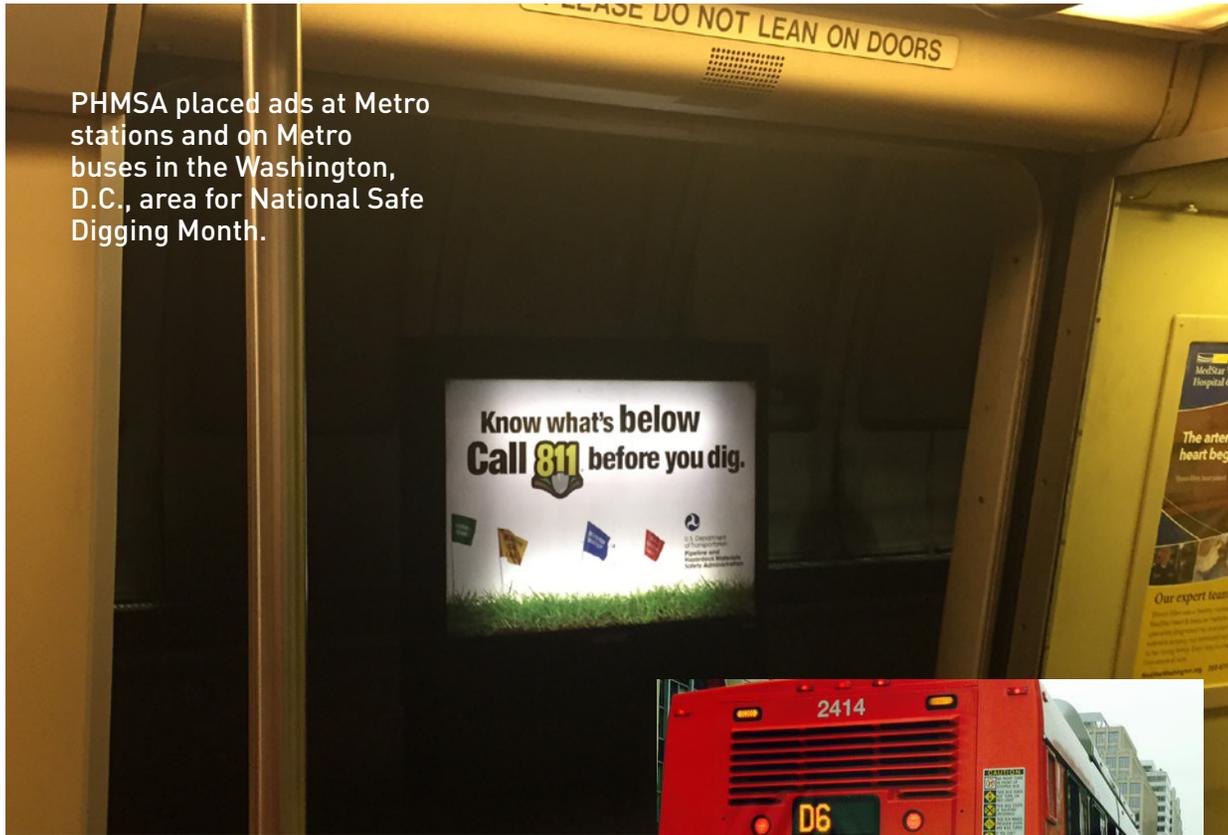
Southern Star's Ad on iHeartRadio.

Sunshine 811 sponsored jockey Victor Espinoza once again this year to continue the momentum the initial sponsorship spurred during the 2014 Triple Crown. Sunshine 811 also aired both English and Spanish public service announcements featuring Victor and the Sunshine 811 logo on NBC in South Florida during the 2015 Kentucky Derby and Preakness Stakes.

Travelers sent a Safe Digging Month email to thousands of its customers featuring the 811 logo and tips to help control exposures and claim costs, including the importance of calling 811 before beginning excavation projects.

“NSDM 2015 was a huge success with CGA members across the country busily spreading the 811 message in their communities.”

PHMSA placed ads at Metro stations and on Metro buses in the Washington, D.C., area for National Safe Digging Month.



