

Update

A Monthly Newsletter of the Common Ground Alliance

07
19

Getting Ready for 8/11 Day 2019



Gearing up for 8/11 Day 2019

Damage prevention industry stakeholders across the country are putting their outreach efforts into high gear as 8/11 Day is now just days away!



This August, NASCAR fans at Michigan International Speedway will receive the safe digging message in exciting and interactive ways. From Aug. 8-11, 811 will have a special display along the midway at the speedway, where racegoers will have the opportunity to meet Mark Stowe, 811 Outdoors personality and host of "The Direction" TV show -

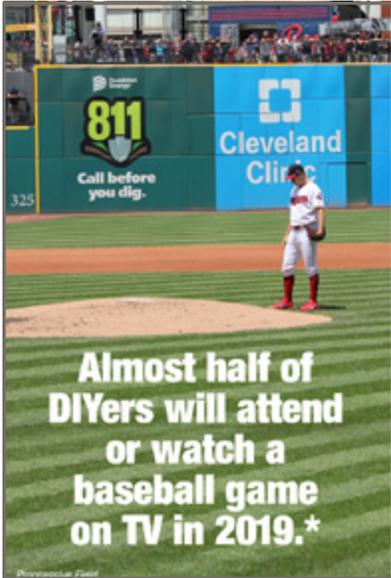
now airing in its second season on the Pursuit Channel - and check out the 811 Ranger bass boat and 811 UTV. On Aug. 11, defending 2018 NASCAR champion Joey Logano will race with the 811 logo and, "Know what's below. Call before you dig," tagline onboard the No. 22 Shell-Pennzoil Team Penske Ford at the Consumer's Energy 400 - providing the 811 message with

outstanding visibility at one of the most iconic tracks on the damage prevention industry's special day. This CGA collaborative effort is made possible thanks to **Shell Pipeline Company LP, Energy Transfer, MISS DIG and OHIO811.** Template social media messages and

graphics to help spread the word about these initiatives are available in the **CGA 8/11 Day Toolkit.**



In the baseball world, **CenterPoint Energy, Colorado 811, Enbridge, Energy Transfer, Kinder Morgan, Phillips 66, Plains All American Pipeline** and **Trans-**



325

Call before you dig.

811

Cleveland Clinic

Almost half of DIYers will attend or watch a baseball game on TV in 2019.*

*According to CGA's 2019 research, 44% of those who plan to dig this year are also baseball spectators.



Learn more at Call811.com



Almost half of DIYers will attend or watch a baseball game on TV in 2019.*

*According to CGA's 2019 research, 44% of those who plan to dig this year are also baseball spectators.



Learn more at Call811.com

Canada have joined together to sponsor an 8/11 Day campaign at Major League Baseball stadiums. Baseball fans will see 811 messaging and signage leading up to and during these games on Aug. 11: Colorado Rockies vs. San Diego Padres, Houston Astros vs. Baltimore Orioles, Kansas City Royals vs. Detroit Tigers, Chicago Cubs vs. Cincinnati Reds, and Cleveland Indians vs. Minnesota Twins. The **CGA 8/11 Day Toolkit** also includes baseball infographics highlighting CGA's 2019 research, which found that almost half of DIYers will attend or watch a baseball game on TV in 2019, and that 44 percent of those who plan to dig this year are also baseball fans.

If you haven't yet finalized your 8/11 Day plans, there's still plenty of time to spread the safe digging message. Be sure to check out the **CGA 8/11 Day Toolkit** for resources to help promote 8/11 Day in your community. Whatever your 8/11 Day plans, please be sure to let us know about your outreach by completing our survey [here](#). And stay tuned to the #Call811 and #811Day hashtags on social media to follow initiatives from members and others across the country. We look forward to seeing your 8/11 Day campaigns!

“ Whatever your 8/11 Day plans, please let us know about your outreach and stay tuned on social media to follow initiatives from members and others across the country. ”



COMING SOON!

The 2021 CGA Conference

Stay tuned to CGAlert and CGA Update for dates, venues and other announcements to come!

