• CGA Update:

• Presented By:
  • Khrysanne Kerr
  Vice President of Communications
  Common Ground Alliance
Overview

- Excavator Focus Groups
- Damage Information Reporting Tool
- CGA Best Practices
- Awareness Research
- Stay Involved
CGA’s annual DIRT Report provides the only national estimate of damages to buried infrastructure in the U.S., but we rely on data submitted by our stakeholders — and we need to hear your side of the story.
Damage Cause Analysis

Damage Root Cause Group

- Excavation Practices Not Sufficient: 56%
- Locating Practices Not Sufficient: 23%
- Notification NOT Made: 16%
- Notification Practices Not Sufficient: 4%
- Miscellaneous Root Cause: 1%

*Based on 2016 DIRT Report*
CGA EXPLORATORY RESEARCH: PROFESSIONAL EXCAVATORS

ONLINE SURVEY FINDINGS

December 2018
ABOUT THIS RESEARCH

OBJECTIVE
The objective of this study was to measure opinions among professional excavators on:
• General awareness of call-before-you-dig and 811
• Adherence to safe digging practices
• Motivations for safe digging practices

APPROACH
Sampling: n=251 professional excavators 21-64 years of age throughout the United States
Data collection method: Online
Field dates: November 12-20, 2018
Research Agency: Povaddo

ABOUT THE SAMPLE: PROFESSIONAL EXCAVATORS
This segment can be defined by several key variables, including:

• The primary industry in which they work:
  - 75% Construction / Contracting
  - 12% Energy & Utilities / Oil & Gas
  - 6% Agriculture / Livestock
  - 5% Landscaping
  - 3% Other industries

• The professional activities they have done in the past three-months:
  - 41% Landscaping
  - 31% Excavation / Underground Digging
  - 30% Fence Installation
  - 28% Drilling
  - 20% Underground utility installation
  - 18% Surveying
Q: Are you aware of a free national phone number or online service that people can contact to have underground utility lines marked prior to starting any digging project?
**811 RECALL**

**UNAIDED 811 RECALL**
- 48% recall 811
- 30% recall Other
- 22% recall No/Unsure

**AIDED 811 RECALL**
- 24% recall Yes
- 76% recall No

Q: Do you recall what the number is? Base=Those aware of CBYD services (n=212)

Q: Does the phone number “811” sound familiar? (Aided)
Q: Have you ever called or gone online to request to have underground utility lines marked prior to starting a professional digging project?
NOTIFICATION OF 811 OR CALL-BEFORE-YOU-DIG

**NOTIFY YOUR LOCAL ONE CALL CENTER BEFORE WORK BEGINS**

- 54% Always
- 11% Most of the time
- 10% Some of the time
- 6% Rarely/Never
- 1% Unsure

Q: For each of the following actions, please indicate if you or someone at your company, does this all of the time, most of the time, some of the time, rarely, or never when completing a digging project? - Notify your local one call center by calling 811 or making an online request 2-3 days before work begins.

**WHY DO YOU NOT NOTIFY ALL OF THE TIME?**

- 25% Already know where they are/Already marked
- 19% Do Call/Call Local Utilities
- 13% Don’t need to/Not necessary for the project (non-specific)
- 9% Timing
- 8% Someone else takes care of it
- 7% If not digging deep/Depends on how deep we are digging
- 4% Not aware of 811/CBYD
- 3% Depends on the job
- 4% Other
- 12% None/Don’t know/Refused

Q: Being as specific as you can, why do you not notify 811 or call-before-you-dig all of the time? This question was asked of the n=102 respondents who said they do not notify 811 all of the time.
Q: For each of the following actions, please indicate if you or someone at your company, does this all of the time, most of the time, some of the time, rarely, or never when completing a digging project? - Wait the required amount of time for affected utility operators to respond to your request.

**WAIT THE REQUIRED AMOUNT OF TIME FOR RESPONSE**

- All the time: 59%
- Most of the time: 23%
- Some of the time: 8%
- Rarely/Never: 8%
- Unsure: 3%

Q: Being as specific as you can, why do you not wait the required amount of time all of the time? This question was asked of the n=97 respondents who said they do not wait for a response all of the time.