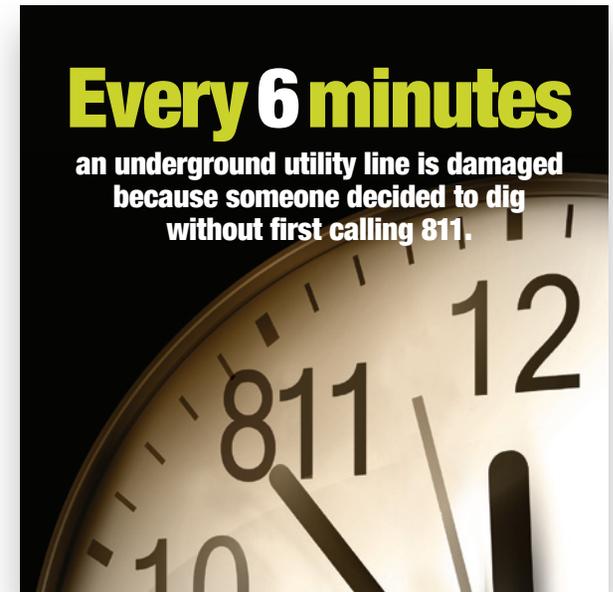
The U.S. Department of Transportation Pipeline Hazardous Materials Safety Administration (PHMSA) placed ads at Metro stations and on Metro buses in the Washington, D.C., area, reminding commuters to “Know what’s below. Call 811 before you dig.” PHMSA and U.S. Secretary of Transportation Anthony Foxx changed their profile pictures on their Twitter account to an image featuring the 811 logo to remind their followers to call before digging.

To promote NSDM across Indiana and Ohio, Vectren challenged its employees with a “Damage Prevention is a Shared



Responsibility” contest. Employees were asked to share the 811 message via social media or other mediums for a chance to win a \$300 Lowes gift card or the grand-prize Go-Pro camera. Vectren also partnered with three landscaping companies to offer an Ultimate Yard Makeover sweepstakes.

Verizon added a post about NSDM and its safe digging efforts to its website. The post also features CGA’s infographic highlighting the statistic that every six minutes an underground utility line is damaged because someone decided to dig without first calling 811.



Williams’ company-wide NSDM campaign included safe digging direct messaging to company desk phones, posters placed on each floor of its offices, presentations and an employee prize drawing for employees who completed an 811 survey at safety meetings. Williams also conducted two “We Dig School” programs at elementary schools in Oklahoma.

Stakeholder Advocacy Toolkit Hosts Valuable Resources

Since its first meeting in June 2013, CGA's newest committee – the Stakeholder Advocacy committee – has been steadily working to produce a toolkit of resources to assist groups and organizations across the country in their efforts to strengthen state damage prevention laws.

The goal of the Stakeholder Advocacy committee is to provide useful materials and work with local stakeholders upon request to educate state and federal policymakers regarding the CGA Underground Utility Safety and Damage Prevention Best Practices to positively impact legislation and regulation.

Now hosted in the damage prevention toolkit section of the new Common Ground Alliance, the [Stakeholder Advocacy Toolkit](#) includes case studies describing legislative activities that have taken place recently in seven states, advocacy resource documents, member/industry sample documents and a legislative activity report that tracks bills related to damage prevention around the country.

Stakeholders interested in advocacy efforts can find resource documents including a sample damage prevention bill rewrite, advocacy abstracts, an overview of PHMSA resources, a cross-referenced guide to the Nine Elements of PIPES Act with CGA's Best Practices, a sample position paper, an issue brief and more.

In addition to the resources hosted in the [Stakeholder Advocacy Toolkit](#), interested parties can also fill out [an interactive form](#) allowing members to submit requests to the committee for obtaining additional support in local stakeholder efforts. CGA's Advocacy Committee is here to provide your local damage prevention stakeholder coalition with guidance, advice and resources.

The new [Damage Prevention Map](#) on [CommonGroundAlliance.com](#) also features a list of legislative information by state, as well as regional partners. CGA members and damage prevention advocates who want to incorporate CGA Best Practices into damage prevention laws are urged to engage regional partners in their state.

Be sure to take a look at the suite of resources hosted in the [Stakeholder Advocacy Toolkit](#), and stay tuned for a date and time for the committee's first CGA member teleconference.

Please send questions or requests to join the committee to support@commongroundalliance.com. If you would like to request assistance with an advocacy effort, fill out [this form](#) developed by the committee.

