



DIRT

Damage Information Reporting Tool



Member Driven Organization

Excavator
State Regulator
Insurance
Railroad
Oil
Locators
Public Works
Electric
One Call

Equipment Mfg
Gas Distribution
Gas Transmission
Engineering
Road Builder
Telecom
Emergency Services



Damage Information Reporting Tool

DIRT



KCTV
5
NEWS



KCTV

5

HD

HOUSE COATED IN ICE

KANSAS CITY, MO

CGA Funding



CGA Committees

- One Call Systems International, OCSI
- Technology (Formerly R and D)
- Regional Partners
- Best Practices
- Educational Programs/Marketing and Membership
- Data Reporting and Evaluation

DIRT Report for 2010

- Introductions
 - Steve Blaney (DIRT Reporting Task Team Chair, New York Public Service Commission)
 - Jay Bowman (Consultant, FMI)

2010 – New Consultants/New Report

- November 2010: Selected FMI to work with Data Committee on DIRT Report for 2010.
- What was committee looking for in new consultant/report?

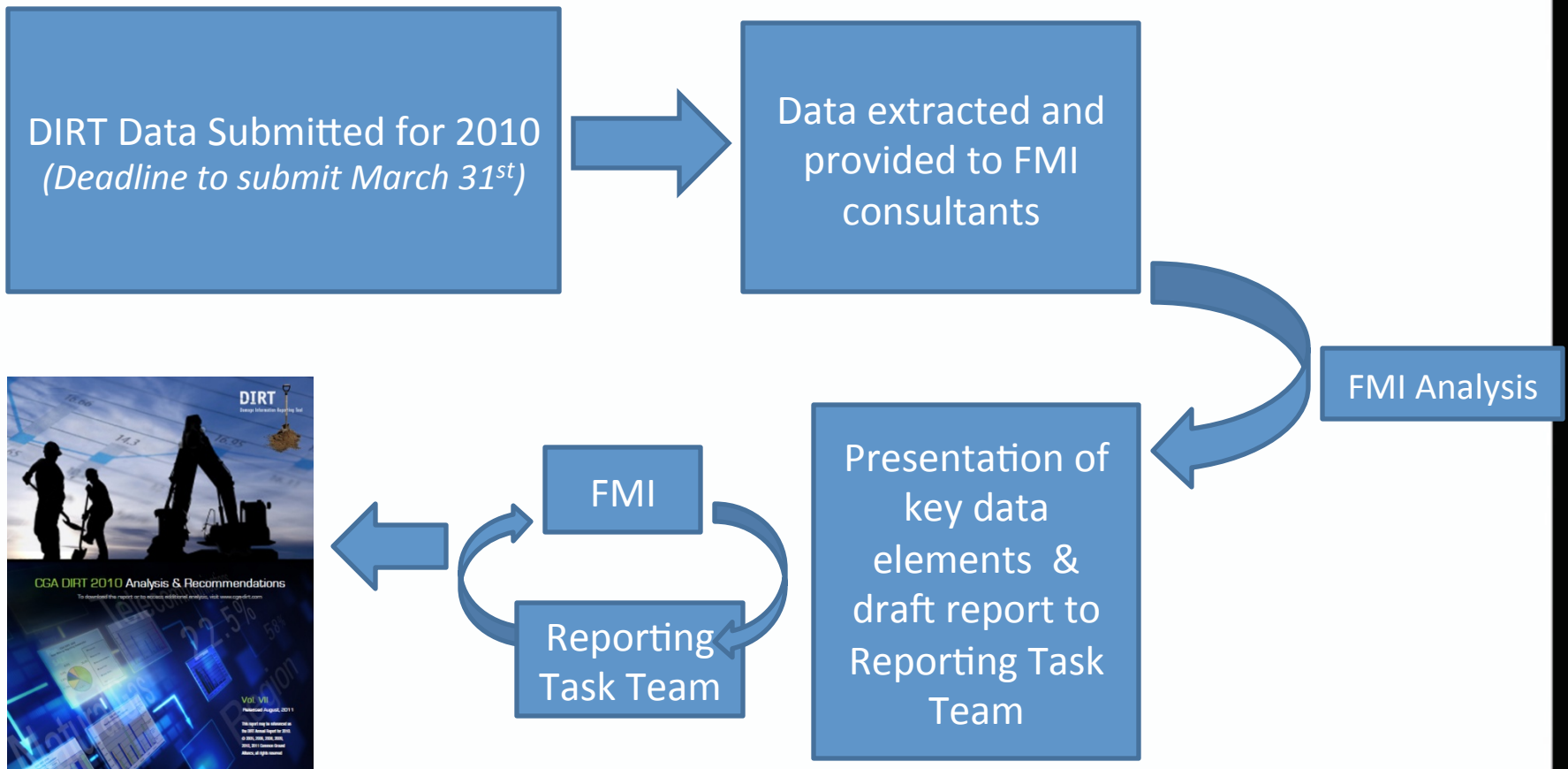


New perspective on data

Comparison to outside metrics/data sources

Answer question...“so what”

Development of Report



2010 Report v. Previous Reports

- Looked at data in its entirety – What does entire data set tell us?
- Not as much emphasis on year over year comparison.
- Highlighted “areas of focus” for limited damage prevention resources.
- Identified compelling conclusions related to damage prevention.

