

Supplemental Report

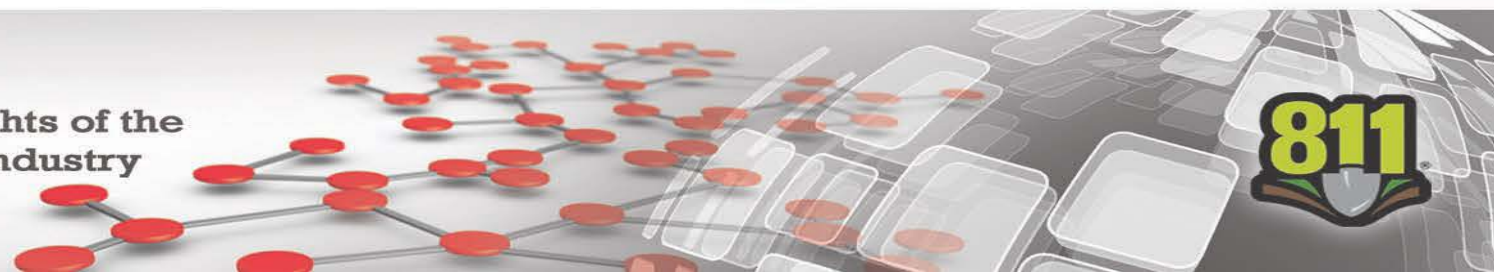
Released December 2015

To download the report or to access additional analysis, visit www.cga-dirt.com.

This report may be referenced as the DIRT Annual Report for 2014. © 2007, 2008, 2009, 2010, 2011, 2012, 2013 all rights reserved.

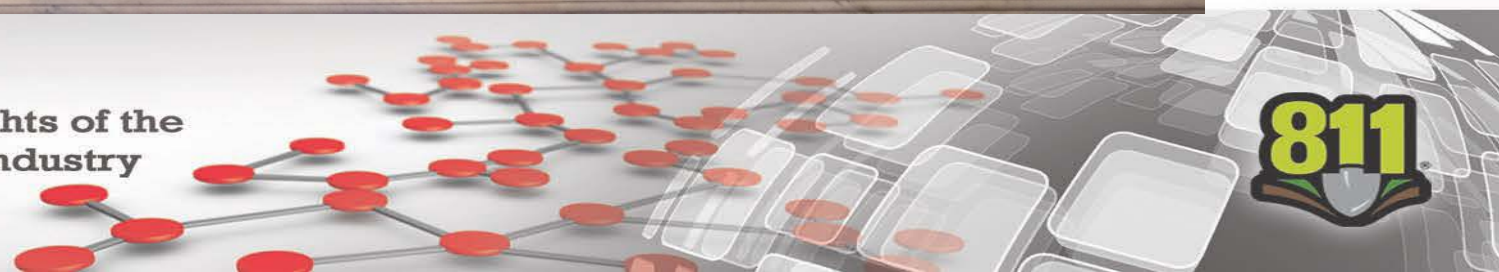


8/11 Day Campaigns

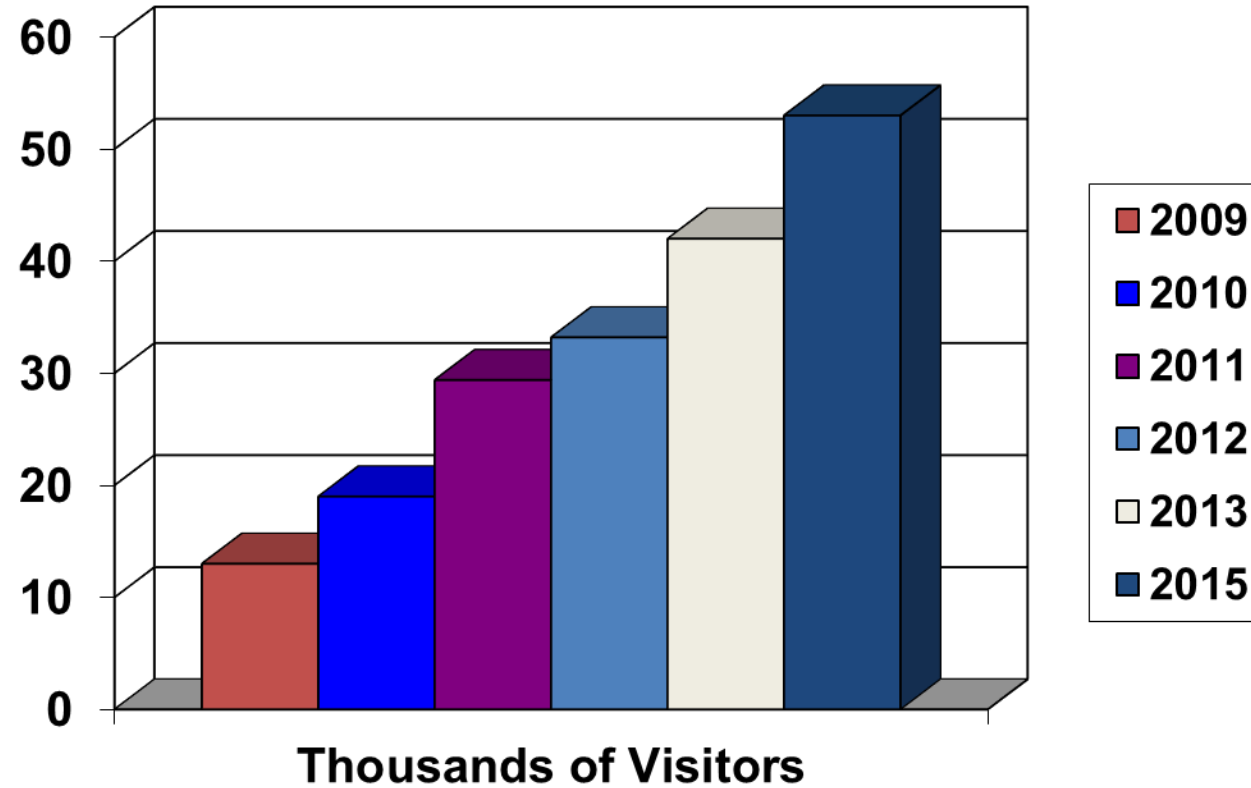


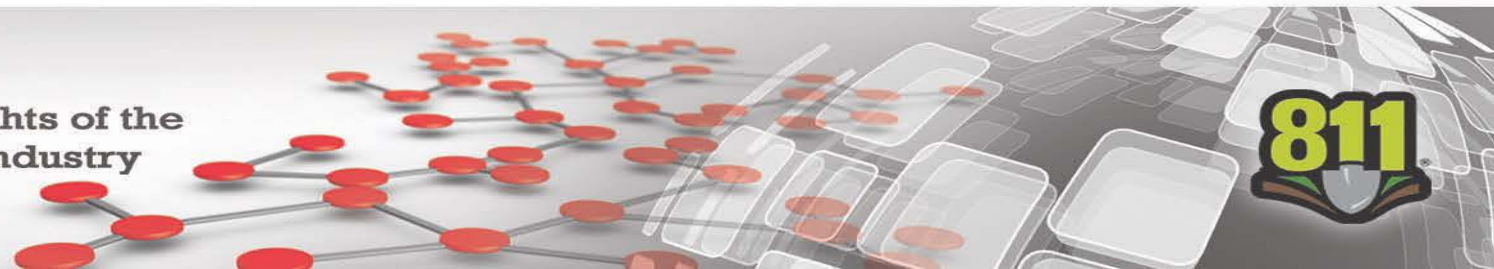
Fly Away to Phoenix





August – Call811.com Visits







Ray McConville
@mcconvilleray



Following

There's [#KentuckyDerby2015](#) jockey Victor Espinoza rocking the 811 Call Before You Dig hat! [@Verizon](#) surely aproves

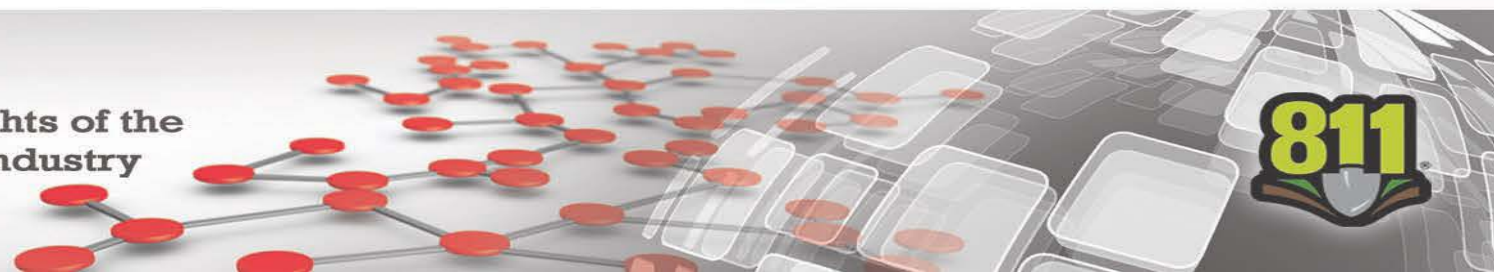


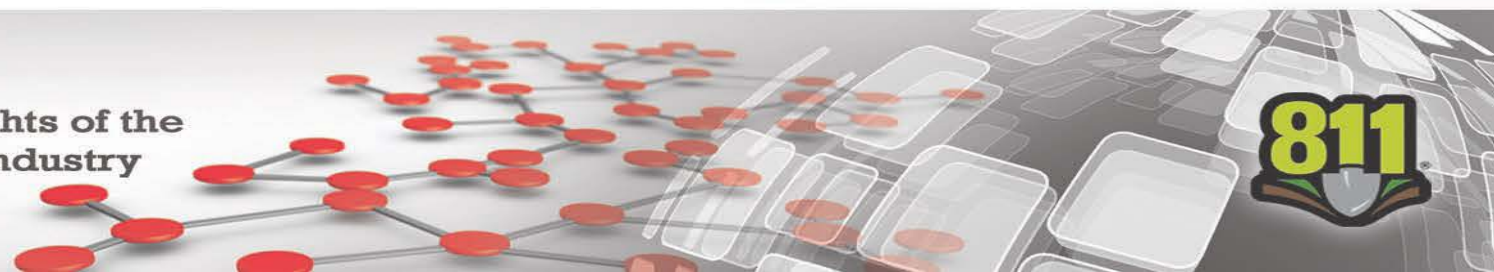
New York 811
@NY811rs

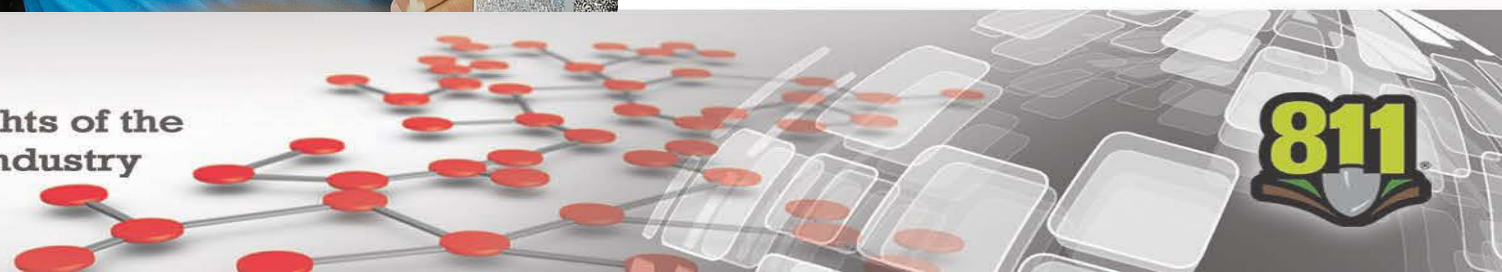


Following

Victor Espinoza on NBC at the [#KentuckyDerby2015](#) wearing the #811 logo hat Go [#AmericanPharoah](#)

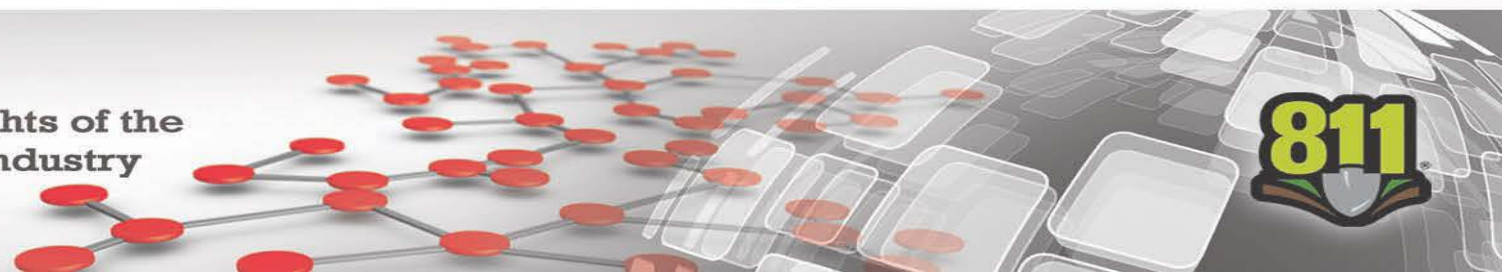




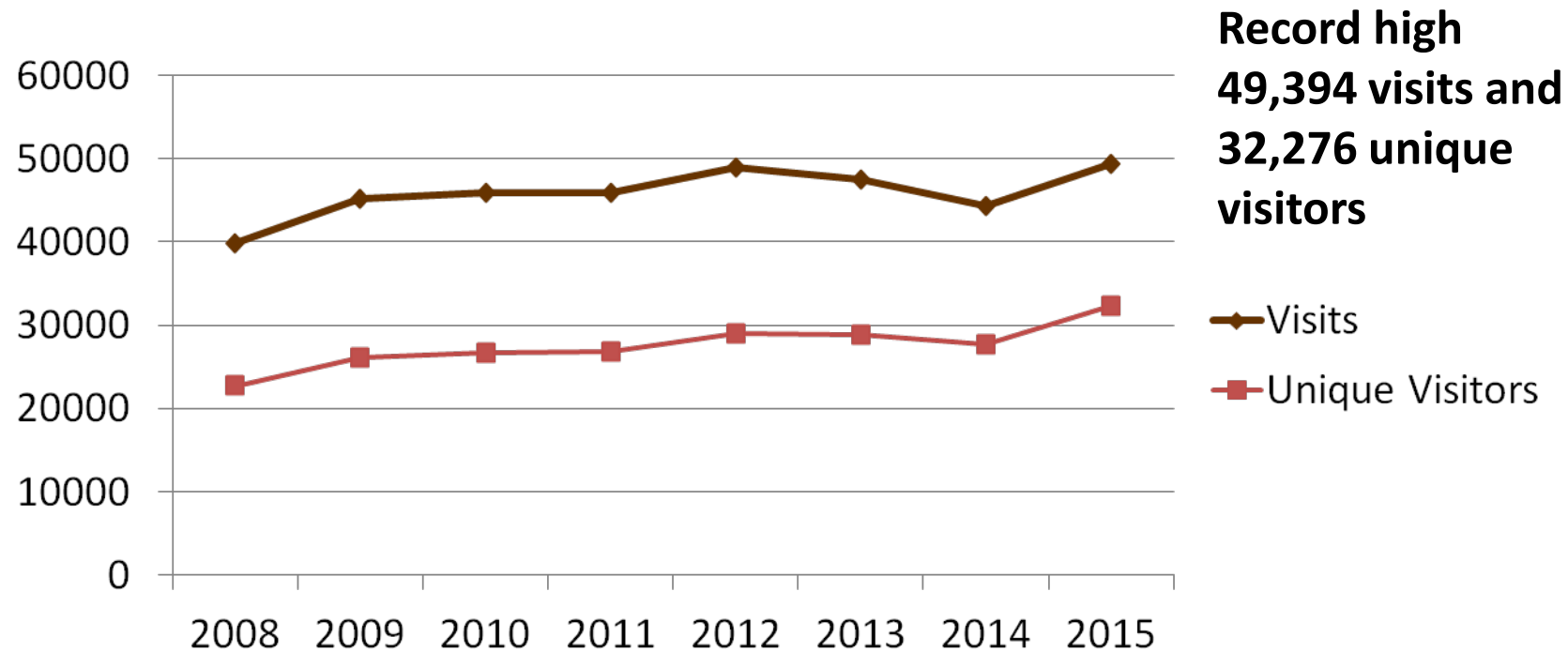


Cumulative 2015 Results

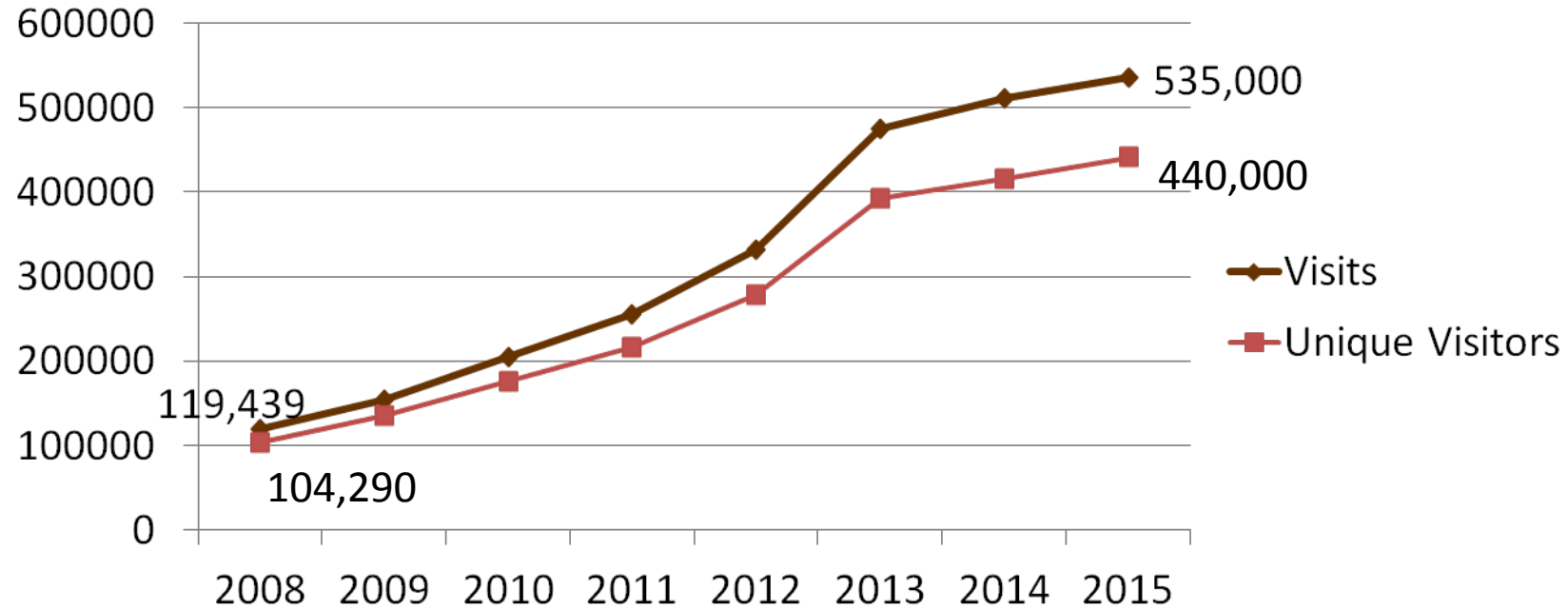
- Media value of **\$11.5 million** (equivalent cost of comparable advertising space)
- More than **200 million** media impressions surrounding three race days
- More than **2,000 stakeholder** visits to Toolkit pages on CommonGroundAlliance.com.



