

Update

A Monthly Newsletter of the Common Ground Alliance

CGATM
Common Ground Alliance

June 2016



Block Parties bring communities together for 8/11 Day!

8/11 Day Block Parties: Three celebrations set to take place this year

Following a successful inaugural 8/11 Day Block Party in Houston last year, damage prevention advocates in three cities are set 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. Each of the events centers 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

Several pipeline operators and other damage prevention advocates will join forces



on Aug. 11 to host the Second Annual 8/11 Day Block Party in the greater Houston area. The free and open-to-the-public block parties will be held simultaneously from 11 a.m. to 1 p.m. at four different locations: two in downtown Houston (1100 Louisiana St. & 1111 Louisiana St.), one in La Porte and one in the Woodlands.

The Houston block parties are aimed at attracting people who live and/or work in targeted locations throughout the Houston area through a fun learning atmosphere that encourages education about 811 and excavation safety.

More than 3,500 people are expected to participate in the events, which will feature food, refreshments and free prizes. Special thanks to the following companies who have collaborated to make this year's



event a success: Air Products, CenterPoint Energy, D&R, Enbridge, Enterprise Products, Exxon-Mobil, Genesis Energy, K&D, Lone Star 811, LyondellBasell, Page, Phillips 66 Pipeline, Phillips Pipeline Contractors, Plains All American Pipeline, Shell Pipeline Company LP, Texas811 and USIC.

Indianapolis

Damage prevention advocates in the Indianapolis area are hosting 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.

The event will be held from 4-7 p.m. when foot traffic is highest, and 1,000 attendees are expected to attend the carnival-style 8/11 Block Party. Interactive attractions including the Indiana Pacers Fan Van, touch-a-truck vehicles, a snow cone food truck, a locating demo and games are planned, and carnival foods will be served.

More than 100 volunteers wearing “Every 6 Minutes” T-shirts with a pop of “Colts Blue” representing Indiana will help staff the event.

Thanks go to the following event sponsors: USIC, Vectren, Marathon Pipeline, Indiana 811, Tall-grass Energy, Miller Pipeline, SAMCO, NIPSCO, Indianapolis Power and Light, JDH Contracting and the Indiana Utility Regulatory Commission.

Kansas City

Kansas City’s first-ever 8/11 Day Block Party will be held on Walnut Street in the Power & Light District of the city, right by one of the main entrances to popular venue KC Live!, which will be hosting a Dwight Yoakam concert the evening of Aug. 11.



The Kansas City Block Party will benefit from the heavy foot traffic of concertgoers expected on Walnut Street. 811-themed games, giveaways

“ The ‘Every six minutes’ theme reminds the public how frequently buried utilities are hit because someone failed to call 811 before digging. ”

and a locating demo are planned, and the 811 Bike will be on-site to help educate the public about the importance of calling before digging. Event organizers are working with the KC Live! venue on cross-promotional opportunities, as well.

A special thank you goes to Kansas City 8/11 Day Block Party sponsors, who include: 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.

If you are interested in planning your own block party, take a look at the 8/11 Day Block Party Playbook in the 8/11 Day section of the 811 Toolkit. For more information on this year’s planned parties, visit 811blockparty.com.

Stay tuned for Call 811's next appearance at the track

The Call 811 team added three new ambassadors this horse racing season, all of whom helped put the safe digging message in front of millions of Americans at a critical time of year.

CGA would like to thank jockeys **Ju-nior Alvarado**, **Mike Smith** and **Kent Desormeaux** for proudly riding with the Call 811 logo in the first two jewels of the Triple Crown this year – and we'd like to extend an even bigger thank you to all of our members who helped make these efforts possible.

Call 811's exposure in news coverage of the Kentucky Derby – and particularly of Kent Desormeaux's Preakness Stakes victory – earned a combined **\$5.1 million in advertising equivalency**. Once again, the damage prevention community has been able to translate cooperative funding into a high-impact national awareness campaign.

Continuing Call 811's sponsorship through the Belmont Stakes was unlikely to yield such meaningful results, given that the race's viewership was nearly 70 percent lower than last year's race when a Triple Crown was on the line. However, CGA and its partners are evaluating the

options to include Call 811 in additional NBC-broadcasted horse races including the Travers Stakes and the Breeders' Cup in an effort to put 811 in the Winner's Circle yet again.

