

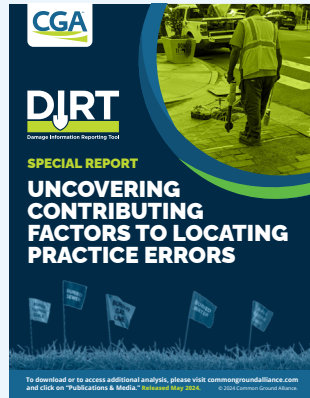
CGA YEAR IN REVIEW 2024

Information & Analysis *Driving industry progress, investing in the future*

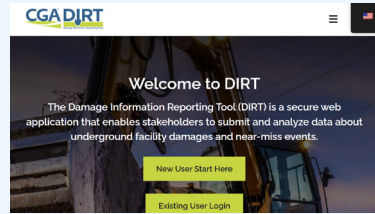


CGA Index & 2023 DIRT Report: Launched the CGA Index, a first-of-its-kind industry benchmarking methodology for trending year-over-year progress and modeling national damages. Damages decreased by six Index points in 2023, with 44 points remaining to reach our 50-in-5 goal.

★ **DOWN 6 INDEX POINTS**



Locating Special Report: Published analysis highlighting successful case studies on improving locating timeliness and accuracy, including GFiber's 39% reduction in locating-related project delays, the Massachusetts regulator's collaboration with non-gas operators to improve their locating timeliness to nearly 100%, and North Carolina 811's discovery that 45% of three-hour tickets may have been improperly marked as "clear."



DIRT Platform Enhancements: Modernized interface and improved user experience with multilingual support (Spanish, French). Launched tools to improve data quality, including work type mapping, a root cause flow chart and a simplified form for reporting single incidents.

Damage Prevention Institute: Added nearly 125 new organizations with 1,045 accredited participants. Launched peer reviews that facilitate important practice-sharing conversations and provide a "roadmap to good" for nearly 40 companies. Finalized performance metrics for facility owner/operators and locators, and established task teams to evaluate and refine them. Rolled out participant data dashboards to support enhanced analysis.

125 New Organizations
1,045 Accredited Participants

Best Practices: Distributed more than 6,500 copies of Guide 20.0. Approved 11 modifications, added one new practice requiring location validation when SUE quality levels aren't specified in construction plans, added one new definition and retired four outdated practices.

Excavator Research: Conducted first bilingual national excavator market research uncovering key pain points and damage reduction opportunities.



Education & Outreach *Delivering innovative tools and messages, achieving record impact*

255 MILLION Media Impressions

Public Relations and Social Media: Earned a record-breaking 255 million media impressions, spanning digital news, podcasts, print, TV, radio and trades. Launched a new LinkedIn Live event series – Ground Rules – attracting hundreds of attendees for interactive online discussions with subject matter experts. Grew LinkedIn presence by nearly 1,000 followers.



AEM's Modern Ag on the Mall: Engaged policymakers, federal agency employees and thousands of National Mall visitors with 811-before-you-dig education and promotion over the span of this three-day event highlighting agriculture in Washington, D.C.

Public Service Announcements (PSAs): Produced new TV and radio PSAs updating the previous "Day in the Dark" campaign with a refreshed "Be a Good Neighbor" angle highlighting the consequences of not notifying 811 before digging for both English- and Spanish-speaking audiences.

Excavator Education Curriculum: Envisioned, developed and launched the preliminary 12 modules of a free, comprehensive, web-based excavator education curriculum. Targeted top six damage root causes and developed self-paced microlearning modules focused on key practices and procedures. Honored with the Silver Davey Award for the "How to Safely Hand Dig" module.



OSHA Safe Trenching and Excavation Alliance: Launched website to support OSHA Alliance members and created National Safe Digging Month and 8/11 Day toolkits focused on this important issue, helping reduce trench-related worker deaths by 70% since 2022, according to OSHA.



Influencer Campaign: Leveraged the power of social media to target noncompliant or selectively-compliant excavators with messages from authentic construction industry social media influencers. Reached more than 600,000 followers on TikTok, Facebook, YouTube and X.

Stakeholder Engagement *Breaking records, driving historical momentum*



CGA Conference & Expo: Drew more than 1,400 damage prevention professionals for a week of education and networking in Colorado Springs.

Membership up 29%

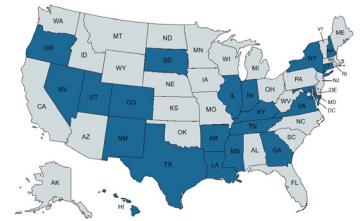
Membership Growth: Expanded CGA membership by 29%.

Committee Summits: Hosted record-breaking numbers of attendees in Nashville, Tenn., and Las Vegas, Nev., and introduced focus topics for each Summit to direct productive collaboration around top damage drivers and industry issues.

Record-Breaking Attendance at Committee Summits

New Association Management System (AMS): Launched a new AMS to improve member experience across our several digital platforms through single sign-on (SSO) access.

Policymaker Education: Engaged federal, state and local policymakers across 21 states. Secured validating video testimonies and media opportunities with public officials. Requested to engage a minimum of two state legislatures considering enhanced damage prevention measures in their 2025 sessions.



CGA Numbers At-A-Glance

YEAR ZERO

100.0
2022

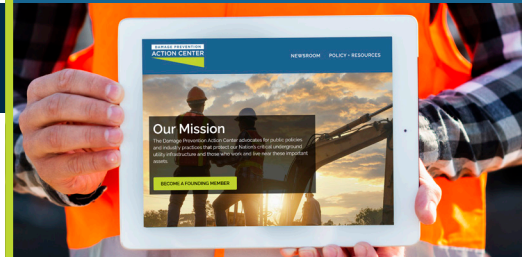
START OF 50-in-5

94.0
2023

CGA Index & DIRT Report: Damages down 6 points from 2022-2023.

Damage Prevention Institute: Added ~125 new organizations, maintained an average of 1,045 accredited participants, completed peer reviews for nearly 40 companies.

Damage Prevention Action Center



The industry launched its first and only advocacy organization dedicated to protecting our Nation's underground infrastructure and those who live and work near them: the **Damage Prevention Action Center (DPAC)**.

Best Practices: Distributed more than 6,500 copies of Guide 20.0. Approved 11 modifications, added one new practice and one new definition while retiring four outdated practices.

OSHA Safe Trenching and Excavation Alliance: Drove trench-related worker deaths down by 70% since 2022.

Excavator Education Curriculum: Honored with the Silver Davey Award for the "How to Safely Hand Dig" module.

Influencer Campaign: Reached more than 600,000 followers on TikTok, Facebook, YouTube and X.



CGA Conference & Expo: All-time high attendance of 1,400 damage prevention professionals.

Membership Growth: CGA membership expanded by 29%.



Sarah K. Magruder Lyle, CGA's President & CEO, featured on NBC Las Vegas.



Policymaker Education: Engaged lawmakers from 21 states.

Public Relations: Record-breaking 255 million earned media impressions.