DIRT Report for 2010

Results, Conclusions,
Recommendations

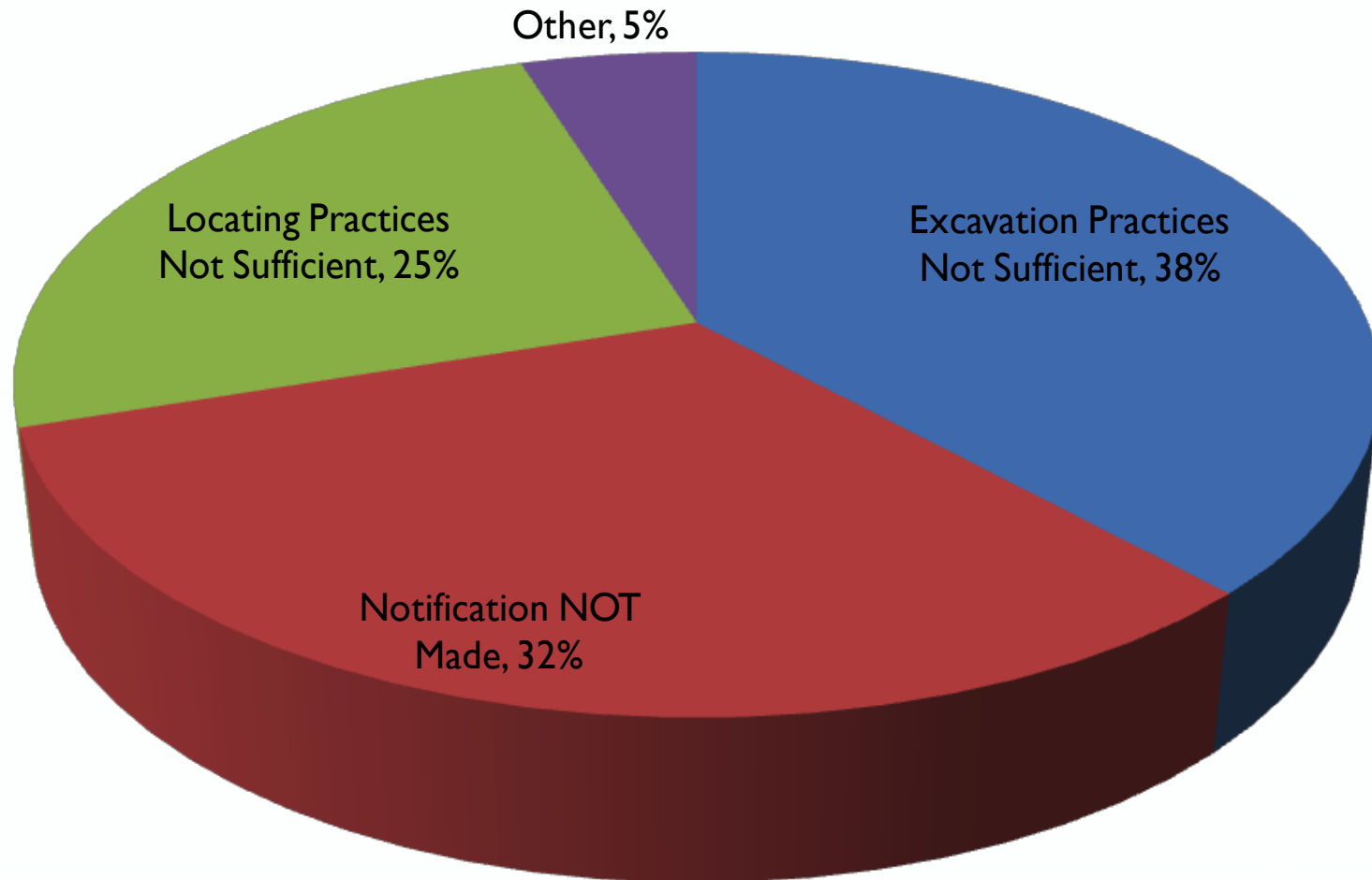
DIRT Report: Highlights Need to Call

- “...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



Was a locate request made prior to excavation?