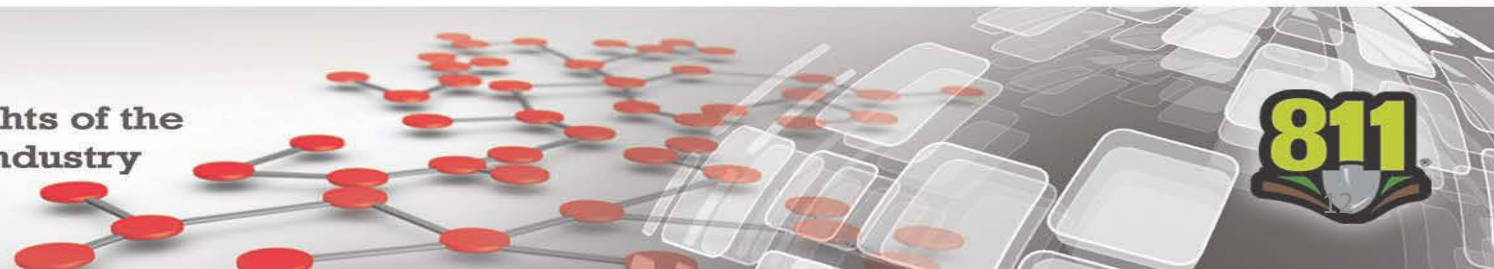
CGA Website Annual Visitor Growth - 2015



Call811.com Annual Visitor Growth

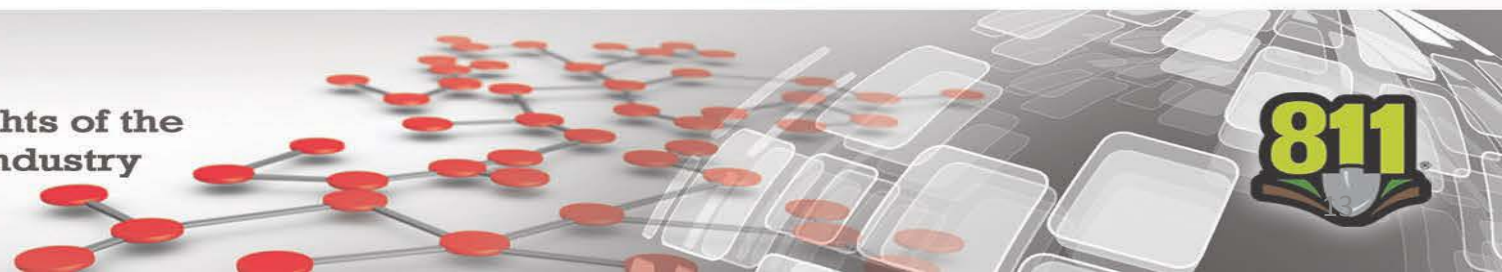


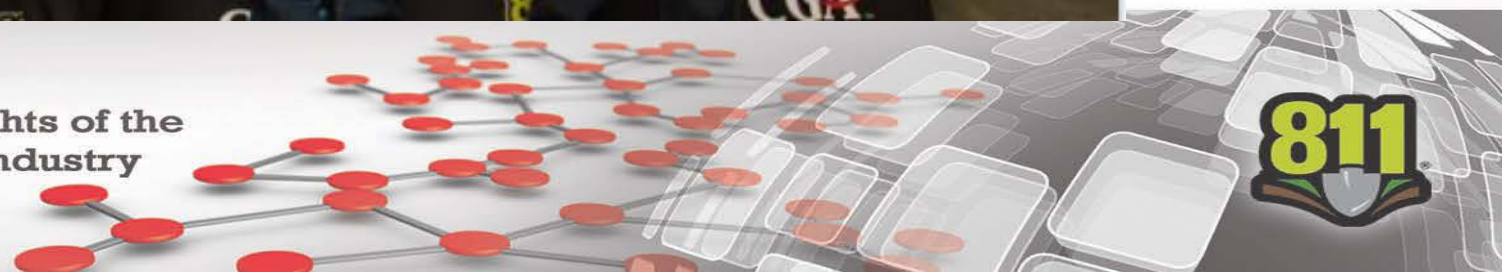
**GROWTH DESPITE
COMMS PLAN MOVING TO
CGA SITE**



CommonGroundAlliance.com

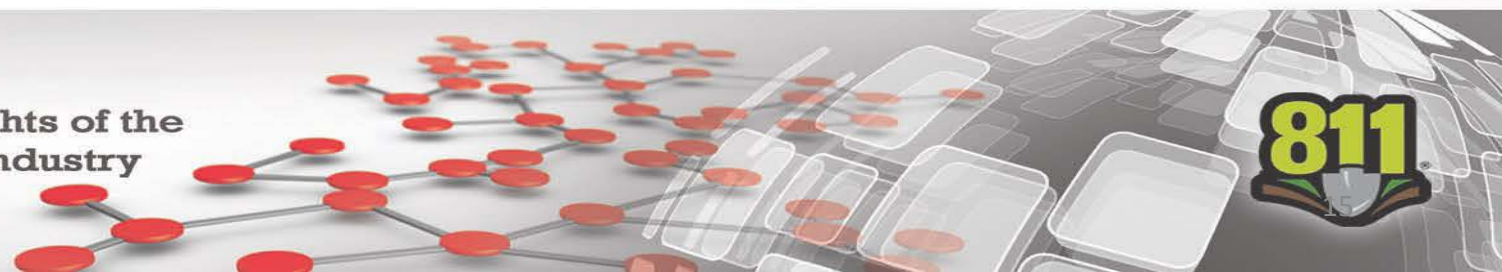
- Became exclusive home of Communications Plan materials in early 2015
- 2015 saw traffic increases across the board vs. 2014:
 - 17 percent increase in unique visitors
 - 12 percent increase in total visitors
 - 20 percent increase in page views





2016 Plan Approach

- Make 2015 updates part of the initial plan in 2016
- Continued focus on all CGA programs
- Update popular tools from past year based on changes in the calendar
- Add new communications tools, with a focus on easy-to-replicate case studies
- Release updates regularly and promote to stakeholders



Toolkits



811 Campaign

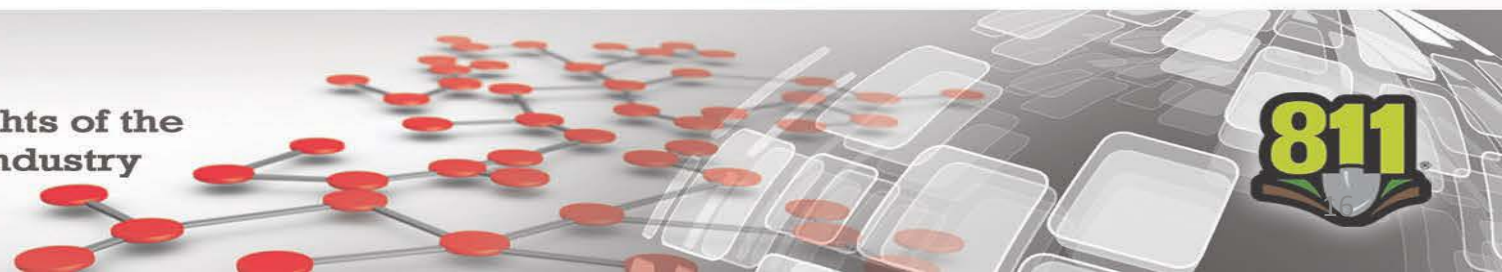
811, the three-digit number to call before you dig, continues to make an impact on the damage prevention community, and you and your organization can help! You can protect yourself, your business and your customers by incorporating the 811 logo into your existing campaigns or by downloading elements of the national awareness campaign.

[View 811 Toolkit](#)

811 Videos, PSAs and Supporting Tools

The CGA has developed a series of educational videos and PSAs to bring the safe digging message to life.

[View Toolkit](#)





Stakeholder Advocacy Resources

The stakeholder advocacy toolkit includes documents that are available to assist stakeholders in discovering best practices that have already been identified through the CGA, case studies describing legislative activities that have taken place recently in some states, a list of states that have current legislative activity indicated, as well as contact information for stakeholder groups that would be beneficial to engage in the process of building a legislative coalition with your state.

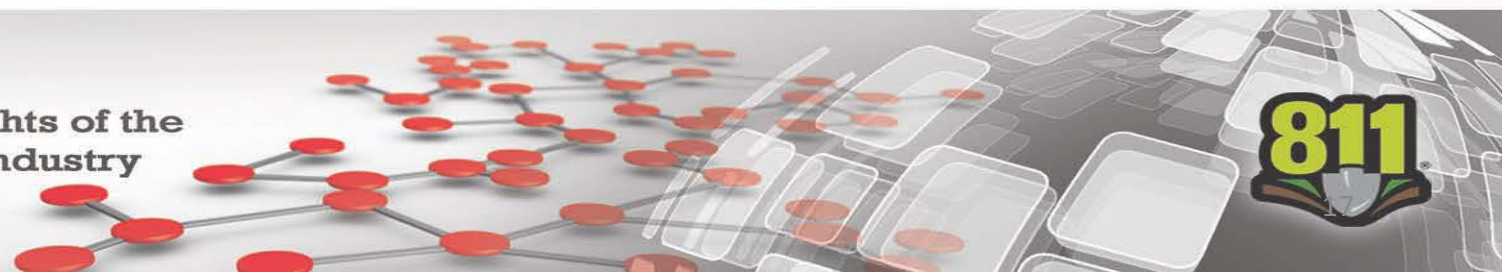
[Read the full toolkit](#)



Data Collection and Reporting Toolkit (DIRT)

CGA's Damage Information Reporting Tool (DIRT) program collects critical damage and event information, analyzing the numbers and producing targeted recommendations to damage prevention stakeholders about how to best protect buried facilities.

[Read the full toolkit](#)



Using the Toolkit – Finding Tools

811 Communications Plan and Calendar

 811 Communications Plan and Calendar (2016)

National Safe Digging Month

Materials and media messages to support the promotion of April as National Safe Digging Month (NSDM).

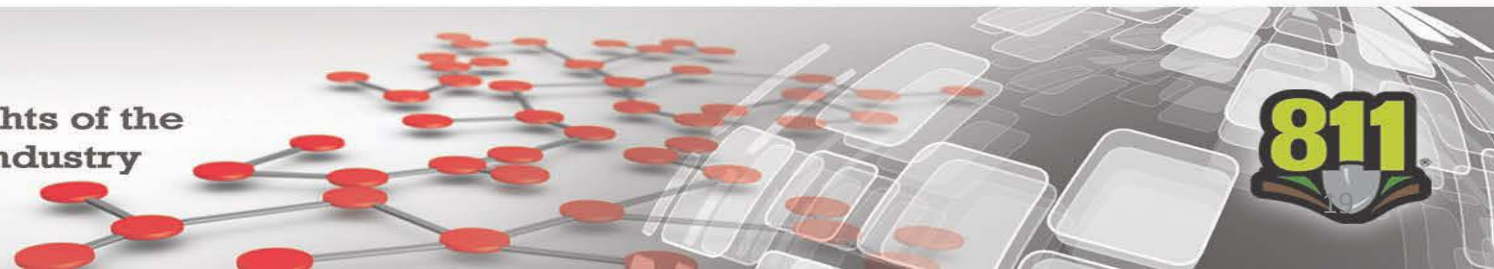
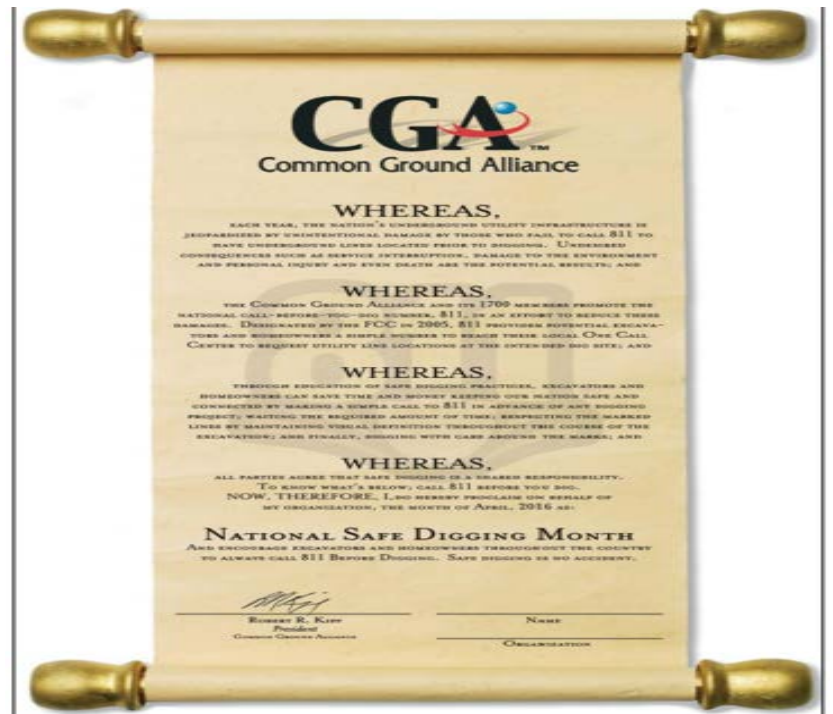
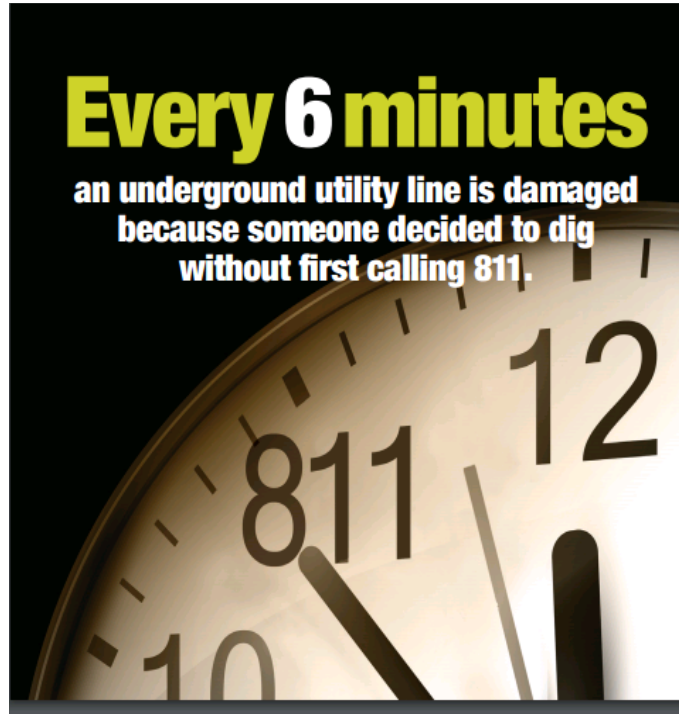
- › Media materials
- › Social media messages
- › Web buttons
- › Governor's Proclamation
- › Case Studies

- › NSDM infographic #1
- › NSDM infographic #2
- › NSDM infographic #3
- › NSDM infographic #4

The most popular items from past years can be found at the top of the page, with supporting, more campaign-based toolkit below.

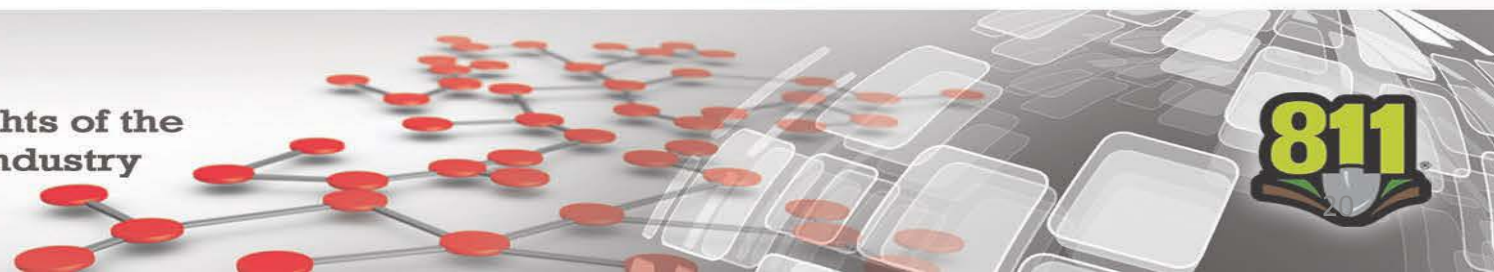
<http://www.commongroundalliance.com/damage-prevention/toolkits/811-campaign>

Returning Favorites



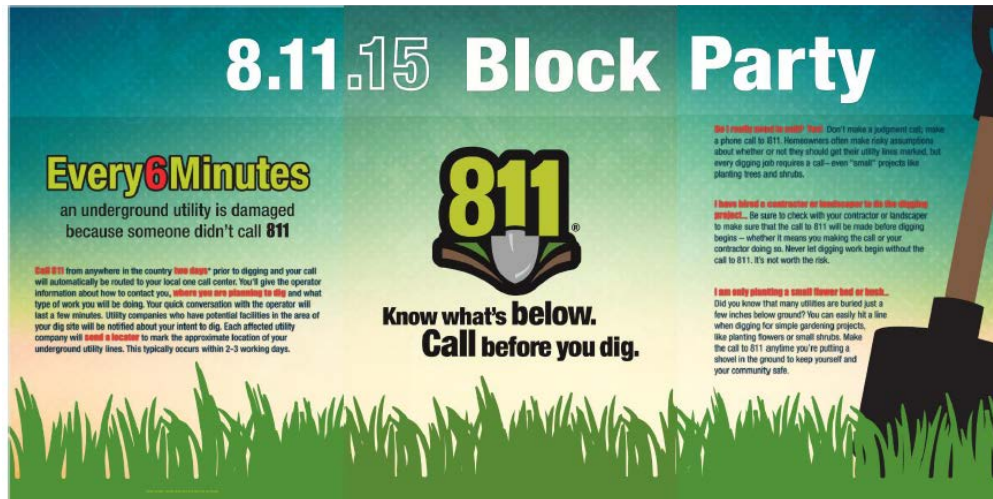
Added Mid-Year in 2015

- 811 Parade Float (page 34)
- The 811 Concrete Truck (page 80)
- The 811 Blood Drive (Misc. Tools Section)
- 8/11 Day coffee giveaway (page 57)
- Painted 811 logos (page 76)
- 2014 DIRT Report tools (DIRT Tab)



New in 2016

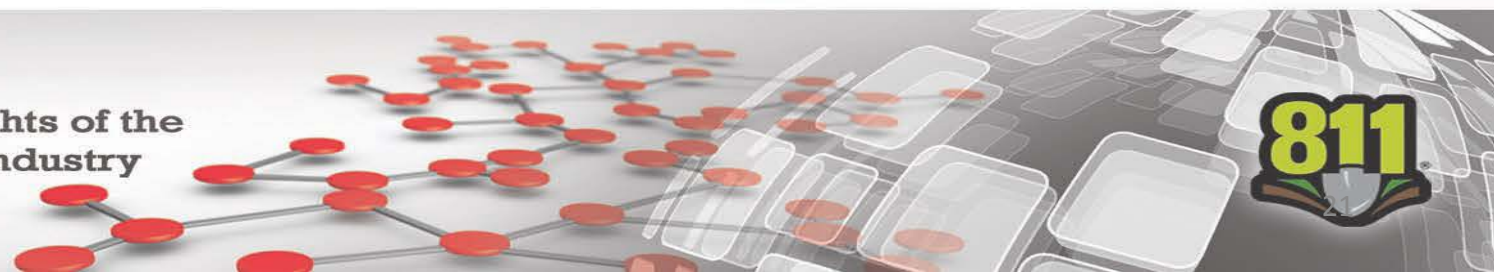
- 8/11 Day Block Party (8/11 Day Tab)



811 DAY BLOCK PARTY PLAYBOOK



Photo Credit: P.



