

# Update

A Monthly | Newsletter of the Common Ground Alliance



Common Ground Alliance

September 2015

CGA and  
Shell Unveil  
Corn Maze  
in Arizona

# CGA and Shell surprise Joey Logano with his own corn maze

In partnership with platinum sponsor Shell, CGA was ecstatic to surprise No. 22 Shell-Pennzoil Ford Fusion driver Joey Logano with a corn maze in his likeness, accompanied by an 811 maze, on live TV on Friday, Oct. 2.

The 811 message achieved incredible exposure through this 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, SportsCenter, FOX Sports, Shell Racing US and from many CGA members.

Shell and CGA worked with Phoenix, Ariz.-area Schnepf Farms to create the incredible Call 811-Joey Logano corn mazes, which were unveiled to Joey via aerial video satellite during his morning media availability on Oct. 2 at Dover International Speedway in advance of the AAA 400 and will be open to the public throughout October.

The annual Schnepf Farms corn maze has previously featured celebrities including Muhammad Ali, Oprah Winfrey, Steve Nash and Larry King.

CGA worked diligently with Shell, Schnepf Farms and Joey Logano's media teams to ensure that the maze unveiling, Joey's live reaction and the call before you dig message are highlighted as much as possible in traditional and social media, and many members helped amplify the event through social media as well.

CGA worked diligently with Shell, Schnepf Farms and Joey Logano's media teams to ensure that the maze unveiling, Joey's live reaction and the call before you dig message are highlighted as much as possible in traditional and social media. CGA would like to extend a special thanks to Greg Smith, president of Shell Pipeline Company, and Gweneyette Broussard, senior legislative and regulatory representative at Shell Pipeline, for all that they did to make the corn maze and media buzz possible.



# 2016

## CGA Communication Plan and Calendar

CGA is gearing up for 2016! In December, CGA will release its sixth consecutive Communications Plan and Calendar 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 and new case studies from successful stakeholder campaigns in 2015, as well as returning favorites.

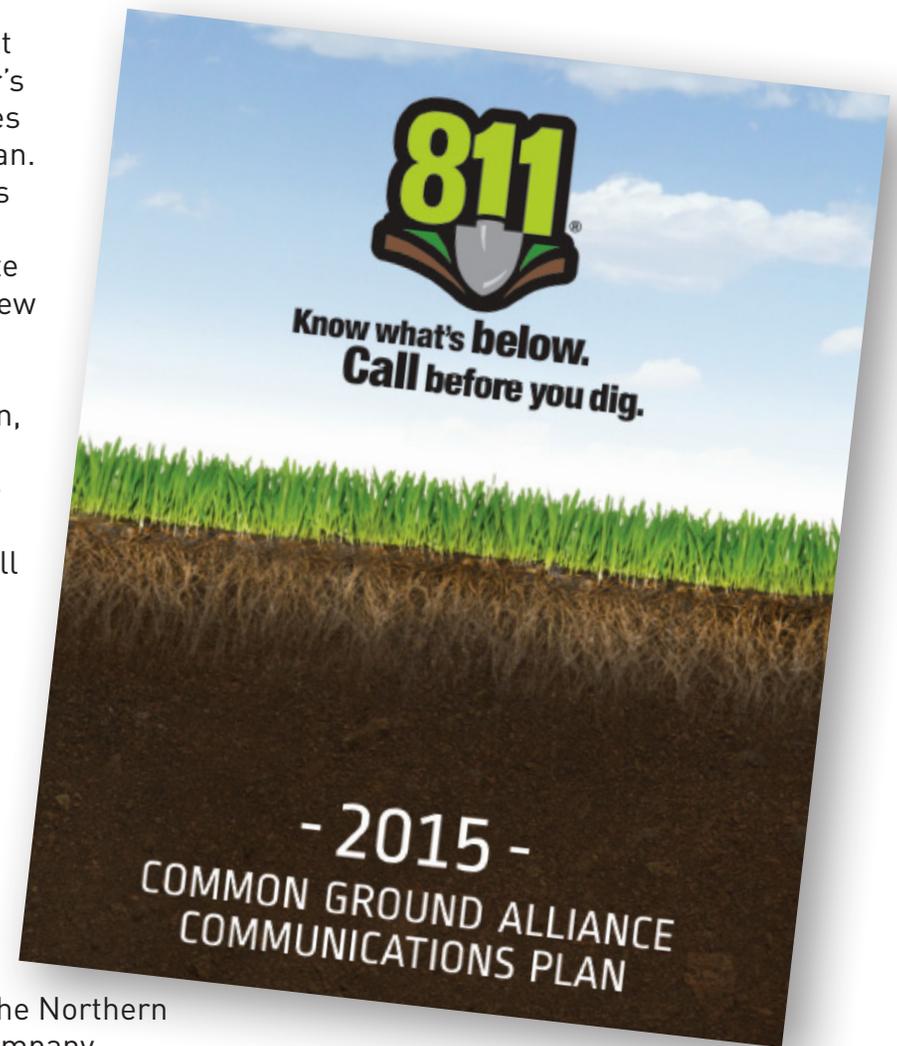
If you executed an outstanding 811 campaign this year, submit it for consideration as a case study in the 2016 Plan by emailing info to [811@commongroundalliance.com](mailto:811@commongroundalliance.com).

