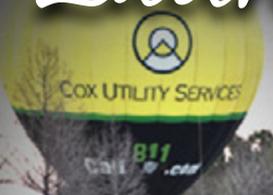


# Update

A Monthly Newsletter of the Common Ground Alliance

March 2017

*Launching the Next Decade of 811*



# President's Corner

Happy National Safe Digging Month (NSDM)! As you know, April is when many homeowners across the country start thinking about all of those DIY projects they need to complete. This provides us with an opportunity to educate our communities about the importance of calling 811 a few days prior to starting these projects to keep themselves and their communities safe. You can download the NSDM toolkit by clicking [here](#). It includes media messages and materials to help you get the word out about the importance of calling 811 before you dig.

The annual 811 CGA Excavation Safety Conference & Expo in Orlando March 14-16 was by all accounts a huge success! A big thanks to our keynote speaker Louisiana Mid-Continent Oil and Gas Association President Chris John, who, while a member of Congress played a key role passing a bill in 2002 that led to the designation of 811 as the national call-before-you-dig number. Over 770 people attended the 811 10-Year Anniversary Event, which included a viewing of the 811 Hot Air Balloon, music, as well as viewing and voting for the 811 Video Challenge winners! Congratulations to Texas811 on receiving the People's Choice Award, and to finalists North Carolina 811, Miss Utility of Maryland/D.C., the AGA and Rhino Marking and Protection Systems.

I'd like to welcome TransCanada's Vice President of Technical Services, Ken Oostman, to the CGA Board of Directors. Ken was approved by the Board at our March 14 meeting and will serve as the natural gas transmission director. I would also like to thank all of our Board members who help make CGA such a great organization.

I also want to remind everyone that the new Best Practices Version 14.0 includes updated and amended practices. You can purchase your copy [here](#).

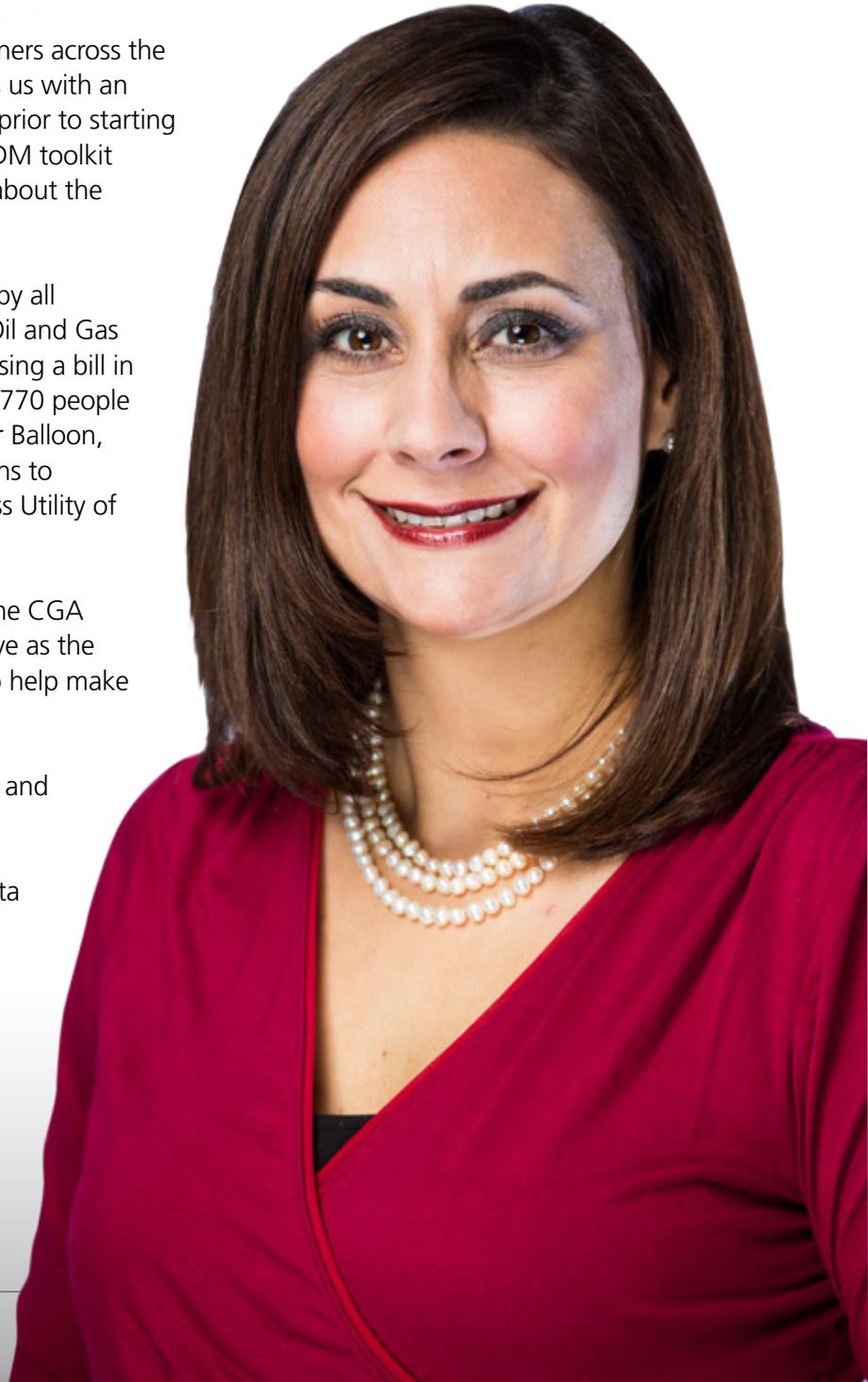
Lastly, we are currently wrapping up the data collection for the 2016 DIRT Report. The Data Reporting and Evaluation Committee has been diligent in communicating, responding to and acquiring new data sets to ensure the next report is the most comprehensive to-date.

