

Update

A Monthly Newsletter of the Common Ground Alliance

2019 Technology Report



CGA's Technology Committee publishes 2019 Technology Report

For a second year, CGA's Technology Committee has published its Technology Report – Technology Advancements & Gaps in Underground Safety – available for download now.

This unique report reviews the damage prevention technologies currently available, those which are in development and the gaps in technological solutions that the industry should work toward closing. Importantly, the report includes five case studies of products and services available on the market now that are helping excavators complete complex projects while reducing risks to underground infrastructure.

“The goal of **Volume II** of the report is to showcase the technologies in every sector of damage prevention and illustrate the ways in which these tools are already helping to reduce damages,” said Nick Starke, CGA Technology Committee

co-chair. “This year we were also able to report on some technological gaps that have been closed since our inaugural report, although several remain. In addition to inspiring technological innovation to close those existing gaps, the report also examines DIRT damage

root causes and the technologies that can reduce them.”

“Our gratitude goes to the Technology Committee for compiling the **Technology Advancements & Gaps in Underground Safety Report's second volume**, which is a thoughtful resource for the industry,” said Sarah Magruder Lyle, CGA President and CEO. “It is a measure of both how quickly technology is moving to solve the complex challenges that excavation can present, and the Committee's dedication to inspiring industry

innovation, that the second annual report highlights the technological gaps that have already been bridged since its inaugural version.”

To read the report in full, please [click here](#) to view. If you have any comments on the report, please send them to support@com-mongroundalliance.com.



CGA White Paper: Key Takeaway #1

Continue Increasing Awareness of 811 through Strategic Marketing and Education Campaigns

Over the next few editions of CGA Update, we will highlight each 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.

Key Takeaway #1 of the CGA White Paper is, “Continue Increasing Awareness of 811 through Strategic Marketing and Education Campaigns,” a timely topic given that 8/11 Day is on the horizon and serves as the damage prevention industry’s hallmark day to promote the importance of 811 to the safe digging process through strategic campaigns.

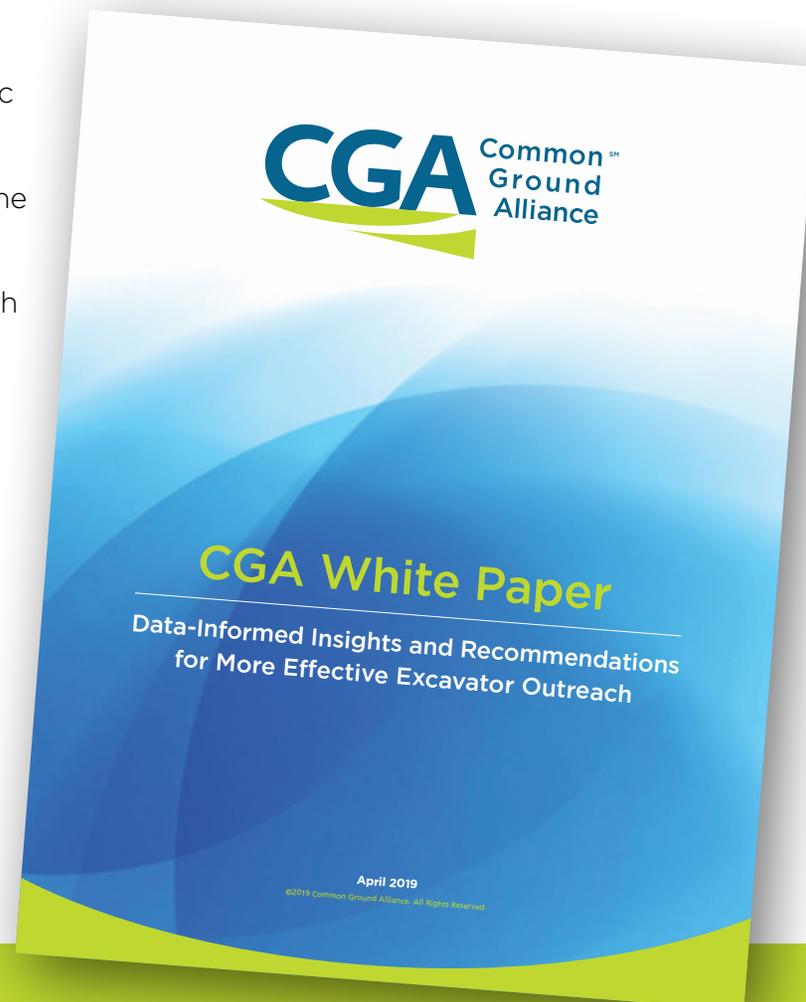
Using data from the 2017 DIRT Report and 2018 811 Public Awareness Report, CGA found significant evidence that in parts of the country where awareness of call-before-you-dig/811 services is higher, the likelihood of damages due to failure to notify a one call center was lower. To get another perspective on the excavator audience specifically, the 2018 CGA Excavator Study surveyed professionals across the country to look at their aware-

