

# Update

A Monthly Newsletter of the Common Ground Alliance

CGA™

October 2016



2010  
2011  
2006  
2009  
2013  
2007  
2014  
2015  
2016

# CGA Plans for 2017

## CGA invites you to share in the responsibility of damage prevention

Dear CGA members,

As my tenure leading this organization comes to an end, I am thrilled to be leaving on the heels of another record-breaking year for damage prevention. In 2016, CGA members' shared responsibility led to an all-time high level of 811 awareness, the production of our most accurate DIRT Report to-date and an innovative new data analytics platform – Tableau – that makes DIRT data more accessible and actionable than ever before, as well as the distribution of 30,000 Best Practices Guides that put consensus-based information in the hands of stakeholders across the country.

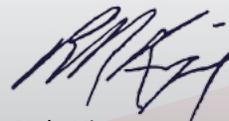
In our constant effort to decrease damages to buried utilities, CGA members are already hard at work planning national outreach for 2017. Next year will mark the 10th anniversary of 811 – a major milestone for damage prevention stakeholders who led the charge for this federally designated N11 number and those who have worked so diligently and creatively to promote safe practices in the decade since.

We have certainly come a long way, but we still have much ground to cover. The 2015 DIRT Report detailed an estimated 317,000 damages to buried facilities, and while this represented a 9 percent decrease from the year prior, our work will not be done until that number is zero.

CGA and 811 are poised to create even bigger initiatives in 2017. You can look for the national call before you dig number in Big Game media coverage in February, we'll be making a splash as we re-launch 811 on April 1 and the DIRT Report released next year will benefit from seamlessly integrated reporting.

As we plan for 2017, CGA asks you to consider deepening your commitment to shared responsibility by becoming a sponsor or increasing your sponsorship level. The revenue we generate from sponsorships is critical to achieving our ultimate goal of zero damages through innovative and increasingly far-reaching initiatives.

Thank you for all that you do,



Bob Kipp,  
CGA President



# 811's 10th Anniversary Celebration

At the 2017 Conference and Annual Meeting, we'll be throwing a 10-year anniversary celebration for 811. The festivities will take place from 6-9 p.m. on Wednesday, March 15 at the Rosen Shingle Creek in Orlando, Fla.

All full conference registrants will be admitted to the 10-year anniversary party. We are thrilled to include all damage



prevention advocates in celebrating our shared accomplishments in reducing damages to underground facilities.

We hope you will join us for this opportunity to recognize the hard work of CGA members, and kick off the next decade of damage prevention. Select [811 Video Challenge](#) submissions will be shown in addition to a night of food, drinks and fun.



# THANKS

## A special thanks

to USIC for serving as the sponsor of hospitality at this event, along with sponsoring a special visual timeline that will document 10 years of 811.

## 2017 CGA March Committee Schedule

Date	Committee	Times	Location
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	

# A Special Thanks to 811's 10th Anniversary Celebration Sponsors

CGA would like to thank our members who have generously agreed to sponsor the 811 10th Anniversary Celebration set for March 2017:



## Call Before You Divot

Join us for the Fourth Annual Call Before You Divot Classic on Tuesday, March 16 at 2 p.m.

Relax and enjoy a round of golf with industry peers on-site at the Rosen Shingle Creek Golf Club. The tournament will be a four person scramble/best ball. There will be team prizes, skill holes, closest to the pin and many other prizes presented at the awards reception following the golf outing.

*Remember to visit us at the CGA Excavation Safety Expo, Booth #100 next March!*

# Using the DIRT Tableau Dashboard

In conjunction with the release of the 2015 Damage Information Report Tool (DIRT) Report in early October, CGA also provided access to an interactive dashboard, powered by Tableau, that allows industry stakeholders to perform their own filtering and sorting of the DIRT data. The following exhibits provide an example of how to use the filtering capabilities of the dashboard. **Figure A** is a view of the entire dashboard labeled Damage Cause Analysis.