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

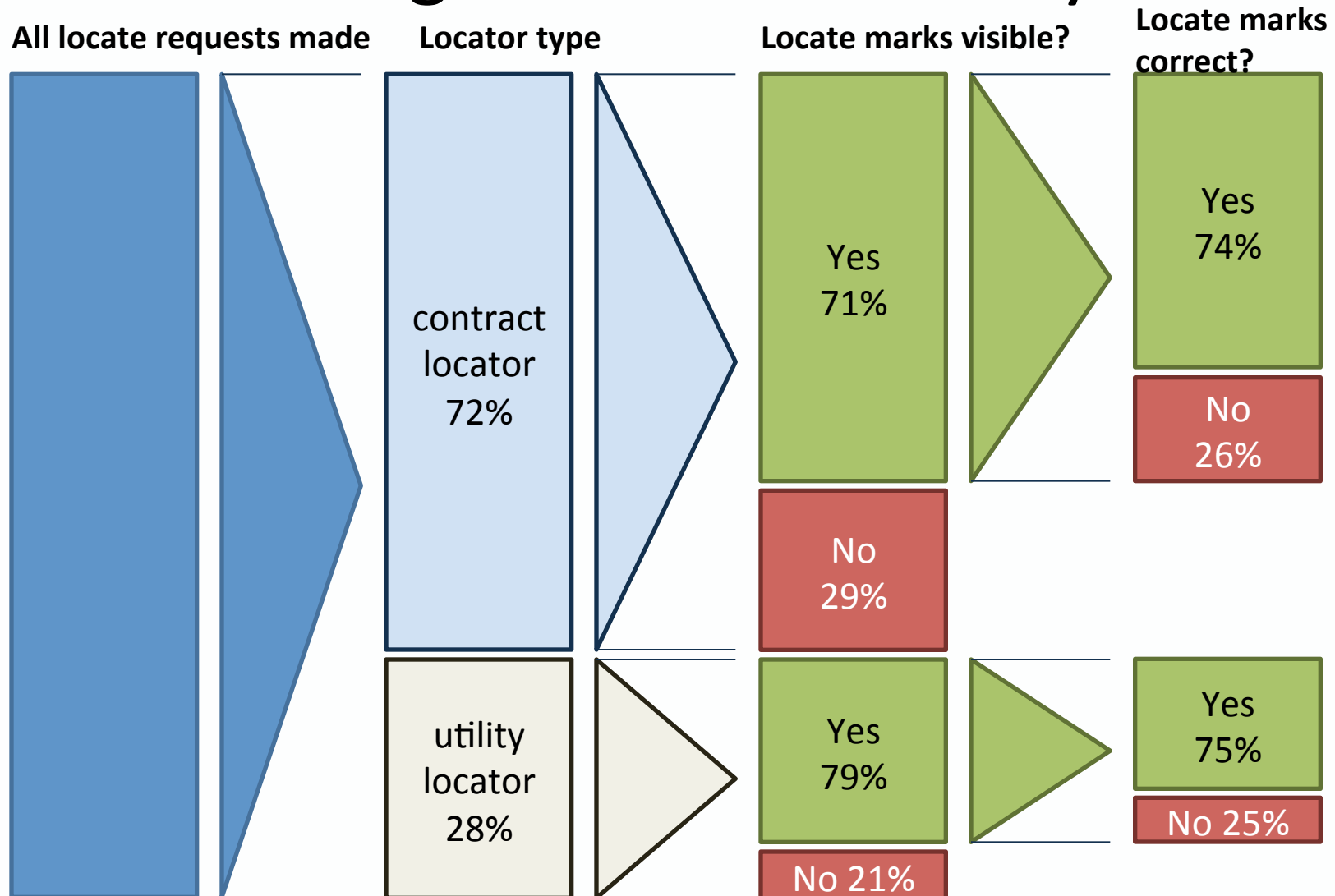
“Small fencing, irrigation, and landscaping contractors were most involved in events that included a failure to make a notification prior to excavation.”

