



New Year...New Changes!

New Year, New Logo, New Office and a New Face

As we begin our work together in 2019, the Common Ground Alliance is excited to announce that the new year is bringing some exciting new changes to our organization.

A new logo

As we approach our 20th anniversary, CGA has embraced a refreshed visual representation of our logo. Set to be formally unveiled at the CGA 811 Excavation Safety Conference & Expo in Tampa, Fla., our new logo retains elements of the original one, while integrating color components from the 811 brand for a stylized look.

Specifically, the deep blue of the new logo is pulled directly from CGA's original version, while the green shapes underneath reference the 811 color palette.

CGA members can be on the lookout for guidance on brand guidelines and usage. The Canadian Common Ground Alliance and Regional Partners will be integrating the revamped logo into their identities in phases.

While CGA does not expect its new logo to become an immediate replacement across the industry, the association does ask that as materials with the original logo are depleted, new materials featuring the new logo are created.

Our new office

We're pleased to announce the opening of CGA's new office, which is located at 908 King St., Suite 330, Alexandria, VA 22314. Please be sure to update your records!

A fond farewell and enthusiastic hello

First, after six years of service as CGA's accounting and operations manager, Kay Rutkowski retired at the end of 2018. We appreciate all of Kay's contributions to CGA, and wish her well as she gets to enjoy additional time with her family.

I am pleased to introduce the newest member of the CGA family, Kathleen Manor, who will serve as accounting & operations manager moving forward.

Kathleen most recently was a tax senior analyst at McLane Company, Inc., a grocery and foodservice supply chain service provider in Texas. Prior to that, Kathleen served in management roles for more than a decade at Frazier & Deeter, LLC, a nationally recognized public accounting firm in Atlanta.

Please join us in welcoming Kathleen, and look for additional information about our new logo in your inboxes soon!



2019 811 Communications Plan & Calendar Released!

For the ninth consecutive year, CGA has released its 811 Communications Plan & Calendar to help members promote the national call-before-you-dig number and damage prevention educational campaigns.

From case studies that can help you re-create fellow members' successful campaigns, to attention-grabbing infographics, templated media materials, sample social media messages, CGA's Graphic Standards Guide and more, the 2019 811 Communications Plan makes it easier than ever to inspire your creative educational efforts this year.

Our members' dedication to sharing the important call-before-you-dig and damage prevention message has been critical in moving CGA toward its goal of zero damages. Despite CGA having no national advertising budget, the cost of the media exposure earned in 2018 if it were sold as advertising space would top \$5.5 million. Last year also continued a 10-year streak of topping the previous year's Call811.com traffic figure: 2018 was once again the most successful year in the history of Call811.com, with visits up 23 percent versus the year prior.

How to use the Plan

The 2019 811 Communications Plan and Calendar contain a wealth of resources to help you plan your National Safe Digging Month (NSDM) and 8/11 Day outreach, in addition

to case studies, media materials and how-to information that can be used all year round to educate a range of audiences about 811.

You can find the new 2019 Communications Plan and Calendar by selecting "Toolkits" under the "Tools & Resources" navigation on www.CommonGroundAlliance.com. On the 811 Communications Plan directory page, you can download the full Plan and Calendar to review the complete suite of tools – or you can download sections of the Plan most relevant to you, whether that's NSDM case studies, 8/11 Day media materials or the Governor's Proclamation Toolkit.

Make sure that you download and read the 811 Graphic Standards Guide if you plan to use the 811 logo in any of your marketing materials this year.

New Additions in 2019

New to this year's plan are a revamped suite of social media messages for use throughout the year, colorful and informative infographics, a new toolkit to help members communicate through natural disasters – and there is plenty more to come throughout 2019!

The 811 Communications Plan is a living document, which CGA regularly adds to and updates throughout the year, so be sure to check often for new content. Equally important is remembering to sunset outdated content – be sure that you are using CGA's most up-to-date infographics, for example.

Best of luck with your 2019 campaigns!



FRESH DIRT

As the calendar turns to 2019, it's time to wrap up 2018 by entering your data. Hopefully, the revised questions for damages and near misses occurring on or after Jan. 1, 2018 will not be a surprise for DIRT users, as the Data Committee has been spreading the word about this for months.

A question that will surely come up is: Can a company that hasn't made the transition still enter 2018 data? The short answer is YES. These are the new questions in DIRT:

- Did event involve a cross bore?
- Was facility operator exempt from one call membership?
- Minimum depth from grade
- Was excavator/excavation exempt from 811 notification?
- Was work area white-lined?