**WHY DO YOU NOT WAIT ALL OF THE TIME?**

- 38% Timing
- 19% Already know where they are/Already marked
- 12% Do wait
- 10% Not required/Don’t have to
- 4% Don’t wait all of the time
- 3% Other
- 13% None/Don’t know/Refused
Q: For each of the following actions, please indicate if you or someone at your company, does this all of the time, most of the time, some of the time, rarely, or never when completing a digging project? - Confirm that all affected utility operators have responded to your request and marked underground utility lines.

**CONFIRM THAT ALL AFFECTED UTILITY OPERATORS HAVE RESPONDED**

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>60%</td>
</tr>
<tr>
<td>Most of the time</td>
<td>21%</td>
</tr>
<tr>
<td>Some of the time</td>
<td>7%</td>
</tr>
<tr>
<td>Rarely/Never</td>
<td>8%</td>
</tr>
<tr>
<td>Unsure</td>
<td>4%</td>
</tr>
</tbody>
</table>

**WHY DO YOU NOT CONFIRM UTILITY OPERATORS HAVE RESPONDED ALL OF THE TIME?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timing /Response</td>
<td>33%</td>
</tr>
<tr>
<td>Do confirm</td>
<td>20%</td>
</tr>
<tr>
<td>Not required/Not applicable</td>
<td>13%</td>
</tr>
<tr>
<td>Usually there/Flags will be there/Will be marked</td>
<td>4%</td>
</tr>
<tr>
<td>Don’t confirm (non-specific)</td>
<td>3%</td>
</tr>
<tr>
<td>Depends on the job</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>None/Don’t know/Refused</td>
<td>20%</td>
</tr>
</tbody>
</table>

Q: Being as specific as you can, why do you not confirm the utility operators have responded all of the time? This question was asked of the n=90 respondents who said they do not confirm a response all of the time.
Q: For each of the following actions, please indicate if you or someone at your company, does this all of the time, most of the time, some of the time, rarely, or never when completing a digging project? - Dig carefully around the marks provided by locator following safe digging practices.

- Dig carefully around the marks provided by locator following safe digging practices.

Q: Being as specific as you can, why do you not dig carefully all of the time? This question was asked of the n=58 respondents who said they do not dig carefully all of the time.

- Do dig carefully all of the time
- Knowledge of the area/Lines
- Timing
- Not needed at the time
- Depends on the job/Depends on the operator
- Don’t dig carefully all of the time (non-specific)
- Someone else does the digging
- Other
- None/Refused
Q: Thinking again of notifying 811 or call-before-you-dig, in your opinion for which of the following reasons do you or others not call or go online to have the underground utility lines on a job site marked?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The project was not in an area that needed marking</td>
<td>30%</td>
</tr>
<tr>
<td>Already aware of where the utility lines were located</td>
<td>29%</td>
</tr>
<tr>
<td>Not digging deep enough to warrant marking / digging was shallow</td>
<td>23%</td>
</tr>
<tr>
<td>Utility lines run overhead / they’re not buried</td>
<td>23%</td>
</tr>
<tr>
<td>Dug in this area previously without problems</td>
<td>16%</td>
</tr>
<tr>
<td>Replacing a similar project in the same location</td>
<td>15%</td>
</tr>
<tr>
<td>The project location was far from other buildings</td>
<td>13%</td>
</tr>
<tr>
<td>The project timeline does not allow</td>
<td>12%</td>
</tr>
<tr>
<td>Not aware marking was necessary</td>
<td>10%</td>
</tr>
<tr>
<td>It is not my responsibility</td>
<td>9%</td>
</tr>
<tr>
<td>Not a subcontractor’s responsibility</td>
<td>9%</td>
</tr>
<tr>
<td>Didn’t think to call ahead</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Unsure</td>
<td>6%</td>
</tr>
</tbody>
</table>
**FOLLOW SAFE DIGGING PRACTICES—ALL OF THE TIME**

