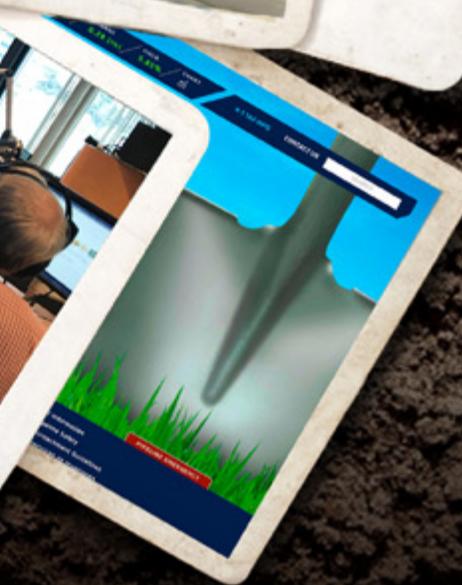


# Update

A Monthly Newsletter of the Common Ground Alliance



# 2019

## NSDM a record-breaking success



# National Safe Digging Month Breaks Call811.com Records

National Safe Digging Month (NSDM) 2019 was a tremendous success by every measure: Most governors across the country joined Congress in designating April as Safe Digging Month, national and local media was earned across the country reminding the public to contact 811 before digging, and visits to Call811.com broke records this month.

**Seven of the top 13 days ever for Call811.com total site visitors have occurred during the first two weeks of this month.** Compared to the first two weeks of April 2018, total sessions and unique users are both up 79%, while page views are up 73%. **Referrals to one call center websites have more than doubled (109%) since the same time last year.**

National events like **Shell Pipeline Company LP's** sponsorship of the Grand Prix of Long Beach over April 12-14



certainly contributed to this big lift, including **driver Helio Castroneves expertly incorporating 811** into a live interview on **Los Angeles' ABC 7** as part of a pre-race media luncheon also sponsored by Shell. Team Penske also issued a series of **Tweets** and **Facebook posts** promoting 811.

At Richmond Raceway the same weekend, **Virginia 811 sponsored the TOYOTA OWNERS 400** where **Shell-Penske driver Joey Logano** brought home



second place with the 811 logo on his No. 22, courtesy of Shell Pipeline Company LP.

Additionally, **CGA's Khrysanne Kerr** was extensively quoted in a **Forbes.com** **artical** about how contacting 811 should be the first step in any spring DIY projects involving digging.

## Member efforts from around the country

Baltimore Gas and Electric issued a [press release](#) citing CGA's Omnibus research in its outreach to Baltimore-area media.

City Utilities of Springfield, Mo., recognized NSDM in a full-court press of social media activities, including a [blog post](#), [Facebook](#) and [Twitter](#) posts, and even [Facebook Live](#).

CGA President and CEO Sarah Magruder Lyle and West Valley Construction joined USA North 811 at the Oakland A's on April 4 to celebrate USA North 811's creative season-long 811 advertisement near the right-field foul pole. [Click here](#) to view the outstanding visual!

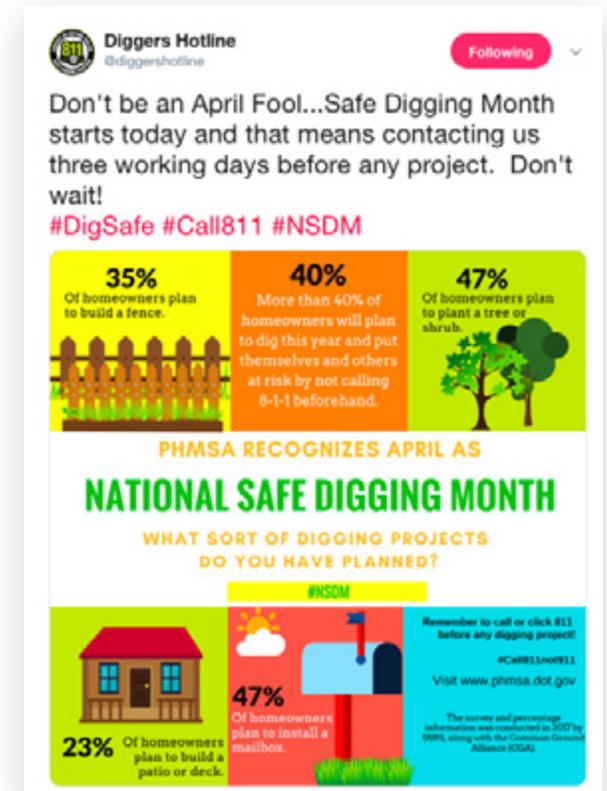


Colorado 811 and Xcel Energy worked with local Denver media to talk about the new legislation in Colorado and NSDM. [Click here](#) to view the story. Colorado 811 also hosted a [Yard Renovation photo contest](#) on its Facebook page and website asking homeowners to submit a photo of their yard for a chance to win an \$811 home improvement gift card.

