

Update

A Monthly Newsletter of the Common Ground Alliance

CGA™
August 2016

Another Huge 8/11 Day!



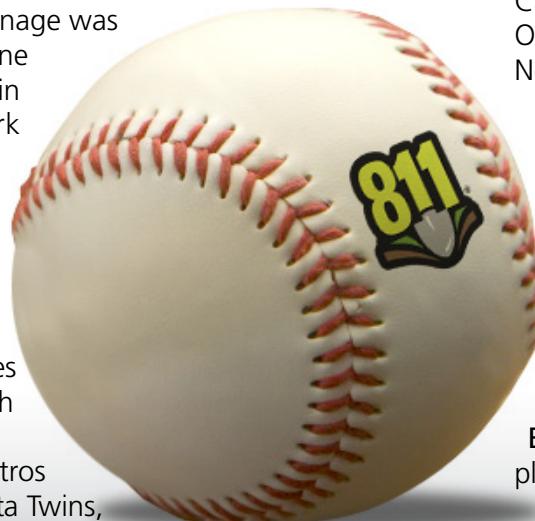
CGA thanks its members for another huge 8/11 day

Members like you made 8/11 Day an incredible success once again this year. From 8/11 Day Block Parties (see page 8 for more on these events) to 811 logos behind home plate during Major League Baseball games to employee and community outreach, your ideas for spreading the 811 message get more creative every year! Read on to hear about how CGA members celebrated 8/11 Day this year.

811 and Major League Baseball

For the third consecutive year, a coalition of damage prevention stakeholders partnered to place 811 signage behind home plate at select Major League Baseball parks on 8/11 Day.

The 811 signage was visible for one half-inning in each ballpark to viewers in both TV markets for the following games: San Diego Padres at Pittsburgh Pirates, Houston Astros at Minnesota Twins,



Colorado Rockies at Texas Rangers, Baltimore Orioles at Oakland Athletics and Chicago White Sox at Kansas City Royals.

The 8/11 MLB stadium campaign was made possible by the collaborative efforts of Enbridge, Energy Transfer, Gopher State One Call, Kansas 811, Miss Utility of Maryland/D.C., One Call Concepts, Pennsylvania 811 and USA North 811.

8/11 Day Campaigns Across the Country

The Association of Equipment Manufacturers posted [a news item](#) on its website on 8/11 Day citing CGA Omnibus data from earlier this year that showed that two in five homeowners will not call 811 before digging.

Blue Stakes of Utah hosted an 8/11 Day employee company party at Top Golf in addition to

running digital damage prevention billboards and spreading the safe digging message via a TV interview.

Buckeye Partners, L.P. hosted an information booth with 811 giveaways, videos and free Italian ice for its employees and other building tenants in its Breinigsville, Penn. facility.

Colonial Pipeline created an 8/11 Day video of a homeowner's testimonial about the 811 process. After learning that there were more utilities buried on his property than he originally thought, the homeowner became a true believer.

Partnering to promote safe digging at nine major and minor league baseball games in Pennsylvania on 8/11 Day were **Columbia Gas of Pennsylvania**, **Peoples Natural Gas**, **Pennsylvania 811**, **PPL Electric**, **UGI Utilities**, **UGI Energy Services** and **USIC**. The sponsoring companies participated in live interviews and radio broadcasts before and during the games. Ballpark attendees watched scoreboard messaging and video board advertisements delivering the call 811 before you dig message.

In observance of 8/11 Day, **Columbia Gas Transmission** (recently acquired by **TransCanada Corporation**) partnered with the LeMoyne Community Center in Pennsylvania to educate youth on safe digging practices. Employees spent the day volunteering with LeMoyne's mobile feeding program, which serves approximately 300 children in the summer months. After spending the morning preparing lunch, Columbia Gas Transmission visited one of the program's delivery sites to provide a general overview of their business and 811.

Colorado 811 Executive Director J.D. Maniscalco authored a [guest blog](#) featuring CGA's DIRT Report statistics and 5 Steps to Safe Digging. Colorado 811 also partnered with **Xcel Energy** to host a golf tournament on Aug. 6 and hosted an 8/11 Run/Walk and safety expo on Aug. 13.

