

Update

A Monthly Newsletter of the Common Ground Alliance

CGATM
Common Ground Alliance
May 2015



Another Winning Year for Victor Espinoza and 811

Photo: Associated Press

811 and Victor Espinoza Take the first Two Jewels of the Triple Crown Once Again!

For the second year in a row, 811 and Victor Espinoza have ridden to victory in both the Kentucky Derby and Preakness Stakes, earning **unprecedented national exposure** for the call before you dig number!

Between the Derby and the Preakness, more than **27.8 million viewers** watched Victor take first place in both races while wearing 811 on his boots and saddle – not to mention his iconic 811 hat worn in pre- and post-race interviews.

The exposure earned for 811 in both races totaled more than a combined **five minutes** of the NBC broadcast and would have cost **\$4.3 million** to purchase as advertising.

This incredible platform for spreading the safe digging message translated directly into higher traffic on call811.com, presumably among people who saw the 811 logo and sought more information about the public safety service. On Derby Day, traffic to call811.com was up 53 percent from Derby day 2014, of which 59 percent of site visits came from mobile devices and 64 percent came from search engines. Call811.com site traffic on Derby and Preakness days during 2014 and 2015 was up 139 percent compared to the two years prior.



This tremendous exposure for 811 and damage prevention was made possible by a collaborative effort of nearly 40 CGA members, including: Alabama 811, Atmos Energy, Avista, Baltimore Gas & Electric (BGE), Colorado 811, ConEd, Dig Alert (Underground Service Alert of Southern California), Dig Safe System, Dig Safely New York, Duke Energy, Enbridge, Enterprise Products, Georgia 811, Iowa Pipeline Association, Kentucky 811, Kinder Morgan, Magellan Midstream Partners, Miss Utility of Maryland/D.C., Montana 811, Nebraska Pipeline Association, New York 811, North Carolina 811, One Call Concepts, Oklahoma 811, Ohio Utilities Protection Service, Pacific Gas and Electric, Pennsylvania 811, PPL Interstate Energy Company, Premier Utility Services, Rhino Marking and Protection Systems, Shell, SoCalGas (Southern California Gas Company), Sunoco Logistics, Sunshine 811, Texas 811, UGI Utilities, USA North 811 and Virginia 811.

Thank you to our sponsor-members for making this effort possible, and to all members who helped spread the word in advance of the Derby and Preakness. Click [here](#) to see some of the ways members talked about the 811-Victor connection throughout the month. We look forward to cheering Victor and 811 on as they take on 600 additional races as part of this sponsorship effort in 2015.

CGA members interested in continuing to capitalize on Victor's 811 sponsorship can consider airing or posting his English or Spanish 811 PSA, which is available in the [here](#).

Photo: Evers Photo

More National Safe Digging Month Efforts from Around the Country

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.

As a result of members' efforts, traffic to Call811.com in April 2015 increased greatly, up **46 percent** from the same time last year, and unique visitors were up **48 percent**.

CGA Members Spread the National Safe Digging Month Message

The American Farm Bureau Federation featured 811 safety messages on its Facebook during April, reaching a critical audience as identified by the last several DIRT Reports.

The American Fence Association promoted 811 during April on its Facebook and Twitter accounts, and also ran an article about 811 in its May-June newsletter publication.

The American Gas Association's True Blue Natural Gas energy blog posted about the importance of calling 811 in early May, chronicling some of its members' Safe Digging Month efforts across the country.

To help spread the National Safe Digging Month message and remind Maryland homeowners to call 811 to contact Miss Utility before digging for their projects this spring, **Baltimore Gas and Electric (BGE)** secured an in-studio interview on FOX 45 in Baltimore on April 22. Marc Haines from BGE gave a detailed overview of the types of projects that require a call to Miss Utility, and for a compelling visual, he also showed viewers what can go wrong if they don't call by displaying a shovel that had been melted when an excavator struck an underground utility line.

The **Hispanic Contractors Association** of the Carolinas posted the Spanish version of the Victor Espinoza PSA on its Facebook page.

Nebraska811 recognized the winners of its Pirate Adventure Safe Digging Poster Contest at the State Capitol in conjunction with Governor Pete Ricketts' proclamation of April 2015 as Safe Digging Month on April 8. Winners will receive an onsite educational presentation including a tree planting, a park bench and a cookie party. Nebraska811 also kicked off its sponsorship of the Omaha Storm Chasers baseball team in April with a new on-field promotion called Player Pictionary, in which contestants guess which player is depicted in a drawing solicited via social media.

New York 811 will sponsor the New York Mets' post-game press conference on a Spanish-language TV station several times



Northern Indiana Public Service Company (NIPSCO) is sponsoring an 811 wrapped Speedway Concrete Aggregate Supplies mixer truck.. (See next page)

throughout the season and on 8/11 Day. Video from an April press conference is available on the [Mets' website](#). As part of the sponsorship, the 811 logo was featured on the microphone used by players and coaches, and New York 811's logo was on table cards in front of them.

