

# Update

October 2015

A Monthly | Newsletter of the Common Ground Alliance

**CGA**<sup>TM</sup>  
Common Ground Alliance

## Champions of Safety Wins Big

Champions of Safety Grand Prize winner Garrett Elsass (right) and his father (left) got a chance to meet No. 22 Shell-Pennzoil Ford Fusion driver Joey Logano.



# Champions Of Safety Sweepstakes Success

Launched in July, the **Champions of Safety** sweepstakes provided lucky grand prize winner **Garrett Elsass of Skiatook, Okla.** with a VIP trip for two to Charlotte Motor Speedway on Oct. 10, including a meet and greet with Joey Logano, a tour of the Sprint Cup garage area, airfare, two nights' hotel stay and \$500 spending money, thanks to CGA's partnership with **Shell**.

The sweepstakes was a tremendous success, bringing the number of likes on the Call 811 Facebook page to a whopping **104,697** by adding **25,334** net new likes, **6,149** sweepstakes entries and **3,100** contest shares.

In addition to members and sponsors spreading the word about the Champions of Safety sweepstakes using CGA's toolkit materials, the sweeps got boosts from media events with No. 22 Shell-Pennzoil Ford Fusion driver Joey Logano.

Joey participated in a **radio media tour** the morning of 8/11 Day, which included being interviewed by national radio outlets like FOX Sports Radio, CBS Radio, NBC Sports Radio, SIRIUS XM NASCAR and others.



On Oct. 2, in partnership with Shell, CGA was ecstatic to surprise Joey with a **corn maze in his likeness**, accompanied by an 811 corn maze, on live TV.

The 811 message achieved incredible exposure through the corn maze effort, including national coverage on **FOX Sports online** and popular Gawker Media automotive site **Jalopnik**, as well as local Phoenix coverage on **ABC 15** and **KTAR radio network**. Social media was also abuzz with the announcement, including Tweets from Joey Logano, Team Penske, ESPN's SportsCenter, FOX Sports, Shell Racing US and from many CGA members.

Logano also reminded racing fans to always call 811 before digging by sporting the 811 logo on his car at five races this summer, and at Martinsville Speedway on Nov. 1, courtesy of Shell.

In addition to Shell, the Champions of Safety sweepstakes was made possible by Arizona 811, Citizens Energy, Dig Safety New York, Energy Transfer, Enterprise Products, Indiana 811, the Indiana Pipeline Awareness Association, MISS DIG System, the Northern Indiana Public Service Company, Pacific Gas & Electric, USIC and Vectren.

Thank you to all of you who made these efforts a huge success!



# CGA's 2016 Communications Plan and Calendar

The Common Ground Alliance (CGA) is gearing up for 2016! CGA will release its sixth consecutive Communications Plan and Calendar via webinar on **Dec. 9 at 2 p.m. EDT** to guide stakeholders in their efforts to promote the 811 message and other damage prevention practices.

The 2016 Communications Plan will feature a calendar with daily, weekly and monthly tasks, as well as artwork files, template news releases, contributed articles, social media posts and email blasts. The plan will include new case studies from successful stakeholder campaigns in 2015, as well as returning favorites.

CGA and its marketing agency, MGH, will host the Dec. 9 teleconference to unveil the 2016 Plan. The presentation will highlight new additions to this year's Plan and usage milestones achieved by last year's Plan.

The CGA Communications Plan is a living document hosted on the CGA website [here](#). Throughout 2015, new toolkits have been added to support campaigns including the Triple Crown, the Champions of Safety

Sweepstakes, the release of the 2014 DIRT Report, and most recently, the 811-Joey Logano corn maze unveiling.

CGA also added case studies of outstanding member efforts to the Communications Plan throughout 2015, which included Florida Gas Transmission's National Safe Digging Month 811 parade float, the Northern Indiana Public Service Company (NIPSCO)'s 811-wrapped cement truck and North Carolina 811's blood drive toolkit.

