



Common Ground Alliance

# Using Data to Measure Progress

August 14, 2018

# Webinar Instructions



All attendees are in listen-only mode.

Click “hand raise” icon to ask a question verbally during Q&A session. Ensure you have entered your audio pin.

Click “?” to submit a written question.

# Today's Panelists

- Eric Swartley,  *Senior Manager Pipeline and Public Safety*
- Katie Schrik,  *Vice President*

## Common Ground Alliance

- Sarah Magruder Lyle, President
- Khrysanne Kerr, Vice President
- Erika Lee, Vice President
- Steve Blaney, DIRT Program Manager

# Today's Webinar

- DIRT Report Preview

*What to expect in the soon-to-be-released report?*

- 811 Awareness Data

*What do people know, how do they learn and what are their past/future behaviors related to 811?*

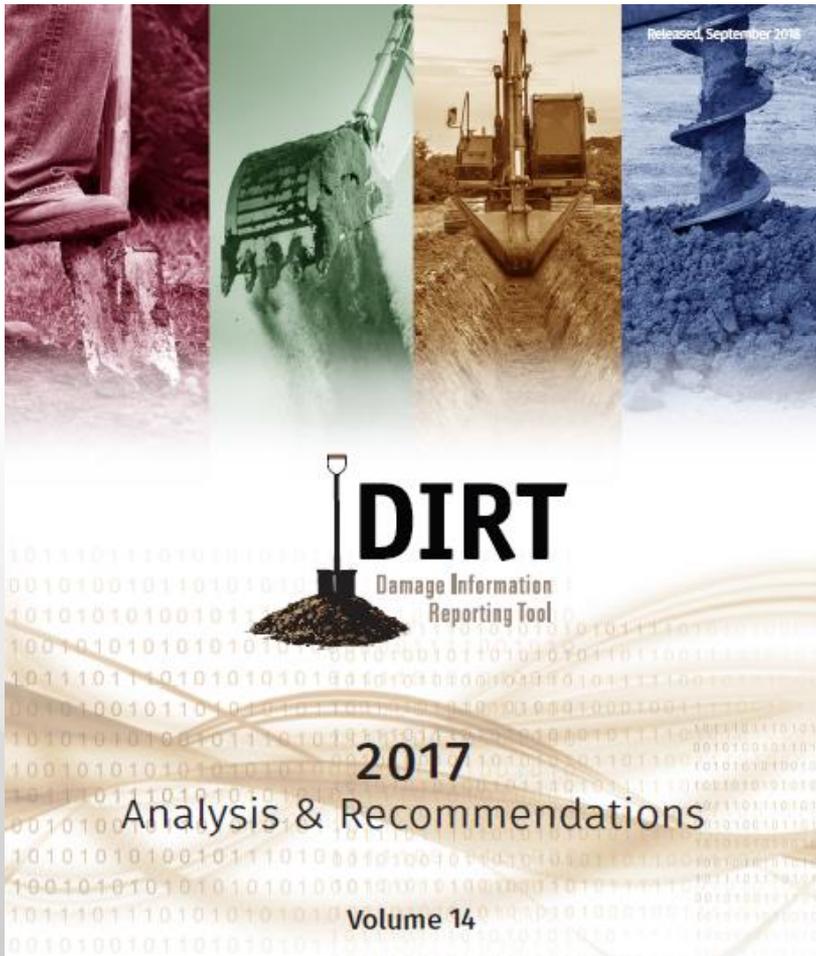
- UGI Utilities, Bronze Sponsor

*If you don't measure it, you can manage it.*



- Collect and analyze damage and near-miss data to inform decisions that impact damage prevention activities and policies.
- Data quality index (DQI) emphasizes importance of consistent and complete information/data collected.
- Information and data is collected from all affected stakeholders.

# DIRT Report 2017



- New analysis and report-writing consultant, Green Analytics
- New online dashboard to interact with data
- Additional information on calculations and process
- Report and dashboard available **September 2018**

# DIRT Reports by Country and Facility Affected

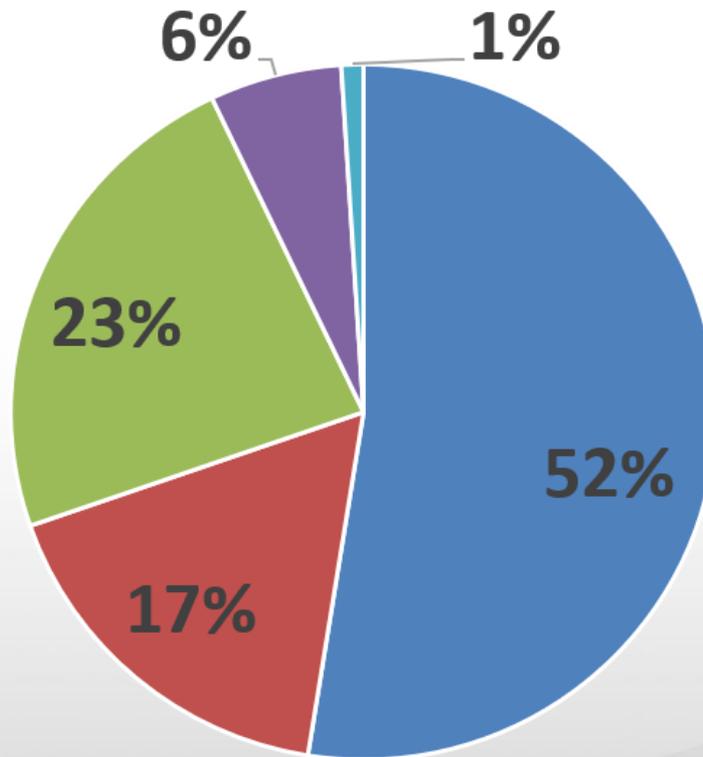
## 2017 Weighted Reports

Country	Damages	Near-Misses	Total
Canada	10,644	76	10,720
U.S.	305,798	1,512	307,310
<b>Total</b>	<b>316,442</b>	<b>1,588</b>	<b>318,030</b>

Facility Affected	Unweighted	Weighted	Reduction
Cable TV	42,965	33,127	22.90%
Electric	33,915	25,789	23.96%
Liquid Pipeline	346	344	0.58%
Natural Gas	120,190	84,954	29.32%
Sewer	887	771	13.10%
Steam	11	11	0.00%
Telecommunications	176,815	147,808	16.41%
Unknown	25,743	17,137	33.43%
Water	10,995	8,089	26.43%
<b>Grand Total</b>	<b>411,867</b>	<b>318,030</b>	<b>22.78%</b>

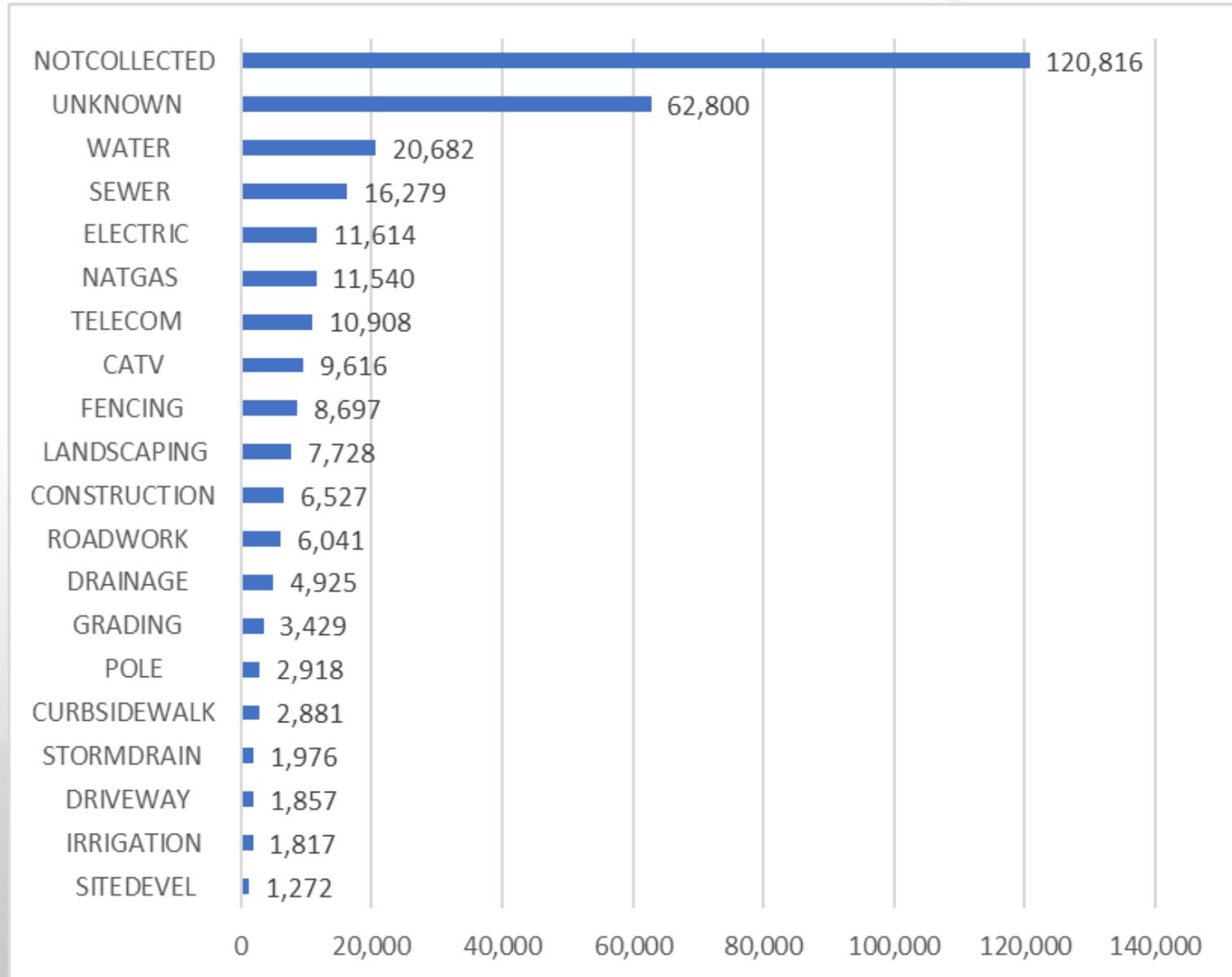
# 2017 Preliminary Data

## Damage Root Cause Groups



- Excavation Practices Not Sufficient
- Locating Practices Not Sufficient
- Notification NOT Made
- Miscellaneous Root Cause
- Notification Practices Not Sufficient

# Reports by Work Performed



# DIRT Dashboard

Choose Your State

Texas

Remove Unknowns

?

## State Summary



TOTAL REPORTED DAMAGES

**45,384**



TICKET TRANSMISSION RAT...

**1.3**

## National Comparison



TOTAL REPORTED DAMAGES

**305,799**

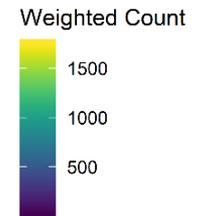


TICKET TRANSMISSION RAT...

**1.4**

# Distribution of Reported Damages by Month

2017: Heatmap of Damage Incidents



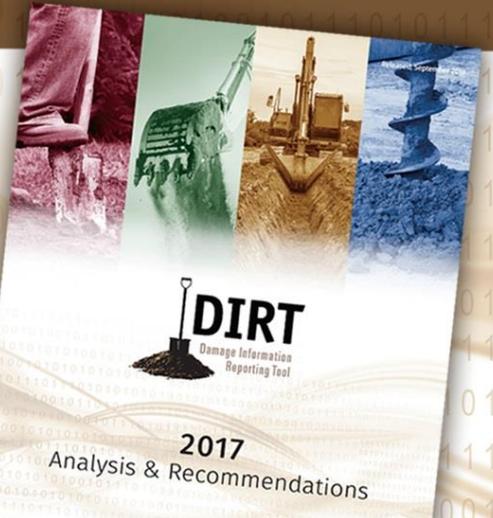
# NEW: DIRT Infographic

**More damages  
happened in **AUGUST**  
than any other  
month last year.**

Know what's below.  before you dig this month!

