

# *The Horsepower of Damage Prevention*



CGA™



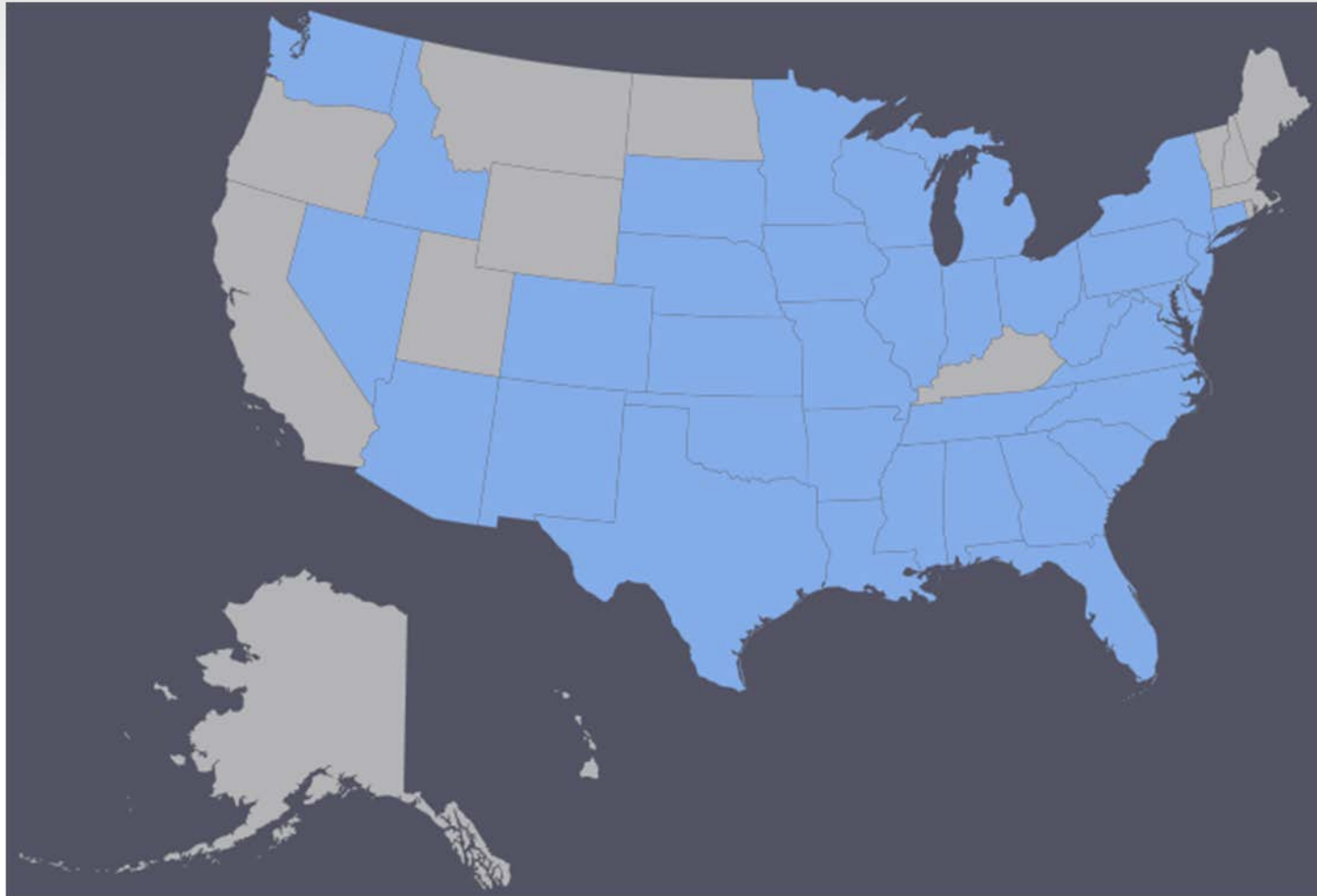
# National Safe Digging Month



## NSDM by the Numbers

- **More than 1,500** media stories (combined TV, radio, print and online)
- Approximately **500 million** media impressions connected to NSDM initiatives, up from the past two years due to high volume of member activity
- **93,000** visits to Call811.com during April (highest total for any month ever and **up 48%** vs. 2014)
- **\$1.3 million** in combined media value, on par with last year

# NSDM Governor Proclamations Earned



# 2015 Sponsorship Entry Form

## Secure a Spot in our 2015 Sponsorship Line-Up

### 811 Victor Espinoza Sponsorship

2014 was a record year for the Common Ground Alliance 811 public awareness effort. A unique sponsorship of Professional Jockey, Victor Espinoza who wore 811 on his racing silks, led to the biggest 811 promotion to date. Winning the Kentucky Derby and Preakness while wearing the logo led to advertising equivalency values totally close to \$20 million dollars. It was the single largest 811 promotion to date.

Your commitment is needed for 2015. Mr. Espinoza has agreed to wear the call811.com logo for all of his 500+ mounts in multiple states for the remainder of the year, including the Kentucky Derby and Preakness. The Belmont Stakes and Breeder's Cup opportunities will be negotiated closer to their race date.

Please click on the following link to view the highlight reel of the 2014 promotion <https://www.youtube.com/watch?v=U1-4vhnKuFg&feature=youtu.be>

Please check the appropriate box below on your sponsorship level so that this damage prevention effort can continue to succeed. CGA will once again count on you not only for your financial support, but to amplify the message with the forthcoming toolkit that will provide a PSA, social media messaging and press releases)



**NEW for 2015:  
300+ races throughout  
the year**



# 811's Run with History





# AMERICAN PHAROAH

*Triple Crown Winner*



CHRIS GRAYTHEN/ GETTY IMAGES

*The Horsepower of Damage Prevention*



# 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.





Know what's below.  
Call before you dig.

# CHAMPIONS OF SAFETY SWEEPSTAKES



**ENTER NOW!**



JOEY LOGANO

DAYTONA 500  
CHAMPION



HÉLIO CASTRONEVES

INDY 500  
CHAMPION



VICTOR ESPINOZA

TRIPLE CROWN  
CHAMPION



YOUR NAME HERE?

