



NATIONAL SAFE DIGGING MONTH

**Know what's below.**  
**Call before you dig.**

# 2009 National Safe Digging Month Campaign Overview

*May 7, 2009  
San Antonio, Texas  
CGA Education and Marketing Committee Meeting*

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Call before you dig.**



# 2009 Campaign Overview

- Took a time-tested marketing concept – an awareness month – and applied it to safe digging to spread the 811 message.
- Made the following minor changes from last year's inaugural National Safe Digging Month (NSDM) based on 2008 post-campaign stakeholder survey:
  - Moved NSDM to April to best reflect the start of spring and make natural ties to Earth Day and Arbor Day
  - Planned earlier to make it easier for stakeholders to participate
  - Offered stakeholders more campaign tools, more tips for implementation and more frequent opportunities to interact via teleconference.

Know what's below.  
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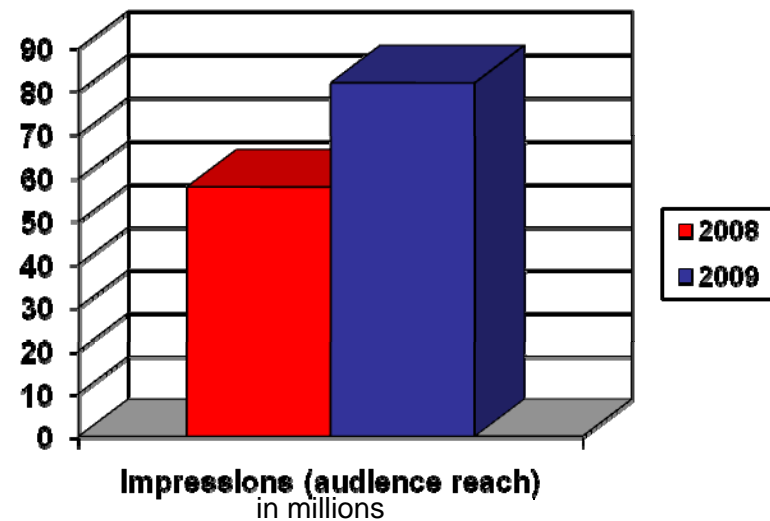
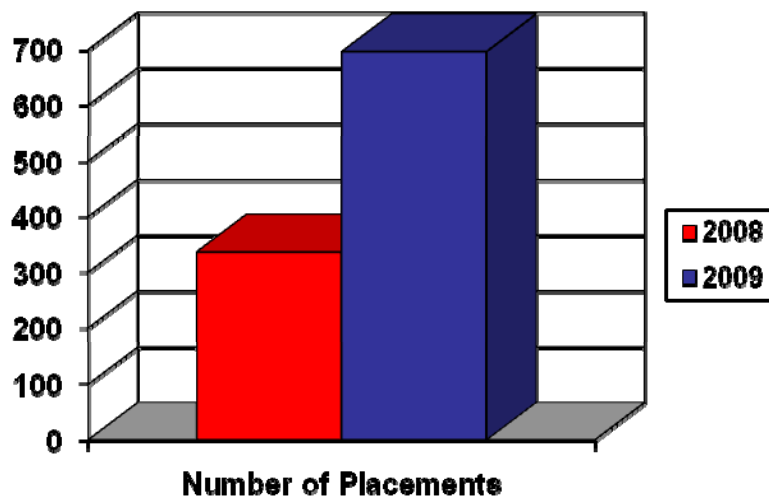
# 2009 Campaign Overview

- Campaign was based on the overarching premise that damage prevention is inherently a local issue, communicated best by local stakeholders.
- Stakeholders, took advantage of this opportunity to spread the 811 message by:
  - Securing news coverage.
  - Buying advertising/placing public service announcements.
  - Communicating through newsletters and websites to both internal and external audiences.
  - Leveraging local partnerships.

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# Results – Media Coverage



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# Results – Print Media Coverage

## The OKLAHOMAN

### Safe Digging Month proclaimed

Why do you often see spray paint and flags on the ground?

The answer is that utility companies use them to mark the approximate location of buried lines so that people can safely dig around them when doing projects such as planting a tree, landscaping, building a deck or installing a mailbox.