Was the site properly marked?

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

“Contract locators performed the majority of site markings for the events reported in 2010, but proportionally they performed no better or worse than utility locators.”

Site Marking Characteristics by Locator



Was the site properly excavated?

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

“Contractors and municipalities performing excavation related to sewer and water construction were involved in a greater percentage of events, using backhoes and similar equipment at times and under certain situations when possibly hand tools or soft excavation should have been employed.”

Distribution of Root Causes for Excavation Practices Not sufficient

	number of events	percent of events	
Excavation Practices Not Sufficient	23,089	37.6%	
Other excavation practices not sufficient	11,223	48.6%	Percent of total "Excavation Practices Not Sufficient"
Clearance not maintained	5,106	22.1%	
Hand tools not used	3,913	16.9%	
Marks not maintained	1,590	6.9%	
Test hole not used to verify	785	3.4%	
Exposed facility not supported	391	1.7%	
Backfilling improper	81	0.4%	

Using the Results

Based on results, the following actions are encouraged for damage-prevention stakeholders:

- Increasing locate requests by smaller, residential-oriented contractors and further investigation of the consistency of notifications among callers
- Improving mark outs among locators through best practices education and training
- Improving excavation practices.

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

Putting the Results to Action

Data Committee Recommendations to Damage Prevention Stakeholders

- **Increase one call requests** by small fencing, irrigation, and landscaping contractors. Review one time or occasional users to make sure they are calling every time they excavate and not only some of the time.
- **Provide reminders and sufficient training to contract locators.** Benchmark good practices, and visit contract locator trade associations to speak to them or have discussions about such practices.

Putting the Results to Action

Data Committee Recommendations to Damage Prevention Stakeholders

- **Develop and distribute educational material** regarding safe excavation practices (e.g., soft excavation and/or hand digging when the mechanical equipment is close to a facility and/or targeting water/sewer contractors working with municipalities).
- **Encourage one call centers to submit complete data** including total incoming ticket requests to CGA through the OCSI data tool. OCSI and the CGA collect data from one call centers annually including incoming ticket requests.

