



**CGA**<sup>TM</sup>

Common Ground Alliance

Damage Prevention  
is Good Business...

Best Practices 8.0



Know what's below.  
Call before you dig.



# 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

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KCTV  
**5**  
NEWS



KCTV

**5**

HD

# HOUSE COATED IN ICE

KANSAS CITY, MO

# CGA Funding

**Platinum Sponsors** [View all sponsors](#)



**BP America**



**TransCanada**  
*In business to deliver*



**Williams**



**U.S. Department of  
Transportation**



**eI paso**



**Shell Pipeline Company LP**

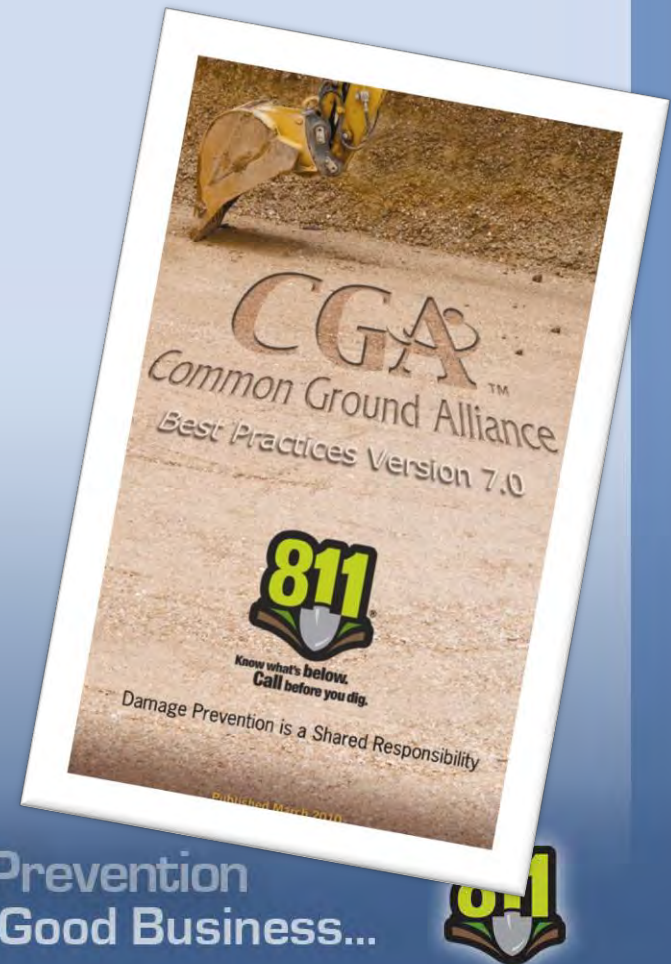
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# CGA Committees

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

- Best Practices – Chapters
  - Planning & Design
  - One Call Center
  - Locating & Marking
  - Excavation
  - Mapping
  - Compliance
  - Public Education
  - Reporting & Evaluation



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## Submitting a Practice Proposal

Anyone can submit a proposed best practice for review, either through their stakeholder group primary or directly to CGA staff. The Board of Directors as well as other CGA Committees may also submit proposed Best Practices.

COMMON GROUND ALLIANCE BEST PRACTICES COMMITTEE	
Proposed Form - New Best Practice	Name: _____
	Date: _____
	Address: _____
	Phone: _____
	Email: _____

**TRANSACTION RECORD**

**Purpose:** Describe the purpose of the proposed practice.

**Description:** Briefly describe the organization's (school) past/present process. Include any examples of existing practices.

