

Update

A Monthly Newsletter of the Common Ground Alliance

2014 DIRT Report Released on 8/11 Day



8/11 Day Around the Country

With each passing year, 8/11 Day is celebrated by a greater number of stakeholders and with bigger and more creative campaigns. On and around 8/11 Day 2015, CGA members spread the 811 message to internal and external stakeholders, and to professionals and homeowners. A few highlights included the release of the 2014 DIRT Report (see page 7 for more info), the 25 local media TV news stories secured by members, and the fact that the CGA Connect Twitter account ended the day with 811 followers. Call811.com visits were also up 10 percent this August as compared to August 2014. Read on for a recap of one of our most exciting 8/11 Days to-date.

National 811 Campaigns

Pacific Gas and Electric at the New York Stock Exchange

On Aug. 11, PG&E rang the closing bell of the New York Stock Exchange (NYSE) in promotion of the call before you dig phone number. PG&E was joined by CGA, New York 811 and Dig Safely New York for the bell ringing. Featured on the NYSE website and on television networks such as CNBC, Bloomberg TV and Fox Business News, reaching millions of viewers worldwide, this symbolic effort



Jesus Soto Jr., Sr. Vice President, Engineering, Construction and Operations ringing the closing bell.

brings national attention to the importance of calling before digging to a demographic not often targeted with this critical safety message.

811 at the Ballpark

For the second consecutive year, a coalition of damage prevention stakeholders partnered to place 811 signage behind

home plate at select Major League Baseball parks on 8/11 Day.

The signage was visible for one half-inning in each ballpark to viewers in both TV markets for the following games: New York Yankees at Cleveland Indians, Boston Red Sox at Miami Marlins, Milwaukee Brewers at Chicago Cubs, Los Angeles Angels at Chicago White Sox, Detroit Tigers at Kansas City Royals, Texas Rangers at Minnesota Twins and Pittsburgh Pirates at St. Louis Cardinals.

The 8/11 MLB stadium campaign was made possible by the collaborative efforts of Dig Safely New York 811, Enbridge, Energy Transfer, JULIE (Illinois One-Call System), Kansas 811, New York 811, Ohio Utilities Protection System, One Call Concepts, Pennsylvania 811 and Sunshine 811.



811 advertisements at Wrigley Field on 8/11 Day

Nationwide 811 Media Blitz

A coalition of pipeline companies contributed to a purchase of national TV, radio and print media that aired on and around 8/11 Day, including during such high-profile shows as NBC's Today Show and Nightly News and ABC's World News and Nightline, exposing an estimated 24 million viewers to call before you dig advertising. Radio ads were aired frequently in 18 of the top 20 radio markets, and print coverage reached an estimated 75 million readers.

Local Member Campaigns

For the fourth consecutive year, **Baltimore Gas & Electric (BGE)** lit up its downtown-Baltimore headquarters with 811 on Aug. 11 to remind Marylanders to always call before digging.



Colorado 811 enjoying the viewing party at The Viewhouse in downtown Denver.

Call Before You Dig, Inc. in Connecticut sponsored the NASCAR Whelen Modified Tour "Call Before You Dig 150" on Friday, Aug. 7 in celebration of 8/11 Day. Call Before You Dig, Inc. gave away 811 T-shirts, bags and educational materials to all in attendance. Call Before You Dig, Inc. also conducted media outreach across the state to promote 8/11 Day.

On Aug. 11, **Colorado 811** hosted a viewing party for the Colorado Rockies game against the New York Mets at The Viewhouse in downtown Denver. Although the game was in New York, Colorado 811 aired its commercial, titled "Know what's below. Call before you dig," during the game. Guests were provided with food and drinks and the chance to win an iPad Mini. In La Junta, Colo., Colorado 811

hosted an open house with Source Gas to educate the public about safety, damage prevention and 811. At both events, Colorado 811 gave away free T-shirts and parked 811-wrapped vehicles in prime locations for passersby to view.

“On 8/11 Day 2015, CGA members spread the 811 message to internal and external stakeholders, and to professionals and homeowners.”



Columbia Pipeline Group invited area employees and local government officials, including Sen. Camera Bartolotta and Rep. Brandon Neuman, to a celebration and tree planting on 8/11 Day at North Strabane Township Municipal Park in Canonsburg, Pa., to highlight safe digging awareness.