Putting the Results to Action

Data Committee Recommendations to Damage Prevention Stakeholders

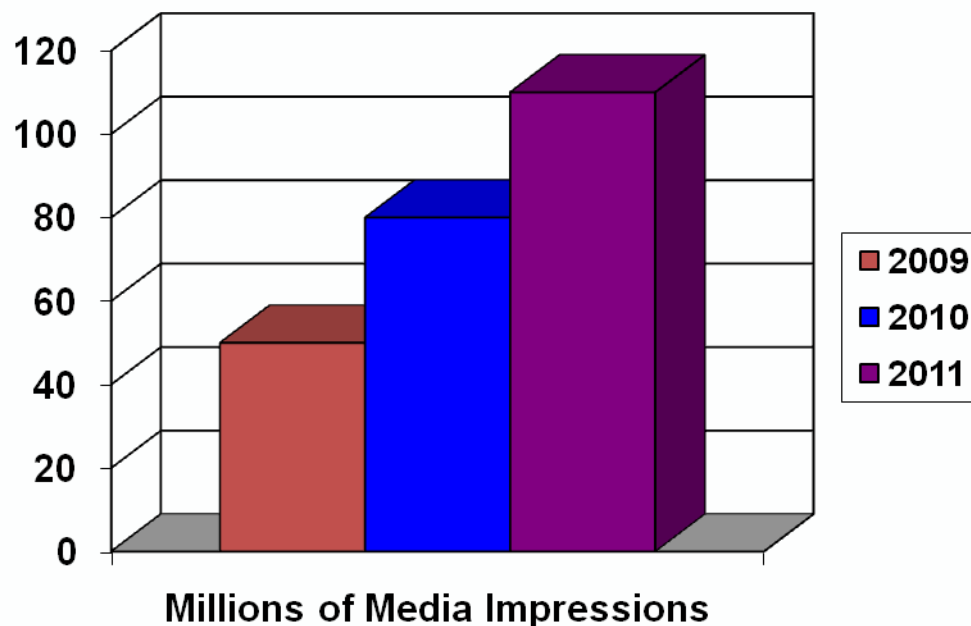
- Utilize damage or incident rate as a data reporting benchmark.
- Encourage the incorporation of obtaining a one call ticket into the permitting/contract process.
- Use the DIRT report data and indicators to formulate your own particular programs rather than use the report as a static document.
- Improve data quality submitted into DIRT (e.g., complete more fields within the tool and collect more data from the jobsite).



Tactical Review

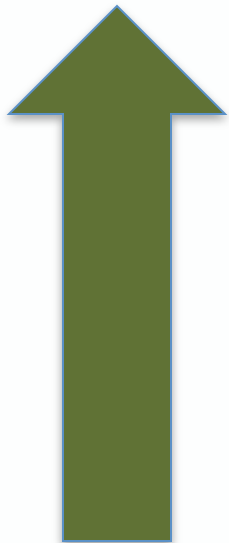
- 3M-811 Greg Biffle NASCAR
- Earned media exposure
- Paid advertising
- Baseball
- T-shirts and cakes
- Marco's Pizza
- Grassroots marketing
- Digital media (email, websites and social media)
- Employee events/communications

Growth in Annual Media Exposure



Increased engagement by stakeholders of all types has led to a significant increase over past three years

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%



The 3M-811 Car



- 5 million viewers on ESPN
- Pre-race 811 mention and logo exposure
- Media value of \$260,000



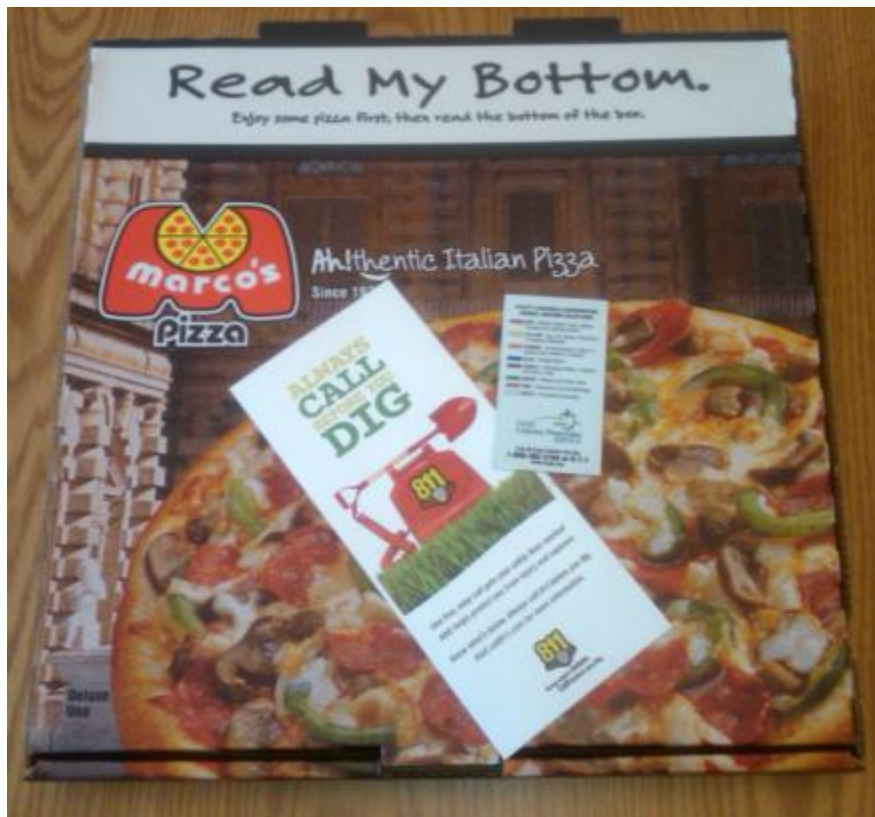
25,000 T-Shirts Strong



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.