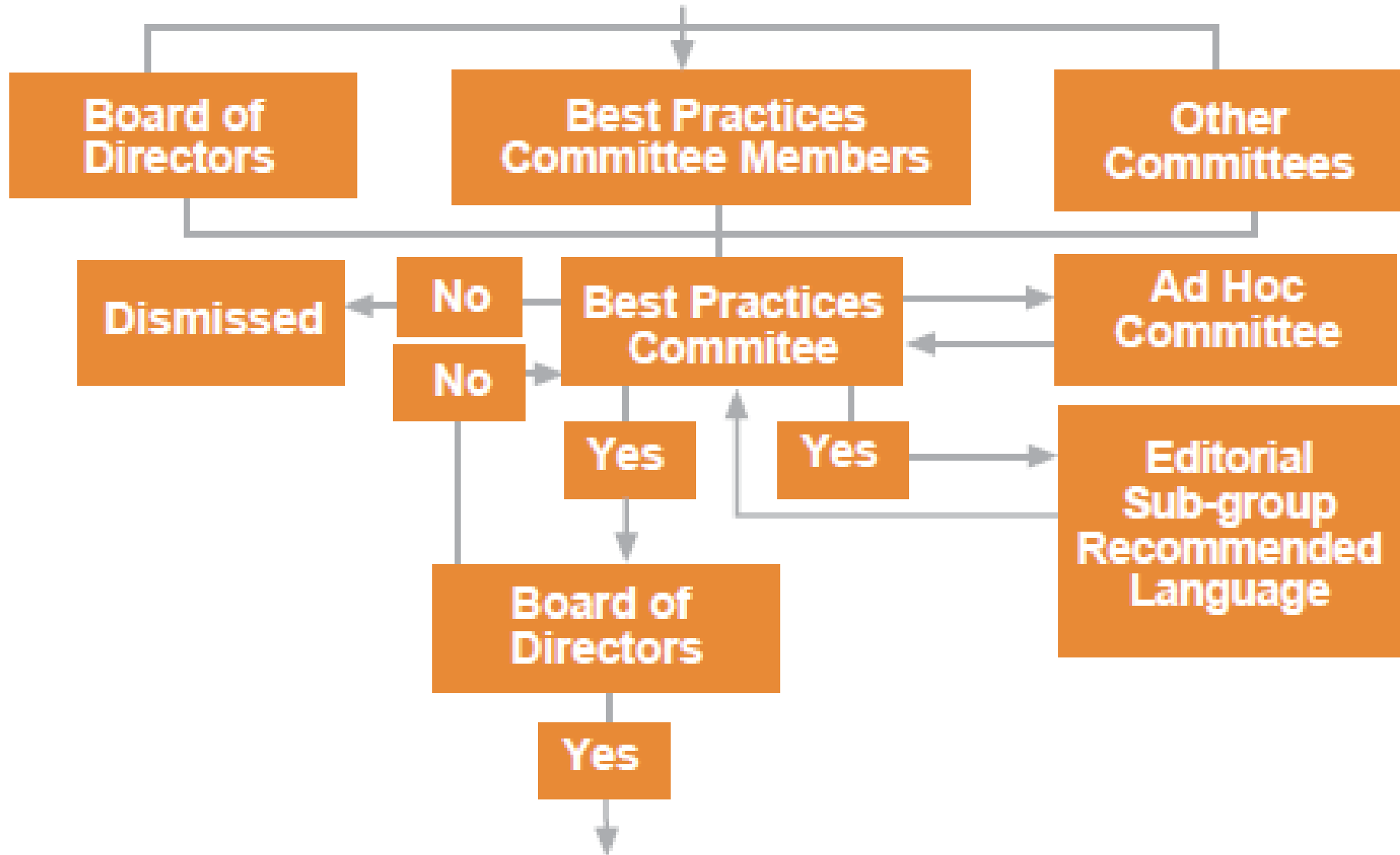
**This form available at  
[www.commongroundalliance.com](http://www.commongroundalliance.com)**

The Best Practice proposal form can be downloaded from the CGA website by clicking the Best Practices icon on the top of every page of the CGA website.

A new best practice or an update to an existing Best Practice may be proposed. Instructions for both can be found on the site.

# How is a Best Practice Developed or Revised?

Enter Here



Publish Here



- Version 8.0 Published March 2011
- Includes 7 new practices
- Working document – Currently 21 proposals under review by Best Practices Committee

# Damage Information Reporting Tool (DIRT)

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

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Common Ground Alliance

**CGA DIRT Analysis & Recommendations  
2009 Vol. VI**

*This report may be referenced as DIRT Annual Report for 2009.*

DIRT  
Damage  
Information  
Reporting  
Tool

Released August, 2010

CGA DIRT Analysis  
& Recommendations  
2009 Vol. VI

URL: <http://www.cga-dirt.com>

To download the report or to access additional analysis, visit [www.cga-dirt.com](http://www.cga-dirt.com)

This report may be referenced as the DIRT Annual Report for 2009. © 2005, 2006, 2008, 2009, 2010 Common Ground Alliance, all rights reserved.