2021

White Paper: Key Takeaway #2

Acknowledge the Realities of the Jobsite When Communicating Best Practices to Excavators

In the June edition of CGA Update, we highlighted the first of the four key takeaways from the inaugural [CGA White Paper](#), which was released earlier this year and offers recommendations all stakeholders can use to prevent damages to underground infrastructure through more effective excavator outreach. This month, we are featuring Key Takeaway #2 of the CGA White Paper, which is, “Acknowledge the Realities of the Jobsite When Communicating Best Practices to Excavators.”

CGA commissioned both quantitative and qualitative studies of professional excavators to better understand why insufficient excavation practices persist as the primary root cause of damages in the U.S., despite excavators’ high-level awareness of the need to call 811. CGA’s quantitative research revealed the types of decisions excavators are making on the jobsite that may be contributing to damages, which included failure to confirm the location of marked facilities, continuing to work without a re-mark when marks are no longer visible, and working on an expired ticket.

CGA’s qualitative research explored why some excavators appear to be making risk assessments on the jobsite. The 2018 CGA Excavator Study surveyed professional excavators about the consequences of deviating from safe digging practices and revealed that 77 percent strongly agreed that fear of physical harm to self or others would be an effective motivator; 71 percent strongly agreed that financial reasons would motivate change; and 69 percent strongly



agreed that an OSHA citation would be a key motivator.

Overall, regardless of occasional non-compliance, CGA’s research found that excavators do believe that damage prevention is a shared responsibility – underscoring that excavators are willing partners in damage prevention. CGA compiled the following recommendations for shaping 811 messaging to help bridge the missing links in excavators’ understanding of the consequences that noncompliance can cause:

- 1 Acknowledge some of the “judgement calls” that excavators make to expedite work.
- 2 Leverage the factors that motivate excavators.
- 3 Highlight the experiences of seasoned excavators.

These three recommendations drawn from CGA’s research of excavators, their awareness of the importance of safe digging practices, and what motivates them toward compliance can be kept in mind for planning 8/11 Day outreach, as well as campaigns throughout the year, to encourage excavators to modify their behaviors in the future. To view the full details on the recommendations and data behind Key Takeaway #2, [download the CGA White Paper](#) today.

FRESH DIRT

2018 DIRT data analysis is underway

The 2018 DIRT data is in, and analysis is underway by CGA's Data Reporting and Evaluation Committee and its report-writing consultant, Green Analytics Corp., for preparation of the next annual DIRT Report and interactive dashboard. Once again, the number of reports entered in DIRT reached an all-time high. The table below shows preliminary totals for 2018 compared to 2017. "Unique" means after consolidating multiple reports of the same event.

	2017	2018
Total DIRT Reports Entered	411,867	444,947
Damage Reports	409,790	440,749
Near Miss	2,077	4,198
Damages (U.S. Unique)	305,799	330,445
Damages (Canada Unique)	10,644	11,164

Overall, 95 companies reported in 2017 but not in 2018, and 142 companies reported in 2018 but not 2017. The majority of the companies that come and go year-over-year have numbers in the single digits. Hopefully,

# Reports Submitted	# Companies Submitted 2017	# Companies Submitted 2018
1	100	110
2 to 10	148	136
11 to 50	92	100
51 to 100	42	35
101 to 250	22	26
251 to 500	19	18
501 to 1,000	20	18
1,001 to 10,000	33	38
Over 10,000	5	5
Total	481	486

those companies truly have zero damages in the years they do not submit DIRT data.

This indicates that the companies contributing to DIRT remain fairly consistent year-over-year, and that most successfully navigated the transition to the revised DIRT form that took effect Jan. 1, 2018. Thanks to all who submitted reports. The more data we receive, the

more accurate and valuable the DIRT Report becomes.

The annual DIRT Report and dashboard will focus on damage reports. The Data Reporting and Evaluation Committee hopes to release a separate report on near misses by the end of this year.

news briefs

811 Chicago sponsors educational garden

In July, 811 Chicago sponsored a safe digging educational garden at the Chicago Flower & Garden Show, which was part of the 2019 Taste of Chicago event. The inspiring garden incorporated education and fun for attendees. Representatives from 811 Chicago were on-hand to share safe digging practices and distribute prizes to kids.



Dominion Energy provides 811 message at MLB All-Star Game

On July 9, 811 was a winner at the MLB All Star Game in Cleveland, thanks to Dominion Energy. The 811 logo could be seen behind New York Yankees pitcher CC Sabathia during a pre-game interview on FOX.