Stay tuned for additional updates. Thank you once again to **Dig Alert of Southern California**, **Dig Safely New York**, **Kentucky 811** and **USA North 811** for their leadership on these efforts, as well as all CGA members who contributed financially:

- **Place (\$6,000)**: Pennsylvania 811 and Shell Pipeline Company
- **Show (\$3,000)**: Alabama 811, Colorado 811, Iowa Pipeline Association, JULIE, Inc., Miss Utility of Maryland/D.C., North Carolina 811 and Ohio Utilities Protection Service
- **Exacta (\$1,500)**: Enbridge, Magellan Midstream Partners, Missouri One Call System, OKIE811, Rhino/Infrastructure Resources, Southern Star, Washington 811 and Xcel Energy
- **Trifecta (\$500)**: Avista Utilities, Baltimore Gas and Electric, Dig Safely Promotions, Dig Safe System, Interstate Energy Company, Paradigm and Washington Gas.

2015 DIRT Report to be Released this Summer

Analysis of the 2015 data set is well underway by the Data Reporting & Evaluation Committee's Annual Report Task Team.

Event submissions reached another all-time high with 363,581 records submitted, a 33 percent increase over 2014 and more than three times the number of records submitted in 2010!

This year's report promises to yield significant findings and will for the first time feature discussion and analysis on multiple reports submitted for the same event by different stakeholders.

Be on the lookout for the 2015 DIRT Report, to be released this summer.



Teaching a Lesson in Safety and Damage Prevention

By Aimee Milks, marketing/public relations manager, Dig Safely New York, Inc.

For 46 years, Dig Safely New York, Inc. (DSNY) has served as the state's link between the underground utility operator and the excavator, both professional and amateur. The decades have brought about change to create value and meet the needs of our members and stakeholders.

Under new leadership, DSNY began reevaluating its business in 2015. From the way we train our employees, to the education provided to professionals and the general public, to customer service, to products and services for our members and stakeholders, each aspect of our organization is being looked at with fresh eyes and a new vision.

The purpose of any business is to create a customer and serve that customer better than anyone else can. Although we are the only one call center serving our area of New York State (New York City and Long Island are served by NY811), our business is no different. That's why we are investing in technology to enhance our value and reach to members, stake-

holders, and customers. We are developing a deeper understanding of each target market to translate into products and services that will be invaluable to damage prevention. We are raising our standards in execution, strategies, and efforts to support our mission, and we are already seeing an impact, especially in education.



Education is a profound priority for our organization. In 2015, we trained more than 15,200 excavators, the highest number of professionals trained in any one

year by five area field representatives of DSNY. Trainings were obtained through our Code 753 presentations, our annual Excavator Safety Seminar Series, free Excavator Breakfasts, and our new Certified Excavator Program in Safe Digging Best Practices. The annual Excavator Safety Seminar Series in March 2015 contributed to more than 3,025 of those 15,200+ excavators trained. With more than 44 percent of those seminar attendees being first-time participants, we recognize that this educational program is an essential refresher on safe digging practices before construction season commences in full swing.

Evolving into a leader in education of underground utility protection, DSNY is working to raise the standard of education offered by the one call center. In May 2015, we rolled out our Certified Excavator Program in Safe Digging Best Practices. The program took nearly two years to develop and focuses on the in-depth training excavators need on the best practices of safe digging in the field. The four-hour course has already become a highly coveted program with more than 310 professionals obtaining a voluntary certification between June 2015 and November 2015 in 17 classes. Another eight classes were requested and scheduled for the first two months of 2016.

The Certified Excavator Program in Safe Digging Best Practices is broken

up into three sections: An interactive, discussion-based lecture using videos to review the best practices in safe digging in accordance with NYS Code Rule 753 and the Common Ground Alliance; a group activity to put your knowledge to work by working together through a hypothetical job with obstacles; and an evaluation of the class and assessment of what you learned. Classes are limited to no more than 25 individuals to maintain an intimate classroom style that fosters discussion. The in-depth course certifies individuals in safe digging best practices for a five year period, as long as they attend a high-level refresher training session each year, like an Excavator Safety Seminar, a free Excavator Breakfast, or a Code Rule 753 presentation at least one hour in length.

Since we began tracking our educational efforts in 2008, we can show a direct correlation among the increase in number of excavators trained, increase in ticket volume, and reduction of damages. As a result, DSNY is using new technologies to analyze its data and determine the best educational opportunities that exist in real-time, to enhance the use of our limited physical and financial resources. Additionally, because of the obvious benefits of education, member utilities are looking for that training from the one call center before hiring third-party contractors for work. This has increased interest and demand for the Certified



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Excavator Program in Safe Digging Best Practices, as professionals view it as a way to market themselves or companies they work for while bidding for jobs, interviewing for jobs or building resumes.

The investment in education has been invaluable for the organization. To continue that momentum, DSNY is currently working on a build for a digital version of the program, so that anyone, anywhere can take the course.