I look forward to hearing – and seeing – your NSDM activities in April!

Best,



Sarah K. Magruder Lyle



# 2017 Annual Meeting and Breakfast



More than 800 damage prevention stakeholders gathered in Orlando on March 15 for CGA's 2017 Annual Meeting and Breakfast. Thank you to all who traveled to Orlando for the 12th Annual CGA 811 Excavation Safety Conference and Expo and helped make the meeting a remarkable success.

# CGA Award Recipients

## Hall of Fame

Each year, the Hall of Fame designation is given to CGA members who have served the organization for a long period of time and whose impact has left its mark in a positive and memorable way. CGA was honored to induct **Bob Kipp**, who is retiring as CGA's first – and until now, only – president, into its Hall of Fame this year, following his 17 years of dedicated service to the organization and the damage prevention industry. Bob's legacy as a bridge builder and leader of diverse groups of people, combined with his vision, has made CGA what it is today. The CGA will continue to build on the strong foundation built by Bob and launch the next decade of damage prevention.

Harris Rosen presented Bob Kipp with the Hall of Fame Award.



## President's Corporate Excellence Award

*The Pipelines and Hazardous Materials Safety Administration (PHMSA)* was presented with the eighth annual President's Corporate Excellence Award by outgoing CGA President Bob Kipp. The President's Award is given annually to a company or organization that has shown leadership and innovation in support of damage prevention during the previous year. From sponsoring the original Common Ground study that served as CGA's foundation to its funded establishment of our organization and its continued growth through cooperative agreement funding, PHMSA has played a pivotal role in CGA's impact on damage prevention. The administration's commitment to shared responsibility is evident in its promotion of CGA's efforts and campaigns, its staff members'

service on each of CGA's committees and its continual elevation of our programs.

## Ron Olitsky Member of the Year Awards

Presented each year to CGA members whose dedication and service to the organization went above and beyond the call of duty throughout the year, **Michael Muilenberg** of USIC and **Thomas Young** of SeeScan were given this year's Ron Olitsky Member of the Year Awards by CGA Board Member Tommy Hicks, who represents the International Association of Fire Chiefs. Michael and Thomas have assumed the co-chairmanship of CGA's Technology Committee, revitalizing the group's mission and purpose and energizing its membership. Together, they led the effort to have CGA submit a damage prevention technology study as part of the 2016 Pipeline Safety Reauthorization bill.



## Jim Barron Awards

**Jemie Wang** (BizMetrix) and **Mark Stowe** (M & J Landscape Design Group) were honored with this year's Jim Barron Awards in

recognition of their true dedication to efforts enhancing underground damage prevention. Current Data Reporting and Evaluation co-chair Bob Terjesen presented former committee co-chair Jemmie with the award, citing Jemmie's tireless work and analysis on CGA's DIRT program and particularly its annual report. Kentucky 811's Tim Vaughn presented the Jim Barron Award to fellow Kentuckian Mark, who has supported innovative damage prevention outreach for years with his 811 Bass Boat, hunting and fishing programming and partnerships with Kentucky 811.