**2017 DIRT Report**  
to be released in September

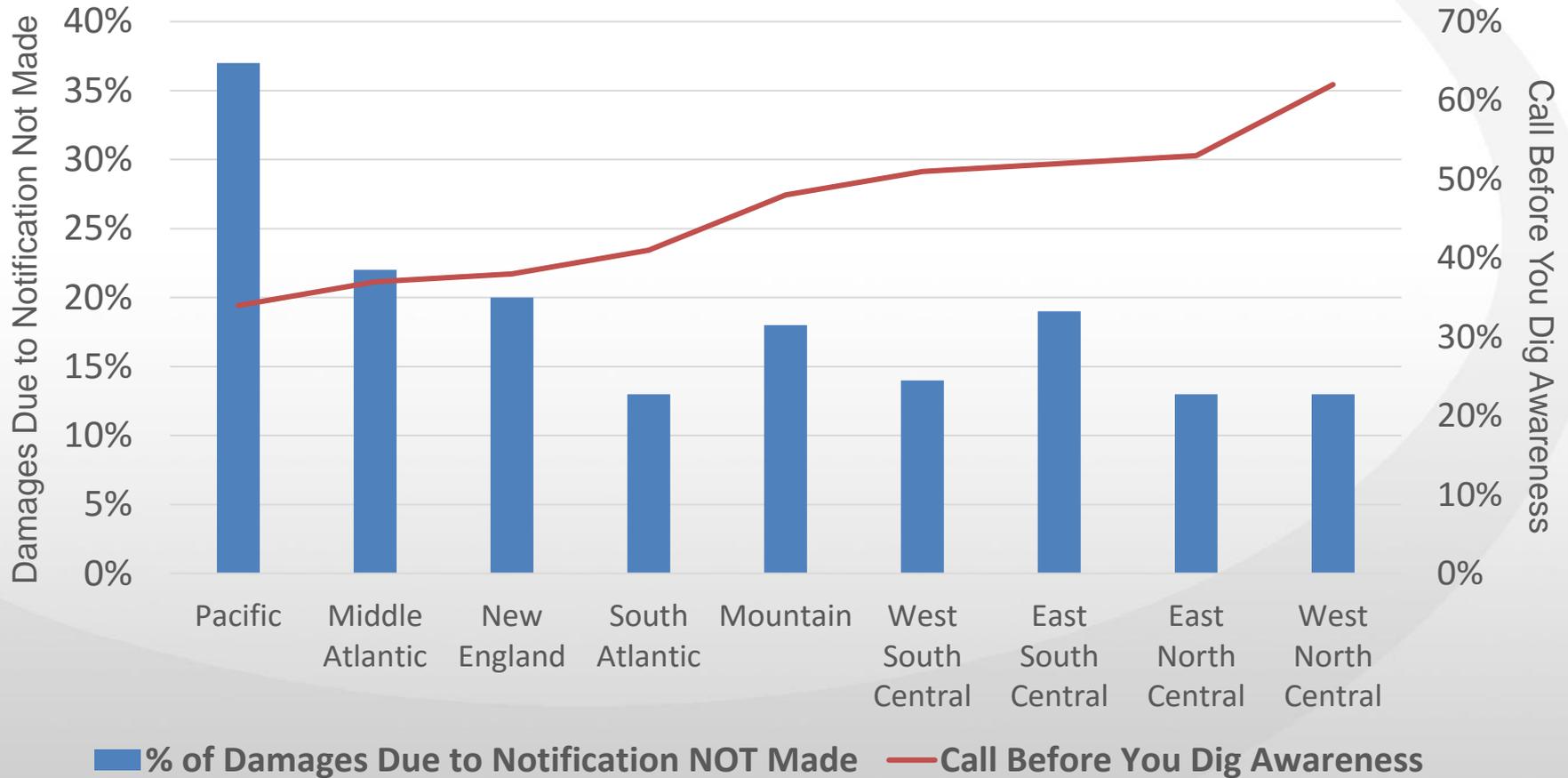
[commongroundalliance.com/DIRT](http://commongroundalliance.com/DIRT)

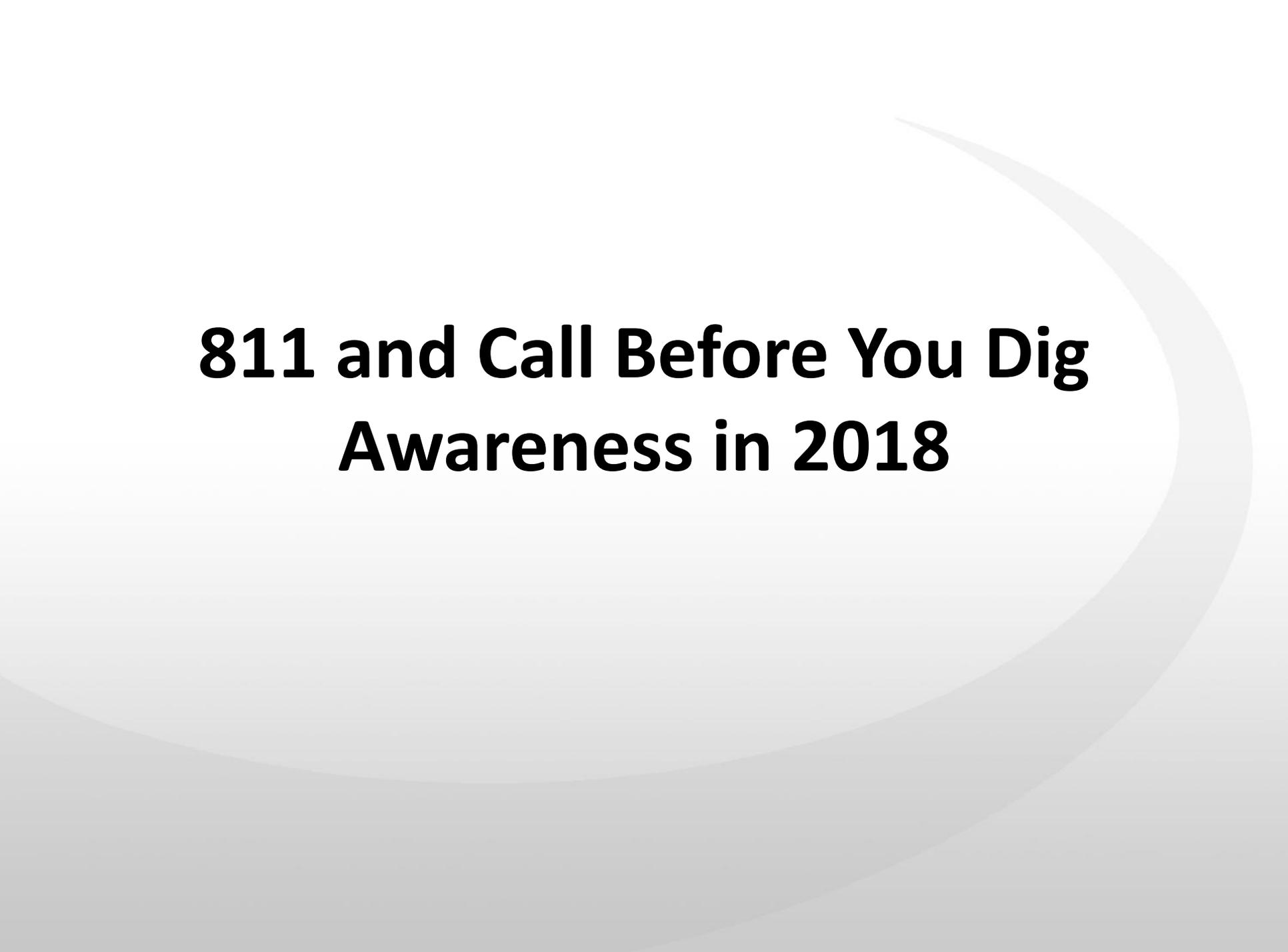


**Poll:** Did you use any DIRT infographics in the past year?

Yes or No

# Awareness vs Damages Due to Notification NOT Made





**811 and Call Before You Dig  
Awareness in 2018**

# Call Before You Dig / 811 National Awareness Study

July 2018

# ABOUT THIS RESEARCH

## OBJECTIVE

The objective of this study was to measure:

- General awareness of call before you dig (CBYD) services
- Unaided and aided awareness of 811
- Awareness of 811 advertising
- Prior use and future intent to use call before you dig services

## APPROACH

**Sampling:** n=1805 adults 18+ throughout the U.S. and evenly distributed across the nine census regions (~n=200 per region)

- n=1,301 respondents took the survey online
- n=243 respondents took the survey via landline telephone
- n=261 respondents took the survey via mobile telephone

*Final survey results have been weighted by region according to actual population distribution and by methodology*

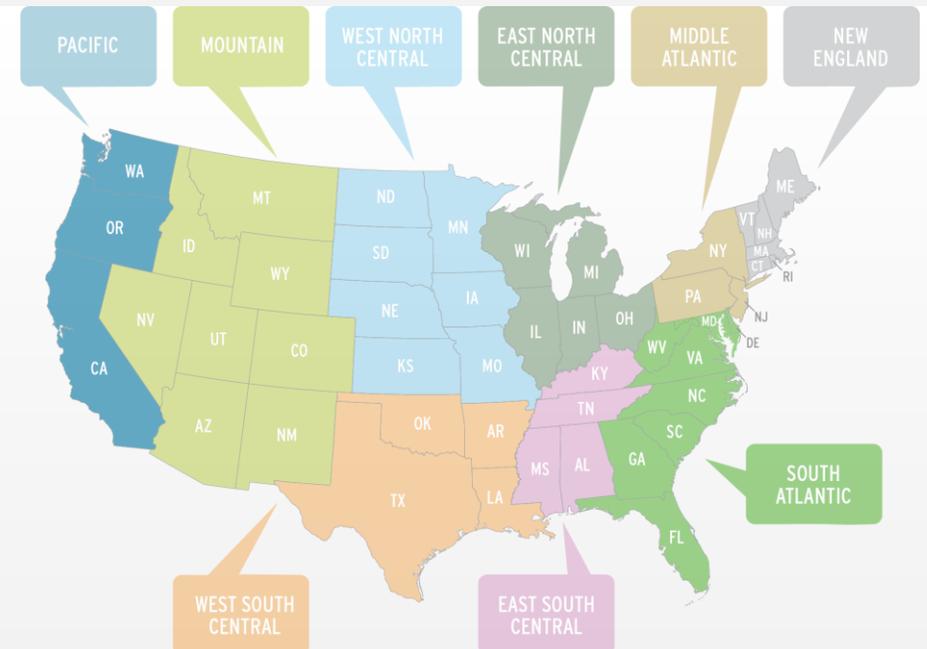
**Margin of error for nationwide / total sample:** ± 2.3

**Field dates:** June 19-30, 2018

*Data from the 2018 One Call Center survey and an audit of One Call Center logos is also referenced.*

## ABOUT THE SAMPLE: ACTIVE DIGGERS

- 19% of all survey respondents say they have done a DIY digging project in the past 12 months
- 70% of all survey respondents say their primary residence has a yard they are responsible for maintaining
- 13% of all survey respondents say they are planning a DIY digging project in the next 12 months. Another 8% of respondents say they are simply unsure about their future plans.



## EXECUTIVE SUMMARY

**Overall, awareness of call before you dig and 811 remain relatively consistent year on year.**

*Almost half (48%) of respondents say they are aware of call before you dig, an increase of 3-points since 2017. However, awareness of 811 aided (36%) and unaided (7%) decrease slightly.*

**Over one-third (34%) of respondents have seen or heard 811 advertising, in line with 2017 findings (36%).**

*While traditional media such as TV (58%), radio (31%), and billboards (25%) are most commonly recalled when asking about advertisements, a quarter of respondents note seeing utility bill inserts (26%) and hearing from utility companies (24%).*

**Usage of 811 increases slightly to 28% among those familiar with 811 and an additional 16% of respondents not familiar with 811 or who have not called 811 in the past say they have called or gone online to have their utility lines marked.**

*The reason for not contacting 811 and call before you dig services can be largely attributed to respondents not completing digging projects (48%). Only 13% of respondents who did not 811 or use call before they dig say they were not aware marking was necessary or didn't think to call ahead.*

**Almost two-thirds (64%) of respondents say they are likely to contact 811 before starting a digging project in the future.**

*Respondents who are planning a digging project are most likely to contact the service (83%), followed by those who have completed a previous project (78%). This important finding illustrates the value of 811 is most recognized by those who need the service.*

**Calling 811 is the preferred method when reaching out to have utility lines marked for a strong majority of respondents (70%).**

*Online service is still important, 19% say they would "go online" and this increases significantly among millennials (27%).*

**Overall, awareness and engagement with 811 and call before you dig remain relatively consistent with historical findings.**

*While maintaining current levels is a success and shows the strength of CGA communications, programs, and partnerships, looking for new ways to increase awareness and engagement is a recommended next step as CGA continues to grow.*

# OVERALL STRATEGIC CONSIDERATIONS

**Awareness of 811 and call before you dig services increase significantly as marketing budgets increase.**

*As CGA looks for new ways to increase awareness and lower damage rates, the use of enforcement fines to fund marketing budgets is one possible solution.*

**Focusing advertising on TV, radio, billboards, and communications from utility companies (more generally and through inserts) is recommended, they are the top sources for 811 advertising.**

*The One Call Centers surveyed currently place priority on online-social media and event sponsorships. While strategy should be evaluated at a state level, these sources are not breaking through in the general population.*

**Phone is still the general public's preferred method for 811, continuing to promote new ways to 811 either online or by text and app is recommended.**

*While a majority of active diggers and millennials say they would call to reach 811, they are more likely than the general population to go online, use text, or an app. It is interesting note in the One Call Center survey the majority of requests are electronic.*

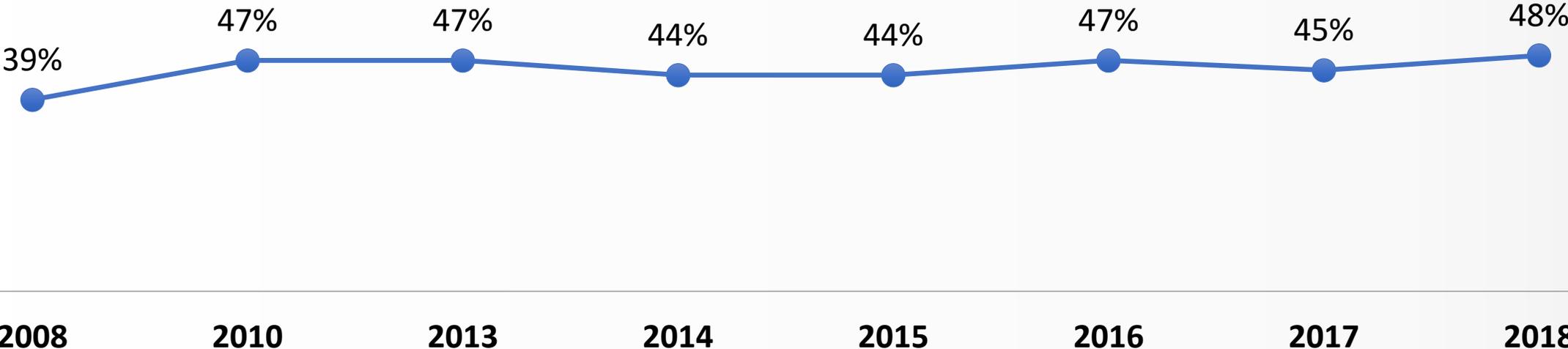
**Continuing to increase general awareness of 811 and call before you dig is important, but a greater emphasis can be placed on educating diggers when marking is needed.**

Home improvement stores are a top information source on digging projects, and partnerships like the tree wrap program with Lowe's are a great way to provide an extra level of education.