CGA and its marketing agency, MGH, will host a teleconference in December 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 Call 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 submit your successful 811 efforts to [811@commongroundalliance.com](mailto:811@commongroundalliance.com) for possible inclusion in next year's Plan.



“The plan will include new case studies from successful stakeholder campaigns in 2015.”

# North Carolina's 2015 Damage Prevention Law *...One Year Later*

Oct. 1, 2015 marks one year since North Carolina rolled out new legislation to improve the damage prevention process. The language contained many components, including mandatory membership, mandatory positive response, white lining when applicable, damage reporting and an enforcement provision. So now that this new law is in effect, how has it been received and implemented by the stakeholders?

Louis Panzer, executive director at North Carolina 811 (NC 811), reports: "The required large facility owners all complied with membership requirements before the Oct. 1 deadline. The medium-sized owners are mostly all on board with one exception, but we expect that they will have completed their membership process on time."

"From the excavators' perspective, implementation has gone well considering all the moving parts," states Allen Gray, Carolinas AGC's utility division/government relations director. "Educating those

in the field – working with locators, owner/operators and NC 811 to get them up-to-speed has been formidable – but we have all done a great job of knowing and carrying out our respective responsibilities. The law is a set process that when followed helps ensure safety and the integrity of vital facilities; all parties have to do their part for the process to work. We have had our ups and downs and wrestled with interpretations, but all in all we have met the challenges."

**““ The law and call 811 educational efforts by all stakeholders have resulted in an overall increase in notifications to NC 811.””**

One hanging issue has been the enforcement provision. The law established a governor-appointed Underground Damage Prevention Review Board (UDPRB), but included some confusing components as well as a misunderstanding about the notification center's role in the creation of the Board. This language required a technical change to be submitted for clarification. HB 765 includes all of the necessary changes and is awaiting final passage. Once complete, the Board will finally get together for its first

meeting. The initial work for the Board will be to establish Rules and Procedures that outline how the Board will conduct meetings, criteria for penalties and other logistical and administrative guidelines. Meanwhile notices of violations continue to be received by NC 811 and are being held until the UDPRB is positioned to begin reviewing the complaints.

There were also interpretive issues as to how the law technically should be applied to the process. In the continued spirit of cooperation, stakeholders worked through the intent of the law to adjust processes to match the language. The spirit in which the law was developed and passed continues as we work on implementation.

The law and call 811 educational efforts by all stakeholders have resulted in an overall increase in notifications to NC 811. So, in addition to engaging a new law, NC 811 has been dealing with a welcome strain on the system. This has called for a lot of cooperation and patience from stakeholders, particularly excavators and locators who have worked together to accommodate each other's challenges as we implement the new and better way of doing things.