The screenshot shows a website page titled "Toolkits" with a sub-header "Stakeholder Advocacy Resources". The page includes a navigation menu with "Home > Damage Prevention > Toolkits > Stakeholder Advocacy Resources". A sidebar lists "Toolkits" with "811 Toolkit", "Stakeholder Advocacy Toolkit" (highlighted), and "DIRT Toolkit". Below is an "FAQ" section with "Damage Prevention in Your Location". The main content area features a graphic of three overlapping speech bubbles (red, yellow, green) and text explaining the toolkit's purpose. Below this is a section titled "Advocacy Resource Documents" listing several documents with red document icons: "Advocacy Abstract - Lobbyist", "Advocacy Committee Resource Guide", "Advocacy Abstract", "CGA Overview Presentation - 2014", "Nine Elements / Best Practices Cross Reference", and "PHMSA Resources Overview". A final section titled "Advocacy Case Studies" describes the committee's process and lists "Indiana State Legislation - Case Study" and "Pennsylvania State Legislation - Case Study".

Stakeholder Advocacy Resources:

- Case studies of state law rewrite efforts
- Legislative activity tracker
- Sample bill rewrite
- Advocacy abstracts
- Issue brief
- More!

A Closer Look At Your DIRT DQI Score

By Steve Blaney, DIRT Program Manager

The deadline for submitting DIRT data for inclusion in the 2014 DIRT Report was March 31. Approximately 275,000 records of 2014 events were submitted – the largest number in the history of DIRT reporting. The Data Reporting & Evaluation Committee (DR&EC), along with its consultant, began to analyze the data and prepare the next annual report.

Along with number of records submitted, an equally important contributing factor to the usefulness of the DIRT Report is the quality of the records submitted – a factor measured by the Data Quality Index (DQI).

The DIRT form contains nine “Parts” (A – I) with 35 questions distributed among the parts. Some questions must be answered, some can be left blank, and some can be answered with UNKNOWN/OTHER (U/O) or DATA NOT COLLECTED (DNC). DQI is a measure of how well data submitters provide actual answers to the questions that could be left blank or answered U/O or DNC.

The Data Quality Index (DQI) score is determined in two steps:

1. Parts A through I within the DIRT form are assigned a relative ‘weight,’ depending upon the value they provide to damage prevention analysis.

DIRT Parts	Relative Weight
A: Who is submitting this information?	5
B: Date and Location of the event	12
C: Affected Facility Information	12
D: Excavation Information	14
E & F: Notification, Locating and Marking	12
G: Excavator Downtime	6
H: Description of Damage	14
I: Description of the Root Cause	25
Total	100

2. Each question within each Part is assigned weights adding up to 100 within the Part.

Part D Excavation Information	
Type of Excavator	35
Type of Excavation Equipment	35
Type of Work Performed	30

If a report were submitted with every question answered (not with UNKNOWN/OTHER or DATA NOT COLLECTED), except for “Type of Work Performed,” 4.2 points (14 x 0.30) would be deducted from the overall DQI score. The DQI of a file upload containing multiple event records would be the average score of all those records.

Since DQI is a measure of how well submitters avoid using U/O and DNC, the questions that must be answered do not factor into the calculations. An event report without mandatory fields completed would result in an

error message and would not even upload into DIRT.

The relative weights of each Part, and each Question within the Parts, were determined by consensus of the DR&EC based on the value they provide to the overall analysis for damage prevention purposes. Root Cause (Part I) has the highest weight at 25% because that is what identifies the breakdowns in the damage prevention process that lead to damages and near miss events. Excavation Information (Part D) has a relatively high weighting because it helps identify the types of excavators and projects involved (not necessarily at fault) in damages. These questions are valuable in developing targeted education messages and Best Practices where they can have the most impact.