## 811 Video Challenge Awards

CGA presented three awards for its 811 Video Challenge submissions at the annual meeting and breakfast, in addition to screening the winning videos. *Shell Pipeline Company LP*



took home the award for *Corporate Partnerships*, *USA North 811* was awarded as the *Most Impactful* and *South Carolina 811* won in the *Visionary* category. An additional People's Choice award went to *Texas811* by popular vote at the Wednesday evening 811 10<sup>th</sup> Anniversary Celebration. Finalists in the People's Choice category included Miss Utility



of Maryland/D.C., Rhino Marking and Protection Systems, North Carolina 811 and the American Gas Association. Thanks to all 36 CGA Members and Sponsors who participated!



## Keynote

Former Louisiana congressman and current Louisiana Mid-Continent Oil and Gas Association president *Chris John* delivered the keynote address at the annual meeting. Mr. John recalled his pivotal involvement in securing the nation's first call before you dig number designation from the Federal Communications Commissions during his time representing Louisiana's seventh district in Congress.

## Committee Recognition

CGA Committee co-chairs provided attendees with an overview of their collaborative efforts

towards reducing damages to underground facilities. In addition to the co-chairs listed below, special thanks go out to all of those who serve on committees and are the driving force behind the success of CGA's core programs.

## Best Practices

Scott Berry, *AGC*

Mark Newman, *TransCanada*

## Data Reporting and Evaluation

Bruce Campbell, *Miss Dig System, Inc.*

Bob Terjesen, *National Grid*

## Educational Programs

Kim Kosky, *UtiliQuest*

Lee Richards, *Ohio Utilities Protection Service*

## OCSI Committee

Kevin Hopper, *Dig Safely New York*

Ellen Kiger, *Pennsylvania 811*

## Stakeholder Advocacy

Allen Gray, *Carolinas AGC*

Eric Swartley, *UGI Utilities*

## Technology

Michael Muilenburg, *USIC*

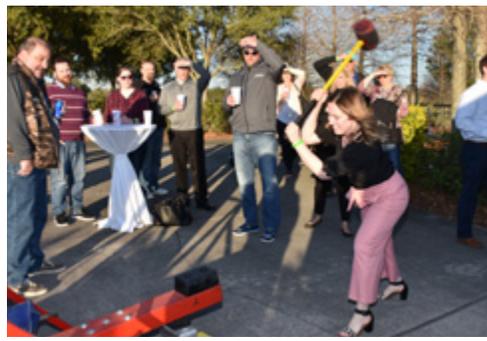
Thomas Young, *SeeScan*

## Regional Partner

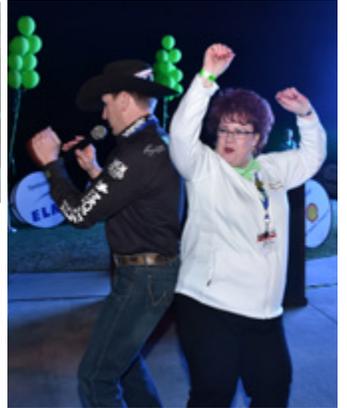
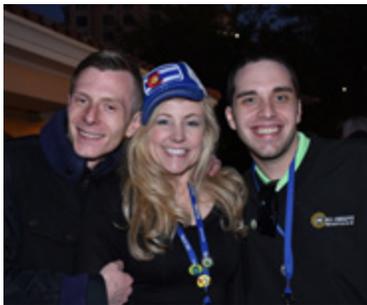
Tracey Bryant, *Vectren*

Steve Light, *Virginia 811*

To those who were able to make it to Orlando this year, thank you. Information about the event can be found at [cgaconference.com](http://cgaconference.com).



811's 10th Anniversary Celebration:



An Evening to Remember



The national call before you dig number turns 10 this year, and CGA members turned out in force to celebrate 811's decade of damage prevention on March 15 at the CGA Excavation Safety Conference and Expo at the Rosen Shingle Creek in Orlando, Fla.

More than 750 CGA members attended 811's 10th Anniversary Celebration, which featured carnival-themed food, drinks, performers and games, as well as the debut of the 811 Hot Air Balloon (courtesy of Cox Utility Services), the raffling off of a signed Shell-Pennzoil No. 22 decklid featuring 811's 10th anniversary logo, and a live vote for the 811 Video Challenge's People's Choice award.