Additionally, with mandatory damage reporting in place, 2015 marks the first

year of a new benchmark to establish how many damages are happening in the state. As of Sept. 1, 3,227 damages have been reported. This is on track with the data voluntarily collected for the past three years. Some damages are not reported, but if these numbers continue, North Carolina will see roughly 5,000 reported damages. This will reflect a reduction to what NC 811 calculated last year in a time of increased excavation.

Louis adds, "I am extremely grateful for the patience of everyone involved in the process and it is not over yet. We anticipate that at some point we will review

the language to clarify any ambiguity so that there is a clear interpretation from anyone reading and seeking compliance with the law. When that time comes, after we have a chance to let enforcement take hold, our success will be achieved through a continuation of input and consensus from all stakeholders."

*Click [here](#) to access the June 2014 case study conducted by the CGA Stakeholder Advocacy Committee. It highlights the collaborative process used by North Carolina's stakeholders to get effective damage prevention legislation passed successfully.*

## North Carolina

Click [here](#) to explore damage prevention information, local contacts and rules for safe digging in North Carolina.



# Indiana Utility Regulatory Commission Gathers Input

Bringing stakeholders together is critical to improving pipeline safety, and on Aug. 7, the Indiana Utility Regulatory Commission (IURC) did just that. More than 70 members of the pipeline safety community, including excavators, operators, locators, members of 811 and more came together to have an open discussion about how to best use funds from the Underground Plant Protection (UPP) Account.

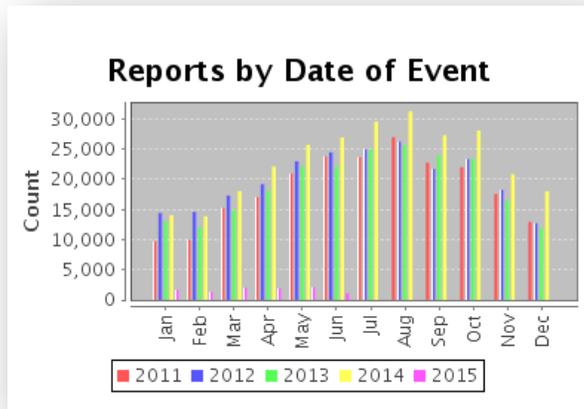
The account, funded by civil penalties from pipeline damages, provides a unique opportunity for investment in Hoosier safety and pipeline protection. To best use this resource, experts from a variety of disciplines, led by an independent facilitation group, spent a full day brainstorming safety outreach and education ideas in roundtable discussion. At the end of the day, dozens of recommendations regarding safety improvements and education efforts were collected by the facilitators and passed along to the IURC.

This first step, enthusiastically received by the pipeline community, is just the beginning. Investing in safety is going to be a collaborative effort and you can learn more about the UPP Account and make your opinions heard by visiting [www.in.gov/iurc/2847.htm](http://www.in.gov/iurc/2847.htm).

# DIRT Submissions... Avoid the Rush!

By Bruce Campbell, MISS DIG System executive director

Last year the Data Reporting and Evaluation Committee formed the Data Submission Support Task Team (DSSTT) to implement a campaign to encourage and support DIRT users in getting their data submitted by the annual deadline of March 31. The campaign was very successful, with a record number of events submitted.



Moving forward, the DSSTT has been tasked with holding the line on the DIRT data submission date so that annual DIRT reports can be rolled out in conjunction with 811 Day activities, capitalizing on nationwide awareness efforts.

It seems that every year, as the deadline approaches, there is a mad rush to get

the data submitted, as many Users wait until the deadline is upon them.

