



**Marathon
Pipe Line LLC**

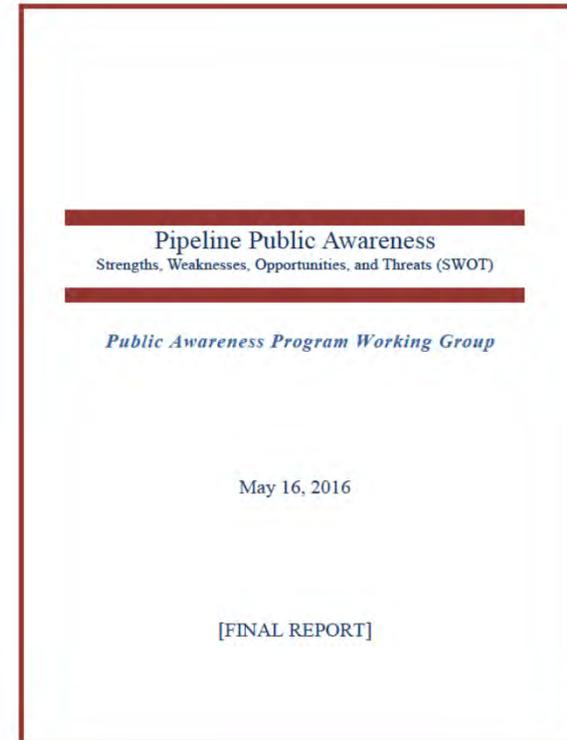
Changing the Behavior of Excavators

July 2016

SWOT Analysis - Behavior Change



- Mentioned 8 times
 - Lack of common understanding of behavior change
 - Challenging to measure changes in behavior
 - Need guidance on what to measure for behavior change and how to measure it
 - Determine if behavior change should be a goal of public awareness programs, and if so, how to measure it



API Recommended Practice 1162



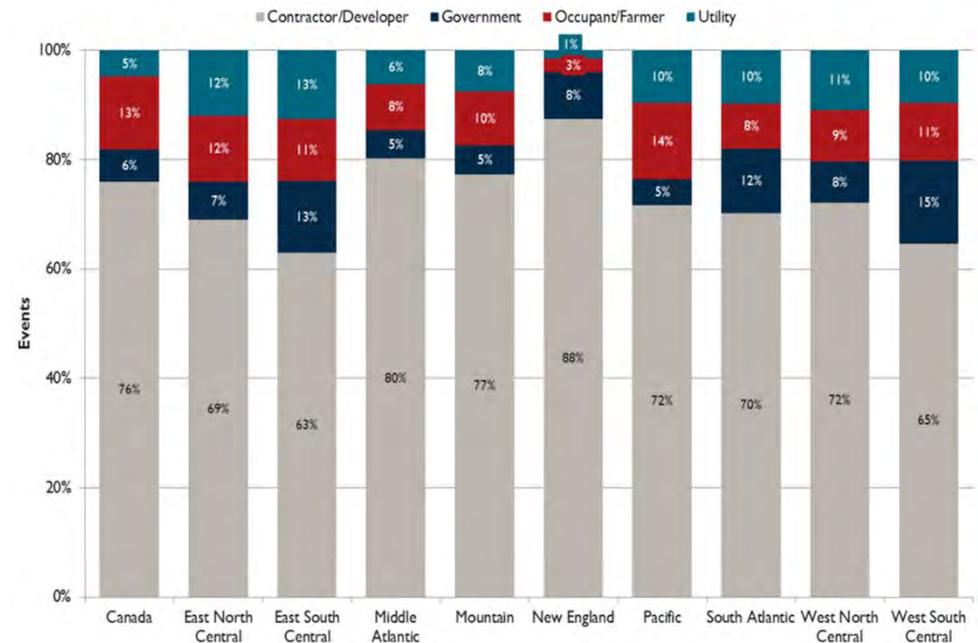
- 8.4 Measuring Program Effectiveness
- Measure 3 – Desired Behaviors by the Intended Stakeholder Audience
 - Have appropriate prevention behaviors been learned and are taking place?
- Excavators
 - Are they contacting the One Call Center prior to beginning excavation?



