

# Update

A Monthly Newsletter of the Common Ground Alliance

August 2017



# 8/11 Day Celebrates 10 Years!

# President's Corner

Our thoughts and prayers are with our members and the millions of people affected by Hurricane Harvey. We want to be sure that those impacted by Hurricane Harvey and its aftermath stay safe as the water recedes and communities begin to focus on storm clean-up efforts.

With that in mind, CGA has created a **toolkit** that members in affected regions can use to remind homeowners and professionals about the critical role that the 811 call before you dig service plays in protecting communities from striking buried utility lines during an already stressful situation.

Click [here](#) to access this toolkit.

August was a very busy month, and 8/11 Day is the day to highlight the importance of calling before you dig to keep communities safe. I'd like to thank all of you that created, supported, attended and participated in 8/11 Day events across the nation. It was amazing to see the dedication and creativity of our damage prevention stakeholders to get the word out about the importance of calling 811 before you dig. It was an honor to join CGA Platinum Sponsor Pacific Gas & Electric at the New York Stock Exchange on 8/11 Day to ring the closing bell. You can watch by clicking [here](#). You will find more about 8/11 Day activities across the country in this month's CGA Update.

CGA also released the 2016 DIRT Report on August 14. We are pleased to that the analysis and discussion in this report is based on the largest number of event submissions ever received. The 2016 DIRT Report include several novel approaches, including an innovative analysis that estimates the societal impact of damages to underground utilities, which was \$1.5 billion. I'd like to extend a big thank you to everyone who works diligently to ensure the DIRT Report continues to be a key tool in helping stakeholders determine how to best protect underground utilities.

Be sure to join us for the next CGA State of the Business member webinar at 1:00 pm Eastern on Thursday, September 7. This webinar will focus on the role of technology in the damage prevention industry. Look for details about the webinar in your inbox.

I also want to remind you that the 811videochallenge is open until November 8th. We encourage you to visit [811videochallenge.com](#) for more information on how to submit your video. We look forward to seeing what you include in your time capsule.

Thank you again for your commitment to protecting our country's underground assets.

Be Safe,



Sarah K. Magruder Lyle  
President & CEO



# 8/11 Day Celebrates 10 Successful Years

CGA members across the country found creative ways to remind the public and professionals about the importance of calling 811 before digging on this tenth annual 8/11 Day. Read on for national, regional and local efforts to spread the safe digging message.

## PG&E and CGA Ring the NYSE Closing Bell

Pacific Gas and Electric (PG&E) was joined by CGA President and CEO Sarah Magruder Lyle and other damage prevention stakeholders in ringing the New York Stock Exchange's closing bell on 8/11 Day to promote the practice of calling 811 before digging. In front of a backdrop prominently featuring the eye-catching 811 logo, safe digging advocates were broadcast closing the market on CNN, Fox Business Network and CNBC to earn



significant national media attention for the call before you dig number.

## 811 Block Parties in Houston, Indiana and Kansas City

### Houston

Several pipeline operators and damage prevention stakeholder organizations joined forces on Aug. 11 to host the third annual 811 Day Block Party at Jones Plaza in downtown Houston. The Block Party attracted more



than 1,000 attendees and promoted general awareness of 811 to people who live and work in Houston around the theme "Every six minutes an underground utility is damaged because someone didn't call 811." More than 40 volunteers managed the interactive and educational activities, which included games, giveaways, handouts and media. The Houston Block Party was sponsored by Air Products, CenterPoint Energy, Dow, Enterprise Products, ExxonMobil Pipeline Company, Genesis Energy L.P., Kinetica Energy in Motion, Lone Star 811, Page Southerland Page Inc., Phillips 66 Pipeline LLC, Texas811 and USIC.

### Indiana

Sunday, Aug. 13 was 811 Day at the Indiana State Fair, and a group of dedicated stakeholders turned State Fair Boulevard into an 811 Block Party! Citizens Energy, Indiana 811, Marathon Pipe Line LLC, Miller Pipeline, NIPSCO, Paradigm, Tallgrass Energy, USIC and Vectren collaborated to staff five 811 booths and distribute more than 20,000 promotional items branded with the call before you dig number's logo. The Indiana 811 Block



Party featured complimentary 811 coolers, a mock excavation site, two excavators, road blocks and a street grip depicting underground utilities. Children enjoyed coloring on an 811-themed Monster Mural, while the social media-savvy were excited to find an 811-themed SnapChat filter while visiting the Block Party.