# TREND DATA: AWARENESS OF CALL BEFORE YOU DIG SERVICES

- Almost half of respondents say they are aware of call before you dig services, increasing slightly to 48%, the highest point seen to-date.

AWARENESS OF CALL BEFORE YOU DIG SERVICES



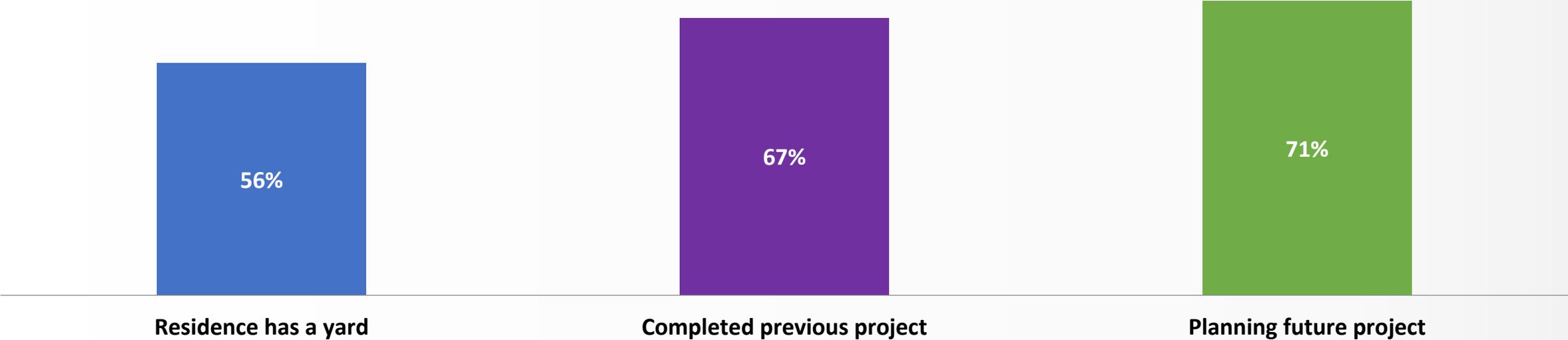
Q: Are you aware of a free national phone number that people can call to have underground utility lines on their property marked prior to starting any digging project?  
Base=Total sample (n=1805)

# A CLOSER LOOK AT ACTIVE DIGGERS: AWARENESS OF CALL BEFORE YOU DIG SERVICES

- Active diggers, those who have recently completed a project or are planning a future project, continue to show significantly higher awareness and engagement with call before you dig, scoring well above the national average.

**AWARENESS OF CALL BEFORE YOU DIG SERVICES-YES**

**NATIONAL AVERAGE 48%**



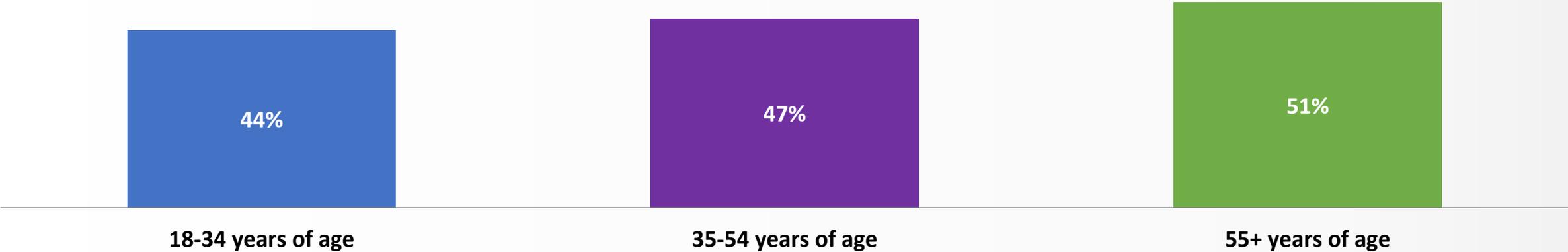
*Q: Are you aware of a free national phone number that people can call to have underground utility lines on their property marked prior to starting any digging project?*  
Base=Total sample (n=1805)

# A CLOSER LOOK AT AGE: AWARENESS OF CALL BEFORE YOU DIG SERVICES

- As seen previously, awareness of call before you dig increases with age.

**AWARENESS OF CALL BEFORE YOU DIG SERVICES-YES**

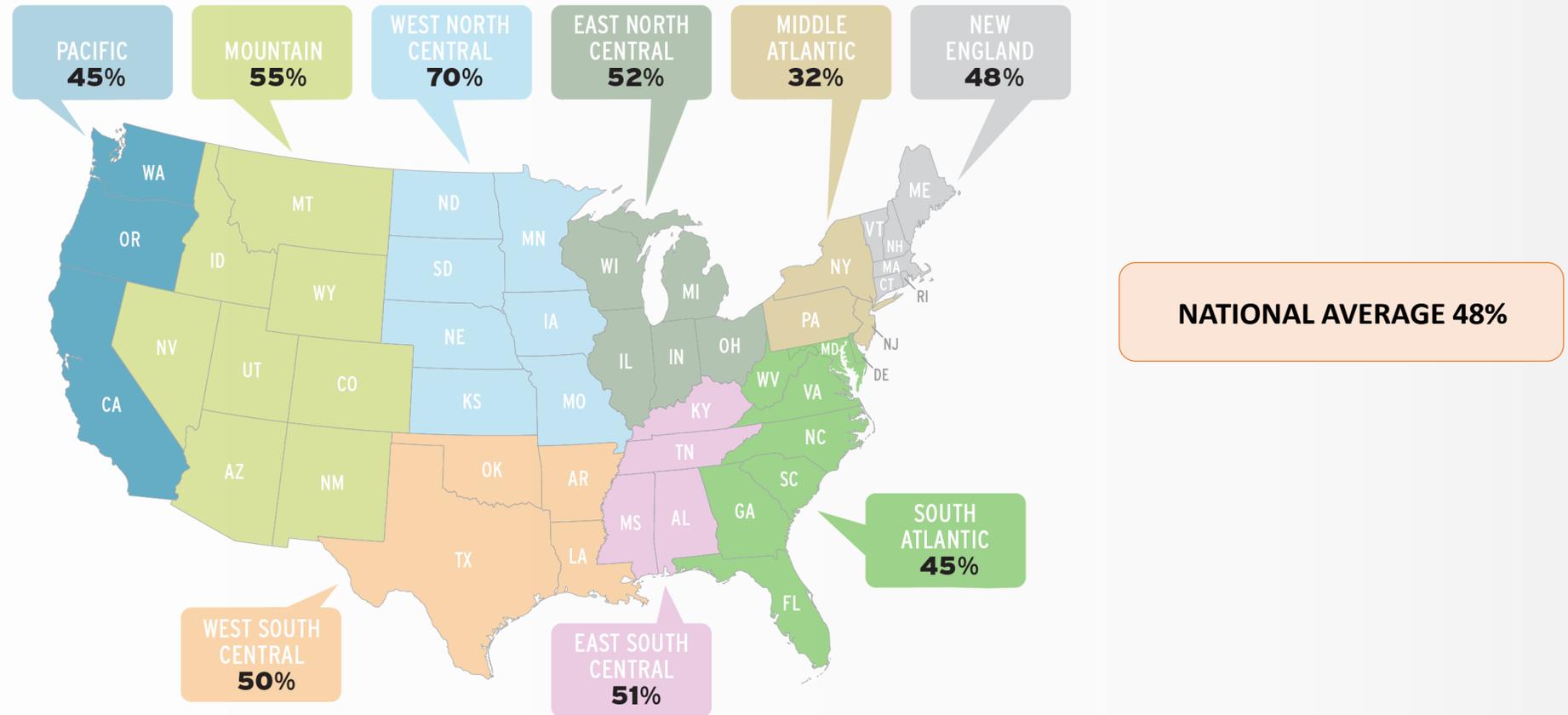
**NATIONAL AVERAGE 48%**



*Q: Are you aware of a free national phone number that people can call to have underground utility lines on their property marked prior to starting any digging project?*  
Base=Total sample (n=1805)

## A CLOSER LOOK AT REGION: AWARENESS OF CALL BEFORE YOU DIG SERVICES

- As in previous years, respondents in the West North Central region are most likely to be aware of call before you dig and increase 8-points in 2018.
- The Pacific and New England regions also see increases, especially notable given they historically lag the national average.



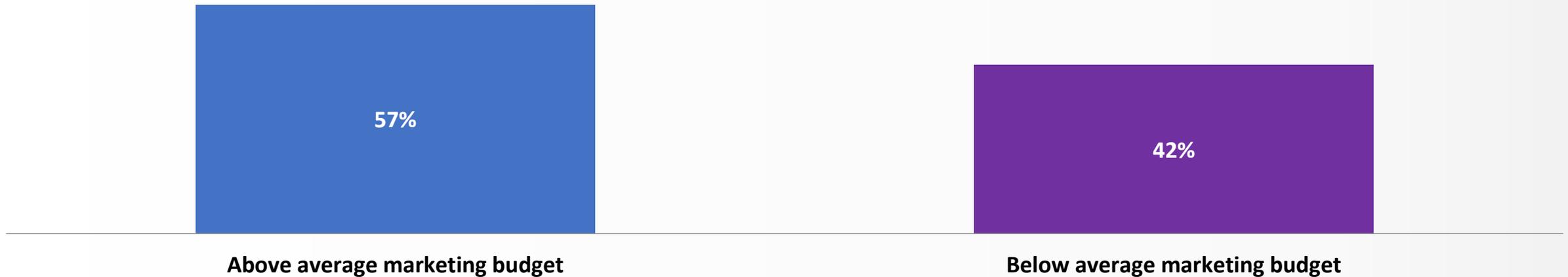
Q: Are you aware of a free national phone number that people can call to have underground utility lines on their property marked prior to starting any digging project?  
Base=Total sample (n=1805)

## A CLOSER LOOK AT MARKETING BUDGET: AWARENESS OF CALL BEFORE YOU DIG SERVICES

- When integrating data from the 2018 Survey of One Call Centers, a trend arose when looking at marketing budgets (first adjusting for the state population size). As marketing budgets increase, so does awareness of call before you dig.

### AWARENESS OF CALL BEFORE YOU DIG SERVICES-YES

**NATIONAL AVERAGE 48%**

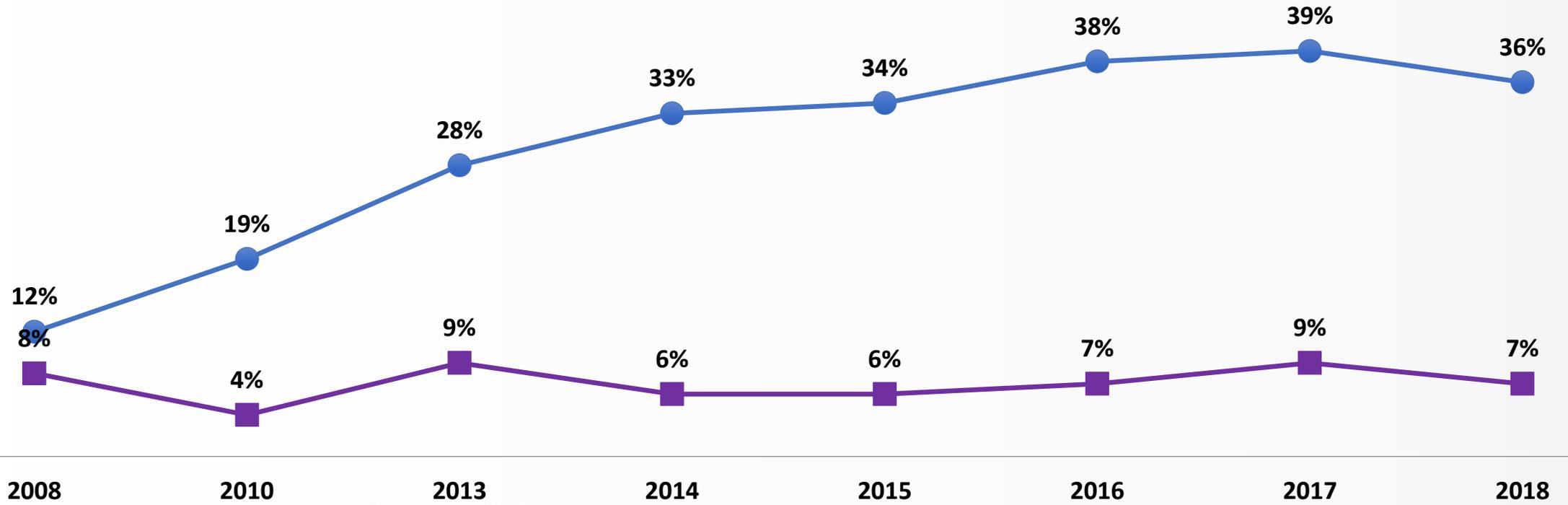


*Q: Are you aware of a free national phone number that people can call to have underground utility lines on their property marked prior to starting any digging project?*  
Base=Total sample (n=1805)

## TREND DATA: 811 RECALL

- Aided recall of 811 decreases slightly to 36%, however it is still among the highest seen to date. This is a figure to monitor over the next year to ensure it does not continue a downward trend. Aided recall of 811 among those familiar with call before you dig is also significantly higher, 60%
- Unaided recall of 811 decreases in 2018 to 7%. However, this decrease is within the margin of error and falls in line with 2016 findings.

