

# Update

A Monthly Newsletter of the Common Ground Alliance

811 Wins  
at the  
Preakness!



# 811 takes home fourth Preakness Stakes win!

For a fourth time, the national call-before-you-dig number has once again made history as “Call 811” rode to another Preakness Stakes victory on jockey Tyler Gaffalione aboard War of Will at the 144th running on May 18!

On the heels of 811’s sponsorship of jockey Florent Geroux in the Kentucky Derby, 811 benefitted from national TV exposure twice in the month of May.

Between the Derby and the Preakness combined, an estimated 25 million Americans were exposed to the “Call 811” branding via NBC’s national TV coverage. The nearly three full minutes of coverage that included the “Call 811” logo would have cost \$1.45 million if purchased as advertising.

Please join us in thanking USA North 811 and the following group of CGA member-



sponsors who made it possible for the national call-before-you-dig number to appear on Florent Geroux in the Derby and Tyler Gaffalione in the Preakness Stakes:

## **Winner’s Circle**

Atmos Energy and Pennsylvania 811

## **Place**

Alabama 811, Dig Safely New York, Magellan Midstream Partners and One Call Concepts, Inc.

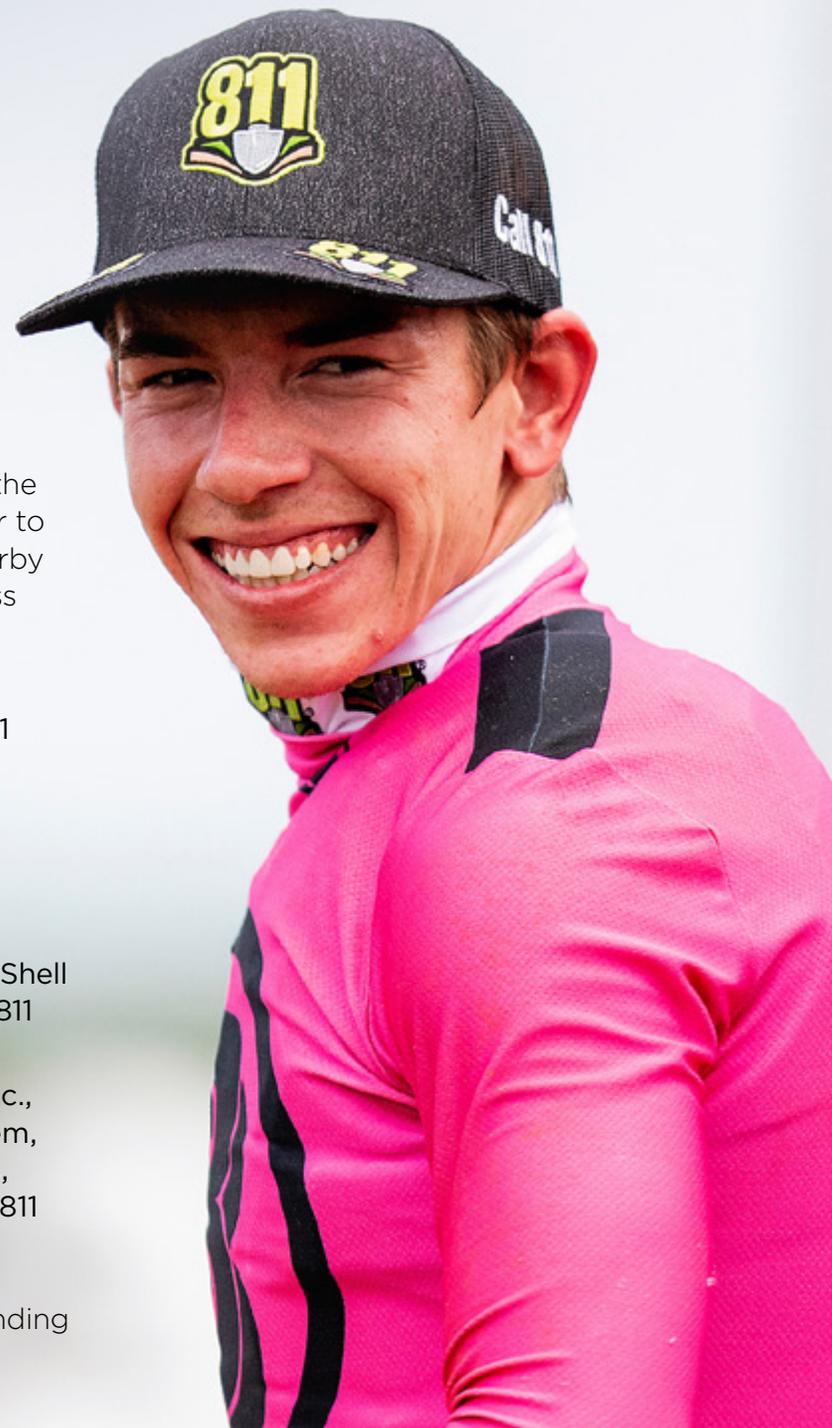
## **Show**

CPN Pipeline, JULIE, Inc., OKIE 811, Shell Pipeline Company LP and Virginia 811

## **Exacta**

Avista Utilities, Dig Safe System, Inc., Kansas 811, Missouri One Call System, Sunshine 811, Texas811, UGI Utilities, Washington 811 and West Virginia 811

Thank you for helping us make 811 history at a time of year when reminding the public to dig safely is so critical.



# More exciting National Safe Digging Month campaigns!

April marked another incredible National Safe Digging Month (NSDM) for damage prevention advocates. Congress and 23 governors once again proclaimed April as Safe Digging Month (as did the mayor of Washington, D.C.) and members' campaigns made a record-breaking year for Call811.com traffic.

Many member NSDM campaigns were recapped in the [April edition of CGA Update](#), but read on for even more creative outreach promoting 811 last month.

*Air Products* promoted NSDM with its third annual Air Products Pipeline Amazing Race, during which employees were invited to participate in a scavenger hunt around the community, spreading awareness about pipeline safety. Participants divided into teams, and challenges included tasks such as, "visit a fire department," and "educate and document outreach to at least five affected public stakeholders." The race ended