### Kansas City

Following a popular summer concert series show, attendees were invited to join the Kansas City 811 Block Party at the Leinenkugel's Patio inside KC Live! The Block Party featured entertainment, games, giveaways and of course plenty of educational materials to remind concert-goers and other members of the public to always call 811 before digging. The event was sponsored by APWA, Atmos Energy, Black & McDonald, BP Pipelines (NA), City of Lenexa, Ervin Cable, Forsa Technologies, Google Fiber, K&W Underground, Kansas Gas Service, Kansas One-Call, Kansas Pipeline Association, KCP&L, Missouri One Call System, Paradigm, Pipeline Association of Missouri, Southern Star Central Gas Pipeline, Spectrum and USIC.

### Other Member Initiatives

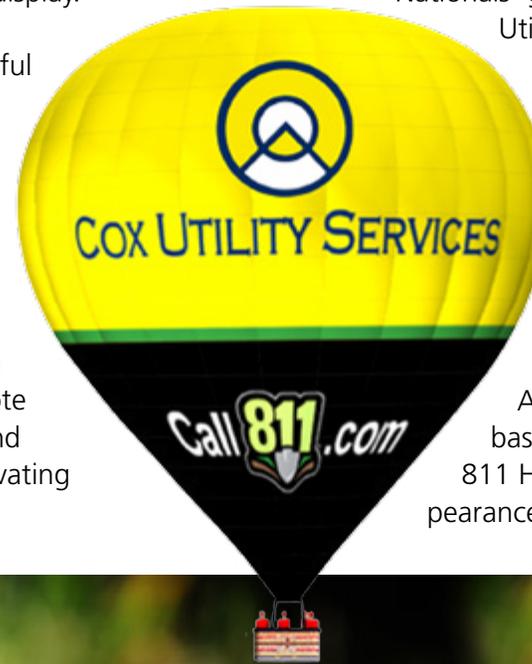
Indiana 811 and its partners, including American Electric Power, CountryMark, NIPSCO and Vectren, attended baseball games throughout Indiana, where they spread the word about calling 811 and handed out glow-in-the-dark 811 bracelets and other 811-related giveaways. The 8/11 Day events included a Fort Wayne Tin Caps game, which featured a fireworks display; a South Bend

Cubs game, where 1,000 fans received an 811-themed garden gnome; the Evansville Otters game, where the first 811 fans received free popcorn; and the Indianapolis Indians game, where attendees enjoyed 811 giveaways and a post-game fireworks display.

Louisiana One Call is grateful to Lamar Advertising for its efforts in helping to make 8/11 Day such a success in Louisiana. The company very generously donated space on countless digital billboards across the state, creating more than 1 million media impressions to promote the safe digging message and heighten awareness of excavating and demolishing safely.

Miss Utility of Maryland/D.C. recognized 8/11 Day all weekend at major league and minor league ballparks throughout the area. In partnership with PHMSA, the one call participated in 811 Night at the Washington

Nationals' game on Aug. 11, and Miss Utility Night at a minor league Hagerstown Suns game. The celebration continued on Aug. 12 at the third annual Touch-A-Truck event at the Bowie Baysox stadium, where children and their families explored more than 40 trucks and heavy equipment, and on Aug. 13 at the Frederick Keys baseball stadium, where the 811 Hot Air Balloon made an appearance.





North Carolina 811 celebrated a spectacular 8/11 Day around the state with several baseball games. Liaisons were out at the Durham Bulls handing out baseball bottle openers to fans as well as in the western part of the state at the Asheville Tourist game along with pipeline operator PSNC. NC811 also secured media interviews with local TV news stations WITN and WECT, and radio station WRGC.