New in 2016

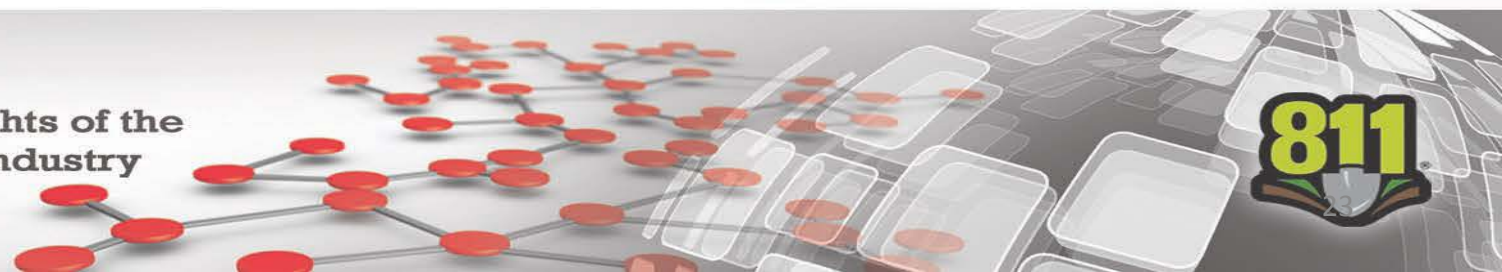
- The 811 Corn Maze (page 74)



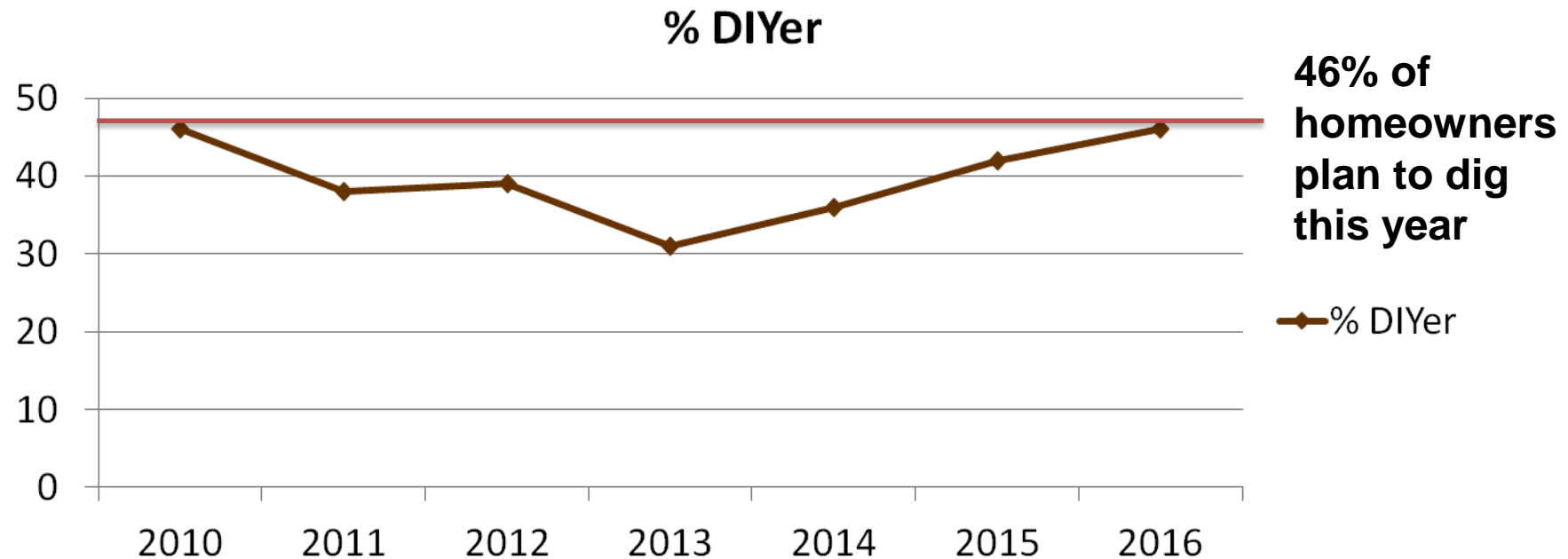
Annual NSDM Omnibus Study



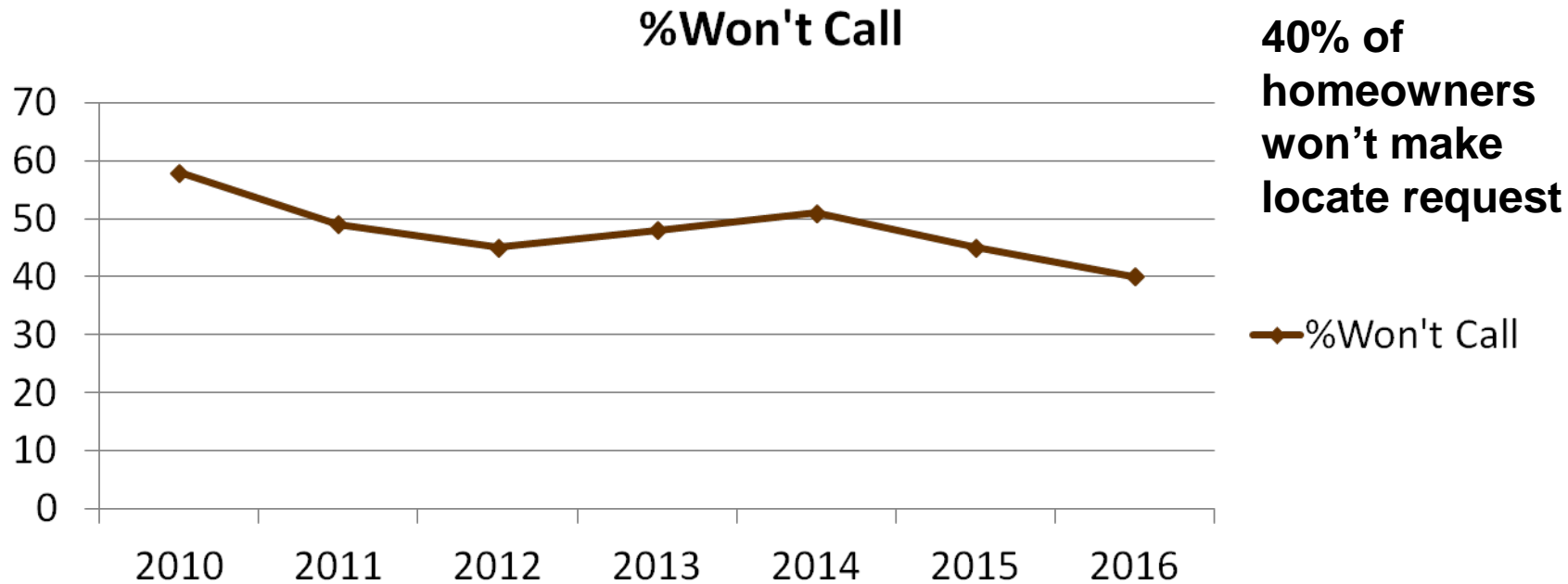
- CGA conducts annual short survey of homeowners
- Total respondents: 689 adult homeowners in the U.S.
- Two goals:
 - Generate newsworthy stats to help with NSDM media outreach
 - Evaluate strategic targeting of national CGA programs



Homeowners who Plan to Dig (DIYers)

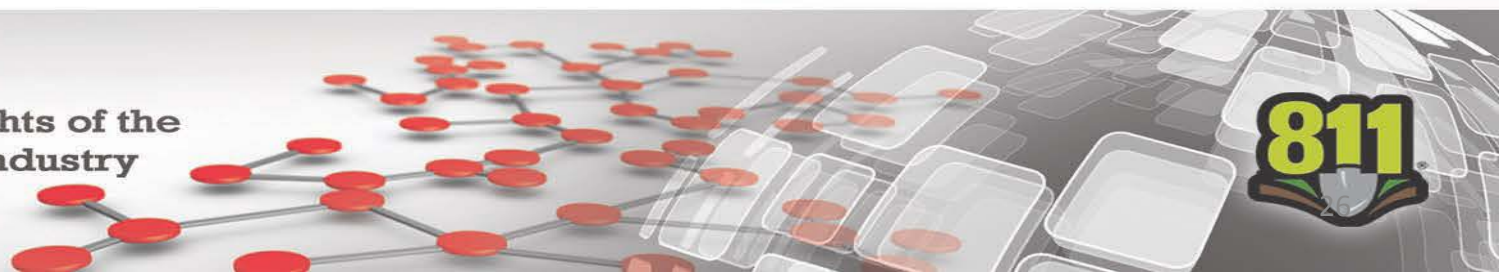


DIYers who Do NOT Plan to Call 811/Online Ticket



NEW in 2016

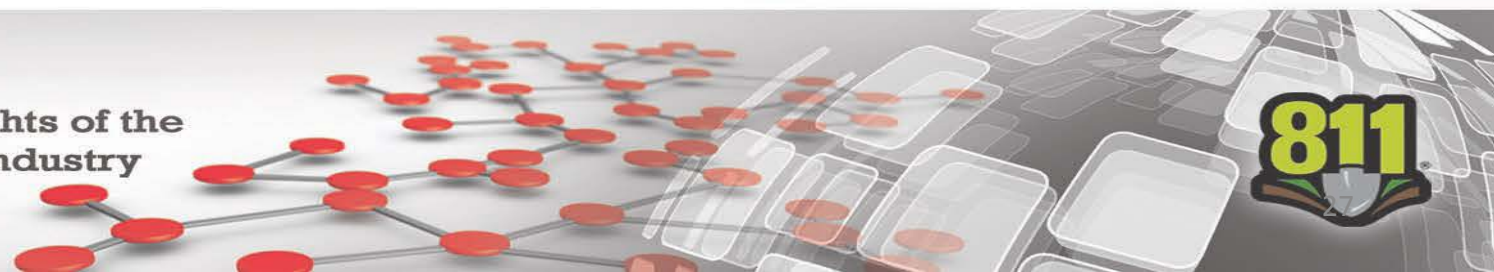
- Among DIYers in the survey, these were the factors that would motivate them to call 811/make an online request in the future:
 - 67 percent said avoiding injury
 - 42 percent said avoiding a bill
 - 37 percent said avoiding losing utility service at own home
 - 33 percent said avoiding losing utility service for neighbors



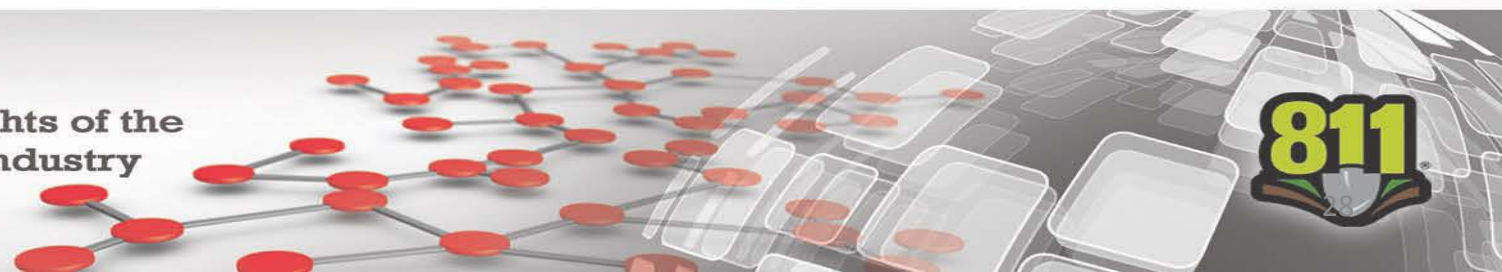
DIYers and Media Consumption*

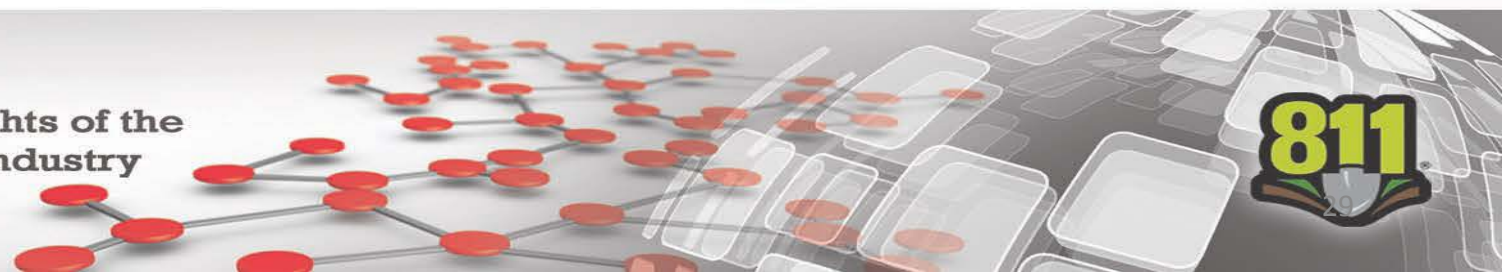
*In past 12 months

	Among all homeowners	Among all DIYers	Among MALE DIYers	Among FEMALE DIYers
Watched or attended NASCAR	26%	30%	36%	24%
Watched or attended Indy Car	14%	15%	17%	12%
Watched or attended NHRA	12%	12%	16%	7%
Watched hunting or fishing shows	34%	36%	44%	28%



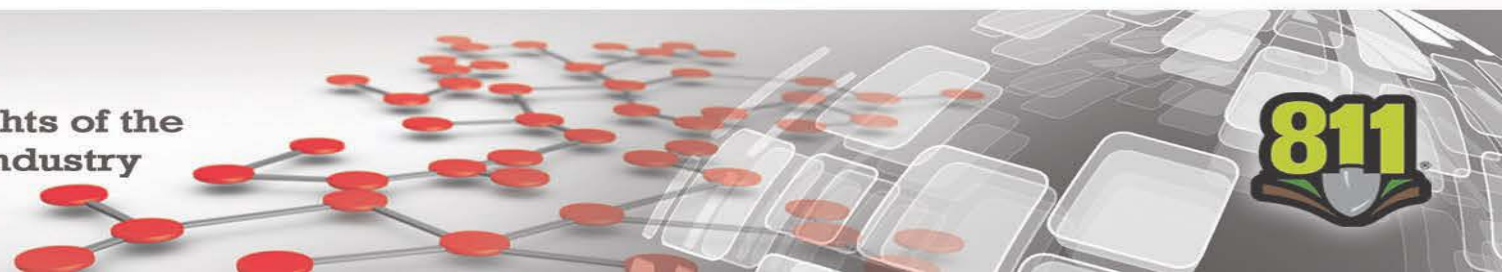
Planned National Initiatives for 2016





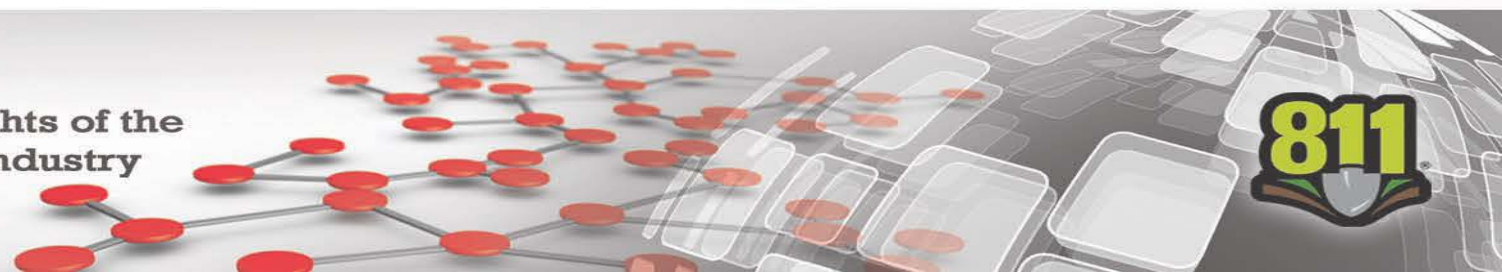
IMS Events

- This year is the 100th running of one of the most legendary sporting events in the world, the **Indianapolis 500**.
- Additionally, **NASCAR's Brickyard 400** is run at the historic Indianapolis Motor Speedway.

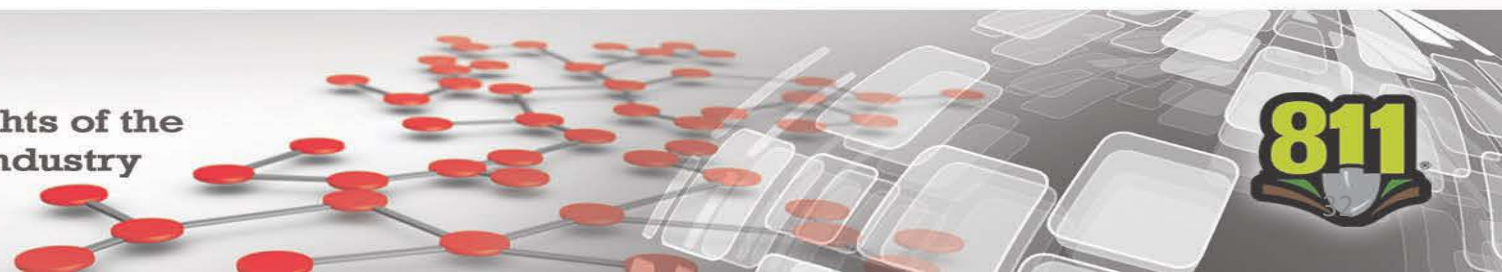


IMS Partnership Elements

- **#1:** Signage, public address announcements and video board ads featuring 811-affiliated drivers (Helio Castroneves and Joey Logano)
- **#2:** Website and program ads and opportunity to host sweepstakes that offers tickets to IMS races as grand prizes



NEW Agriculture Safety Video





SECTIONS



SEARCH

Los Angeles Times

SUBSCRIBE

LOG IN



DAMAGE INFORMATION REPORTING TOOL

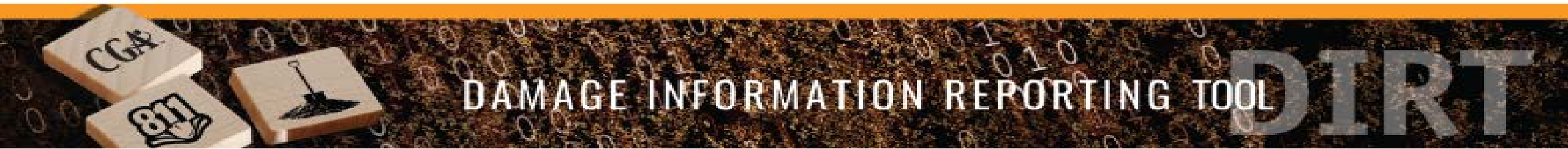
DIRT



THE 811 BIG GAME 2017

DRAFT IS NOW OPEN....JOIN THE TEAM!

CommonGroundAlliance.com/Football



DAMAGE INFORMATION REPORTING TOOL

DIRT



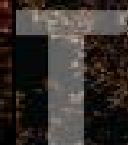
Supplemental Report

Released December 2015

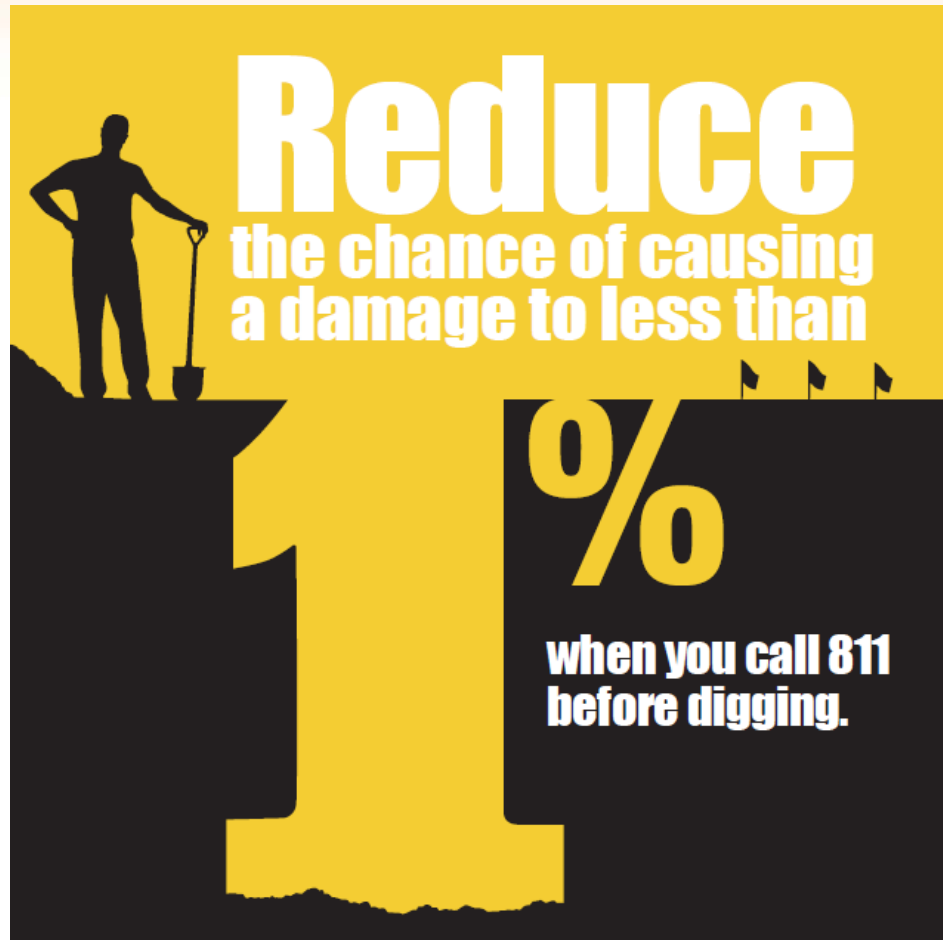
To download the report or to access additional analysis, visit www.cga-dirt.com.