with a tree planting in partnership with Trees for Houston. As part of its NSDM efforts, the company also mailed safety posters to its contractors, sent postcards to public officials and provided an educational video to 14 local elementary schools.

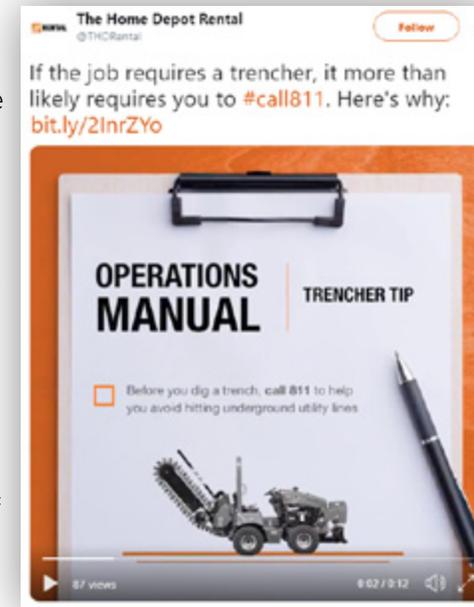
*Avista Utilities'* Deer Park Office spread 811 public awareness via a float at the Deer Park Washington Annual Settlers' Day Parade.

*CenterPoint Energy* secured NSDM proclamations from seven states and 59 cities throughout the company's natural gas and electric service territory. In some areas, CenterPoint Energy employees met face-to-face with public officials to share

the NSDM message and raise awareness of safe digging practices in local communities.

*The Central Ohio Damage Prevention Council* (CODPC) recently helped improve the South Central Commons Block Watch's garden, which provides fresh produce for community members to make healthy dinners for the local marching band and drill team while educating them about making good food choices. The organization also visited a local elementary school to teach first graders about damage prevention and how underground utility lines affect everyday life. Additionally, the CODPC presented to more than 80 design engineers and water/wastewater operators at the Southeast-Southwest District Joint Meeting of the AWWA-Ohio Section.

*National 811 partner Home Depot* shared a [Tweet](#) from its rental division promoting the importance of calling 811 before digging.



*KorTerra, Inc.* created a “locate hero” video game to help raise public awareness of both the importance of locates and the dangers locators face. It also developed a “choose your own adventure” game that allows the user to make choices about a locate and see the types of risks locators encounter regularly. The outcome changes when the user makes a new decision, and the conclusions link to real locator stories.

*Louisiana 811* spread the NSDM message through interviews on 104.5 ESPN radio and WBRZ News 2 in Baton Rouge; KLFY News 10 in Lafayette; and KPLC 7 News in Lake Charles.

The organization sponsored a New Orleans Baby



Cakes game against the Florida Marlins, where Kid Energy’s Burnie and Earl mascots were in attendance and Louisiana 811 Board Chairman James Martarona threw out the ceremonial first pitch. *Marathon Pipe Line LLC* also handed out 811 goodie bags during the game.