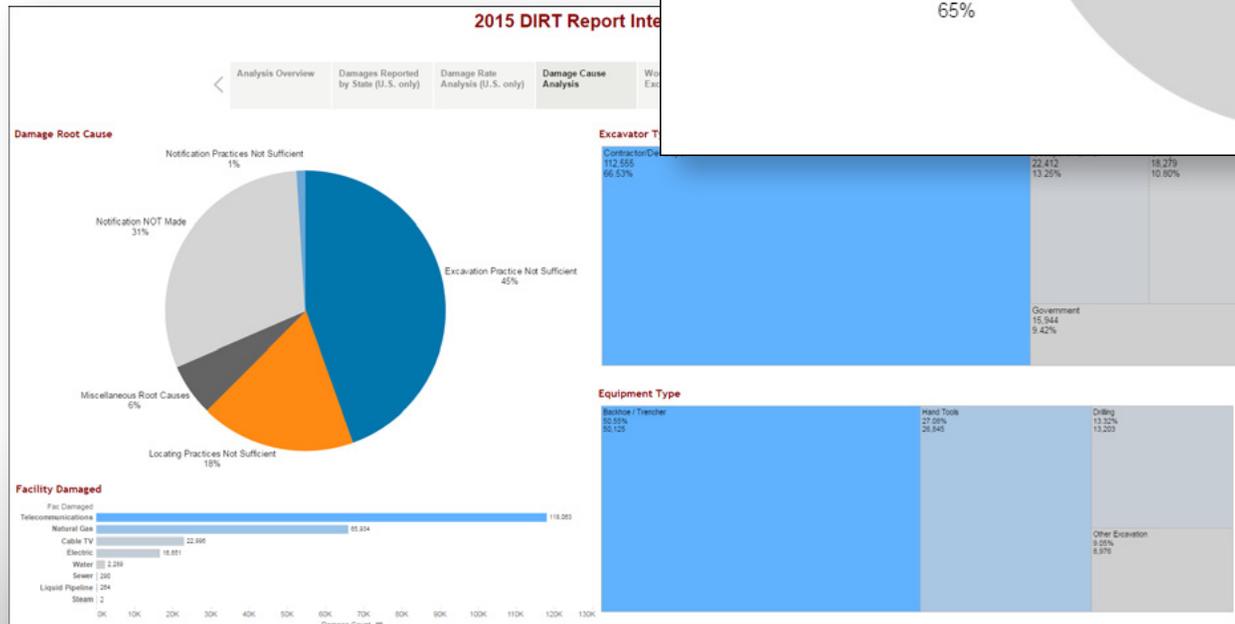


Figure A

In **Figure B** we zoom in on the Damage Root Cause pie chart in order to see the information more clearly.