**“ More than 750 CGA members attended the Anniversary Celebration, which featured carnival-themed food, drinks, performers and games. ”**

Five 811 Video Challenge finalist submissions were showed on Virginia 811's video display truck and emcee JJ Harrison the Rodeo Clown led attendees through videos by Texas811, Miss Utility of Maryland/D.C., North Carolina 811, the American Gas Association and Rhino Marking and Protection Systems. Attendees voted by text and Texas811 was awarded the coveted 811 Video Challenge People's Choice

Award. Visit [811videochallenge.com](http://811videochallenge.com) to view all of the challenge's award winners and submissions.

Attendees also had the opportunity to grab a cupcake from beneath a hand-iced 811 hot air balloon replica, take selfies with a massive “I am 811” sign, and stroll through a gallery of photos documenting 811's first decade as the nation's call before you dig number.

CGA would like to thank Timeless and hospitality sponsor **USIC** and the event's additional sponsors, including: **Arizona 811, Colorado 811, ELM Locating, Energy Transfer, MGH, New York 811, One Call Concepts, Progressive Partners, Shell Pipeline Company LP, Sunshine 811, UGI, Underground Safety Alliance (Indiana 811 and Kentucky 811)** and **Verizon**.

As we launch the next decade of damage prevention, CGA looks forward to working with its sponsors and members to protect buried infrastructure and the people who dig near it.

A few of the great performers in attendance during the evening's festivities.



# Safety is in the Air this National Safe Digging Month

Once again this year, CGA and its members across the country are celebrating April as National Safe Digging Month (NSDM). Using CGA's 2017 Communications Plan templates and campaign overviews, damage prevention advocates will be earning local media, securing gubernatorial and local proclamations of April as Safe Digging Month, hosting or participating in community events,

communicating with internal stakeholders about the importance of calling 811 before digging and reminding their customers through bill inserts and social media that safe digging is always a priority.

One of the new tools in CGA's 2017 NSDM toolkit is a template news release based on national Omnibus survey data collected from U.S.

homeowners. According to the data, 44 percent of those who plan to dig in their yards this year will not call 811 before breaking ground on projects like planting trees and shrubs, installing fences and mailboxes, or building patios and decks.

*“ But the real splash that 811 is making this NSDM is up above, not down below. The 811 Hot Air Balloon will be traveling across the country this digging season. ”*

But the real splash that 811 is making this NSDM is up above, not down below. The 811 Hot Air Balloon launched in California on April 1 starting with the Oakland A's baseball game and then traveled to the Sacramento Republic soccer game that afternoon. The 811 Hot Air Balloon is now on its way for an all-weekend appearance at the Grand Prix of Long Beach April 7-9 and will then travel across the country this digging season. It will remind everyone about the importance of calling 811 before breaking ground, finally landing on the east coast on 8/11 Day.

CGA Members still interested in booking the 811 Hot Air Balloon for a local digging season appearance can access the toolkit [here](#).





# CGA Unveils 811 Virtual Reality Experience

At the 811 Safety Conference and Expo in Orlando, CGA proudly unveiled its newest tool for helping members educate the public about the importance of calling 811 before digging: the 811 Virtual Reality Experience!

For months, a task team of CGA's Education and Marketing Materials Committee worked with an interactive firm to design a virtual world and game that shows users just how important it is to know what's below before digging in their yards to install fences, mailboxes, swimming pools, playgrounds and

other common DIY projects that involve disturbing ground.

Expo attendees had a chance to engage with the 811 Virtual Reality Experience at CGA's booth in Orlando, and the response was overwhelmingly



positive. Users don a virtual reality headset and earphones and use two handheld devices to interact with a virtual front yard.

Before the gameplay begins, participants push a big 811 button to request that the approximate location of buried utilities are marked. Once locators clearly mark buried lines, game participants use their handheld controllers to "pick up" and "place" items like mailboxes and playgrounds in their yard – so long as they don't try to site digging projects too closely to buried utilities!

The 811 Virtual Reality Experience is a fun and interactive way to educate the public about the importance of always calling before digging, and it includes a post-game survey to help truly gauge what participants have learned through playing. This incredible tool will be available for CGA members to use at community and industry events for a small shipping fee. Please visit [commongroundalliance.com](http://commongroundalliance.com) for more information about how to bring the 811 Virtual Reality Experience to your next event.