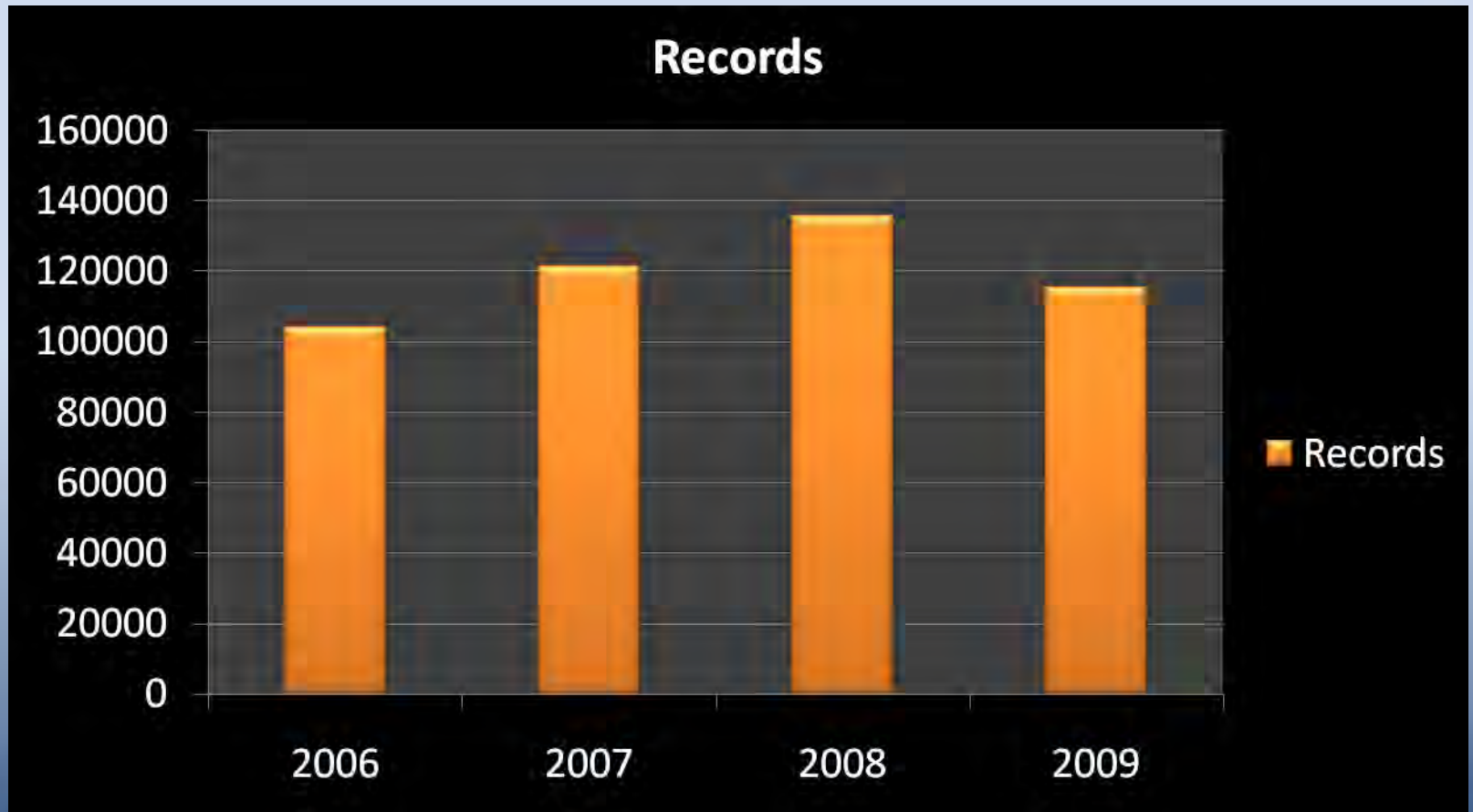
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# 2009 DIRT Report

- Collects damage and near miss data
- Voluntary
- Statistically valid
  - PhD Analysis
  - Report Writer
- Managed by a proven committee process