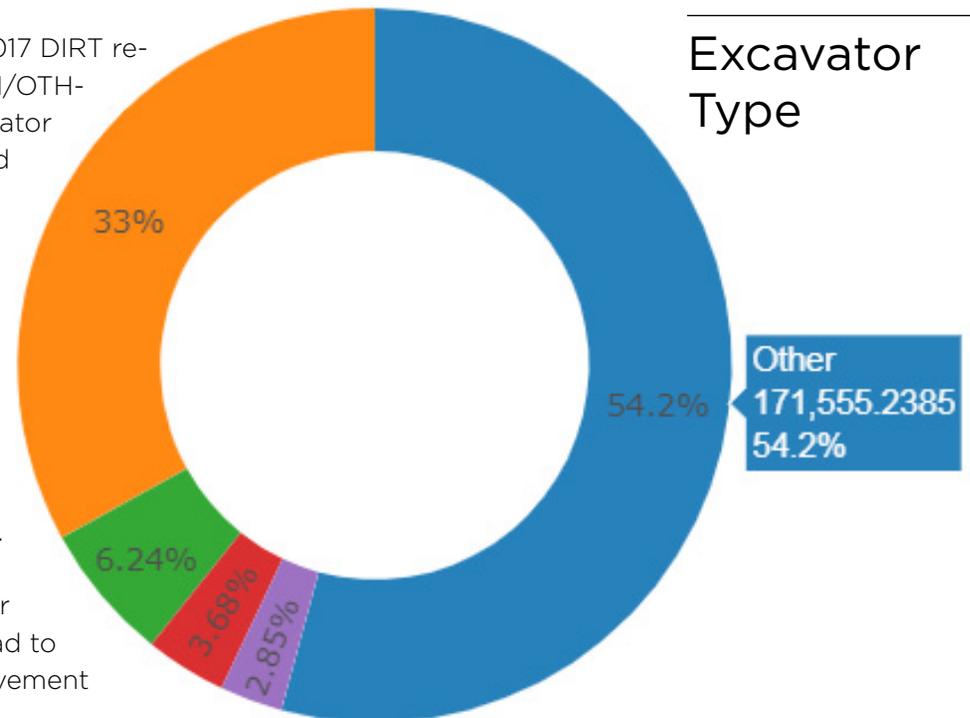
None are mandatory, so UNKNOWN may be used if necessary.

Root Causes have been revamped, and there is not always a one-for-one migration from the old to new form, but UNKNOWN could be used if data is lacking to pick another choice.

Lastly, DATA NOT COLLECTED (DNC) has been removed as an option for all questions where it appeared, but again UNKNOWN can be used as an alternative if necessary. That said, please don't interpret this as encouraging use of UNKNOWN for these situations. While doing so may allow you to tick-the-box that you entered your data for last year, it should not be the permanent solution.

Over 50 percent of 2017 DIRT reports had UNKNOWN/OTHER/DNC as the Excavator Type. Work Performed and Equipment Type also had over 50 percent of UNKNOWN selections. More 2017 DIRT reports had all three questions answered UNKNOWN (38 percent) than all three with a "known" selection (16 percent). These are all original DIRT questions. Better quality data would lead to better focused improvement opportunities.

Whether the question is new or old, good quality data is needed for DIRT to provide the most value for the damage prevention industry. Use UNKNOWN if you must to load your 2018 data, particularly for the new questions. But if you find yourself answering DIRT questions with UNKNOWN to "just get it loaded," may we suggest a new year's resolution to review your data collection practices to see if you can start capturing some of this missing data going forward. More information about the new questions and changes to the DIRT form can be found in the "New DIRT Field Form Toolkit" which can be accessed from the CGA website [here](#).



811 Float Brings Home Award from the 2018 Rose Parade

Jim Schwilk, vice president, Underground Service Alert of Southern California

Dec. 26 at 8 a.m.: The warehouse gates and doors opened, and the 2019 Rose Parade decorating week started right on schedule. A total of thirteen floats were waiting to be covered in seeds and flowers.

811 was once again a part of this adventure. Thousands of volunteers poured in and out over the following five days to get everything ready for judging day and then the long journey to the parade route.

