

Update

May 2018

A Monthly Newsletter of
the Common Ground Alliance



CGA Wins National Safety Council's Green Cross Award

Board Spotlight

Josh Hinrichs, *Board Secretary*

Stakeholder group: Locators

Board member since: 2016

Position: President, ELM Companies



How have CGA's efforts impacted your stakeholder group?

First and foremost, CGA's inception officially gave professional locators an equal voice at the damage prevention table. The CGA community has spread understanding of the locating process, increased respect for the difficulty of doing this job and provided value for those who have the skills and desire to ensure the job is done right. CGA has also had a major impact on awareness of damage prevention overall; the creation of 811 dramatically increased use of the one call system, which increased ticket volumes and therefore job opportunities within my stakeholder group.

What are your priorities as a board member?

It's critical that I represent the position of the locator stakeholder fairly, consistently and without bias toward any one company or group. Whether locating is done by the owner/operator or sourced to a contract company, my goal is to represent the interests of all professional locators in the CGA. I listen with an open mind and learn from other stakeholders' perspectives while contributing honest and pointed ideas from the locating perspective. Finally, I work to promote and build upon the consensus-based approach to damage prevention that was envisioned when the CGA was launched.

How have CGA resources impacted safety?

The DIRT Report has helped to bring focus to damage root causes and the urgency of reducing or eliminating them. CGA's Best Practices established baseline procedures for safe excavation, locating, design and one call, and this guide is

the cornerstone of how things are accomplished within CGA: a deliberate, rational and consensus-based approach including all stakeholders. Finally, the national call before you dig number, 811, has made it easy for those not engaged in the process on a daily basis to simply access the system.

What does the future hold for CGA?

CGA will continue to be at the forefront of damage prevention, bringing other organizations, federal regulatory agencies and state enforcement bodies together for continued discussion and sharing of ideas that will improve results. This organization will be a central force in unifying the industry behind a collective damage prevention effort and message. As consolidation within the utility industry and other groups becomes more prevalent, CGA will need to diligently ensure that stakeholder groups are evenly represented so we can continue to be as inclusive as possible.

About ELM Companies

ELM Companies is a technology-based team providing indemnified compliance products and services to various sectors including utilities, manufacturing, construction, hospitality and health safety. Starting with our 25-year commitment to excellence in the damage prevention industry, ELM has created technology offerings in the form of our LaunchPoint™ Logistics and FieldSight™ Monitoring & Control Systems. Together, these internet of Things (IoT) platforms provide real time decision-making capabilities by leveraging ever-advancing artificial intelligence (AI) protocols as well as powerful connected control through robust computing capabilities at the edge of the cloud where the work is being done and compliance must be demonstrated, recorded and reported. In the world of damage prevention, this means real-time asset and personnel location, dynamic prioritization, solid documentation capabilities and reliable communication tools to keep the facility owner and the excavating community informed and involved in the process of protecting underground facilities and ensuring the public safety.

CGA Wins National Safety Council's Green Cross for Safety Advocate Award

Award recognized CGA and partners for achieving 50 percent reduction in annual utility damage rates during the first decade of the 811 "call before you dig" phone number

CGA is proud to announce that we were the recipient of the National Safety Council's Green Cross for Safety Advocate Award at an awards ceremony in Chicago on May 23.

The National Safety Council is the leading organization that works to eliminate preventable deaths at work, in homes and communities, and on the road.

CGA drafted and submitted an awards entry in partnership with the American Gas Association

(AGA) and United States Department of Transportation's Pipelines and Hazardous Materials Safety Administration (PHMSA), both long-term partners in working to reduce excavation-related damage to underground infrastructure.

The National Safety's Council's Safety Advocate Award recognizes those who have made a significant impact on safety by raising awareness and bringing about change.

"Our award winners recognize that safety is a journey rather than a destination," said Deborah A.P. Hersman, President and CEO of the National Safety Council. "These individuals and organizations constantly ask, 'What more can we do?' We are proud to honor the winners and to recognize all the outstanding nominees that share the Council's goal of eliminating preventable deaths and injuries in our lifetime."



CGA's awards entry focused on the long-term behavioral change that began across the entire United States with the launch of 811 in 2007 as the Federal Communications Commission-designated national "call before you dig" phone number. Prior to 2007, each state had at least one distinct phone number for pre-excitation notification, which prevented a unified national effort to promote the importance of learning the approximate location of buried utilities before digging.