ness of the 811 phone number, as well as why they sometimes choose to not notify a one call center before digging. From analyzing these reports and other data sources, CGA compiled the following recommendations for developing marketing and educational messages to help modify no-call behaviors:

1. Stakeholders should develop public awareness campaigns that can effectively reach both DIY diggers and professional excavators with the 811 message.
2. Mass media has the power to reach both audiences at the same time, making campaigns more efficient.
3. Targeted efforts that promote 811 also matter.
4. Campaigns focused on 811/notification should highlight projects that may be performed by both homeowners and professional excavators.

Consider these recommendations when planning your 8/11 Day initiatives this year to help reach exca-

vators – but also homeowners – in your community effectively and efficiently. To view the full details, supporting data and fleshed-out recommendations of Key Takeaway #1, [download the CGA White Paper](#) today.



Educated Excavator Numbers Soar in NY!

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

First half of 2019 results in nearly 20,000 trained excavators

From Jan. 1 through May 31, 2019, Dig Safely New York, Inc. (DSNY) has educated nearly 20,000 excavators through its various curriculum offerings. With an approximate 25% increase over annual training, and a half of the calendar year left to go, DSNY is examining what has led to the influx.

New York's ever-changing landscape has had a significant impact on the excavation industry, and in turn, the one-call process, over the last decade. The aging infrastructure; increased state investments toward infrastructure maintenance, replacement, and new installations; and general weather constraints in the state have created an environment that demands skilled laborers.

The need for education in an industry regulated by state law has become more and more outwardly recognized on the state level. On Nov. 5, 2018, New York state Gov. Andrew Cuomo signed legislation into law requiring specific groups of excavators to obtain approved education from the local one call center prior

to commencing work. This amendment to 16 NYCRR Part 753 is one step closer to enhancing the safety of New York state, protecting the families who call this state home, and improving educational resources for industry professionals. The legislation became effective May 4, 2019, giving those who needed education 180 days from when the governor signed the bill into law.

Un- and undereducated excavators and increasing excavation work present the greatest threat to our underground infrastructure in New York state. There was once a time where failure to notify regarding an intended excavation was the number one cause for damages. Now, national and state statistics show us it is unsafe digging practices that threaten the safety of our underground facilities, and communities. This highlights the need for improved training in safe digging best practices; something that DSNY has recognized for quite a while now.

Annually, DSNY educates between 14,000 and 16,000 professional excava-

tors, and continuously works on developing new educational opportunities and programs that enhance learning to more experiential, hands-on curriculums. Each excavator tracked for education has gone through a minimal one-hour syllabus regarding how the law and best practices impact them in their job roles and responsibilities. This targeted approach of delivering content relevant to the audience is pertinent to enhancing comprehension.

The education programs created and delivered by DSNY seek to impact fundamental knowledge on safe digging best practices and 16 NYCRR Part 753, which governs excavation in New York. As an organization, we pursue teaching problem solving skills, and the tools to use those fundamentals to grow and expand beyond the base concept of safety in the field.

In late May 2015, DSNY launched its Certified Excavator Program in Safe Digging Best Practices. Since its inception, the program has been sculpted to flexibly deliver quality, in-depth training, and is an interactive course that may be taken in-person or online. This certification combines various learning styles, including audio, visual and hands-on exercises that allow participants to apply their knowledge into situations and obstacles that could be encountered in the field. Not only do participants establish or refresh their in-depth knowledge on the law and

best practices of safe digging to prevent damages to underground facilities, but also to brand themselves or their companies. In order to remain certified, the program requires a one-hour refresher on the law annually for the five-year certification to remain valid.