Dig Safe System, Inc. ran ads in the most prominent newspapers in each of its five states, including the Boston Globe, Providence Journal, Burlington Free Press, Portland Press Herald and Union Leader. Dig Safe also flew its Dig Safe 811 banner over Rhode Island, Massachusetts, New Hampshire and Maine beaches. Thanks to a cooperative effort of the Massachusetts Department of Transportation and the Massachusetts Department of Public Utilities, Dig Safe messages displayed to millions of commuters on illuminated highway signs on nine interstates throughout the state for the entire week of 8/11 Day. Finally, 15-second PSAs aired three times during the first Patriots game of the season, which happened to land on 8/11 Day, over a broadcast network of 49 New England stations.

Enbridge posted "an impassioned plea to call before you dig" blog on 8/11 Day that recounted the story of a prominent Texas businessman who narrowly avoided disaster on his property when a construction accident occurred near an unmarked natural gas line. [Click here](#) to read the post, which also features a video. Enbridge also encouraged its stakeholders to share the blog post and its landowner and farmer safe digging testimonial videos on 8/11 Day.

Georgia 811 created an online resource page empowering stakeholders to promote

8/11 Day and the importance of safe digging to their employees. The one call center also hosted a blood drive, spoke to southeast Georgia extension office agencies, promoted 8/11 Day in its eNewsletter and social media properties and participated in an Atlanta-area media tour with **Cliff Meidl** to tie in with the 20th anniversary of the Olympics and 8/11 Day.

Iowa One Call (IOC) participated in its state fair along with **Common Ground of Iowa** and **PHMSA**. In addition to an exhibit located in the Varied Industries Building, damage prevention education at the event featured a roulette wheel that fairgoers could spin to win multiple prizes. IOC also instituted a Facebook raffle of 811 prizes each day of the fair to new followers who 'liked' and posted to the IOC Facebook page. Finally, IOC stopped at each media outlet

broadcasting live from the fair to deliver 811 cookies and hats in an effort to obtain some additional media exposure.

Kinder Morgan hosted information booths near its offices in Colorado Springs, Birmingham, Alpharetta and Houston. The company raffled off a Yeti Cooler in each location for those who stopped by and learned a little about 811.

Lone Star 811 sponsored the Texas Rangers game on 8/11 Day, including a 30-second video ad, radio ads, 100 game tickets with 50 donated to the Wounded Warrior Project, a booth handing out 811 promotional items to fans and the first pitch. The one call center also hosted a booth at the Houston Block Party and participated in a Good Day Houston TV interview promoting the Block Party.

Louisiana One Call (LA One Call) partnered with Lamar Advertising to have the "Celebrate 8/11 Day" message on digital billboards across the state of Louisiana. LA One Call also gave away 500 811 T-shirts at the Pipeline Safety Conference in New Orleans on 8/11 Day and displayed a safe digging banner there.

Attendees of the **Midwest Energy Association's** Gas Operations Leadership Summit in Milwaukee gathered to take an 8/11 Day photo of folks in 811 T-shirts.





The Minnesota Department of Public Safety's Office of Pipeline Safety secured official proclamations of Aug. 11 as 8/11 Day from the Governor's office, the City of Minneapolis and the City of St. Paul. Additionally, the 35W Bridge and Lowry Avenue Bridges in Minneapolis were lit in green to promote awareness.

Miss Utility of Maryland / D.C. celebrated with the winners of its annual scholarship program at a Washington Nationals baseball game on Aug. 10 in recognition of 8/11 Day. The program awarded eight high school seniors a \$1,008.11 single year scholarship.



that will help the recipients pursue degrees in the construction field or an industry that requires excavation at a two-year or four-year college, university or technical school. Miss Utility spread the word about safe digging with free giveaways and "call before you dig" messaging throughout the game. **Miss Utility of Delmarva** partnered with the scholarship program in providing awards to winners from the Eastern Shore of Maryland.

Missouri One Call (MOCS) brought its display trailer to the Missouri State Fair's opening day, attended by an estimated 350,000, on 8/11 Day, where it handed out promotional items and applied temporary 811 tattoos and stickers to hundreds of kids. MOCS also supported the 8/11 Day Block Party in Kansas City.