● Aided 811 Recall    ■ Unaided 811 Recall

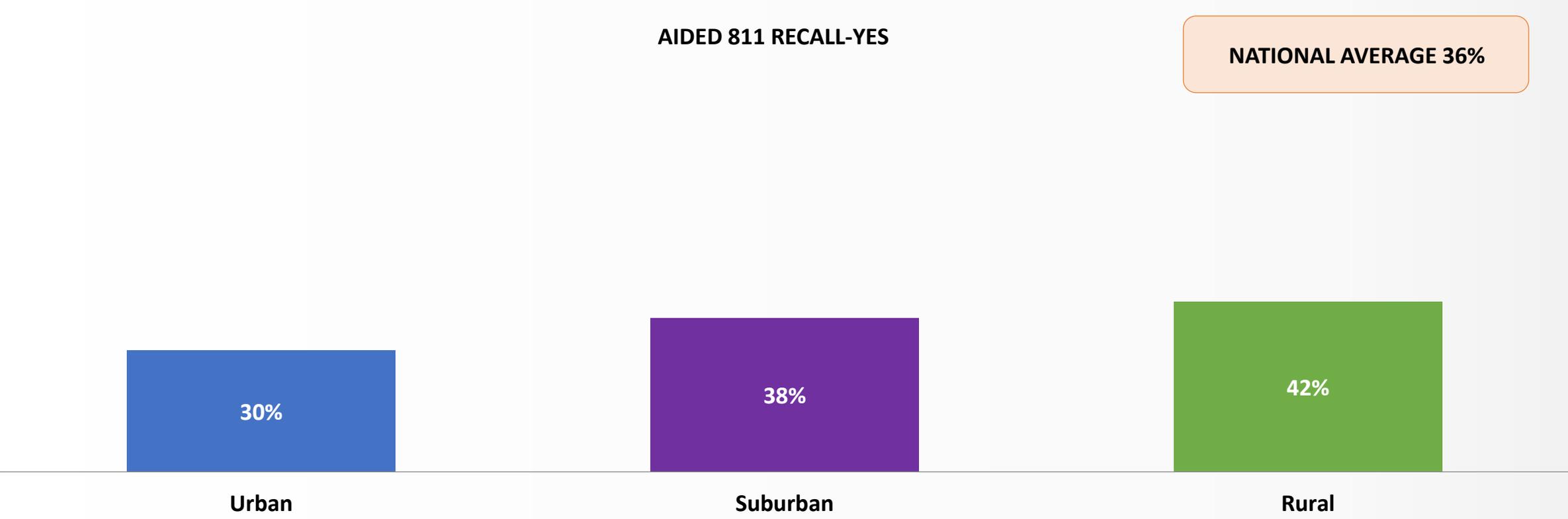


Q: Do you recall what the number is? Base=Total Sample (n=1805)

Q: Does the phone number "811" sound familiar? (Aided) Base=Total Sample (n=1805)

# A CLOSER LOOK AT GEOGRAPHY: AIDED 811 RECALL

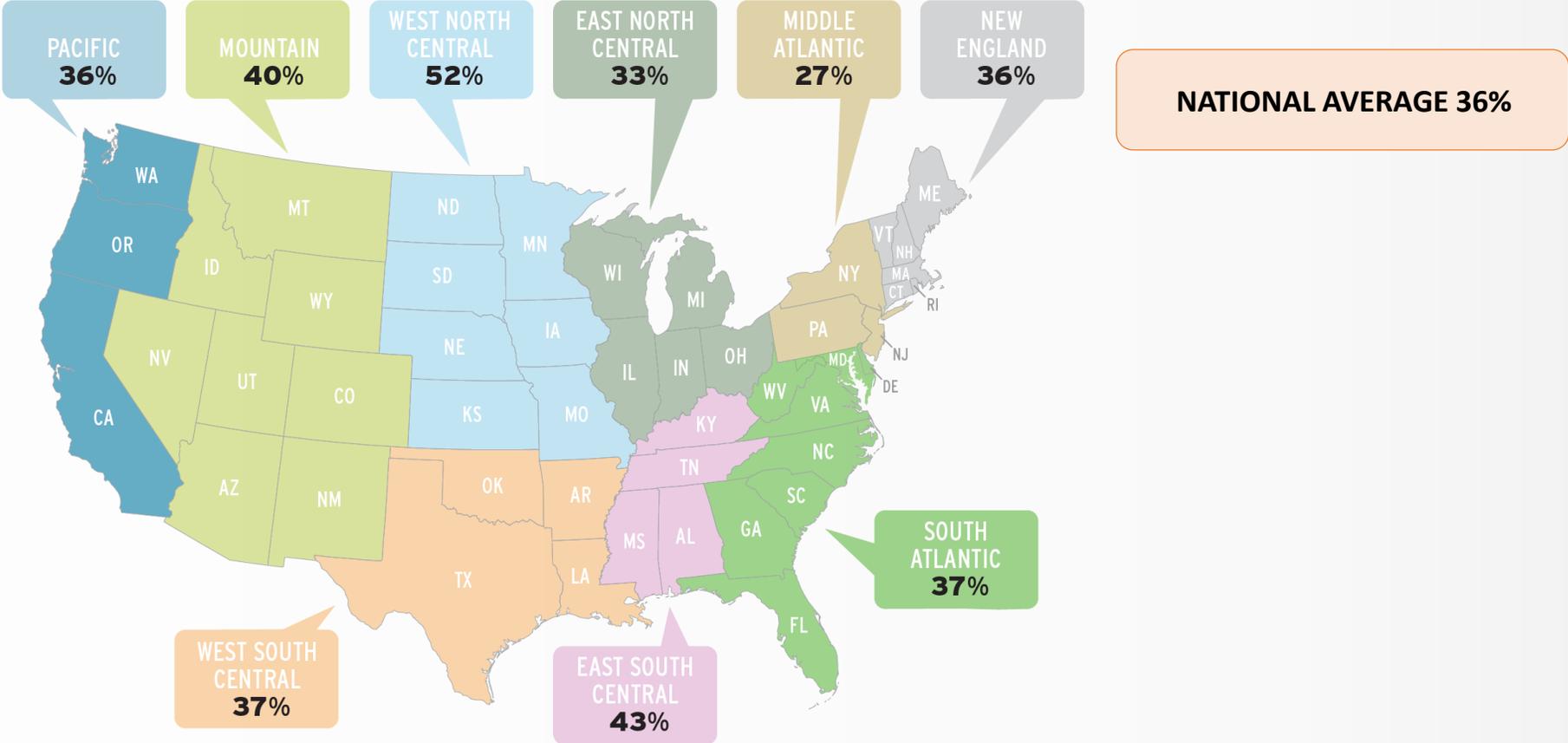
- Similar to awareness of call before you dig, rural and suburban respondents continue to drive awareness of 811



Q: Does the phone number "811" sound familiar? (Aided) Base=Total sample (n=1805)

# A CLOSER LOOK AT REGION: AIDED 811 RECALL

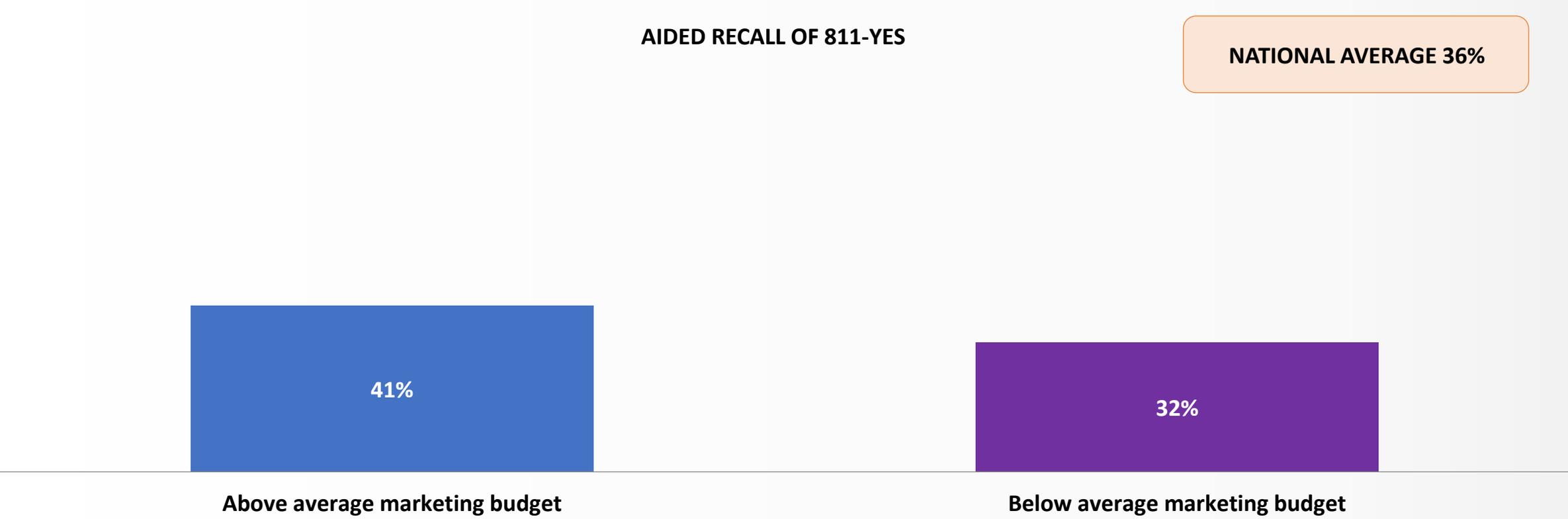
- The majority of regions saw a decrease in awareness of 811, most notably East North Central (-10-points), but the Pacific, New England, and West North Central saw increases.



Q: Does the phone number "811" sound familiar? (Aided) Base=Total sample (n=1805)

# A CLOSER LOOK AT MARKETING BUDGET: AIDED RECALL OF 811

- As seen with awareness of call before you dig, as marketing budgets increase so does awareness of 811.

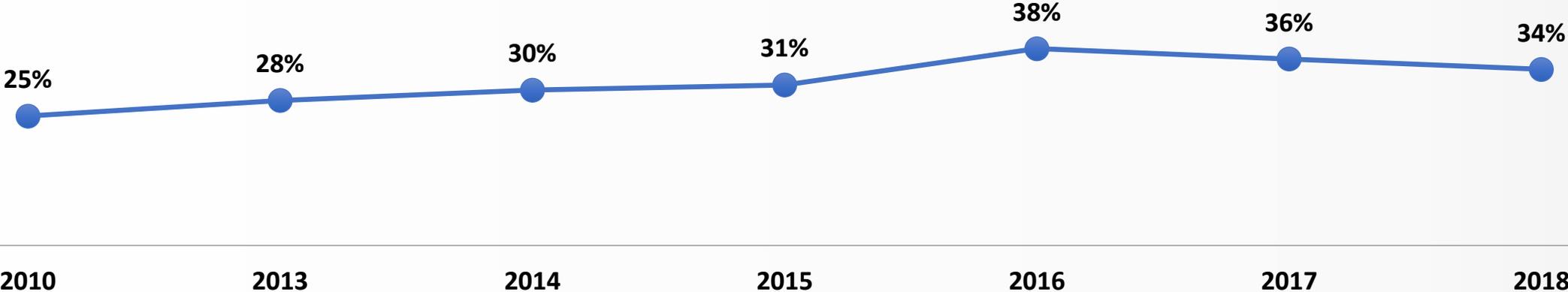


Q: Does the phone number "811" sound familiar? (Aided) Base=Total sample (n=1805)

# TREND DATA: AWARENESS OF 811 ADVERTISING

- Over one-third (34%) of respondents note they have seen or heard advertising that promotes the 811 service. While the decrease over the last year is within the margin of error, it is also important to note awareness also decreased in 2017. This is a figure to monitor closely.