This summer, the **Department of Transportation (DOT)** and its **Pipelines and Hazardous Materials Safety Administration (PHMSA)** have been working diligently to raise awareness about safe digging and the 811 hotline. Throughout the month of July, the Navy Yard/Nationals Park Metro station in Washington, D.C.,

was taken over by 811 banners, posters and other signage, reminding commuters to always call before digging. On Aug. 6, **PHMSA** and **DOT** hosted an event with Deputy Secretary of Transportation Victor Mendez and the winner of this year's 811 poster contest before a Washington Nationals game. Additionally, safe digging was promoted during the five Nationals games prior to 8/11 Day and through internet and radio ads, including a live read during ESPN's Mike & Mike.

Georgia 811 and **Georgia Power** partnered to conduct media outreach surrounding 8/11 Day across the state to remind residents to practice safe digging and secured coverage from TV stations in Albany, Augusta, Columbus and Savannah.



More than 1,800 fans came out to enjoy **JULIE's 8/11 Day** celebration at a Schaumburg Boomers baseball game in Northern Illinois. Approximately 100 men ages 18 and older lined up after the game to participate in a special "Remote Control Dig" promotion for the chance to win a 55" flat screen TV. Participants dug through the infield dirt – using only a plastic spoon – to attempt to find a buried remote control and win the grand prize. Fans also received 811 drawstring



PHMSA and DOT hosted an Aug. 6 safe digging event with Deputy Secretary of Transportation Victor Mendez (second from the left). Also pictured (from the left): Scott Brown (Washington Gas), Annemarie Robertson (PHMSA), Jeff Weiss (PHMSA) and Kevin Woolbright (WSSC).

backpacks with color code magnets and other safe digging information.

Approximately 400 people attended the **Kansas 811** Run/Walk in Wichita on 8/11 Day. The event promoted safe digging awareness and benefited the Kansas Food Bank. Kansas City Royals tickets, iPads and gift certificates were among the many prizes up for grabs for attendees.

Lone Star 811 was the title sponsor at Dr. Pepper Ballpark for the Frisco RoughRiders game against the Tulsa Drillers on 8/11 Day. Safe digging announcements were made throughout the game, and signage was displayed throughout the ballpark. Lone Star 811 also secured several radio spots that aired during the Texas Rangers game against the Minnesota Twins, spreading the 811 message to millions of fans across Texas.

Marathon Pipe Line, Kid Energy and LA One Call sponsored an 811 Day at the New Orleans Zephyrs baseball game against the Oklahoma City Dodgers. Marathon invited 250 landowners and their families to the game, supplying them with free tickets and chances to win more than \$1,000 in prizes. The first 811 fans to enter the ballpark received free 811 water bottles, and LA One Call distributed additional promotional items. Kids in attendance enjoyed Kid Energy's