Nebraska811 (NE811) held four events across the state on Aug. 11. In Kearney and Norfolk, NE811 partnered with local utilities to host a free safe digging lunch that featured games, prizes and a roping demonstration from the 811 Rodeo Cowboy. Attendees were interviewed live for a remote radio broadcast. In Omaha and Lincoln, NE811, local utilities and popular radio DJs visited several dig sites and delivered lunch and other goodies to excavators who entered a drawing, liked the the NE811 Facebook page and pledged to dig safely.

New York 811 partnered with the New York Mets for a fifth 8/11 Day as the title sponsor of the broadcast of the game against the Arizona Diamondbacks. New York 811 also

had a presence at Citi Field, where it passed out 811-branded items to attendees, was featured on LED billboard signage and more.

North Carolina 811's (NC811) weeklong 8/11 Day celebration included sponsoring a dirt track race car driver, placing a local media story featuring an NC811 education manager and liaison that reached more than 70,000 viewers, a partnership with Piedmont Natural Gas to participate in the Aug. 11 Charlotte Knights game, several Utility Coordinating Committee meetings, and finally, a blood drive with Star Communications that collected 29 pints.

On July 29, **North Dakota One Call**, along with many sponsors, took over the North Dakota State Fair and proclaimed it 8/11 Day! Through this combined effort, the call center was able to reach thousands with the call before you dig message.



Mississippi 811 created an 8/11 Day-themed cake.



OKIE811 and Papa John's Pizza Oklahoma teamed up for an exclusive offer in honor of 8/11 Day. Oklahoma residents uses the promo code "OKIE811" when placing Papa John's orders online and received 50 percent off of regular priced orders. OKIE811 asked #whynot have a slice while waiting for your underground lines to be marked for your weekend project?

Pennsylvania 811 sent out a safe digging press release over the newswire at 8:11 a.m. on 8/11 Day to generate news coverage about the importance of calling before digging.



PHMSA and pipeline operators raised awareness about the importance of safe digging on and around 8/11 Day. PHMSA placed huge 811 station domination ads at the Washington, DC metro station that serves the Department of Transportation. PHMSA also coordinated digital 811 billboards in 15 targeted damage prevention states; 811 radio and internet PSAs; signage at Washington Nationals and Chicago White Sox games; 811 promotions on light rail, bus and other transit stations in Chicago, Dallas, Denver and Miami; cooperative events with Iowa One Call, the Colorado Public Utilities Commission and Colorado 811; and website and social media messaging including the debut of the [new Administrator 811 video](#).



PPL Electric Utilities, along with other damage prevention stakeholders, hosted 8/11 Day at PNC Park in Pittsburgh. The stakeholder group also ran a pre-8/11 Day newspaper

ad campaign featuring a reusable sticker on the front page of four major newspapers in Allentown, Bethlehem, Wilkes-Barre and Scranton, Pennsylvania reminding readers to call 811 before they dig.

PRCI, a non-profit research organization that is comprised of energy pipeline operating companies, sent out a email message to its members on 8/11 Day reminding them about the importance of 811 and the significance of the day.

Rhino Markers/Infrastructure Resources hosted its Minnesota 811 Run/Walk on Aug. 13 around Lake Calhoun. In addition to the run/walk, the event consisted of a kids run, live band, food truck and a safety fair with games, prizes and awards. Proceeds from the event were donated to Twin Cities Firefighters Operation Warm.

Shell Oil sent out a tweet saying that Joey Logano and Team Penske reminded its more than 140,000 followers to call 811 before digging. Through Shell Pipeline Company's relationship with Logano and Penske, the Penske



Facebook, Penske Twitter and Shell Racing US sites shared images as well as a video of [Joey promoting safe digging](#). Shell Pipeline Company also held 8/11 Day education events at facilities in Texas and Illinois featuring 811-branded sweets and 811 T-shirts. Finally, Shell Pipeline participated in the Houston 8/11 Day Block Parties.



Southwest Gas distributed an email on 8/11 Day that encouraged readers to watch a short video about the importance of calling 811 before digging.

The State Corporation Commission of Virginia issued a press release on 8/11 Day about the importance of calling before digging.

Tennessee 811 ran statewide radio advertisements and held in-office employee events to spread the safe digging message this 8/11 Day.