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



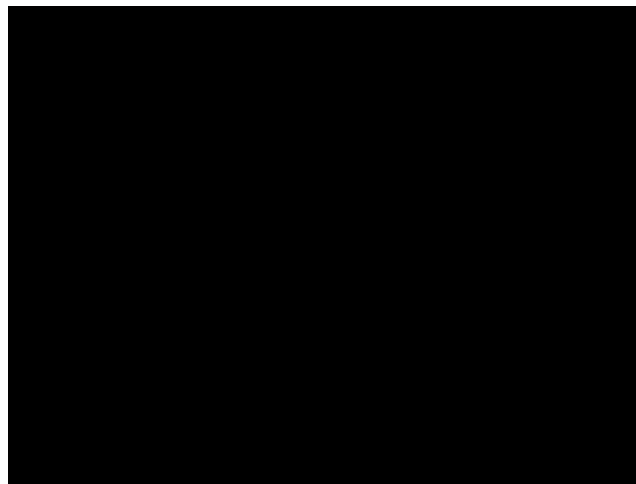
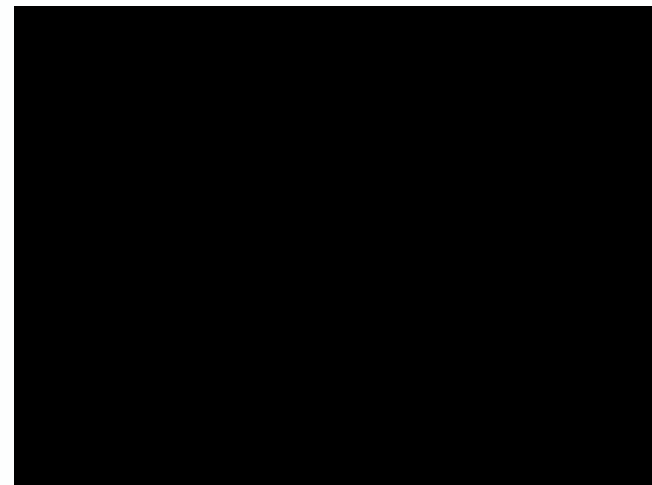
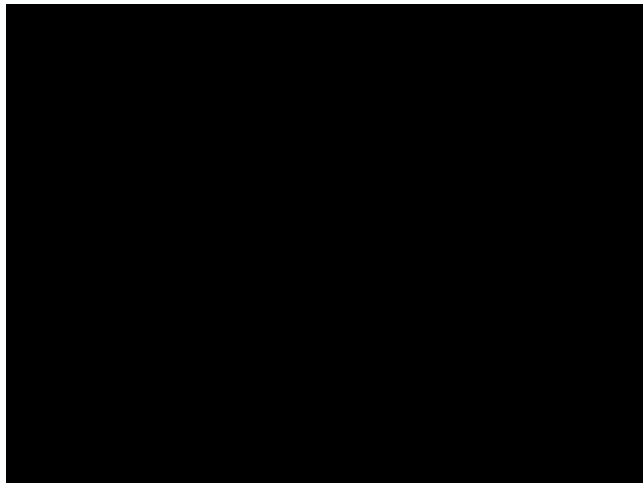


SAFETY AWARENESS 3-PACK!



Damage Information Reporting Tool

DIRT



Contact Info

- www.commongroundalliance.com
 - DIRT Report Conference Call scheduled for October 28th at 1:00pm (Eastern)
 - CGA Annual Meeting March 7, 2012 – Las Vegas, NV
- www.call811.com
- www.cga-dirt.com
- kerr@commongroundalliance.com