Gov. Brad Henry officially has proclaimed April 1 as the official start of Oklahoma Safe Digging Month. It is a statewide initiative aimed at raising awareness of the importance of calling **811** before all digging projects to reduce the risk of striking

underground pipelines and other utilities, which could cause community damage or personal injury.

State law requires homeowners, excavators and contractors to notify the Oklahoma One-Call System (OKIE) at least 48 hours before any digging. When calling **811**, homeowners and businesses are connected to OKIE, which notifies the appropriate utility. Professional locators are dispatched to the requested digging site.

Go online to [www.call811.com](http://www.call811.com) for more information about **811** and the call-before-you-dig process.



### PLANT SAPLING FOR ARBOR DAY

Indiana **811** and City of Terre Haute are distributing 1,000 free saplings and information about safe digging at an Arbor Day event. April is Indiana Safe Digging Month; plant the right tree in the right place.

■ **What:** Representatives from Indiana **811**, the state's call-before-you-dig service, will attend the City of Terre Haute's Arbor Day celebration and sapling giveaway to remind attendees to plant the right tree in the right place by calling **811** at least two working days before breaking ground. This simple phone call notifies member utilities, which then mark the approximate location of their underground lines with spray-paint or flags.



## Quad-City Times

Your how-to guide to vegetable gardening

### 3. Call ahead to check for buried utilities.

You don't want to rototill into your gas line and, furthermore, calling before digging is the law.

The number is **811**, whether you live in Iowa or Illinois.

## Richmond Times-Dispatch

Columbia Gas of Virginia suggests that before you begin to dig or excavate remember these key steps:

**Call 811 before you dig.** Once you call, the member utilities are alerted that may have facilities in your proposed excavation area. There is no fee for this service.

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# Results – Events and Sponsorships



**One Call Center Sponsored Texas Motor  
Speedway 811 Billboard**



**BUD at the Cincinnati Reds  
Opening Day Parade**

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# Building on Success

- CGA will distribute a stakeholder survey about NSDM 2009 within the next week.
- Additional major initiatives scheduled for 2009:
  - International Locate Rodeo in July.
  - August 11 (8/11), which serves as a natural numerical reminder of 811.
- CGA will leverage both the rodeo and 8/11 to engage the media and equip stakeholders with tools and tips to do the same.
- National Safe Digging Month 2010 planning will begin this summer.



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# Promotion!

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Know what's below.  
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## Call Before You Dig: 811

### The Gift of Safety

One easy phone call to 811 begins the process of having underground utility lines marked. Failure to call before digging threatens lives and underground utilities. Safe Digging Is No Accident: Always Call 811 Before You Dig. Sponsored by: AL, AZ, FL, GA, MI, NC, NY, OH, PA, TX (TESS), TN, VA.



Know what's below.  
**Call before you dig.**

Call Before You Dig  
Call811.com  
Dial 811 Nationwide

Great Overlooked Books page 52 → Tallahassee: Old South Meets New Tech page 109

# US AIRWAYS

magazine  
usairwaysmag.com



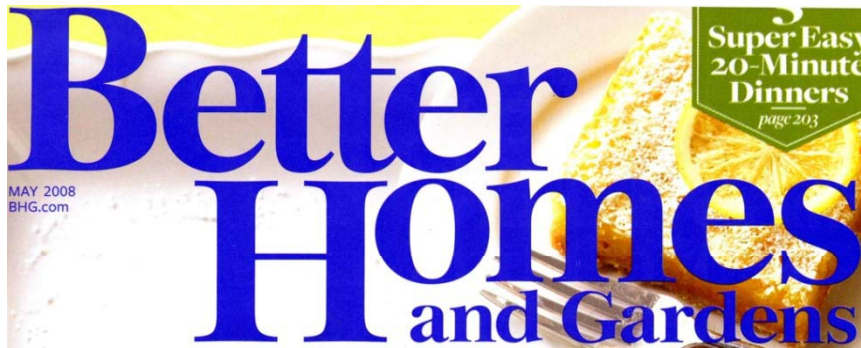
Zihuatanejo  
Mexico's Coastal  
Paradise page 46