Make sure to check out all of the updates to the 2015 Plan and mark your calendars for the 2016 webinar on **Dec. 9 at 2 p.m EDT!**



**3rd ANNUAL**  
*Call Before You Divot Classic*

**811**

2016

**March 10, 2016**  
**Canyon Gate Country Club**  
2001 Canyon Gate Dr., Las Vegas, NV 89117

For more information call:  
**866-279-7755**

Presented by:  
**KORTERRA**

## New Mexico's Damage Reporting and Enforcement Tracking System Report

By James Stanovcak, President,  
New Mexico Regional Common Ground Alliance

In November 2008, the New Mexico Public Regulation Commission (NMPRC) issued an order to New Mexico 811 (NM811) to hold an informal workshop to solicit comments from members, all stakeholders and the general public to consider funding options regarding one call public awareness programs in an effort to raise awareness and reduce underground utility damages.

After the workshop was completed in January of 2009, it was determined that a public awareness effort to reduce damages would be without merit if it could not be specific as to the behavior that was causing the damages and the regions where they were occurring. During the workshop a considerable amount of discussion took place about the annual DIRT Report published by the CGA. However, the number of reports in DIRT from New Mexico at that time were not significant enough to legitimize its use.

Over the next three years, as DIRT became more robust and complete, New Mexico began a New Mexico Regional DIRT program,

but it fell short in getting voluntary reporting from any underground entities other than pipeline companies that were required to report under federal and state regulations.

Because of the lack of participation and the dire need to understand and target damage data, in July of 2012 the NMPRC mandated underground utility damage reporting for all underground facility owners (UFOs) and excavators.

In order for UFOs to comply with this order, NM811 and NMPRC created and implemented the Damage Reporting and Enforcement Tracking System (DRETS). Over the remainder of 2012 and throughout 2013, the NMPRC enforcement effort through the New Mexico Pipeline Safety Bureau (NMPSB) and NM811 educated, preached and pounded the mandatory reporting message into all of the stakeholders.

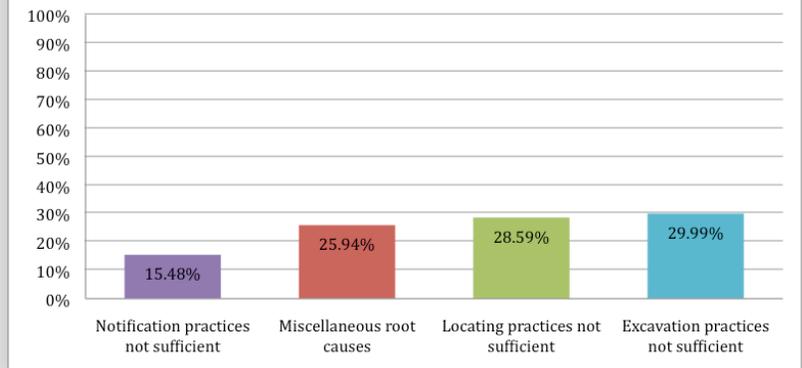
Another year went by and after the conclusion of 2014, the NMPSB teamed up with the New Mexico Regional Common Ground Alliance (NMRCGA) to assess the 2014 DRETS data. The group agreed the data was representative of the activity and damage causes in the state and agreed to dissect it and create the first annual DRETS report.

The sole purpose of the DRETS report is to obtain and exchange valuable data about underground damages with the idea of eliminating them. In the report is an overview of

excavation activities that took place in 2014 throughout New Mexico including 1,080,006 outbound locate requests with a damage rate of 1.26 damages per 1,000 outgoing locate requests.

A review of the Distribution of Known Events by Root Cause Group reveals that 15.48 percent of damage events were because of notification practices not sufficient (including No Notification to the One Call Center). If you compare that to the 2014 DIRT Report where, overall, that statistic is approximately 26 percent, New Mexico had approximately 10 percent fewer damages due to notification practices not sufficient.

**Exhibit: Distribution of known events by root cause group (2014)**



Overall, New Mexico statistics are getting better. The next step is to take the data and combine it with educated and targeted marketing efforts to achieve our damage prevention goal of less than one damage per 1,000 outgoing locate requests. If you would like to review the 2014 DRETS Report in its entirety, please visit our webpage [here](#).