CGA, AGA and PHMSA highlighted how annual increases in earned media exposure about 811 and annual visits to Call811.com coincided with a major increase in national general public awareness of 811 from around 20 percent in 2008 to nearly 50 percent in 2017.

The awards entry also outlined the reduction in annual estimated utility damage/near-miss events by more than 50 percent during the same time span. The 811 campaign has not only raised awareness, but it has also changed behavior and directly saved lives.

"Earning this Safety Advocate Award from the National Safety Council is additional validation that the work our 1,700 members perform each day to prevent damage to underground infrastructure is critically important," said Sarah K. Magruder Lyle, President and CEO of CGA. "This award highlights a very crucial piece of our safety message – while our stakeholders work diligently to prevent damages to underground infrastructure, we want to ensure that every professional excavator goes home safe to their families each night. Additionally, this

award recognizes that 811 has played a critical role in raising awareness among homeowners of the call before you dig process and helping to keep communities safe and connected. CGA and its members will continue to work diligent-

ly to reduce the number of these events in the years to come."

To learn more about the National Safety Council's Green Cross Awards program, click [here](#).



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National Safe Digging Continued

With National Safe Digging Month (NSDM) 2018 behind us, CGA was thrilled to see all of the ways members promoted the call before you dig message around the country! Continued from last month's edition, here are more of the creative NSDM campaigns from April:

Avista Utilities partnered with pizza chain **Papa Murphy's** to offer \$8.11 pepperoni pizzas in celebration of NSDM.

Dig Safely New York, Inc. (DSNY) partnered with **Buckeye Partners, L.P., local landscape businesses and garden supply centers** to celebrate NSDM with the Sitting for Safety Tree and Bench Contest. The contest highlighted that businesses and homeowners are all part of the safe digging process. Organizations, companies,

schools, community members and families entered to win and were asked why they choose to dig safely. From preserving communities, to keeping families safe and pets out of harm's way, all shared what safe digging meant to them. DSNY announced winners via its Facebook page on May 4.

Energy Transfer executed a social media takeover in support of NSDM targeting the company's more than 100,000 followers.

The 811 message, including CGA infographics, was featured on all of the company's social media channels during the month, with 39 posts on its Facebook, Instagram and Twitter accounts. The company's posts were shared or retweeted more than 225 times and liked nearly 700 times. CGA's 'Day in The Dark' video was viewed more than 750 times. Employees posted more than 70 times and reached more than 6,000 followers.

JULIE, Inc. partnered with **Chicagoland Speedway, NASCAR Green** and the **Forest Preserve District of Will County** to plant five native oak trees in celebration of Earth Day. The one call center's services were utilized prior to planting the trees at the Forest Preserve's Sugar Creek Administration Center on April 20.