# Records Input By Year

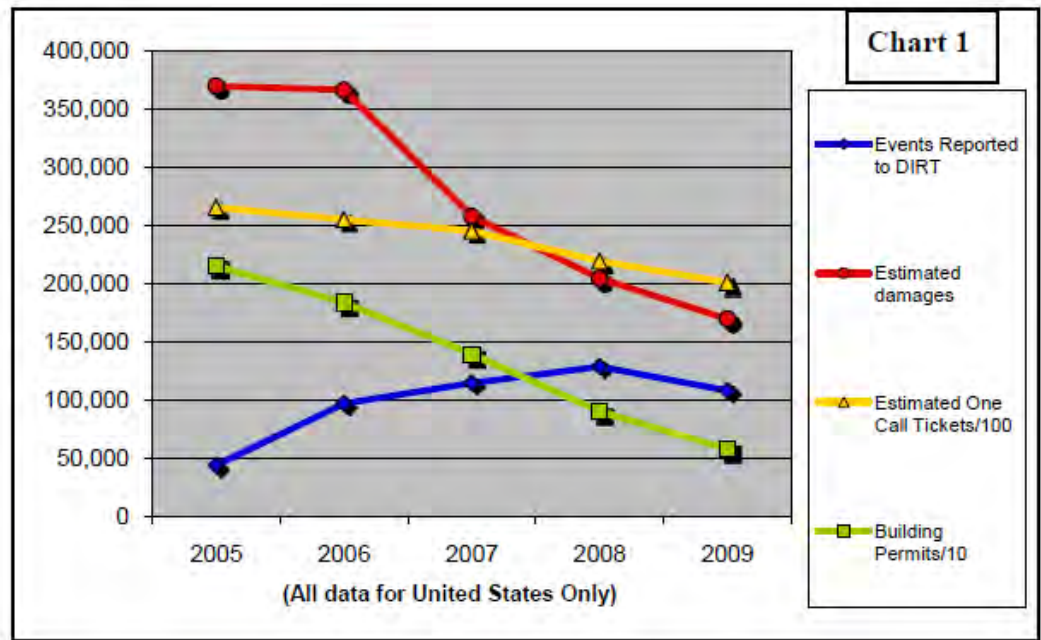


# Total Damages / Level of Construction

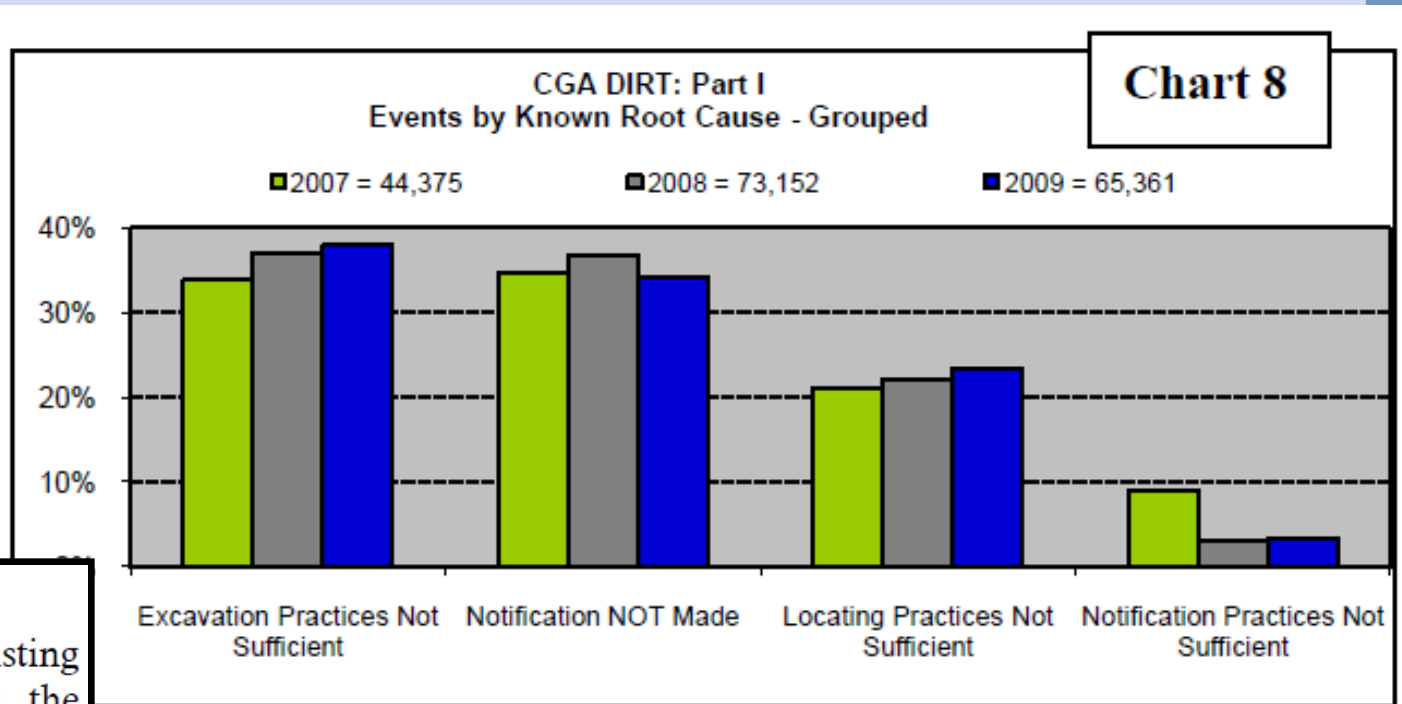
## *Consistent Trends*

For each of the past five years, the CGA has reported year-over-year decreases in the total number of damages throughout the United States and 2009 is no exception. What may be more important than the actual estimate of total damages is the consistent trend downward. For the first time, the report takes a closer look at how the decrease in estimated damages may correlate to the overall level of construction activity. Chart 1 provides a side-by-side comparison of U.S. housing permits, estimated one call ticket volume and estimated damages for years 2005 through 2009.