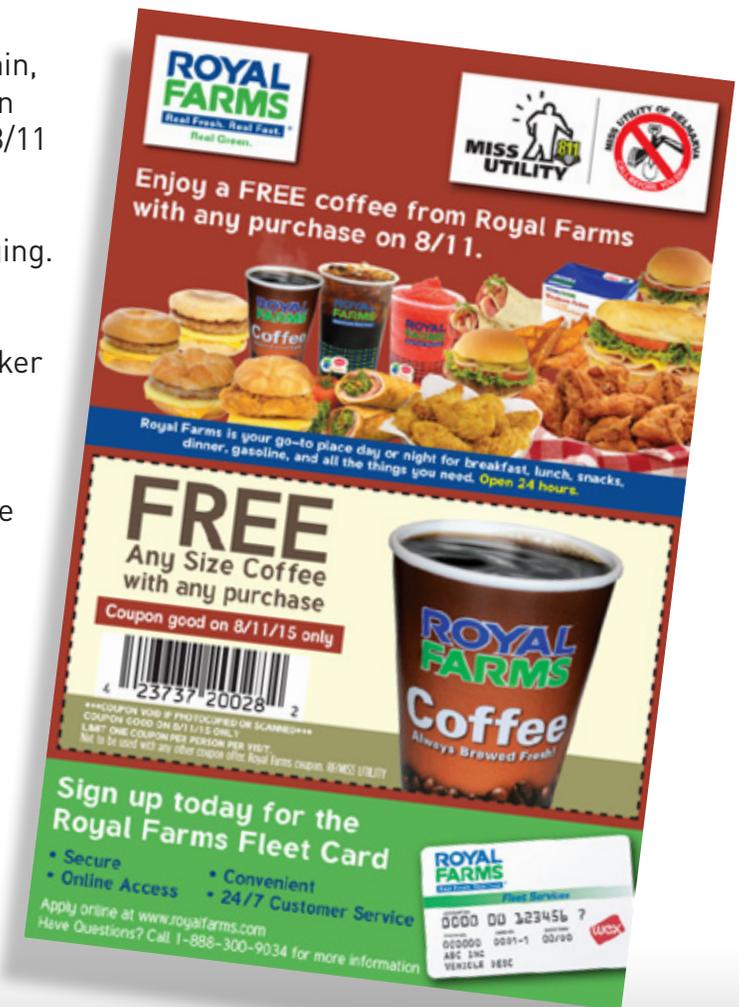
"Burnie & Earl" running the bases. The 811 logo was also displayed on the ballpark's big screen. Additionally for 8/11 Day, **LA One Call** launched a photo contest for people to illustrate where they "811" for the chance to win prizes. Photos needed to contain the LA One Call logo and "call before you dig" messaging to qualify.

Miss Utility of Maryland/Washington, D.C. and Miss Utility of Delmarva partnered with convenience store chain, Royal Farms, to offer a special coupon for free coffee with any purchase on 8/11 Day. The offer was promoted to more than 10,000 local contractors with a reminder to always practice safe digging.

Nebraska811 celebrated 8/11 Day in several locations across the Cornhusker State, with events in Lincoln, Omaha, Kearney and Scottsbluff. Attendees enjoyed free lunch, numerous prize giveaways and gift card drawings. Live radio broadcasts helped boost the safe digging message, and attendees in Kearney even had a special appearance by the 811 Cowboy, Jeff Richardson.

On 8/11 Day, volunteers from **New York 811** stopped by Rockefeller Plaza during the TODAY Show, sporting high visibility 811 shirts and posters. New York 811 was a major sponsor of the New York

Mets game against the Colorado Rockies on Aug. 11, had signage prominently displayed throughout Citi Field, passed out promotional items and materials, and threw out the first pitch. Additionally, New York 811 Executive Director Roger Sampson and CGA President Bob Kipp participated in an interview during the game to spread the safe digging message.



North Dakota One Call and the **North Dakota CGA** teamed up with the North Dakota State Fair for the first-ever “811 Day” at the fair. Visitors received numerous 811 giveaways, signed up for cool prizes, received demonstrations, heard live radio broadcasts from KFYZ-AM, observed the 811 Bike and learned about the importance of safe digging.

Oregon Utility Notification Center (OUNC) sponsored two music festivals surrounding 8/11 Day, including the Cape Blanco Country Music Festival and the Bi-Mart Willamette Country Music Festival. OUNC helped educate the public on the importance of calling 811 with T-shirt giveaways and outreach booths.

In addition to its media and social media outreach, **Pennsylvania 811** celebrated 8/11 Day at minor league baseball games across the state, including the Altoona Curve, the Scranton Wilkes Barre Rail-Riders, the Reading Fightin Phils and the Washington Wild Things, thanks to member support. Pennsylvania 811 threw out the first pitch in Altoona and Wilkes Barre.



In downtown Dallas on 8/11 Day, **Texas811** participated in the ceremonial planting of the first of 811 trees that will be planted across Texas by Atmos Energy. Additionally, the Texas811 logo and a message about safe digging was featured in a 23-story animated light display on the Dallas Omni Hotel. In Frisco, Texas811 was a sponsor of the Frisco Roughriders’ baseball game against the Tulsa Drillers. Texas811 is also part of a PBS special titled, “Guarding Unseen Texas – The 811 System,” which is airing on PBS affiliates across the state.

Several departments from **UGI Utilities** partnered to host a Touch a Truck event on Aug. 1 in Bloomsburg, Pa. UGI Community Relations, Gas Operations and Damage Prevention/Public Awareness employees supported the event, which provided information about UGI’s services, safe digging information and natural gas safety for UGI’s customers and the general public.