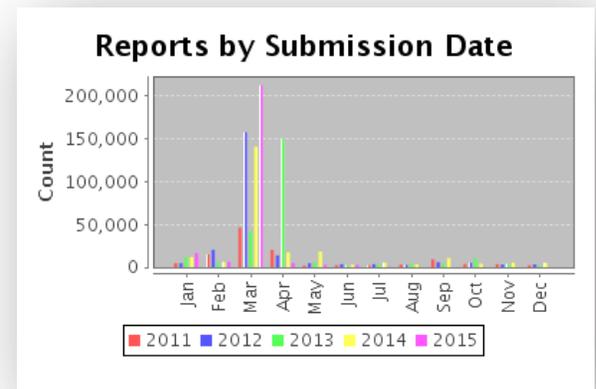
Waiting until the last minute creates stress for the DIRT user as he or she rushes to gather the data and get it formatted correctly. And because it's been a year since the user last entered data, he or she may need to get reacquainted with the process. At the same time, the CGA DIRT Support Team sees an increase in feedback items for help with resetting passwords, registering submitters and assistance with data loading.

Did you know that you don't have to wait until March to submit your data? It can be submitted at any time throughout the year. The DSSTT would like to help you help us! There are several methods that allow for immediate data entry, or at least entry on a more regular interval such as monthly or quarterly. Staying on top of things throughout the year will help to avoid the year-end rush and also improve data quality that can suffer with last minute submissions.

If your company has few events to report, they can be entered one-at-a-time by choosing "Damage Report" from the Main Menu of the DIRT website [www.cga-dirt.com](http://www.cga-dirt.com).

If you have enough events to make one-at-a-time reporting impractical, bulk uploading with an Excel file is available.

However, these files must be specifically formatted in accordance with a "File Upload Specification" which can be found by choosing "File Upload" from the DIRT Main Menu. For more sophisticated submitters, events can be entered using XML (Extensible Markup Language), for which information can also be found by going to "File Upload" from the DIRT Main Menu.



At this time of year, DSSTT is concentrating on support, so if you need assistance or have any questions, you can submit a feedback Item by clicking on "Contact Us / support" from the DIRT Main Menu.

If you have any ideas that could help yourself or others, such as tutorials, enhanced tools, help guides or how to videos, please contact Bruce Campbell at [bcampbell@missdig.org](mailto:bcampbell@missdig.org) or Steve Blaney at [stevenb@commongroundalliance.com](mailto:stevenb@commongroundalliance.com).

# NC Pipes Plus, Evolving to Reach the Masses

In 2011, utility owners, locators and North Carolina 811 (NC 811) partnered together to form Pipes Plus (Partners In Protecting Everyone), an entity conceived to educate the general public about safe digging practices around a multitude of utilities. In the beginning, the goal was simple, set up meetings across North Carolina and show a two-hour presentation that people from the utility industry could attend. The presentation consisted of topics covering what NC 811 is, how utilities are located, excavator safe digging practices and information concerning digging around gas, electric and telecommunication lines.

NC 811 worked closely with the Pipes Plus committee and was responsible for developing the topics covered and presenting the content during the scheduled events. Initially, it consisted of a PowerPoint slideshow accompanied by verbal explanations of the information, interspersed with videos related to each topic. Later, the slideshow was converted to an all narrated video format, so that each section of the training was fully covered with a consistent message. This completely automated the presentation except for the Q&A session at the end.