TV Star, Math Whiz  
**DANICA  
MCKELLAR** page 60



Know what's below.  
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outdoors

MAY GARDENER

*Dial 811 before you start any digging project to have underground utility lines—such as phone, cable, or electricity—marked at no charge. Take it from someone who learned her lesson the hard way.*

*Susan Appleget Hurst, Senior Associate Editor*

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**Know what's below.**

CAUTION GAS LINE BURIED BELOW

**Always Call 811 before you dig.**



Orange & Rockland

[www.oru.com/811](http://www.oru.com/811)

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# Non Traditional Advertising



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# 20 Million Paint Cans Annually



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# DIRT Overview & 2007 Annual Report

May 20, 2009  
Tulsa, Oklahoma

Khrysanne Kerr  
Common Ground Alliance

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# DIRT

## What is it?

DIRT is a secure, web application used for collecting and reporting of underground damage information.

- Based on Figure 9-1 of the original Best Practices of the Common Ground Study
- Appendix C of the current Best Practice

Anonymity and confidentiality are paramount issues among stakeholders:

- Security Whitepaper
- Public Confidentiality Memo

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# Damage Information and Reporting Tool (DIRT)

## CGA DIRT Analysis and Recommendations

— Volume 4 —

For Calendar Year 2007

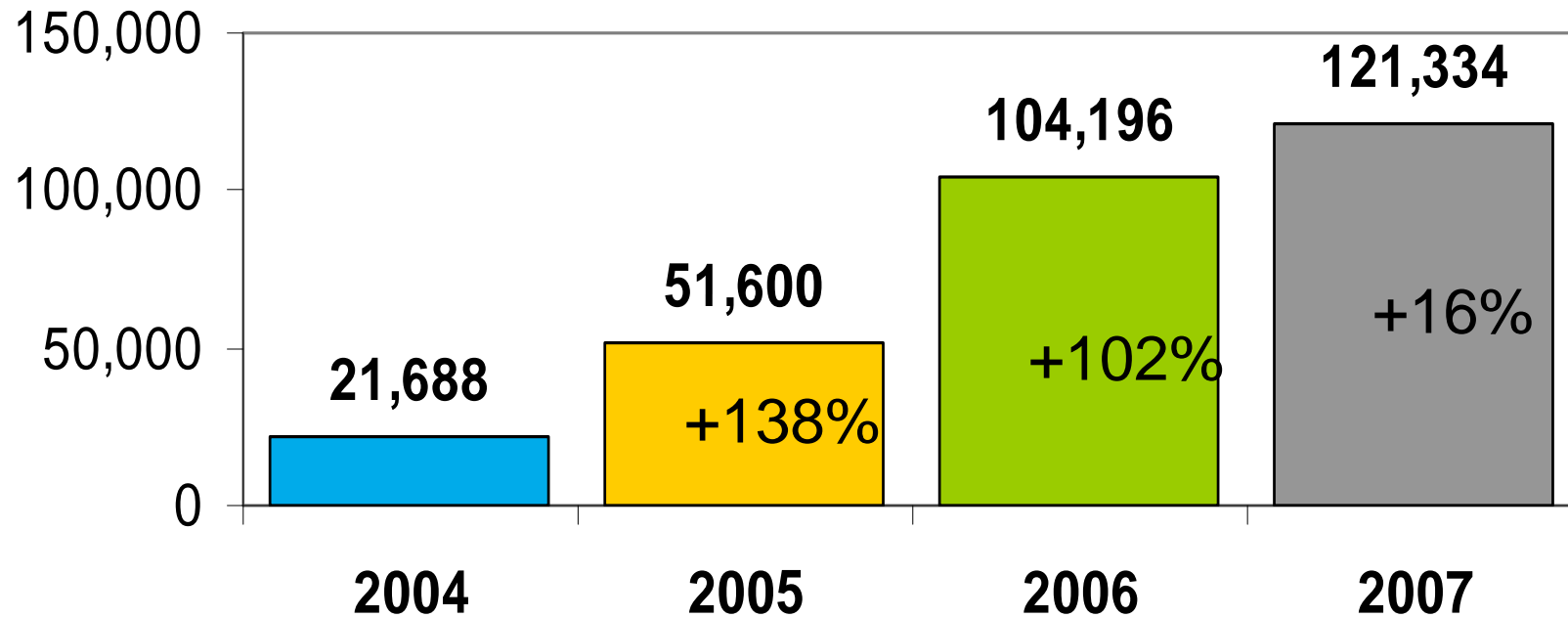
Released Dec 8, 2008

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## Facility events submitted to DIRT



