• CGA Update with latest DIRT Report findings

• Presented By:
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  Vice President of Communications
  Common Ground Alliance
History of CGA

- 1998: Transportation Equity Act for the 21st Century directed USDOT to conduct a nationwide study of best practices in place to enhance worker safety, protect vital underground infrastructure and ensure public safety during excavation activities.
- 1999: Completed study published with consensus support from all 160 stakeholders that participated in the study, and included 132 Best Practices.
- 2000: Common Ground Alliance established to support industry efforts to continue the implementation and development of the Damage Prevention Best Practices.
CGA Today

• Over 1,700 members
• Almost 240 member organizations/companies
• 70 sponsors (Bronze, Silver, Gold & Platinum)
• 16 damage prevention stakeholder groups
• 6 staff members
• 7 working committees
• 20 board members
Mission

The Common Ground Alliance is dedicated to preventing damage to underground utility infrastructure and protecting those who live and work near these important assets through the shared responsibility of our stakeholders.
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The Common Ground Alliance is dedicated to preventing damage to underground utility infrastructure and protecting those who live and work near these important assets through the shared responsibility of our stakeholders.

Education
Increase education of the industry, public and policymakers about the importance of the damage prevention process.

Information & Analysis
Develop information and analysis designed to enhance our members' ability to implement effective damage prevention processes and programs.

Stakeholder Engagement
Provide a collaborative forum for stakeholders to identify and highlight effective damage prevention practices and programs.
Your industry, your safety, your story, your data...we need it!

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.

2017 DIRT Report • CommonGroundAlliance.com/DIRT
Damage Information Reporting Tool (DIRT)

• Collects damage and near miss data
• Voluntary
• Statistically valid
  • Professional Analysis
  • Report Writer
• Managed by a proven committee process
# DIRT Report Root Cause Grouping

<table>
<thead>
<tr>
<th>Group</th>
<th>Root Cause</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excavation practices not sufficient</td>
<td>• Failure to maintain clearance</td>
</tr>
<tr>
<td></td>
<td>• Failure to support exposed facilities</td>
</tr>
<tr>
<td></td>
<td>• Failure to use hand tools where required</td>
</tr>
<tr>
<td></td>
<td>• Failure to test hole (pot-hole)</td>
</tr>
<tr>
<td></td>
<td>• Improper backfill practices</td>
</tr>
<tr>
<td></td>
<td>• Failure to maintain marks</td>
</tr>
<tr>
<td></td>
<td>• Excavation practices not sufficient (other)</td>
</tr>
<tr>
<td>Notification NOT made</td>
<td>• No notification made to one call center</td>
</tr>
<tr>
<td>Locating practices not sufficient</td>
<td>• Incorrect facility records/maps</td>
</tr>
<tr>
<td></td>
<td>• Facility marking or location not sufficient</td>
</tr>
<tr>
<td></td>
<td>• Facility was not located or marked</td>
</tr>
<tr>
<td></td>
<td>• Facility could not be found or located</td>
</tr>
<tr>
<td>Notification practices not sufficient</td>
<td>• Notification of one call center made but not sufficient</td>
</tr>
<tr>
<td></td>
<td>• Wrong information provided to one call center</td>
</tr>
<tr>
<td>Miscellaneous root cause</td>
<td>• Abandoned</td>
</tr>
<tr>
<td></td>
<td>• One call center error</td>
</tr>
<tr>
<td></td>
<td>• Deteriorated facility</td>
</tr>
<tr>
<td></td>
<td>• Previous damage</td>
</tr>
</tbody>
</table>

*Based on 2016 DIRT Report*
Damage Cause Analysis
Damage Root Cause Group

*Based on 2016 DIRT Report

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

Texas

Remove Unknowns

State Summary

TOTAL USERS: 45,384
DECREASE: -16%
Incomplete Data
Texas
Texas

Unique Damages by Facility Affected

- Transmission
- Service/Drop
- Gathering
- Distribution

Unique Damages

0 4,000 8,000 12,000
Texas

Unique Damages by Root Cause

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

Unique Damages
Texas
Call Before You Dig / 811 Awareness Study: Texas

July 2018
ABOUT THIS RESEARCH

APPROACH

Sampling: n=750 adults 18+ throughout Texas
Data collection method: Online
Margin of error: ± 3.6
Data weighting: Age, gender, region
Field dates: June 19-27, 2018

Final survey results are representative of the population based on census figures for age, region, and balanced for gender.