In Indiana, Northern **Indiana Public Service Company (NIPSCO)** partnered with Speedway Concrete Aggregate Supplies to unveil a concrete mixer truck with a new look on April 23. The revolving drum of the new truck was decorated with high-impact graphics displaying 811. The graphics were sponsored by NIPSCO, and the unveiling was covered by WPTA-TV 21 Alive ABC in Fort Wayne.

The Nevada Regional Common Ground Alliance (NRCGA) partnered with **AHERN**



Rentals to display the NRCGA "Call Before You Dig" banner at its equipment return area to promote a better, safer Nevada.

Rhino Marking and Protection Systems and **Gopher State One Call** promoted 811 at the Scott Soil and Water Conservation District's

tree pick up event in Minnesota on April 24. Rhino donated 811 tree tags, T-shirts, and Gopher State One Call donated 811 brochures for the event.

Jefferson County, Texas **Judge Jeff R. Branick** presented **Shell Pipeline** with a proclamation recognizing April 2015 as Safe Digging Month, as did Chambers County Commissioners' Court.



Chambers County Commissioner Brent Weaver, Precinct 2; Commissioner Eddie Arnold, Precinct 1; Mr. David Janwich, Maintenance Supervisor, Port Arthur; County Judge Jeff R. Branick; Mr. Phil Barker, Shell Pipeline Company LP, Public Awareness/Damage Prevention; Commissioner Michael Sinegal, Precinct 3; and Commissioner Everette "Bo" Alfred, Precinct 4.



Rhino Marking tree pick up event with 811 wraps.

To help homeowners understand the 811 process, **Tennessee 811** secured a 90-second spot on Nashville's NewsChannel 5, which airs across all of middle Tennessee. The segment was shot live in Nashville, and walked homeowners through the locating process so that they understand what is happening on their property after they call.

The Texas Pipeline Awareness Alliance aired commercials featuring “call 811” and other pipeline safety messages on 38 English network affiliates covering every market in the state, as well as 20 major Spanish stations in Texas. Online ads on TV websites across Texas were also deployed, which generated 3.5 million impressions in the 2014 effort.

The UGI Damage Prevention Team was joined by representatives from the Wilkes Barre Construction and Maintenance Department to promote the 811 message at a “Touch a Truck” event at Good Shepard Academy in Pennsylvania. Good Shepard students also participated in an 811 poster contest in April to reinforce the safety message.



PHMSA partnered with CGA to spread the 811 message at the annual Fire Department Instructors (FDIC) conference, the world’s largest firefighter training gathering. Indiana 811 and Kentucky 811 joined CGA outside the convention in Indianapolis’ famous Chicken Limo with a banner that said,

“Don’t become a Fried Chicken. Call Before You Dig,” throughout the city for a unique and memorable way to spread the call 811 message.

CGA worked with the U.S. Senate on a resolution proclaiming April as National Safe Digging Month once again this year.

“NSDM efforts in April increased traffic to Call811.com greatly, up 46 percent from the previous year.”



Improving Your DIRT DQI Score

By Steven Blaney, DIRT Program Manager

As discussed in April's CGA Update, the DIRT Data Quality Index (DQI) is a measure of how well data submitters provide answers to the questions that could be left blank or answered OTHER or NOTCOL (not collected). DIRT questions are weighted on the value they provide to damage prevention analysis, with Root Cause having the greatest weight.

A review of the data submitted by CGA stakeholders reveals some "low-hanging fruit" with regard to improving DQI scores with better Root Cause reporting. A review of the comments in the free-text field alongside Root Cause options reveals that in many cases there is sufficient information to make a better root cause choice. Below are examples of selected root causes and associated comments, followed by a recommended root cause selection:

- **"Excavating without notification," "Locates were not called for," and "Dug outside requested area"**
Recommended Root Cause: No notification made to the One Call Center.
- **"Started digging before time of locate request," and "Started excavation before locate was complete"**
Recommended Root Cause: Notification to one call center made, but not sufficient.
- **"Abandoned facility"**
Recommended Root Cause: Abandoned facility
- **"Marks destroyed"**
Recommended Root Cause: Failure to maintain marks

- **"Failed to expose"**
Recommended Root Cause: Failure to test-hole (pot-hole)
- **"Line was not on locator's map"**
Recommended Root Cause: Incorrect facility records/maps
- **"Located incorrectly"**
Recommended Root Cause: Facility marking or location not sufficient
- **"No tracer wire"**
Recommended Root Cause: Facility marking or location not sufficient, or Facility could not be found or located.