# News Briefs

## CGA Wins Gold Bulldog Reporter Award for Triple Crown Campaign

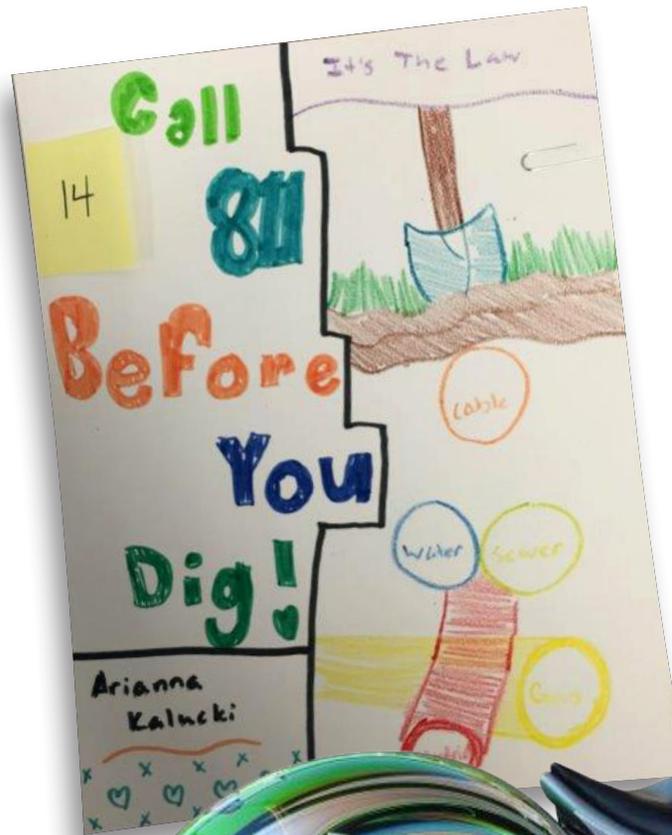
For the second year in a row, CGA has received the Gold Award from **Bulldog Reporter** in the "Best Partnership with Corporate, Community, Non-Profit or NGO Organization" category.

This honor recognizes the work executed by CGA and its members to win awareness of the 811 brand through our 2014 sponsorship of Victor Espinoza's Triple Crown attempt.

CGA is extremely proud to have a campaign recognized by Bulldog Reporter for a second consecutive year. The awards are truly an acknowledgement of the measurable media results generated by our 811 campaigns, which continue to reach new and larger audiences with the damage prevention message.

We thank you for your help in achieving yet another honor on behalf of our industry's

partnership with Victor. We hope you're as pleased as we are that 811 was recognized with this national honor and beat out such esteemed institutions in our category as the Michael J. Fox Foundation and the U.S. Green Building Council.

