

Update

A Monthly Newsletter of the Common Ground Alliance

CGATM
December 2016



Happy New Year

CGA Names Sarah K. Magruder Lyle Second President in Organization's 16-Year History

On Dec. 13, CGA announced the selection of Sarah K. Magruder Lyle as its second president, effective Jan. 23, 2017. Magruder Lyle will replace Bob Kipp, who has served as CGA's president since the organization's inception in 2000. Kipp's term as president will officially end in late April, creating a three-month transition period for the change in leadership.

As president of CGA, Magruder Lyle will work to build partnerships among 1,700 CGA members across 16 stakeholder industries with one common goal of eliminating excavation-related damage to nearly 20 million combined miles of underground facilities nationwide. She will manage all CGA staff, serve as a resource to CGA's member-run committees and report directly to CGA's board of directors.

"We are thrilled that Sarah has joined CGA to continue our mission of preventing excavation-related damage to our nation's buried infrastructure," said CGA Board of Directors Chairman Ron McClain of Kinder Morgan. "Her depth of experience in the energy sector and national associations, combined with her extensive knowledge of federal and state policy, made her the perfect candidate to lead CGA."

Magruder Lyle most recently served as vice president of strategic initiatives for the

American Fuel & Petrochemical Manufacturers (AFPM), a Washington, D.C.-based trade association. At AFPM, Magruder Lyle was responsible for leading a team that executed strategies to educate consumers, key stakeholders and elected officials about the implications of national energy policy decisions on their communities.

Prior to joining AFPM, Magruder Lyle held positions with America's Natural Gas Alliance, the United States Chamber of Commerce's Institute for 21st Century Energy, American Petroleum Institute, U.S. Department of Energy as White House liaison and a senior advisor in the Office of Policy and International Affairs.

"CGA exemplifies how an association comprised of varying viewpoints and goals can collaborate to advance the organization's mission and benefit public safety and utility service reliability," said Magruder Lyle. "I look forward to

bringing my experience to CGA to help further the important cause of utility damage prevention."

Magruder Lyle earned a Bachelor of Arts in Business Administration from Transylvania University and earned a Juris Doctor from The Catholic University of America's Columbus School of Law. She and her family reside in Alexandria, Va., just outside of Washington, D.C.



Shell Pipeline Company LP Partners with CGA to Promote 811 on ESPN Family of Networks

A new first occurred for 811 on Saturday, Dec. 17, as CGA and Shell Pipeline Company LP teamed up to make 811 the presenting sponsor of a nationally televised sporting event – the Lone Star Shootout Presented by 811 – at the Toyota Center in Houston.

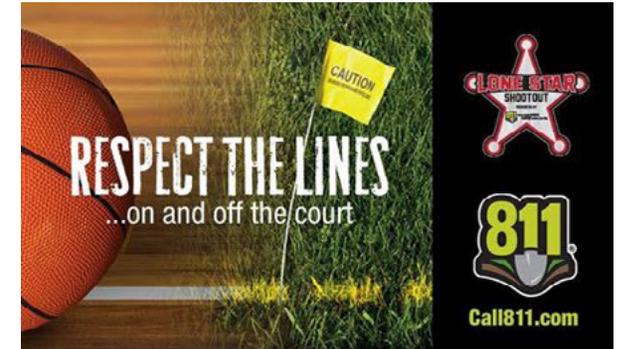
The doubleheader of men's college basketball started with the Texas A&M University Aggies facing the University of Arizona Wildcats on ESPN2, followed by the University of Arkansas

Razorbacks taking on the University of Texas Longhorns on ESPNU.

Millions of TV viewers saw the 811 logo on TV-visible signage, signage on the basketball goal/



hoop support apparatus, floor decals and integration into the midcourt logo. Additionally, a total of eight 30-second television spots aired across both games, and the 811 logo was included on the press conference backdrop for all four teams.



This initiative also reached the thousands of fans in the arena through a full-page event program ad, an outreach table on the concourse, on-court promotion and 30-second video board spots. And another first for 811–CGA provided students from Texas A&M, University of Texas, Arizona and Arkansas free tickets to the event. Selected representatives from the schools, together with the MVP from each match-up, were photographed in front of the mid-court 811 logo for the media.