On Aug. 11, **West Virginia 811** and several of its members sponsored a “WV811 Day” at the West Virginia Power minor league baseball game against the Delmarva Shorebirds to remind fans to always call before digging.

Washington 811 hosted the 811 Bike at the Bravo Environmental National Dig Safe Day Open House in Tukwila, Wash., where visitors enjoyed backyard games and raffles, while learning about safe digging. Washington 811 also partnered with Triple A Baseball team, the Tacoma Rainiers, for several 811-themed promotions on Aug. 11, including having the 811 Bike at the stadium and selling general admission tickets for \$8.11. At the game, Washington 811 gave away 811 T-shirts and trinkets and threw out the first pitch. Additionally, Washington 811, **Williams** and **Cascade Natural Gas** sponsored the first annual 811 Golf Tournament on Aug. 11 in Moses Lake, Wash.



CGA's 2014 DIRT Report Confirms Importance of Calling 811 Before Digging for Fifth Consecutive Year

Common Ground Alliance (CGA), the stakeholder-run organization dedicated to protecting underground utility lines and the people who dig near them, announced findings from its comprehensive 2014 Damage Information Reporting Tool (DIRT) Report on 8/11 Day 2015.

The report, which analyzes the 2014 data submitted anonymously and voluntarily by facility operators, utility locate companies, one call centers, contractors and regulators, confirmed again the importance of making a free call to 811 to reach a local one call center as the simplest and easiest way to reduce excavation-related damage to underground facilities. According to the report, when an excavator notifies a one call center before digging, damage can be avoided more than 99 percent of the time.

“The 2014 DIRT Report’s enduring indication – that calling 811 before digging is the most important precaution

that professionals and homeowners can take before digging – could not be clearer after five years of consistent results,” said Bob Kipp, CGA president. “This year’s report points to several concrete areas that damage prevention advocates can target to further decrease the frequency of events involving underground facilities, of which fair and balanced enforcement can play a critical role.”

The DIRT Report once again employed a linear regression model to estimate the total underground facility damage events in the United States in 2014 based on the 16 states found to have a substantial amount of damages reported as a result of legislative requirements, a high level of stakeholder reporting and/or an entity such as a Public Service Commission, Public Utility Commission or one call center with a Virtual Private Dirt that submits data to DIRT.

Construction spending was up 5.2 percent in 2014 and U.S. housing starts were up 6 percent. CGA’s Damage Reporting and Evaluation Committee estimates that damages were up only 4.2 percent, to approximately

349,000, which suggests continuing improvement in damage prevention efforts in 2014.

Also pointing to excavation activity outpacing damages last year is the measurement of damages per 1,000 one call center transmissions to member facility operators. The rate of damages per 1,000 transmissions was 1.60 in 2014, compared to 2.07 in 2013. The decrease in the 2014 damage ratio can be explained in part by an 8 percent increase in the num-



ber of incoming locate requests to one call centers and a greater than 35 percent increase in outgoing transmissions to member facilities, indicating that more 811 requests are being made and more facility operators are active participants in one call systems.

The 2014 DIRT Report again made regional comparisons of data by the nine U.S. census divisions and Canada. This geographical analysis allows stakeholders to implement localized damage prevention measures, and allows DIRT data to be compared to other government and published statistics reported by census division. The 2014 DIRT Report confirmed the relationship between higher 811 awareness and lower incidence of “no notification made” events, and vice versa, in the census divisions.

For the first time in 2014, the DIRT Report analyzed the effect of enforcement activity on damage rates by examining the damage rate per 1,000 transmissions for the 16 substantial reporting states, of which 12 have active enforcement of damage prevention laws overseen by public utility commissions while four do not. The states with active enforcement have a combined damage rate of 1.65, while those without enforcement have a 2.41 rate. Although many factors affect a state’s damage rate, the 2014 DIRT Report analysis indicates that active enforcement has a positive impact on damage rates.