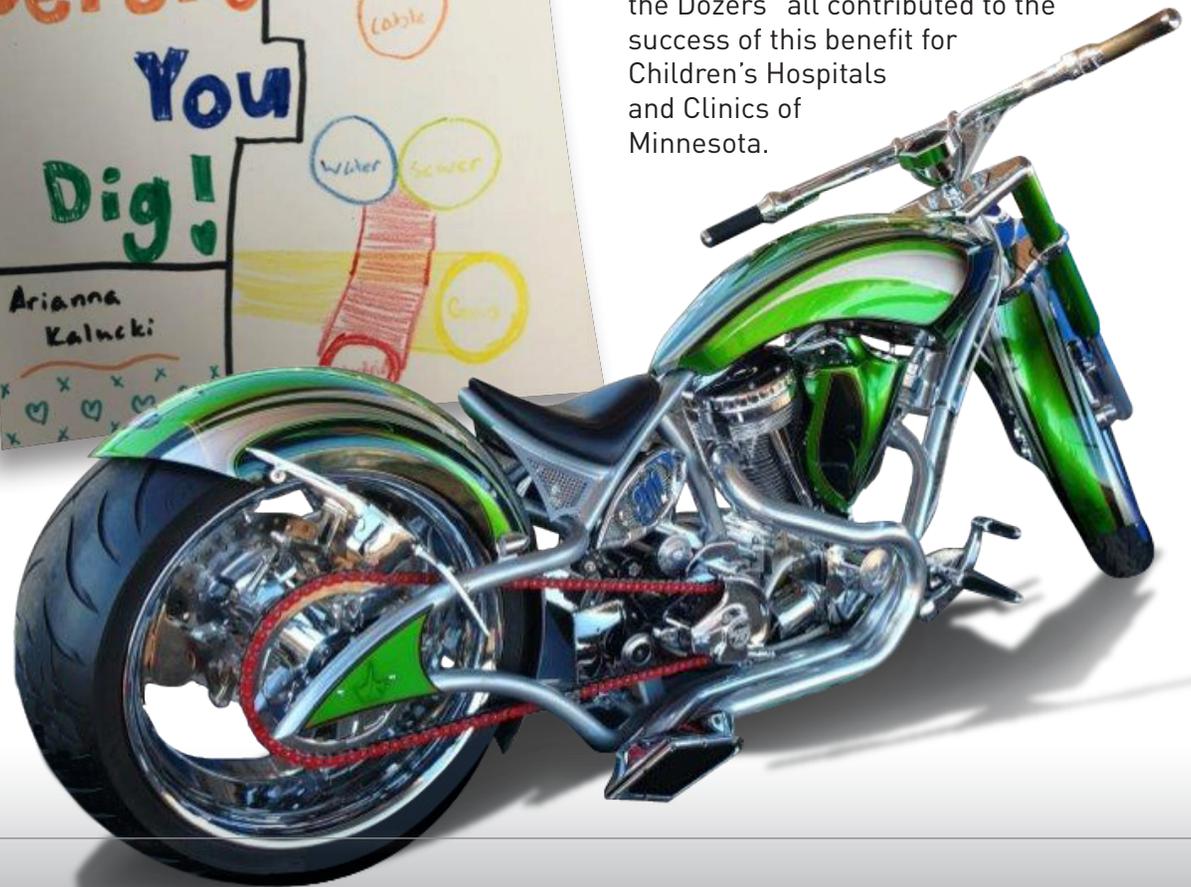


## New Jersey One Call's Poster Contest

New Jersey One Call was proud to partner with New Jersey Natural Gas at dig safe fairs throughout the state promoting 811 awareness through a poster contest for kids.

## 811 Bike

The 811 Bike made a special appearance at the "Day of the Dozers" event in Elk River, Minn. on Oct. 3rd. A combination of adorable kids, giant machinery and digging safety awareness at this year's "Day of the Dozers" all contributed to the success of this benefit for Children's Hospitals and Clinics of Minnesota.





## Kansas 811's Safe Digging Demonstrations and Award-Winning PSA

Kansas 811 Damage Prevention Representatives Russ Baxter and Max Pendergrass raised awareness about damage prevention at the 2015 Kansas Association of Mappers Conference Oct. 6-7 in Wichita, Kan.

Max Pendergrass spent the last month teaming up with Tallgrass Energy Partners, LP, CMS Electric Cooperative and Wheatland Electric Cooperative at Safety Days throughout the state. Along with showing the CGA Pirate video, they provided an electrical safety demonstration featuring overhead and underground hazards. The demonstration displayed how electricity can find a path to the ground through the person holding the shovel after hitting a buried line.

Kansas 811 and Kansas Gas Service partnered up to help raise Dig Safety Awareness by creating a PRISM Award-winning 811 PSA video.



## Louisiana One Call Spreads 811 Message

Louisiana One Call's Thelma Coleman helped spread the 811 message during the Governor's Safety and Health Conference at the Crowne Plaza Executive Center in Baton Rouge. Thelma was joined by Brent Saltzman to learn about the pipeline regulatory environment at Louisiana Pipeliners Association's meeting, also in Baton Rouge.

## Lone Star 811 at the Texas Municipal League Conference

Lone Star 811's Greg Morganfield and Darla Hoffpauir attended the Texas Municipal League Conference again this year, raising 811 awareness and spreading the damage prevention message.

## Miss Utility Hosts Annual Dig Smart Awards

The Miss Utility of Maryland/DC Damage Prevention Committee held its annual Dig Smart Awards as part of its mission to promote underground utility safety and to recognize contractors who steadily work toward damage prevention. The 2014-2015 Dig Smart Awards winners are Comer Construction, Inc. for Maryland and Anchor Construction Corporation for Washington, D.C. This year's Dig Smart Excellence Award went to B. Frank Joy LLC.

Lone Star 811's Greg Morganfield and Darla Hoffpauir with fellow attendees.



## Dig Safely New York's 811 Tank Spreads Message to Millions

Dig Safely New York (DSNY) partnered with Buckeye Partners, L.P. to paint one of its tanks located by I-90 with the DSNY 811 call before you dig logo. The 110' diameter tank sits in Marcy, N.Y., and the 32'x24' logo can be seen from the I-90 Thruway. The discussion to partner and paint the logo on this tank has been eight years in the making. It was finally executed in August 2015. The logo is estimated to remain on the tank for 20-25 years.