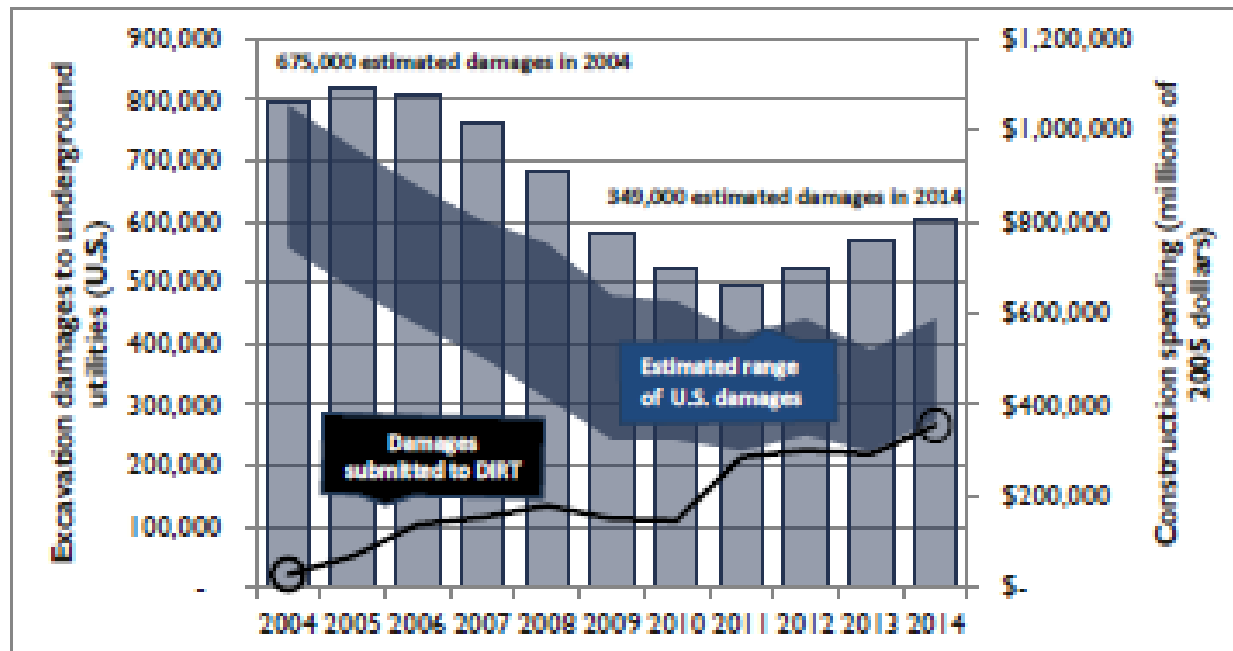
SWEEPSTAKES  
WINNER!



*Root Cause Group*

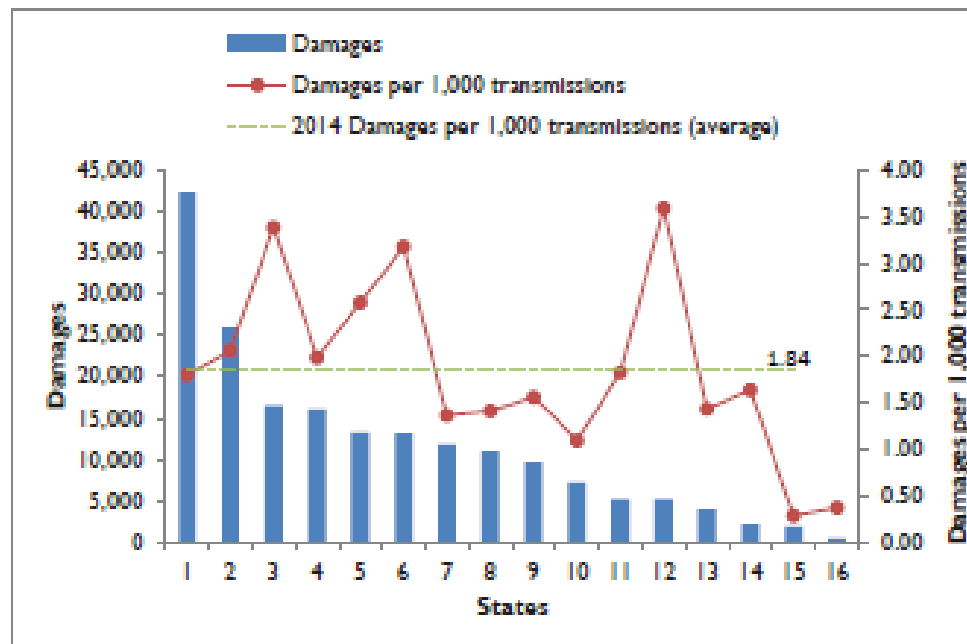
<b>Group</b>	<b>Root Cause</b>
Excavation practices not sufficient	Failure to maintain clearance, Failure to support exposed facilities, Failure to use hand tools where required, Failure to test hole (pot-hole), Improper backfill practices, Failure to maintain marks, Excavation practices not sufficient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

Exhibit 1: Estimated number of total underground utility damages resulting from excavation (U.S.)



As first introduced in the 2013 DIRT report, the damages per 1,000 transmissions<sup>4</sup> is a preferred measurement of underground excavation damage prevention efforts to damages per 1,000 incoming requests. Exhibit 2 represents this metric for the 16 substantial reporting states, indicating a rate of 1.84 per 1,000 one call transmissions.