*The Michigan Public Service Commission* (MPSC) distributed a [press release](#) urging people to call 811, posted numerous Tweets and infographics throughout NSDM, and obtained a [proclamation](#) from Gov. Gretchen Whitmer. Chairman Sally Talberg and the manager of MPSC’s Gas Operations Section, Dave Chislea, conducted [radio interviews](#) in markets throughout the state. Media opportunities were also secured with [Crain’s Detroit Business](#) and [Comcast Newsmakers](#). Additionally, the MPSC formally approved a new, streamlined [Facility Damage Prevention Complaint form](#).

*OHIO811* participated in the 100th edition of the Findlay Market Opening Day Parade on March 28 to ring in the Cincinnati Reds’ new season. More than 200,000 spectators lined the streets of Cincinnati to see the Duke Energy bucket truck and the call before you dig float, which won second place and was spon-

sored by *OHIO811*, *Kentucky 811*, *Indiana 811*, *the Southwest Ohio Utility Safety Council* and *Duke Energy*. *OHIO811’s Miami Valley Utility Safety Council* hosted more than 200 people at its second annual dirt demonstration event on April 10 at the Greene County Fairgrounds & Expo Center. The event featured a presentation by *OHIO811*, a line locating



demonstration from *USIC*, a directional bore demonstration from *Sureshot Directional Drilling* and a hydro excavation demonstration by *Badger Daylighting*.

During NSDM, *OKIE811* began airing a new commercial during Oklahoma City Thunder games, as well as hosted its OESE Golf Tournament and Oklahoma Excavation Safety EXPO/Safe Digging Certification Workshops. *OKIE811’s* social media contest earned more than 1,600 impressions and 300 interactions, and the organization closed out NSDM by processing 85,400 tickets – a new record for *OKIE811*.

In 2019, *Pennsylvania 811* and partners secured 236 NSDM proclamations from officials, including Gov. Tom Wolf, county commissioners and local government authorities. To see a map of the proclamations, including links to the proclamations themselves, please [click here](#).

The coalition including *Air Products, CenterPoint Energy, Dow Gulf Coast Pipeline, Enbridge, Energy Transfer, Enterprise Products, Lone Star 811, LyondellBasell, Magellan Midstream Partners LP, Marathon Pipe Line LLC, Paradigm, Phillips 66, Plains All American Pipeline, Shell Pipeline Company LP* and *Texas811* sponsored the Aaron Watson and Kevin Fowler concert at Sam Houston Race Park on April 6, earning great exposure for 811 through branded giveaway items, onsite activation, a Snapchat filter, advertising, media opportunities, signage and more. The concert was attended by 5,001 people and received 3,000 additional viewers via simulcast.

*Rhino Marking & Protection* produced a humorous “[National Safe Digging Month is Offensive](#)” video to help spread awareness during April.

As part of Locator Safety Awareness Week, *South Carolina 811* honored 15 locators from *USIC* at a locator appre-

ciation breakfast. The honorees received a variety of materials and had the opportunity to meet South Carolina 811 representatives and engage in an open discussion on how to make processes more efficient for all stakeholders. South Carolina 811 also had a table at Lowe’s during Arbor Day, hosted a touch-a-truck event in Anderson County, celebrated Earth Day in Myrtle Beach, [recognized the winners](#) of its Preferred Partner Program, and secured a media interview at the Horry Telephone Cooperative Green Fair.

*Sunshine 811* executed a statewide late winter/early spring integrated advertising campaign that concluded just after the end of NSDM on May 5. This three-month campaign mixed traditional advertising methods like radio, cable TV and outdoor billboards with digital tactics



that included Pandora, highly targeted web banners promoting key messages to professional excavators and homeowners and a digital banner geofence campaign that targeted customers of fence and landscape supply stores in two key counties – Orange and Broward. The campaign proved to be a major success for Sunshine 811, with 63,000 visits to [Sunshine811.com](#) web pages generated directly through this campaign. Additionally, direct web traffic (meaning people who typed Sunshine 811’s full web domain into a web browser to reach the site) was up 73 percent compared to the same time period in 2018, indicating a major increase in awareness and interest among professional and DIY diggers.

# Team CGA was on the move for National Safe Digging Month

April 2019 proved to be a record-setting month for damage prevention in both web traffic and media impressions. Additionally, the CGA staff supported numerous industry events and meetings bolstering those numbers.