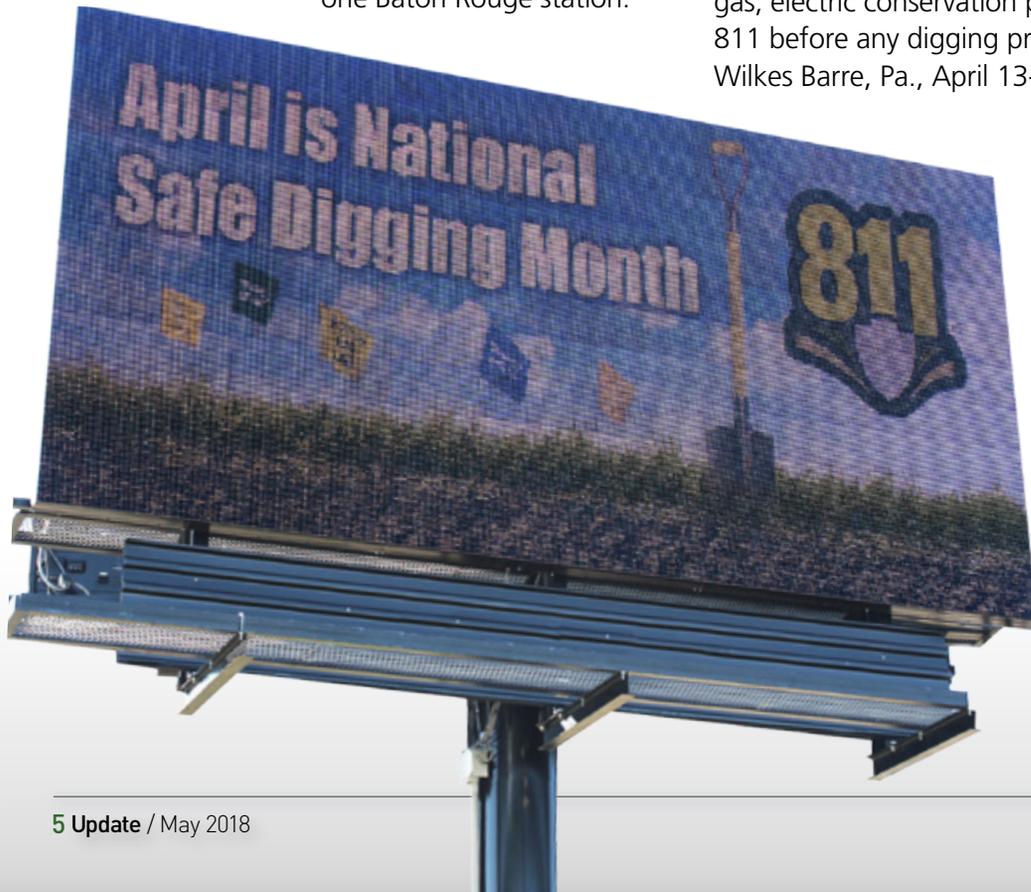




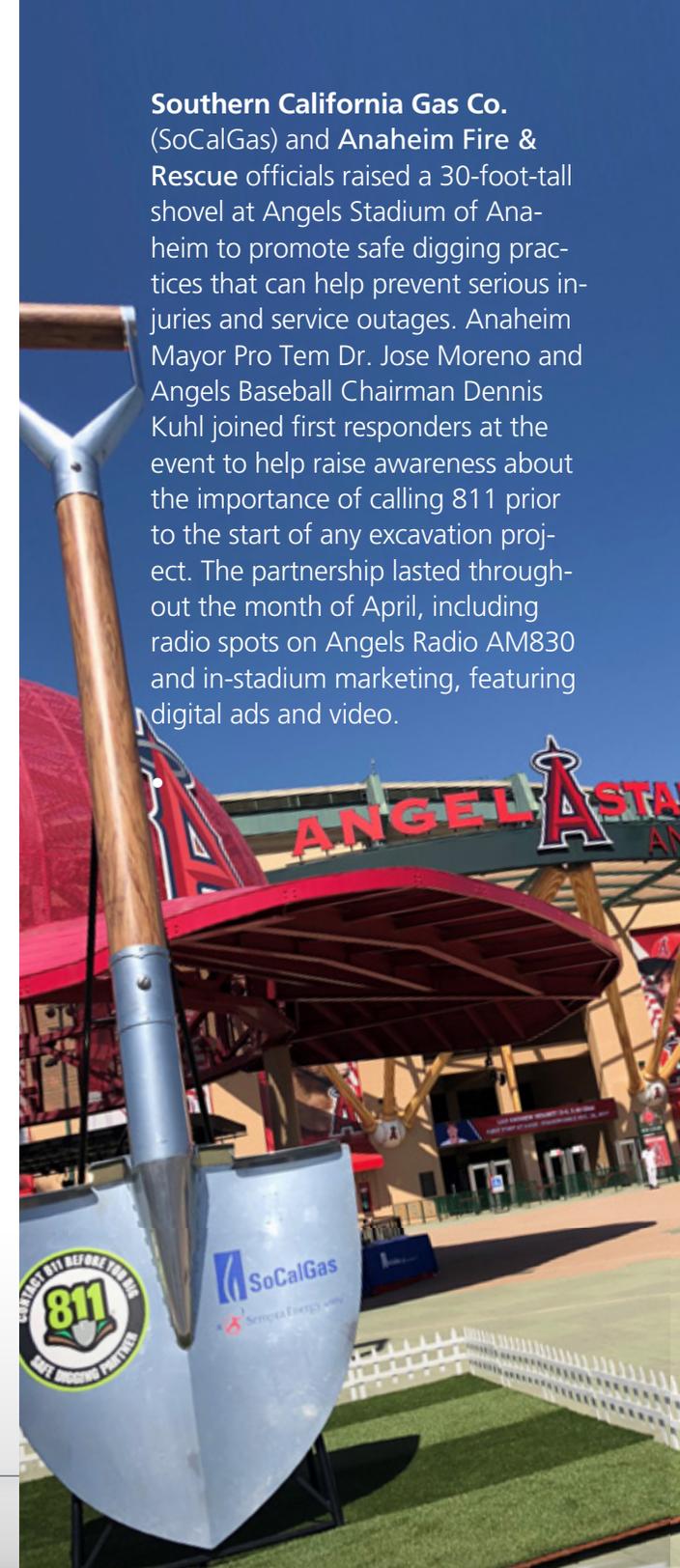
Louisiana 811 secured media interviews explaining the 811 process to the public on two Lafayette TV broadcast news stations and one Baton Rouge station.