Page 5



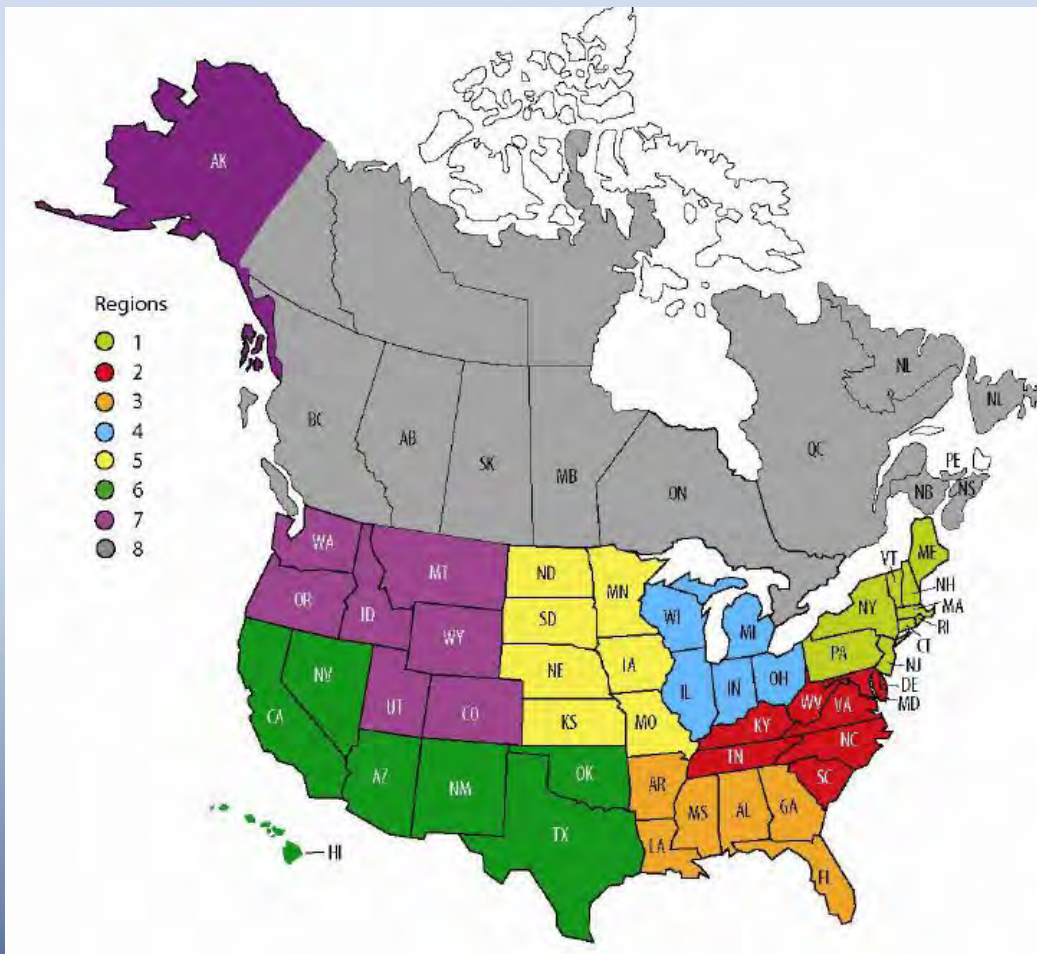
# Events by Known Root Cause



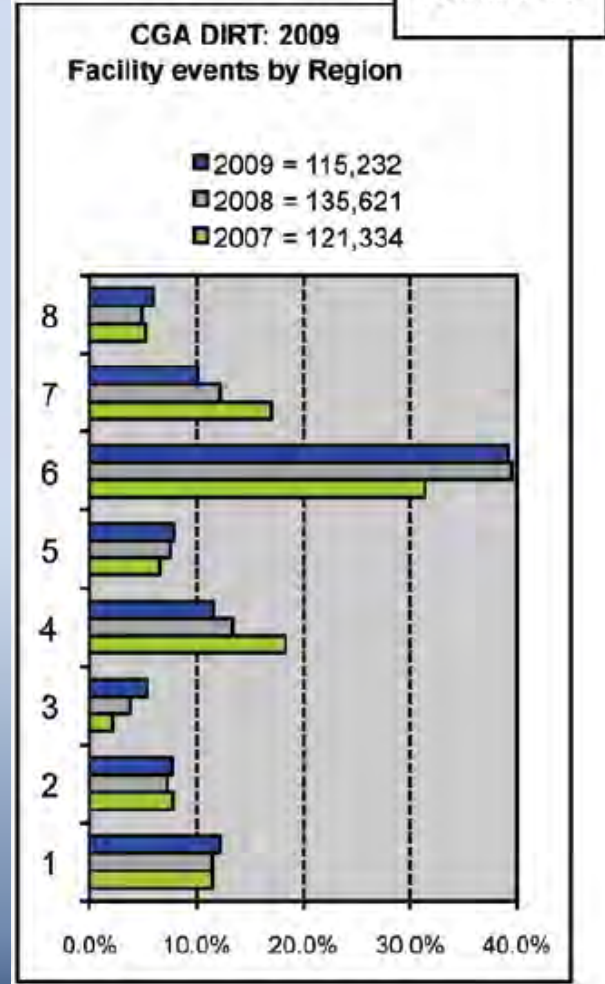
## Root Cause (Part I)

The percentage of events listing *Notification NOT Made* as the root cause decreased in 2009 compared to 2008. This may be due to the positive impact of the 811 campaign, increased enforcement of damage prevention regulations, or some combination of these and other factors. The decline in events