Consumers Energy and MISS DIG partnered for a [news story on WDIV Detroit](#) about the importance of the safe digging process this spring.

Common Ground Iowa worked with Gov. Kim Reynolds to sign a proclamation of April as Safe Digging Month on April 9.

Dig Safe created an [infographic](#) based on CGA's Omnibus press release to share important safe digging statistics via social media.



Dig Safely New York hosted the grand opening of its new 21,000-square foot Center for Damage Prevention alongside

its members, stakeholders, state officials, one call center representatives from around the country and **CGA President and CEO Sarah Magruder Lyle**. Check out resulting news coverage from the [Syracuse Post-Standard](#).

**Dominion Energy** sent out a National Safe Digging Month [HTML email](#) reminding people to always call 811 before digging, highlighting the tolerance zone, showcasing the APWA color code guides and more.



**Enterprise Products** dedicated its homepage to 811 and National Safe Digging Month.

**Georgia 811** partnered with two-time Olympian and utility accident survivor Cliff Meidl to earn media on [WRBL Columbus](#), [WTVM Columbus](#) and [11 Alive Atlanta](#) about the importance of 811 this NSDM, and launched a lottery for a \$5,000 Home Depot gift card. Georgia 811 earned a [proclamation of Safe Digging Month](#) from Gov. Brian Kemp. The one call center also launched an excavator app this month which allows users to



submit locate requests and check utility responses, among other functions. Finally, Georgia 811 launched its advertising with the Atlanta Braves.

**Gray & Son** displayed the 2019 NSDM artwork in its bullpen throughout the month of April.



**Indiana 811** kicked off the month with Gov. Holcomb's proclamation of April as Indiana Safe Digging Month. To follow, the call center has been spreading the safe digging message with radio interviews secured on three talk radio stations and the distribution of an article about contacting 811 to homeowner

association (HOA) management companies for inclusion in Indiana HOA newsletters. Partnering with the **Indiana Utility Regulatory Commission**, Indiana 811 also designed and [installed a large ad](#) promoting 811 awareness in a high-traffic area between the Indiana State House and nearby state government buildings



in downtown Indianapolis. All of Indiana 811's outreach has already proven fruitful, as total visits to 811NOW.com in the first week of April were triple the number of visits from the same week in 2018. In addition, Call811.com directed 1,483 people to Indiana and **Kentucky 811's** 811NOW.com between April 1-7, making for more referrals than any other state page over the first week of April!

**The Indiana Utility Regulatory Commission** partnered with South Bend first responders for a demonstration of what happens when a gas line is struck, which was covered by the [local NBC affiliate](#).

**Kentucky 811's** Tim Vaughn, **811 Outdoors'** Mark Stowe and **CGA's** Khrysanne Kerr appeared on Louisville's **WAVE 3** on April 10 to promote NSDM and the importance of 811.



**Miss Utility of Maryland/District One Call** dropped off 811 cakes to eight radio stations in Baltimore and Washington, D.C., on April 1, resulting in on-air mentions, PSAs and/or social media mentions of Miss Utility's NSDM 811 message on all eight stations. The effort yielded more than 360,000 impressions worth more than \$16,000 in advertising value. Miss Utility also kicked off its sponsorship of minor league baseball team the Frederick Keys' report card program in April.

**North Dakota's Public Service Commission** placed a [news story on WDAY](#) reminding the public to call before digging.

**PG&E** issued a press release using CGA's Omnibus template to promote the importance of 811 this NSDM, which was covered by [multiple outlets](#).

**Piedmont Natural Gas's** Victor Giglio submitted an op-ed about the importance of contacting 811 and other safe digging practices this spring, which ran in [The Tennessean](#).

**South Carolina 811** held a media event with Lt. Gov. Pamela Evette on April 3 in celebration of having received Gov. Henry McMaster's proclamation of April as Safe Digging Month.

**Southwest Gas** invited popular a.m. news program [Good Morning Arizona](#) to its training facility to provide an engaging visual background for a detailed segment about the importance of calling **Arizona 811** this spring.