**April 2:** K. Kerr attended API RP 1162 rewrite committee meeting in Washington, D.C.

**April 4:** S. Magruder Lyle met with USA North 811 and West Valley Construction in Oakland, Calif., and had an opportunity to attend the Oakland A's game where the 811 logo was uniquely positioned in the outfield.

**April 9:** S. Magruder Lyle attended the grand opening of the "Dig Safely New York Center for Damage Prevention" in East Syracuse, N.Y.

**April 9:** K. Kerr presented at the API Control Room Forum in Phoenix, Ariz.

**April 10:** K. Kerr participated in a live interview on WAVE-TV with Kentucky 811 and M & J Landscaping.

**April 11-14:** K. Kerr presented at the official media luncheon at the Grand Prix of Long Beach and attended the event in Long Beach, Calif.

**April 12-14:** K. Kerr promoted 811 with Platinum CGA Sponsor Shell Pipeline and Silver Sponsor SoCal Gas at the Grand Prix of Long Beach.

**April 25:** E. Lee presented at the Tennessee Damage Prevention Summit in Murfreesboro, TN.

**April 29:** K. Kerr presented on DIRT to the Construction Operations Committee at the American Gas Association (AGA) Operations Conference in Nashville, Tenn.

**April 30:** S. Magruder Lyle presented to the AGA Managing Committee during AGA Operations Conference in Nashville, Tenn.

## WHITE PAPER: Time to revamp your excavator outreach

CGA was excited to publish its first-ever **White Paper** earlier this spring. The paper, titled Data-Informed Insights and Recommendations for More Effective Excavator Outreach, combines findings from a range of CGA's data sources to guide members on how to more effectively partner with excavators to get closer to our shared goal of zero damages.

CGA has received lots of positive feedback on its inaugural **White Paper**, which has been featured in **Construction**

**Superintendent**, **ForConstructionPros.com**, **Electrical Contractor** and **Equipment World**.

If you haven't already, be sure to download and read the **White Paper** today. If you missed CGA's White Paper webinar, you can download and watch a recording [here](#).



## New Best Practice Approved:

# Cross Bore Determination and Mitigation

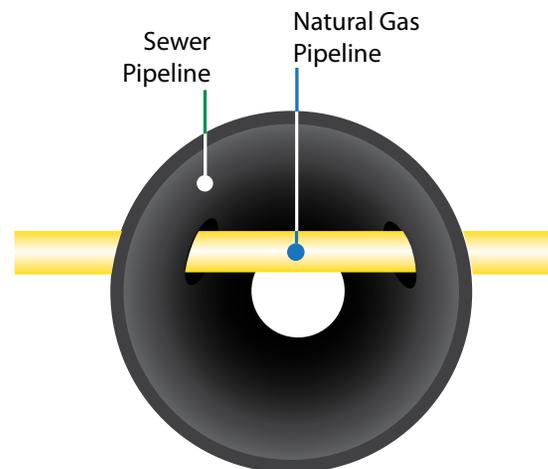
Cross bores are a persistent and particularly dangerous issue for excavators, operators and property owners. They occur when one underground utility intersects another existing utility, creating the opportunity for damage to infrastructure and unsafe interactions between the utilities.

Following a dedicated effort of the Best Practices Committee's cross bore task team to achieve consensus, CGA is excited to announce that a Best Practice describing cross bore determination and mitigation was approved by the committee and CGA's board of directors in March for inclusion in the next edition of the Best Practices Guide.

The cross bore task team was comprised of a wide range of damage prevention stakeholders, including one calls, facility owners, excavators, locators, technology providers and others. The group has worked together for five years to craft a Best Practice amenable to all stakeholders which outlines practices for systematically preventing and addressing cross bores.

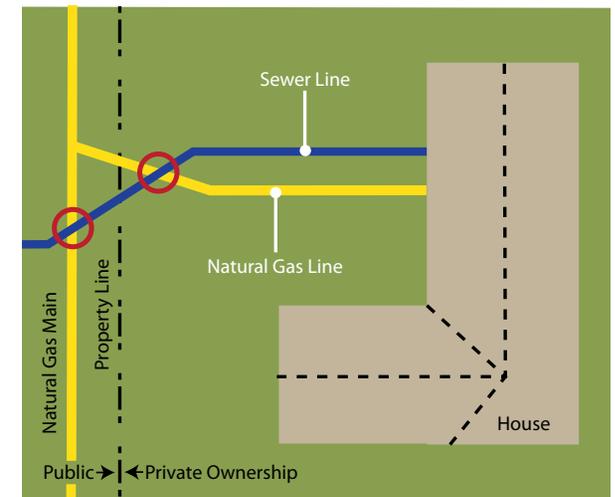
The new cross bore determination and mitigation Best Practice defines cross

bores, recommends that facility owners/operators have an active cross bore mitigation program, promotes safe mitigation of cross bores that do exist and establishes a communication network to allow third parties to report potential cross bores. Click [here](#) to access the complete practice and practice description.