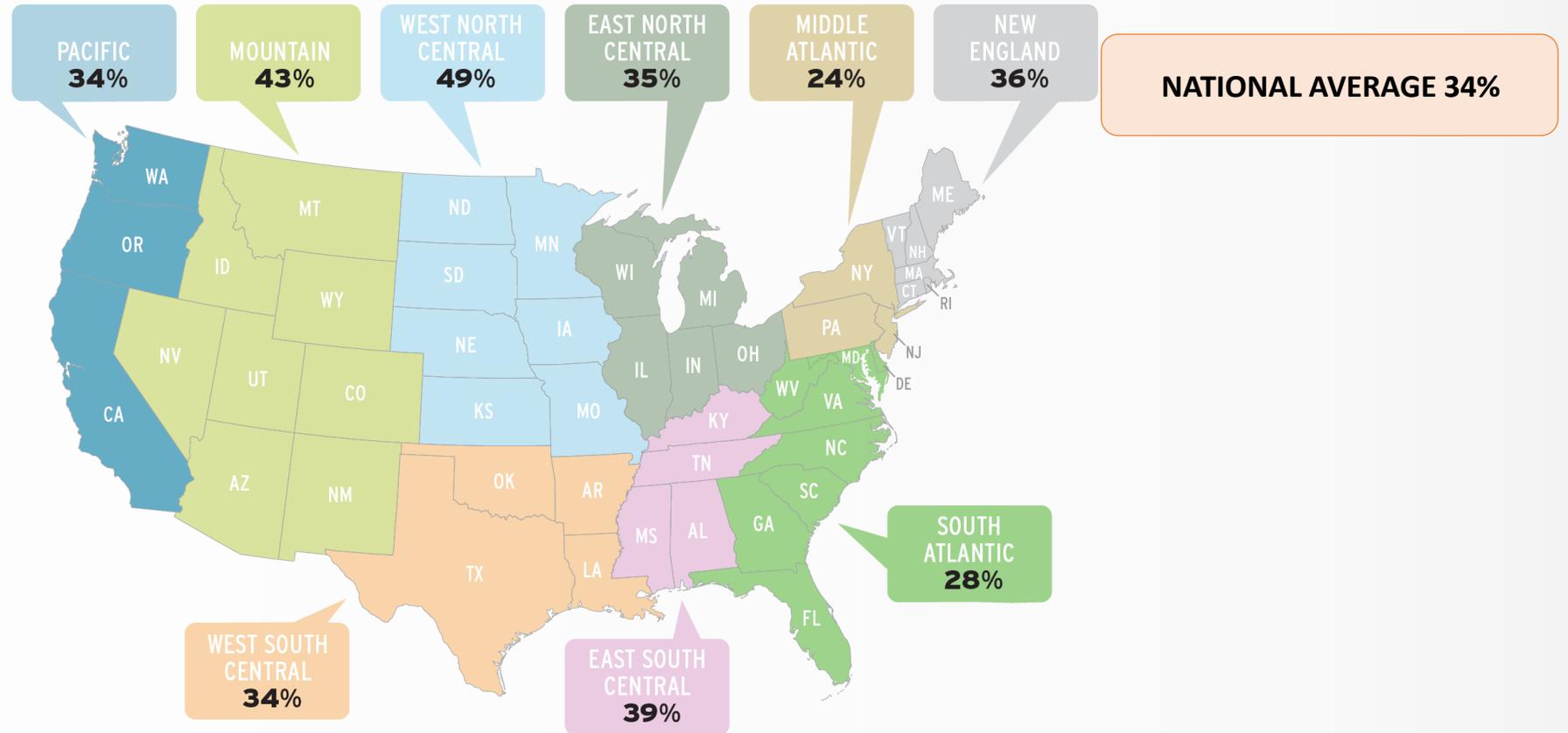
AWARENESS OF 811 ADVERTISING



Q: Have you seen or heard advertising that promotes the 811 service? Base=Total sample (n=1805)

# A CLOSER LOOK AT REGION: AWARENESS OF 811 ADVERTISING

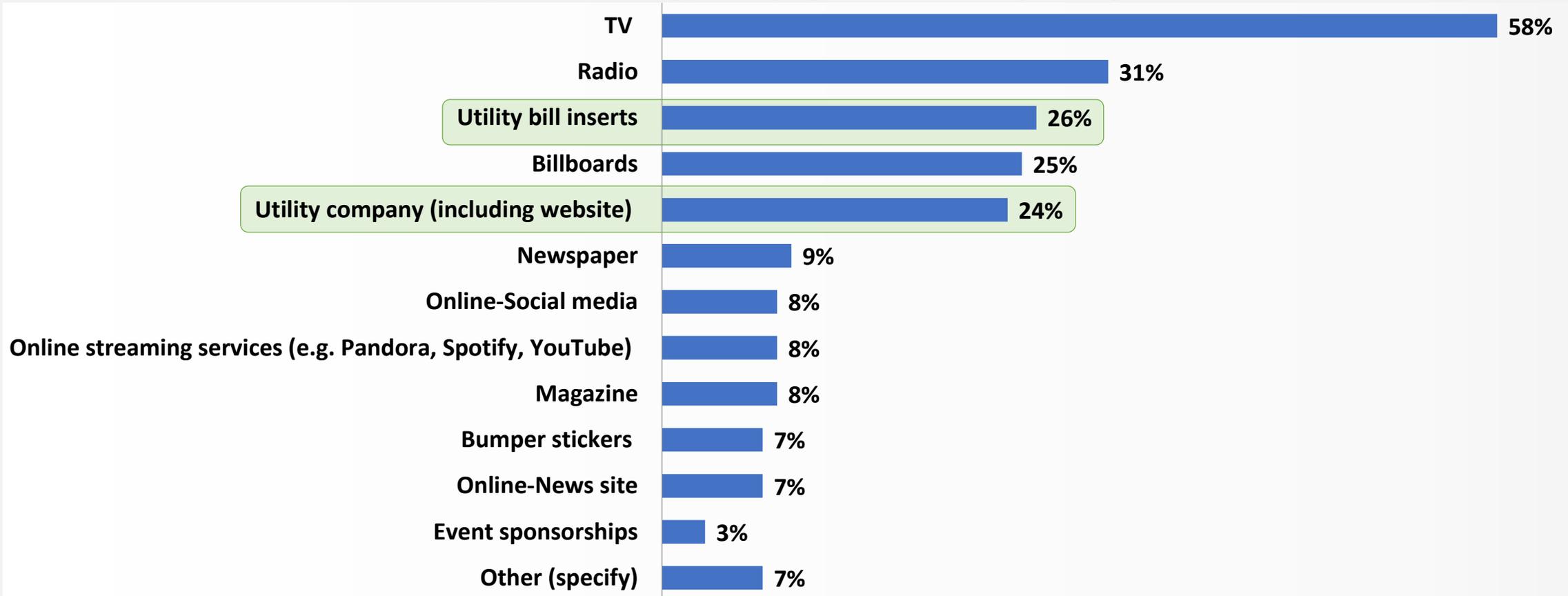
- The West North Central region remains highest for those who have seen or heard 811 advertising.
- The South Atlantic region decreases 5-points after decreasing 6-points in 2017. This is a region to watch in the coming year.



Q: Have you seen or heard advertising that promotes the 811 service? Base=Total sample (n=1805)

## WHERE DID YOU SEE OR HEAR ADVERTISEMENTS

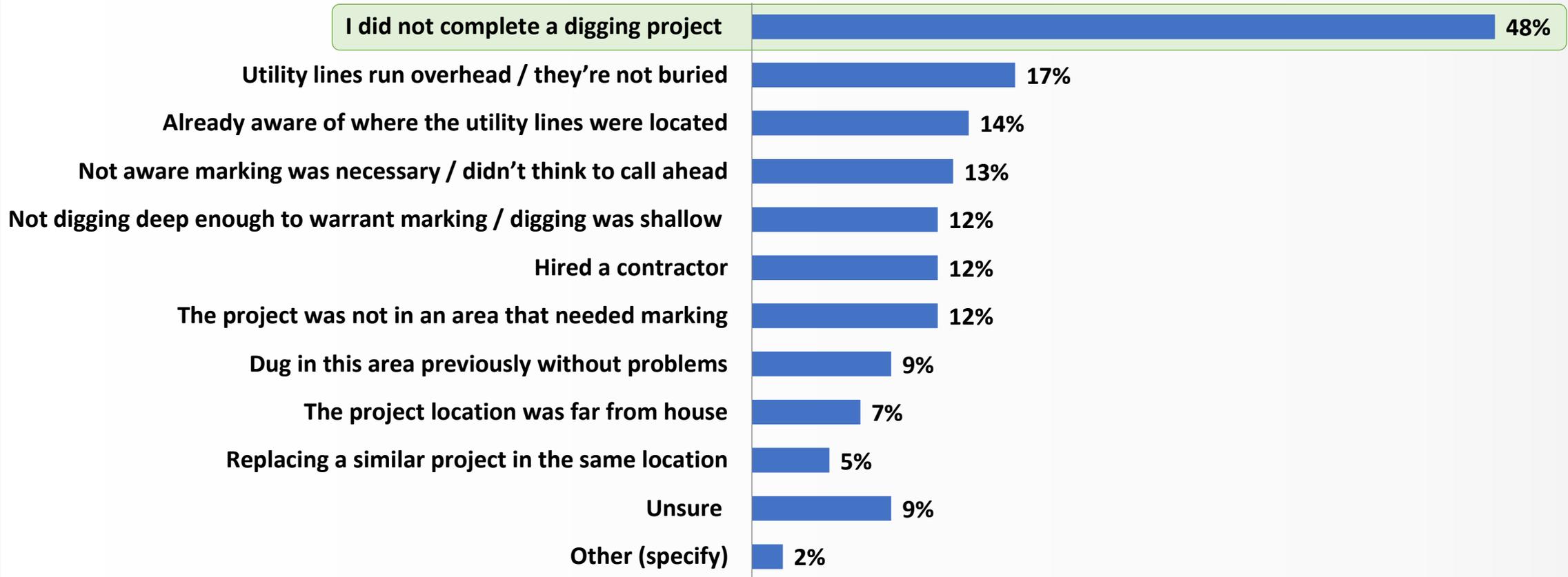
- A new question was added in 2018 to inquire where respondents had seen or heard the advertisements. TV (58%) and radio (31%) are the most common sources cited.
- Roughly one-quarter of respondents say they have seen 811 advertising in utility bill inserts (26%) and from utility companies (24%). This high level of awareness underscores the importance of strong partner programs with the utility industry.



Q: And, where specifically did you see or hear 811 advertising? (Select all that apply) Base=Those who have seen or heard advertisements (n=610)

## REASONS FOR NOT CONTACTING 811 OR CALL BEFORE YOU DIG

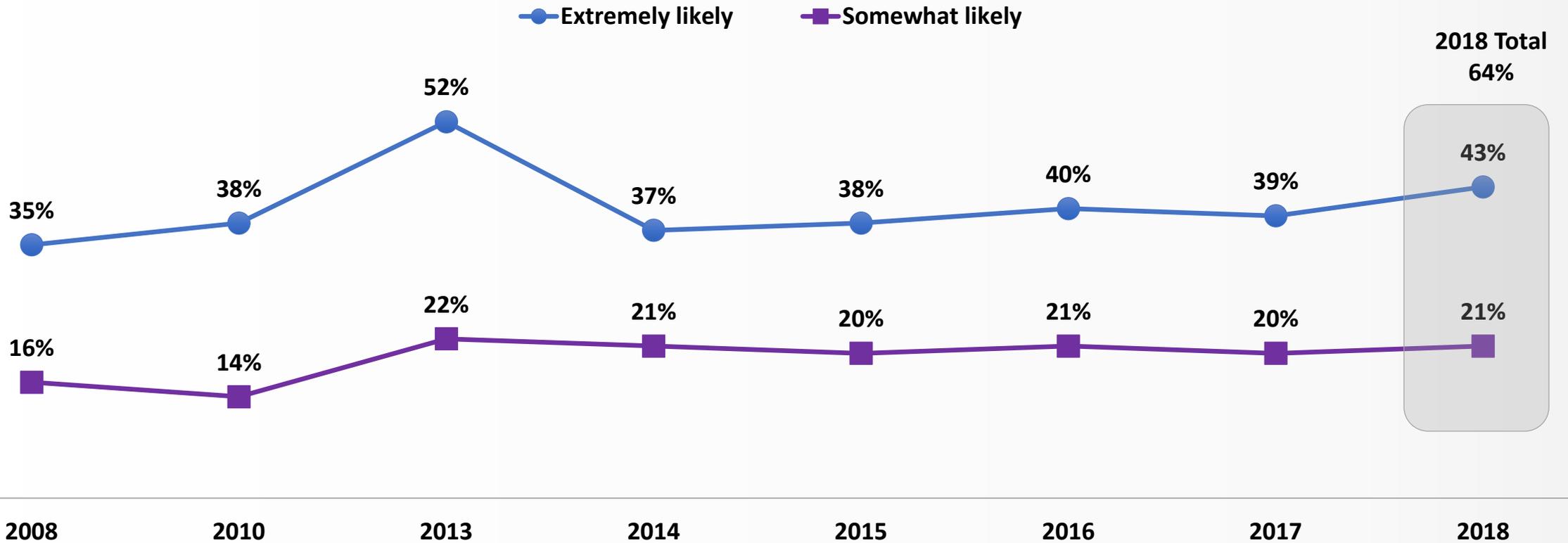
- To further explore usage rates of 811 and call before you dig services, a follow up question was asked of those who did not use either. The plurality of respondents indicate they simply did not complete a project (48%).
- While a variety of reasons are listed for not calling, continuing to focus on building awareness that marking is necessary is recommended.