ABOUT THE SAMPLE: ACTIVE DIGGERS

• 21% of all survey respondents say they have done a DIY digging project in the past 12 months
• 78% of all survey respondents say their primary residence has a yard they are responsible for maintaining
• 17% of all survey respondents say they are planning a DIY digging project in the next 12 months
  • Another 15% of respondents say they are simply unsure about their future plans
1. In Texas, 46% of respondents say they are aware of call before you dig, falling in line with the national average.

2. Less than one-third of respondents have seen or heard 811 advertising (29%), falling below the national average (34%).

3. Calling 811 is the preferred method when reaching out to have utility lines marked for a strong majority of respondents (70%).

4. Nine-in-ten (91%) respondents planning a future project say they will 811 before beginning their project. Arguably, this is the most important measurement in the survey.

5. The findings in Texas suggest an 811/CBYD program that falls in line with the national average but has room to grow to become a leader in state programs.
AWARENESS OF CALL BEFORE YOU DIG SERVICES

• Just under half of participants are aware of call before you dig services in Texas, this falls in line with the national average.

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=750)
A CLOSER LOOK AT ACTIVE DIGGERS:
AWARENESS OF CALL BEFORE YOU DIG SERVICES

• Awareness of call before you dig services does increase among active diggers—those who have recently completed a previous project or are planning a future project.

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=750)

AWARENESS OF CALL BEFORE YOU DIG SERVICES-YES

<table>
<thead>
<tr>
<th>Residence has a yard</th>
<th>Completed previous project</th>
<th>Planning future project</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>64%</td>
<td>62%</td>
</tr>
</tbody>
</table>

TEXAS STATE AVERAGE 46%
A CLOSER LOOK AT INCOME: AWARENESS OF CALL BEFORE YOU DIG SERVICES

- Similar to age, as income increases so does awareness of call before you dig services.

AWARENESS OF CALL BEFORE YOU DIG SERVICES-YES

- Under $25K HH Income: 40%
- $25-75K HH Income: 43%
- $75K+ HH Income: 51%

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=750)
A CLOSER LOOK AT REGION: 
AWARENESS OF CALL BEFORE YOU DIG SERVICES

• Regionally awareness of call before you dig does differ, over half of respondents in Amarillo are aware of call before you dig compared to 31% in Central Texas.

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=750)
811 RECALL

• Recall of the 811 number, both aided and unaided is strong in Texas. Among those familiar with call before you dig services, 21% can name the 811 number unaided.

• When asked if the phone number 811 sounds familiar 43% of Texans say yes, significantly higher than the national average.

Q: Do you recall what the number is? Base=Those aware of CBYD services (n=343)

Q: Does the phone number “811” sound familiar? (Aided) Base=Total sample (N=750)
A CLOSER LOOK AT REGION: AIDED 811 RECALL

Q: Does the phone number "811" sound familiar? (Aided) Base=Total Sample (n=750)

TX RECALL BY REGION

Amarillo: 51%
Central Texas: 40%
East Texas: 44%
El Paso/West Texas: 48%
North Texas: 45%
South Texas: 36%

TEXAS STATE AVERAGE 43%
AWARENESS OF 811 ADVERTISING

- Less than one-third of respondents say they have seen or heard advertising that promotes the 811 service, falling below the national average.