<table>
<thead>
<tr>
<th>Process</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain the minimum tolerance zone between mechanized equipment and underground utilities</td>
<td>65%*</td>
</tr>
<tr>
<td>Backfill carefully by eliminating large / sharp rocks, debris, etc.</td>
<td>64%</td>
</tr>
<tr>
<td>Support and protect exposed facilities</td>
<td>64%</td>
</tr>
<tr>
<td>Use an observer (spotter) to assist equipment operator when working around known underground utilities</td>
<td>59%</td>
</tr>
<tr>
<td>Notify facility operator (or locating contractor) if marked facility location cannot be verified after reasonable search</td>
<td>59%</td>
</tr>
<tr>
<td>Pre-marking proposed excavation site (White lining)</td>
<td>55%</td>
</tr>
<tr>
<td>Renew the locate ticket if work continues beyond the expiration date</td>
<td>52%</td>
</tr>
<tr>
<td>Maintain the marks</td>
<td>52%</td>
</tr>
<tr>
<td>Renew the locate ticket if marks become faded or obliterated</td>
<td>47%</td>
</tr>
<tr>
<td>Verify accuracy of marks by pot-holing</td>
<td>42%</td>
</tr>
</tbody>
</table>

Q: For each of the following processes, please indicate if you are someone at your company does this all of the time, most of the time, some of the time, rarely, or never when conducting excavation/digging work. *DATA SHOWN IS ALL OF THE TIME
ACTION STEPS WHEN NO RESPONSE TO ONE CALL REQUEST

IF ONE OR MORE UTILITY OPERATORS HAVE NOT RESPONDED TO THE ONE CALL REQUEST, DO YOU...

- Notify the one call center: 60%
- Notify the affected utility operator(s): 45%
- Notify the contract locating company (where applicable): 41%
- None of the above/Proceed with the excavation: 2%
- Other: 6%

Q: If one or more utility operators have not responded to the one call request and marked the underground utilities, do you or someone on your job site: (Select all that apply)
WHO IS RESPONSIBLE FOR SAFE DIGGING PRACTICES?

Q: Who do you believe is most responsible for maintaining safe digging practices on a job site?

- All employees: 51%
- Site supervisors: 20%
- Safety directors: 10%
- Company owner: 9%
- Equipment operator: 7%
- Observer/Spotter: 2%
## CONSEQUENCES DUE TO DAMAGING AN UNDERGROUND UTILITY

<table>
<thead>
<tr>
<th>Consequence</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical harm to myself or others</td>
<td>77%</td>
<td>11%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Penalties, claims, or fines for damages and repairs</td>
<td>71%</td>
<td>16%</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Damage to company reputation</td>
<td>67%</td>
<td>20%</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Distruption of utility service to the area</td>
<td>65%</td>
<td>21%</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Damage to nearby properties</td>
<td>67%</td>
<td>20%</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Damage to my equipment</td>
<td>67%</td>
<td>18%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Evacuations, road closures, emergency responder call-out</td>
<td>67%</td>
<td>18%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Incurring time delays to my digging project</td>
<td>57%</td>
<td>27%</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>OSHA Citation</td>
<td>69%</td>
<td>15%</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>Breaking the law</td>
<td>68%</td>
<td>13%</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Damage to the environment</td>
<td>60%</td>
<td>18%</td>
<td>78%</td>
<td></td>
</tr>
</tbody>
</table>

Q: Thinking about potential consequences due to damaging an underground utility, for each of the following statements, please say if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that it would motivate you to follow safe digging practices while on job site.
Q: Thinking of damage, or a near miss, to an underground utility on a job site, have you, or someone at your company, ever damaged or hit an underground utility while completing an underground utility project in a professional capacity?

PREVIOUS DAMAGE TO UNDERGROUND UTILITY

Q: Thinking of the most recent incident, which of the following was the primary cause of damage to the underground utility line? This question was asked of the n=74 respondents who said they had previously damaged a utility line.

PRIMARY CAUSE OF DAMAGE TO UNDERGROUND UTILITY

- Locator error: 32%
- Equipment operator error: 9%
- Deteriorated facility: 7%
- Incorrect facility records/maps: 5%
- Failed to maintain clearance after...: 5%
- Dug outside area described on ticket: 5%
- Abandoned facility: 5%
- Unmarked privately owned facilities: 4%
- Unlocatable facility: 4%
- Dug prior to start valid start date/time: 4%
- Other: 20%
Q: Thinking of your experiences with professional excavation projects, generally speaking, what do you believe is the leading cause of damage to underground utilities.