Q: For which of the following reasons did you not call or go online to have the underground utility lines in your yard marked? (Select all that apply)  
Base=Those who have not used 811 or call before you dig in the past. (n=1368)

## TREND DATA: LIKELIHOOD TO 811 IN THE FUTURE

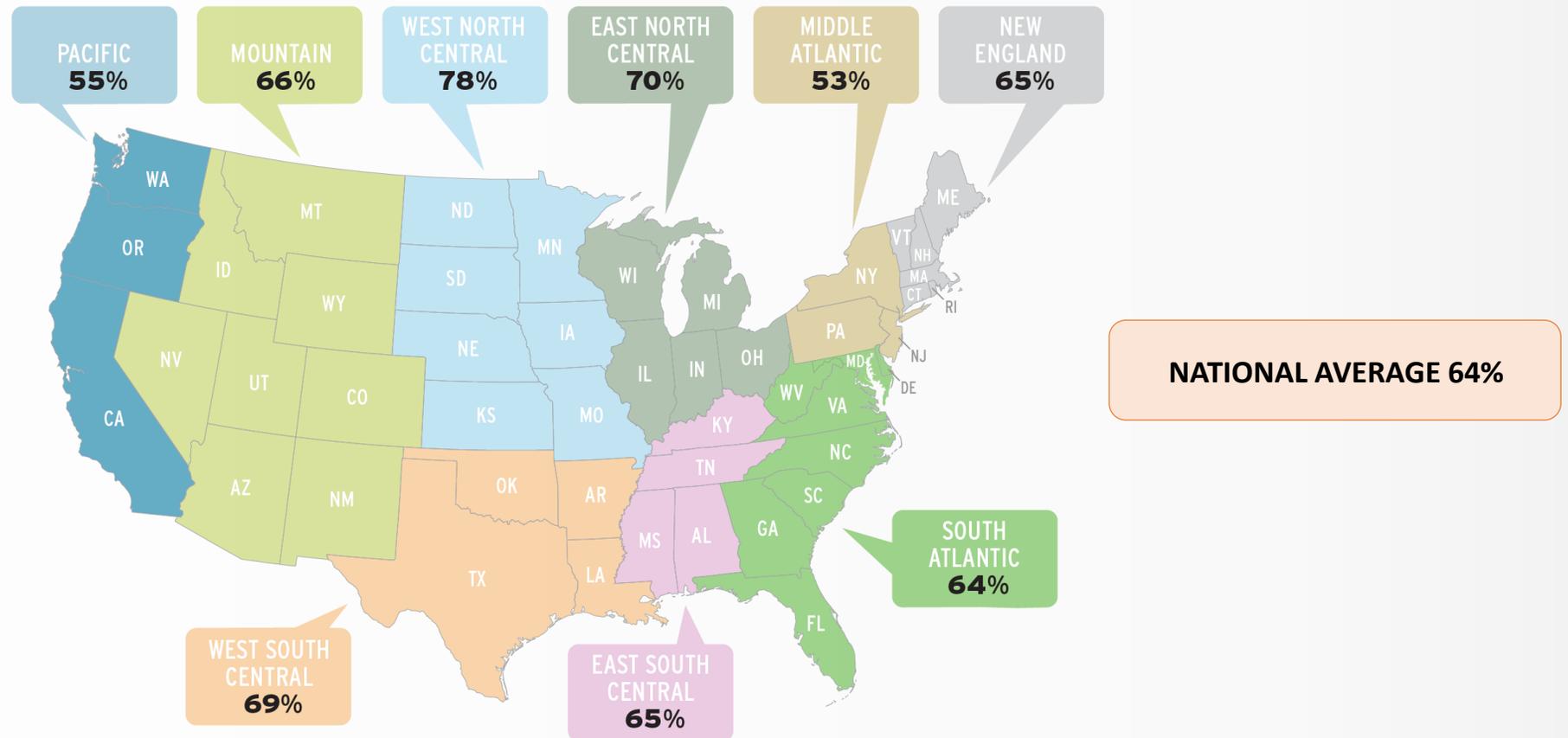
- Almost two-thirds (64%) of respondents say they are likely to 811 in the future before starting a digging project, an increase of 5-points since 2018.
- The intensity also increases, with 43% of respondents saying they are extremely likely to contact 811.



Q: In the future, how likely are you to contact 811 before starting a digging project? Base=Total Sample (n=1805) \*Slight wording change in 2018, replacing call with contact.

## A CLOSER LOOK AT REGION: LIKELIHOOD TO 811 IN THE FUTURE

- Over half of respondents in all nine census regions remain likely to contact 811 before starting future digging projects. This is highest among those in the West North Central region.

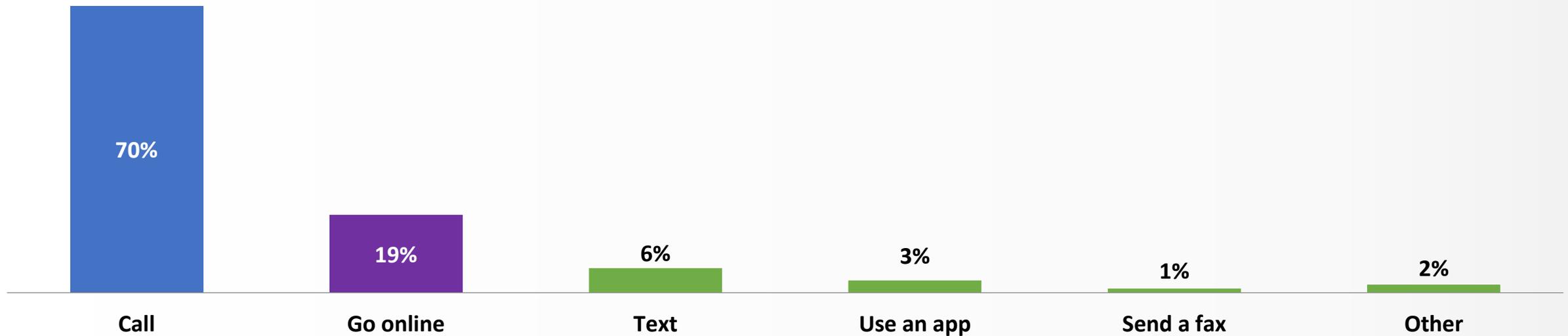


Q: In the future, how likely are you to contact 811 before starting a digging project? Base=Total Sample (n=1805)

## PREFERRED METHOD FOR 811

- The vast majority of respondents indicate they would “call” to contact 811 about a future digging project, however 19% say they would “go online”.
- It is interesting note, based on One Call Center survey data the majority of requests are electronic (56%), and only 39% come through voice. However, those figures also account for professional excavators.

**PREFERRED METHOD FOR 811**



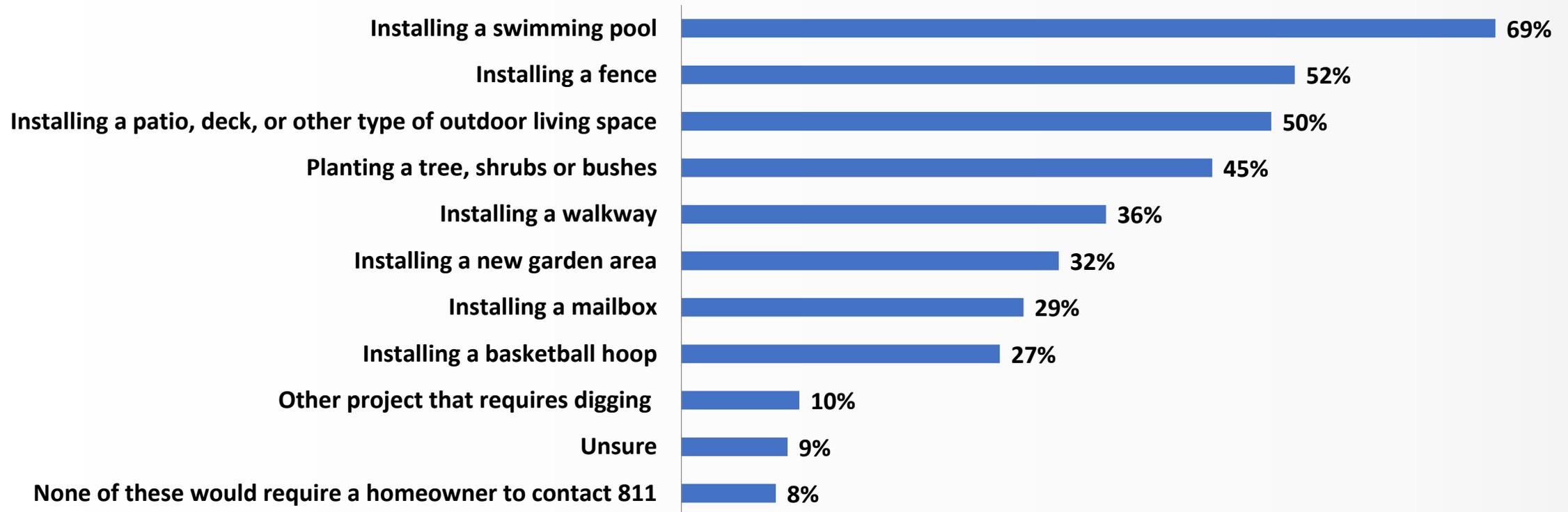
*Q: Assuming you had an upcoming digging project and planned to reach out to 811 to have your utility lines marked, which of the following would be the best way for you to contact 811?*  
Base=Total Sample (n=1805)

**Poll:** Does it surprise you that 70% of respondents still prefer to call 811 rather than use other contact methods?

Yes or No

## PROJECTS REQUIRING 811

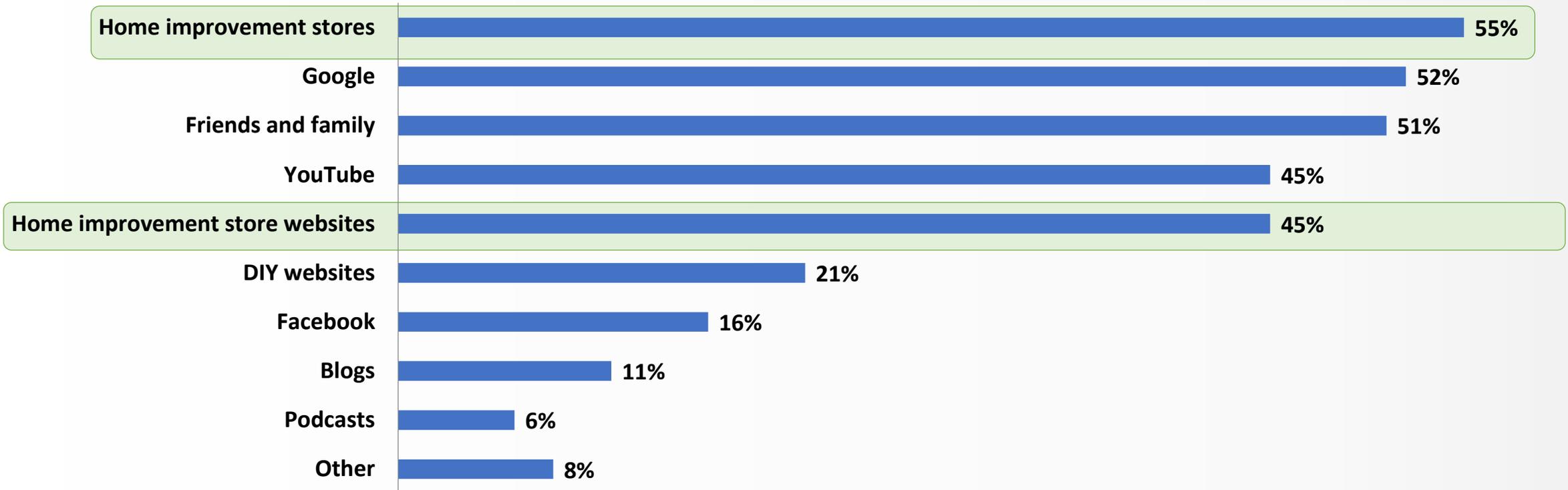
- While a majority of respondents indicate installing a swimming pool (69%) would require a homeowner to contact 811, significantly less say the same for installing a fence (52%), patio or deck (50%), or planting a tree, shrubs or bushes (45%). Continuing to communicate to homeowners the need to contact 811, regardless of the project size, is recommended.
- It is important to note that active diggers are more likely to believe all projects are more likely to need marking.



Q: Which of the following landscaping or home improvement projects do you feel would require that a homeowner contact 811? Base=Total Sample (n=1805)

# INFORMATION SOURCES ON HOME IMPROVEMENT PROJECTS

- Home improvement stores (55%) are the primary resource for information on home improvement projects, continuing partnerships such as the one with Lowe's is recommended. Home improvement store websites (45%) are also a popular information source.
- Online resources such as Google (52%) and YouTube (45%) are also important information sources. Those who are planning a future project or recently completed a project are significantly more likely to turn to YouTube.



Q: Where would you turn to for information about outdoor home improvement projects? Base=Total Sample (n=1801)

# UGI Utilities



*Using measurement and data to improve  
damage prevention programs.*



If you don't  
Measure it,  
you can't  
Manage it.

**Eric Swartley**  
**Senior Manager, Pipeline & Public Safety**

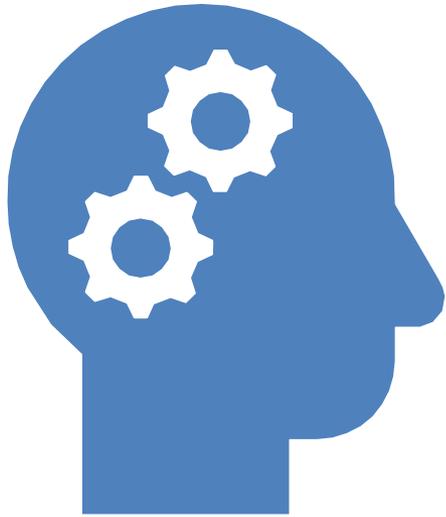
Number of Customers: 638,000 Gas & 62,000 Electric

Miles of Gas Main = 12,154

Number of Gas Services = 616,700

Number of Employees = 1,678

Merger & Acquisition - 3 Companies: UGI (1882)  
Acquired PNG (2006), CPG (2008)



# Talking Points

- Comparisons/Data sources
- Drilling down & Changing behaviors
- Case Studies
- Alternatives

- Common Ground Alliance DIRT Report & Best Practices
- American Gas Association - Peer Metrics/Best Practices
- Regional comparisons
- Regulatory reporting and blind comparisons
- Internal damage data - leads to competition and continuous improvement
- Don't spend your time managing the #'s, manage the activity and programs that promote and drive change.
  - Report damages consistently and lean toward inclusion
  - Appreciate the denominator is an issue and don't obsess
  - Recognize that by reducing damages in Total improves the safety of the public and our employees.