"This was a great opportunity for us at Dig Safely New York. Buckeye Partners has always been willing to think outside-the-box on how to gain joint outreach and exposure for the sake of safety," said Kevin Hopper, Executive Director at Dig Safely New York. "Partnering with our members on projects of such magnitude is a vital component to our public outreach as a not-for-profit organization. Buckeye has gone the extra step to assist us in spreading the important damage prevention message in a big way."

According to the New York State Department of Transportation, the total estimated daily traffic count from roadways that can see the tank and logo is 49,516, which will add up to millions of views over the life of the paint job.

## Nebraska 811's Fall Damage Prevention Outreach

Nebraska 811 partnered with D&A Trenching and Ditch Witch for the Annual Harvest of Harmony Parade in Grand Island on Oct. 2. Many helpful safe digging ambassadors handed out candy and 811 giveaways as the float made its way along the parade route. Nebraska 811 also teamed up with 811 Cowboy Jeff Richardson to hand out safe digging information during the Mid-States Rodeo Association Finals in Lincoln.



## North Dakota One (NDOC) Call at the Big Iron Farm Show

NDOC hosted a booth in the Hartl Ag Building during the Big Iron Farm Show Sept. 15-17. During the show, Ryan Schmaltz, director of education/PR for NDOC, talked about the importance of calling before digging and promoted the benefits of safe digging habits.



## Oregon Utility Notification Center (OUNC) Attends Car Show

On Sept. 19, the OUNC teamed up with Jimmy the Bike Wrangler and the 811 Bike to raise 811 awareness for folks attending the Sixth Annual Cruise to Historic Downtown Oregon City, a well-attended classic car show.

## 2015 Ohio-Kentucky-Indiana Damage Prevention Council Meets to Share Insights

Damage prevention is a shared responsibility, and sharing across state borders is essential for success.

The annual Ohio-Kentucky-Indiana (OKI) Regional Partners meeting was held on Oct. 2 in Newport, Ky. Comprised of representatives from Damage Prevention Councils in southwest Ohio, northern Kentucky and Indiana, the OKI Damage Prevention Council provides a unique opportunity for industry professionals in these states to network and discuss ways to prevent damage to underground facilities and protect workers and citizens.

The 2015 OKI meeting featured guest speaker Annmarie Robertson, senior program manager for the U.S. Department of Transportation's Pipelines and Hazardous

Materials Safety Administration (PHMSA), who discussed PHMSA's authority to take action against excavators who fail to comply with one call requirements and damage a pipeline in states that do not effectively enforce the state one call law. Annmarie focused heavily on PHMSA's final rule and the implementation plan for the rule, as well as updates on related damage prevention programs.

“The OKI Damage Prevention Council provides a unique opportunity for industry professionals.”

Following the PHMSA update, Roger Lipscomb (Ohio Utilities Protection Service), Tim Vaughn (Kentucky 811) and Chuck Muller (Indiana 811) each provided an update on damage prevention legislation and activities in their respective states.

The OKI Damage Prevention Council has served as a model for similar joint damage prevention initiatives in other regions. The group plans to continue to their work together for years to come.



## Stakeholder Advocacy: Case Studies are a Valuable Tool in Strengthening Laws

CGA's newest committee, Stakeholder Advocacy, has compiled a rich library of resources that damage prevention stakeholders can use as they work to strengthen damage prevention laws in their areas. Please [click here](#) to peruse the full Stakeholder Advocacy toolkit.

Among the resources available in the toolkit are seven case studies detailing damage prevention law change efforts in Indiana, Maryland, Michigan, North Carolina, Ohio, Pennsylvania and Washington.

There are common themes among the collection of case studies, including the importance of convening a coalition of stakeholders to work together on draft legislation, but each also features unique compromises in shared responsibility as well as lessons learned.

Any damage prevention stakeholder involved in or considering advocacy in his or her region should download the selection of case studies and learn from the successes and missteps of their peers around the country.

For more information about the Stakeholder Advocacy committee, please visit the [CGA website](#).

# NETWORKING EVENTS



## WELCOME RECEPTION Tuesday, March 8, 2016

Network with  
**industry leaders** from  
around **the world.**

The opening night of exhibits is a great opportunity to network with colleagues while enjoying complimentary hors d'oeuvres. Cash bar is also available on expo floor.