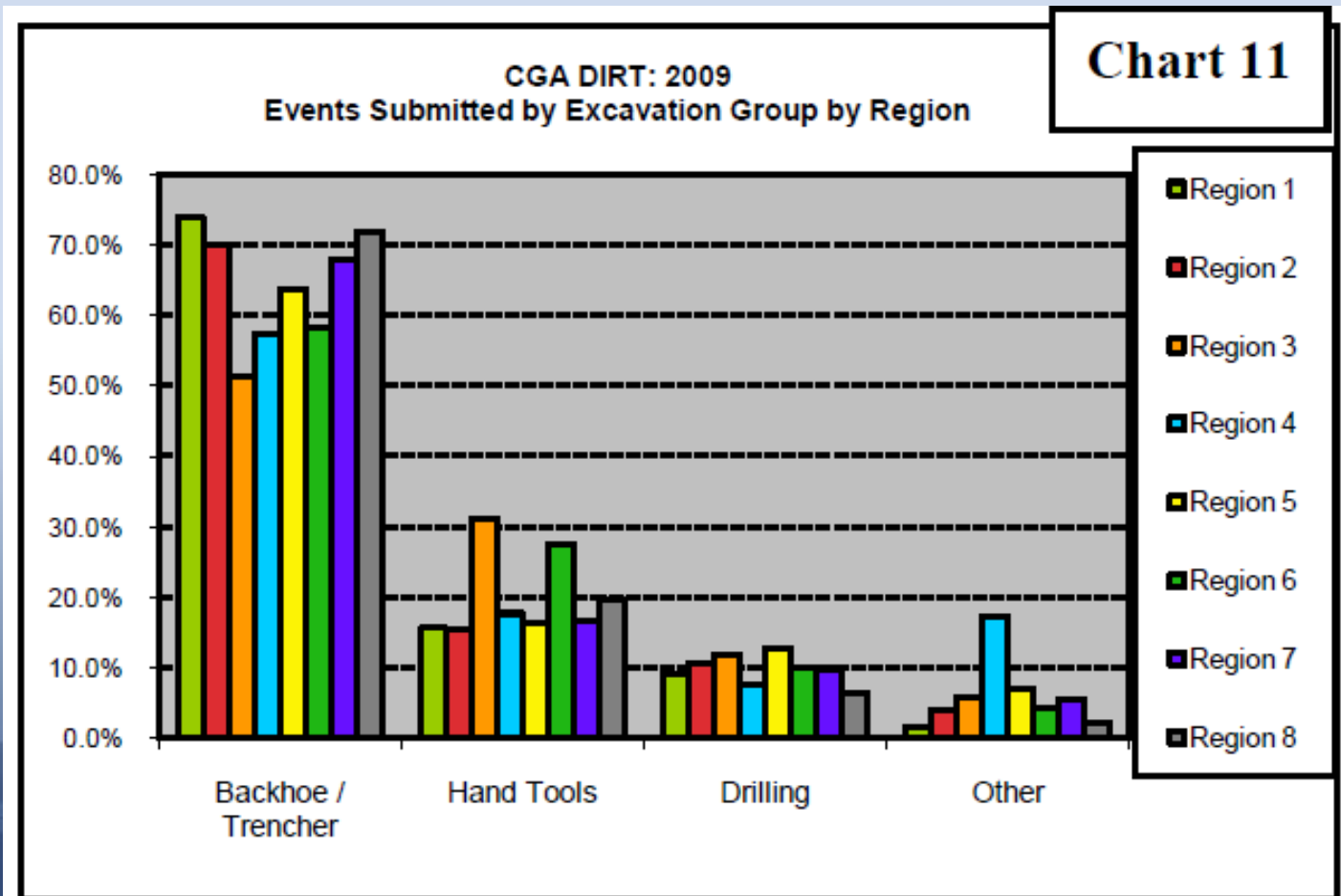


**Chart 10**



# Event by Type of Excavation Equipment

“Regardless of Region, the Backhoe/Trencher is involved in the majority of events.”



# DQI Measures the “Completeness” of each Record Need for “more complete data”

Table 6

PART	DESCRIPTION & WEIGHT	2008 % of Overall DQI	2008 % of Org. DQI	2009 % of Overall DQI	2009 % of Org. DQI
A	Who is submitting the information (5%)	99%	98%	99%	96%
B	Date & Location of Event (12%)	66%	75%	66%	78%
C	Affected Facility Information (12%)	63%	87%	65%	90%
D	Excavation Information (14%)	59%	83%	57%	85%
E & F	Notification, Locating, & Marking (12%)	80%	95%	76%	91%
G	Excavator downtime incurred (6%)	12%	49%	17%	63%
H	Description of Damage (14%)	34%	74%	40%	76%
I	Description of Root Cause (25%)	55%	78%	57%	81%
<b>TOTAL WEIGHTED DQI</b>		<b>57%</b>	<b>80%</b>	<b>59%</b>	<b>83%</b>

