



# 2021 Year in Review

CGA is very proud of the progress we made as an industry in 2021. Our member's hard work and dedication to damage prevention are highlighted below - from a week of education, networking and collaboration at the 2021 CGA Conference & Expo in Orlando, to the critical discussions we've had as part of the Next Practices Initiative to move the industry toward our goal of zero damages, to millions of media impressions secured due to members' outreach efforts during National Safe Digging Month, 8/11 Day and throughout the year. We look forward to 2022 and to making continued, significant progress across the damage prevention industry.

## Stakeholder & Membership Engagement

Grow membership, engage new stakeholders across the damage prevention industry and provide a collaborative forum for stakeholders to identify and highlight effective and innovative damage prevention practices and programs.

## Membership Updates

- Over **40 new corporate, government and association members** joined CGA in 2021.
- Increased membership participation to over **1,800 individuals**.



## CGA Conference & Expo

- *Welcomed more than 700 attendees*
- *Sold-out expo floor featured 76 exhibitors*
- *47 educational sessions and panels with 70+ speakers*

- CGA held six working committee meetings, which brought together members across CGA's 16 stakeholder groups to collaborate on the latest initiatives and ideas.

- Board Directors from 13 stakeholder groups led summits to ensure stakeholders had an opportunity to directly engage with their representatives.
- "Breaking New Ground" was the goal of the event, bringing together the top leaders in damage prevention to discuss how to move the industry forward and address the most critical challenges, including several sessions on the Next Practices Initiative.

## Virtual Presentations & Meetings

- Hosted Conference Preview in April with 236 participants, to showcase what was in store for the 2021 CGA Conference & Expo.
- Executed two weeklong series of virtual committee meetings, with nearly 200 members participating.
- Held over 50 member-engaging task team meetings focused on advancing committee work.

## Digital Information & Communications

### • Websites and Digital Platforms

- Continued to grow [CommonGroundAlliance.com](https://www.commongroundalliance.com) with new content and expanded member resources. **Almost 28,000 visits to Best Practices.** Nearly 10,000 visits to DIRT Reports and tools.
- Implemented use of [Engage](https://engage.com) platform to increase effective organization, communication and management of over 40 task teams, committees and the member community generating **41,000 pageviews**, 6,150 discussion group subscriptions, 2,000 discussion threads and 6,432 library entries viewed.
- 811's public-facing website [Call811.com](https://www.call811.com) achieved more than **2.4 million pageviews through October 2021, a new annual record.** More than 78% of visitors arrived via organic search and over 1.2 million people accessed state-specific information on the site.



### • Member Communications & Digital Outreach

- Distributed nearly 200 emails to CGA members during 2021, sharing key resources and initiatives, as well as keeping the the industry up to date.
- Communicated timely information to members through the weekly CGAlert featuring the latest news relevant to damage prevention industry, and the Damage Prevention Download highlighting timely topics and resources from CGA.
- Enhanced CGA's social media presence on all major platforms, seeing growth over 2020, including **467 new followers on LinkedIn** now reaching 1,701 total followers, 85,221 impressions on YouTube, and significantly increased outreach on Twitter (1,852 followers) and Facebook (2,272 followers).

## Programs & Education

Continue to advance the work of CGA core programs, increase action-focused deliverables and enhance education of industry, public and policymakers about the importance of an efficient damage prevention process.

### • Media Exposure

- Media exposure value reached over **\$3.5 million across more than 5,100 unique media placements**, with significant high-value exposure around NSDM and 8/11 Day. These 2021 figures represent a more than 77% increase in media value and a 30% increase in the volume of media placements over 2020.
- Ran inaugural digital advertising campaign on hyperlocal networking site Nextdoor the week leading up to 8/11 Day, achieving more than 1 million impressions targeted to homeowners and driving traffic to [Call811.com](https://www.call811.com) with more than 88% being new visitors to the site.

• **Communications**

- Issued targeted [press releases](#) to trade and business media in 2021 announcing the publication of reports, papers and other key industry data or news, earning more than **50 placements**.