LEADING CAUSE OF DAMAGE

- Locating issues: 33%
- Notification not made: 26%
- Excavation issues: 24%
- Notification issues: 15%
- Other/Root cause not listed: 2%

Q: Whose input is this?
Q: Again, thinking of your experiences with professional excavation projects, please indicate whether you agree or disagree with each of the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notification to 811 or call-before-you-dig is always made regardless of project size</td>
<td>57%</td>
<td>24%</td>
<td>81%</td>
</tr>
<tr>
<td>The utility companies or contract locator always show up when a one call center notification is made and provide marking within the scheduled time period</td>
<td>33%</td>
<td>44%</td>
<td>77%</td>
</tr>
<tr>
<td>Pot-holing to verify marks is regularly done when starting an excavation project</td>
<td>32%</td>
<td>35%</td>
<td>67%</td>
</tr>
<tr>
<td>Unmarked facilities are a frequent occurrence on job sites</td>
<td>19%</td>
<td>39%</td>
<td>59%</td>
</tr>
<tr>
<td>Mismarked facilities are a frequent occurrence of job sites</td>
<td>20%</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>Digging prior to facilities being marked occurs regularly on job sites</td>
<td>21%</td>
<td>28%</td>
<td>49%</td>
</tr>
<tr>
<td>Private facilities are commonly damaged during excavation projects</td>
<td>20%</td>
<td>27%</td>
<td>47%</td>
</tr>
</tbody>
</table>
Q: Do you or your employer utilize any training on the safe digging process?

SAFE DIGGING RESOURCES

- OSHA Guidelines: 57%
- Safety Seminars: 41%
- Utility Company Materials: 34%
- Toolbox talks/Site visits: 30%
- Regulatory Organization Materials: 24%
- Construction Companies: 20%
- State One Call Center Online Training: 18%
- State One Call Center Excavator Manual: 16%
- State One Call Center App: 16%
- Pipeline Company Materials: 13%
- Labor Unions: 12%
- CGA Best Practices: 10%
- Toolbox talks/Site visits: 6%
- Other: 2%
- None of the above: 6%
Q: Thinking about laws and regulations in your state, how wide is the “Tolerance Zone” according to your state’s regulations?
Q: To the best of your knowledge, which of the following are exempted in your state from having to notify 811 or call before you dig priority to digging?

- Digging with hand tools/Use of non-mechanized equipment: 33%
- Projects shallower than a specific depth: 29%
- Landscaping industry: 20%
- Private property/Right of way: 19%
- Projects done by a homeowner: 18%
- Agricultural projects: 17%
- Other: 2%
- Unsure: 29%
# SUPPORT TO IMPROVE SAFE DIGGING PRACTICES

Q: What support or assistance can be provided to make it easier to follow safe digging practices when conducting professional excavation / digging?

<table>
<thead>
<tr>
<th>Support or Assistance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call</td>
<td>12%</td>
</tr>
<tr>
<td>Education / Training / Increased awareness / Educational resources</td>
<td>11%</td>
</tr>
<tr>
<td>Map / Markings</td>
<td>11%</td>
</tr>
<tr>
<td>Faster response</td>
<td>10%</td>
</tr>
<tr>
<td>Rules / Consequences</td>
<td>6%</td>
</tr>
<tr>
<td>Be safe / Be careful / Be smart / Be accurate / Responsibility of workers</td>
<td>6%</td>
</tr>
<tr>
<td>More / Better support or assistance</td>
<td>6%</td>
</tr>
<tr>
<td>Online resources</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>None / Nothing / Good as is</td>
<td>18%</td>
</tr>
<tr>
<td>Don’t know / Refused</td>
<td>10%</td>
</tr>
</tbody>
</table>

Don’t know / Refused

None / Nothing / Good as is

Online resources

Other

Faster response

Rules / Consequences

Be safe / Be careful / Be smart / Be accurate / Responsibility of workers

More / Better support or assistance

Map / Markings

Education / Training / Increased awareness / Educational resources

Call

Q: What support or assistance can be provided to make it easier to follow safe digging practices when conducting professional excavation / digging?
1. Future communication strategy should focus on younger excavators and smaller companies. While all professional excavators will benefit from increased messaging and education, it is most needed among the younger excavators and smaller companies.