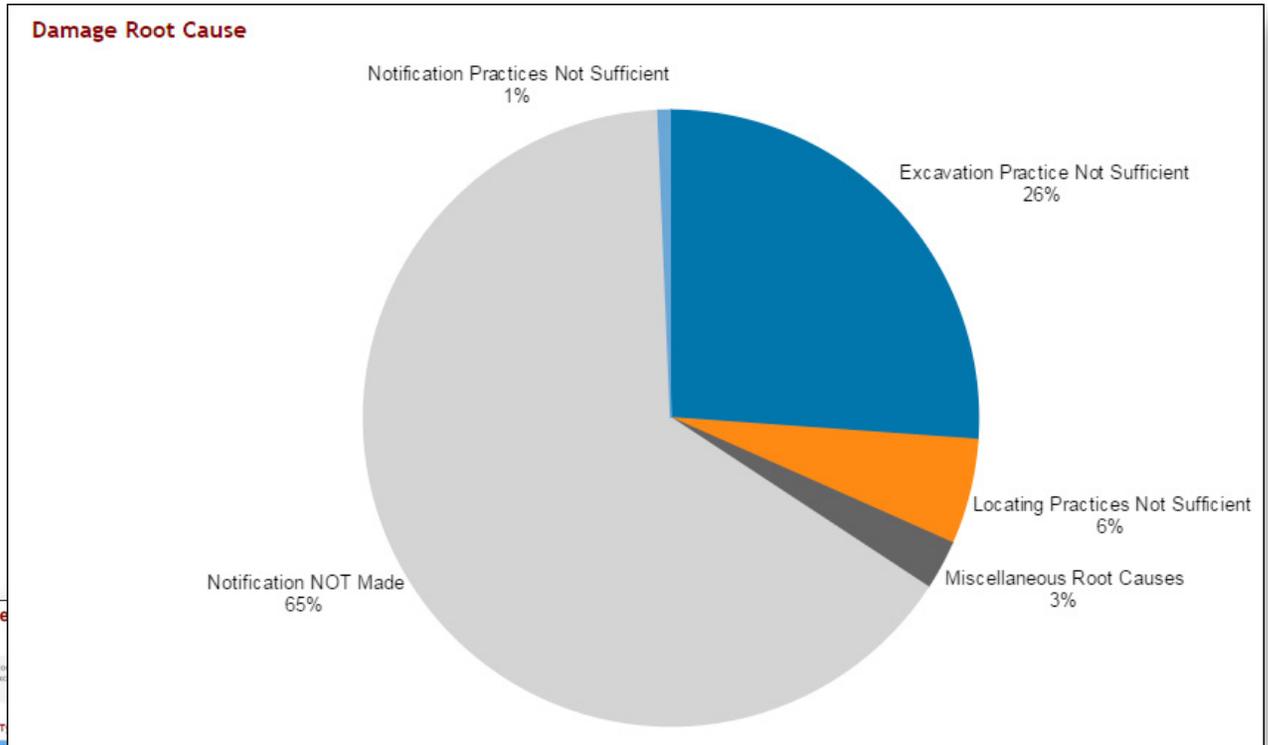


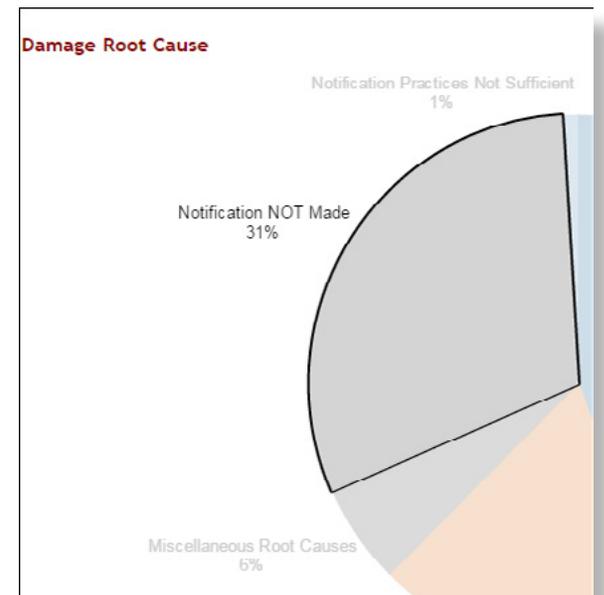
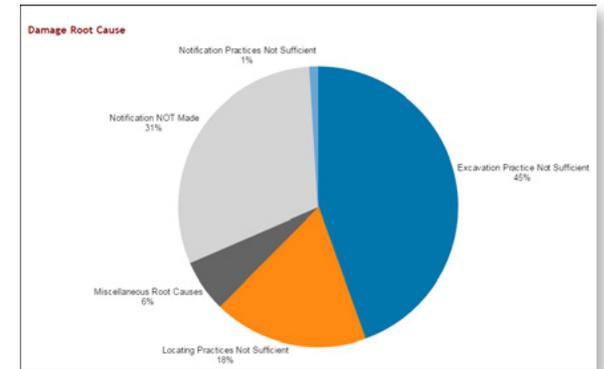
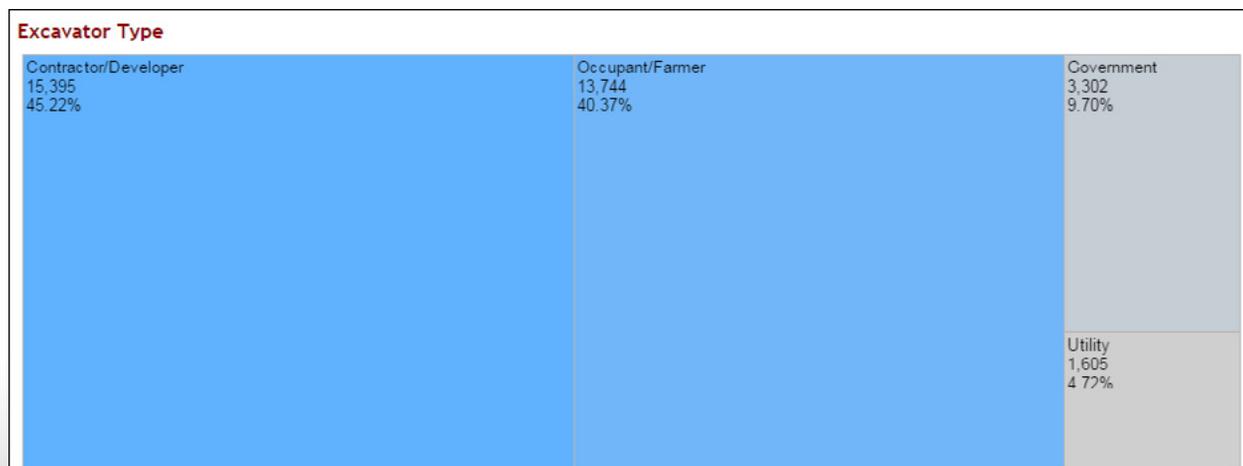
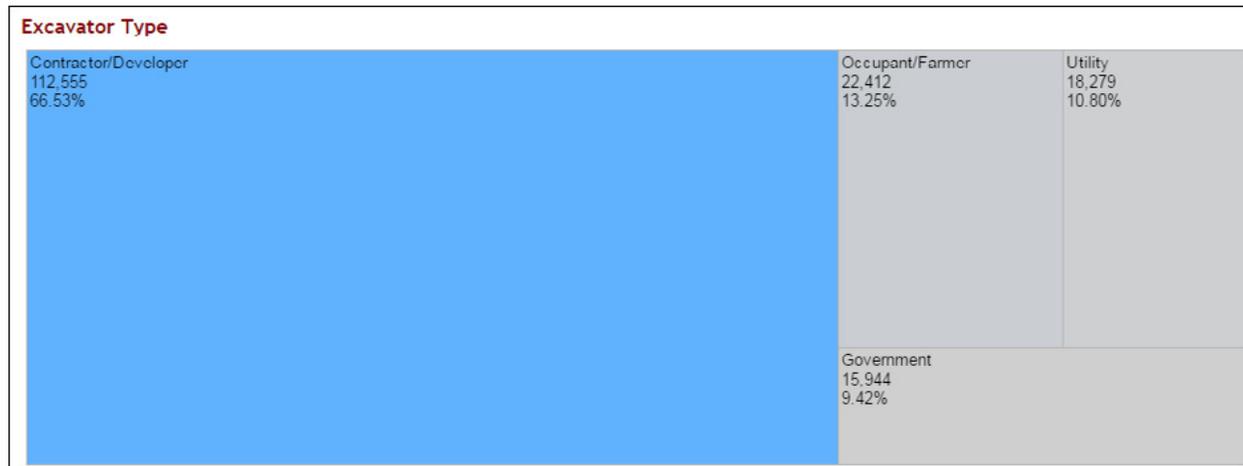
Figure B

As an example of applying a filter, clicking on the Occupant/Farmer rectangle causes the other elements on the dashboard to recalculate to show numbers relevant only to Occupant/Farmer. The root cause pie chart is shown on the right side of the next page.

We could also approach this from another direction by clicking on the Notification Not Made slice of the pie chart, and the other elements on the dashboard would recalculate based on that filter.