Know what's below.  
**Call before you dig.**





Know what's below.  
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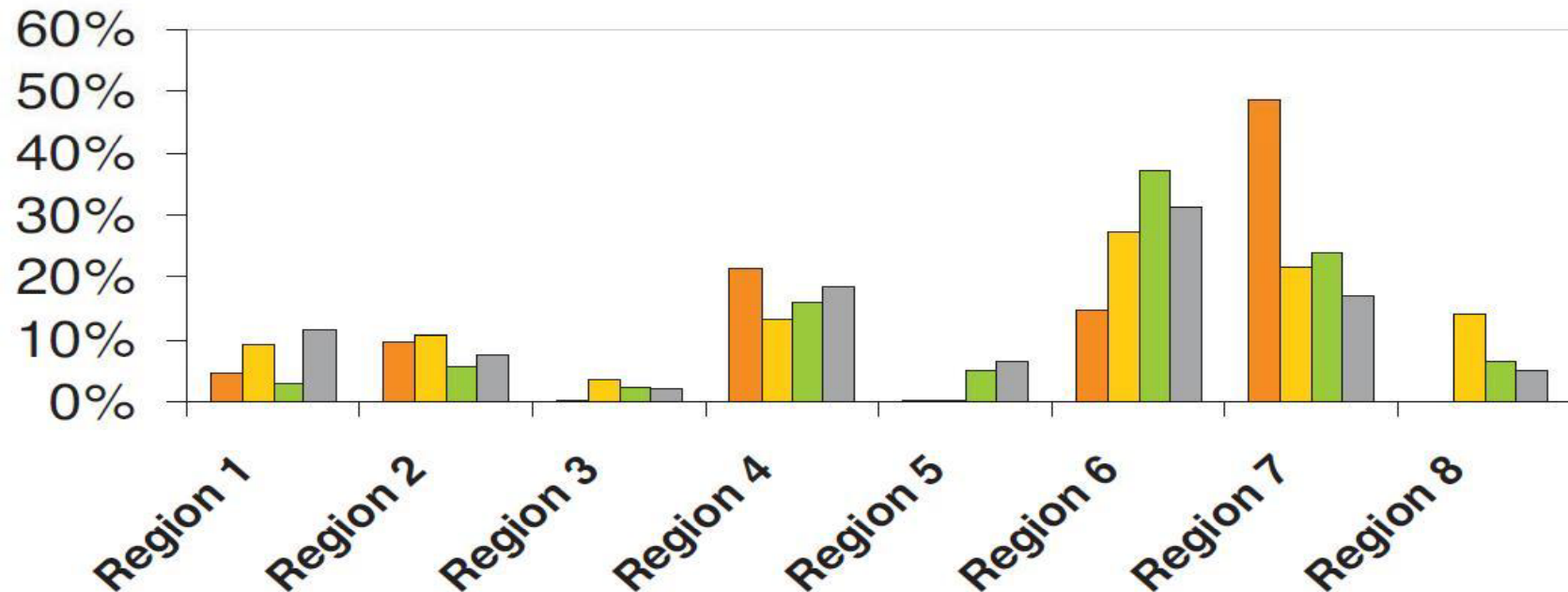
## Percentage of records submitted per Region