Texas811 participated in the Houston 8/11 Day Block Parties by supplying snow cones, and President Mike Losawyer was part of a

segment on the Great Day Houston morning TV program promoting safe digging and the Block Parties along with representatives from Enterprise Products and Lone Star 811. Texas811 also celebrated 8/11 Day at the Texas Rangers game during an interview with FOX Sports, at the San Antonio Missions game, and by scrolling its logo across the 26-story downtown Omni Dallas Hotel. The logo could be seen for miles, reminding North Texans of the need to call 811 before they dig.

UGI worked with the Harrisburg City Islanders Professional Soccer Club to promote the UGI-811 Lawn Sign Program that kicked off on Aug. 11. UGI Damage Prevention provided 350 lawn signs to interested employees. Employees who post the sign on their property and submitted a personalized creative photo received an 811 T-shirt and were entered into a drawing for a gas grill.



Washington 811 celebrated 8/11 Day at the Tacoma Rainiers AAA baseball and Babe Ruth Little League tournament, in addition to hosting an 811 golf tournament and running TV, radio, billboard and bus ads.

We Energies held a contest to find a Digging Dog to represent its 811 campaign and unveiled the campaign artwork on 8/11 Day at We Energies Energy Park during the Wisconsin State Fair, where the company also distributed 811 information and giveaways.

West Virginia 811 sponsored "8/11 Day at Power Park" again this year with many members attending the baseball game at Power Park. The one call center passed out T-shirts to the first 400 attendees.

XTO Energy sent out an 8/11 Day email encouraging recipients to call before digging.

The annual DIRT Report is coming!

The number of events occurring in 2015 submitted to DIRT for the United States and Canada totaled to 363,176. Through the usage of a newly implemented methodology to identify multiple reports of a single event, this number consolidated to 288,346, which is still approximately 5 percent more events than the number reported for 2014 (273,599).

It is significant to note that when Canadian (10,130) and United States near miss events (9,135) are excluded, the total damages reported to DIRT for the United States in 2015 is 269,081, which is 2.4 percent more than what was reported for 2014 (262,741). While these numbers show an increase in DIRT-reported damages in 2015, this is only one part of the total picture of underground damage prevention in 2015.

As previously noted, the number of DIRT-reported underground excavation damages in the United States in 2015 was 269,081. This estimated figure is developed from a multiple regression model using information from states which appear to have a substantial number of damages reported. Substantial reporting was determined by reviewing state regulations and statutes, OCSI (One Call Systems International) and PHMSA (Pipeline Hazardous Material Safety Administration) state classifications, a survey of state pipeline safety representatives conducted by the Committee in 2014, and a review of the number of events reported to DIRT in each state. Based on this research, for 2015, the

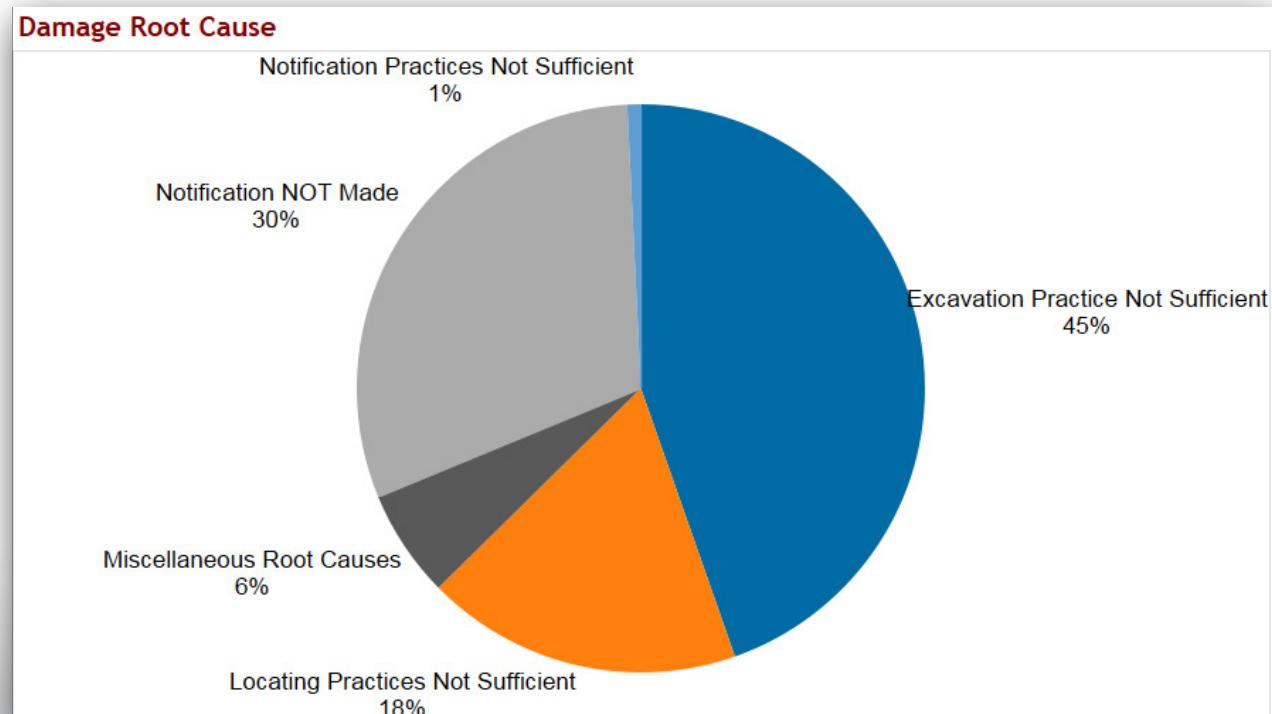
team identified 16 states believed to have substantial reporting.