This initiative drove more than three times as many visitors to Call811.com compared to the third Saturday of December in 2015, with a third of visitors accessing the site between 12-1 p.m. EST, during the first half of the opening game. Only three Saturdays in 2016 saw more visitors to Call811.com – Kentucky Derby Saturday, Preakness Saturday and the Saturday before 8/11 Day.

CGA Releases the 2017 Communications Plan

CGA released its seventh comprehensive Communications Plan and Calendar to the membership via webinar on Dec. 14. The 2017 Plan features new toolkits and case studies, as well as updated media and social media materials and templates.

If you haven't already, download your **2017 Communications Plan** today. This annual guide helps stakeholders in their efforts to promote the 811 message and other damage prevention practices. The Plan features a calendar with daily, weekly and monthly tasks, as well as artwork files, template news releases, contributed articles, social media posts and email blasts.

Here's what's new in 2017:

DIRT infographics: The DIRT Toolkit now features five new infographics based on the 2015 DIRT Report's analysis. You can use these eye-catching designs on social media, on fliers or other printed materials, and in emails.

10th Anniversary Logo Toolkit: For 811's 10th birthday, we've created special anniversary logo designs. Visit the **toolkit** to download yours today.

Motor Sports Toolkit: If you're planning any motor sports partnerships or promotions in 2017, take a look at the artwork and social

media files in our new Motor Sports Toolkit to help you promote your effort and tie in 811 messaging.

811 Bike and Car request info: One Call Concepts added the 811 Car to its fleet in 2016, and as the company has done for years with the 811 Bike, it is making these assets available for CGA members' use. Download the full Communications Plan and find complete information about how to reserve the 811 vehicles in the "Additional Campaigns" section.

Kentucky 811 case study: Kentucky 811 partnered with professional landscaper and 811 Outdoors creator Mark Stowe to design a weather patio for a Louisville news affiliate. The station broadcasts weather from the patio, which features the 811 logo prominently, and also airs Kentucky 811 ads during newscasts six times daily. Learn more about how to partner with a key stakeholder group identified by the DIRT

Report – landscapers – to spread the word about 811. Find this case study in the "Additional Campaigns" section of the full Communications Plan.

The webinar also previewed exciting 2017 campaigns that CGA will be a part of as it celebrates the 10-year anniversary of the national call before you dig number. Stay tuned to CGA Update and your email inbox for more information about our participation in the Big Game, the 811 hot air balloon, a new virtual reality game that will educate the public about the 811 process, and more.

If you would like to submit a case study to the Communications Plan, please email 811@commongroundalliance.com.



811's 10th Anniversary Celebration

At the 2017 Conference & Annual Meeting, we'll be throwing a 10th anniversary celebration. The festivities will take place from 6-9 p.m. on Wednesday, March 15 at the Rosen Shingle Creek in Orlando, Fla.

All full conference registrants will be admitted to the 10-year anniversary party. We are thrilled to include all damage prevention advocates in celebrating our shared accomplishments in reducing damages to underground facilities.

We hope you will join us for this opportunity to recognize the hard work of CGA members, and kick off the next decade of damage prevention. The 811 Hot Air Balloon will be unveiled, select 811 Video Challenge submis-

sions will be shown, and food, drinks and games will be provided.

The 10-year anniversary celebration will also function as CGA's sponsor reception. Because we encourage all damage prevention stakeholders to attend the celebration, we ask that you please consider hosting customer events on Monday or Tuesday night of conference week so as not to compete for attendees.

We look forward to seeing you there!



CGA Seeks Nominations for Annual Meeting Awards

In 2005, the CGA established an awards program to celebrate the successes of our members as well as those in the larger damage prevention community. Since that time, the CGA has recognized many individuals who have demonstrated great dedication to damage prevention.



CGA presents three awards annually including the Ron Olitsky Award, Jim Barron Award and Hall of Fame designation. The awards are presented each year during our Annual Meeting.