(NOTE: The first recommendation would apply if the marks were made but not accurate. The second would apply if the marks were not made at all.)

Following are examples where something other than OTHER or NOTCOL was chosen, but a better root-cause selection was available:

1. NOT LOCATED	No Locate request.
2. CALL CENTER	No notification made to the one call center
3. INSUFEX	Out of dig area
4. INSUFEX	No notification made to the one call center
5. INSUFEX	Expired locate

Recommended Root Cause (for each):

1. No notification made to the One Call Center. Facilities were NOT LOCATED, but apparently because no locate request was made. NOT LOCATED is a choice under Locating Practices Not Sufficient and applies when facilities are not marked in response to a locate request.

2. & 4. CALL CENTER is for issues such as incorrectly entered data, ticket transmission failures, stakeholder omissions (failure to transmit the ticket to a facility operator that should have received it), et al. No notification made to the one call center is the best root cause selection here.

3. If an excavator is digging beyond the area covered by the one call ticket, they are working without a valid ticket, and the root cause is No notification made to the one call center.

Insufficient Explanation Examples:

1. INSUFEX	Abandoned
2. INSUFEX	Failure to maintain clearance
3. INSUFEX	Insufficient marking
4. INSUFEX	Marks destroyed
5. INSUFEX	Failure to support exposed facilities
6. INSUFEX	Failure to use hand tools where required
7. INSUFEX	Failure to verify location by test-hole (pot-hole)

Recommended Root Causes in matching order:

1. Abandoned facility
2. Failure to maintain clearance
3. Facility marking or location not sufficient
4. Failure to maintain marks
5. Failure to support exposed facilities
6. Failure to use hand tools where required
7. Failure to test-hole (pot-hole)

INSUFEX is intended to be a "catch-all" if one of the other available choices under **Excavation Practices Not Sufficient** does not fit. When they do fit, choosing them will make for more accurate and meaningful analysis, which leads to better targeted improvement opportunities.

The DIRT [website](#) includes a User's Guide that assists users in making proper selections for the DIRT questions. Stakeholders are encouraged to review the User's Guide, and look for opportunities to exercise better quality control during field investigations, follow-up and DIRT data entry.

If you have questions, or would like to discuss appropriate root cause selection based on the circumstances of an event, please submit a feedback item by using the "Contact Us" link on the DIRT Main Menu page.



Flagshooter's Fox Business Segment Promotes 811

FlagShooter, which manufactures a combination utility paint marking and flag insertion product, secured a promotional segment on Fox Business that included important messages for both homeowners and professionals about the importance of calling before digging in addition to highlighting its product.



The segment aired four times on May 16, and reached 80 million households via the Fox Business Network. You can view the four and a half minute segment [here](#).

Thanks to FlagShooter for including 811 in this media opportunity!

Marathon Pipe Line's 8/11 Day Plans Include Baseball and Landowner Outreach

With 8/11 Day quickly approaching, Marathon Pipe Line LLC (MPL) is busy planning a unique awareness event.

On Aug. 11, MPL will sponsor three minor league baseball teams in cities close to some of its pipelines. The teams include the Louisville Bats, Indianapolis Indians and New Orleans Zephyrs. All of the sponsorships will be used to further emphasize the importance of calling 811 before digging.

MPL has invited Kentucky 811, Indiana 811, and Louisiana One Call to partner with the company to

raise awareness about the 811 message at each game. The one-call centers will be able to set up an 811 mobile display at each of their respective baseball games.

MPL's 8/11 Day celebration will extend beyond the game sponsorships. In an effort to further build relationships with landowners along their pipelines, MPL will host an event for up to 250 landowners and their families at each game. The landowners will receive free tickets and have the opportunity to win more than \$1,000 in prizes.

"At MPL, we look at events like this as a great way to spread the safe digging message while working to earn the trust of our landowners," said Karen Byers, MPL damage prevention supervisor. "These residents are one of our most important assets in maintaining

the integrity of our pipelines. These events are a way to get to know them personally and thank them for their role in protecting our pipelines."



Marathon Pipe Line LLC
proudly presents
NATIONAL 811 DAY



West Virginia Damage Prevention Committee & NSDM

Compiled by: Mark Newman, NiSource and WVDPC

The West Virginia Damage Prevention Committee (WVDPC), a CGA Regional Partner, and West Virginia 811 were extremely busy during the month of April.

Governor Earl Ray Tomblin issued a proclamation declaring April as Safe Digging Month for West Virginia, as well as writing a column that was published on his website encouraging residents to always call 811 before any digging project.

WVDPC also teamed up with damage prevention partner Highway Safety to spread the "Call 811 Before You Dig" message

to residents in Charleston, W.Va. A large portable road sign was placed at the entrance to Frontier Communications and Columbia Pipeline Group.