2004 = 21,688

2005 = 51,600

2006 = 104,196

2007 = 121,334

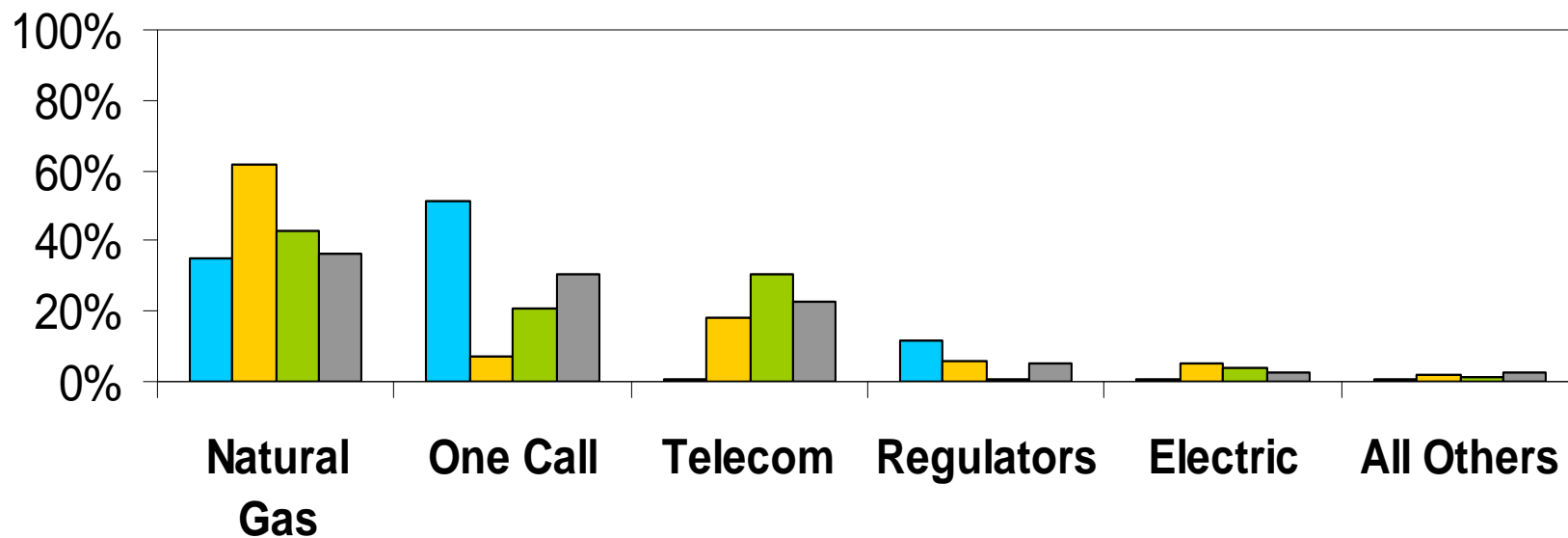


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## Percentage of submitted facility events by known stakeholder group