Exhibit 2: Damages per 1,000 transmissions from the 16 substantial reporting states



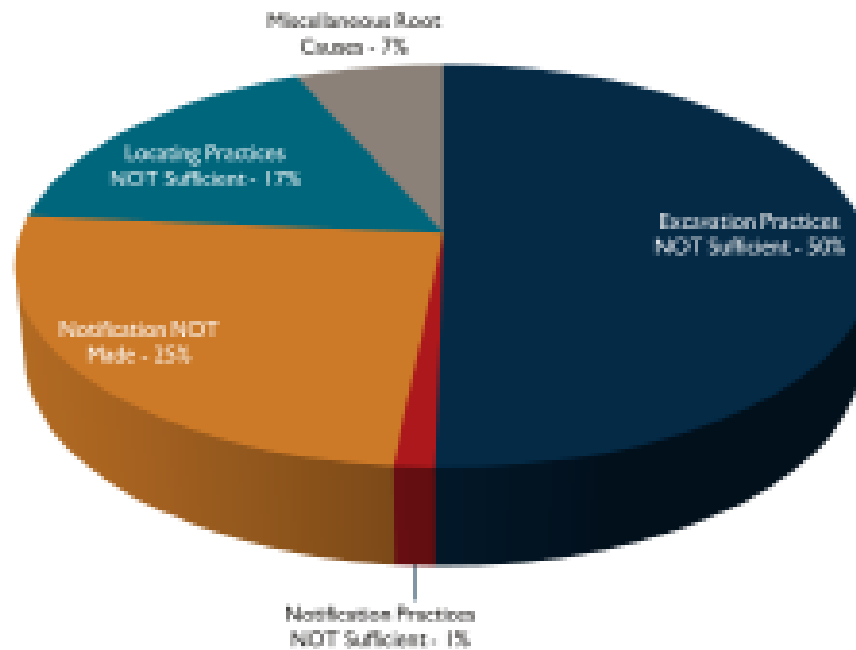
The following process explains how the 2014 estimated damage rate is conducted.

- Estimate of 2014 total U.S. damages = 349,000
- Total incoming notifications for 2014 for the 40 U.S. one call centers reporting to OCSI = 23,984,804
- Using the same methodology to calculate the estimated total U.S. damages and extrapolating from the 23,984,804 above, estimated total U.S. 2014 locate requests = 30,400,000
- From OCSI U.S. locations that reported both outgoing transmissions and incoming notifications, the ratio = 7.17

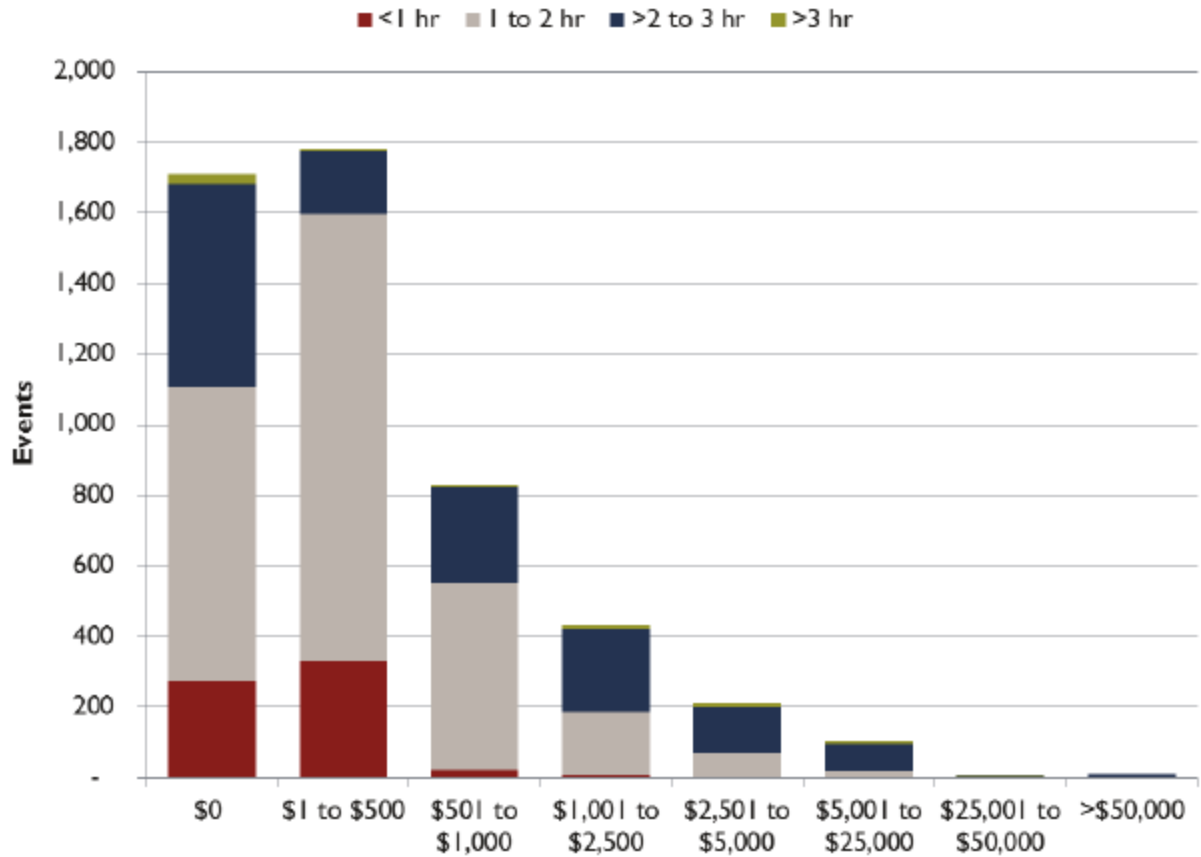
Assuming that ratio remains valid for the non-reporting U.S. OCSI locations,

$$349,000 / [(30,400,000 * 7.17) / 1000] = 1.60 \text{ damages per 1,000 outgoing transmissions}$$

*Exhibit 3: Distribution of known events by root cause group<sup>7</sup>*



*Exhibit 17: Distribution of events experiencing excavator downtime by cost and duration*



*Exhibit 18: Distribution of events experiencing excavator downtime by facility damaged and duration*

Exhibit 20: Distribution of known events by root cause group (2009–2014)