# Drilling down on KPI's



- Understand what the metrics tell you and how your performance affects and influences them.
- Develop programs around those that are tangible and provide the greatest benefit.
- Identify Key Performance Indicators/Tools to measure:
  - Damages per/1,000 One Call Tickets Received
  - Damages per/1,000 One Call Tickets Marked
  - **No One Call Damages per/1,000 Tickets Received**
  - Company At Fault Damages as a % of Total Damages
  - Company At Fault Damages/1,000 Tickets Marked
  - Track Frequent Offenders (who hits your lines)
  - Track Best Practices applied, such as CGA BP 4.22

Remember, Goal is reducing the Total # of Damages!

- The CGA DIRT Report consistently shows damages as a result of No Call prior to excavation is at a 1 to 3 rate.
- In 2015 we at UGI aligned with that metric and asked ourselves, “can we effect that metric”?
- UGI serves 45 of 67 PA Counties, so viewed our No Call data by County and ranked them highest to lowest
- Our two highest counties were adjacent to each other so we piloted a program to have Company Employees report work sites where no mark out paint or flags existed.
- We educated Employees and provided a reward for a positive report (*a report that eliminates damage potential*).
- The pilot was called “Fueling Damage Reductions” and the reward was a \$25 Gas Card.

# No1Call Damages by Construction Type



CONSTTYPE	2010	2011	2012	2013	2014	Grand Total
Landscape	39	34	22	21	13	129
Other	18	20	22	9	15	84
Building construction	17	9	17	7	17	67
Street construction	17	11	8	14	3	53
Water service	8	13	7	4	17	40
Curbing	8	11	10	7	11	
Electric	5	9	12	5	7	
Sewer later	8	9	4	8	8	
Fence	7	9	7	3	6	
Storm sewers	4	4	5	7	9	
Gas Main/Service work	3	6	1	2	1	
Building demolition	1	2	5	4	1	
Sewer main	1	3	2	4	1	
Water main	1	3	2	2	3	
Phone	1	1	3	1		
Cable TV	1	1	1			
Grand Total	139	145	128	98	112	622

**2010-2014  
AVG 124  
Damages/  
Year**



# Expanding a Good Thing



- The UGI results were substantial, a 57% reduction in No Call damages in the two County pilot area.
- A number of PA companies had similar programs to UGI. (*National Fuel & Columbia Gas*)
- We banded together and worked with PA One Call to adapt a program for reporting No Call sites, an Emergency Ticket went live on July 27, 2016.
- The Pennsylvania program now includes all owners of underground facilities not just UGI or Gas.
- By measuring the program we recognized the seasonality and industries driving the damages and tailored our messaging and actions around that.

# No1Call Damages by Construction Type



CONSTTYPE	▼↓	2015	2016	2017	2018	Grand Total
Landscape		11	15	18	2	46
Building construction		7	13	8	3	31
Other		15	2	9	1	27
Electric		2	4	6	1	13
Sewer later		3	8	1	1	13
Curbing		3	7	3		13
Water service		3	4	4		11
Storm sewers		4	5	1		10
Street construction		2	6	2		10
Fence		1	6	3		10
Building demolition		1	2	1		4
Water main		1	2			3
Gas Main/Service work		2			1	3
Cable TV			1			1
					1	1
<b>Grand Total</b>		<b>55</b>	<b>75</b>	<b>56</b>	<b>10</b>	<b>196</b>

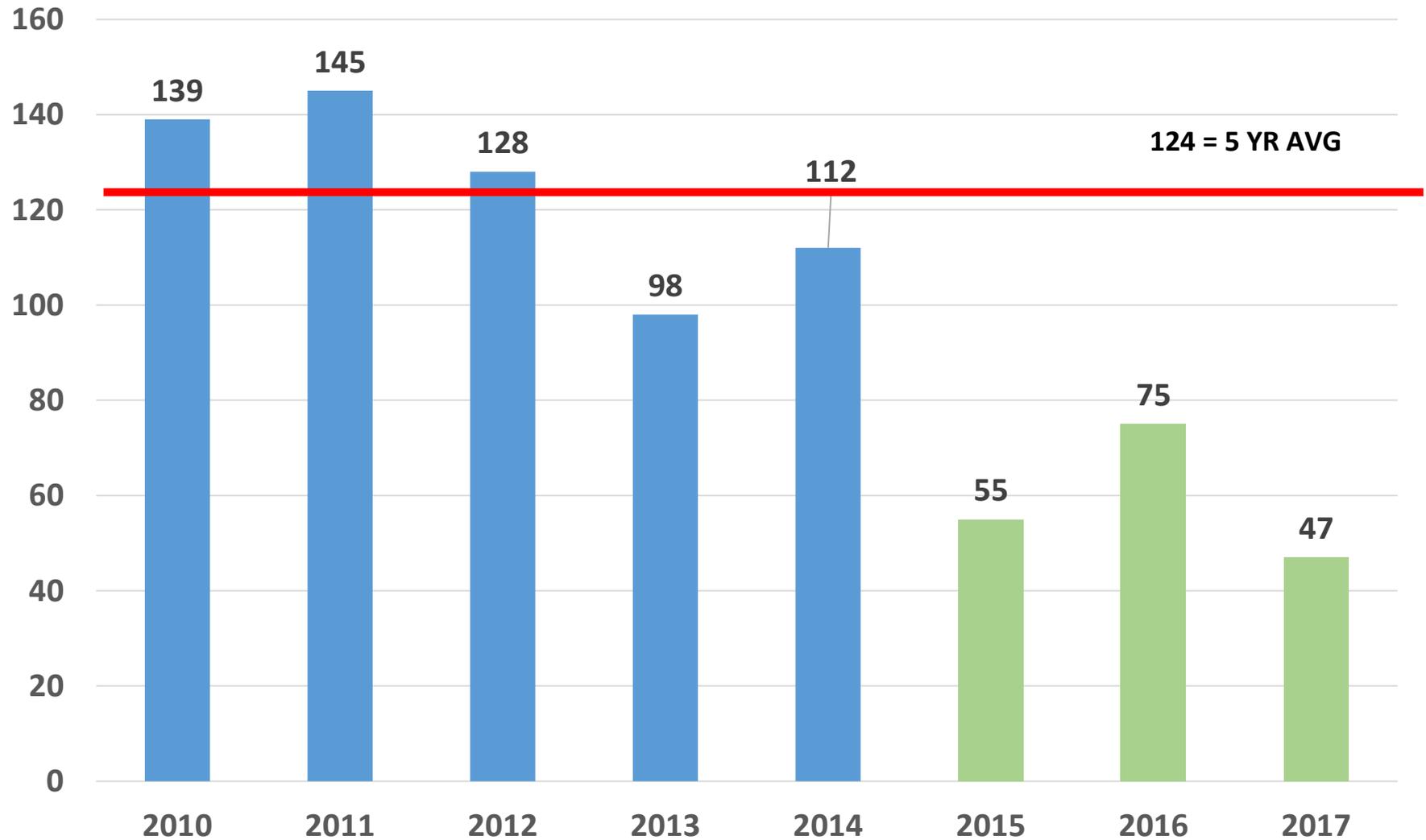
**2015-2017  
AVG 62  
Damages/  
Year**



# UGI No1Call Damage Reductions



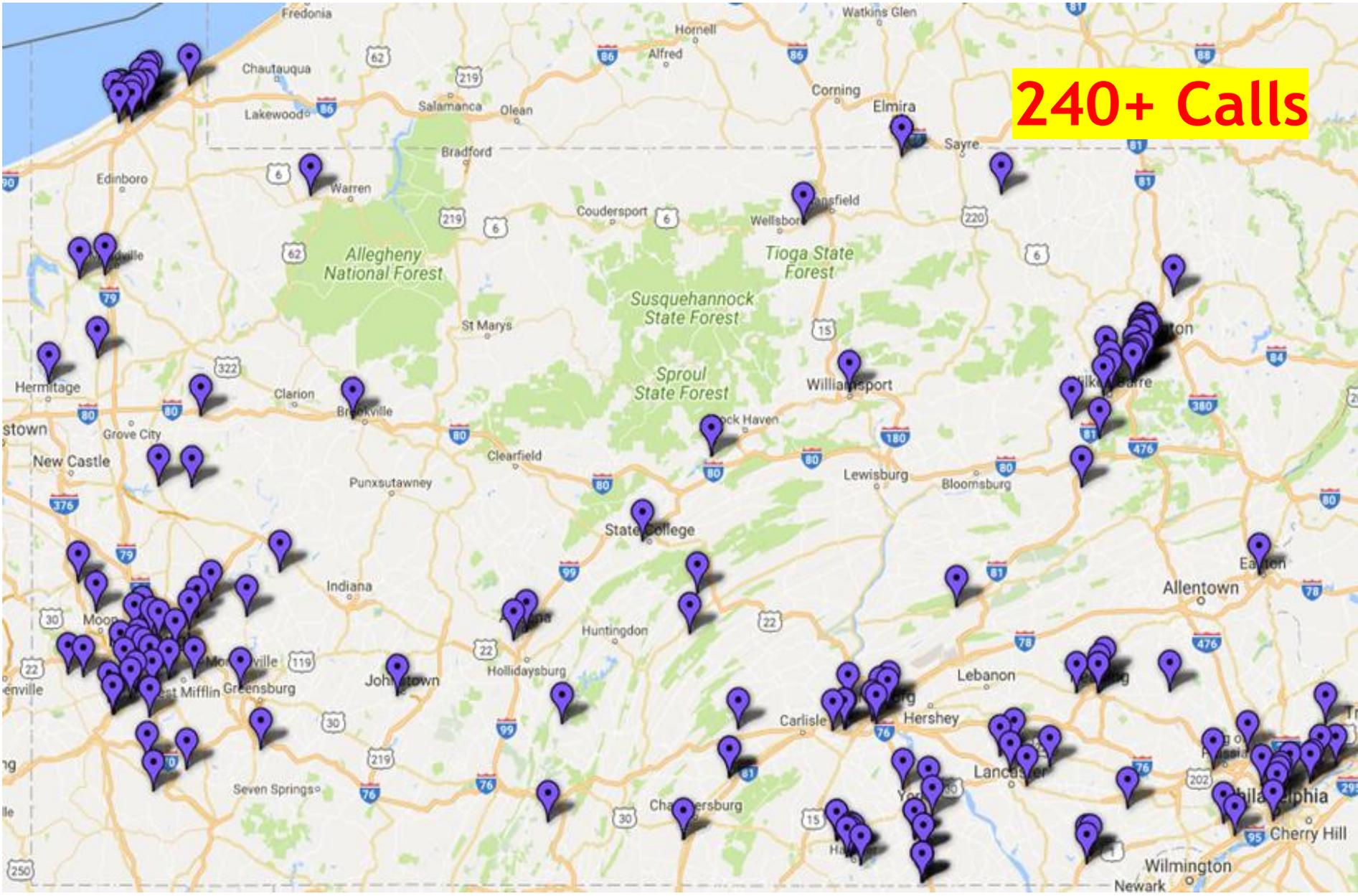
No notification made to the one-call center



