Damage Prevention is Good Business...
# U.S. Infrastructure

<table>
<thead>
<tr>
<th>Utility</th>
<th>Grouping</th>
<th>Subgroup</th>
<th>Recent Report YR Miles</th>
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<td>Total Underground Infrastructure:</td>
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<td>18,903,492</td>
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- **Excavator**..................Jim Barron, Ronkin Construction
**State Regulator**..........Massoud Tahamtani, Virginia State Corp. Commission
**Insurance**...................John Komidar, Travelers Insurance
**Railroad**....................Bob Fronczak, Association of American Railroads
**Oil**............................Ron McClain, Kinder Morgan
**Locators**....................Mike Stayton, USIC
**Public Works**..............Noel Thompson, Thompson Resources
**One Call**.....................Rick Pevarski, VA 811
**Equipment Mfg**............Candace Schnoor, John Deere
**Gas Distribution**.........Anthony McCain, Nicor Gas
**Gas Transmission**--------Randy Barnard, Williams
**Engineering**...............John Robertson, Johnson, Mirmiran & Thompson, Inc.
**Road Builder**..............Vic Weston, Tri-State Road Boring
**Electric**....................Patti Lama, Portland General Electric
**Telecom**.....................Diane McCarthy, Verizon
**Emergency Services**......Jerry Rosendahl, Minnesota State Fire Marshal)
**At Large**....................Tim Felt, Colonial Pipeline
**At Large**.....................Corey Willson, 3M
**At Large**....................Mike Sullivan, Alberta One Call
**At Large**.....................Paul Preketes

- At Large.................... JD Maniscalco, Utility Notification Center of Colorado
- At Large....................Jamal Masumi, Utiliquest
CGA Committees

- One Call Systems International, OCSI
- Technology (Formerly R and D)
- Regional Partners
- Data Reporting and Evaluation
- Educational Programs/Marketing and Membership
- Best Practices
– Version 8.0 Published March 2011
– Includes 7 new practices
– Working document – Currently 21 proposals under review by Best Practices Committee
DIRT Report for 2010
Data Reporting & Evaluation Committee
September 7-8, 2011
Damage Information Reporting Tool (DIRT)

- Online data collection tool
- Secure
- Anonymous
- Multiple Record Loading Options
  - Automated Data Loader
  - Universal Front End Loader
- Support
DIRT Report for 2010

Results, Conclusions, Recommendations
DIRT Report: Highlights Need to Call

- “...industry data collected for 2010 suggests that less than one percent of excavations preceded by a one call notification experience damages.”
- “Analysis of the damages reported to the CGA’s DIRT database for 2010 further demonstrates that approximately one-third (32%) were the result of the failure to make notification prior to excavation.”
- “…a call to the one call center (811) is therefore the simplest and most effective means to reduce or eliminate excavation related underground utility damages.”
DIRT 2010: Looking to Answer Questions

- DIRT database looks to answer the following three questions related to root cause:
  1. Was a locate request made prior to excavation?
  2. Was the site properly marked?
  3. Was the site properly excavated?

- Details regarding the event and related circumstances provide for a more comprehensive review of the data.
Distribution of Known Events by Root Cause Group

- Excavation Practices Not Sufficient, 38%
- Notification NOT Made, 32%
- Locating Practices Not Sufficient, 25%
- Other, 5%
Was a locate request made prior to excavation?

*When looking specifically at incidents where answer to question is “no”...*

“So small fencing, irrigation, and landscaping contractors were most involved in events that included a failure to make a notification prior to excavation.”
Reported Events & Total Damages

- **112,917 events reported** into DIRT for 2010 – *(2,315 fewer events than in 2009)*

- Sample of 31 one call centers where total number of tickets was available suggests overall damage rate of **3.02 damages per 1,000 tickets** *(range of .07 to 11.95)*.

- Total estimate of U.S. damages using Colorado & Connecticut: **165,000 damages**
Total Damages / Level of Construction

Consistent Trends

Chart 1

- Events Reported to DIRT
- Estimated damages
- Estimated One Call Tickets/100
- Building Permits/10

(All data for United States Only)
The above graph shows the relationship between the number of locate requests received by Portland General Electric and the number of respective dig-in damages that were recorded from 2005 through 2010.
August 11th as 8/11 Day
The 3M-811 Car

- 5 million viewers on ESPN
- Pre-race 811 mention and logo exposure
- Media value of $260,000
8/11 – More Than Just a Day in 2011

- The month began with the 3M-sponsored NASCAR driven by Greg Biffle sporting the 811 logo at the Aug. 7 race at Pocono
- Week continued with stakeholder marketing efforts across the country, leading up to Aug. 11
- Culminated with more than 50 stakeholders lining the rope lines at NBC’s Today and Fox News Channel’s Fox and Friends
Call811.com by the Numbers

Aug. 2011 vs. Aug. 2010

- 8/11/11 visits: + 72%
- Total monthly site visits: + 47%
- Total monthly page views: + 29%
Tactical Review

- 3M-811 Greg Biffle NASCAR
- Earned media exposure
- Paid advertising
- Baseball
- T-shirts and cakes
- Marco’s Pizza
- Grassroots marketing
- Digital media (email, websites and social media)
- Employee events/communications
Interactive Booth Near Track

Stakeholders from Dig Safely New York and Pennsylvania One Call staffed booth throughout the weekend to promote 811 to race fans.
811 at Today and Fox & Friends

- 55 stakeholders in Call 811 shirts
- 6 minutes of airtime
- 17 million viewers reached
- $350,000 in advertising equivalency
- Complete takeover of the screen for first two minutes of 8 a.m. EDT hour on NBC’s Today
Growth in Annual Media Exposure

Increased engagement by stakeholders of all types has led to a significant increase over past three years.
Paid Advertising/Houston Initiative

Stakeholders in Houston, TX worked together for a one-day blitz in their markets of TX/OK/LA in the following media:

- Top news websites
- English and Spanish radio stations
- Dallas Cowboys preseason football game
America’s Pastime and 811
America’s Pastime and 811
25,000 T-Shirts Strong
Happy 8/11 Day Cakes
Marco’s Pizza

Marco’s Pizza once again offered $8.11 pizzas, this time on 8/11. CGA created marketing materials that stakeholders used to promote the deal.
Employee Events
Communications Plan Background

• During 2010, stakeholder feedback indicated the following requests from CGA for Campaign Materials:
  – More supporting tools
  – More case studies
  – More lead time
  – More assistance with long-term and annual planning
  – More specific direction on when to implement programs
  – Guidance in measuring campaign effectiveness
Result – Comprehensive 13-Month Plan

- Month-by-month calendar with recommended dates for all tactics included in the plan
- National Safe Digging Month tactics
- 8/11 Day tactics
- Additional campaigns and tools
- Full plan, calendar and supporting tools available at [www.call811.com/campaign-materials](http://www.call811.com/campaign-materials)
SAFETY AWARENESS 3-PACK!

5 Steps to Safer Digging
Red's

Call for Kids

5 Steps to Safer Digging
Toolbox

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- Consumers Energy
- Explorer Pipeline
- ExxonMobil Pipeline
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- Koch Pipeline Company LP

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