Except for the Analysis Overview, all of the dashboards contain this interactive filtering ability, including several that can be sorted by State/Province. This tool allows stakeholders to filter the data in various ways and hone in on the leading variables associated with damages, such as type of excavator, equipment, root cause, etc., which in turn allows for more targeted improvement at the local level.

These dashboards only use “known” data, i.e., meaning Unknown/Other and Data Not Collected are filtered out. As more filters are applied, the totals become smaller because known data is required for each variable. This is why different dashboards will have different total numbers, and why data quality is essential to getting the most value out of DIRT.



## SAVE THE DATE: DIRT member webinar

Please join the Data Reporting and Evaluation Committee at 1 p.m. EDT on Nov. 1 for a comprehensive review of the 2015 DIRT Report. [Click here](#) to register.

Figure C

# One Call Concepts and Paul Jr. Designs Unveil 811 Car

Five years ago, the 811 Bike brought unparalleled national attention to the call before you dig number through the popular Discovery Channel show “American Chopper.” Now, the same folks who brought us that eye-catching vehicle – One Call Concepts and Paul Jr. Designs – teamed up to add a little more horsepower to the 811 fleet.

On Oct. 19, Paul Teutul Jr., President and CEO of Paul Jr. Designs and former star of “American Chopper,” unveiled a new sports car created to help spread the safe digging message at Miss Utility’s 2016 Greater Chesapeake Damage Prevention Training Conference in Ocean City, Md.

Nearly 400 conference attendees witnessed the spectacular car reveal, which included fireworks and a grand entrance in a staging area of the conference hotel’s parking lot. Paul Jr., One Call Concepts CEO Tom Hoff and Ocean City Mayor Rick Meehan spoke at the event. Several local media outlets [covered](#) the exciting unveil.

Formally named the “811 Car,” the vehicle

features 757 horsepower and state-of-the-art mechanics. Its sleek design connects with the safe digging theme through 811-embroidered seats and an 811 steering wheel, a custom backhoe bucket on the driver’s seat, aluminum backhoe



*Paul Teutul Jr. and Tom Hoff with the 811 Car (left)*

bucket details on the wheels, and, of course, the attention-grabbing 811 exterior paint job.

CGA members will have a chance to see the 811 Car at its second unveiling at the [CGA Conference and Expo](#) in Orlando this upcoming March. One Call Concepts has promised an even more exciting reveal than before.

Currently, One Call Concepts plans for the 811 Car to join the 811 Bike in touring the country to spread the call before you dig message.

Please email [811ontheroad@occinc.com](mailto:811ontheroad@occinc.com) with questions about the 811 Car’s travels or to schedule an appearance.



*The newly designed 811 Car.*

# New Jersey Common Ground Alliance 2016 Contractor Meetings

By: Jim Tarleton, New Jersey Natural Gas

Starting in February 2016, New Jersey facility operators, including Atlantic City Electric, Elizabethtown Gas, Jersey Central Power & Light, New Jersey Natural Gas, Public Service Electric and Gas, South Jersey Gas, United Water, Verizon, New Jersey One Call Center and the New Jersey Board of Public Utilities hosted our sixth annual series of meetings throughout the state to educate and promote the importance of underground utility safety.

We held 13 meetings throughout the state, wrapping up in early April. This time of the year was chosen for the meetings as most contractors are just starting up the excavation season and the call before you dig message would be fresh. Most of the meetings were held in county fire academy facilities that could accommodate a large group of people in a classroom-type setting, although there were other meetings held at utility company buildings when the fire academy rooms had reached capacity.

The theme of the meetings was to promote partnership and ensure public safety among contractors, facility operators, contract locate companies and municipalities. More than 1,000 contractors attended the 2016 sessions, which represented a 26 percent increase over 2015.

A typical session started with free breakfast followed by a presentation. The sessions

covered a variety of topics, including ways to process a mark out request, ITIC online ticketing, timeframe matrix before excavation can begin, tolerance zone to hand dig, 911, privately owned facilities, tracer wire, emergency mark outs, state holidays, HDD and electrical safety.