This report may be referenced as the DIRT Annual Report for 2014. © 2007, 2008, 2009, 2010, 2011, 2012, 2013 all rights reserved.

CGA
Common Ground Alliance



2014 DIRT Report



“when a locate request precedes an excavation, damage is avoided 99% of the time.”

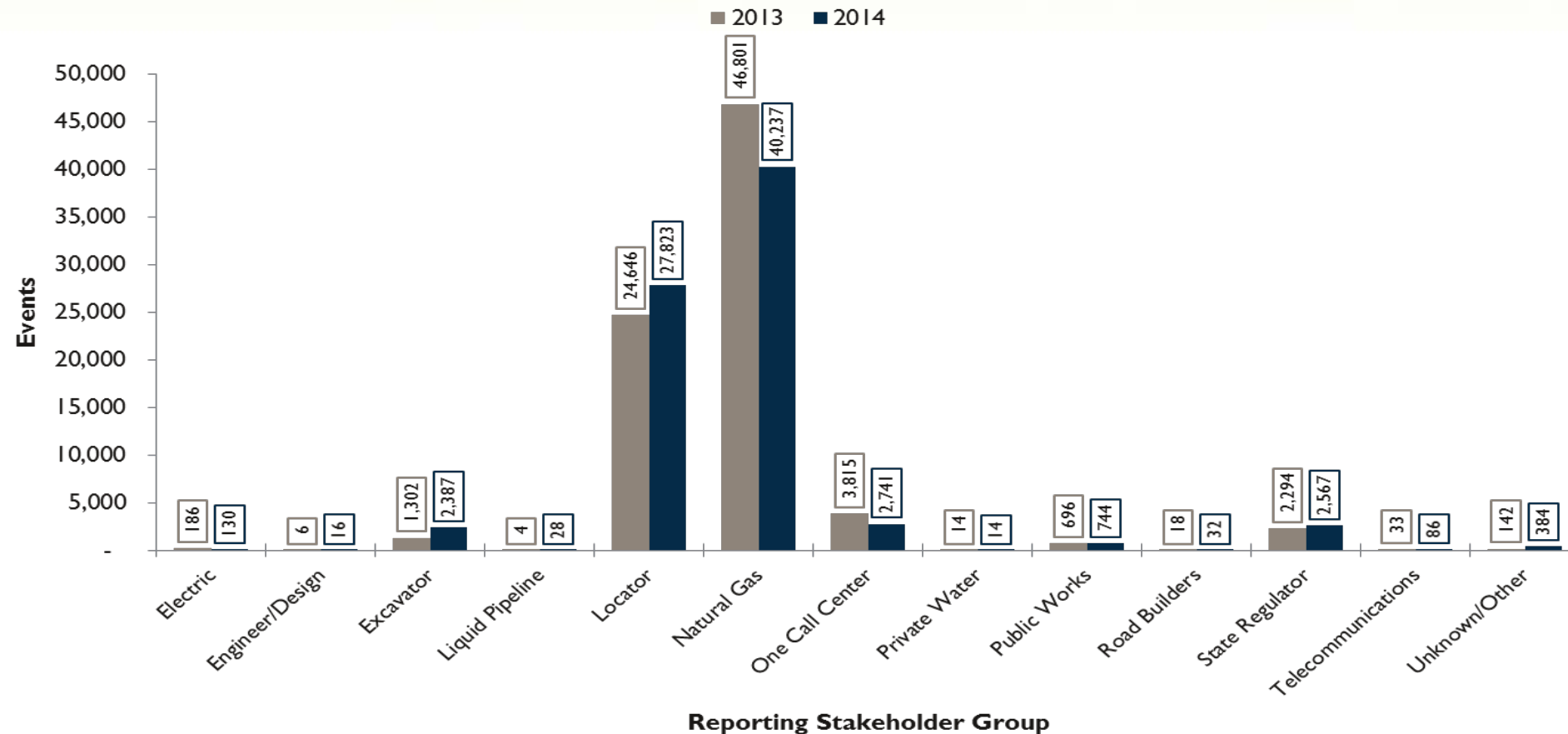


DAMAGE INFORMATION REPORTING T



RT

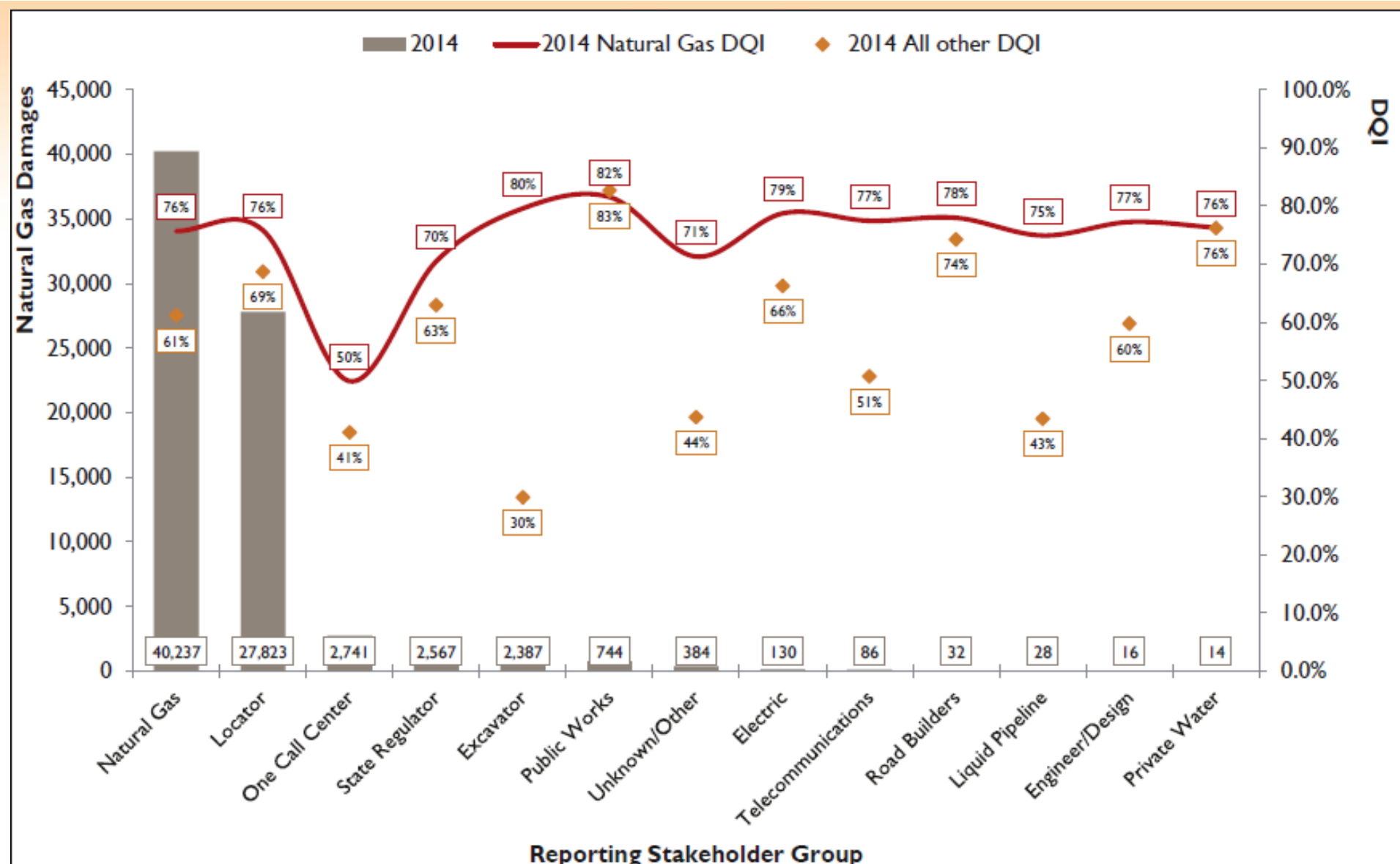
Events Submitted by Reporting Stakeholder



DAMAGE INFORMATION REPORTING TOOL

DIRT

DQI by Reporting Stakeholder



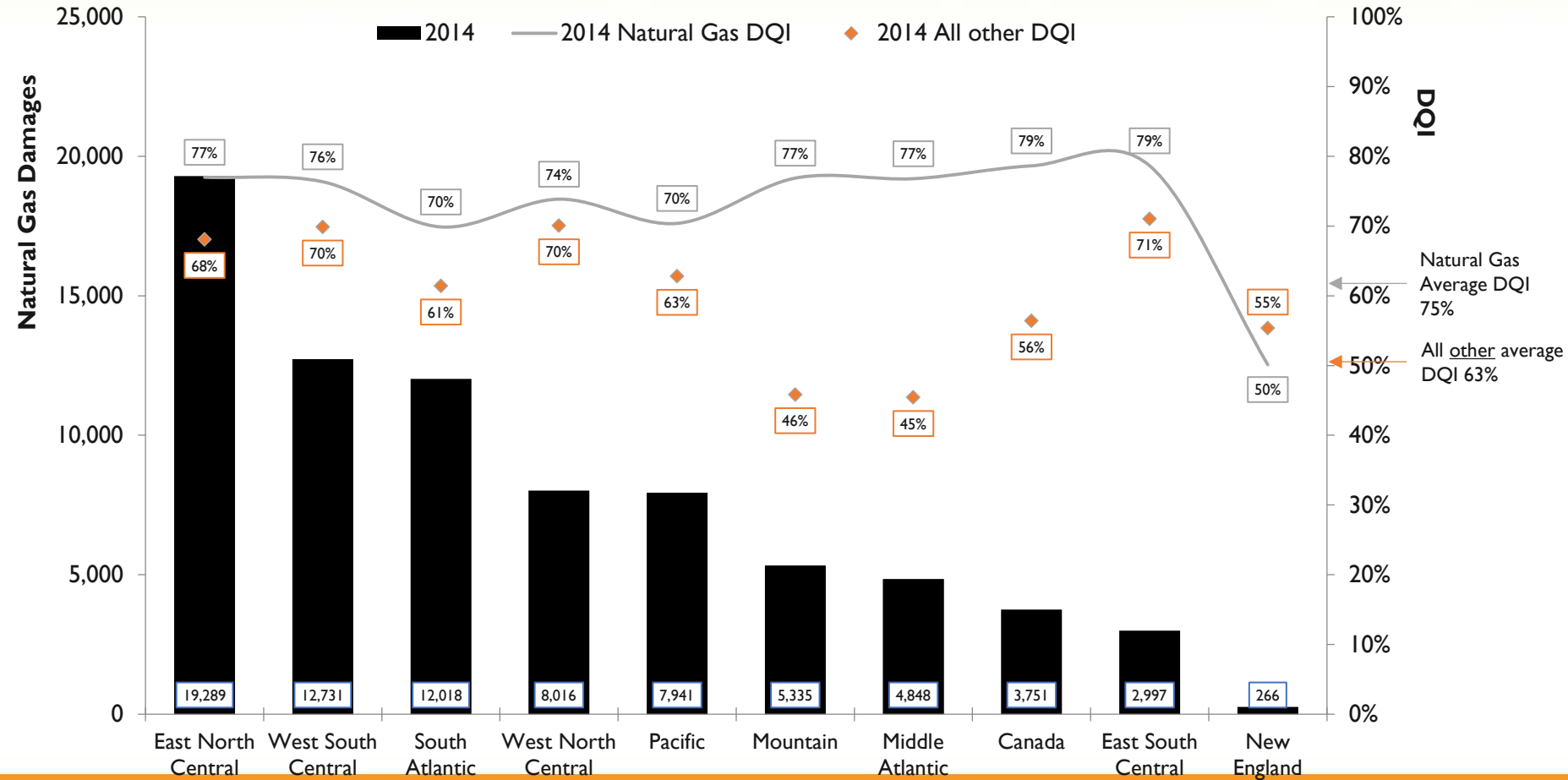
DAMAGE INFORMATION REPORTING TOOL

DIRT

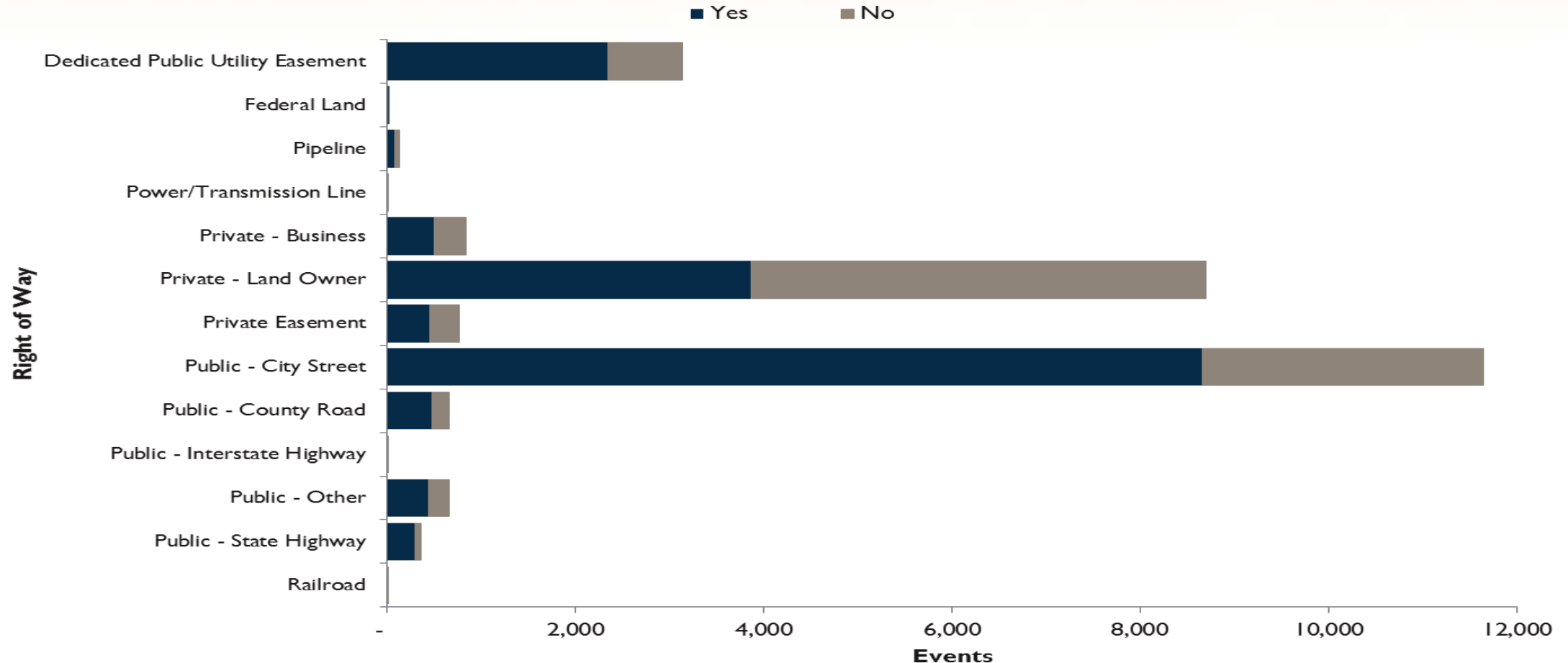
Comparison of DQI by Census Division between natural gas distribution damages and all other damages

Facility Operation Affected, Part C (Natural Gas)
and Type of Facility Affected (Distribution and Service/Drop) ;
Date and Location of Event, Part B

Source: Common Ground Alliance



ROW (excludes Data Not Collected/Other) and if there was a Locate Request (Yes/No)