■ 2004 = 21,688    ■ 2005 = 51,323    ■ 2006 = 103,528    ■ 2007 = 120,713

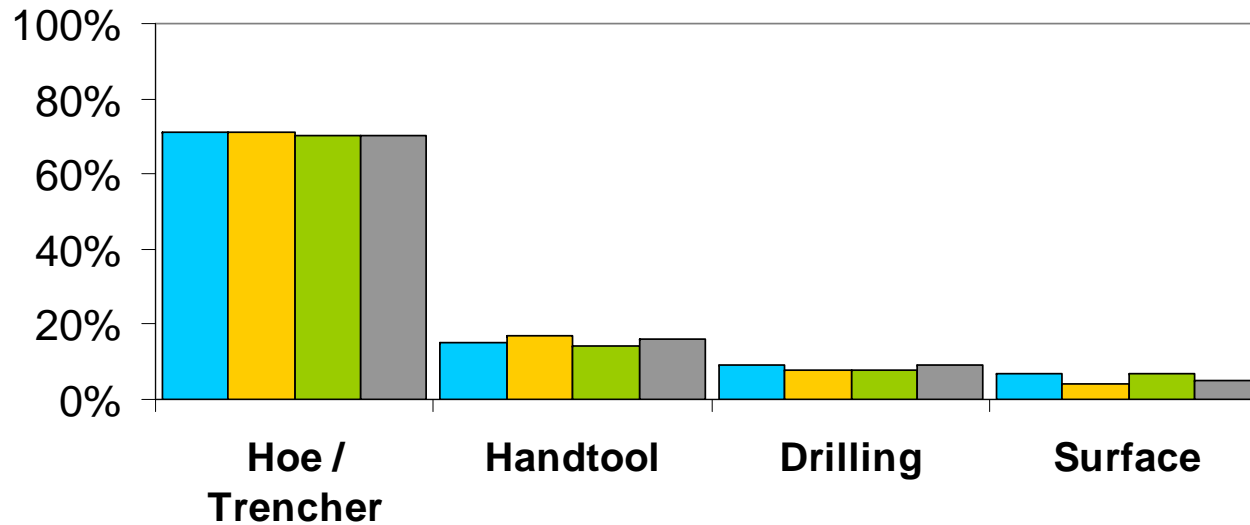


Know what's below.  
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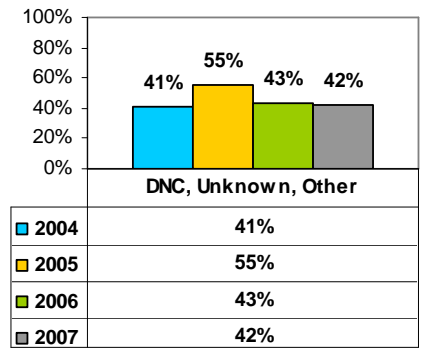


## Percentage of facility events by known excavation equipment group

■ 2004 = 12,801    ■ 2005 = 23,101    ■ 2006 = 59,427    ■ 2007 = 70,642



Group	Excavation Equipment Type
Hoe / Trencher	Backhoe, Trackhoe, Trencher
Handtool	Handtool, Probe
Drilling	Auger, Bore, Directional Drill, Drill
Surface	Grader, Scraper, Road Milling Equipment
Other	Explosives, Vacuum Equipment, Farm Implement



**\*42% of events did not identify type of excavation equipment**

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# Virtual Private DIRT (VPD)

## What is it?

VPD is a secure, isolated copy of the DIRT application with a dedicated URL path (e.g. <https://damagereporting.org/michigan>)

- Dedicated database space
- Customized look & feel
  - Logo image for your organization name
  - Style, colors, layout to match your org.
  - Emails to/from your org.
- Flex Field Customization
  - Add your own fields to CGA DIRT

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## NTDPC Damage Reporting (DIRT)

Damage Reporting is a Shared Responsibility

[Support](#) / [User Guide](#) Please log in to continue

## About NTDPC

The North American Telecommunications Damage Prevention Council (NTDPC), is a non-competitive forum dedicated to promoting the protection of underground facilities, subsurface facility awareness and the use of One Call notification systems.

Our goal is to prevent damage to the buried facilities that form our nation's telecommunications infrastructure, the integrity of which, being vital to the national interests of the United States.

[Tell Me More](#)

## New to DIRT?

Registration is fast and easy. In just a few minutes, you can be submitting your data via our secure web-based form or taking advantage of our Automated Data Loader or Universal Front End Loader tools.

Why use DIRT?

[Find out more ...](#)[Register](#)

## Already Registered? Login

Enter your email address and password. Required fields are marked with a red \*.

Forgot your password?

[Help](#)

Email:\*

Password:\*

[Login](#)

## DIRT Tools &amp; Documentation

**NEW** 2005 Annual Report [download](#)

Universal Front End Loader [download](#)

Automated Data Loader [Spec](#)

DIRT User Guide [Guide](#)

Damage Report Form (off line completion) [download](#)

Software Release Notes [v5.2](#)

## Need Training?

- [Registration](#)
- [Web Data Entry](#)
- [Automated Data Loader](#)
- [Profile & Password Manager Tasks](#)
- [Data Grants & Query Wizard](#)

Videos for Feedback and Universal Front End Loader are coming soon!

## Virtual Private DIRT

You are logging in to a Virtual Private DIRT, instance #5 -- your own version of DIRT customized for your company. For the main CGA DIRT North America instance, click [here](#).

[VPD Overview](#)

## Technical Support &amp; Feedback

Have a question or comment?  
Maybe you need account assistance?