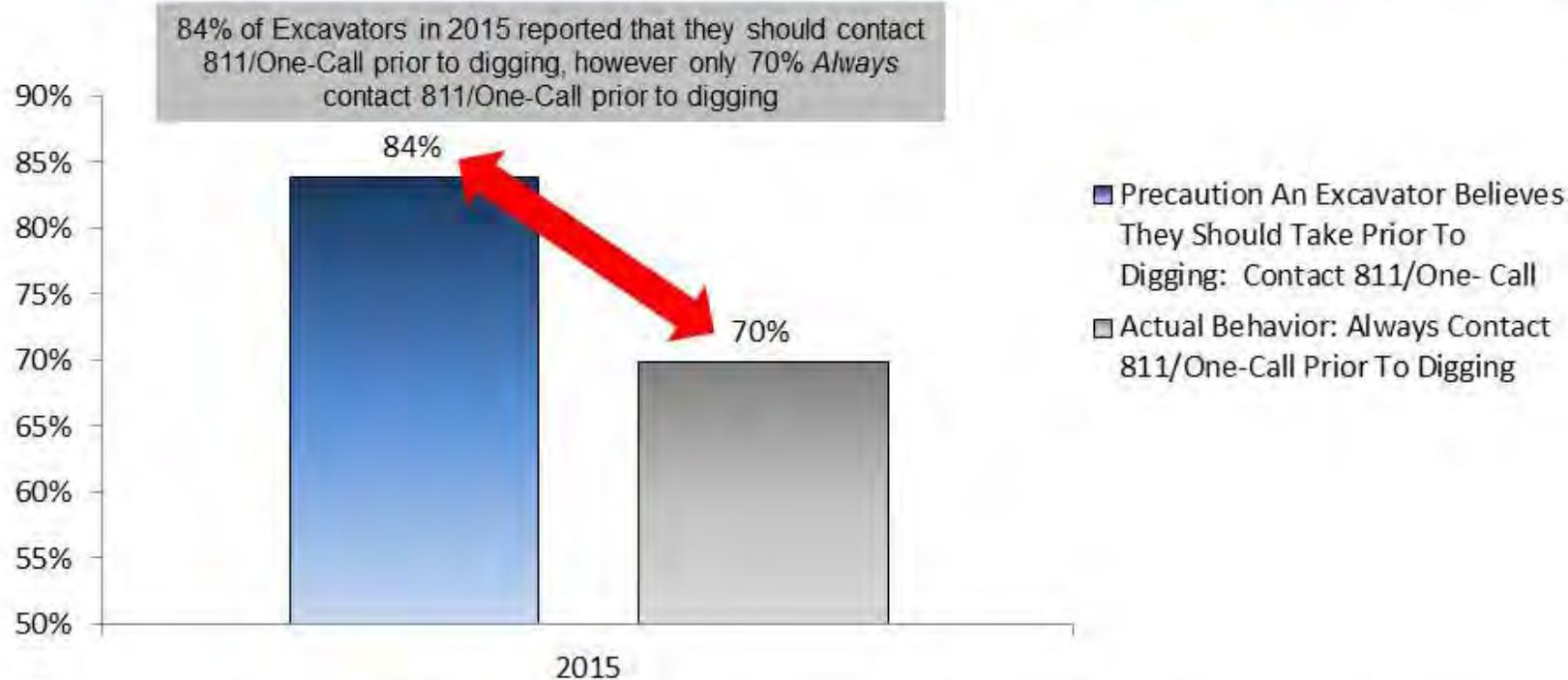
2014 DIRT Report



- Nearly 49,000 more damages events submitted in 2014 than in 2013
- Excavators accounted for more than 70% of the damage events
- “Notification Not Made” was the root cause in 25% of the damage events
- “Contacting 811 remains the single most effective means of reducing damages”



Excavators' Knowledge Of Proper Digging Behavior Vs. Actual Behavior



And being as specific as you can, what precautions should an excavator take prior to digging to avoid accidentally hitting a pipeline? How often would you say your company/city, municipality or town contacts 811 or the One-Call System to identify whether a pipeline exists in a work area before digging in a new location?



SWOT – Excavator Opportunities



- Reword damage prevention messages to put more emphasis on benefits of calling 811
- Continuously evaluate the comprehensive opportunities for outreach to the excavator audience
- Look for opportunities for a nationwide campaign for public awareness
- Adopt a more data-driven, strategic approach to excavator outreach
- Emphasize to excavators that damage prevention is about their safety and their bottom line



API Public Awareness Group



- Set goal to develop a 5-year strategic communications campaign to change behavior of excavators
- Selected FleishmanHillard (public relations firm) through RFP process
- Raised \$270,000 in 2015 to conduct stakeholder research and develop preliminary campaign plan



Research Findings



- Online Survey & Phone Interviews
- Excavator Owners
 - Only 41% always call before digging
 - Primary concerns are safety of crews and liability
 - Rely heavily on industry peers and groups
- Excavator Laborers
 - Low awareness of 811
 - Majority view their jobs as dangerous
 - Respond favorably to messages about safe digging



STRATEGY RECAP



WHERE
WE'VE
BEEN

EACH AUDIENCE
HAS A SPHERE
OF INFLUENCE
AND WE WANT TO
TAP INTO IT

WHERE
WE WANT
TO GO



Campaign Theme – Head to Heart



- Research indicates that excavators value family above everything else
- Campaign is designed to help excavators make an emotional connection between how they work and the reasons they work
- Creative concepts will liken a call to 811 to other safety measures the audience takes to protect and honor loved ones



Establish Interim Program Goals to keep the initiative on target

Specific Measureable Outreach Goals		
Content Development	Events	Earned Media
3-4 national excavation group briefings and opportunity identification	Secure 1-2 or more speaking engagements	5-6 excavation/landscape placements
Develop 2-3 case stories in the first year	Attend, sponsor and/or network at 3-4 excavation industry events	Community newspapers and radio placements
Package and provide to damage prevention industry in print and video format	Secure event-based media coverage through presentations and briefing meetings	

- Use survey and benchmarking data to evaluate campaign impacts and audience receptiveness
- Trend digging incidents/near misses by target audience over time to evaluate campaign effectiveness in eliciting behavior change

WHY IT WORKS...

- Adds emotional context to known information, seeing the same scene anew
 - Emotional campaigns consistently produce considerably more powerful long-term effects than rational persuasion campaigns¹
 - Emotional campaigns are twice as efficient as rational campaigns¹
- Provides a means to participate, recognize and be recognized by peers
- Consistent with what they value – their work and why they do it
- Durable platform – family values are enduring and real-life stories are evergreen, creating ongoing relevant program content



SOURCE: International Practitioners of Advertising

Roadmap



- CGA Education Committee task team formed to lead the 5-year excavator campaign
- \$250,000 - \$300,000 estimated annual campaign budget
- Assign task team members at September Education Committee Meeting
- Seek CGA Board approval at November Meeting