OKIE811's weeklong 8/11 Day celebration started out with a "Packed the Pool"

event where the damage prevention team passed out fun outdoor trinkets to more than 200 children. Mid-week, the one call center set up shop at Lowe's and targeted excavators and home owners with safe digging information and a bandana to keep them cool as summer winds down. Finally, OKIE 811 had a huge presence at the OKC Dodgers game on Aug. 11. OKIE811 employees filled the stands as their mascot OKIE threw the first pitch. Game attendees received branded key chains, pencils, tattoos and T-shirts.

The U.S. Department of Transportation's Pipelines and Hazardous Materials Safety Administration (PHMSA) supported 8/11 Day in a number of ways, including TV-visible behind-the-plate 811 signage at an "811 Night" at the Washington Nationals baseball game, also attended by Washington Gas and Miss Utility of Maryland/D.C. The two winners of PHMSA's Call 811 poster and video contest



came to D.C. for the day and were able to meet the department's Deputy Secretary, Jeffrey Rosen. [Click here](#) to view the winning video.



PHMSA's Call 811 poster and video contest winners with Department of Transportation Deputy Secretary Jeffrey Rosen.

Farmers and music fans from Kansas, Nebraska, Wisconsin and Ohio travelled to the Peterson Farm in Assaria, Kan., for the fourth annual Peterson Farm Tour and live concert sponsored by the Pipeline Operators for Ag Safety (POAS) campaign on 8/11 Day.





Volunteers from **Black Hills Energy, CHS, Inc.** and the **Progressive Ag Foundation** led activities designed to increase awareness of 811, underground lines, temporary line markings and ATV safety. At the end of their concert, the **Peterson Farm Brothers** debuted their latest original song “**Call Before Ya Dig**” and captured video from the event to incorporate into the music video released later in August. The POAS campaign sponsored almost 40,775 local and national ads, email campaigns, events, social media posts and webinars reaching millions of individuals in farm and ranch communities since its inception in 2015.

**Texas811** got out the 811 message in a big way again on Aug. 11. For the third consecutive year, the Texas811 logo was visible for miles on the 26-story side of the Dallas Omni Hotel!

This year the one call center shared space with a tribute to baseball Hall of Famer and former Texas Ranger player Pudge Rodriguez.

**Virginia 811 (VA811)** brought the 811 Hot Air Balloon to a Richmond-area Lowe’s on 8/11 Day in partnership with the Richmond Department of Public Utilities to spread the safe digging message to DIYers and professionals stopping by the store that day for supplies. Later in the evening, VA811 hosted the 811 Balloon at the Richmond Flying Squirrels game. The one call center also secured **multiple local media segments** focusing on digging safely.

### 8/11 Day Web Traffic Sets New Records!

CGA member engagement was at an all-time high leading up to and on Aug. 11 this year. Always a significant day for media coverage and social media engagement, this



year witnessed triple-digit increases in many reportable areas.

Data reported from Google Analytics for **Call811.com** for August for the first 13 days of the month saw the following increases in site traffic:

### 89% increase in site visits and 103% increase in new visitors during the month:

- Arizona - 229% increase in visitors
- New York - 218% increase
- D.C. - 213% increase
- Wisconsin - 174% increase
- Traffic from smartphones was up 164% from 2016
- Traffic from tablets was up 285% from 2016

**CommonGroundAlliance.com** also witnessed increases in visits and downloads. Highlights include the following:

- Site visits increased by 73%
- Unique visitors increased by more than 65%
- Toolkit homepage visits were up by 13% with 333 visits
- 811 logo toolkit was up 30% with 295 visits

“We continue to see increased activity across multiple stakeholder groups on 8/11 Day, elevating these numbers and increasing awareness,” said Khrysanne Kerr, vice president of communications for the Common Ground Alliance. “Records are meant to be broken and I can’t wait to see what happens next year.”

# 2016 DIRT Report Estimates that Damage to Buried Utilities Cost Society at Least \$1.5 Billion Last Year

CGA announced findings from its comprehensive 2016 Damage Information Reporting Tool (DIRT) Report on Aug. 14.