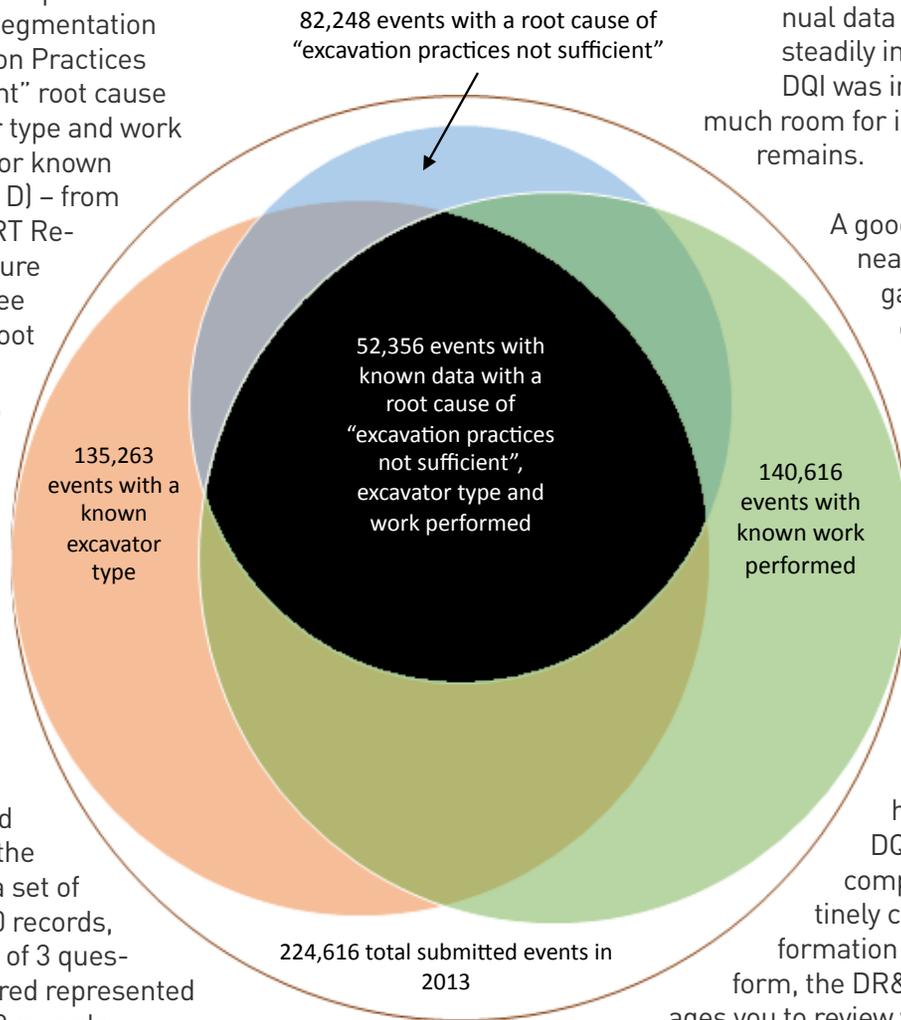
Completeness of reports also impacts the analyses that go into the annual report, which in turn affect the quality of the conclusions and recommendations. As different fields are layered on top of each other in order to look at inter-relationships, the population of useful records in the data set decreases.

“ Approximately 275,000 records of events in 2014 were submitted – the largest number in the history of DIRT reporting. ”

For example, the image to the right corresponds to Exhibit 9 – Segmentation of “Excavation Practices Not Sufficient” root cause by excavator type and work performed for known events (Part D) – from the 2013 DIRT Re-report. The figure overlays three questions: root cause, type of excavator, and work performed. “Known events” refers to these three questions answered with something other than U/O and DNC. From the original data set of over 224,000 records, those with 3 of 3 questions answered represented about 52,000 records.

It’s encouraging that DIRT users are paying attention to DQI and are looking for ways to

Importance of Complete Data



improve their scores. The DQI of the total annual data sets have steadily increased since DQI was introduced, but much room for improvement remains.

A good damage or near miss investigation starts with gathering information on-site shortly after the event occurs. So, instructing and training personnel to gather as much relevant information as possible on-site can help increase a DQI score. If your company is not routinely collecting information from the DIRT form, the DR&EC encourages you to review your DQI score and see if improvements are possible while acknowledging that a 100% DQI is unrealistic based on the structure of the DIRT form.

Steve Blaney Honored with President’s Award

Dig Safely New York, Inc. held its Annual Business Meeting on April 7 and presented CGA’s DIRT Program Manager Steve Blaney with its 2014 President’s Award. The President’s Award recognizes extraordinary individuals who have performed exceptional contributions toward Dig Safely New York’s efforts across the state.

Steve was instrumental in the changes made to Automated Positive Response (APR) in New York State, allowing for better communication and coordination between the one-call center, excavators, and utility operators, and his efforts over the many years in damage data collection to support and protect underground facilities.



Steve Blaney with Kevin Hopper.