The **Washington Utilities and Transportation Commission** sent an email blast in recognition of NSDM, which included an infographic about the

state's locate request, damage and enforcement metrics.

**York County Natural Gas's** Amy Cassidy appeared on WRHI radio on April 16 to talk about the importance of contacting 811 in South Carolina this spring.

*Thank you to all of our members who have worked so hard to spread the word this NSDM!*



# Now Available: CGA's inaugural White Paper on effective excavator outreach

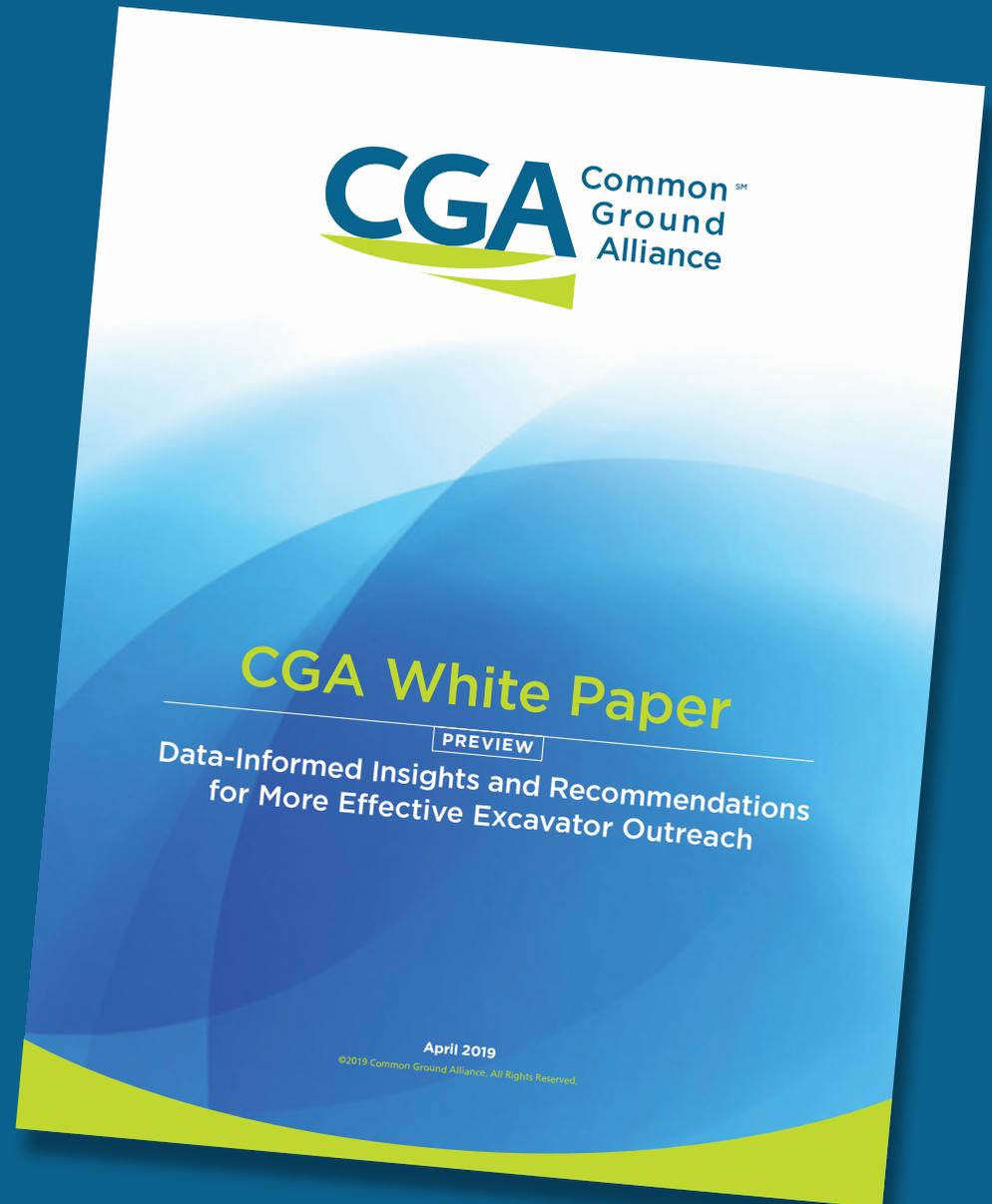
As noted at the CGA 811 Excavation Safety Conference & Expo in Tampa, CGA has drawn on our wealth of data to publish our first-ever White Paper: Data-Informed Insights and Recommendations for More Effective Excavator Outreach.