76 percent of all events submitted for 2014 included root cause data (an increase of 3 percent from 2013), and the top root cause categories were identified as follows:

- **Excavation practices not sufficient: 50 percent**
- **Notification not made: 25 percent**
- **Locating practices not sufficient: 17 percent**

Voluntary submissions to the 2014 DIRT Report by CGA’s 16 stakeholder groups increased by nearly 50,000 records, and the Data Quality Index for the 2014 report, which measures the completeness of event data submitted, also increased from 2013, making the resulting analysis the most complete picture of underground damages and their root causes yet.

“CGA’s Data Reporting and Evaluation Committee made a concerted effort to not only make the DIRT website easy to use, but also to promote an increase in quality submissions from existing and new users, making the 2014 Report the strongest data set to-date,” said Jemmie Wang, leader of the CGA Data Reporting and Evaluation Committee’s Annual Report Task Team. “The data

voluntarily submitted by damage prevention stakeholders makes it possible each year for CGA to issue the annual DIRT Report, which provides invaluable insights into how industry partners can best direct education and outreach to continue to reduce the rate of damages across the country.”

The complete DIRT Annual Report for 2014 is available for download [here](#), and stakeholders interested in submitting data or establishing a Virtual Private DIRT account should visit the DIRT site at www.cga-dirt.com.



Champions of Safety Sweepstakes Gets a Boost from Driver Joey Logano

Launched in July, the **Champions of Safety sweepstakes** will provide one lucky winner with a VIP trip for two to the Bank of America 500 at Charlotte Motor Speedway on Oct. 10, including airfare, two nights' hotel stay, \$500 spending money, hospitality passes for the race, a tour of the Sprint Cup garage area, a meet and greet with Joey Logano (pending availability) and access to the Shell-Pennzoil Pit Box on Pit Road, thanks to CGA's partnership with Shell.

To promote 811 and the Champions of Safety sweepstakes, No. 22 Shell-Pennzoil Ford Fusion driver **Joey Logano** participated in a radio media tour the morning of 8/11 Day. He was interviewed by eight radio outlets, most of which broadcast nationally, including FOX Sports Radio, CBS Radio, NBC Sports Radio, SIRIUS XM NASCAR and others.

Logano also reminded racing fans to always call 811 before digging by sporting the 811 logo on his car at five races this summer, and will race with 811 once again at Martinsville Speedway on Nov. 1, courtesy of Shell.

Because the Champions of Safety sweepstakes will give the damage prevention community another incredible opportunity to reach homeowners and professionals with the 811 message through the summer digging season, CGA and Shell have created a toolkit of marketing materials, hosted on the CGA website [here](#), to help all stakeholders spread the word.

In addition to Shell, the Champions of Safety sweepstakes has been made possible by Arizona 811, Citizens Energy, Dig Safely New York, Energy Transfer, Enterprise Products, Indiana 811, the Indiana Pipeline Awareness Association, MISS DIG System, the Northern Indiana Public Service Company, Pacific Gas & Electric, USIC and Vectren.



14th International Locate Rodeo

Celebrates Locating Excellence

On Saturday, Aug. 1, Georgia 811 and the National Utility Locate Contractors Association (NULCA) hosted the 14th International Utility Locate Rodeo (Locate Rodeo) in celebration of nearly a decade and a half of locating excellence.

The mission of the Locate Rodeo is to be the pre-eminent event for utility locate technicians. Locate Rodeo is designed to celebrate the art and science behind the craft of underground utility locating; it recognizes and serves as the cornerstone for promoting high quality and achievable standards in the industry.

“The locate rodeo is a great way to honor the men and women who locate underground utilities and to showcase to the world how their hard work keeps residents safe,” said Claudette Campbell, president and CEO of Georgia 811.

Georgia 811 and NULCA would like to congratulate this year’s Locate Rodeo winners!

GAS DIVISION

First Place:

Frankie Henry, RHD Services, Inc.
(\$2,200 combined winnings)

Second Place:

Ashely Goodwin, USIC
(\$500 winnings)

Third Place:

Scotty Davis, Atlanta Gas Light
(\$250 winnings)

POWER DIVISION

First Place:

Russell Brock, Georgia Power
(\$2,200 combined winnings)

Second Place:

Eric Andersen, USIC
(\$500 winnings)

Third Place:

John Davison, G-Tel Engineering
(\$250 winnings)

TELECOM DIVISION

First Place:

Tyler Layman, S&N Locating Services
(\$2,200 combined winnings)

Second Place:

Kevin Grigsby, USIC
(\$500 winnings)

Third Place:

Ryan Mathieson, Frontier Utility Locating
(\$250 winnings)

WATER DIVISION

First Place:

Tommy Toombs, USIC
(\$1,200 combined winnings)

Second Place:

Don Conner, Clayton County Water
(\$500 winnings)

Third Place:

David Waddell, City of Tallahassee
(\$250 winnings)

LOCATE FROM HELL

First Place:

Jim Davidson, USIC
(\$2,200 combined winnings)

Second Place:

Ashley Goodwin, USIC
(\$500 winnings)

Third Place:

Russell Brock, Georgia Power
(\$250 winnings)

Winners from left to right:

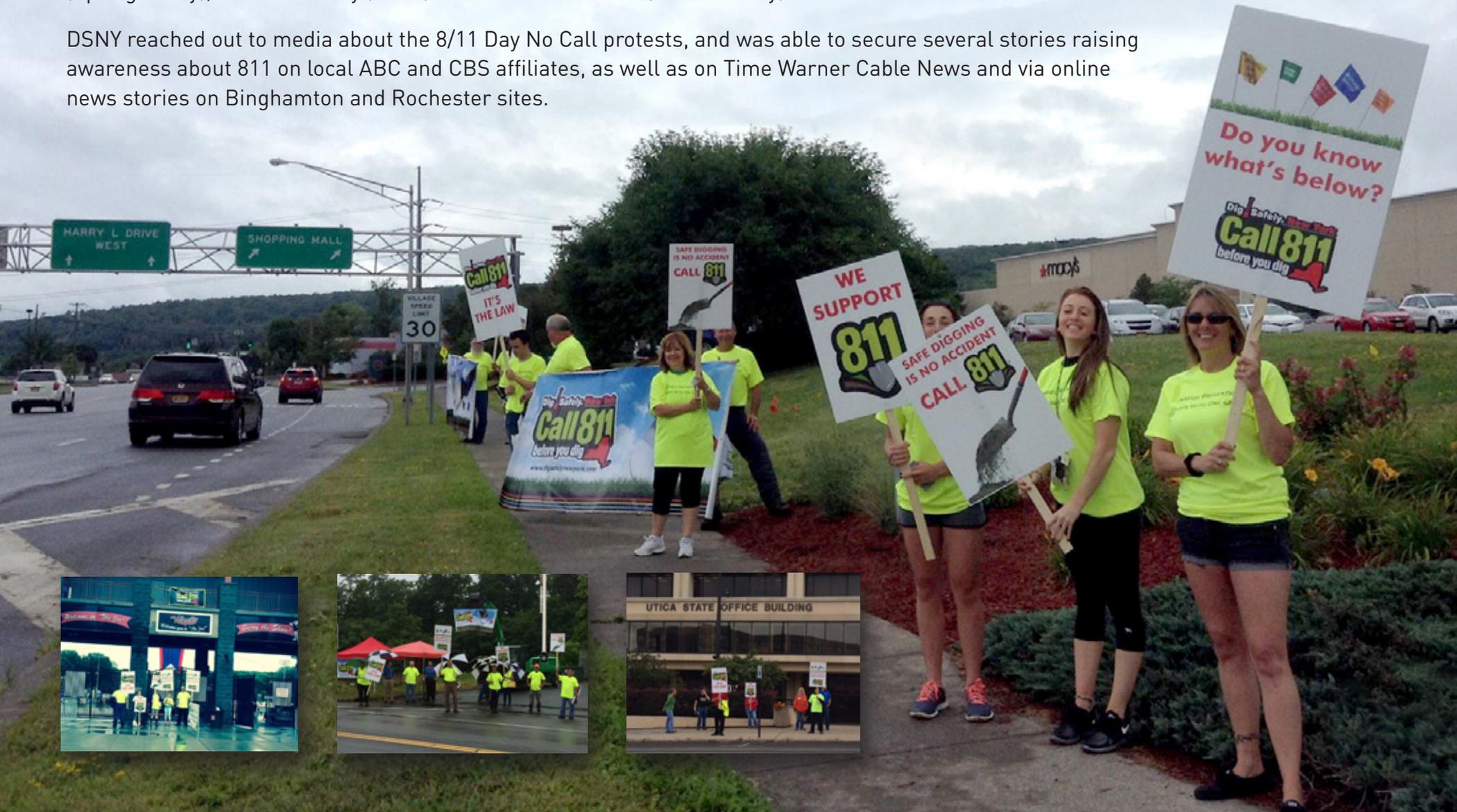
Tyler Laymen, Jim Davidson,
Tommy Toombs, Frankie Henry
and Russel Brock.