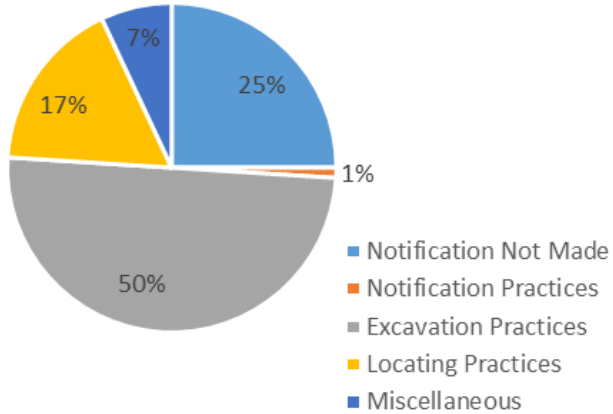


DAMAGE INFORMATION REPORTING TOOL

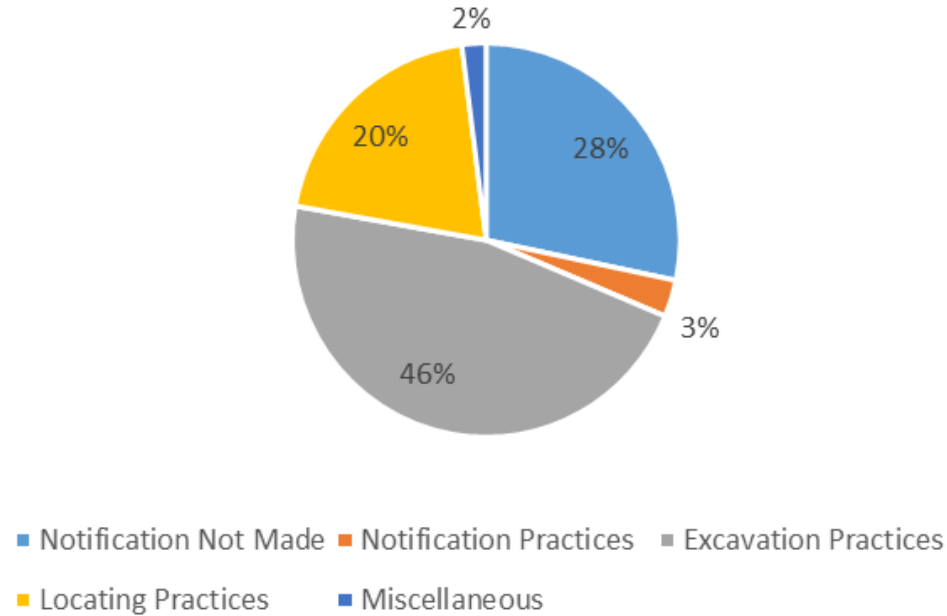
DIRT

Root Cause Groups

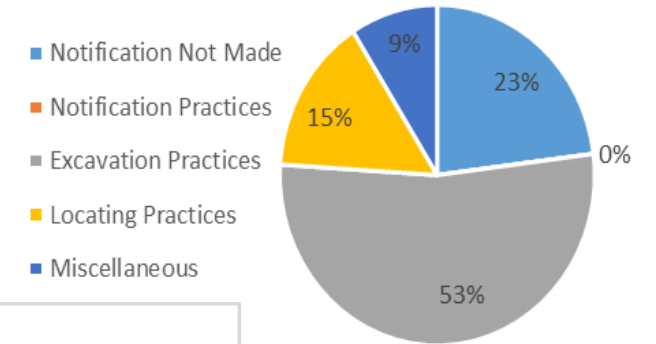
201,339 ALL DIRT Damages



70,094 Nat Gas Dist Damages



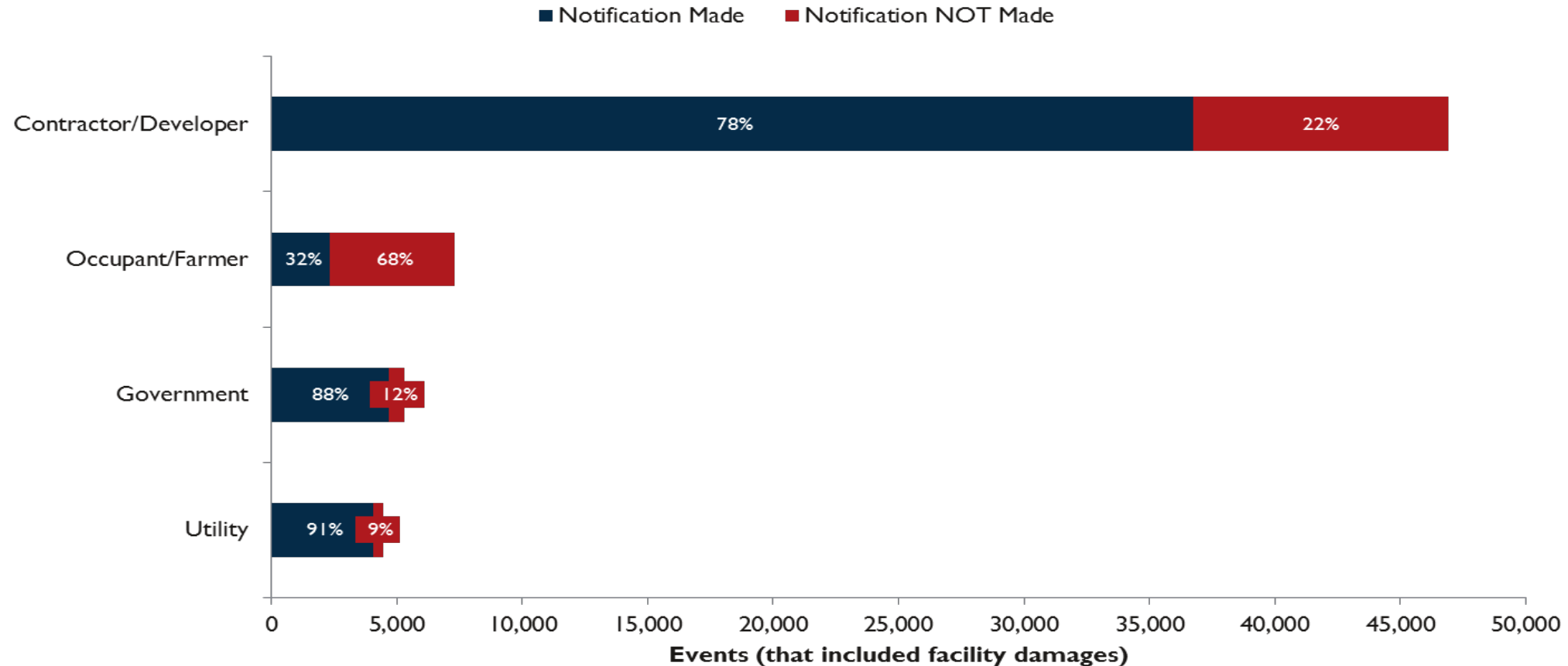
131,245 Non Nat Gas Damages



DAMAGE INFORMATION REPORTING TOOL

DIRT

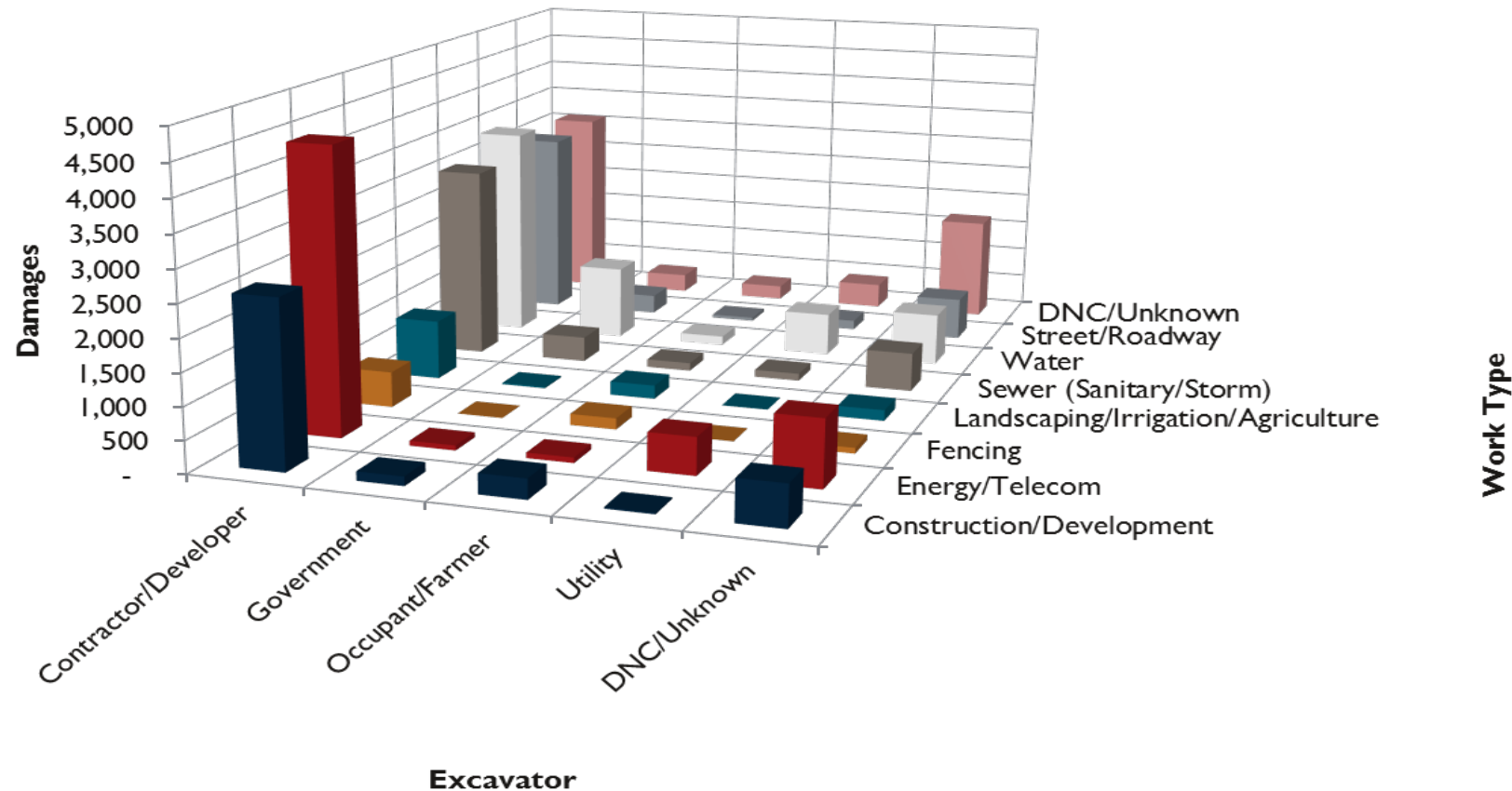
Notification Made/ NOT Made by Excavator Group



DAMAGE INFORMATION REPORTING TOOL

DIRT

“Excavation Practices Not Sufficient” Root Cause Group by Excavator Type and Work Performed



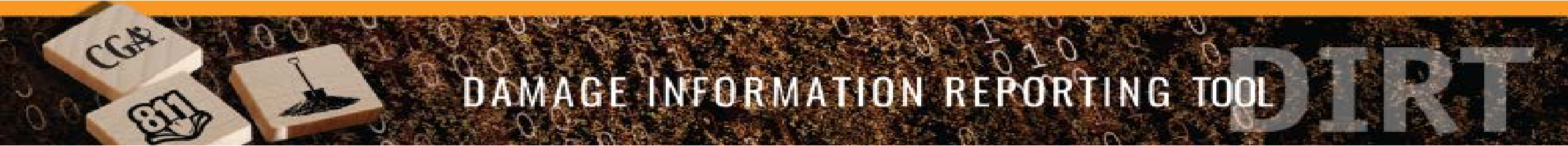
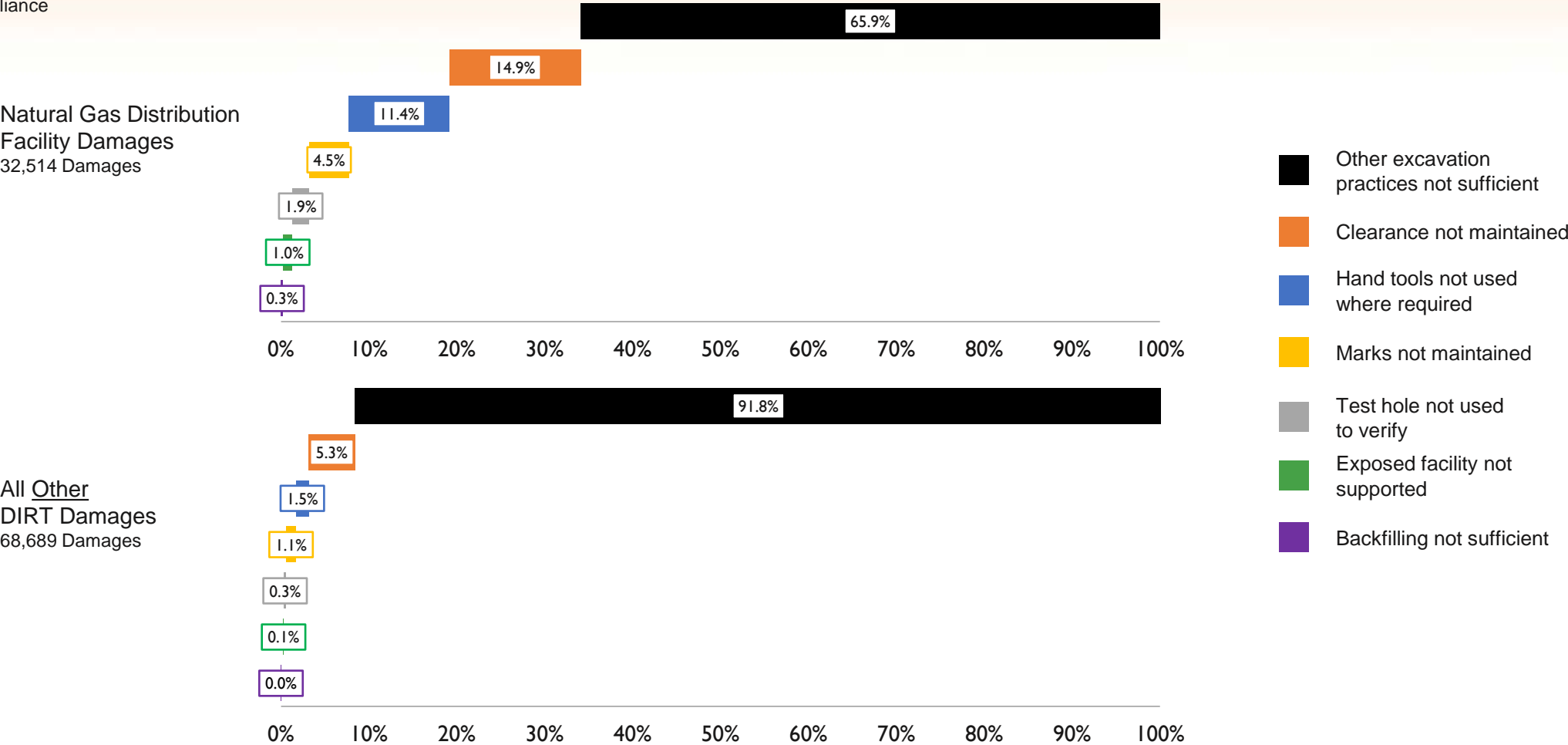
DAMAGE INFORMATION REPORTING TOOL

DIRT

Distribution of root causes for group “Excavation Practices Not Sufficient” (known events)

Facility Operation Affected, Part C (Natural Gas) and
Type of Facility Affected (Distribution and Service/Drop);
Damage Root Cause, Part I; Description of Damage, Part I

Source: Common Ground Alliance



Natural gas distribution damages attributed to “Excavation practices not sufficient” are approximately 32% of the total damages associated with this damage root cause in 2014.

Facility Operation Affected, Part C (Natural Gas) and
Type of Facility Affected (Distribution and Service/Drop);
Damage Root Cause, Part I; Description of Damage, Part I

Source: Common Ground Alliance

	Natural gas distribution facilities		All <u>other</u> DIRT events	
	Number of events	Percent of events	Number of events	Percent of events
Excavation practices not sufficient	32,514		68,689	
Other excavation practices not sufficient	21,423	65.9%	63,071	91.8%
Clearance not maintained	4,858	14.9%	3,611	5.3%
Hand tools not used where required	3,711	11.4%	1,000	1.5%
Marks not maintained	1,477	4.5%	759	1.1%
Test hole not used to verify	625	1.9%	176	0.3%
Exposed facility not supported	334	1.0%	56	0.1%
Backfilling not sufficient	86	0.3%	16	0.0%

DAMAGE INFORMATION REPORTING TOOL

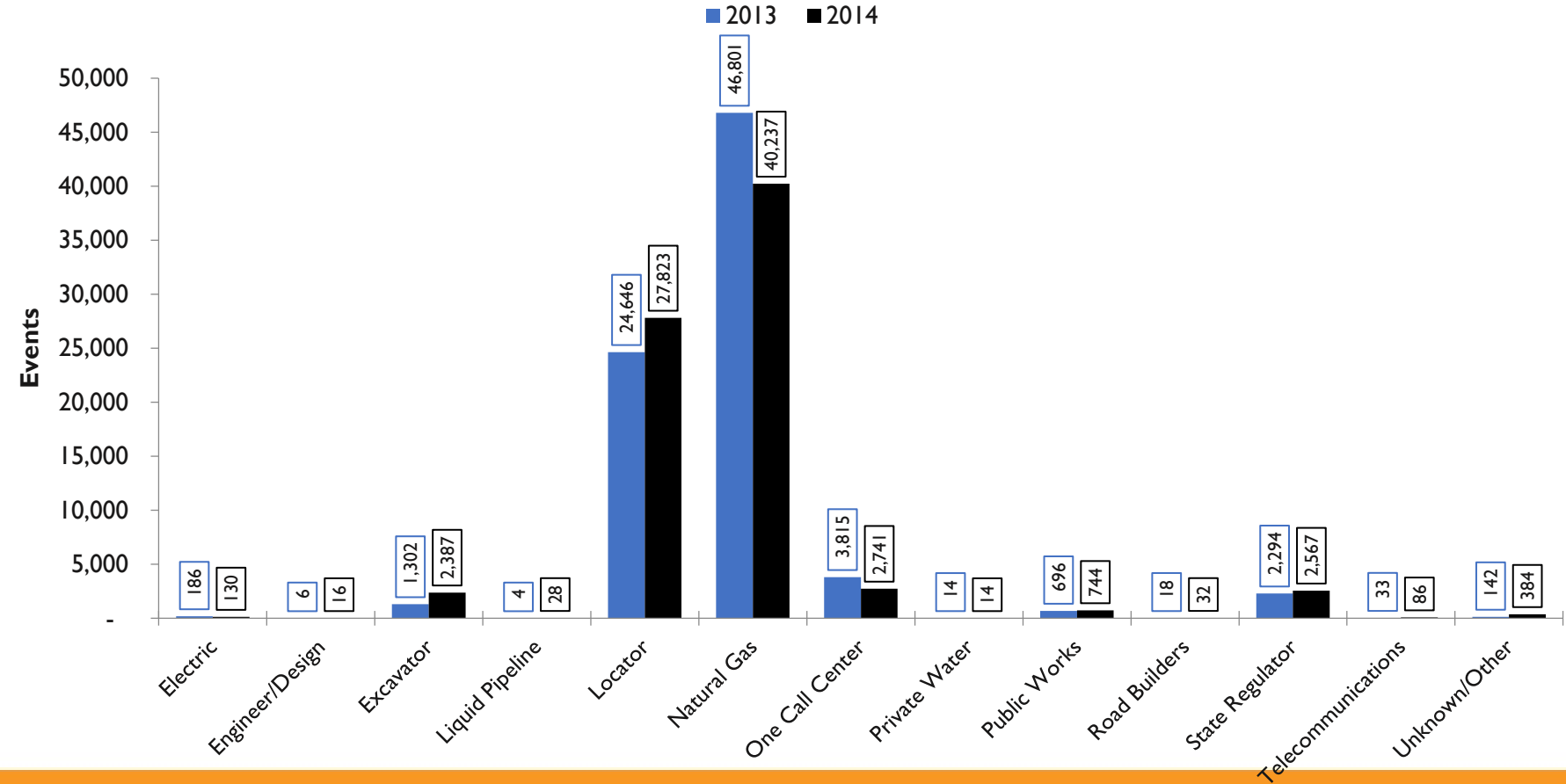
DIRT



Natural gas distribution events submitted by reporting stakeholder group for natural gas distribution facilities

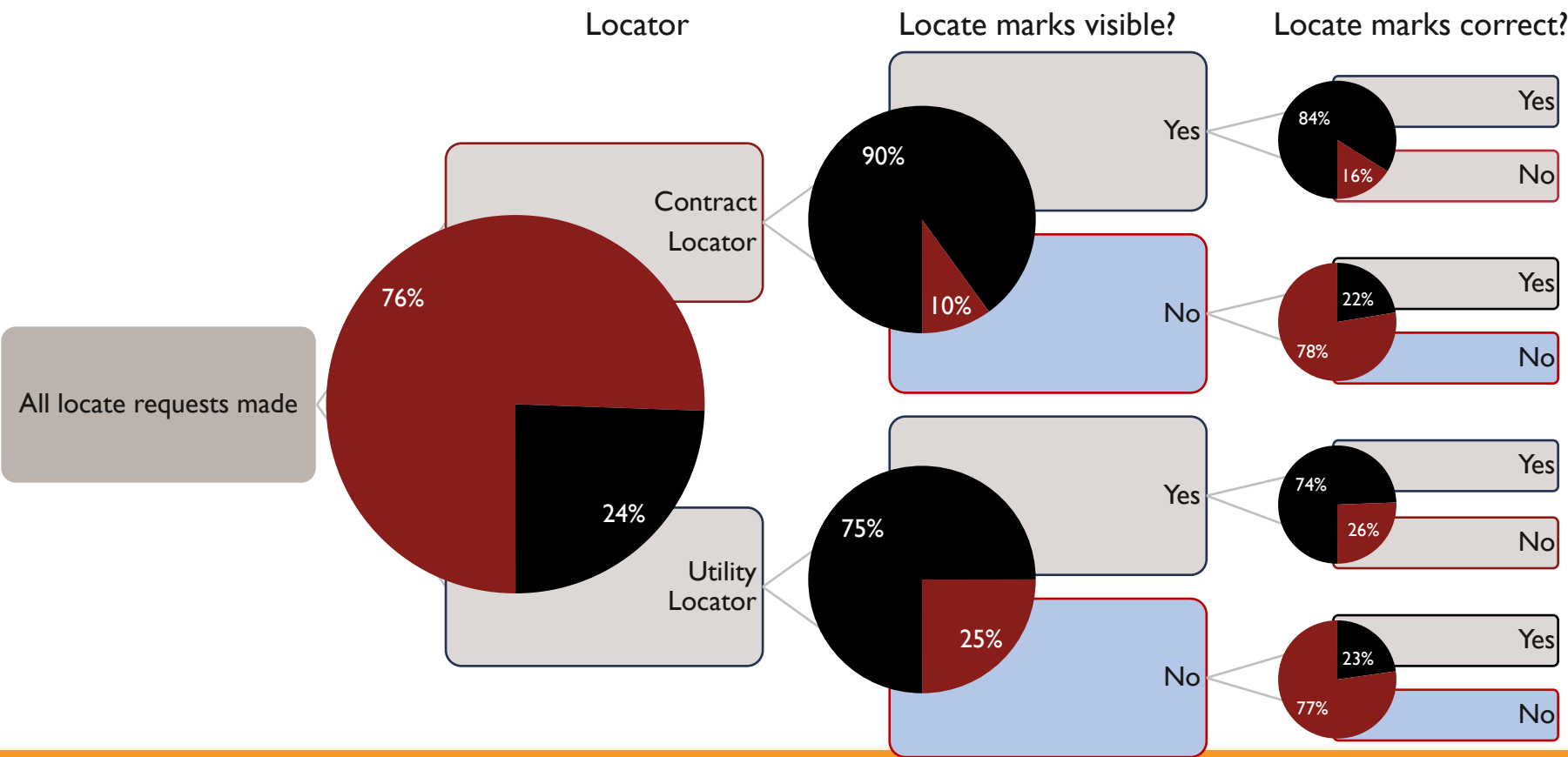
Facility Operation Affected, Part C (Natural Gas)
and Type of Facility Affected (Distribution and Service/Drop) ;
Event Submitter, Part A