The report, which is the sum of all 2016 data submitted anonymously and voluntarily by facility operators, utility locating companies, one call centers, contractors, regulators, and others, estimates that the total number of underground excavation damages in the U.S. last year rose 20 percent from the year prior, to approximately 379,000, and conservatively cost direct stakeholders at least \$1.5 billion. The 2016 DIRT Report benefitted from a record-high number of event record submissions as well as a record-high Data Quality Index score (a measurement of the completeness of data submissions), yielding the most comprehensive analysis of damages to buried facilities ever compiled.

Data from 2016 informed CGA's first-ever estimate of the societal costs associated with underground facility damages in the U.S. As estimated by a very conservative model accounting only for stakeholders' direct costs related to a damage, 2016 damages alone cost approximately \$1.5 billion in the U.S. This estimate does not include property damage to

excavating equipment or the surrounding area, evacuations of residences and businesses, road closures and/or traffic delays, environmental impacts, legal costs, injuries or deaths. Customers and users of underground facilities were most impacted, shouldering just over 30 percent of the total societal costs, and emergency responders absorbed more than 23 percent.

While the 2016 damage ratio, which measures damages per 1,000 one call transmissions, increased 14 percent from 2015, construction spending has risen such that the ratio of damages to construction spending has dramatically declined since 2004 (the first year the DIRT Report was issued), and estimated damages have stabilized into the 300,000-400,000 range since 2010 despite increased construction activity in the interim.

"The substantial estimated economic impacts of damages to underground facilities across

the U.S. likely do not come as a big surprise to damage prevention advocates who are dedicated to reducing that figure – along with the very human impacts these damages can have – on a daily basis. Nevertheless, we hope that the 2016 DIRT Report's analysis of the \$1.5 billion in societal impact is eye-opening to both the industry and the public at large, and provides clear evidence that reducing damages is solidly in the public interest," said Sarah K. Magruder Lyle, president and CEO of CGA. "The latest DIRT Report also examines damage prevention paradigms in other countries for the first time, which is an opportunity to consider how this information can help us can work toward our goal of zero damages."

Other significant findings from the 2016 DIRT Report include that damages caused by a failure to call 811 prior to digging have fallen to a record-low 16 percent, part of an encouraging long-term trend.

Once again, CGA has made an interactive DIRT Dashboard accessible to the public through its website, allowing users to view and manipulate the data through the lens of a specific element, e.g., damages by state, root cause analysis, etc. It contains a series of dashboard visualizations that allow users to sort information through additional filters, giving damage prevention stakeholders a powerful tool for drilling down into the areas where they feel they can have the biggest positive impact. Added this year are the capabilities



to filter several dashboards by state or year (inclusive of 2015 and 2016 data), as well as a new dashboard that centers around the U.S. Department of Transportation's Pipelines and Hazardous Materials Safety Administration's (PHMSA) determinations on the adequacy of state damage prevention programs.

"CGA's Data Reporting and Evaluation Committee has worked tirelessly to recruit quality data submissions and explore new areas of analysis to inform the 2016 DIRT Report as part of its pursuit to provide damage prevention advocates and the public with comprehensive, relevant information," said Bob Terjesen, Data Committee co-chair from National Grid. "DIRT data is more accessible than ever with the interactive DIRT Dashboard hosted on the CGA website, making it possible for any stakeholder to explore the unique ways each of us can have an impact

on the staggering \$1.5 billion in societal costs caused by damages to buried utilities, and on protecting the people who work near them."

The complete DIRT Annual Report for 2016 is available for download at

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

and stakeholders interested in submitting data to the 2017 report or establishing a Virtual Private Dirt account should visit the DIRT site at [cga-dirt.com](http://cga-dirt.com).



“The substantial estimated economic impacts of damages to underground facilities across the U.S. likely do not come as a big surprise to damage prevention advocates who are dedicated to reducing that figure.”



**West Virginia 811** (WV811) and some of its members celebrated 8/11 Day during Live on the Levee in Charleston, W.Va. Musical acts The Band Wagon and Stark Raven entertained local residents as part of the Charleston summer schedule, and attendees received branded items from WV811.



# The 811 Video Challenge Continues!

CGA was excited to launch the 2017 811 Video Challenge earlier this summer, and looks forward to hearing about your submissions centered around fall planting and DIY activities.