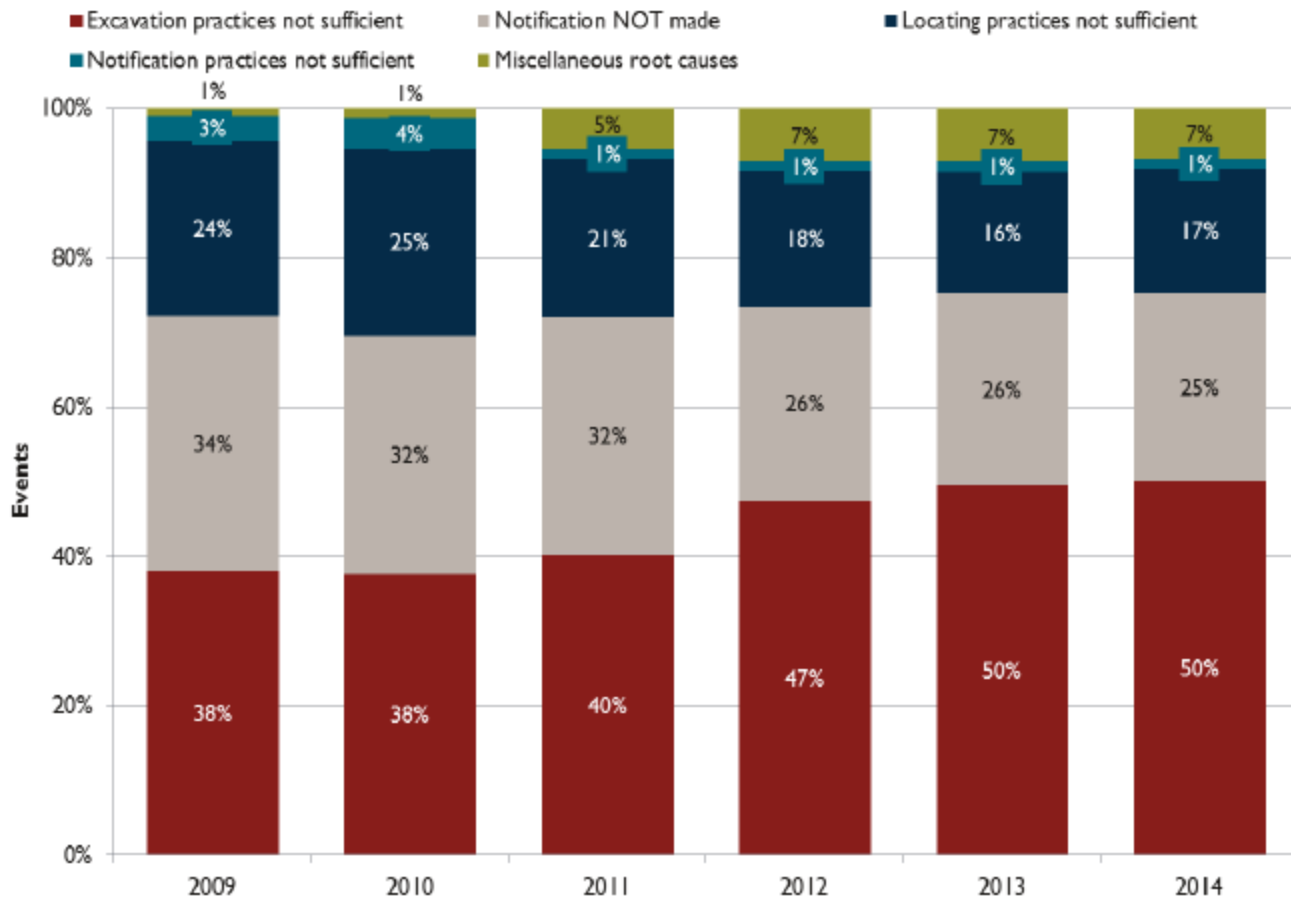
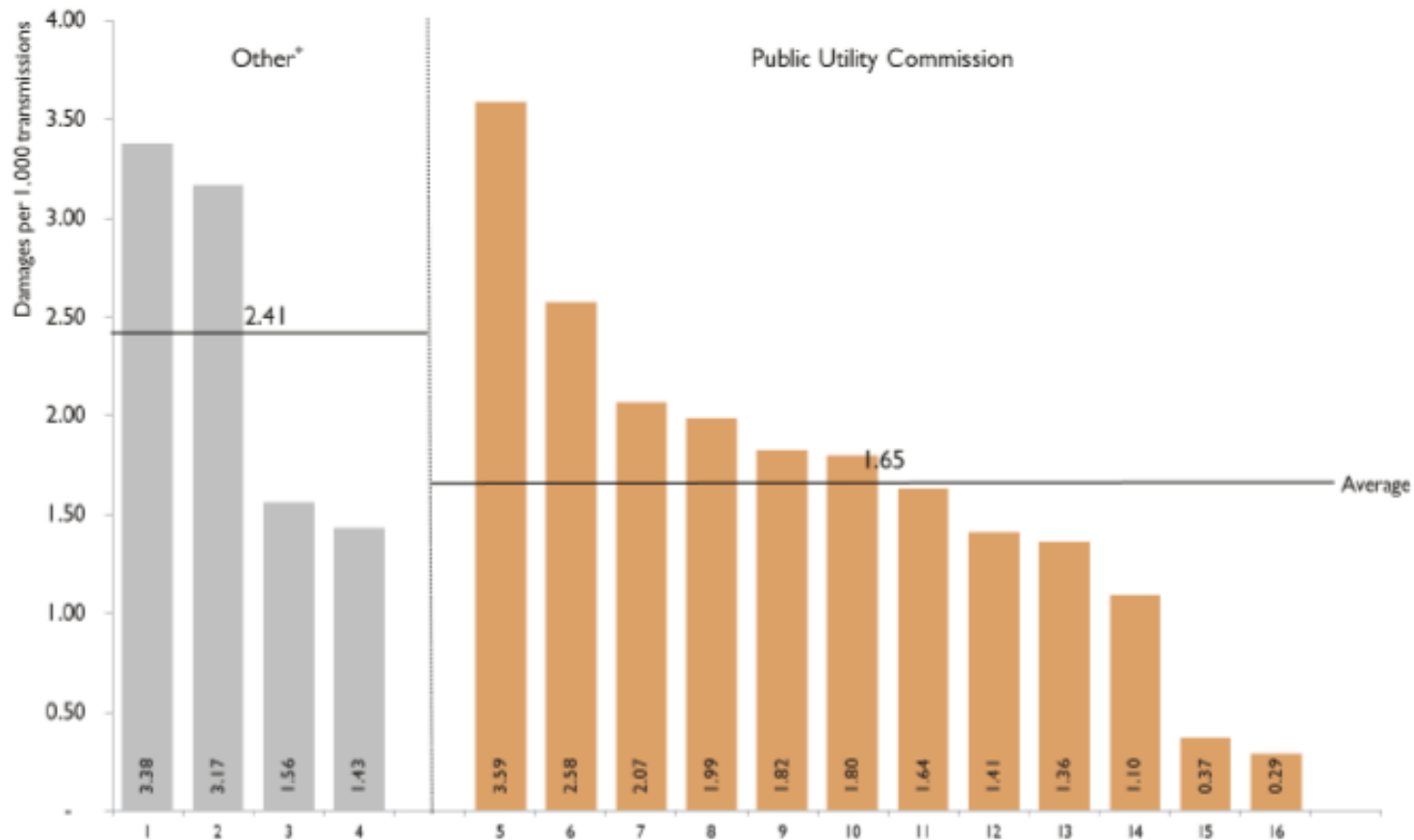