Louisiana 811 hosts event for excavators

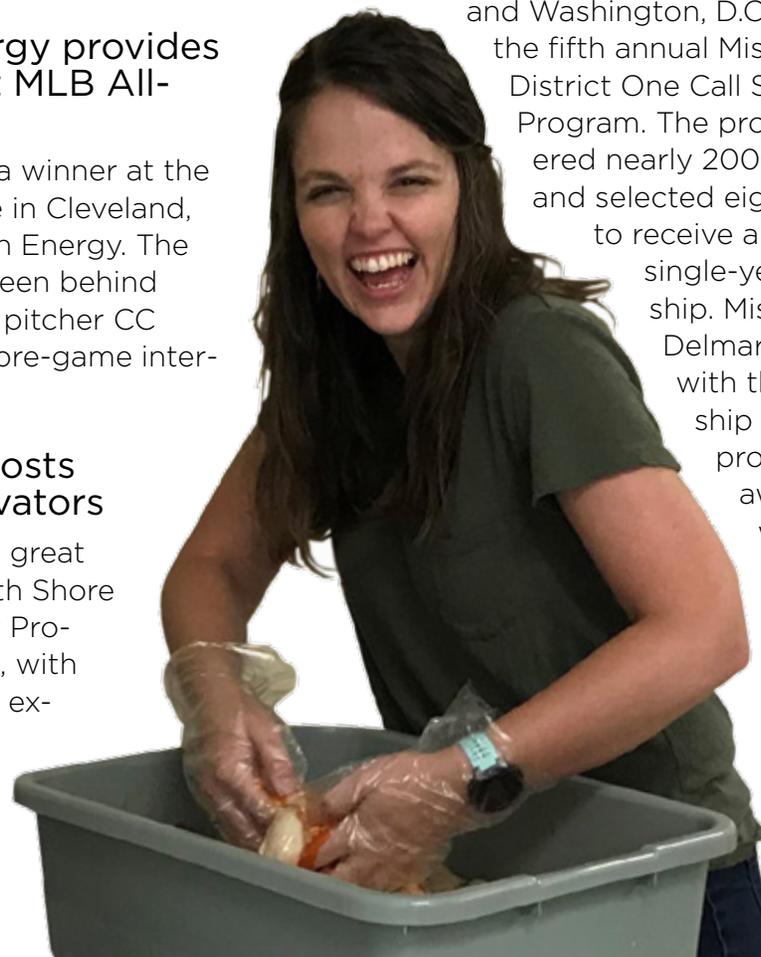
Louisiana 811 had a great turnout at the North Shore Digger's Night Out Program in Mandeville, with approximately 234 excavators in attendance. The Atmos Energy

team handled all the cooking for the event, and the seafood was donated by the LA Seafood Commission.

- Kiersten Larson, One Call Concepts, Inc.

Miss Utility/District One Call celebrates fifth annual scholarship program

This July, Miss Utility/District One Call hosted a celebratory luncheon to award scholarships to graduating high school seniors in Maryland and Washington, D.C., through the fifth annual Miss Utility/District One Call Scholarship Program. The program considered nearly 200 applications and selected eight recipients to receive a \$1,008.11 single-year scholarship. Miss Utility of Delmarva partnered with the scholarship program and provided an award to the winner from the Eastern Shore of Maryland. Over the past five years, Miss Utility has





distributed more than \$40,000 in scholarships to local students and has helped raise awareness about safe digging among hundreds of young people.

- Dora Parks, Miss Utility/District One Call

Miss Utility of Delmarva launches Carvertise campaign

In April, Miss Utility of Delmarva began promoting the 811 message through Carvertise advertisements on seven vehicles



Miss Utility of Delmarva's 811 car wrap advertisements are on seven vehicles driving around Delaware and the Eastern Shore of Maryland

throughout Delaware and the Eastern Shore of Maryland. Miss Utility of Maryland/District One Call is also using Carvertise to spread safe digging awareness in the Washington, D.C. metro area.