2. While all consequences of underground utility damage are motivating, physical harm and financial penalties stand out and should be utilized in messaging. Working with state regulatory agencies to increase enforcement and to establish significant financial penalties is recommended.

3. Personal experience with damage to underground utility lines is a key influencer in adherence to safe digging practices. Potential messaging can focus on personal stories illustrating the impact underground utilities damage can have on a company or individual.

4. There is a need for greater coordination between the locating and excavation industries. Locating issues are the primary cause of damage according to professional excavators, but they also point to issues with excavation and a lack of notification.
Excavator Focus Group Background

OBJECTIVE:
This research project focuses on professional excavators, their adherence to safe digging practices and their motivations for following safe digging practices. The research addresses:

• Awareness and experience with 811 and call-before-you-dig
• Notification of 811 and call-before-you-dig
• Safe digging practices on a job site
• Motivations and influencers for safe digging practices

*Based on 2016 DIRT Report*
Excavator Focus Group Background

• APPROACH:

The research was done in two phases, a nationwide online survey and focus groups in two select cities, Denver and Atlanta. Participants for each phase of research were professional excavators working in the Construction / Contracting, Landscaping, and Energy / Utilities industries. A variety of organization sizes were represented.
Executive Summary

• Awareness of call-before-you-dig and 811 is very high among professional excavators; virtually all are aware of the service.

• The majority of professional excavators say they abide by safe digging practices *all of the time*, whether it be notification or following specific safe digging processes on a job site.

• Familiarity with a job location and believing they know, or can reasonably assume, where lines are located are top reasons excavators do not notify 811 before beginning a digging project.

• Safety and financial penalties are the key motivators in an excavator’s adherence to safe digging practices.
Executive Summary

• An excavator’s personal experience is the key factor in determining their adherence to safe digging practices, and inexperience is a key cause of damage according to excavators.

• The primary cause of damage is largely placed on both locator issues and excavation issues.

• There is a lack of education and formal training overall when it comes to safe digging practices.
Advertising

Know what’s below. Call before you dig.
In quantitative data, many respondents say the area simply does not need marking. Focus group participants believe this could be common in more rural projects where there are not many utilities.

If a project plan deviates and there are time constraints, excavators become less likely to notify as they evaluate the size of the project and their knowledge of the job site.

In these instances, there is a calculation of whether the consequences of not marking outweigh the benefit of moving forward using their expertise to assess the utility line placement.
Depth

• Some say a project of any depth needs notification of 811, while others say it depends.

• Many use the type of utility as an indicator, heavier utilities such as water, gas, and electric are buried at a greater depth and have greater consequences if damaged compared to a cable or telephone line which is often at a shallower depth.

• The consequences of shallow digging without notification are becoming more significant with the emergence of fiber optic cable.
Safe Digging Practices at the Dig Site

• Most commonly, participants spoke about walking through the site to look for potential issues.

• Participants use safe digging practices advocated by CGA but refer to them by other names.

• Professional excavators indicate everyone is responsible for maintaining safe digging practices on a job site and can stop work if an issue arises.

• Subcontractor issues.
• Positive response was mentioned in the Denver groups and is utilized by many of the excavators. However, in Atlanta there was little awareness or understanding of positive response and many wished for a way to confirm the lines were marked.
Tolerance Zone

• Maintain the minimum tolerance zone between mechanized equipment and underground utilities (23/32 participants use all of the time).
  • “When we feel we are near it we hand dig, but sometimes we just don’t have time.” -Denver
Strategic Recommendations

• Increasing education around safe digging practices in the excavator community is strongly recommended.

• Communications and educational materials should assume no baseline knowledge.