Source: Common Ground Alliance



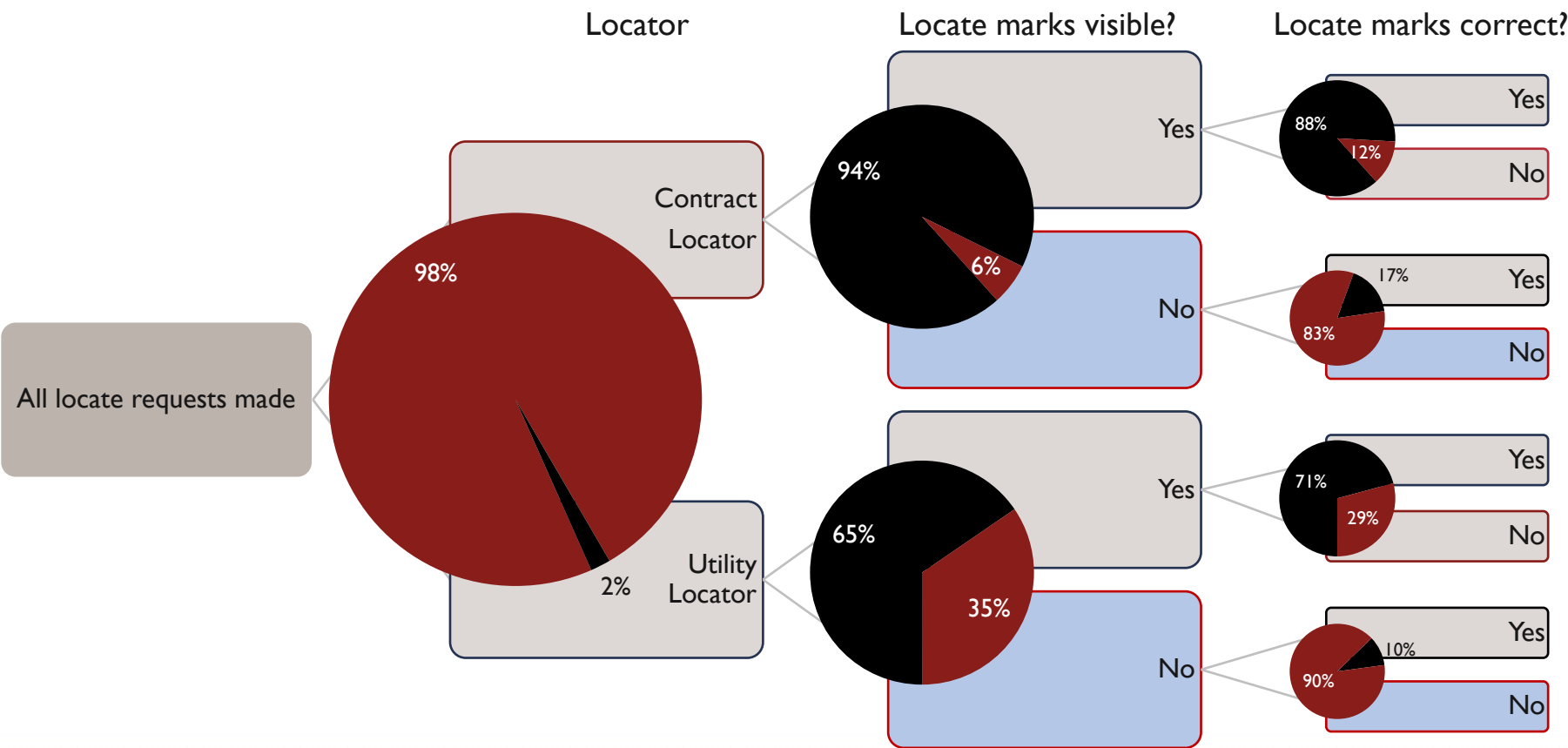
Site marking characteristics by locator (known events) for natural gas distribution facilities

Facility Operation Affected, Part C (Natural Gas) and
Type of Facility Affected (Distribution and Service/Drop);
Locating and Marking, Part F
Source: Common Ground Alliance



Site marking characteristics by locator (known events) for all non-natural gas damages

Facility Operation Affected, Part C (All other damages) and
Type of Facility Affected;
Locating and Marking, Part F
Source: Common Ground Alliance



Facilities Affected – Excavator Type – Work Performed – Root Cause

Facilities affected known events

Distribution or Service/Drop

Other Facilities



Excavator type

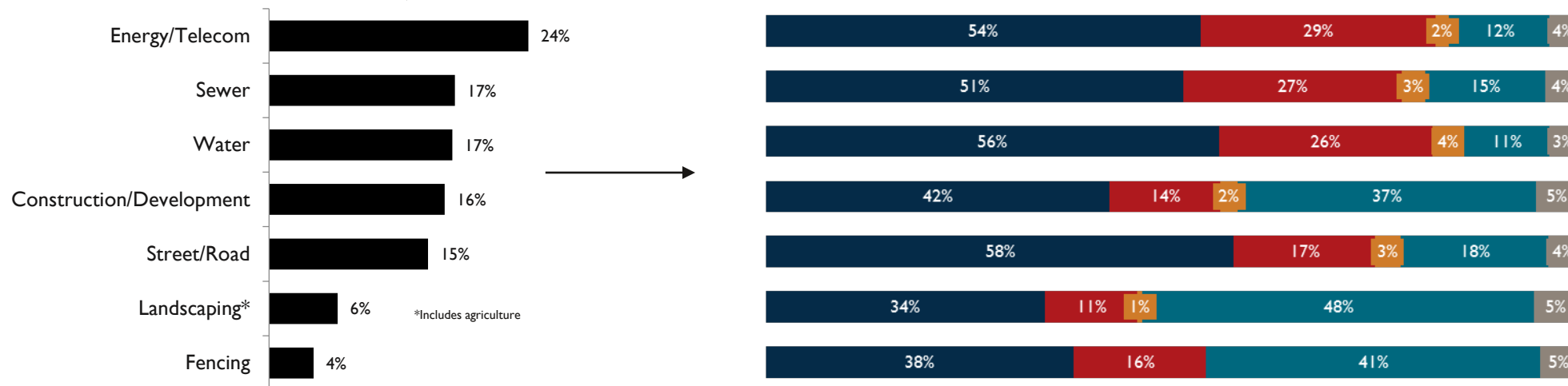
Contractor/Developer



Work performed

Damage root cause

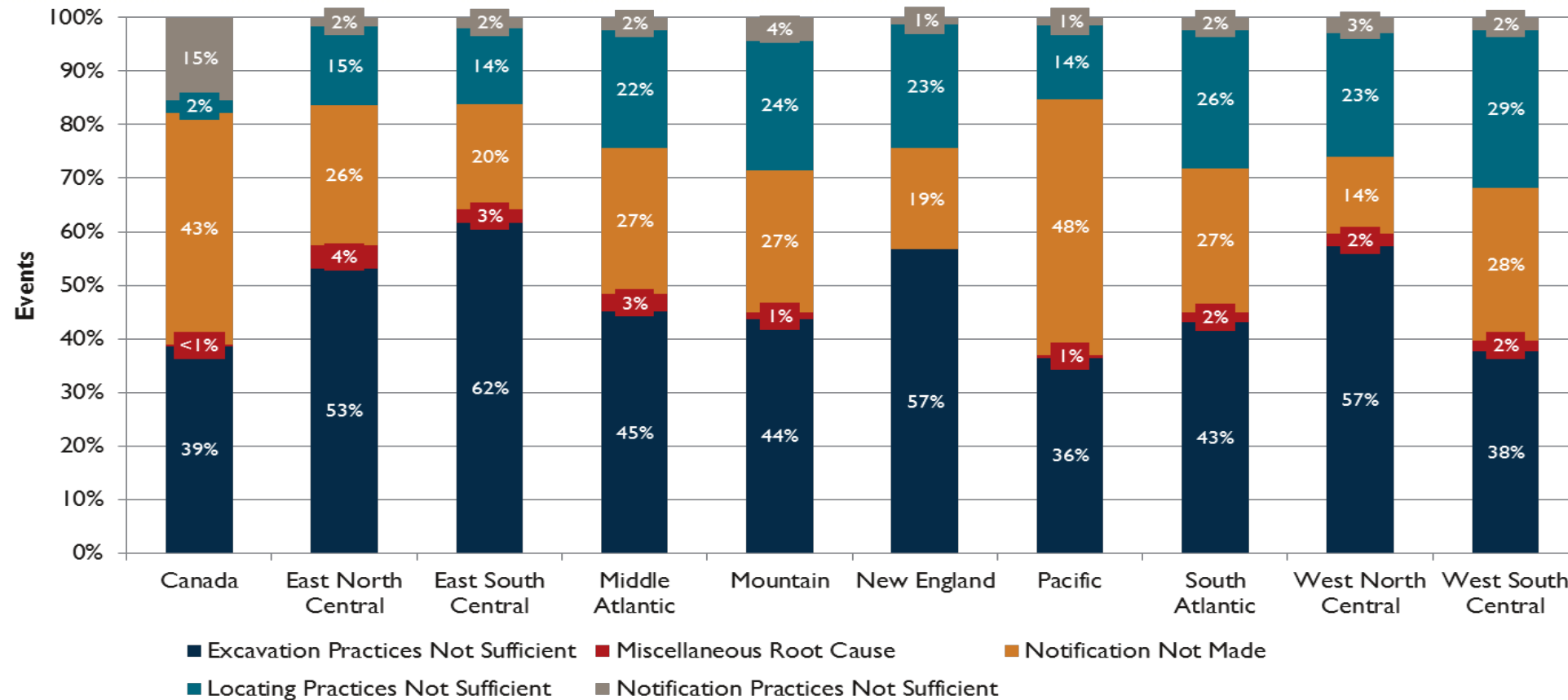
■ Excavation Practices Not Sufficient ■ Locating Practices Not Sufficient
■ Miscellaneous Root Cause ■ Notification Not Made
■ Notification Practices Not Sufficient



DAMAGE INFORMATION REPORTING TOOL

DIRT

Known Events by Census Division and Root Cause Group



DAMAGE INFORMATION REPORTING TOOL

DIRT

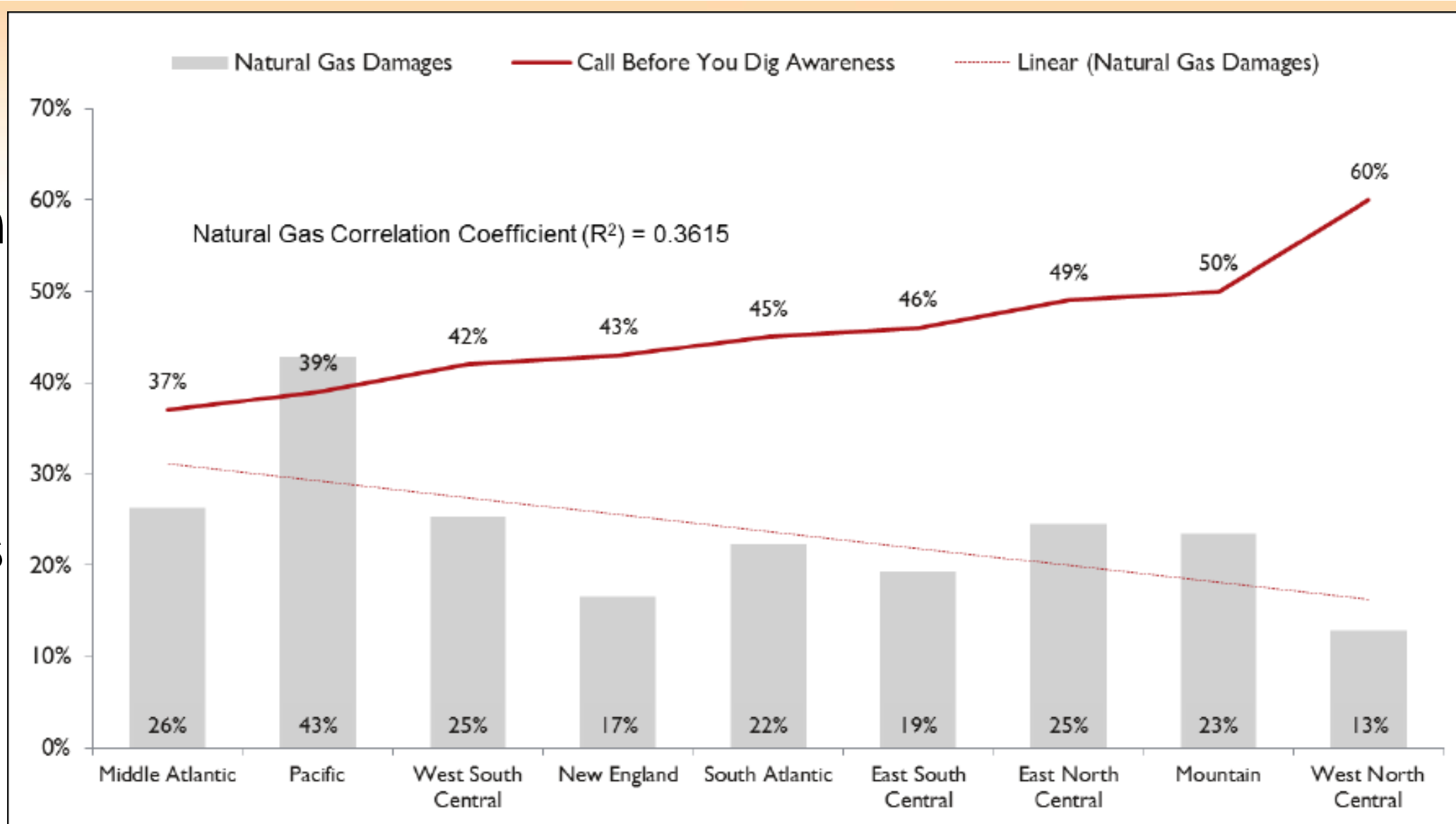
Known Events by Census Division and “Excavation Practices Not Sufficient” Root Cause

Census Division	Excavation practices not sufficient (other)	Failure to use hand tools where required	Failure to maintain clearance	Failure to maintain marks	Failure to support exposed facilities	Failure to test hole
Canada	52%	35%	6%	4%	3%	1%
East North Central	66%	11%	19%	2%	1%	1%
East South Central	81%	4%	10%	3%	1%	2%
Middle Atlantic	39%	22%	27%	9%	2%	2%
Mountain	76%	4%	7%	3%	3%	7%
New England	95%	2%	4%	0%	0%	0%
Pacific	57%	27%	5%	4%	2%	6%
South Atlantic	63%	5%	18%	12%	1%	0%
West North Central	78%	7%	6%	3%	1%	3%
West South Central	68%	7%	19%	4%	0%	1%

DAMAGE INFORMATION REPORTING TOOL

DIRT

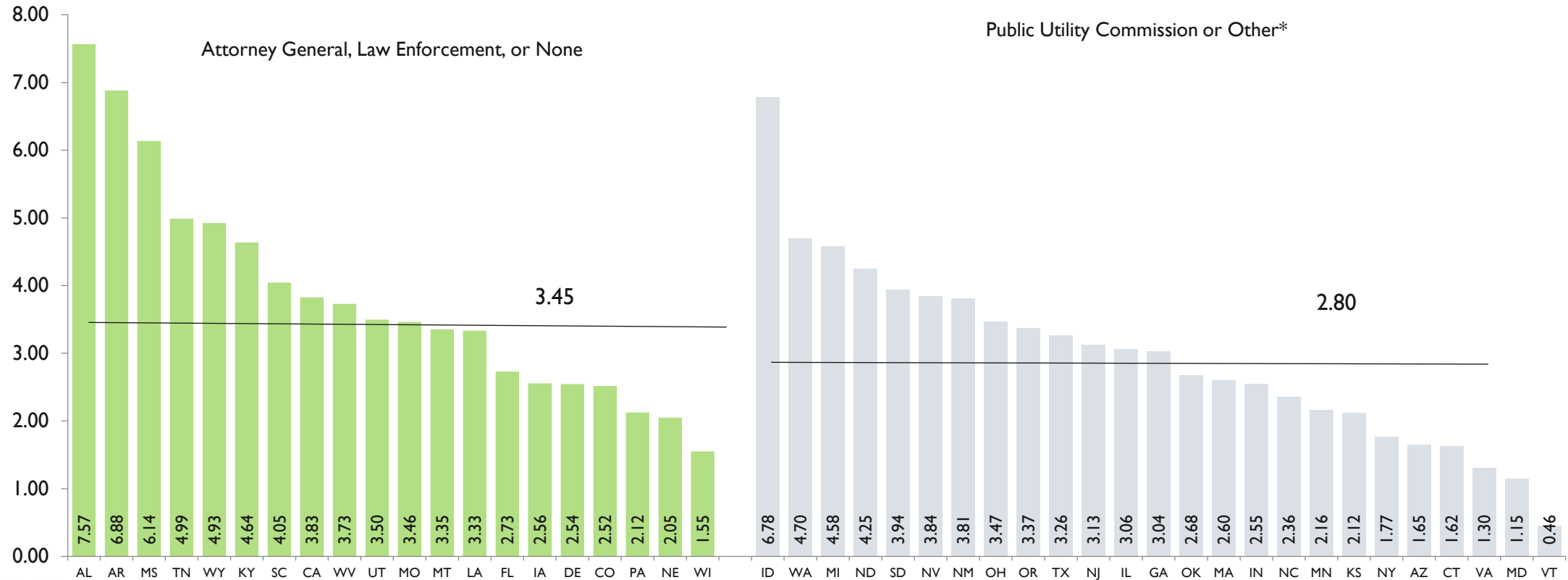
Correlation Damages to Call Before You Dig Awareness