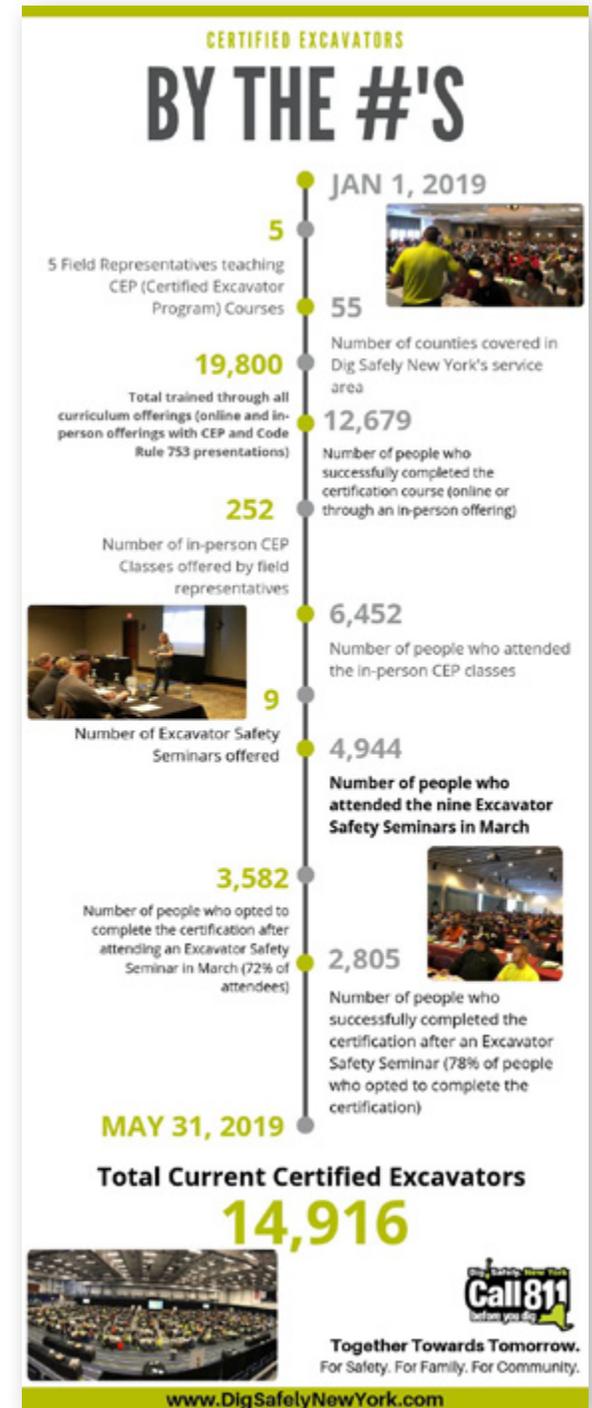
From June 2015 through December 31, 2018, more than 3,500 excavators voluntarily went through the four-hour course. In November 2018, though, when the bill was signed by the governor, the requests to schedule certified classes grew exponentially. With only five field representatives conducting education and training opportunities, the decision was made to turn the DSNY annual Excavator Safety Seminars into a hybrid experience, where the majority of the certification curriculum was delivered to allow another opportunity for those who needed the training by May to comply. Those who chose to complete the certification had to go online and finish the exam following the day's event.

The annual Excavator Safety Seminar attendance has grown over its 13 years; the highest attendance was a cumulative 3,672 people at the nine events in March 2017. In March 2019, nearly 5,000 people attended the nine regional events. Of the 4,944 attendees, more than 3,580 opted to complete the certification after attending one of the safety seminar events (this was 72% of total attendees).

DSNY has been inundated with facilitating education to meet demand, mostly due to the newly passed amendment to the law. The following are statistics on all DSNY educational opportunities, as well as its certified excavator program from Jan. 1 through May 31, 2019.

- 19,800 total trained through curriculum offerings with CEP and Code Rule 753 presentations.
- 12,679 people who successfully completed the certification course
- 252 in-person CEP Classes offered by field representatives
- 6,452 people who attended the in-person CEP classes
- 9 Excavator Safety Seminars offered
- 4,944 people attended nine Excavator Safety Seminars in March
- 3,582 (72% of attendees) completed the certification after attending a Excavator Safety Seminar in March
- 2,805 (78% of people) successfully completed the certification after an Excavator Safety Seminar

From the inception in 2015 through May 31, 2019, the total number of current certified excavators is just shy of 15,000.