Virtual Reality Unit being demonstrated at the 811 Safety Conference and Expo

# Multiple Reports of Same Events in DIRT Data

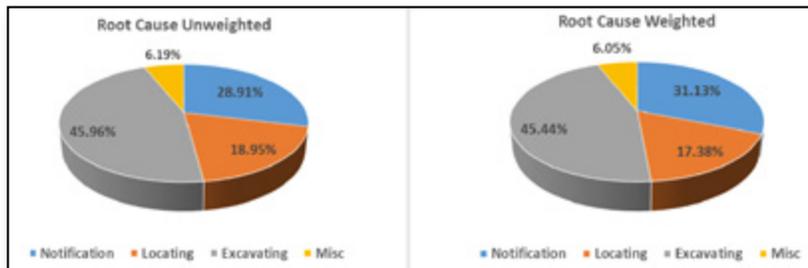
The most recent annual DIRT Report, covering calendar year 2015, was released in October 2016. It described a new method the Data Reporting & Evaluation Committee (DR&EC)

applied to identify multiple reports of the same event and to weight them based on the number of reports in a matching set. For example, in a set of two matching records each would be weighted 50 percent, a set of three would be weighted 33.3 percent, etc. Applying this method condensed the 2015 data set from 363,176 to 288,346 reported events, a 20.6 percent reduction.

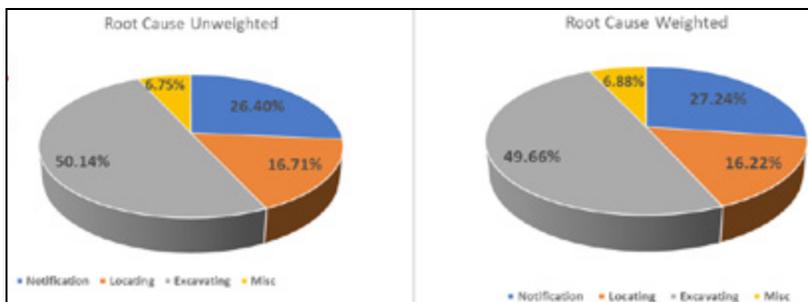
oped by the data science consultant, and did a before-and-after (unweighted vs. weighted) comparison of the root cause pie charts. For 2014, the reports would have been condensed from 273,176 to 230,638 (15.7 percent), and the pie charts are as shown on left.

For 2013, the reports would have been condensed from 224,612 to 193,621 (13.8 percent) and the pie charts are as shown on left.

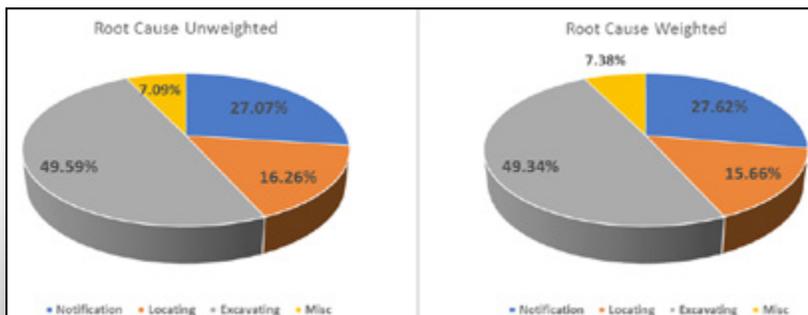
**Exhibit 7:** *Unweighted & weighted root cause groups (2015 known events)*



## 2014 Data



## 2013 Data



The report included an exhibit showing the effect of this method on the root cause pie charts. In Exhibit 7, “Root Cause Unweighted” is based on the original data set of 363,176 records, and “Root Cause Weighted” is based on the condensed data set of 288,346 records.

In order to get a sense of how much overlapping reporting has been occurring over the years, and what effect it might have had on the accuracy of the DIRT reports, the DR&EC took a backwards look at the 2013 and 2014 data sets. It ran the data through the program devel-

The largest difference (2.22 percent) was in notification practices in 2015. Most of the differences are less than 1 percent. There are no significant shifts in the sizes of the pie slices relative to each other (i.e. notification practices does not become larger than excavation practices). This shows that while the percentage of overlapping reporting has been steadily growing along with the growth in DIRT reporting, it does not appear to affect the analysis to an extent that would require revising the findings for years prior to 2015.

The interactive Tableau analysis of the 2015 data, available at [commongroundalliance.com](http://commongroundalliance.com) uses the condensed, weighted data for the various dashboards.

The DR&EC will apply this matching and weighting method to future annual DIRT reports, but does not intend to go back and revise reports prior to 2015.