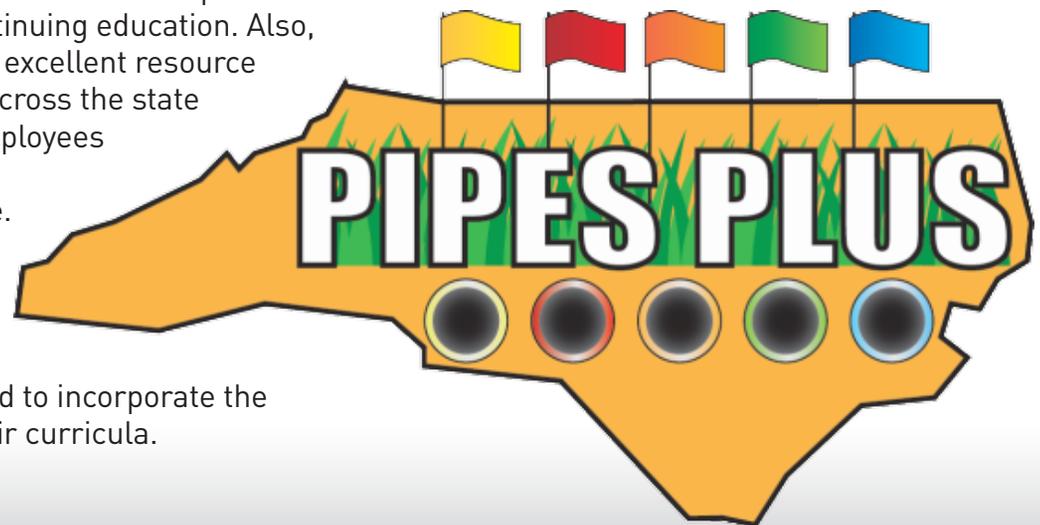
To make sure the audience was retaining the information covered, in 2015, the Pipes Plus presentation became more interactive with the use of some new technology. Quiz slides were added utilizing Turning Technologies' response cards. Now the attendees could answer quiz questions, in real-time on screen, between videos. Afterwards, reports could be generated on the presentation's effectiveness.

Back in 2014, an online training portal was created so that those who could not attend a live meeting would be able to take advantage of the training from work or home. This online, video-based training uses the same videos from the live meetings. The trainee receives an emailed certificate of completion after taking a 70-question exam at the end of the presentation.

The American Public Works Association (APWA) is a supporter of the Pipes Plus program as continuing education. Also, Pipes Plus is an excellent resource for companies across the state to have their employees trained on this material for free. A number of local technical schools have also been approached to incorporate the training into their curricula.

One business, Fred Smith Construction Company, out of Cary, N.C., made it mandatory for its upper management and superintendents to take the online training so they could present supervisors with a certificate. In the span of only two months, over 200 people from Fred Smith Construction Company completed the training. NC 811 recognized the company as its Safe Digging Partner of the month for July 2015. Louis Panzer, NC 811 executive director, presented them with a certificate and thanked them for setting a standard everyone should look up to when training their staff about safe excavation practices.

In the last year, almost 500 people have taken the Pipes Plus training online, and in 2016 there are plans to translate the entire series into Spanish, so that a whole new demographic can take part. To learn even more and to take the training yourself, go to: [www.ncpipesplus.org](http://www.ncpipesplus.org).



# News Briefs

## Baltimore Gas and Electric's Elementary Education Program

Baltimore Gas and Electric (BGE) recently launched its Captain Mercaptan initiative to help teach elementary school-age children about natural gas safety. BGE came up with the concept of a natural gas safety hero named after "mercaptan," the safety scent that utilities add to normally odorless natural gas to give it a distinctive rotten egg odor that makes it easier to detect.

The company held a contest for students to submit designs for Captain Mercaptan, so the safety hero was truly designed by kids, for kids. Along with the contest, teachers received a lesson plan to teach about all aspects of natural gas safety, including 811 and damage prevention messages.

BGE also holds Captain Mercaptan action days for schools and summer camps to educate them about gas safety. Marc Haines from BGE's damage prevention team leads these presentations, which cover the 811 call process, Maryland one call center Miss Utility, how to recognize gas equipment and why it is important to respect locate marks.

As the program begins its third school year, it will deliver a new comic book from Marvel starring Iron Man and Captain



Mercaptan to all elementary school students in its service area. For more information about Captain Mercaptan, visit [www.bge.com/CaptainMercaptan](http://www.bge.com/CaptainMercaptan).

## Minnesota 811's Third Annual 811 Run

The third annual Minnesota 811 (MN 811) Run took place on Aug. 15. Over 300 people registered for the event with over 250 runners and walkers participating. Following the 8:11 a.m. start time, there were awards, prizes for those wearing 811, a live band and a safety fair with tons of great 811 handouts and support from utility operators and 811 stakeholders from around Minnesota and the surrounding states. Proceeds went to Firefighters Operation Warm, an organization that provides winter coats to children in need. Later this fall, MN 811 will get the chance to hand out those coats to children in Minneapolis and St. Paul.