• Information must be clear, concise, and easily digestible

• Utilizing existing framework to share safe digging practices and training is recommended.
Choose Your State

Texas

Remove Unknowns

State Summary

TOTAL Users: 45,384
Decrease: -16%
Incomplete Data
Unique Damages by Facility Affected

- Transmission: Low
- Service/Drop: High
- Gathering: Moderate
- Distribution: Very high

Unique Damages
Texas

Unique Damages by Root Cause

- Notification Practices Not Sufficient
- Notification Not Made
- Miscellaneous
- Locating Practices Not Sufficient
- Excavation Practices Not Sufficient

Unique Damages

0 10,000 20,000
Texas
- The objective of this study was to measure:
  - General awareness of call before you dig (CBYD) services
  - Unaided and aided awareness of 811
  - Awareness of 811 advertising
  - Prior use and future intent to use call before you dig services

- Sampling plan: N=1,805 adults 18+ throughout the U.S. and evenly distributed across the nine census regions (n=200 per region)
  - N=1,301 respondents took the survey online
  - N=243 respondents took the survey via landline telephone
  - N=261 respondents took the survey via mobile telephone
  - Final survey results have been weighted by region according to their actual population distribution and by methodology

- Margin of error for nationwide / total sample: ± 2.3%

- Field dates: June 19-30, 2018
TREND DATA

AWARENESS OF CALL BEFORE YOU DIG SERVICES

Q: Are you aware of a free national phone number that people can call to have underground utility lines on their property marked prior to starting any digging project?

BASE = TOTAL SAMPLE
(n = 1,805)

39%  47%  47%  44%  44%  47%  45%  48%
## WHERE DID YOU SEE, READ, OR HEAR ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>58%</td>
</tr>
<tr>
<td>Radio</td>
<td>31%</td>
</tr>
<tr>
<td>Utility bill inserts</td>
<td>26%</td>
</tr>
<tr>
<td>Billboards</td>
<td>25%</td>
</tr>
<tr>
<td>Utility company</td>
<td>24%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>9%</td>
</tr>
<tr>
<td>Magazine</td>
<td>8%</td>
</tr>
<tr>
<td>Online streaming service</td>
<td>8%</td>
</tr>
<tr>
<td>Social media</td>
<td>8%</td>
</tr>
<tr>
<td>Bumper stickers</td>
<td>7%</td>
</tr>
<tr>
<td>Online-News site</td>
<td>7%</td>
</tr>
<tr>
<td>Event sponsorships</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>
PREFERRED CONTACT METHOD FOR 811

- Call: 70%
- Go online: 19%
- Text: 6%
- Use an app: 3%
- Send a fax: 1%
- Other: 2%
<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installing a swimming pool</td>
<td>69%</td>
</tr>
<tr>
<td>Installing a fence</td>
<td>52%</td>
</tr>
<tr>
<td>Installing a patio, deck, or other type of outdoor living space</td>
<td>50%</td>
</tr>
<tr>
<td>Planting a tree, shrubs or bushes</td>
<td>45%</td>
</tr>
<tr>
<td>Installing a walkway</td>
<td>36%</td>
</tr>
<tr>
<td>Installing a new garden area</td>
<td>32%</td>
</tr>
<tr>
<td>Installing a mailbox</td>
<td>29%</td>
</tr>
<tr>
<td>Installing a basketball hoop</td>
<td>27%</td>
</tr>
<tr>
<td>Other project that requires digging</td>
<td>10%</td>
</tr>
<tr>
<td>None of these would require a homeowner to contact 811</td>
<td>8%</td>
</tr>
<tr>
<td>Unsure</td>
<td>9%</td>
</tr>
</tbody>
</table>
## INFORMATION SOURCES ON HOME IMPROVEMENT PROJECTS

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home improvement stores</td>
<td>55%</td>
</tr>
<tr>
<td>Google</td>
<td>52%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>51%</td>
</tr>
<tr>
<td>Youtube</td>
<td>45%</td>
</tr>
<tr>
<td>Home improvement store websites</td>
<td>45%</td>
</tr>
<tr>
<td>DIY Websites</td>
<td>21%</td>
</tr>
<tr>
<td>Facebook</td>
<td>16%</td>
</tr>
<tr>
<td>Blogs</td>
<td>11%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>
Awareness vs Damages Due to Notification NOT Made

% of Damages Due to Notification NOT Made  Call Before You Dig Awareness

- Pacific
- Middle Atlantic
- New England
- South Atlantic
- Mountain
- West South Central
- East South Central
- East North Central
- West North Central

Call Before You Dig Awareness
811 / Safe Digging Process

Reduce damages by

• Increasing awareness of 811
• Driving homeowners/excavators to notify the one call center prior to digging
National Safe Digging Month

Know what's below. Call before you dig.