**Educational Programs**

- Added a “member-shared” resource section to the CGA website featuring toolkits to mirror successful initiatives executed by member companies.
- Kicked off Educational Programs Committee effort to develop stakeholder-specific messaging on behavior changes that promote an efficient process.
- Executed a project to explore the development and implementation of an educational curriculum for professional excavators. Project includes convening an Advisory Group of subject matter experts, executing surveys to gather input on excavator education, surveying one call centers to document existing programs, and publishing report summarizing findings and recommendations.



**Best Practices**

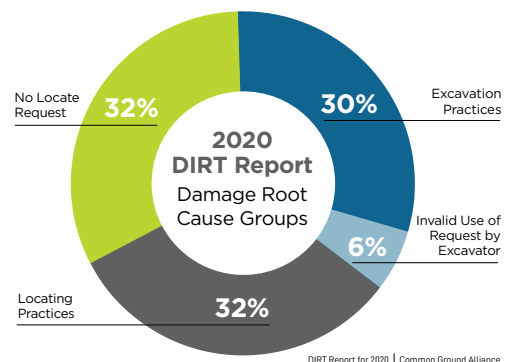
- **Approved Three New Practices in 2021**
  - **New:** 2-19, Underground Electronic Utility Markers
  - **New:** 6-19, As-Built Mapping of Underground Electronic Utility Markers
  - **Modified:** Addition to Appendix B, Guideline for Underground Electronic Utility Marker Technology
- **Enhanced focus on DIRT and Research Findings**
  - Established six new working groups stemming from DIRT Report findings and the Locate White Paper focused on potholing, forecasting workload fluctuations, abandoned lines, excavator role in positive response and disaster preparation and response.

**Damage Information & Reporting Tool (DIRT)**

• **Analysis and Reports**

- Released [2020 DIRT Report](#) in September. Annual DIRT Reports remain the most downloaded reports on the CGA site.
  - Expanded report to include additional analysis from One Call Centers on state-level data targeting late locates and pandemic effect.
  - Included analysis of current Damage Prevention Metrics such as damage per 1,000 transmissions and the potential for alternate metrics.
  - Published additional paper on [Multiple Reports on the Same Event](#).

Reported Damages by Root Cause Group



• **Enhanced Options for Data Submission**

- Launched updated user interface for [CGA-DIRT.com](#) focusing on new user support, simplified registration and consistency across CGA platforms.
- Released **new DIRT API** option for seamless data submission as well as the DIRT Authorized Integrator Program to encourage enhanced integration with existing and new industry software applications.

## Technology

- **Annual Report:** Published the fourth annual [Technology Report, Technology Advancements and Gaps in Underground Safety 2021](#), issued a supporting press release and held member webinar with more than 80 participants highlighting four case studies featured in the report.

## Innovation & Research

Increase focus on innovation and use of research findings to promote the development of effective practices and programs.

## Awareness Research & Analysis

- Completed **2021 public awareness research study** examining active diggers understanding of 811 and the call-before-you-dig (CBYD) service and process. **Active digger awareness of CBYD is 74%** with almost 50% of active diggers having contacted 811 for a past project.



### Next Practices Initiative

- **Advisory Committee and Working Groups**
  - Engaged members across key stakeholder groups and conducted industry surveys to establish goals, gather input, and identify critical challenges and systemic opportunities.
- **Report to the Industry**
  - Published [Next Practices Initiative Report to the Industry](#) including three critical challenges within damage prevention as well as four systemic opportunities that provide the industry with the greatest return on investment in the near term.
- **Pathways to Enhanced U.S. Damage Prevention Status Report**
  - Published [Next Practices Pathways to Enhanced U.S. Damage Prevention Status Report](#) and held five panels at the CGA Conference & Expo to highlight incentives, barriers and pathways to success for each of the systemic opportunities.

“The Next Practices Initiative represents some of the most innovative and important work happening in damage prevention today.” – *Josh Hinrichs, CGA Chairman*

## White Paper Series

- Developing strategy and elements of a quantitative survey of the gas distribution industry as well as a series of in-depth interviews with executive management. Execution of survey/interviews is planned for the first quarter of 2022.

## Partnership Outreach & Development

- **Gold Shovel Association**
  - Announced CGA and Gold Shovel Association will explore establishing a new arm of CGA that will integrate GSA into the organization in a continued and combined effort to reduce damages to critical underground infrastructure and protect those who work and live near these important assets.
- **Strategic Association Partnerships**
  - Established association partnership program to increase collaboration with allied trade associations.