# No1Call Emergency Tickets since 7/27/16



**240+ Calls**

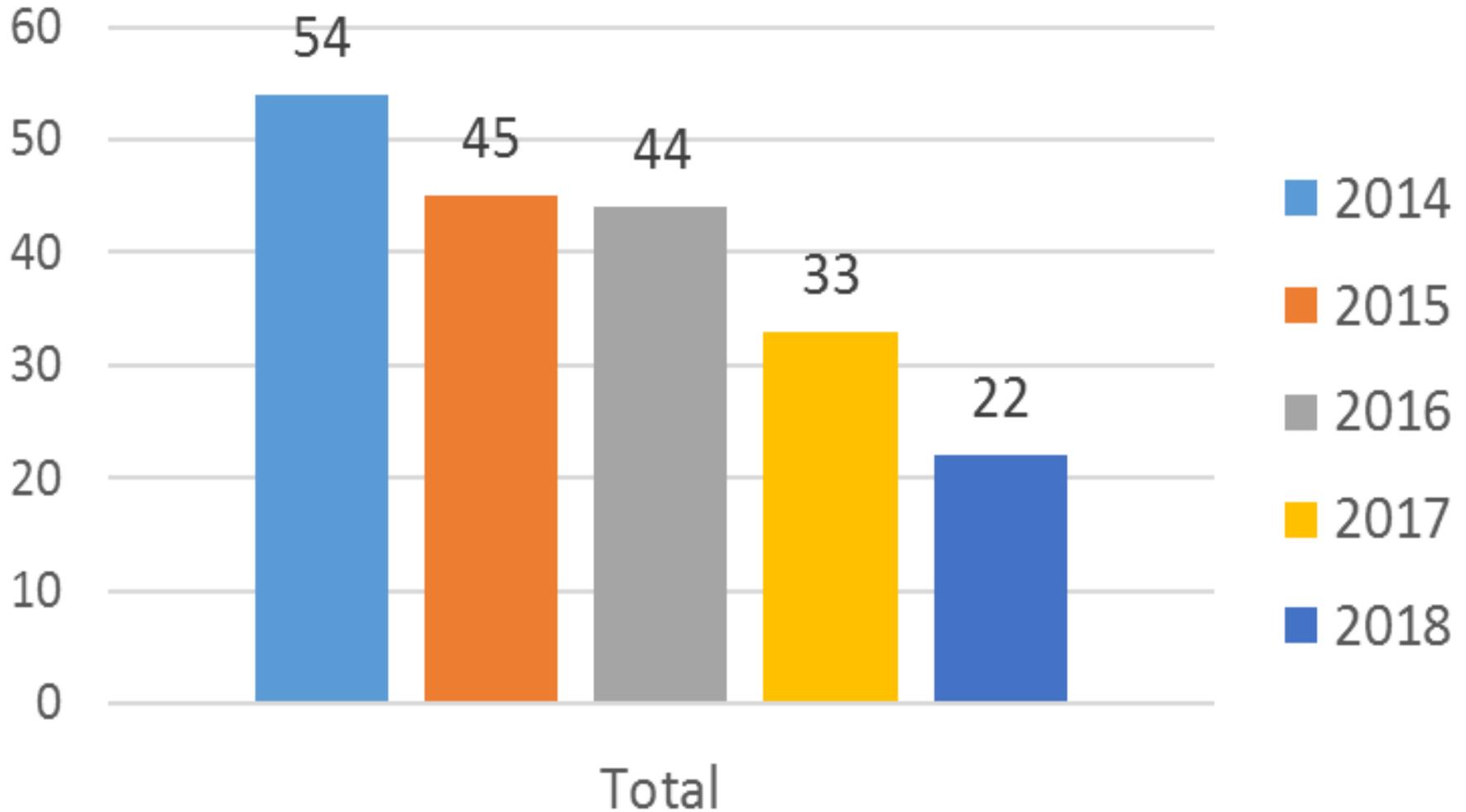


# Case Study #2



- Challenge in a rural area of our system
- No consistency by industry on type of damages
- In one year 25 damages were the result of 25 different excavators
- We learned most homeowners own a piece or excavating equipment (backhoe, skid loader)
- No major paper or media outlets
- A number of small Mom & Pop diners & pubs
- All the establishments used a commercial placemat
- Selected (20) Diners/Pubs to add an 811 placemat ad
- We see a steady decrease damages in the region
- Considering a rental center campaign to further raise awareness

## NW Region Total Damages



# 811 Placemat Ad



**That Natural Store**  
 39 Fraley St.  
 Kane Pa. 16735  
 814-837-6200  
 Business Hours:  
 Mon.-Fri: 10:00 to 5:00  
 Sat: 10:00 to 4:00  
 Sun: Closed  
 www.thatnaturalstore.com  
 Check us out on Face Book

**\*NEW\* THE KETOPIA SYSTEM**  
 Diabetic, Overweight, Obese.  
 If your serious about a healthy food program.  
 Call today!  
 thatnaturalstore.fgexpress.com

**Gelsick Collision**  
 339 QUALITY  
 Pete Gelsick  
 Owner  
 5892 Route 66  
 Kane PA 16735  
**Ph: (814) 837-6205**  
**Fax: (814) 837-9566**

**Northern Tier Community Action Corporation**  
**Center and Home Based PRESCHOOL**  
 (No cost to families)  
 Serving 3-5 year old income eligible children in Elk, Cameron, McKean, and Potter Counties  
 Toll Free: 888-809-3704  
 Ext. 224  
 www.ntcac.org

**THOMPSONS FLOOR COVERING**  
 Proudly serving the area for over 40 years.  
 Prices to fit every budget, EVERY DAY!  
 Ceramic Tile • Carpet • Vinyl Flooring  
 Laminates • Wallpaper • Kitchen Cabinets  
 Window Treatments • Countertops  
 6946 Rte. 321S. Across from Kane Sr. High School  
**837-8556**  
**800-834-8553**  
 www.thompsonfloorcovering.com

**BEACH GIRL PRIMITIVES AND ANTIQUES**  
 LOCATED IN THE THOMPSON FLOOR COVERING SHOWROOM  
 6946 ROUTE 321 KANE PA  
 •SCENTED ROSE HIPS  
 •DRIFTWOOD & CANDLE CREATIONS  
 •PRIMITIVE HOME DECOR & ANTIQUES  
**814-558-2360**  
 MON-FRI 9-5 SAT 9-2

**DIRECTV AUTHORIZED DEALER**  
**Starting at \$25.00**  
 •Free NFL SUN TICKET (Select Packages)  
 •HIGH SPEED INTERNET  
 •Free INSTALLATION  
 10 Kennedy Street  
 Bradford  
**814 558-0147**

Mountain Laurel Federal Credit Union  
 "Where It's Good to be a Member"  
 Kane Branch  
 211 S. Fraley St.  
 Kane PA 16735  
 M, T, W, 9:00-4:00  
 Th. 9:00-4:30. F: 9:00-5  
**Ph: 814-837-6151**  
**Fax: 814-837-9651**

**Fink Law Office**  
 Dawn A. Fink, Esq.  
 •Real Estate  
 •Family Law  
 •Wills & Estates  
 •Criminal Law  
 •Oil & Gas Lease Negotiations  
 219 N. Main Street  
 Port Allegany PA 16743  
**(814) 642-5133**

**GRANDMA BAIR'S FAMILY RESTAURANT & CATERING**  
 608 North Fraley St. Kane PA 16735  
**814-837-1220**  
 OPEN 7 DAYS  
 6AM -10PM




**PHILLIPS COMMAND DOGS**  
 Professional Dog Training  
 www.thedogguy.net  
 Stephen B. Phillips  
 The Dog Guy  
 nardcog1@gmail.com  
 618 West State St.  
 Olean NY 14760  
 Office:  
**(716) 373-3146**  
 585-403-1267(Cell)

**Becky's Boutique**  
 Full Service Salon & Spa  
 Becky L Vogel  
 Hairstylist/Owner  
 •Haircuts •Perms •Color  
 •Special Occasion  
 •Styling •Waxing  
 •Spa Services  
 5 Easton St. Kane PA 16735  
 Parking by Fraley St. Entrance  
 Cut This Out for 10% Discount!!!  
**814 - 837 - 9190**

**It's the Law! Make the Call!**  
 Homeowners and Contractors  
 Must Call 8-1-1 Three Business Days Before You Dig!  
 UG Energy to do more





**Erie Insurance**  
**McKean Insurance**  
 Bradford, Pa  
**(814) 362-9840**  
 www.mckeanagency.com  
 Contact Jenna Eckstr  
 or  
 Terrie Borkowski  
 Today!

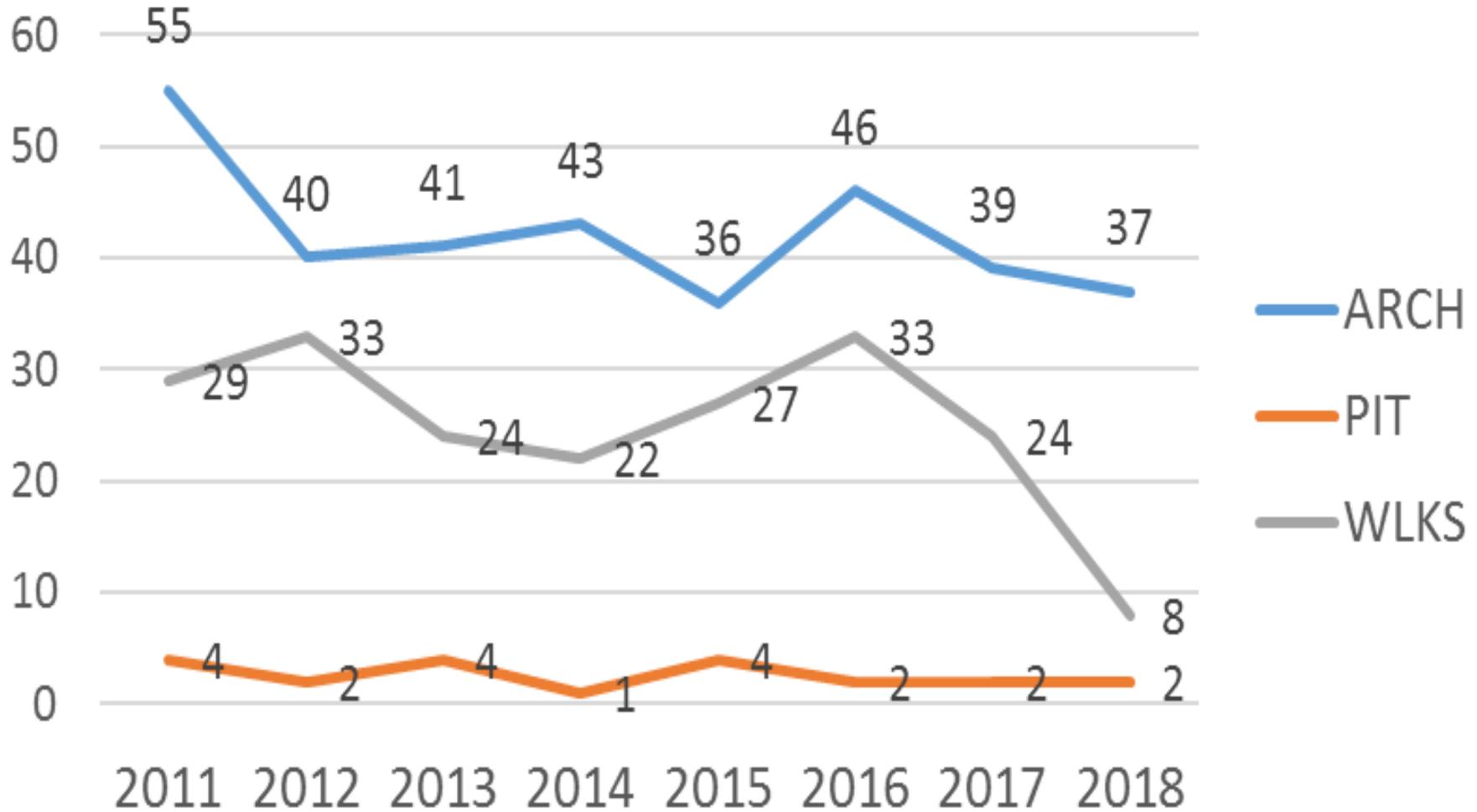
# Case Study #3 - Industry Focus



- Took over Damage Prevention Program in 2011
- First data look was internal and we were shocked at how damages varied by shop.
- There were themes but also some uniqueness to what was driving the damage rates.
- Most pronounced was our NE Region that accounted for 40% of Total Damages while completing 20% of One Call ticket volume.
- Drilling down showed not only No1Call damages as noted previously but also excavation for water main & services.
- We have done a number of things to address the water damages in the three shops in that region and apply those programs that are most successful across the board.

# Compare Shops in High Damage Area

## NE Region Water related Damages



# In the end



- Data focuses you to educate, educate, educate
- Data helps identify the behavior and culture that needs changed, considers BP's and keeps you on track.
- You can't do it alone, the industry is great about sharing; CGA 811 Campaigns, Media Tools kits, Best Practices to raise awareness and reduce damages.
- Employees are key public awareness ambassadors. Involve, inform & incent them. We at UGI have almost 1,700 Ambassadors and engage them in a variety of ways.
- It takes a Team, and we at UGI have a super Pipeline & Public Safety group! They are truly the A Team!
- Fly your colors!!!!

# A T-Shirt for every Campaign





Energy to do more®



Send us your 811 lawn sign photo and you could win!

Submit a photo with your 811 sign and be entered into our gas grill grand prize drawing.

\*All entries will receive a t-shirt

**Gas Grill  
Grand Prize!**



Send your photo and t-shirt size to Janet at [jstochla@ugi.com](mailto:jstochla@ugi.com) or by text to 484-258-4025 by **September 11th!**



# Employees & Homeowners

---



# UGI Ambassador Program

# Alternate approaches to data mining



Maybe roll the dice if you feel lucky?

How about ESP?



# Additional Information



- DIRT Report available September 2018.  
Updates available at [Commongroundalliance.com/DIRT](http://Commongroundalliance.com/DIRT).
- DIRT Report and Dashboard webinar will be held Sept. 27 at 1:00pm Eastern.

**Poll:** Do you share DIRT Report information and results within your company, organization or regional partner group?

Yes or No

# Additional Information

- Recording and presentations will be posted to [Commongroundalliance.com/webinars](http://Commongroundalliance.com/webinars).
- Look for additional state-level awareness data in September.



**Know what's below.  
Call before you dig.**

# Q&A Instructions



All attendees are in listen-only mode.

Click “hand raise” icon to ask a question verbally during Q&A session. Ensure you have entered your audio pin.

Click “?” to submit a written question.

# Closing / Reminders

- November Committee Meetings: November 12-15 at Chateau Elan in Braselton, GA.
- CGA Update: Next edition will include a full 8/11 Day recap. Submit your info to CGA Update by Wednesday, Aug. 15.
- CGAlert: Distributed weekly.
- CGA Conference: March 25-28 in Tampa.
- 2019 Sponsorship / Membership

Thank you!

[support@commongroundalliance.com](mailto:support@commongroundalliance.com)