At last, all was completed as the judges made their way from float to float looking at every detail. It wouldn't be until the next day, Jan. 1, at 6 a.m. we would find out that once again, Fiesta Parade Floats and 811 had another award-winning float, The Past President's Award. Things seemed to be going perfectly. We loaded our riders, representatives from the notification centers and two-time Olympian Cliff Meidl, and headed to the stands to watch.

The parade started right on time with a flyover from the stealth bomber, and excitement was in the air. Float after float, band after band made their way

down Orange toward Colorado Blvd. – our float was scheduled to close the parade. Normally, this is a preferred position in the parade as viewership is highest nationally from the middle to the end of the parade. However, an unfortunate series of events took place that would

change this outcome and cause 811, a band and another float to be cut from national coverage.

A float that was two ahead of us broke down before it made the sharp turn onto Colorado Blvd. A small fire was ignited but was extinguished very quickly. As the tow truck moved in, more delays took place and the parade, for the first time in history, was thrown for a loop. Eventually, we made it onto “camera corner” where the crowd erupted in cheers and applause, but the cameras were only recording, not broadcasting.

As the float was turning, the parade was stopped a second time due to an issue with the tow on the broken-down float. They had to call in a second tow truck. Once the



parade began again, our riders were greeted with hundreds of thousands of spectators cheering and yelling for 811.

It wasn't the outcome anyone wanted or expected. However, in the days to follow, the outpour of social media posts, shares, newspaper articles, TV news stories, replays and website hits showed an increased interest in not only the float and parade but the awareness of what the float represented, 811 and safe digging.

We hope to participate in the 2020 Rose Parade spreading 811 across the nation. Thank you to ***Fiesta Parade Floats, the florists, DigAlert, USA North 811, Georgia 811, Blue Stakes of Utah 811, JULIE Inc., Colorado 811, Ohio 811, North Carolina 811, Southern California Gas, Phillips 66*** and the ***hundreds of other volunteers*** who worked on our float.

To view more pictures and videos, please visit 811roseparade.org.



Indiana and Kentucky 811 Celebrate their Damage Prevention Legacy at Annual Regional Conference

In the fall, title sponsors Indiana and Kentucky 811 welcomed facility operators, locators, excavators, regulators, engineers and other professionals who work near underground facilities to the sixth annual Midwest Damage Prevention Training Conference (MWDPTC).

With a snowy backdrop, the conference returned to French Lick, Ind., at the historic French Lick Resort from Nov. 14-16, where more than 530 damage prevention stakeholders from across the country gathered to network and take advantage of various training and educational opportunities.

In honor of the opening dates of Indiana 811 (1981) and Kentucky 811 (1987), the MWDPTC kicked off with a retro-themed 811 Classic Welcome Reception, celebrating the damage prevention industry's legacy throughout the region. Guests enjoyed an 811 vintage-themed costume contest, special living statue party

guests, a stroll on the green carpet, and the opportunity to network with more than 45 vendors throughout the exhibit hall, as well as fellow guests. Attendees also had the chance to participate in networking events as part of their MWDPTC experience, selecting from horseback riding in the hills of southern Indiana, golf at the Donald Ross course, or a turkey shoot at Lost River Game Farm.

This year, attendees heard from two featured speakers as crowd-favorite safety trainer David Miguel delivered a motivational morning keynote address, and two-time U.S. Olympian and utility damage survivor Cliff Meidl pre-

sented a speech during lunch. Their compelling presentations were bolstered by the conference's most robust set of all-conference and breakout sessions yet. Industry-leading subject matter experts discussed topics including damage prevention's role in spotting illegal activity, the intricacies of gas migration, case studies from the Indiana Underground Plant Protection Advisory Committee, real stories from PHMSA's Accident Investigation Division and more! The 2019 MWDPTC is set to return to French Lick on November 6-8, 2019.



news briefs

Dig Safely New York's excavator outreach warmed stomachs and hearts

In pursuit of enhancing relationships with local excavators, landscapers and nurseries who work hard to protect their communities, Dig Safely New York, Inc. (DSNY) brainstormed a special surprise.



For the first time in 2018, DSNY hit the road and traveled to work sites to give thanks (and treats!) to those digging safely. From warming workers up with hot chocolate on cold work sites in January, to offering a quick relief from the heat in the form of ice cream sandwiches in August, those working safely were surprised and thankful to be thought of.