8/11 Day is right around the corner!

On 8/11 Day (Aug. 11 on the calendar), Joey Logano, driver of the No. 22 Shell Pennzoil Ford and defending 2018 NASCAR champion, will race with the 811 logo onboard at the Consumer's Energy 400 at Michigan International Speedway.

This CGA collaborative effort along with Shell Pipeline Company LP, Energy Transfer, MISS DIG and OHIO811 will enable the 811 logo to be visible on one of America's biggest stages on our industry's hallmark day. To learn more about supporting this effort, [click here](#).

While NASCAR fans will receive a great safety reminder as we cheer Joey Logano on to victory on Aug. 11, baseball fans prove to be another key target audience for safe digging messaging. According to CGA's 2019 research, almost half of DIYers will attend or watch a baseball game this year. Check out the infographic on this page for a shot of the 811 logo at Progressive Field in Cleveland, sponsored by Dominion Energy.

Initiatives like these allow damage prevention stakeholders to remind the public and professionals about the importance of digging safely in creative and far-reaching ways. Whether your organization already has events and outreach planned or is still looking for ideas, be

sure to read about CGA's Communications Plan tools that can be used to spread the 811 message around 8/11 Day this year!

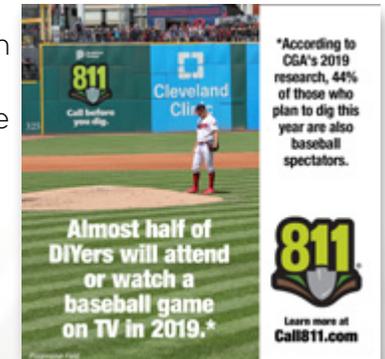
Download 8/11 Day Communications Plan tools today

Download CGA's [8/11 Day tools](#) today, including:

- **Media outreach templates and sample social media messages.** The [8/11 Day toolkit](#) includes a customizable press release that your organization can use to remind the public about the importance of calling 811 before digging. You can also find sample social media messages and internal communications templates to help you spread the word.
- **A guide to organizing an 811 plane flyover at a local beach or another highly-populated public space.** Information about how to execute an 811 plane flyover at a beach or community event can be found in the [8/11 Day toolkit](#).

- **Send 811 cakes or cupcakes to local radio and media outlets.** Delivering 811 sweets to local media outlets is a great way to remind members of the media about damage prevention at a time of year when it matters most. For cake designs and information about executing an 811 cake drop, download the tools in the [8/11 Day toolkit](#).

- **Social media graphics.** Both the [8/11 Day toolkit](#) and the [DIRT toolkit](#) contain social media infographics that can be used to promote the importance of calling 811 via Facebook, Twitter, Instagram and email campaigns.



- **List your events on the CGA website and Call811.com.** Promoting your events on CGA's websites is as easy as visiting our [Local & Industry Events page](#) and clicking the "Submit an Event" button on the top right. Or simply [click here](#) to enter information about your upcoming events right now.

news briefs

Loren & Wally Show on 105.7 WROR in Boston, as well as a second time in a [follow-up segment](#).

- Lisa Powers, Dig Safe System, Inc.

Louisiana 811 celebrates awareness initiatives and achievements

In May, Louisiana 811 had a booth at the Oil & Natural Gas Industry Day in Baton Rouge and kicked off its Digger's Night Out Program – an event hosted by the University of Louisiana Monroe and supported by the Ouachita Utility Council. Louisiana 811 would also like to congratulate Vic Weston, who serves on

Vic Weston receiving Hall of Fame Award from University of Louisiana Monroe

the organization's Board of Directors, for being inducted into the University of Louisiana Monroe School of Construction Management Hall of Fame, as well as the Louisiana State University College of Engineering Hall of Distinction.

- Kiersten Larson, One Call Concepts, Inc.