The variables used in the model include building permits, construction spending put in place, infrastructure spending, land area, population, and population density. This analysis suggests that the estimated total number of underground excavation damages in the U.S. is approximately 317,000. **This is approximately 9 percent less than 2014's estimated 349,000 damages.** This is in significant part attributed to an increase in calls to 811 for a locate request and the quantity of outgoing transmissions these requests generate.

The 2015 DIRT Report includes a new way to interact with the data in DIRT: Tableau Dashboard!

The 2015 DIRT Report marks the introduction of an interactive dashboard which allows industry stakeholders to conduct their own analysis on 2015's reported DIRT damages. This interactive tool will be hosted on the CGA website and contains seven individual dashboards which highlight a specific concept; e.g., damage characteristics by state, damage cause analysis, etc. The visualizations contained within each dashboard act as a filter to allow users the ability to drill down into the topics which are of most interest to them.

Look for the 2015 DIRT Report to be released in September along with our annual DIRT Report webinar. Thank you for submitting your data to DIRT!



The CGA needs Tech



Technology is an important part of how members of the CGA get their day-to-day jobs done. From Electromagnetic Locating, to Ground Penetrating Radar; from Advanced GIS and Ticket software, to the laptop and cell phone you use daily. Within CGA there is a need to not only organize and deliver technological subjects to our CGA members, but to also strive to become a "go to" resource for the industry.

Recently the CGA Technology Committee met to refine our strategy, create new goals and implement some new plans. Our goal is to create two new task teams and work towards providing the CGA with subject-based

webinars that all members can attend as well as an annual report on the status of technology in the industry.

Also PHMSA has invited the CGA to help with a Damage Prevention Technology Congressional Study for input on the new "Pipelines and En-

"There is a need to not only organize and deliver technological subjects to our CGA members, but to also strive to become a "go to" resource for the industry. //

hancing Safety" (PIPS) Act of 2016. The technology committee will play an important role in conducting this study.

The technology committee has increased its efforts but we need your help! We are in need of new technology committee members from the core base of utility and excavator stakeholders. We need examples of how you use tech every day and tips to help your fellow members. What information do you require more of and what ways are you searching for that information, to aid in getting your work done and keep everyone safe? We need to hear from those that work the hard problems day in and day out.

If you would like to join the committee or have any questions, please email CGA staff at committees@commongroundalliance.com for additional information.

8/11 Day Block Parties... brought communities together

Following a successful inaugural 8/11 Day Block Party in Houston last year, damage prevention advocates in three cities joined forces to host block parties on Aug. 11, 2016 to engage the public about the importance of calling 811 before digging in a fun, community-driven way. Partners worked together to center each event around the "Every six minutes" theme, which reminds the public how frequently buried utilities are hit because someone failed to call 811 before digging.

Houston

A group of 18 pipeline operators and other damage prevention advocates joined forces to host the Second Annual 8/11 Day Block Party in the greater Houston area. The block parties were held simultaneously in four different locations. Amber Pappas of Enterprise Products, Mike Losawyer of Texas811 and Jim Holzer of Lone Star 811 appeared in a segment on popular morning TV show Great Day Houston promoting the events. More than 2,500 attendees learned about 811 at the Houston 8/11 Day Block Parties.