Newsletter Submission Guidelines

The follow are guidelines to help when submitting articles, photos or artwork.

Articles - Please submit all articles as a Word Document (as an attachment) or typed in the body of your email. Articles should be no more than 400 words in length, but please feel free to submit shorter items as well. Do not include any special text or document formatting. Please include active links in the copy.

Photos - Do not include or embed pictures or images in the document file. Instead, email images as separate electronic files. Acceptable file formats include .jpg, .png, .bmp, and .tiff.

Image resolution should be 150 ppi or higher. Photo file size should not be smaller than 1000K. (Note: If you regularly take photos with your phone, ensure that your phone camera settings are capturing the highest resolution images possible. Please title and caption all photos.)

Graphics - All graphics should be sent as separate files and should be as high resolution as possible and as large as you would like to have them appear in the newsletter. Acceptable formats include .jpeg, .pdf, .eps and .tiff.

All logos should be sent as vector art files if possible (.eps), high resolution .jpeg or .pdf files (file size 500K minimum).

Email CGA Update submissions to newsletter@commongroundalliance.com.

Senate Passes Pipeline Safety Bill

This month, the U.S. Senate passed the "Protecting our Infrastructure of Pipelines and Enhancing Safety" (PIPES) Act of 2016, which, once signed into law by the president, reauthorizes the U.S. Department of Transportation's Pipeline and Hazardous Materials Safety Administration (PHMSA) through 2019.

Transportation Secretary Anthony Foxx released the following statement: "Congress took bipartisan action to reauthorize the nation's pipeline safety program, making critical changes to better protect the American people. Importantly, this bill strengthens PHMSA's safety authorities, allowing the agency to address industry-wide safety concerns through emergency order authority, and takes into account the growth in production, use and storage, of natural gas. As this country continues to be a leading producer of energy, we also need to lead on safety. This bill furthers that goal."

PHMSA Administrator Marie Therese Dominguez stated, "Pipeline safety is an issue that impacts all Americans, and we appreciate the bipartisan spirit that drove this bill forward. The bill supports the Agency's movement towards safety management systems through the development of a working group on near-miss reporting systems for pipeline operations and adopting the next generation of safety data collection and sharing."

News Briefs

profile areas where they're seen by thousands of motorists.

Miss Utility of Maryland/D.C.

recognized 67 locators from around its region at the 13th Annual Locator Achievement Awards on May 6. For the past 13 years, these awards have honored the outstanding individuals who go above and beyond to ensure the underground infrastructure of Maryland



On June 15, CGA celebrated its 15th birthday! CGA began with a mission of protecting our underground utility infrastructure and the people who live, work and go to school near it. Thanks to all 1,700 of you for your support during the past decade and a half in making that mission a reality.

Louisiana One Call is spreading the call before you dig message with electronic billboards strategically placed in high

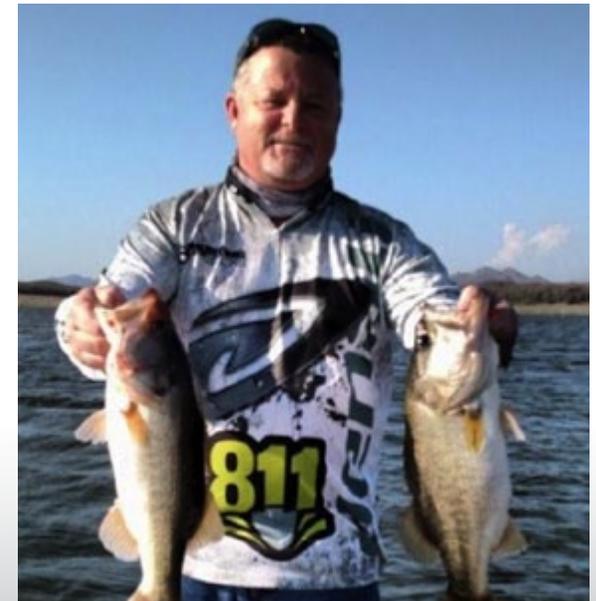


and Washington, D.C., remains damage free. **Click here** for a list of the awardees and more details about the program.

Nebraska811's Jill Geyer shared the safe digging message with more than 100 children at the 2016 Fillmore County Farm Safety Day in Geneva, Neb.



One Call Concepts' 811 Bike teamed up with **Washington 811** to spread the 811 message at **Dozer Day Seattle 2016**. Children enjoyed the heavy equipment, the motorcycle and learning about safe digging. Jimmy the Bike Wrangler also joined Hunting In The Sticks at El Salto Lake in Mexico for some bass fishing! Watch the full episode when it airs in October on the Pursuit channel.