Exhibit 26: Damages per 1,000 transmissions by enforcement authority for substantial reporting states

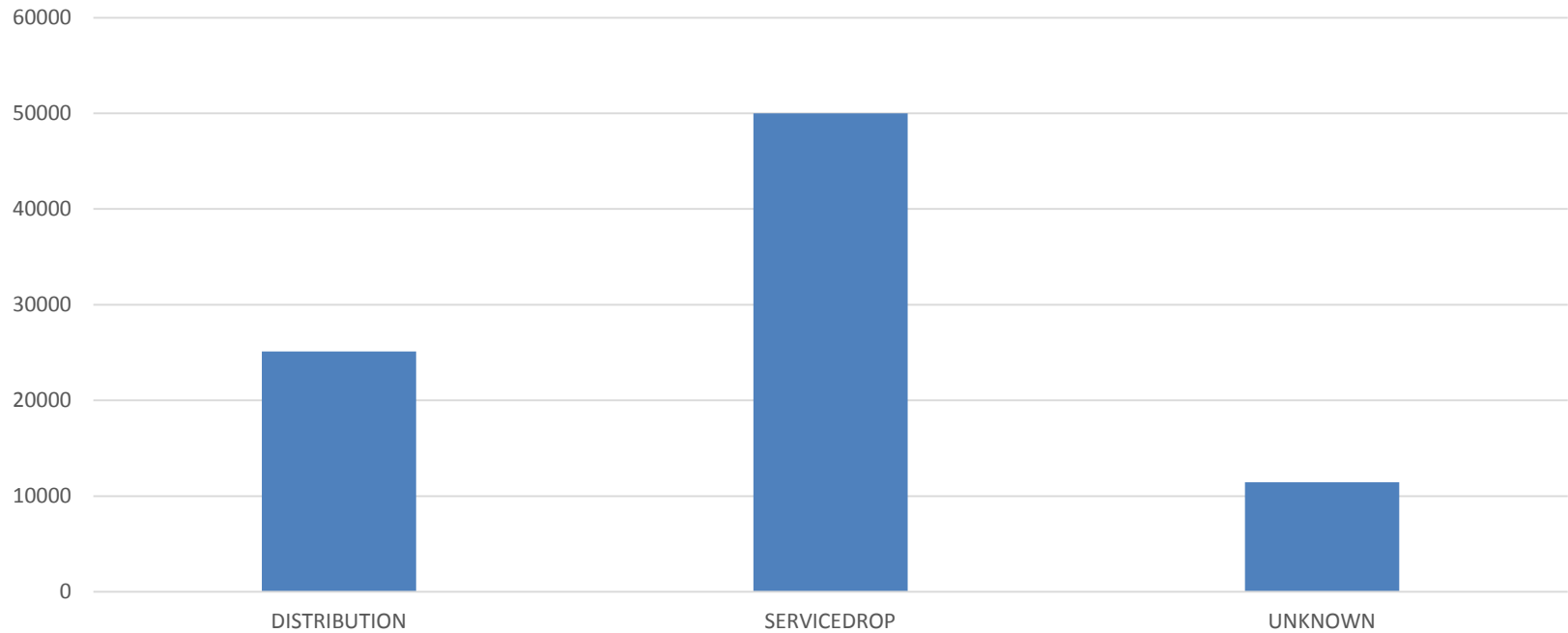


\*1 - None ; 2 & 3 - Attorney General; 4 - Law Enforcement