Q: Have you seen or heard advertising that promotes the 811 service?  Base=Total sample (n=750)

AWARENESS OF 811 ADVERTISING

- Yes: 29%
- No: 71%

National Average: 34%
A CLOSER LOOK AT GENDER: AWARENESS OF 811 ADVERTISING

AWARENESS OF 811 ADVERTISING-YES

Q: Have you seen or heard advertising that promotes the 811 service? Base=Total sample (n=750)

TEXAS STATE AVERAGE 29%

Male: 34%
Female: 24%
A CLOSER LOOK AT GEOGRAPHY: AWARENESS OF 811 ADVERTISING

**Q:** Have you seen or heard advertising that promotes the 811 service? *Base=Total sample (n=750)*

<table>
<thead>
<tr>
<th>Geography</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>30%</td>
</tr>
<tr>
<td>Suburban</td>
<td>27%</td>
</tr>
<tr>
<td>Rural</td>
<td>33%</td>
</tr>
</tbody>
</table>

**TEXAS STATE AVERAGE 29%**
A CLOSER LOOK AT REGION: AWARENESS OF 811 ADVERTISING

Q: Have you seen or heard advertising that promotes the 811 service? Base=Total sample (n=750)

<table>
<thead>
<tr>
<th>Region</th>
<th>Awareness of 811 Advertising-Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amarillo</td>
<td>39%</td>
</tr>
<tr>
<td>Central Texas</td>
<td>23%</td>
</tr>
<tr>
<td>East Texas</td>
<td>33%</td>
</tr>
<tr>
<td>El Paso/West Texas</td>
<td>31%</td>
</tr>
<tr>
<td>North Texas</td>
<td>28%</td>
</tr>
<tr>
<td>South Texas</td>
<td>24%</td>
</tr>
</tbody>
</table>

TEXAS STATE AVERAGE 29%
**WHERE DID YOU SEE OR HEAR ADVERTISEMENTS**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>48%</td>
</tr>
<tr>
<td>Utility bill inserts</td>
<td>33%</td>
</tr>
<tr>
<td>Radio</td>
<td>23%</td>
</tr>
<tr>
<td>Billboards</td>
<td>21%</td>
</tr>
<tr>
<td>Utility company (including website)</td>
<td>21%</td>
</tr>
<tr>
<td>Online-News site</td>
<td>8%</td>
</tr>
<tr>
<td>Online-Social media</td>
<td>8%</td>
</tr>
<tr>
<td>Bumper stickers</td>
<td>7%</td>
</tr>
<tr>
<td>Magazine</td>
<td>6%</td>
</tr>
<tr>
<td>Online streaming services (e.g. Pandora, Spotify, YouTube)</td>
<td>6%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>6%</td>
</tr>
<tr>
<td>Event sponsorships</td>
<td>2%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Q: And, where specifically did you see or hear 811 advertising? (Select all that apply) Base=Those who have seen or heard advertisements (n=217)*
**Reasons for Not Contacting 811 or Call Before You Dig**

Q: For which of the following reasons did you not call or go online to have the underground utility lines in your yard marked? (Select all that apply) Base=Those who have not used 811 or call before you dig in the past. (n=614)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I did not complete a digging project</td>
<td>58%</td>
</tr>
<tr>
<td>Hired a contractor</td>
<td>11%</td>
</tr>
<tr>
<td>Not digging deep enough to warrant marking / digging was shallow</td>
<td>11%</td>
</tr>
<tr>
<td>Not aware marking was necessary / didn’t think to call ahead</td>
<td>6%</td>
</tr>
<tr>
<td>The project was not in an area that needed marking</td>
<td>6%</td>
</tr>
<tr>
<td>Already aware of where the utility lines were located</td>
<td>5%</td>
</tr>
<tr>
<td>Utility lines run overhead / they’re not buried</td>
<td>5%</td>
</tr>
<tr>
<td>Replacing a similar project in the same location</td>
<td>4%</td>
</tr>
<tr>
<td>Dug in this area previously without problems</td>
<td>2%</td>
</tr>
<tr>
<td>The project location was far from house</td>
<td>2%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>2%</td>
</tr>
<tr>
<td>Unsure</td>
<td>6%</td>
</tr>
</tbody>
</table>
Q: In the future, how likely are you to contact 811 before starting a digging project? Base=Total Sample (n=750) Wording change in 2018, replace call with contact.
The likelihood to 811 in the future increases significantly among those who are planning a future project. Nine-in-ten of those respondents say they are likely to call.
Q: Assuming you had an upcoming digging project and planned to reach out to 811 to have your utility lines marked, which of the following would be the best way for you to contact 811? Base=Total Sample (n=750)
Q: Assuming you had an upcoming digging project and planned to reach out to 811 to have your utility lines marked, which of the following would be the best way for you to contact 811? Base=Total Sample (n=750)
A CLOSER LOOK AT AGE: PREFERRED METHOD FOR 811