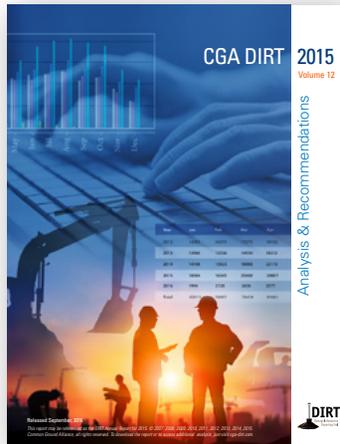
Nominations are being accepted through Jan. 13, 2017. [Click here](#) to nominate outstanding damage prevention advocates today! Please review the criteria for each award and ensure you have addressed them in your submission. An award selection subcommittee of the CGA working committees and board members will evaluate and discuss the nominations prior to naming the honorees.

New Virtual Private DIRT Feature

CGA's Damage Information Reporting Tool (DIRT) offers a feature called Virtual Private DIRT (VPD). The original idea was to provide a single way for companies to contribute to DIRT, while also having their own internal database with data fields that DIRT does not collect. VPD's capture the data collected by DIRT North America. Additional "flex fields" questions can be added for internal analysis by the "host" organizations, which are typically One Call Centers, PSC's, large facility operators, or industry associations (there are startup and annual maintenance fees involved).

Another benefit is that multiple companies can register in a VPD, where data is pooled and accessible to the hosting organization. For example, a One Call Center can host a VPD, and facility operators and excavators in that territory register in it. The One Call Center can use DIRT's Query Wizard to do analysis of this pooled data. Participating companies need only enter their data once, and it is available to CGA for the annual report for the U.S. and Canada, and to the One Call Center VPD host for local analysis.

The DIRT registration process is designed to lead to the proper VPD application (if one exists for that locale or situation). However, over the years some companies and/or individual users have gotten into some complicated situations for various reasons. For example:



- They're already registered in DIRT North America when their One Call Center starts a VPD, so they add a registration with the VPD.
- A DIRT registrant is unaware that their One Call Center hosts a VPD when they register in DIRT North America, and later realizes they want to be in the VPD.
- Different people in the same company register in different applications (DIRT North America and a One Call Center VPD) unbeknownst to each other with slightly different company names (XYZ Co. and XYZ, Inc.)
- Some companies operate in multiple states or provinces, some with VPD's and some without. Over time, retirements, resignations, and transfers in and out of damage prevention roles lead to confusion as to who is entering data and in which applications.

DIRT's software developers recently added new tools that allow CGA's DIRT administrators to transfer registered users from DIRT North America, VPD's and vice-versa. This can help companies streamline and have better control of their DIRT registrations. If you have questions about your DIRT registration, please submit a DIRT Support Ticket or call Steve Blaney at 571-297-0810.



Video Challenge UPDATE

If your organization has been challenged for the 811 Video Challenge, you now have until Friday, Jan. 13 to submit your two-minute video about how 811 has benefited your organization during the past 10 years at www.811videochallenge.com.

To see if your organization has been challenged, please click [here](#). You can also get some inspiration for your full-length #811videochallenge submission by watching CGA VP of Communications Khrysanne Kerr's video by clicking [here](#).



If you have any questions, please email CGA at 811@commongroundalliance.com.

News Briefs

Delmarva DOT shares a seasonal safety message

Every holiday season, the Delaware Department of Transportation has a snow man challenge. This year, the department created a snow man from old tires that was displayed under a safe digging banner and alongside the message: "Don't do a snow job. Dig safe. Call 811 before you dig."



Lowe's incorporates 811 into DIY video

Home improvement big box store Lowe's has begun incorporating the 811 safety message into DIY videos its producing – check out the 0:21 second mark in this [video](#) about installing a French drain. Many thanks to North Carolina 811 for establishing a pilot partnership with the store chain.

Team Penske tweets 811 message

The national call before you dig number's relationship with Team Penske paid dividends

this holiday season. In December, NASCAR Sprint Cup Series driver Chris Buescher tweeted a photo of heavy equipment hitting a propane line. Without missing a beat, Team Penske tweeted a reminder to Buescher to always call 811 before digging, saying the safe digging message was passed along by Shell Racing US, No. 22 driver Joey Logano, and Team Penske itself.