The UGI Pipeline & Public Safety Team partnered with the UGI Sales Team and UGI Electric to promote all the benefits of natural gas, electric conservation programs and calling 811 before any digging project at an event in Wilkes Barre, Pa., April 13-15.



Miss Utility of Delmarva contracted with an electronic billboard company to display 811 message most of the year. For April, the organization displayed a NSDM image off of Route 1 in Frederica, Del.



Southern California Gas Co. (SoCalGas) and Anaheim Fire & Rescue officials raised a 30-foot-tall shovel at Angels Stadium of Anaheim to promote safe digging practices that can help prevent serious injuries and service outages. Anaheim Mayor Pro Tem Dr. Jose Moreno and Angels Baseball Chairman Dennis Kuhl joined first responders at the event to help raise awareness about the importance of calling 811 prior to the start of any excavation project. The partnership lasted throughout the month of April, including radio spots on Angels Radio AM830 and in-stadium marketing, featuring digital ads and video.



811 Earns Incredible Media Exposure Through Horseracing Sponsorship

Millions of Americans saw the national call before you dig number compete in the first two legs of the Triple Crown in May as the “Call 811” message was emblazoned on jockeys **Victor Espinoza**, **Drayden Van Dyke** and **Jose Lezcano** at Churchill Downs, and then on jockey **Florent Geroux** in the Preakness Stakes.

Although 811 didn't make it to the Winner's Circle this year, this collaborative member sponsorship put 811 in front of an estimated race viewing audience of at least 22 million people and millions more in pre- and post-race media coverage, reminding them to always call 811 before digging. Recent Triple Crown winner **Victor Espinoza** wore an 811 hat in his media interviews at Churchill Downs, securing even more valuable air time for the national call-before-you-dig number.

A monumental thank you goes to USA North 811 and the following group of CGA member-sponsors who made these eye-catching jockey sponsorships possible:

Winner's Circle: Atmos Energy, DigAlert of Southern California, Dig Safely New York and USA North 811

Place: Alabama 811, Magellan Midstream Partners, L.P., OHIO811 and Pennsylvania 811

Show: Colorado 811, JULIE Inc., Missouri One Call System, OKIE811 and South Carolina 811

Exacta: Avista Utilities, Texas811

Trifecta: Sunshine 811

Thank you for helping us put the 811 safe digging message in front of so many homeowners and professionals this spring!





Mississippi: Educating our way from inadequate to adequate as defined by PHMSA

By Roger Cox on behalf of the Mississippi Damage Prevention Summit/811 Magazines

We received our letter from PHMSA this week stating that while there was still work to do, our state's enforcement program had achieved ADEQUATE status. While pleased with the notification, that simply means to the stakeholders in Mississippi, we have made progress, but we know there is much more work to be done.

Nine years ago, a formal effort began with the goal to create a more fair and effective enforcement program in Mississippi. Out of that meeting, a process was developed that continues to be an integral part of the information and education efforts in place today. In the early days, education efforts focused on the need for enforcement.

Enforcement which includes training and civil penalties went into effect Jan. 1, 2017. En-

forcement in Mississippi is a compliance-driven system for violation of the dig law and is enforced for all underground utilities.

