

**2010 State Damage Prevention Program Grants Final Report**  
**Funding Opportunity Number: DTPH56-10-SN-0001**  
**CFDA Number: 20.720**

**Award Number:** DTPH56-10-G-PHPS04  
**Project Title:** Iowa Utilities Board State Damage Prevention  
**Date Submitted:** March 30, 2011  
**Submitted by:** Don Stursma/Cynthia Munyon

**Specific Objective(s) of the Agreement**

Under this grant award, the Iowa Utilities Board (IUB), in partnership with Common Ground Iowa (CGI), will produce an interactive training DVD and host an educational Iowa Excavation Safety Summit.

**Workscope**

Under the terms of this grant agreement, the Grantee will address the following element listed in 49 USC §60134 through the actions it has specified in its Application:

- *Element (5):* A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.

**Accomplishments for the grant period CY 2010**

**Interactive Training DVD**

For Calendar year 2010, the IUB, in partnership with CGI, produced an interactive training DVD targeted to excavators, contract locators, underground facility owners/operators, municipals, one-calls, pipeline operators, farmers, and homeowners. Production of the DVD was completed in October 2010.

CGI received 5,000 copies of its "Promoting Damage Prevention Through Education and Awareness" DVD in November 2010 to distribute free of charge to all interested Iowa stakeholders. The DVD premiered early in December at the CGI Annual General Membership Meeting to kick off CGI's ongoing marketing plan to promote and distribute the DVD thru the fall of 2011.

CGI has, in person and by mail, distributed the DVD to hundreds of stakeholders including governmental entities such as PHMSA. In addition, the

IUB gas and electric safety inspectors are distributing the DVD across Iowa when they conduct compliance inspections. The DVD is also being utilized for Iowa One Call's 2011 Excavation Safety Awareness Program, company staff meetings, and local city access channels.



### **Iowa Excavation Safety Summit**

The 2010 2<sup>nd</sup> Annual Iowa Excavation Safety Summit was held on August 10 and 11<sup>th</sup> at the Iowa Association of Municipal Utilities. In addition to the presentations, hands-on field demonstrations, and vendors, the Summit included two (2) sessions on Competent Person Training and SUE (subsurface utility engineering). Attachment 1 is the program from the Summit.

The Summit targeted stakeholders associated with excavation and the processes involved. This included excavators, contractors, utility personnel and/or contractors, and ultimately the person who has the responsibility for the control of the excavation site.

### **Quantifiable Metrics/Measures of Effectiveness**

Since the DVD was released to stakeholders in December, CGI continues to measure the effectiveness of the "Promoting Damage Prevention Through Education and Awareness" DVD. All indicators to date show it is exceeding expectations. Polling stakeholders at presentations has produced positive reinforcement that they understand the message and has invoked further discussions on damage prevention. In addition, at every presentation, stakeholders have requested multiple copies of the DVD for its staff and to use in other venues. CGI and the IUB have received numerous requests for the DVD from stakeholders in Iowa and outside the state. CGI's marketing plan for 2011

includes promoting and distributing the DVD thru September utilizing events during April Safe Digging Month, websites, YouTube, Farm Progress Show, area garden centers, conferences, and presentations. This time period will give CGI the opportunity to obtain additional data to measure the DVD's effectiveness and substantiate its success in educating stakeholders on the importance of damage prevention.

CGI measured the effectiveness of the 2<sup>nd</sup> Annual Iowa Excavation Safety Summit with multiple indicators such as stakeholder attendance, surveys at the conference, and email at its conclusion.

Attendance was at capacity for the Competent Person and Subsurface Utilities Engineering (SUE) workshops which were held the first day. Attendance on the second day was not as high as expected from the preregistrations for the Summit due to hot weather, 13" of rain and flooding.

Surveys and emails revealed that conducting construction courses specific to meeting the work-related skill, techniques, and knowledge of a stakeholder needs was very successful. More than 90% of those surveyed responded favorably to the Summit.

### **Issues, Problems or Challenges**

The work proposed under the scope of this grant was successfully completed.

### **Final Financial Status Report**

The final financial report was sent as a separate attachment to the AA.

### **Requests of the AOTR and/or PHMSA**

No action requested at this time.