[Feedback & Support](#)

# The Pay DIRT – Value To You

- Enhances Public Safety
- Supports Industry Stakeholders
  - Bottom Line Savings \$\$\$\$ resulting from Reduction in Damages
- Provides Answers

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# Path Forward

- Continued VPD growth
- DIRT Internationalization
- Submission via XML format
  - Attachment functionality (photos, diagrams, etc)
- Education and Training
  - CGA Summits & Webinars
  - Regional Partner Meetings
    - Local DIRT SME's
  - One-Call Center Meetings, Breakfasts, Seminars, etc
  - Trade Association Meetings

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# DIRT

Get the Word  
Out  
and  
Get the Data In

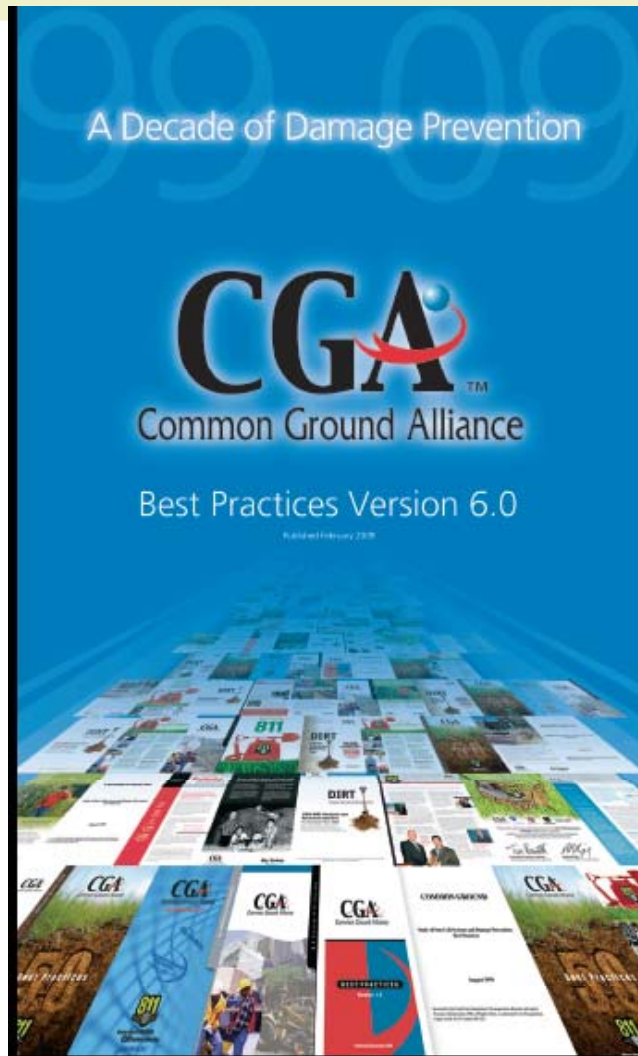
2008 Report – August 2009



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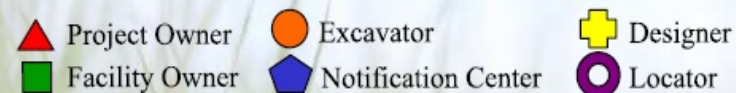




## 144 Industry Best Practices

### Best Practices Version 5.0

Beginning with Version 5.0, the CGA is using icons to assist readers in identifying the practices that pertain to their specific industry/ stakeholder group. Throughout the latest version, the icons are placed next to each practice and correspond to the following groups: Project Owners, Facility Owners, Excavators, Notification Centers, Designers and Locators. The icon legend is provided below and is also available at the start of each chapter throughout the practices.



In addition to the appearance of icons in the latest version, the CGA added and amended multiple practices during 2007 that appear in Version 5.0. The addition of practice 2-15 "Use of Qualified Designers" was approved by the CGA Board of Directors on November 15, 2007. Throughout the year, the Board also approved modifications to practice statements 2-1 and 2-14 and updates to practice descriptions 4-5 and 4-10.

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Click on above images for order information

**Take advantage of all we have to offer**  
In Damage Prevention & Public Awareness Tools

**CGA**  
Common Ground Alliance  
email: [materials@commongroundalliance.com](mailto:materials@commongroundalliance.com)

**Know what's below.  
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kerr@commongroundalliance.com

[www.call811.com](http://www.call811.com)

[www.commongroundalliance.com](http://www.commongroundalliance.com)

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