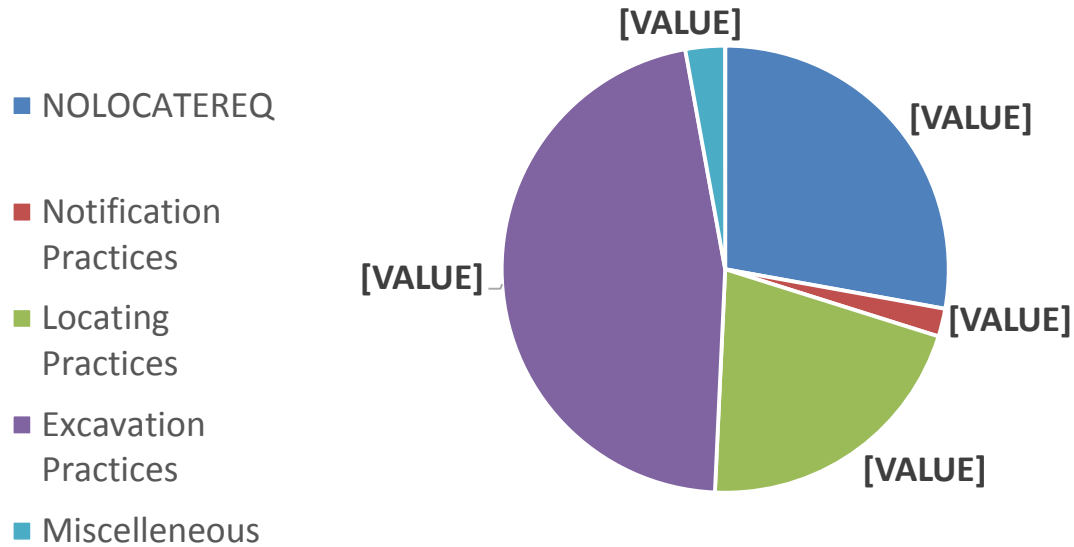
- **GAS DISTRIBUTION - 2014**

# Facility Affected

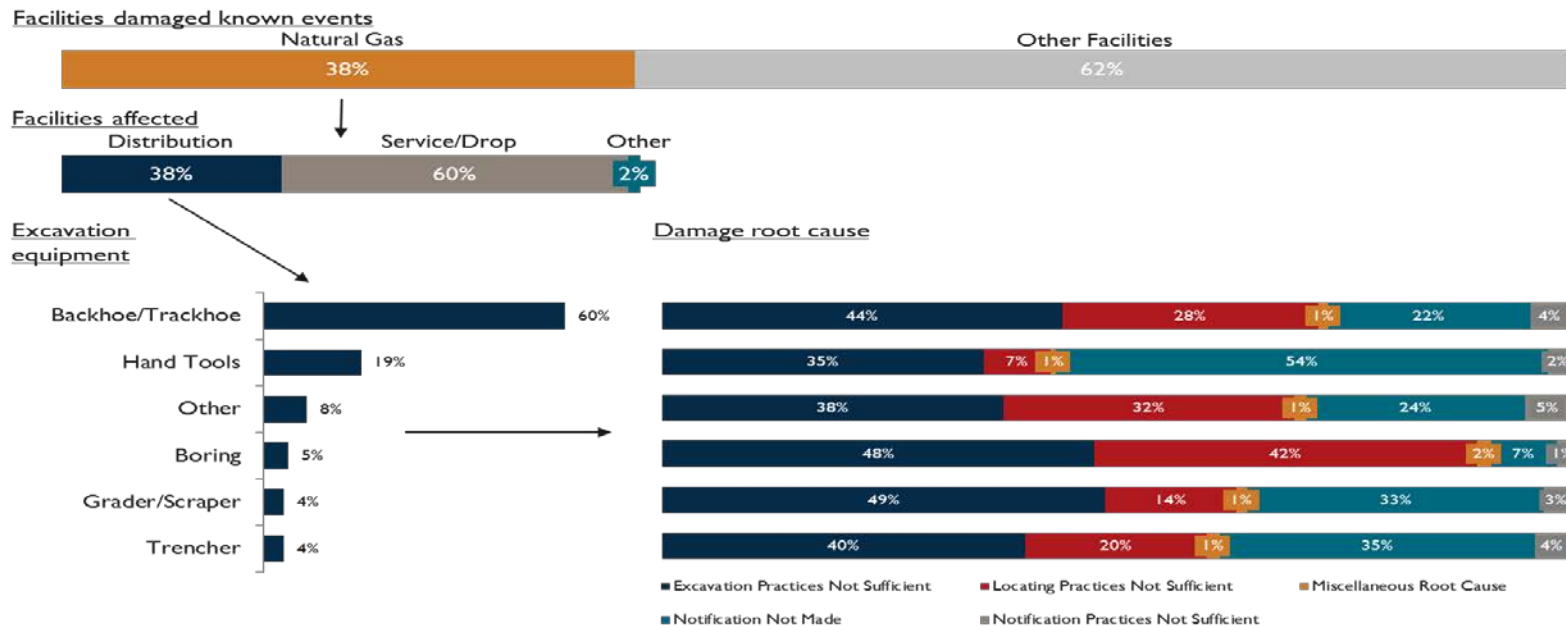
2014 DIRT Analysis – Natural Gas  
Source: Common Ground Alliance