Presenters were engaged by audience members with excellent questions. One of the key takeaways from these meetings was the sharing of contact information among attendees. At the end of each program, as a thank you, a \$100 gift card is drawn and awarded. Following our contractor meeting series, the presentation deck is posted on the New Jersey One Call website and it is encouraged for use as a tailgate safety topic. New Jersey Common Ground Alliance has found this type of education, interaction and partnering with the excavation community a positive influence with all stakeholders.



## Call For Submissions: CGA's 2017 Communications Plan Submissions

Next year will be here before we know it, so CGA is already starting to assemble its 2017 Communications Plan and Calendar.

Each year, the Communications Plan features new case studies and template materials to assist members in creative damage prevention outreach.

Has your organization executed a particularly creative and effective campaign this year that you would like to share with your partners in damage prevention?

Please consider submitting information about your successful media outreach, internal 811 education effort, community event, or any other easily replicable campaign to [811@commongroundalliance.com](mailto:811@commongroundalliance.com) for possible inclusion in next year's Communications Plan.



**Submissions due no later than Nov. 14.**

# News Briefs



## Nebraska811 at the Huskers Game

More than 90,000 attendees at the Sept. 17 Nebraska Huskers game saw the Nebraska811 logo on display!

## Chinese damage prevention advocates meet with JULIE, Inc. and BizMetrix

As proof that safety and damage prevention is a global partnership, damage prevention rep-

resentatives from China recently visited with JULIE, Inc. and Jemmie Wang of BizMetrix. Representatives from JULIE, Inc. were honored to host a visit of a Chinese delegation from Beijing. These business leaders toured JULIE's state-of-the-art facility in Joliet and learned about the one call process in Illinois.



Chinese damage prevention advocates joined Jemmie Wang (BizMetrix, top row, third from the right) and JULIE HR Director Dwight Klein (bottom row, left) Executive Director Mark Frost (to Dwight's right) and Director of Public Relations Kevin Chmura (to Mark's right).]



## UGI joins Fire Prevention Day and hosts Touch-a-Truck

UGI joined Fogelsville Fire Company in Pennsylvania at its Fire Prevention Day to spread the digging safety message to the community. UGI's Jack Creamer is a chief at the Fogelsville Fire Company and coordinated the effort to bring 811 information to the event. UGI also hosted a Touch-a-Truck event to educate Scranton, Penn. children about safe digging.



Expand your damage prevention toolbox by choosing from 60+ sessions!

### Session topics include:

*Outer Space Damage Prevention to Underwater Asset Protection:  
We got ya covered!*

*Ed Landgraf, Coastal and Marine Operators (CAMO)  
Dave Weaver, Satelytics*

*Using Mapping Technology to Optimize Infrastructure Locating*

*Derek Rieckmann, Midcontinent Communications*

*Manage Every Ticket Every Day:  
A Damage Prevention Program from the Facility Owners Point of View*

*Jeb French, Xcel Energy  
Brad Vitale, Xcel Energy*

*Trench Safety Hazard Awareness and Protective Systems*

*Joe Wise, United Rentals, Trench Safety Division*

*Changing of the Guards:  
Industry View from Newly Minted One Call Executive Directors*

*Louis Panzer, North Carolina 811      Paul Huntsman, Blue Stakes of Utah  
Misty Wise, South Carolina 811      Kevin Hopper, Dig Safely New York*

Early bird registration ends **December 16, 2016**. Register today!

Visit our website to view additional session topics. New sessions added regularly.

[CGAconference.com](http://CGAconference.com) | 866.279.7755



Hosted by



**MARCH 14-16  
2017**

**ROSEN SHINGLE CREEK  
ORLANDO, FL**

Use code "CGANOV" when registering to get a free conference t-shirt while supplies last.

**#CGAExpo17**

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# CGA Safety Materials Now Available for Ordering

## CGA Best Practices 13.0, 2014 DIRT and 811 Safety Education Videos

To get your copy of the Best Practices 13.0 [click here](#) or for DIRT [click here](#) and look for the appropriate buttons to order.



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