Q: Assuming you had an upcoming digging project and planned to reach out to 811 to have your utility lines marked, which of the following would be the best way for you to contact 811? Base=Total Sample (n=750)

- **18-34 years of age**
  - Call: 61%
  - Go Online: 16%
  - Other: 23%

- **35-54 years of age**
  - Call: 68%
  - Go Online: 15%
  - Other: 17%

- **55+ years of age**
  - Call: 81%
  - Go Online: 15%
  - Other: 4%

TEXAS STATE AVERAGE (CALL) 70%
TEXAS STATE AVERAGE (ONLINE) 18%
TEXAS STATE AVERAGE (OTHER) 12%
Q: Which of the following landscaping or home improvement projects do you feel would require that a homeowner contact 811? Base=Total Sample (n=750)

- Installing a swimming pool: 72%
- Installing a fence: 52%
- Planting a tree, shrubs or bushes: 46%
- Installing a patio, deck, or other type of outdoor living space: 43%
- Installing a walkway: 33%
- Installing a new garden area: 25%
- Installing a mailbox: 25%
- Installing a basketball hoop: 19%
- Other project that requires digging (specify): 7%
- None of these would require a homeowner to contact 811: 5%
- Unsure: 10%
Where would you turn to for information about outdoor home improvement projects?

- Home improvement stores: 53%
- Friends and family: 45%
- Google: 43%
- YouTube: 43%
- Home improvement store websites: 40%
- DIY websites: 12%
- Blogs: 10%
- Facebook: 8%
- Podcasts: 2%
- Other: 5%

Q: Where would you turn to for information about outdoor home improvement projects? Base=Total Sample (n=750)
OVERALL STRATEGIC CONSIDERATIONS

1. Focusing on improving awareness of call before you dig and 811 is a recommended next step. At the same time it is important to further educate on when marking is needed.

2. Awareness of 811 and call before you dig services increase significantly as marketing budgets increase.

3. Continue to leverage partnerships with the utility industry to receive space in bill inserts and other communications from utility companies.

4. The general population is most likely to see or hear ads promoting 811 through traditional media like TV, radio, or billboards. Focusing on these sources is recommended.

5. Phone is still the preferred method for 811 but continuing to promote new ways to 811 either online or by text and app is recommended.
811 / Safe Digging Process

Reduce damages by

• Increasing awareness of 811

• Driving homeowners/excavators to notify the one call center prior to digging
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?

84% Yes
16% No

AWARENESS OF CALL-BEFORE-YOU-DIG SERVICES
Q: Have you ever called or gone online to request to have underground utility lines marked prior to starting a professional digging project?
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.

- Notify your local one call center before work begins

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.

WHY DO YOU NOT NOTIFY ALL OF THE TIME?

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

- **All the time**: 75%
- **Most of the time**: 14%
- **Some of the time**: 6%
- **Rarely**: 2%
- **Never**: 3%

**WHY DO YOU NOT DIG CAREFULLY ALL OF THE TIME?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do dig carefully all of the time</td>
<td>22%</td>
</tr>
<tr>
<td>Knowledge of the area/Lines</td>
<td>19%</td>
</tr>
<tr>
<td>Timing</td>
<td>16%</td>
</tr>
<tr>
<td>Not needed at the time</td>
<td>12%</td>
</tr>
<tr>
<td>Depends on the job/Depends on the operator</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t dig carefully all of the time (non-specific)</td>
<td>3%</td>
</tr>
<tr>
<td>Someone else does the digging</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>None/Refused</td>
<td>15%</td>
</tr>
</tbody>
</table>

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.
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

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70%
National Safe Digging Month
Zero Damages.
Reaching the Goal Together.

March 26-28
Tampa, FL

2019

EXCAVATION SAFETY 811
CONFERENCE & EXPO
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:

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• Mobile: 330-283-3760