Dig Safely New York's 8/11 Day "No Call" Protests

To raise awareness about the importance of calling 811 before digging on 8/11 Day 2015, Dig Safely New York (DSNY) organized a series of statewide "No Call" protests. 811 supporters gathered at six locations spanning New York's capital region (Troy), central region (Syracuse), the Genesee Valley (Rochester), the Hudson Valley (Spring Valley), Mohawk Valley (Utica) and the southern tier (Johnson City).

DSNY reached out to media about the 8/11 Day No Call protests, and was able to secure several stories raising awareness about 811 on local ABC and CBS affiliates, as well as on Time Warner Cable News and via online news stories on Binghamton and Rochester sites.





Pipeline Safety
& Awareness
Symposium

ThePipelineSymposium.com



Water & Sewer
Infrastructure Protection
Symposium

TheWaterSewerSymposium.com



Fiber Optic Asset Protection
Symposium

TheFiberSymposium.com



International Locating
Professionals
Symposium

TheLocatingSymposium.com

New Industry Symposiums in 2016!

Industry-specific symposiums designed to bring participants together to share their knowledge and expertise. Offered as part of the CGA 811 Excavation Safety Conference & Expo.



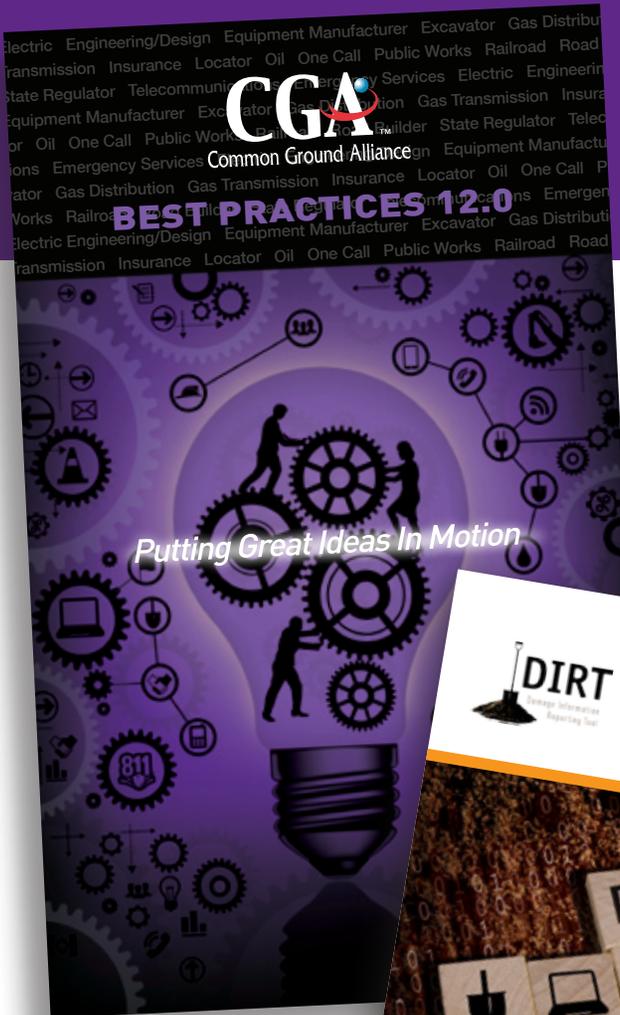
The Mirage, Las Vegas
March 8-10, 2016

Use this code when
registering:
CGASep15



CGAconference.com
866.279.7755

CGA Safety Materials Now Available for Ordering



CGA Best Practices 12.0, 2014 DIRT and 811 Safety Education Videos

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



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

V A U L T

Online Resource for Managing Damage Prevention

V A U L T is a comprehensive, easy-to-use directory of technologies, solutions and contact information for the Damage Prevention industry.



www.cga-vault.com