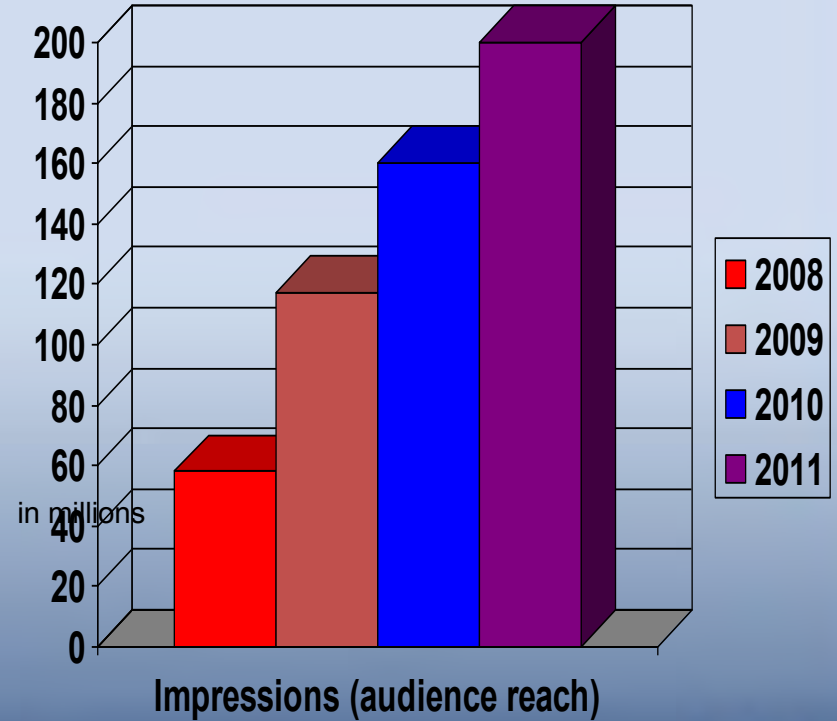
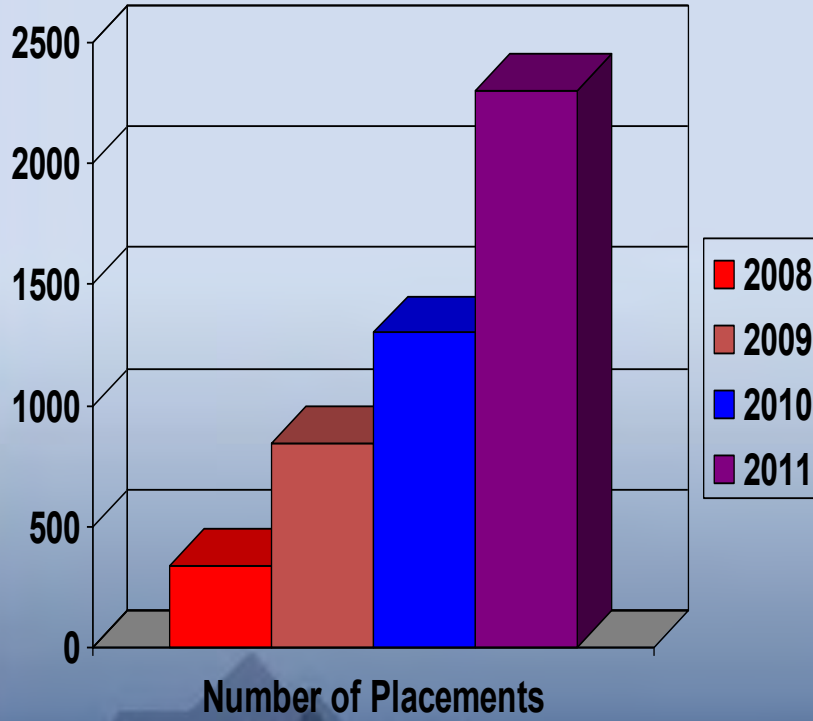
# Conclusions

- Root cause for **38%** of reported damages
  - Excavation practices not sufficient
- Root cause for **34%** of reported damages
  - One call center notification not made
- Root cause for **24%** of reported damages
  - Locating practices not sufficient

## 2011 NSDM by the Numbers

- Stakeholders implemented hundreds of National Safe Digging Month campaigns that produced:
  - The busiest month in the history of Call811.com (34,000 visits), topping last April's previous mark.
  - The MOST media exposure for 811 during any month since the phone number's inception, also exceeding last April's record.
  - Governor proclamations in 47 states, also a new CGA record!
  - 75 million media impressions from Shell Pipeline's NASCAR partnership alone.
  - 2,500 vinyl Call 811 banners posted at strategic locations across the country.

# Media Coverage



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- Shell featured the 811 logo on Kurt Busch's No. 22 Shell-Pennzoil Dodge Charger for **ALL FOUR** races during April!
- Media impressions just for this element of the campaign topped 75 million, due in large part to a radio media tour and the number of people who watch the races.



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<b>Tactic</b>	<b>Audience</b>	<b>Ad Equivalency</b>
811 No. 22 Car Branding	20,175,032	\$102,060
Kurt Busch ANR/RMT	23,490,060	\$328,486
Press Release Distribution	29,334,000	\$4,724,160
MRN and On Pit Row Giveaways	1,676,800	\$576,000
Additional Online Coverage	414,623	\$313,897
<b>Totals</b>	<b>75,090,515</b>	<b>\$6,044,603</b>



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## NASCAR and 811

- CGA stakeholder 3M will have the 811 logo on the #16 Ford Fusion driven by Greg Biffle on August 7 at the Tricky Triangle.



**Greg Biffle's #16 3M Car**

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## NASCAR and 811

- Race was watched by **11.7 million** viewers nationwide.
- Value of 811 logo exposure on race day was **\$270,000**.
- Both “Team 811” drivers were near the front at end, and Kevin Harvick took the checkered flag!