"I'd like to thank the very committed members of the cross bore task team who have put so much effort into crafting a Best Practice that addresses these dangerous utility intersections while also meeting CGA's requirement for consensus among our diverse stakeholder groups," said Brian Dreesen (USIC), co-chair of the Best Practices Committee. "We encourage all damage prevention advocates to review [the approved Transaction Record \(2014-02\)](#) and consider how they can implement or mitigate cross bores in their service area."

The new Best Practice will be posted in the online Best Practices Guide and will be published in the Best Practices 17.0 edition. CGA members can view all active Best Practice Transaction Records (TR) [here](#) and TR 2014-02, which pertains to cross bores, can be viewed [here](#).



# Available Now: 811 Video Library

Following our 2018 811 Video Challenge, CGA is excited to share a suite of fantastic 811 video content created by members that you can share via social media or your website.

[Click here](#) to visit a library of short videos submitted to last year's 811 Video Challenge, which many members have generously made available as call-before-you-dig content for all CGA members.

By visiting the [811 member video page](#), you'll be able to play and download several videos promoting 811 and damage prevention that you can use:

- On Facebook, Twitter and LinkedIn
- At industry or training events
- In email communications to employees, customers or other stakeholders

All of the videos available on the [811 member video page](#) can be used by any stakeholder to promote damage prevention. Simply right-click the video you'd like to download and click "download" from the menu. As noted underneath each video, some can be branded by your organization, while others must be used in their original form.

These engaging videos demonstrate the importance of 811 and damage prevention in creative ways, and make for great social content throughout digging season.



# news briefs

pany LP and Texas811 partnered to host “Kentucky Derby Day presented by 811” at Sam Houston Race Park in Houston on May 4. The event, which had 14,000 attendees, featured an 811 booth in a high-traffic area, an 811 finish line sign and a Derby Hat Contest with a \$500 top prize.

- Ryan Martin, Enterprise Products

## Gopher State One Call reaches soccer fans

On May 4, Gopher State One Call was the proud sponsor of 811 night at the Minnesota United FC soccer match at the brand-new Allianz Field in St. Paul.

Gopher State One Call handed out safe digging information and gear before the game, and 811 on the Road brought the 811 Trike and the 811 Bike.

- Kiersten Larson,  
One Call  
Concepts, Inc.

Minnesota  
team mascot  
wearing an  
811 hat.



## Indiana 811 and INPAA host the 10th Annual Firehouse Marquee Contest

Since 2010, Indiana 811 and the Indiana Pipeline Awareness Association (INPAA) have joined forces with local emergency responders to help spread the message of safe digging to their local communities throughout the state of Indiana during NSDM. The INPAA Firehouse Marquee Contest encourages fire stations and other emergency response organizations to showcase messages about contacting 811 and safe excavation on their marquees, other outdoor signage or, more recently, social media. This traditional and effective community message medium is the perfect vehicle for the safe digging message every April. Now in its 10th year, the contest has generated and fortified an effective partnership between emergency responders and the digging public all throughout the Hoosier state.

- Mary Patricia Kindt, Indiana 811



## Coalition hosts successful 811 Derby Day at Sam Houston Race Park

Air Products, CenterPoint Energy, Dow Gulf Coast Pipeline, Enbridge, Energy Transfer, Enterprise Products, Lone Star 811, Lyondell-Basell, Magellan Midstream Partners LP, Marathon Pipe Line LLC, Paradigm, Phillips 66, Plains All American Pipeline, Shell Pipeline Com-





## Montana 811 spreads safe digging message at nurseries

Montana 811 sent promotional kits with 811 countertop mats to 120 different nurseries and stores across the state of Montana to remind customers to call 811 before digging while they're shopping for their gardening projects.

- Kiersten Larson, One Call Concepts, Inc.



## Oregon 811 sponsors career day for high schoolers

Oregon 811 was a proud sponsor of the first Northwest Utility Contractors Association (NWUCA) Construction Career Day, which

was held at Northwest College of Construction in Portland and was attended by students from six area high schools. Students were provided with demonstrations on installing piping, using equipment and other job-related skills, and learned about the importance of calling 811 prior to any excavation project.