Work site visits were facilitated by first mapping out each month of 2018 and designating a timely food holiday to be celebrated. Next, location requests were reviewed to ensure those digging had intentions of doing so safely. Finally, by using the addresses on the location requests, DSNY employees would travel to work sites, surprising those onsite with a tasty treat.

Following the surprise, DSNY shared the experience on social media. As of December 2018, these national food day deliveries

have generated a total of 15,697 impressions and engagements on social media. DSNY is excited to continue celebrations into 2019.

Diggers Hotline makes software shift

At 7:00 p.m., Jan. 9, 2019, Diggers Hotline, Inc. successfully deployed GeoCall, its new software platform provided by Progressive Partnering, Inc. (P2, Inc.).

"The Diggers Hotline staff did an excellent job of preparing for the deployment; it was as if the agents had been using the system for years," said Bill Turner, president of P2, Inc.

The transition was extremely smooth, with a few notifications coming in before midnight. By morning, the contact center was operating normally with a moderate call volume for this time of the year.



Ben Zweifel, executive director of Diggers Hotline, Inc., relayed that "Progressive Partnering and their partners from Alabama and Tennessee were both helpful and accommodating to make sure our deployment was a success. The efficiencies and stability of the GeoCall product should be realized by both staff and customers."

Kansas 811 sponsors Missouri CGA Summit

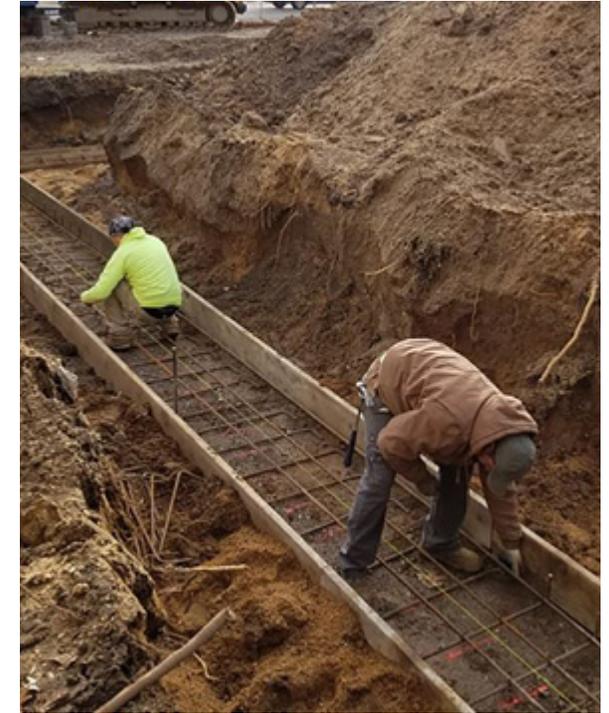
The Missouri CGA Damage Prevention & Excavation Safety Summit took place at the Ozark Empire Fairgrounds in Springfield, Mo. on Dec. 5-6. Kansas 811 was a proud sponsor of this event. Kansas 811 Public Relations Coordinators Russ Baxter and Max Pendergrass had a booth set up so that they could hand out safe digging information and well as other giveaways.

Harold Nelson with Atmos Energy and Tina Beach with CHS Pipeline also assisted at the booth. The 1,500+ attendees were able to attend educational classes as well as visit the showroom floor and visit with the vendors.

Louisiana 811 brings the safety message to children

On Dec. 13, Louisiana 811, along with other stakeholders, supported Kid Energy in a school tour initiative in East Baton Rouge

Parish and attended several of the other school shows! Kid Energy did a fantastic job of informing the kids about 811.



New York 811's busy new year

Just after the new year, New York 811 (NY811) worked with Aventura Construction in Oceanside, N.Y., as the contractor prepared to pour some concrete for its new building. On Jan. 10, the one call center hosted an excavator training and education program with Mahoney Associates in its Bohemia office. Finally, on Jan. 11, NY811 presented critical safety information to contractors at the Long Island Contractors Association's annual meeting in Hauppauge.



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"There [are] just so many things to see, so many people to visit with, so many great sessions. I would totally recommend this conference to anybody."

- Andrea Stainback, CenturyLink, 7-time attendee

94% of surveyed attendees stated that information obtained will help them implement change at work.

March 26-28, 2019 | Tampa, Florida

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Common Ground Alliance

CGA Safety Materials Available for Ordering

2017 DIRT & 811 Safety Education Videos

To get your copy of the 2017 DIRT [click here](#), to order our videos please [click here](#) and look for the appropriate buttons to order.