DAMAGE INFORMATION REPORTING TOOL

DIRT

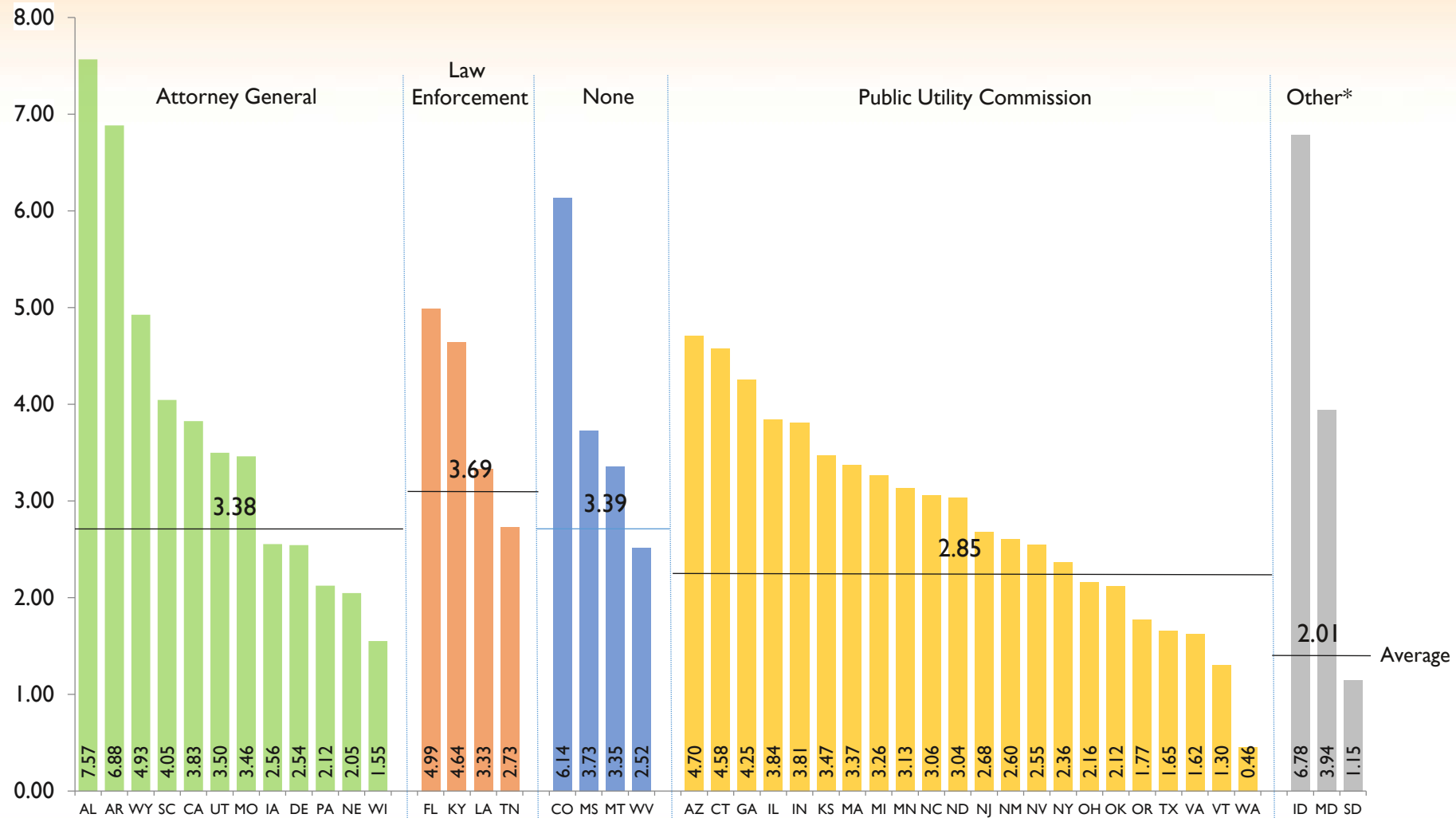
PHMSA Data: Damages / 1000 tickets for Varying Enforcement Authorities



DAMAGE INFORMATION REPORTING TOOL

DIRT

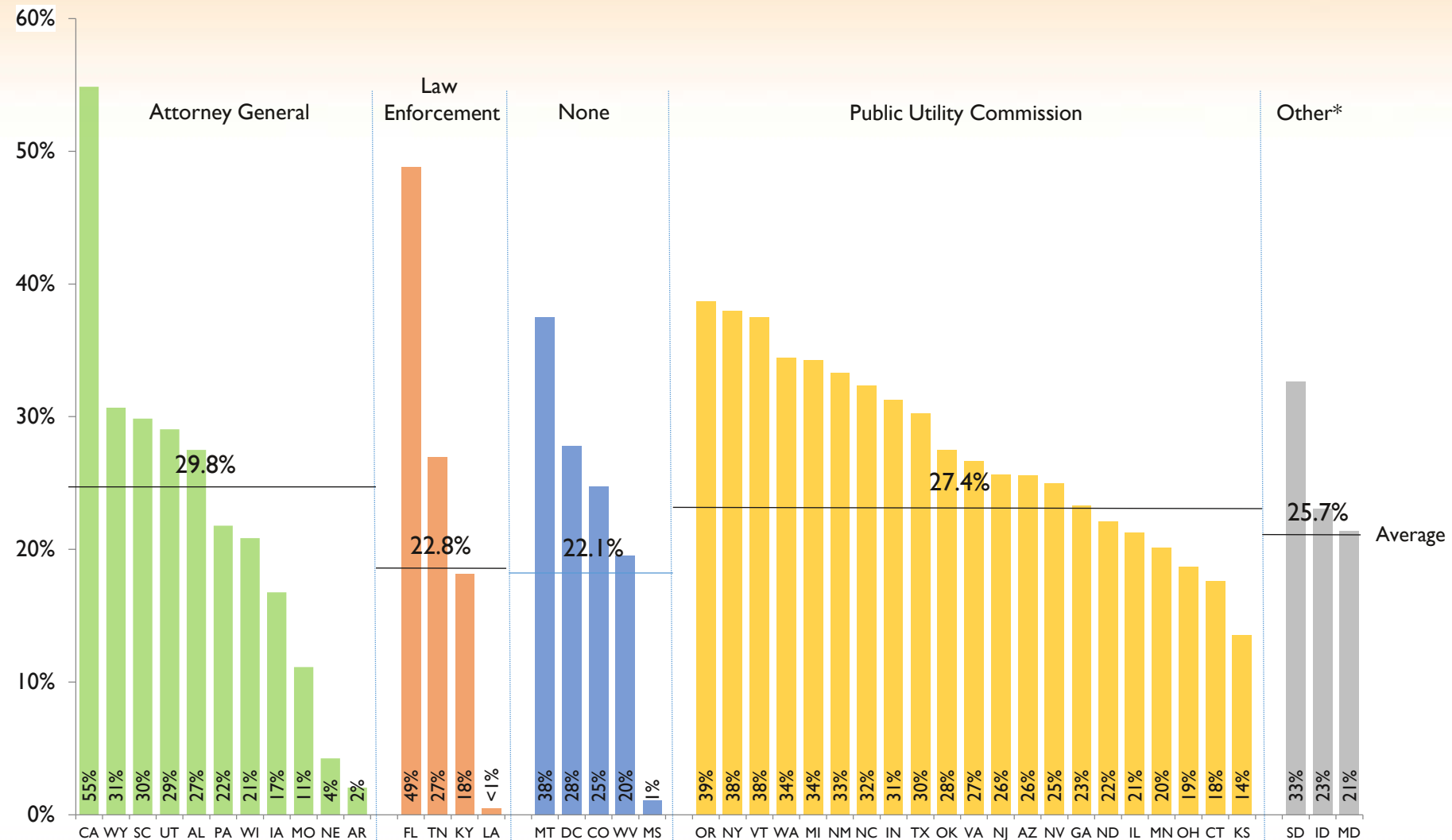
Excavation damages per 1,000 excavation tickets for varying enforcement authority per PHMSA reported data



DAMAGE INFORMATION REPORTING TOOL

DIRT

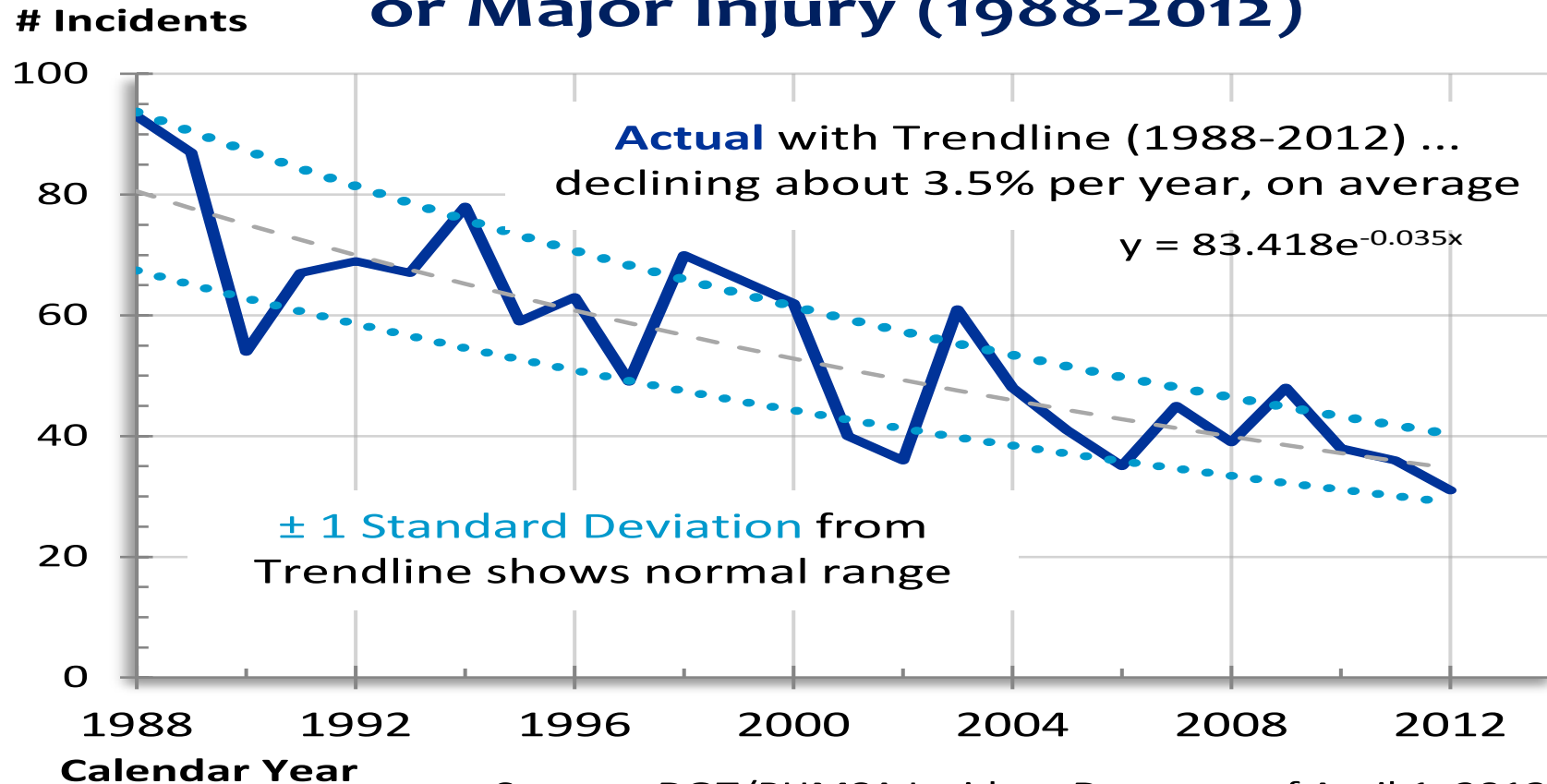
Percent of damages (known data) with a root cause of Notification NOT Made by enforcement authority



DAMAGE INFORMATION REPORTING TOOL

DIRT

Pipeline Incidents with Death or Major Injury (1988-2012)



Source: DOT/PHMSA Incident Data -- as of April 1, 2013.

DAMAGE INFORMATION REPORTING TOOL

DIRT

EMPHASIS IN 2016

Encourage all stakeholders to submit detailed damage data to enable analysis and development of action plans to help reduce damages.

Challenge all stakeholders to examine their State public awareness programs, any exemptions to one call laws, and their enforcement mechanisms to determine if any of these need changes or improvements to help reduce events, which in turn will reduce damages, injuries, and fatalities.

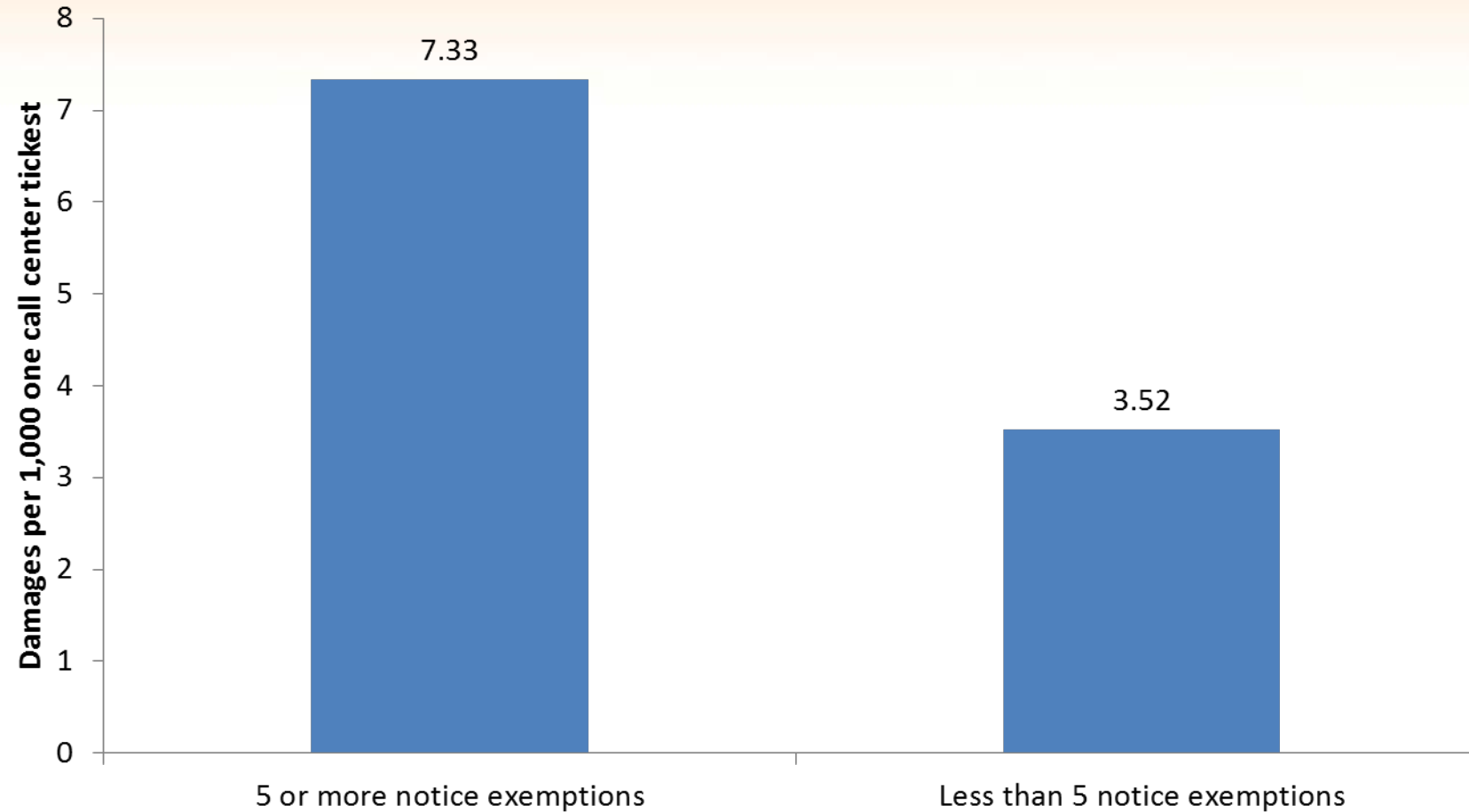


DAMAGE INFORMATION REPORTING TOOL

DIRT

Average damage rate for 18 states with five or more notice exemptions compared to 18 states with less than five notice exemptions

Source: 2012 DIRT data



UNDERGROUND

SAFETY ALLIANCE



Kentucky 811



DAMAGE INFORMATION REPORTING TOOL

DIRT



Pipeline Safety Division's Role: IC 8-1-26

The Pipeline Safety Division shall investigate alleged violations of IC 8-1-26. If the Division finds that a person has violated the chapter, they shall forward its finding to the Advisory Committee. IC 8-1-26-23(g).



UPPAC MEMBERS IC 8-1-26-23

- One (1) member representing the association. (IN811)
- One (1) member representing investor owned gas utilities.
- One (1) member representing operators of pipeline facilities or pipelines.
- One (1) member representing municipal gas utilities.
- Two (2) members representing commercial excavators.
- One (1) member representing providers of facility locate marking services.



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Anatomy of a Damage Case

Possible Penalties

- ▶ Warning letter (first offense)
- ▶ Training
- ▶ Corrective action plan
- ▶ Monetary penalties up to \$10,000 (Excavators) or \$1,000 (Operators)
- ▶ Operators subject to additional fines up to \$25,000 under IC 8-1-22.5.



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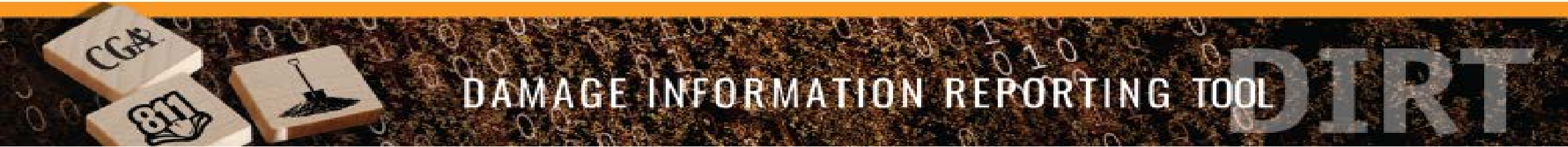
Advisory Committee

Mission: *To assist the Commission in furthering Virginia’s underground utility damage prevention program through efforts that include fair and consistent enforcement of the law and effective public education.*



Committee Meets Monthly

<u># of Members</u>	<u>Representing</u>
2	Operators
3	Excavators
2	Locators
2	Local Governments
1	Notification Center
1	VDOT
1	Board for Contractors
1	Commission Staff

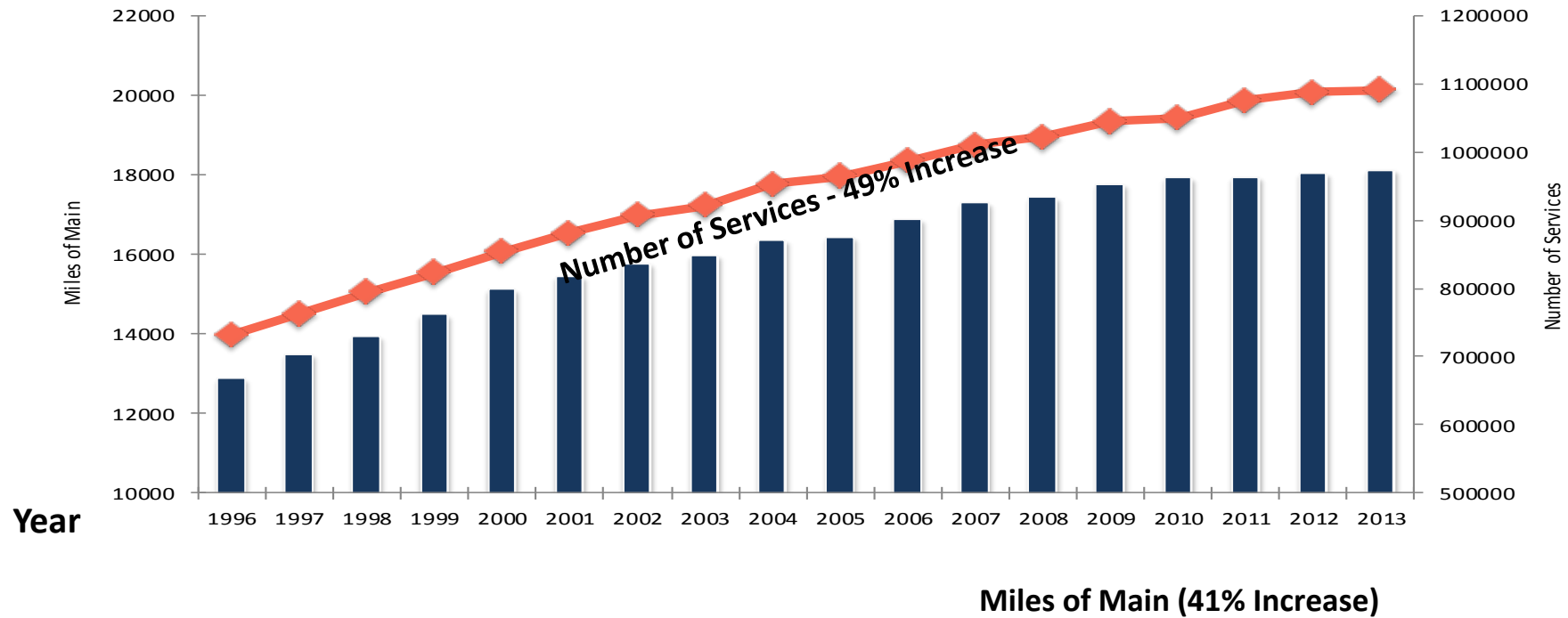


Results...