Articles were also provided to numerous media outlets reminding homeowners that "Calling 811 is your first step to digging safely."

Additionally, WVDPC has been discussing how to strengthen West Virginia's damage prevention program.

West Virginia811 will be featured in an upcoming episode of "Hunting in the Sticks." Greg Harbour, of Kinder Morgan, will be seen navigating the famous 811 fishing boat around

Stonewall Resort. Greg also serves as Treasurer on the West Virginia 811 Board of Directors.

“WVDPC and West Virginia 811 were extremely busy during the month of April.”

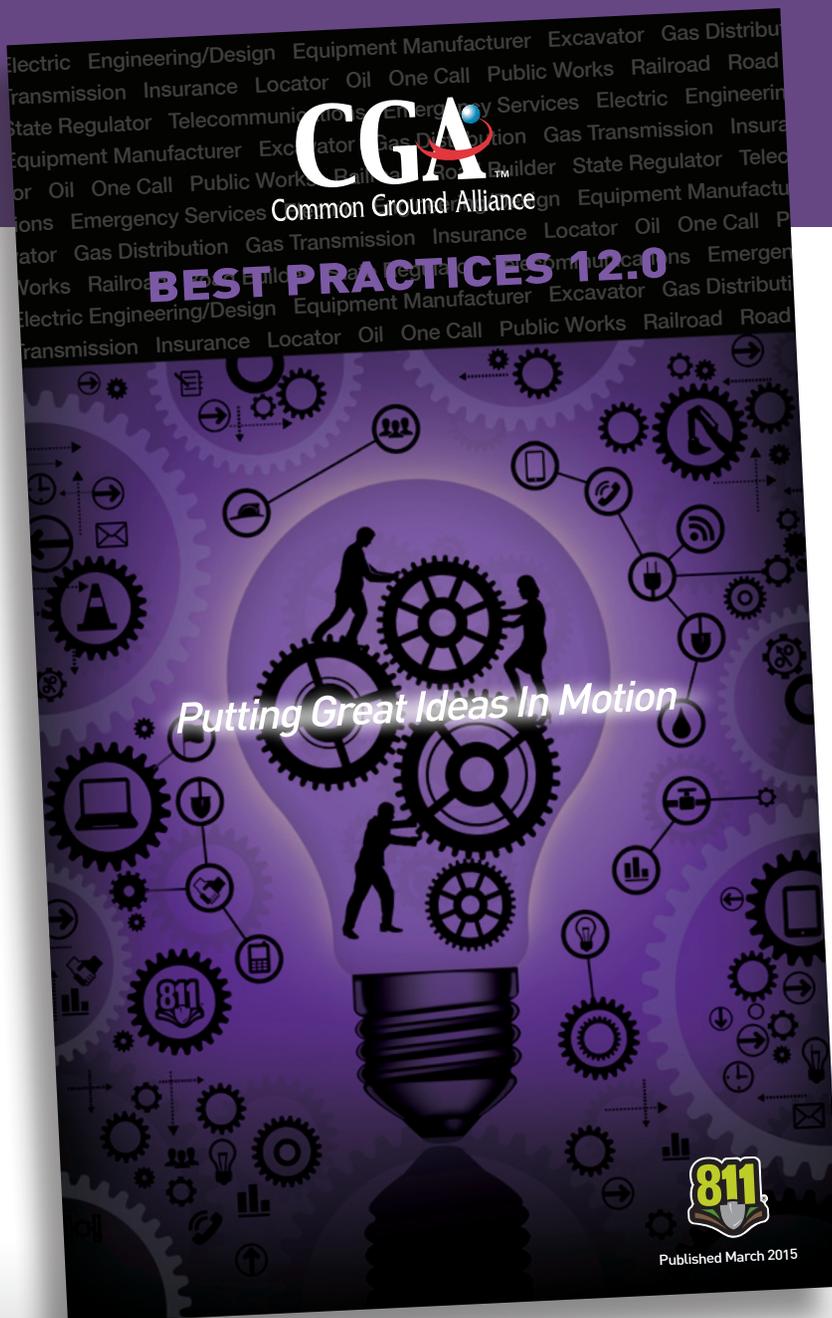


Before You Dig, Call 811

From The Governor's Desk: A weekly column by Gov. Earl Ray Tomblin

We in West Virginia are known for our hard-working attitude. We don't shy away easily and we are accustomed to rolling up our sleeves and getting to work. Spring is officially here and we are seeing warmer temperatures, blossoming flowers and crisp green foliage. For many of us this may also mean a new to-do list, complete with several do-it-yourself home projects. Whether you are landscaping your front lawn, putting in a new mailbox or constructing a fabulous deck, it is extremely important to put your safety first. In order to keep yourself and those around you safe, you must know what lies below before you eagerly begin those outdoor projects.

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](#).

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