Over the last month, **Oregon 811** reached more than 5,000 people with the 811 message by running a Facebook contest that gave away tickets to the Cape Blanco Country Music Festival.

Pennsylvania 811 and **UGI** teamed up to bring the underground safety message to more than 20,000 attendees of the Edwardsville Pierogi Festival's street parade with an 811-themed float.



Shell Pipeline Company LP partnered with Houston-area news station KHOU-TV CBS 11 for a segment on the popular Good Day Houston program that focused on the importance of considering buried facilities on homeowners' property when they begin to clean up from hurricanes, tropical storms and other severe summer weather. This segment is part of a larger partnership between Shell Pipeline Company LP and KHOU to produce the **2016 Hurricane Preparedness Guide**, a bilingual publication designed to inform and prepare the Houston region in case a hurricane makes a direct hit. **Click here** to watch the segment,



The Pipelines and Hazardous Materials Safety Administration is spreading the safe digging message with an 811-wrapped light rail train on the Denver Regional Transportation District. The campaign began in May and will run for eight weeks, and is seen by approximately 360,000 each day.

which featured interviews with CGA's Khrysanne Kerr and Shell Pipeline Company LP's Greg Smith and Geoff Gauthier.



Pictured left to right are: Greg Smith, president of Shell Pipeline Company LP; Deborah Duncan, Great Day Houston host; Khrysanne Kerr, vice president of communications for CGA; and Geoff Gauthier, offshore operations manager for Shell Pipeline Company LP.]

As the summer digging season gets underway, **Texas811's** Spanish Initiative continues to gain ground and usage. Calls originating in Spanish were slightly higher in May 2016 than May 2015, and a whopping 82 percent higher than May 2014. Year-to-date Spanish calls were 22.5 percent higher than 2015 and double the first five months of 2014. In May of this year, Spanish tickets outpaced tickets through the Homeowner Portal by 19.2 percent and mobile apps by 38.8 percent. Additionally, a half-hour television program entitled "**Guarding Unseen Texas: The 811 System**" which Texas811 produced in partnership with KAMU-TV won a national Telly award. The program aired on almost all PBS affiliates in Texas last summer.

2017 CGA COMMITTEE SCHEDULE

Date	Committee	Times	Location
1/24	Educational Programs	8:30am - 5:00pm	Houston, TX
1/24	Educational Programs - Task Teams	9:30am - 3:00pm	
1/25	Educational Programs	8:30am - 3:00pm	
3/13	OCSI	8:30am - 12:00pm	Orlando, FL
3/13	Technology	1:00pm - 5:00pm	
3/13	Stakeholder Advocacy	1:00pm - 5:00pm	
3/13	Regional Partner	1:00pm - 5:00pm	
3/14	Data Reporting	8:00am - 12:00pm	
3/14	Best Practices	8:00am - 12:00pm	
3/14	Educational Programs & Marketing	8:00am - 12:00pm	
3/14	Board of Directors	2:00pm - 5:00pm	
3/15	Board of Directors	10:00am - 11:00am	
6/13	Data Reporting	8:30am - 4:30pm	TBD
6/13	Educational Programs & Marketing	8:30am - 5:00pm	
6/13	Educational Programs - Task Teams	9:30am - 3:00pm	
6/14	Educational Programs & Marketing	8:30am - 3:00pm	
6/14	Technology	8:30am - 4:30pm	
7/18	OCSI	8:30am - 4:30pm	TBD
7/18	Best Practices	8:30am - 4:30pm	
7/19	Stakeholder Advocacy	8:30am - 4:30pm	
7/20	Board of Directors	7:00am - 12:00pm	
9/26	Educational Programs & Marketing	8:30am - 5:00pm	TBD
9/26	Educational Programs - Task Teams	9:30am - 3:00pm	
9/27	Educational Programs & Marketing	8:30am - 3:00pm	
11/6	OCSI	1:00pm - 5:00pm	TBD
11/7	Best Practices	8:30am - 5:00pm	
11/7	Educational Programs	8:30am - 5:00pm	
11/7	Educational Programs - Task Teams	9:30am - 3:00pm	
11/8	Data Reporting & Evaluation	8:30am - 4:30pm	
11/8	Educational Programs & Marketing	8:30am - 3:00pm	
11/8	Stakeholder Advocacy	8:30am - 4:30pm	
11/8	Technology	8:30am - 5:00pm	
11/9	Board of Directors	7:00am - 12:00pm	



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**DO YOU HAVE
A STORY TO TELL?**

Abstracts are due September 1, 2016.
Please submit to Michele@EmailLR.com.



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