Now the education efforts are focused on how to make enforcement work as it was intended to work. Mississippi 811 Damage Prevention Coordinators reach out to thousands of contacts annually, in part through their Damage Prevention Coordinating Councils, in an effort to show them how to properly fill out the alleged violation reports (AVR). Even though the law is in effect, we still believe the best way to resolve conflict in the field is to work together, but if all efforts fail, there is now enforcement.

Another way we get the word out is through the Mississippi Damage Prevention Summit. This annual event has been held each November since 2008. The most recent event was held in Biloxi and there were almost 400 attendees focused on the new law. The largest group of attendees were small municipalities and water/wastewater operators and we delighted to see the diversity of attendees. We are working on the November 2018 agenda now and expect another record attendance from all stakeholder groups across the state.

The Mississippi 811 Magazine has consistently reached the excavators and members of our system. We've used the magazine to inform and educate those

companies and groups who are the hardest to reach. It is not unusual to hear someone to tell us that he or she "saw it in the magazine."

Like many other states, we have programs scheduled to promote NSDM, including our governor's proclamation, and a very successful 811 Run. This year the run was canceled because of inclement weather, but has been rescheduled for Aug. 11, 2018.

Continuing to look for opportunities to work with other organizations is a priority. Even though much progress has been made, it would be unwise to believe everybody is on the same page. For us to take our program to the next level, we believe it is important to remember that none of us know it all. And if that's true, then we believe an integral part of education is listening to different perspectives.

Listening is critical because it turns out that a lot of times we were unable to see another's perspective until it was pointed out. In Mississippi, we are committed to getting better because we are committed to working together.



FRESH DIRT

2017 Annual DIRT Report to be released this summer

Analysis of 2017 DIRT data is underway by the Data Reporting and Evaluation Committee. Thanks to all who submitted reports. The more data we receive, the more accurate and valuable the DIRT Report becomes.

Event submissions reached another all-time high with 415,401 records of underground damages and near-misses submitted. Reports were received from 477 companies, including 99 that had never submitted in the past. Of the 99 new companies, 53 submitted 1 report. The table

to the right shows the number of companies reporting by range of reports submitted.

All companies that submitted 1,000 or more reports for 2016 also submitted data for 2017. Five companies with reports in the 100 to 1,000 range in 2016 dropped off for 2017, but five new companies with 100 or more reports were added. This indicates that reporting to DIRT is fairly consistent year over year. Companies with reports in the low single

digits may legitimately come and go year to year. When companies that have been submitting a substantial number of reports drop out, it may be due to personnel changes, e.g., the person who had been submitting data retired and nobody took over the task.

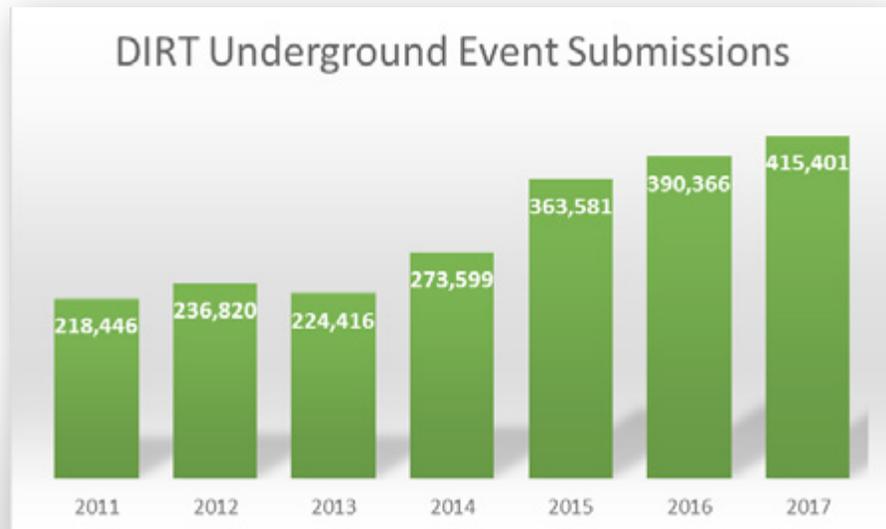
If you have any questions about your company's DIRT

Number of Reports Submitted	Number of Companies
1	100
2 to 10	146
11 to 50	91
51 to 100	41
101 to 250	23
251 to 500	20
501 to 1,000	21
1,001 to 10,000	30

registration status, contact DIRT Program Manager Steve Blaney at 571-297-0810.