The following companies collaborated to make this year's event a success: *Air Products, CenterPoint Energy, D&R Services, Enbridge, Enterprise Products, ExxonMobil Pipeline, Genesis Energy, K&D, Landshark Hydro Excavation, Lone Star 811, Lyondellbasell, Page Southerland Page Inc., Phillips 66 Pipeline, Phillips Pipeline Contractor, Plains All American Pipeline, Shell Pipeline Company LP, Texas811 and USIC.*



Indianapolis

Damage prevention advocates in the Indianapolis area hosted an evening 8/11 Day Block party in Carmel, Ind. in an open lot adjacent to a popular walking path that leads to several busy restaurants, shops, and bars. 811 media coverage appeared on every Indy-area network TV station as well as a major radio outlet.

"Damage Prevention is truly a shared responsibility," said Steve Allen, the Indiana Utility Regulatory Commission's director of pipeline safety, "and this 8/11 Day Block Party event was the result of all stakeholders in



Indiana working together to improve the safe digging process."

Thanks go to the following event sponsors: **USIC, Vectren, Marathon Pipe Line LLC, Indiana 811, Tallgrass Energy, Miller Pipeline, SAMCO, NIPSCO, Indianapolis Power and Light, JDH Contracting, the Indiana Utility Regulatory Commission, the City of Carmel and Badger Daylighting.**



Kansas City

Kansas City's first-ever 8/11 Day Block Party was held in the city's Power & Light District of the city, right by one of the main entrances to popular venue KC Live!, which drew a large crowd prior to a Dwight Yoakam concert the evening of Aug. 11.

Kansas City 8/11 Day Block Party sponsors included: **Lenexa Kansas, KCP&L, Time Warner Cable, Consolidated Communications, The Laclede Group, the Missouri One Call System, Shawnee Kansas, Kansas 811, Magellan Midstream Partners, Paradigm and USIC.**

Ohio State University Study

Kinder Morgan has partnered with the Ohio State University to study how pipeline installations affect Ohio farm productivity. The study will be overseen by the College of Food, Agriculture, and Environmental Sciences.

Ohio State Extension soil fertility specialist Dr. Steve Culman will begin his research by identifying and sampling soil fields this Fall. Over the course of three years, the college will survey and take samples from 50 fields statewide, predominately in rural areas. Samples will be taken before and after installation of the Utopia pipeline.

"We're very appreciative of the leadership that Kinder Morgan is providing here," said Culman. "This is an area that affects a lot of acres, nationally and locally within the state of Ohio. A lot of landowners are being affected by this. They are genuinely interested in understanding how pipeline construction could impact crop yield."

The Ohio Farm Bureau Federation has offered to provide assistance to the project, Executive Vice President Jack Fisher wrote in a letter of support for the study.

For more information, please visit:
<http://go.osu.edu/pipelinefunding>

Article Reprinted with permission from Kinder Morgan's
Utopia East Pipeline Project Newsletter



"They are genuinely interested in understanding how pipeline construction could impact crop yield."



Hosted by



MARCH 14-16
2017

ROSEN SHINGLE CREEK
ORLANDO, FL

#CGAEexpo17

Owned and Produced by

Infrastructure
Resources
LLC

INTRODUCING POKEN®



Receive a Poken device to gather information
and maximize networking opportunities.

FREE with your registration!



Log into your personalized web portal on your phone or tablet to instantly:

- ☛ Review the Conference agenda and get details on daily events
- ☛ Utilize matchmaking services to connect with exhibitors and industry experts
- ☛ Access digital session notes and exhibitor information - go green with us!
- ☛ Track your activities throughout the Conference to see what you've done and what you still want to do
- ☛ Continue to access information well after the Conference

Sign up for event updates at CGAconference.com to stay up-to-date with conference news including information on Poken, sessions and more.

CGAconference.com | 866.279.7755

CGA Safety Materials Now Available for Ordering

CGA Best Practices 13.0, 2014 DIRT and 811 Safety Education Videos

To get your copy of the Best Practices 13.0 [click here](#) or for
DIRT [click here](#) and look for the appropriate buttons to order.



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