Even dogs participated in the third annual MN 811 Run.



## Louisiana One Call Participates in Local Damage Prevention Meetings

Louisiana One Call participated in a Pipeline Awareness Meeting in Gonzales, La., where Brent Saltzman and Thelma Coleman were on hand to talk about the importance of calling 811 before you dig. Louisiana One Call was also a proud sponsor of the Lake Charles Utility Coordinating Council's "Digger's Night Out," which featured guest speakers and thoughtful discussions. There were also plenty of prizes and giveaways for the attendees to take home. To wrap up the night, Louisiana One Call gave a "sneak peek" into the upcoming ITIC: NextGen® online application.

## Lone Star 811 Partners to Spread the Safe Digging Message

Lone Star 811 was proud to be a part of this year's Granbury Police Department's Community Appreciation Day on Sept. 12. The Lone Star 811 booth gave away snow cones with flavors/colors that coordinated with the APWA color code to help raise awareness about safe digging practices. Lone Star 811 also teamed up with CenterPoint Energy again this year to produce a quick reference guide for pipeline and excavation safety (available in English and Spanish). Download the PDF here: <http://www.lonestar811.com/graphics-3/centerpointenergysafety/>.



## Montana 811's Summer Safe Digging Outreach

This summer Montana 811 has sponsored sporting events that included the Billings Mustangs Professional Baseball Team and the Great Falls Voyagers, and had an information booth at the games. The one call center has also raised safe digging awareness at the Eagle Mount's Annual Digger Days, an event where guests had the opportunity to operate massive construction equipment, on Aug. 29. For all the latest information from Montana 811, be sure to check out its new blog at [www.montana811.org/blog](http://www.montana811.org/blog).





## MPL celebrated 811 Day with Peanuts and Cracker Jacks

Marathon Pipe Line LLC (MPL) emphasized the importance of calling 811 – and took time to say thanks to landowners – on 8/11 Day by sponsoring events at three minor league baseball teams to promote the safe digging message. This was the first time a multi-faceted, simultaneous event celebrated 811 and landowners.

“The landowners along our pipelines are among our most important assets in terms of maintaining pipeline integrity,” notes Karen Byers, MPL damage prevention supervisor. “Events like these are a great way to spread the safe-digging message while working to further earn landowners’ trust, get to know them personally – and to thank them for protecting our pipelines.”