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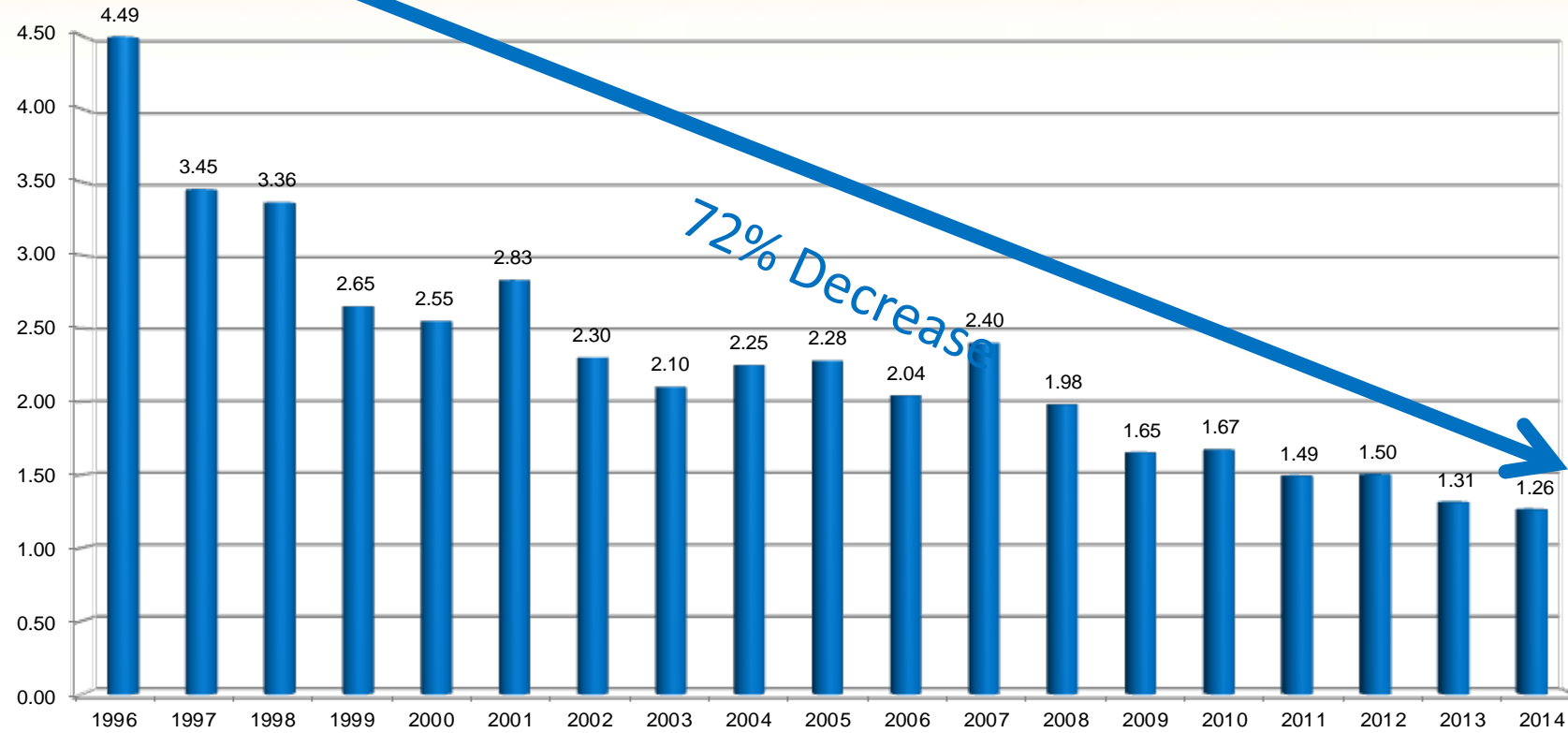
Gas Distribution System Growth in Virginia



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Gas Damages per 1000 Gas Tickets



* 2014 data through October

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2014 DRETS Data Analysis & Recommendations



INITIATIVES AND DIRECTION

- Reinforce a developed educational training program
- Establish effective enforcement
 - More field time
 - Closing investigations after 30-day reporting period
- “Change Behavior” - We cannot become what we need or what we want to be by remaining what we are.



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Enforcement Guidelines

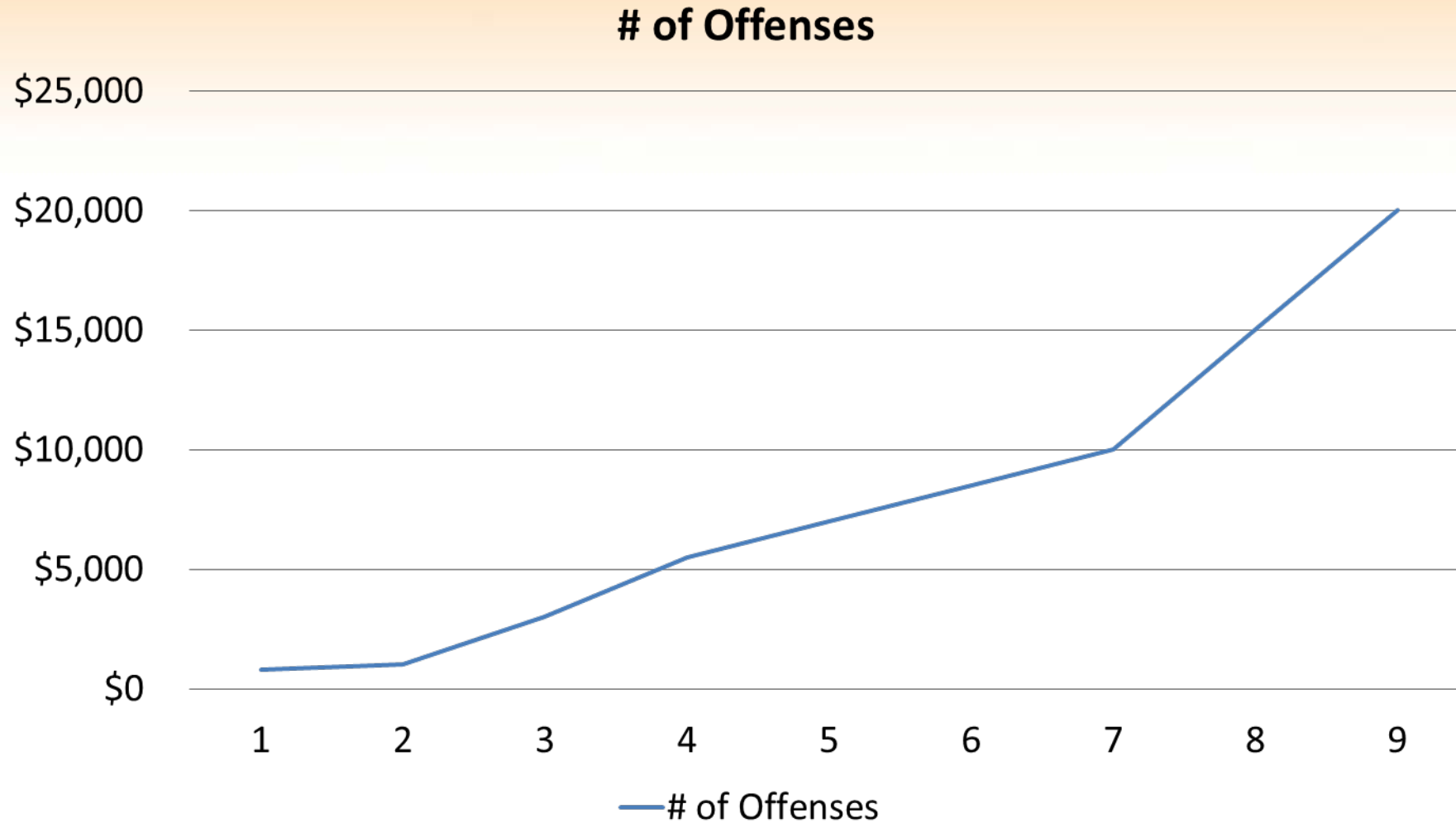
- 1st Offense = NMEL and Procedures Class for Responsible Person
- 2nd Offense = Fine; NMEL and Procedures Class for **entire company/crew/department(s)** responsible for planning, conducting, or preparing excavation activities
- 3rd Offense = Fine (the training hasn't made a difference☺)
- Additional Offenses result in increased fines until 14th Offense
- 14th Offense = Mandatory Settlement Conference
- 15th Offense = Likely another settlement conference or hearing before the Commission.



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Do the right thing! Change your Behavior!



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Exhibit 1: Number of Damages Reported in New Mexico

During the calendar year of 2014, New Mexico 811 processed 178,572 inbound requests to the call center and 1,080,006 outgoing tickets to the members. There were a total of 2,032 damages reported, of which 1,357 occurred to active facilities and 675 occurred to abandoned facilities. For 2014, the damage statistics are as follows:

- 11.38 damages per 1,000 inbound requests (including abandoned facilities)
- 1.89 damages per 1,000 outgoing tickets (including abandoned facilities)
- 7.6 damages per 1,000 inbound requests (not including abandoned facilities)
- 1.26 damages per 1,000 outgoing tickets (not including abandoned facilities)

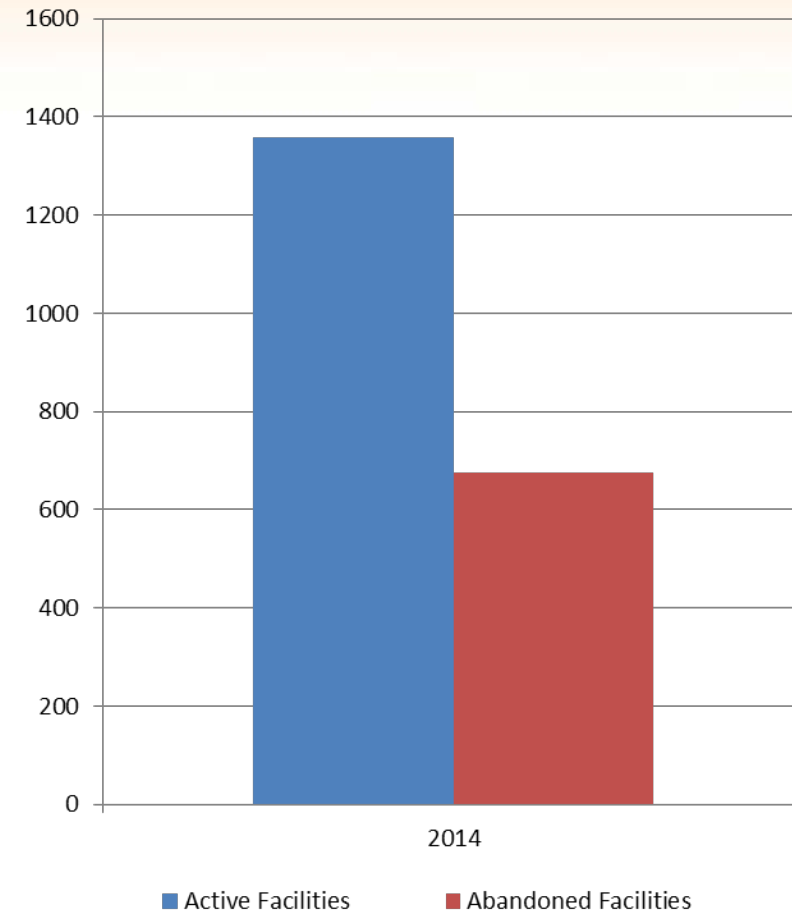
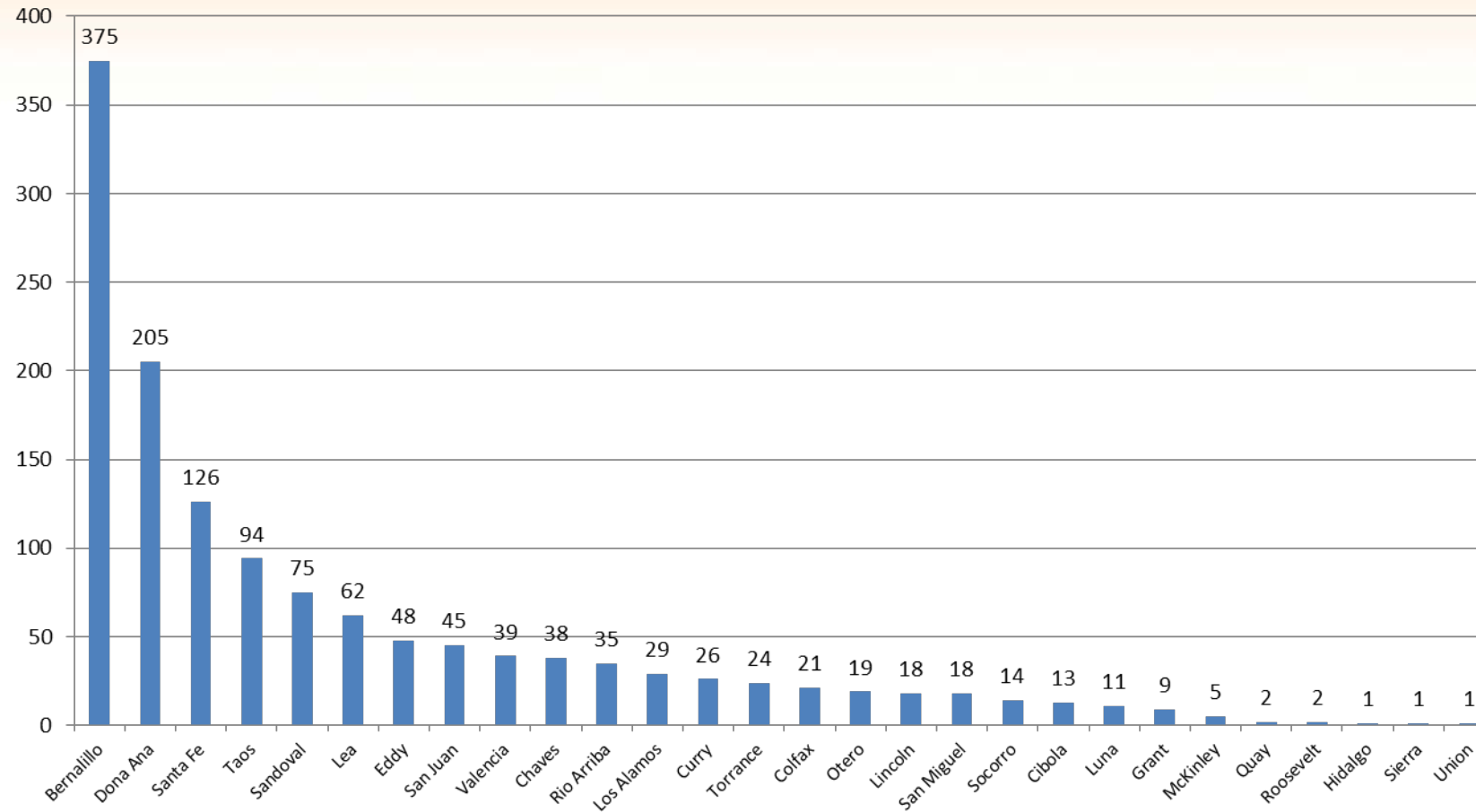
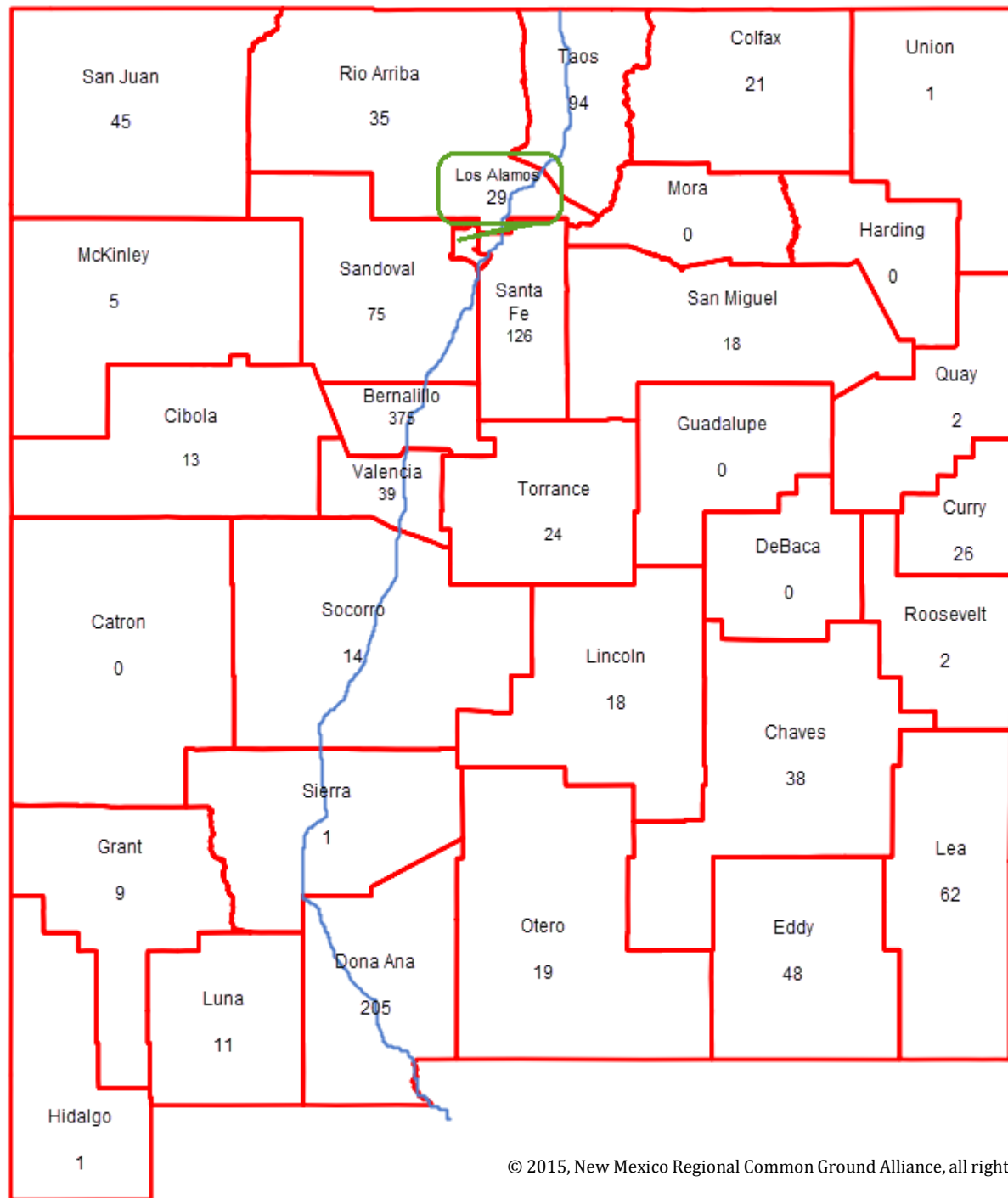


Exhibit 2: Damages Distributed by County

Number of Reported Damages by County





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Pipeline and Hazardous Materials Safety Administration



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