



Public Awareness

Increasing Awareness. Improving Response Readiness.
Preventing Pipeline Damage.

2012 Emergency Responder Accomplishments

Trained an average **22** emergency responders a day



Mailed **1,825** emergency response reference packets to agencies in 40 counties.

Registered **882** ER online portal users.

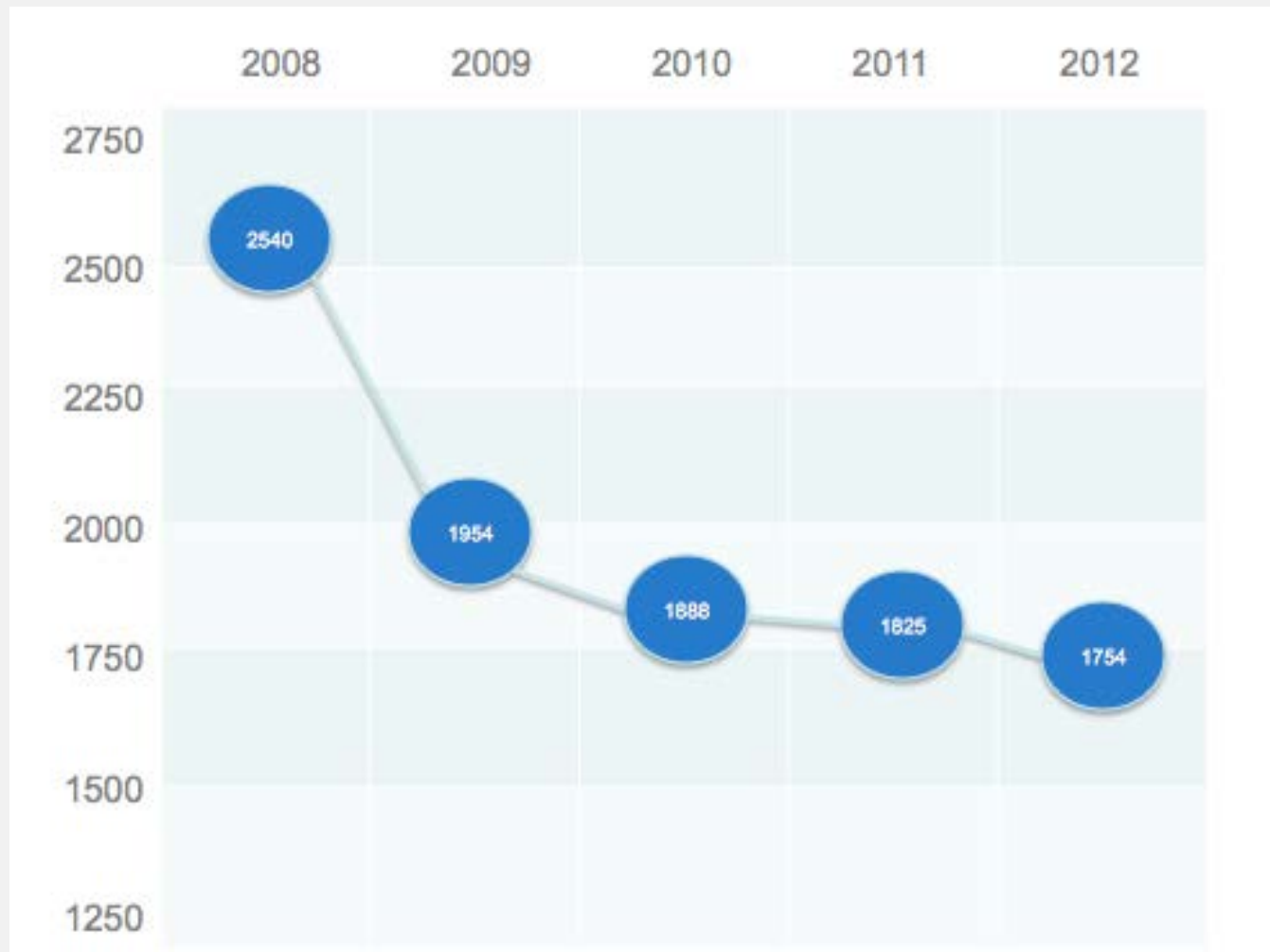


Hosted **411** First Responder Training Workshops. Reached **8,320** emergency responders.



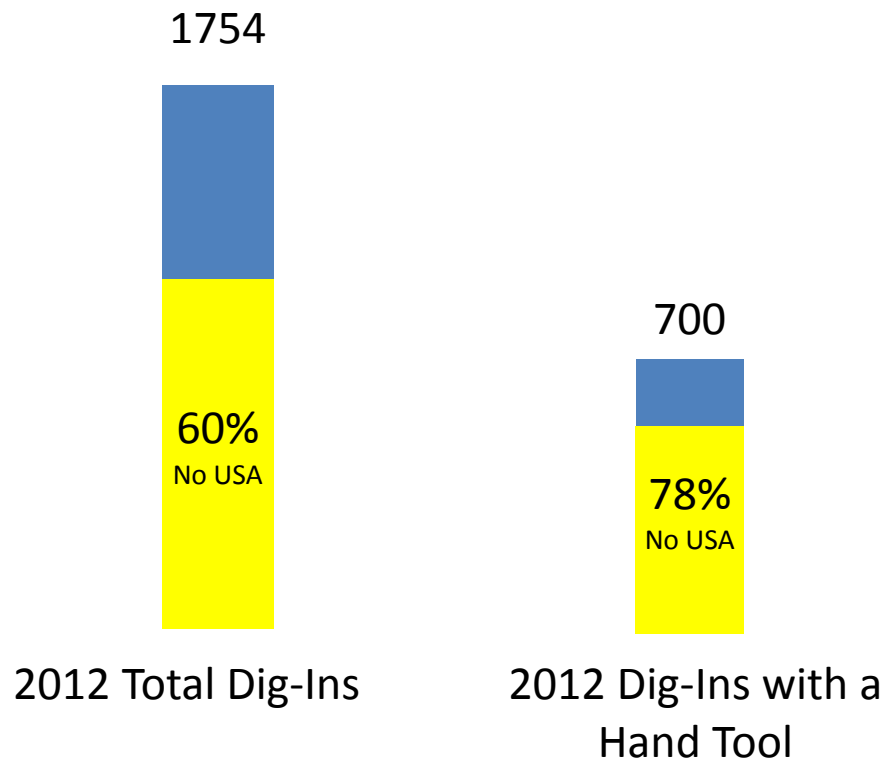
Delivered training to **666** CERT and NERT members/volunteers.

Five-Year Reduction in Third Party Dig Ins



2012 Damage Data

Most damages had no One-Call Ticket



New Initiatives for 2013

Affected Public

- Building community partnerships
- Segmenting the affected public audience into smaller groups
- Expanding 811 awareness media campaign
- Increasing awareness of digging with exempt audiences



Emergency Responders

- Hosting 1st Responder Training Workshops
- Delivering emergency responder training to CERT & NERT members/volunteers
- Encouraging ERs to register for online portal to access maps, plans and reference material



Public Officials

- Face-to-face collaborative meetings with municipal, county and other agency contacts
- Utilizing internal departments to reach public official audience



Excavators

- Face-to-face meetings with repeat offenders
- Reducing number of dig-ins that occur without one call ticket
- Golden Shovel Designation