2017 CGA Meeting Schedule

Houston, TX

January 23-24

Educational Programs & Marketing
(8:30am-4:30pm, 8:30am-11:30am)

Orlando, FL *(CGA Conference 2017)*

March 13

OCSI

(8:30am-Noon)

Technology

(1:00pm-5:00pm)

Stakeholder Advocacy

(1:00pm – 5:00pm)

Regional Partner Committee

(1:00pm – 5:00pm)

March 14

Data Reporting and Evaluation

(8:00am-12:00pm)

Best Practices Committee

(8:00am-12:00pm)

Educational Programs & Marketing

(8:00am-12:00pm)

Board of Directors Meeting

(12:30pm-4:30pm)

March 15

CGA Annual Meeting

(7:30am-9:30am)

Board of Directors

(10:00am – 11:00am)

811 Anniversary Celebration

(6:00pm)

Cincinnati, OH

June 13

Data Reporting & Evaluation Committee

(8:30am-4:30pm)

Educational Programs & Marketing

(8:30am-4:30pm, 8:30am-11:00am)

June 14

Technology Committee

(8:30am-4:30pm)

Kansas City, MO

July 18

OCSI Committee

(8:30am-4:00pm)

July 19

Best Practices Committee

(8:30am-4:30pm)

July 20

Board of Directors

(8:00am-3:00pm)

Savannah, GA

September 26-27

Educational Programs Committee
(8:30am-4:30pm, 8:30am-11:30am)

Houston, TX

November 13

OCSI

(1:00pm – 5:00 pm)

November 14

Best Practice Committee

(8:30am – 4:30pm)

Data Reporting & Evaluation Committee

(8:30am-4:30pm)

November 14–15

Educational Programs Committee

(8:30am-4:30pm, 8:30am-11:00am)

November 15

Stakeholder Advocacy

(8:30am-4:30pm)

Technology Committee

(8:30am-4:30pm)

November 16

Board of Directors

(7:00am – 2:00pm)

**Meeting locations are subject to change. Check back for final details on the CGA web site.*

811 Car Facebook Contest

The 811 Car is already spreading the “Call Before You Dig” message to thousands with its bi-weekly social media contest! The contest runs until next year, so you still have time to enter. Go to the [811 Car Facebook page](#) to learn how to enter.



Challenge Accepted!

Miss Utility accepted the CGA #811Video Challenge from Tom Hoff with One Call Concepts, Inc.! And they in turn challenge Miss Utility of Delmarva!



NY811 at MATRA Show

New York 811 spent November 9th at the MATRA Tent Show in Uniondale, NY speaking to the attendees about safe digging practices!





Workshops

In-depth workshops with recognized industry experts speaking about a diverse selection of current and innovative topics.

Locating and Mapping Underground Utilities with Ground Penetrating Radar

\$195
Tuesday, March 14, 2017 | 8:00 AM - 12:00 PM
Ron Lester; Sensors & Software
Phil Oviatt; MALA GeoScience USA

ICS for Energy Emergencies: Street Smart Incident Command for Utility Operators

\$195
Tuesday, March 14, 2017 | 8:00 AM - 12:00 PM
Michael Callan; Energy Emergencies

GNSS Mapping & Utility Locate Technologies

\$195
Tuesday, March 14, 2017 | 8:00 AM - 12:00 PM
Dennis Heath; Tri-Global Technologies, LLC
Mike Bellrose; Tri-Global Technologies, LLC
Brady Hustad; ARGIS Solutions

Damage Investigation & Claims Resolution

\$255
Tuesday, March 14, 2017 | 8:00 AM - 2:00 PM
Ron Peterson; Nulca - Underground Utility Locating Professionals
James J. Proszek; Hall Estill Attorneys at Law
Jeff Law; KorTerra

Subsurface Utility Locating & Marking

\$295
Tuesday, March 14, 2017 | 8:00 AM - 3:30 PM
Bob Nighswonger; Utility Training Academy, Inc.

Locator Workshop

\$125
Wednesday, March 15, 2017 | 2:00 PM - 5:00 PM
Christopher Koch; ZoneOne Locating



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**MARCH 14-16
2017**

**ROSEN SHINGLE CREEK
ORLANDO, FL**

Reserve your room by Wednesday, February 17th, 2017 to take advantage of special room block rates. Call 407-996-6338.

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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](#).