We Support April as National Safe Digging Month
Don’t miss this year’s CGA Annual Meeting!

March 27 - 7:45
Tampa Convention Center

*Must be register for Conference & Expo

Keynote address provided by:
Mike Abrashoff
If your day job is Damage Prevention, Don’t miss its biggest night!

Gather together with more than 1000 of your industry peers at one of downtown Tampa’s hottest new venues—Armature Works.

A limited amount of tickets are available for purchase by visiting elseeverywhere.com/ehome/355317/specialevents/

Full conference attendees are automatically registered for this event.

Wednesday, March 27th 6pm – 10pm
2019 CGA Networking Event Overview

• The event: All full conference registrants can be automatically admitted to the event
  • Additional attendees and exhibitors can purchase a ticket to the event
  • The focus of the event will be to recognize Sponsors, enable networking opportunities among CGA members and recognize key damage prevention leaders
  • The event space features a full-buyout of interior and exterior with multiple rooms that will enable private meeting space for key sponsors
  • High-End giveaways such as trips and electronics should keep attendees engaged during the three-hour event
  • 811 Video Challenge submissions will be highlighted throughout the course of the evening.
Event Space – Armature Works - Tampa
Armature Works

• Armature Works dates back to 1910 and was once the storage and maintenance facility for Tampa Electric’s (TECO) streetcars. Once known as the TECO streetcar warehouse, the Armature Works structure played a significant role for the City of Tampa as the repair and storage facility for the Tampa Electric Street and Railway Company.

• Armature Works is a fully restored mixed-use building that breathes new life into the historic Tampa Heights neighborhood. With its unobstructed view of the Hillsborough River, the historic structure has been reinvented as a premier community destination with innovative eateries, Heights Public Market, reimagined event spaces and an exclusive coworking space.
Cigar Bar/Outside Lounge Sponsor - $5,000

- Exterior private lounge area with Cigar Roller and custom branded 811 cigars
  - VIP admittance for 8 guests to the preview party
  - Custom table clings
  - Rotating logo on LED screens
  - Event signage
  - Name listed as Sponsor on commemorative t-shirt.
Memory Maker - $2,500.00

- **Customized Portable Frame $2,500**
  - This year’s theme will revolve around how CGA Members ‘Building Tomorrow’s Together’
  - Commemorative photos for your company newsletter and social media sites
  - VIP reserved table for eight guests
  - Customized background
  - Photos can be taken by individuals with cell phone
  - Name listed as Sponsor on commemorative t-shirt.
Karaoke Competition Sponsor - $5,000

- Title Sponsor of the Karaoke Competition
- Logo on song slips
- Logo on stage
- Company name promoted by emcee
- Participation in the voting/trophy presentation
- Logo listed on commemorative t-shirt
Supporting Sponsor - $2,500 (3 available) 3 left

- VIP Early Access to the Wednesday Event for 8 guests
- VIP reserved table for 8 guests
- Funding will support giveaways and prizes
  - Name/Logo listed on event signage and commemorative t-shirt
  - Logo displayed on LED screen
  - Verbal recognition
6th Annual
Call Before You Divot Classic
Thursday, March 28th 2019
1:00-6:00 pm

TAMPA PALMS GOLF & COUNTRY CLUB
5811 Tampa Palms Blvd
Tampa, Florida

Four-man scramble/best ball
- One Player: $150
- Transportation: $20
- Club Rental: $35
- Hole Sponsorship: $200

Join your colleagues for an afternoon of networking fun. Space is limited so register early. The Tampa Palms golf course was designed by Arthur Hills and was created to be one of the most prestigious and challenging golf courses in Florida.

Hole sponsorships are still available! Does your company want to sponsor a hole? Let us know!

Sponsored by
KORTERRA
PelicanCorp
CGA’s Social Networks

• Call 811 on Facebook:  
  www.facebook.com/Call811

• CGA Connect on Facebook:  
  www.facebook.com/CGAConnect

• CGA Connect on Twitter:  
  www.twitter.com/CGAConnect
Contact Us:

- Kerr@commongroundalliance.com
- Mobile: 330-283-3760