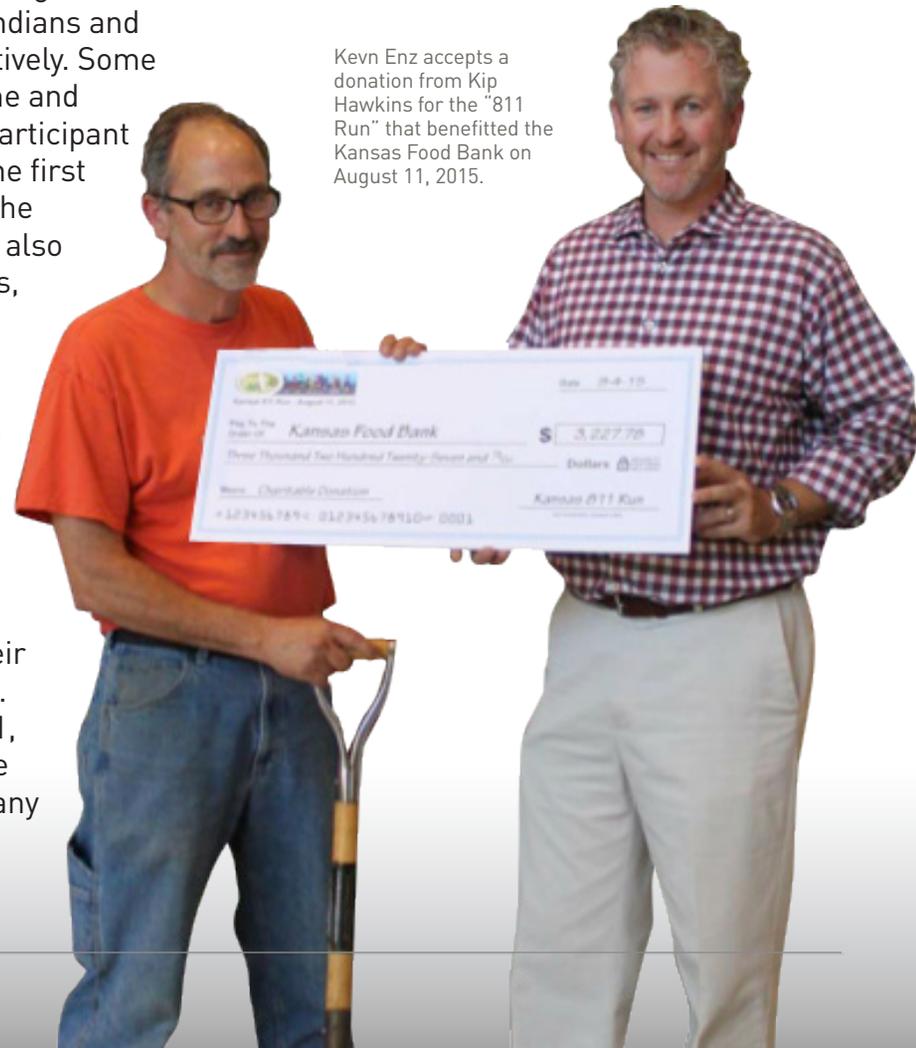
Events were held simultaneously in Kentucky, Indiana and Louisiana at the minor league teams featuring the Louisville Bats, Indianapolis Indians and New Orleans Zephyrs, respectively. Some landowners received free game and picnic tickets, and one lucky participant got the opportunity to throw the first pitch at the Louisville game. The first 811 fans at each ballpark also received free 811 water bottles, and two lucky landowners at each ballpark were chosen to compete on the field for a chance to win a \$50 Marathon gas card. In addition, 811 PSAs were played before all three games, and there was a special announcement thanking landowners and emergency responders for their help in protecting the pipeline. MPL also invited Kentucky 811, Indiana 811 and Louisiana One Call to partner with the company in raising awareness for the

message to call 811 before beginning any digging project, with each of the call centers setting up an 811 mobile display at their respective ballgames.

## Kansas 811 Sponsors 811Run

Kansas 811 sponsored the recent 811 Day “811 Run,” held on Aug. 11. The event raised over \$3,200 for the Kansas Food Bank.

Kevn Enz accepts a donation from Kip Hawkins for the “811 Run” that benefitted the Kansas Food Bank on August 11, 2015.





## Nebraska811's Fall Outreach

Nebraska811 participated in the Lincoln Electric System (LES)'s Sustainable Living Festival on Aug. 22. Adults and kids practiced safe digging by uncovering hidden treasures in the dirt, as well as some "utility lines," reinforcing the fact that calling 811 before you dig helps keep us safe. Nebraska811 also partnered with the Nebraska Public Power District to participate in the Nebraska State Fair, which takes place in late August and early September, by offering its popular 811 Locating Activity.

## Texas811 Contributes 811 Article to National Magazine

Texas811's Scott Finley, manager of media and public relations, contributed an article to the just-released October issue of Garden Railways magazine, a national publication, letting garden railway hobbyists know they should call before digging. Garden Railways is available at your local publication stand or hobby shop.

## Washington 811 Spreads the Safe Digging Message

Jimmy the Bike Wrangler and the 811 Bike spent Labor Day with Washington 811 (WA811) at a Bellevue, Wash., Home Depot. The safe digging educational stop featured a green screen photo booth allowing Home Depot customers to take pictures with the 811 Bike in whatever pose they could imagine. WA811 also gave away 811 shirts as part of the safe digging outreach.