MARCH 8-10, 2016  
THE MIRAGE



## HIGH ROLLER Wednesday, March 9, 2016

See the **Beautiful Vegas Skyline** from **550ft!**

Join us for a night of networking and fun on the High Roller in Las Vegas. Pair up in groups of 25 for a 30-minute ride. Each cart has its own bar!

Not a fan of heights? We've got food and drinks at the Las Vegas Yard House below the High Roller so you can sit back, relax and enjoy networking with new business contacts.



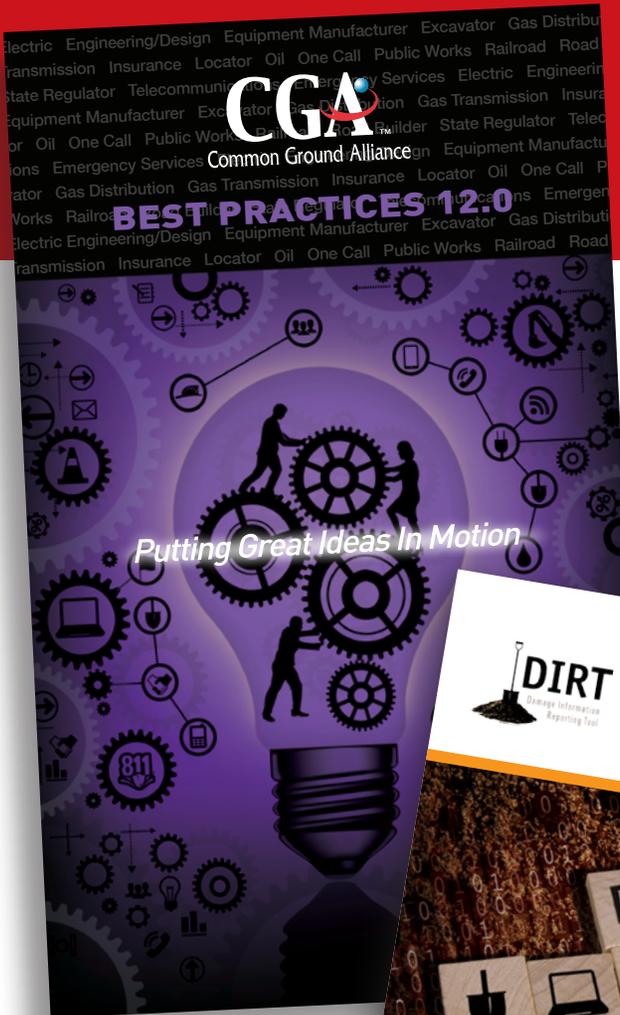
EARLY REGISTRATION  
**DEADLINE**  
December 18, 2015

[CGAconference.com](http://CGAconference.com)  
Use this code when registering: CGANov15

**REGISTER  
TODAY!**

866.279.7755

# CGA Safety Materials Now Available for Ordering



## CGA Best Practices 12.0, 2014 DIRT and 811 Safety Education Videos

To get your copy of the Best Practices 12.0 or DIRT [click here](#) and look for the appropriate buttons to order.



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

**3rd ANNUAL**

**Call Before You Divot Classic**



**March  
10<sup>th</sup>  
2016**

**Canyon Gate Country Club**

2001 Canyon Gate Dr. Las Vegas, NV 89117

For more information call:  
**866-279-7755**



**Costs**

\$150 (single) \$600 (foursome)  
Mulligans available for purchase

**Format**

Four-man scramble/best ball

**Schedule**

2:00 PM shotgun start

**Team Prizes**

Awarded to 1st, 8th & 11th place teams

**Skill Holes & Prizes**

Longest drive, closest to the pin and many more

**Awards Reception**

Following end of play at course

\_\_\_\_\_  
**Golfer 1**

\_\_\_\_\_  
**Golfer 2**

\_\_\_\_\_  
**Golfer 3**

\_\_\_\_\_  
**Golfer 4**

**Entry Form & Sponsorship Opportunities**

Company Name/Individual \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Amount to be invoiced \_\_\_\_\_

Method of payment  check  credit card

- Single (\$150.00)
- Foursome (\$600.00)
- My company will sponsor a hole (\$200.00)
- My company will provide a gift card or gift (value \$50.00+)