Dig Safe System, Inc. shares 811 message with NASCAR and radio fans

From April to November, NASCAR fans will see Dig Safe System, Inc.'s new billboard at New Hampshire Motor Speedway, home of the Monster Energy NASCAR Cup Series' annual Foxwoods Resort Casino 301. Dig Safe System was also recently [featured on](#) the popular



Miss Utility of Maryland and Washington, D.C., recognizes locating technicians

On May 18, Miss Utility of Maryland and Washington, D.C., recognized 65 regional locators for their dedication to damage prevention and exemplary performance with zero safety violations in 2018. The 16th annual Locator Achievement Awards celebration took place at a Bowie Baysox game at Prince George's Stadium in Bowie, Md., where locators and their families, awards committee members and Miss Utility members gathered to celebrate the locators'



accomplishments. During the baseball game, the winning locators stood on the dugout while the Bowie Baysox recognized them over the PA system and the stadium crowd gave them a round of applause. In addition to a catered dinner and fireworks show following the game, the locators received a certificate, an 811 T-shirt and a custom-embroidered safety jacket. Miss Utility also had a marketing booth at the game to help spread the 811 message to the homeowner audience.

- Dora Parks, Miss Utility of Maryland and Washington, D.C.

Oregon Utility Notification Center sponsors Portland parade

Oregon Utility Notification Center (OUNC) was a proud sponsor of the Portland General Electric/SOLVE Starlight Parade on June 1. More than



325,000 spectators lined the streets of downtown Portland to watch the second-largest illuminated parade in the Northwest. OUNC was able to hand out 811 promotional items to a very large audience, and the 811 Car was featured in the parade, thanks to One Call Concepts, Inc./811 On the Road.

- Kiersten Larson, One Call Concepts, Inc.



Montana 811 educates current and future professionals

Montana 811 recently attended Building Helena From the Ground Up Day in Helena, Mont., which provided local students with the opportunity to explore careers in the construction and engineering fields. The event featured multiple hands-on activities and demonstrations from industry professionals.

- Kiersten Larson, One Call Concepts, Inc.



Make Your Operations Better. Faster. Safer.

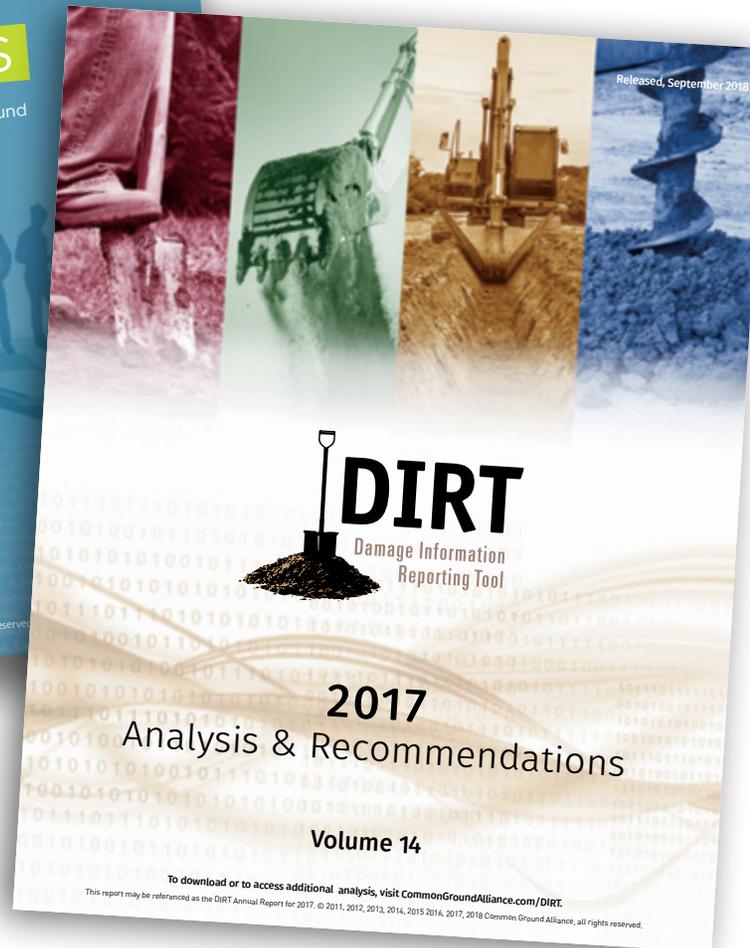
ICUEE is North America's Largest Utility & Construction trade show bringing together utility professionals from electric transmission & distribution, telecom/cable, natural gas transmission & distribution, water & wastewater management vegetation management.

- Nearly 1.3 million net square feet of exhibit space
- 18,000+ construction and utility professionals
- More than 1,000 leading manufacturers & service providers
- Innovative education sessions including Professional Development Hours (PDH)
- 100s of new products and technologies

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](#).