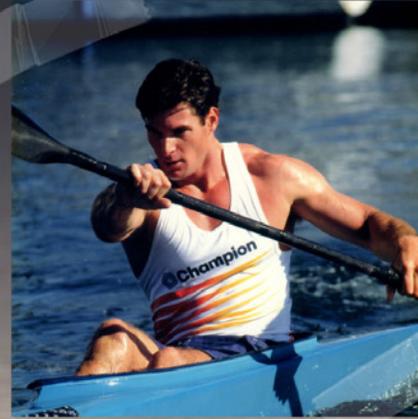


Mirage, Las Vegas  
March 8-10, 2016

## Cliff Meidl

### Wednesday Lunch Keynote Speaker

Defying the odds after a near fatal electrical accident to become an Olympic athlete and CGA 811 Excavation Safety Conference & Expo spokesman, hear Cliff's story of survival, determination and safety.



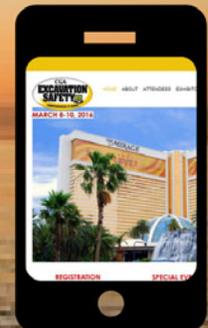
## Richard Hawk

### Thursday Breakfast Keynote Speaker

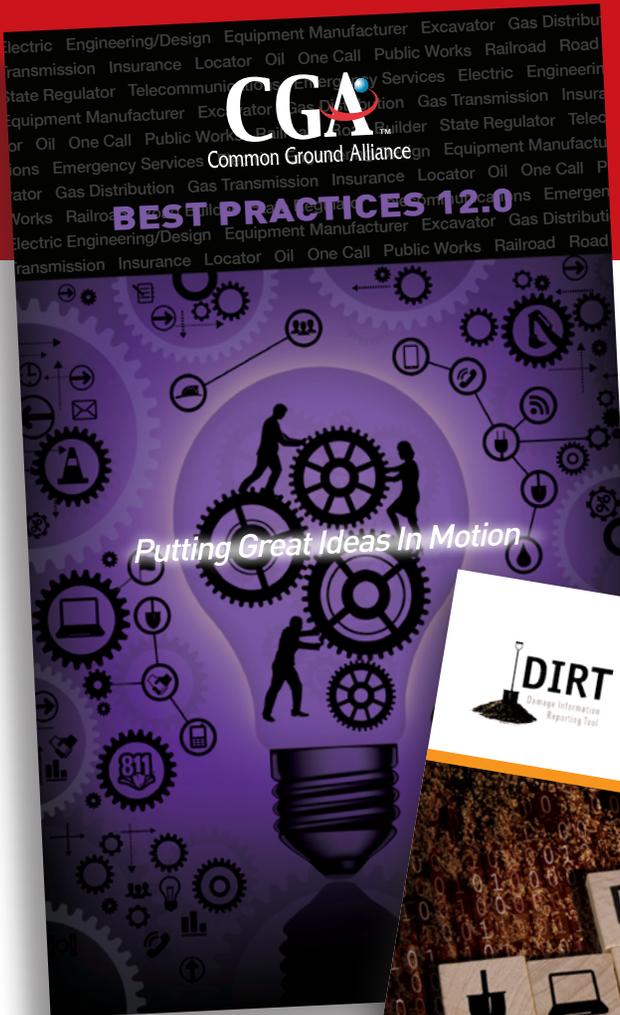
With more than 30 years experience in the safety industry, Richard discusses why a lack of focus and mental distractions are the root cause of many accidents. He provides participants the tools to help them concentrate better, increase their attention to detail, and manage their distractions, resulting in an improved bottom line.



Register Now  
[CGAconference.com](http://CGAconference.com)  
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](#).

# VAULT

## Online Resource for Managing Damage Prevention

VAULT is a comprehensive, easy-to-use directory of technologies, solutions and contact information for the Damage Prevention industry.



[www.cga-vault.com](http://www.cga-vault.com)