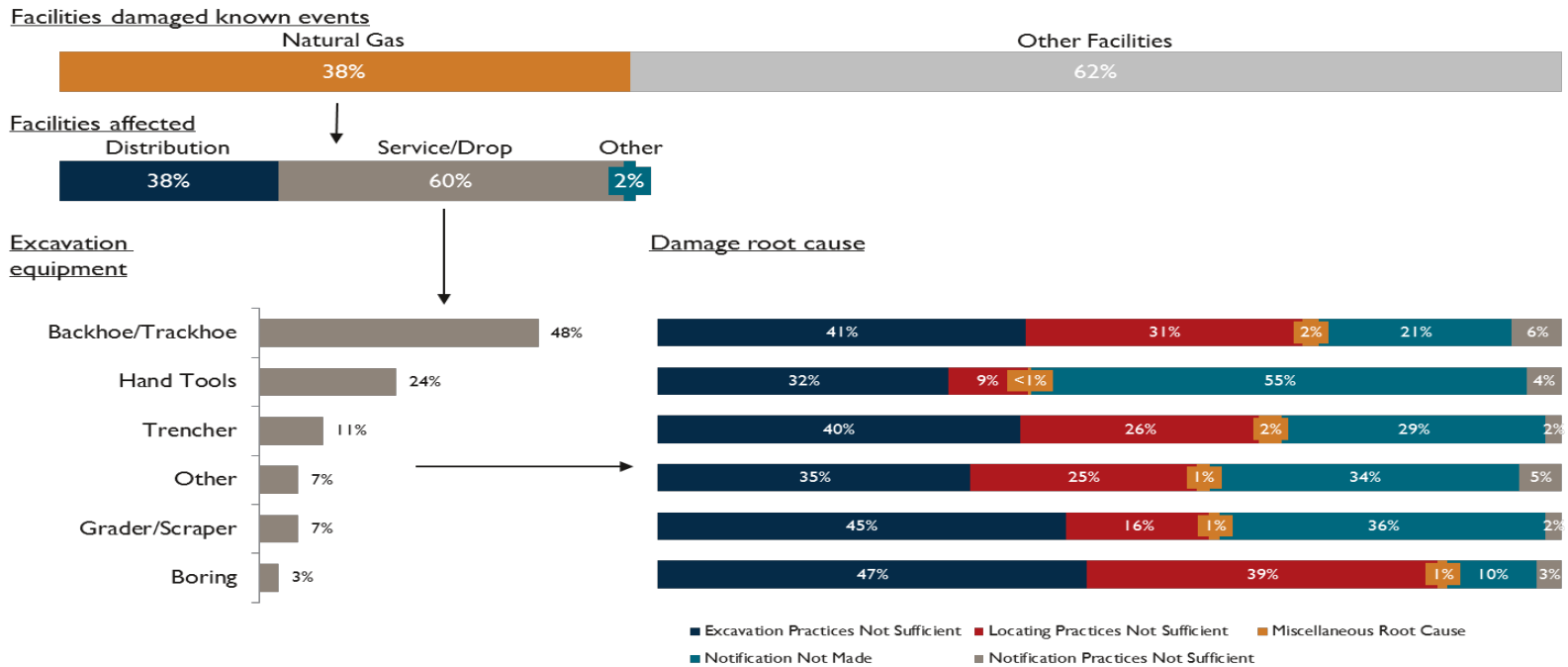
# Root Cause



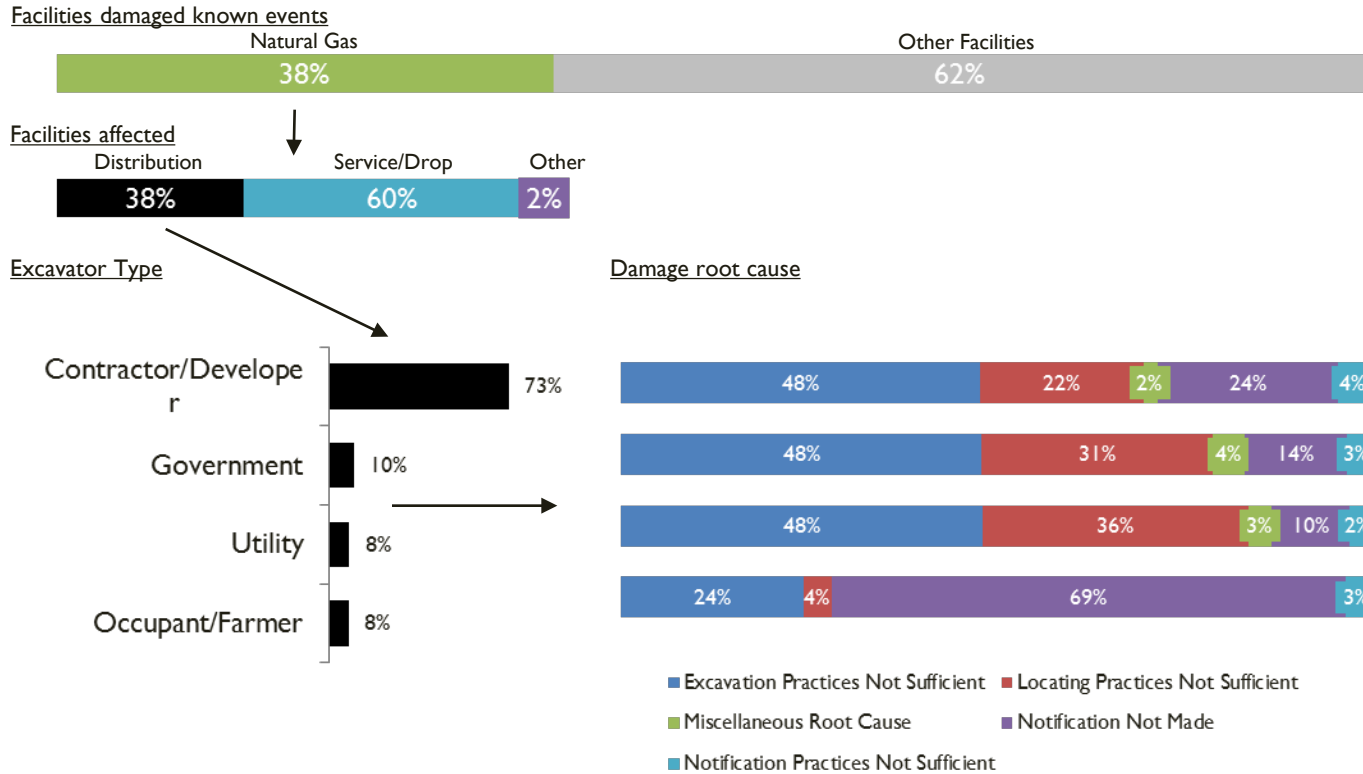
# Distribution / Excavation Equipment / Root Cause