CGA members can access the White Paper now by clicking [here](#). This new resource combines findings from the 2017 DIRT Report, annual public awareness study, an online survey of excavators and excavator focus groups to provide unique insights into how damage prevention advocates can better partner with one of the most critical stakeholder groups in the safety process: excavators.

The **White Paper** is structured around four key takeaways that emerged after a comprehensive evaluation of our data sources. These takeaways can guide members as they develop strategies, budgets, media mixes and even messaging for outreach to excavators.

We encourage you to access the **White Paper** today for data-supported recommendations on how we can best share the responsibility of damage prevention alongside excavators. We'd also like to thank our excavator partners who participated in our research and consulted on the development of this White Paper.

CGA will host a webinar on May 21 at 1:00 p.m. EDT to walk through the White Paper findings and recommendations in detail. [Click here](#) to register.



# Jockey Florent Geroux to sport #Call811 at the Kentucky Derby!

On Saturday, May 4, millions will tune in to watch the fastest two minutes in sports, and CGA is excited that 811 will once again be included in this national media event! We are moments away from what we hope will mark #Call811's return to the Winner's Circle aboard **jockey Florent Geroux** in the Kentucky Derby!

In partnership with leading sponsor of 811 Horse Racing efforts, USA North 811, **we are excited to release a toolkit of graphics and social media messages** that you can use to let your followers know to bet on 811 this weekend.

[Click here to access the 2019 Kentucky Derby toolkit](#), where you'll find plenty of images of jockey Florent Geroux, an infographic and several sample social media messages that we hope you'll share with

your networks to amplify the value of this cooperative marketing opportunity at the grassroots level.

Entering the Winner's Circle at Churchill Downs is always the goal, but regardless of outcome, sponsoring a leading Derby contender will result at minimum in **hundreds of thousands of dollars in media exposure value** (the cost of a 30-second ad on NBC during the Derby), due to anticipated pre-race coverage.

The 811-sponsored teams have a great track record for surpassing that minimum estimated figure. During the past five years, the combined efforts of more than 30 committed annual damage prevention stakeholder partners has led to

media coverage that resulted in nearly a **billion media impressions and \$37 million in advertising equivalency value** for the 811 message.

In addition to [USA North 811](#), please join us in thanking the following member-sponsors who have made it possible to once again put #Call811 in front of millions of TV viewers this Saturday:

## Winner's Circle

[Atmos Energy](#) and [Pennsylvania 811](#)

## Place

[Alabama 811](#), [Magellan Midstream Partners](#), [Dig Safely New York](#) 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](#), [Texas 811](#), [UGI Utilities](#) and [West Virginia 811](#)

If you are interested in becoming a sponsor of the 2019 horse racing efforts, please [click here](#) to complete a short online form.

Don't forget to **tune in to NBC at 6:50 p.m. EDT on Saturday, May 4** to cheer 811 on to victory!



# news briefs

## Coalition brings 811 to Derby Day at Sam Houston Race Park

**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 Texas 811** are coordinating a huge effort at Sam Houston Race Park in Houston on May 4: Kentucky Derby Day presented by 811. The event will include an 811 finish line sign and a Derby Hat Contest with a \$500 top prize! More than 10,000 people are expected to attend the event. [Click here](#) to learn more.



## Kansas 811 and One Call Concepts engage rural water

The 2019 Kansas Rural Water Association (KRWA) Conference was held in Wichita from March 26-28. David Butler (national ITIC administrator for One Call Concepts, Inc.) and Jessica Lewis (Kansas ITIC administrator) led a session with more than 60 attendees titled, "What Can Kansas 811 Do To Help You Stay Above Water?" They provided live demonstrations of the free software available to locators (Locator



Ticket Management and Ticket Check) and excavators (Excavator Ticket Management and ITIC). The presentation also included a discussion of the new Kansas 811 mobile app.

## Louisiana 811 spreads the safe digging message to telecom stakeholders

On March 19, Louisiana 811 attended the Louisiana Telecommunication Association's Convention in New Orleans. The event provided a great place for people



in the damage prevention industry to network with television and telephone industry professionals.

## New York 811 reminds homeowners about the importance of contacting 811

New York 811 had a booth at the Nassau Coliseum for the Spring Home Show from March 30-31 and handed out 811 promotional materials to the well-attended show of landscaping enthusiasts.





# CALL for PAPERS



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# CGA Safety Materials Now Available for Ordering

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

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