# News Briefs

## The 811 Car & Bike visit Georgia

The 811 Car and 811 Bike decided to make a pit stop on March 9 at the Lawrenceville Lawn in Lawrenceville, Ga. on their way to the 2017 CGA Excavation Safety Conference & Expo. Safe digging advocates from Georgia 811 and former Olympian and accident survivor Cliff Meidl were also on the scene to help spread the 811 message.



Cliff Meidl with One Call Concepts and the 811 car & bike .

## Gopher State One Call attends Minneapolis Home & Garden Show

Gopher State One Call manned a booth at the Minneapolis Home & Garden Show on February 24-26 and March 3-5. The one call center was pleased to help spread the damage prevention message to attendees at this great event.

## Kansas 811's contractor meetings reach 2,000 diggers

Kansas 811 is working to spread the damage prevention message at contractor meetings throughout the state. So far, they have had over 30 meetings reaching over 2,000 contractors and have more meetings planned for the spring and summer months.

## Lone Star 811 initiates 811 Across Texas Coalition

To commemorate the 10-year anniversary of the 811 campaign, the 811 Across Texas Coalition is dramatically increasing public awareness of 811 by utilizing outdoor advertising on the interstate and highway system throughout the state of Texas. The goal of the coalition is to reach 20 million travelers in 2017. Thus far, we have placed six billboards with over 1 million



impressions. This campaign provides a low-cost, high-benefit opportunity for all stakeholders to participate. Currently, the coalition consists of electric, excavator, locating, oil and gas, one call (Lone Star 811) and telecom stakeholders. For more information or to join the coalition, please visit [811AcrossTexas.com](http://811AcrossTexas.com).



## Marathon Pipe Line LLC debuts Children's Museum exhibit and releases new testimonial video

Marathon Pipe Line LLC (MPL) had to think outside of the box when developing the new Safe Digging exhibit at the Children's Museum of Findlay in Ohio. "We wanted to design a fun exhibit that kids would love to visit while also educating them on safe digging," says Abbey Will, Damage Prevention Analyst at MPL.

The exhibit focuses on the importance of calling 811, and educates children and adults on which

digging projects require a call. The two-level, interactive exhibit allows children to play at floor level and depicts utility lines located underground, demonstrating which household items are powered by those utilities. When pushed, colored buttons illuminate each utility line, and the sound of the item powered by that utility plays. The second level of the exhibit includes a play yard with a "swimming pool" where kids can safely cannon ball into 2,000 foam blocks.

In its **new excavator testimonial video**, an excavation crew was digging a trench in a field to install a water line when they hit a Marathon Pipe Line LLC underground high-pressure pipeline. Hear the excavator tell his story of what happened and the valuable lesson he learned.

## Oregon 811 attends Oregon Governor's Occupational Safety & Health Conference

The Oregon Utility Notification Center and Metro UCC enjoyed their time at the Oregon Governor's Occupational Safety & Health Conference (GOSH). The organizations would like to extend a special thank you to Pacific Marketing and Publishing for donating 811 T-shirts and caps as attendee giveaways, as well as to the event volunteers who shared their time and knowledge with the folks who stopped by the 811 Trailer.

## Texas811 hosts Damage Prevention Summit, Locate Rodeo and its 20<sup>th</sup> Annual Golf Tournament

From the vendors who overflowed into the hall outside of the exhibit space, to the classes and workshops, to the attendees who kept things

moving – the 2017 Texas811 Damage Prevention Summit was the best one to-date. Highlights from the San Marcos, Texas event included Texas811 President Mike Losawyer speaking about what the organization's commitment to public safety meant to attendees, CGA's Khryssanne Kerr providing an update on national efforts, a well-attended round table hosted by the Damage Prevention Councils of Texas, a casino night and the kick-off golf tournament.

Texas811 will also be hosting the **International Locate Rodeo finals** for a second year and promoted it at the CGA Excavation Safety Conference and Expo in Orlando. This year's event will be June 22-23.



The new 811 Hot Air Balloon will be touching down at Texas811 on April 21 for the **20<sup>th</sup> Annual Texas811 Golf Tournament** at Bear Creek Golf Club in Dallas. If you're looking to play, sponsor or donate, contact us at [images@texas811.org](mailto:images@texas811.org) for more information!

## USA North 811 brings 811 logo to the NCAA West Coast Championship

USA North 811 secured courtside and basket arm signage throughout the entire televised 18-game NCAA West Coast Championship Tournament (March 2-7).



*UGI exhibited at the Wild PA Hunting and Fishing Expo in late February and had great interactions with attendees.*