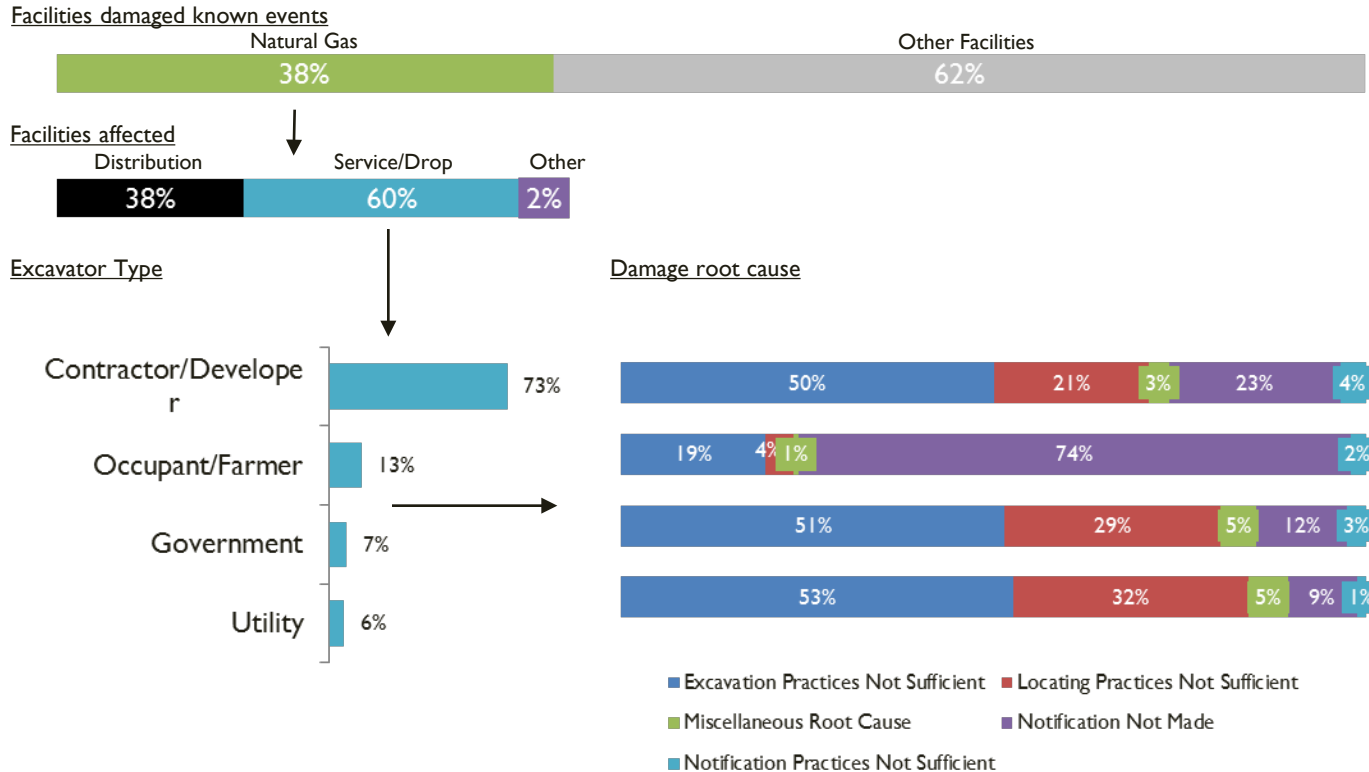
# Service / Excavation Equipment / Root Cause



# Distribution / excavator type / root cause

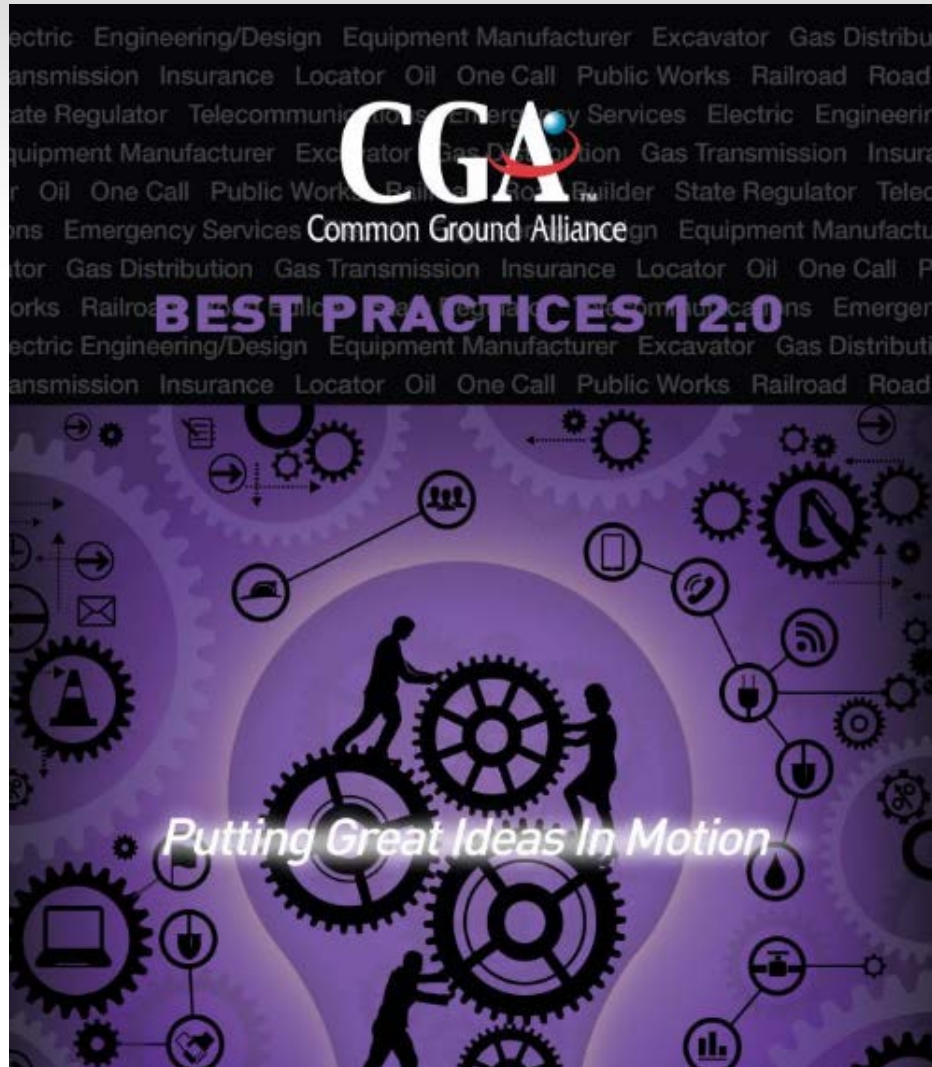


# Service / Excavator Type / Root Cause





# Best Practices 12.0



# Order Best Practices

## Key

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- ◆ One Call Center
- Facility Owner
- Excavator
- Locator
- ▲ Project Owner
- ✚ Designer



**Download Your Copy of  
Best Practices 12.0**



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**MARCH 8-10, 2016**



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