- Kiersten Larson, One Call Concepts, Inc.



## USA North 811 reminds baseball fans to call 811

In April, USA North 811 launched a partnership with the Oakland Athletics for the entire 2019 major league baseball season by installing ballpark signage that reminds all game attendees and TV viewers of the importance of calling 811 before digging. The unique signage installation features giant shovels created through a shovel head on the outfield wall and shovel handles on the foul poles. Be on the lookout for the 811 message all season long when your favorite MLB team plays the Oakland A's at Oakland-Alameda County Coliseum, and use the hashtag #RootedInSafety on

social media posts whenever you spot and share the signage this year.

- Collin Miyadi, USA North 811

## Xcel Energy, Colorado 811, Centerpoint Energy, and Gopher State One Call partner on stakeholder campaign

In 2018, Xcel Energy, Colorado 811, Centerpoint Energy and Gopher State One Call combined efforts to expand the reach of their safety messaging by allotting a portion of their advertising budgets to create a combined public awareness campaign about contacting 811 before any digging occurs. Working with an advertising agency, the partners created a message with a completely different look than any of their individual brands. The combined efforts launched in April of last year and included a sponsored Facebook post and two advertorials with Fox 9 Minneapolis-St. Paul; a live broadcast and 40 radio



spots on myTalk 107.1 FM in Minneapolis-St. Paul; and advertorials on CBS 4 in Denver. Each stakeholder also utilized social media to increase the outreach.

- Whitney Nichols, Colorado 811



# CALL for PAPERS



**March 24-26, 2020**  
Palm Springs Convention Center  
Palm Springs, California

**UNITING the  
DAMAGE PREVENTION  
INDUSTRY**

Submit your abstract to [Karin@emailir.com](mailto:Karin@emailir.com)  
Abstracts due September 2, 2019

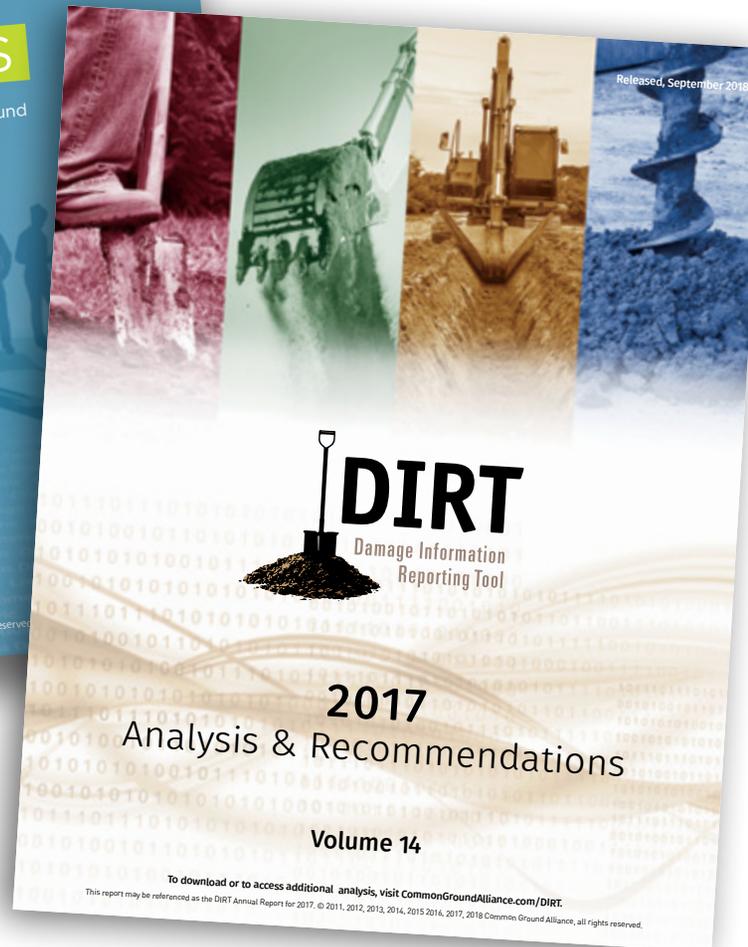
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# CGA Safety Materials Now Available for Ordering

CGA Best Practices 16.0, DIRT Report  
and 811 Safety Education Videos

To get your copy of the Best Practices 16.0 [click here](#) or for DIRT [click here](#), and look for the appropriate buttons to order.



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