This year's 811 Video Challenge celebrates the past and looks toward the future of damage prevention, by requiring all submitted videos to include the creation of a time capsule. Each video must include a description of the capsule – which must include 11 historical items and eight items/ideas about the future of damage prevention – along with a burial event (including a call to 811 prior to digging, of course!).

The 811 Time Capsule Video Challenge is open to all CGA members, regardless of whether they are challenged. Full information, including deadlines, frequently asked questions, submission directions and official rules, may be found at [811VideoChallenge.com](http://811VideoChallenge.com).

To get things started, CGA reached out to the following eight organizations that received special recognition for their videos in the first 811 Video Challenge. These organizations should post a 10-second acceptance video on social media using the hashtag #811videochallenge and challenge an industry peer to help this campaign top last year's in number of submissions.

- American Gas Association
- Miss Utility of Maryland/Washington, D.C.
- North Carolina 811
- Rhino Marking and Protection Systems
- South Carolina 811
- Shell Pipeline Company LP
- Texas811
- USA North 811

All videos are due by Nov. 8 (11/8 Day!). If you have any questions about the 811 Video Challenge, please contact CGA at [811@commongroundalliance.com](mailto:811@commongroundalliance.com)



# News Briefs

**Gopher State One Call** had an educational booth at the Minnesota Farmfest from Aug. 1-3 to promote safe excavating while farming



**Kansas 811** recently teamed up with Jayhawk Pipeline, LLC to paint the 811 logo on one of its storage tanks just south of El Dorado along Interstate 35. According to the Kansas Turnpike Authority officials, there are over 16,000 cars that pass by this tank farm every day.

**Miss Utility of Delmarva** spread the safe digging message at the Delaware State Fair on July 27 with the 811 Car and Bike.

On July 1, the Long Island Ducks scored eight runs in the eighth inning to turn a 7-2 deficit against the Southern Maryland Blue Crabs into an eventual 10-8 win. This amazing comeback was **New York 811's** "Dig Down Deep" moment of the month.



**North Dakota One Call** had some fun at the North Dakota State Fair parade in late July wearing Xcel Energy 811 capes. The 811 Car and the 811 Bike were in the parade as well!



**Oregon 811** was a corporate sponsor of this year's Country Crossings Music Festival on July 27-30, where Pacific Marketing-donated 811 T-shirts were given to attendees as a safe digging reminder.



Be sure to mark your calendars for the **2016 DIRT Report Webinar**, hosted by CGA and its Data Reporting and Evaluation Committee, which will take place on **Sept. 14**. Keep an eye on your inbox for more details about timing and registration!





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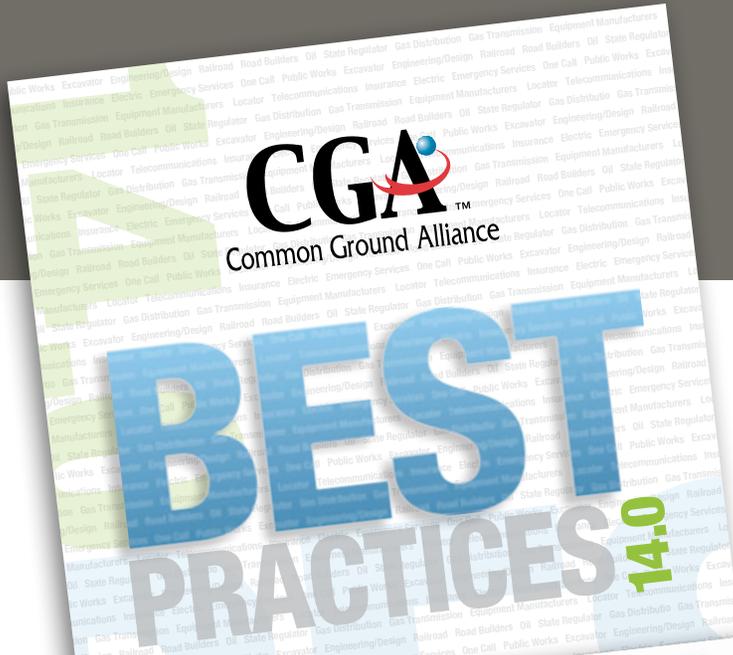
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