The Data Committee is working with a new report-writing consultant, Green Analytics Corp., which has previous experience with the western Canadian provinces (Alberta, British Columbia, Saskatchewan) in producing DIRT reports.

The Data Committee plans to again supplement the written report with an interactive online dashboard. The committee is seeking feedback on what features and analysis the DIRT user community finds valuable in the written report and online dashboard, and what changes it would like to see in the future. If you haven't already done so, please respond to this survey: <http://commongroundalliance.com/dirt-user-community-survey>.



News Briefs

Dig Safely New York's Excavator Safety Seminars focus on tolerance zone education

This spring, Dig Safely New York (DSNY) facilitated its annual Excavator Safety Seminars series, which are nine full-day educational events for industry professionals. In 2018, 3,200+ attendees went through the program. Because unsafe digging practices within the tolerance zone are a leading cause of damages, DSNY's Safety Seminar presenters used a dart board example to teach audiences that despite being qualified, skilled excavators, they should never put a blindfold on when it comes to tolerance zone best practices.

Kansas 811 and TransCanada support Progressive Agriculture Safety Days

Kansas 811 and TransCanada are working in conjunction with the Progressive Agriculture Foundation on its 2018 Progressive

Agriculture Safety Days® program. The 2018 program's focus will be on underground utility safety and highlight messaging around the importance of calling 811 or clicking before you dig. The theme is "Know What's Underground Before Any Digging Goes Down." To help highlight this important topic at Progressive Agriculture Safety Days, sponsor TransCanada will continue to provide coordinators with support around their Underground Utilities Safety Module. In the U.S., modules are housed and distributed through the National Education Center for Agricultural Safety (NECAS) and in Canada, they are available through the Canadian Agricultural Safety Association (CASA). Through the module, Safety Day participants learn the significance of calling or clicking before you dig, along with pipeline leak recognition and response.



Nebraska811 names poster contest winners

On May 7, students from Buffalo Hills Elementary School were recognized as winners of the Nebraska811 "811" Call Before You Dig statewide poster contest. Beki Leak, a teacher with the



One group of the more than 125 students in Kingman, Kan., that attended Progressive Ag Safety Day.

Buffalo Hills Elementary after school program, coordinated a safe digging lesson and submitted posters from students in grades 2-5. Posters created by Julie Anne Sheldon, Riley Davis, Madilyn Banks and Landyn Howell were chosen to be featured in a statewide public awareness campaign. Senator John Lowe was in attendance to show his support for safe digging!

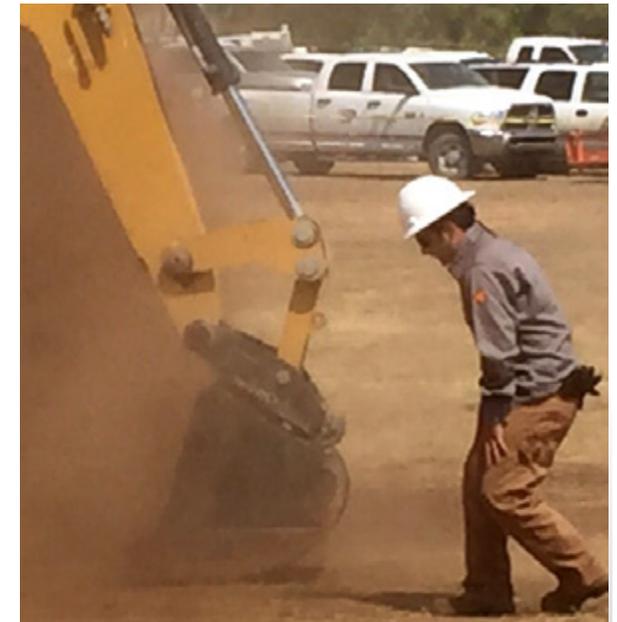
One Call Concepts Locating Services unveils Paul Jr.-designed 811 Trike at Miss Utility call center

Part of a two-episode arc on the revival season of Discovery Channel's "American Chopper" will feature celebrity motorcycle designer Paul Teutul Jr.'s construction of a "safe digging"-themed vehicle and its April 25 unveiling to One Call Concepts Locating Services (OCCLS) at the company's Hanover headquarters. OCCLS's sister company, One Call Concepts, operates Maryland's Miss Utility call-before-you-dig center and was featured on a previous season of "American Chopper" when it commissioned a bike celebrating 811. As part of the "American Chopper" story, OCCLS relayed its

mission to Paul Jr., who is familiar with the safe digging process through his work on the previously-commissioned 811 Bike and 811 Car, which served as inspiration for his design on the newest member of the 811 fleet of vehicles.