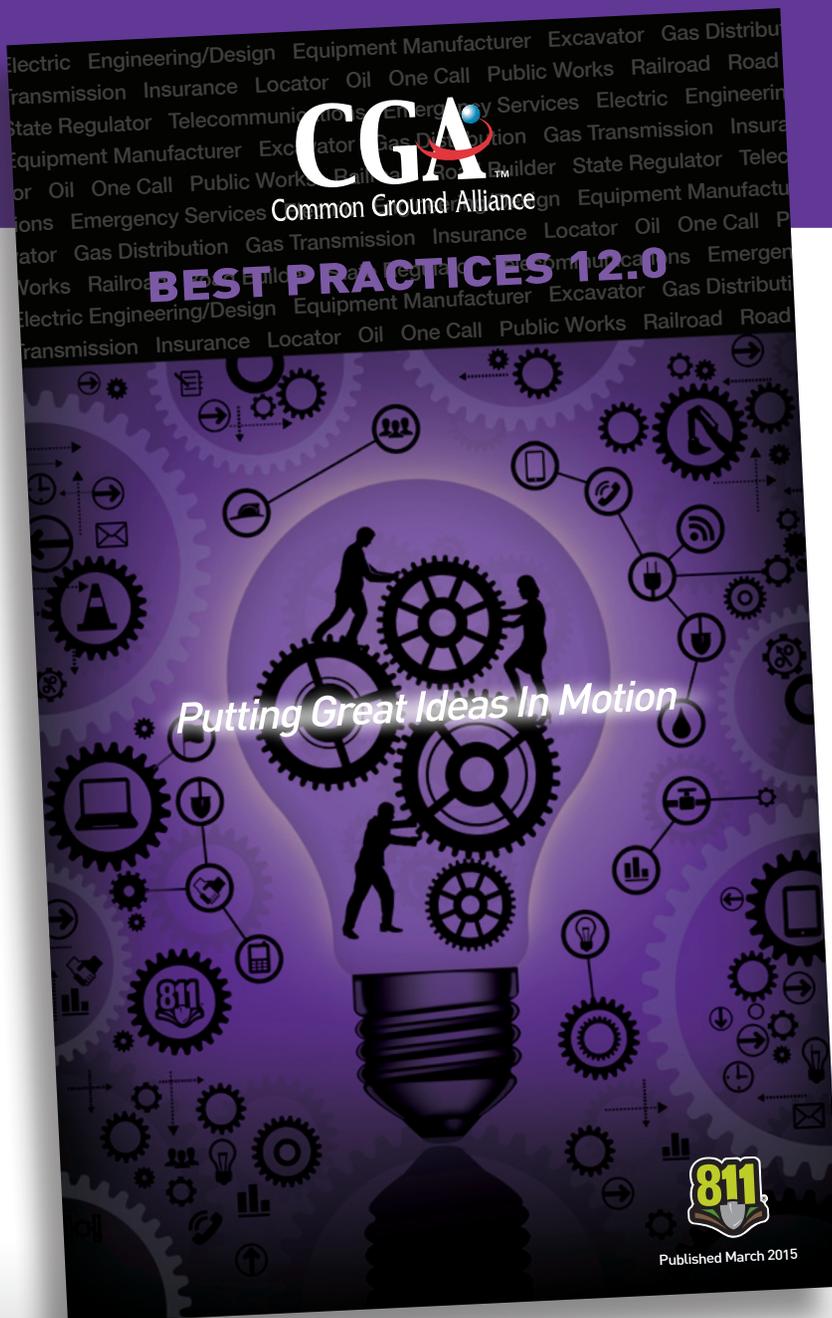


REGIONAL PARTNER CORNER

On April 6, Regional Partners including Indiana 811, Kentucky 811 and the Ohio Utilities Protection Service came together to create an 811 float for the Cincinnati Reds' Opening Day parade. The annual Findlay Market Parade is a city holiday, with thousands of Reds fans taking the day off to observe the parade and cheer on the team – making it great exposure for the 811 message again this year.



CGA Safety Materials Available for Ordering



CGA Best Practices 12.0 and 811 Safety Education Videos

To get your copy of the Best Practices 12.0 [click here](#) and look for the Best Practices button to order.



To order any of our videos please [click here](#).

VAULT

Online Resource for Managing Damage Prevention

VAULT is a comprehensive, easy-to-use directory of technologies, solutions and contact information for the Damage Prevention industry.



www.cga-vault.com