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## August 11<sup>th</sup> as 8-11 Day

### Today Show & Early Show

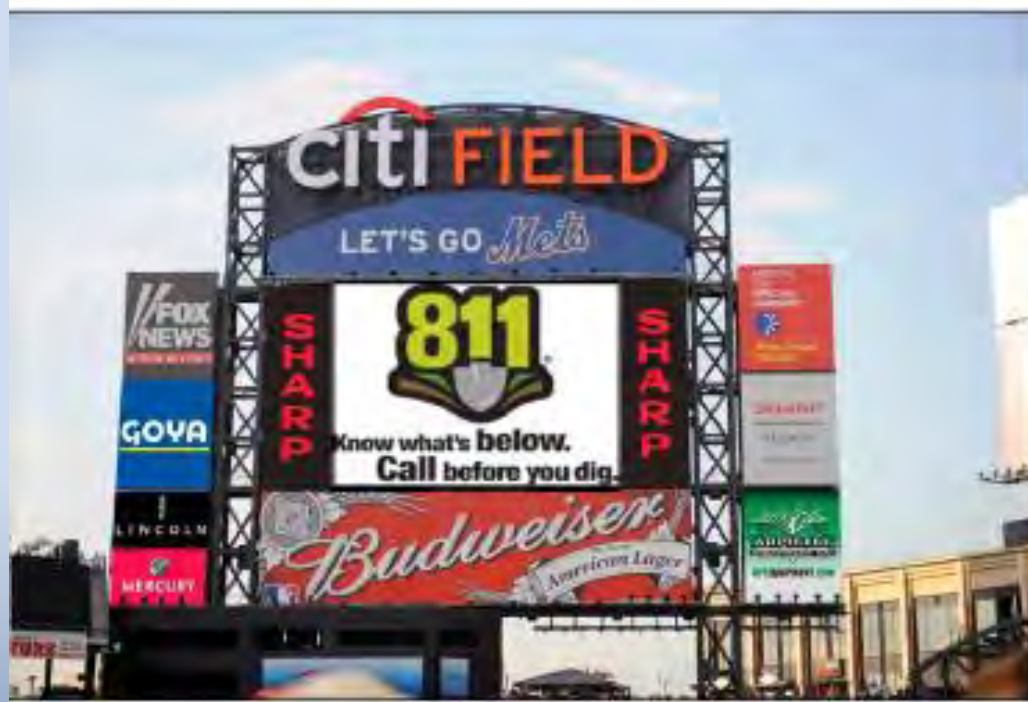
- 40 stakeholders in Call 811 T-Shirts
- 9 minutes of combined airtime
- Reached 20 million people
- Nearly \$400,000 in advertising equivalency



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# Take Me Out To The Ballgame!



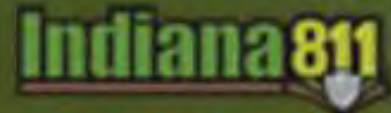
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Enter for a chance to participate in  
**THE INDIANAPOLIS INDIANS DIAMOND DIG**  
Friday, August 5th.

Brought to you by:



# More To Come

- CGA Communications Plan available
- CGA Monthly Update is the 15<sup>th</sup> of each month
- August is 8-11 Month
- August 8 is 8-11 Day
- Two new excavator safety videos
- 2010 DIRT Report
- Back to School Webinar

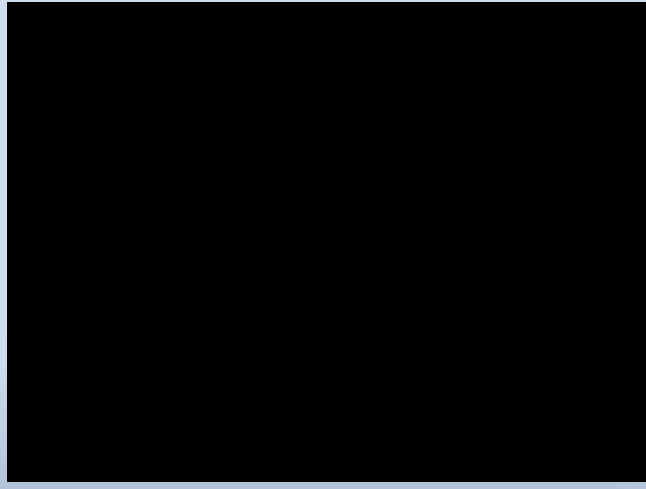


**SAFETY AWARENESS 3-PACK!**



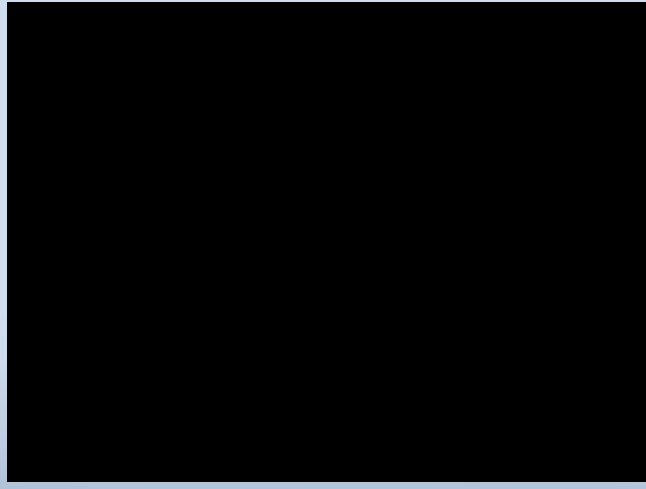
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[www.call811kids.com](http://www.call811kids.com)

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