Miss Utility's Dora Parks with Paul Jr., and New York 811's Roger Sampson with Paul Jr. at the April 25 Discovery Channel taping of the 811 Trike unveil.



Texas811 & Enertech continue popular mock line strike demonstrations

Texas811 and Enertech have partnered on a series of mock line strike demos in which attendees experience a mock natural gas line being struck by mechanized digging equipment, and learn what steps need to be taken in the immediate aftermath. Area first responders work with a gas provider in a unified command to control the incident. The demos draw local TV coverage. [Click here](#) to see one such segment. Nearly 40 events are scheduled in Texas this year. The full calendar is at diggingtexas811.com.

CALL for PAPERS

Abstracts are due September 3, 2018



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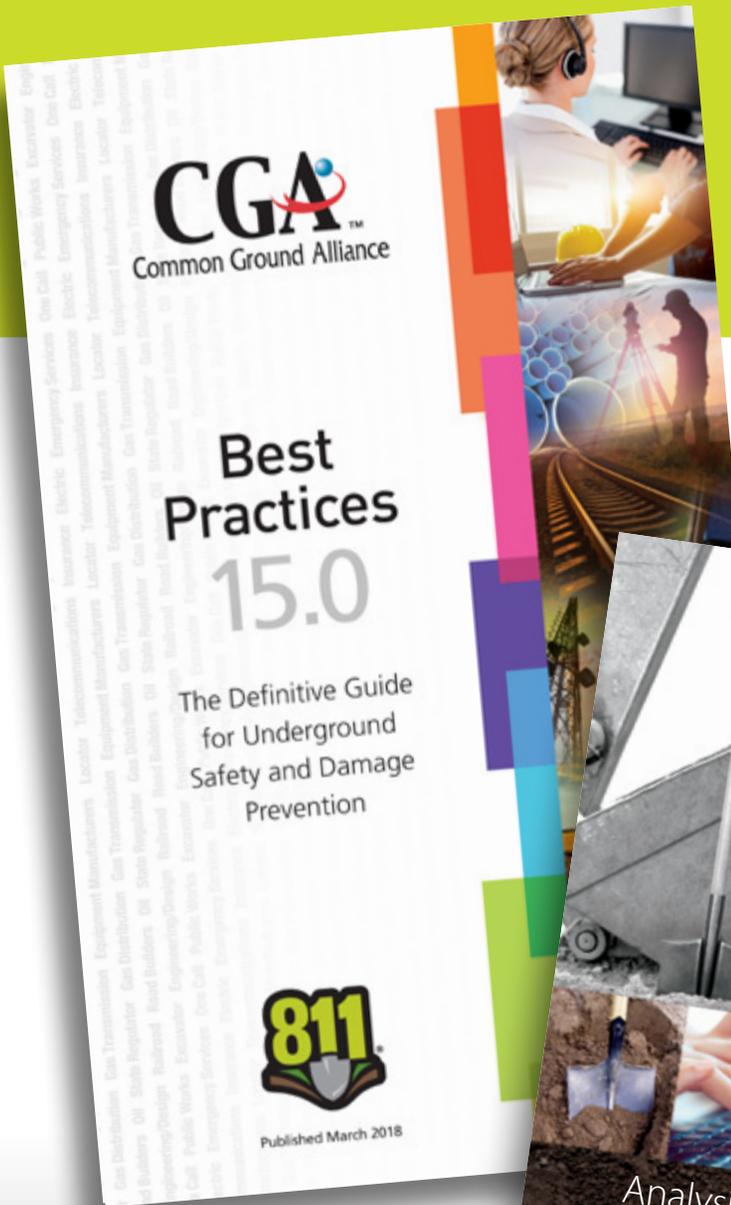
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and 811 Safety Education Videos

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