- Steve Keyser, Miss Utility of Delmarva

New York 811 to honor scholarship winners on 8/11 Day

New York 811 will celebrate 8/11 Day by recognizing the winners of the 2019 New York 811 Scholarship Program in front of a stadium audience at a New York Mets baseball game. For the second year, the program will award 10 single-year \$1,008.11 scholarships to graduating high school seniors from the five boroughs of New York City, as well as Nassau and Suffolk counties on Long Island. Each year, the scholarship program

has reached students at more than 160 schools throughout the region in an effort to raise awareness about 811 at a young age.

- Roger Sampson, New York 811



Oregon 811 holds quarterly meeting

In June, Oregon 811 held its quarterly meeting at Eagle Crest Resort in Redmond. During the President's Gathering, attendees enjoyed the third annual putt putt challenge. The following day at the OUNC Board meeting, board member Shannon Potter was recognized for her outstanding commitment as Chair of Contracts for the past four years.

- Kiersten Larson, One Call Concepts, Inc.



Stakeholders sponsor summer concerts at Sam Houston Race Park

A coalition of stakeholders, including 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 Texas811, were proud to sponsor two concerts at Sam Houston Race Park this summer: Aaron Watson with special guest Kevin Fowler, and Gary Allan with special guest William Clark Green. Both events were a huge success and enjoyed by all in attendance. Lucky attendees even got an 811-branded fan to keep cool.

Yankees fans receive safe digging reminder in Pennsylvania

Aaron Judge, outfielder for the New York Yankees, was recently rehabbing from injury at Triple-A affiliate the Scranton/Wilkes-Barre RailRiders,

where Pennsylvania 811, PPL Electric Utilities, USIC, UGI Energy Services and UGI Utilities, Inc. have a collaborative sponsorship. Judge signed autographs for fans by the companies' 811 signage on the third base line.

- Janet Stochla, UGI

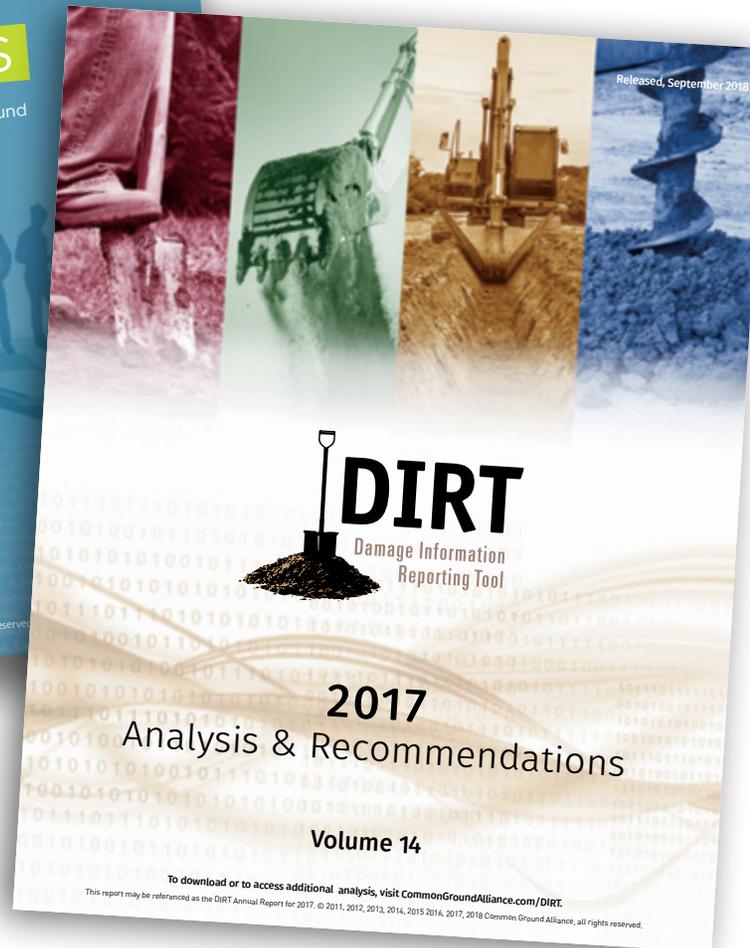


New York Yankees' Aaron Judge Signs autographs for lucky fans in front of safe digging banner!

CGA Safety Materials Now Available for Ordering

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

To get your copy of the Best Practices 16.0 [click here](#) or for DIRT [click here](#), and look for the appropriate buttons to order.



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