



2012 State Damage Prevention Grant Final Report



(10) Two
Minute How
to Videos



Audience
Response
System



Excavator
Seminar Key-
note Speaker
Cliff Meidl

CFDA Number: 20.720

Award Number: DTPH56-12-G-PHPS07

Project Title: Dig Safely New York State Damage Prevention

Date Submitted: 9/25/2013

Submitted by: Kevin Hopper

Specific Objective(s) of the Agreement

Under this grant agreement, the DSNY will:

- Develop and implement methods for effective communication
- Support a Damage Prevention Education Program for industry stakeholders
- Support Public Awareness and Stakeholder Education

Workscope

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

- Element (1): Participation by operators, and other stakeholders in the development and implementation of the methods for establishing and maintaining effective communications between stakeholders from receipt of an excavation notification until successful completion of the excavation, as appropriate.
- Element (4): Participation by operators, excavators, and other stakeholders in the development and implementation of effective employee training programs to ensure that operators, the one call center, the enforcement agency, and the excavator have partnered to design and implement training for the employees of operators, excavators, and locators.
- 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 (Item 1 under Agreement Article IX, Section 9.02 Final Report: “A comparison of actual accomplishments to the objectives established for the period.”

As indicated in the Mid-term Report all three objectives were complete and in line with the outlined objectives of the grant application.

(10) Two Minute How to Videos: The video series was successfully completed and fully incorporated into our safety training series. In addition to the 10 how to videos we determined a full length video was also created to encapsulate the entire process.

Audience Response System: The audience response system was purchased and adopted into use in our Safety Seminar programs. 600 response cards are available to incorporate into our Seminars. The metrics are reported in the next reporting section.

Excavator Seminar Keynote Speaker: For the final project outlined in the 2012 grant application Dig Safely New York, Inc. had Cliff Meidl, Spokesperson for One Calls Of America, Olympic Hero and utility damage survivor, provide an outstanding and inspirational keynote address at all of our 9 Excavator Safety Seminars in 2012. The attendance results and earned media report are included in the next reporting section.

Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.01 Project Report: "Where the output of the project can be quantified, a computation of the cost per unit of output.")

Dig Safely New York's 2012 grant application consist of three projects. I have outlined the status of each project below under the appropriate heading.

1 (10) Two Minute How to Videos:



Within the scope of this project Dig Safely New York, Inc. proposed a series of (10) two minute short videos explaining the specific steps in damage prevention related to the rules and regulations excavators face in NY state. This project has been completed and the video can be found on our YouTube channel www.youtube.com/Dig SafelyNewYork811 as well as on our website www.digsafelynewyork.com. The video series has also become a pivotal component to our excavator training as the entire video series has been incorporated into our safety presentation.

Full Video: Watch to learn all 10 steps in the "Dig Safely" process.



Why Call 811?



Preparing for the Call



Making the Call



Waiting the Appropriate Amount of Time



Confirming the Responses



Verifying and Documenting the Marks



Understanding and Maintaining the Marks



Respecting the Marks



Potholing and Other Safe Digging Techniques



Emergency Procedures

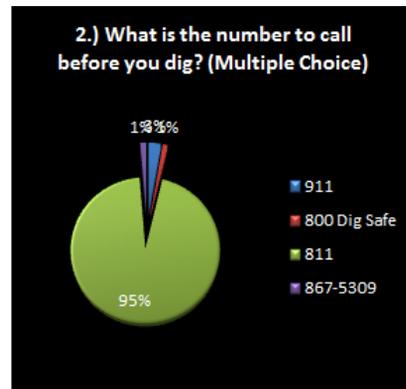
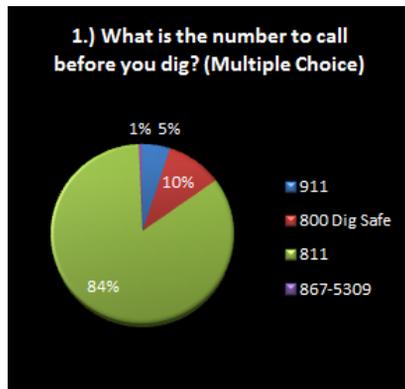
2 Audience Response System:

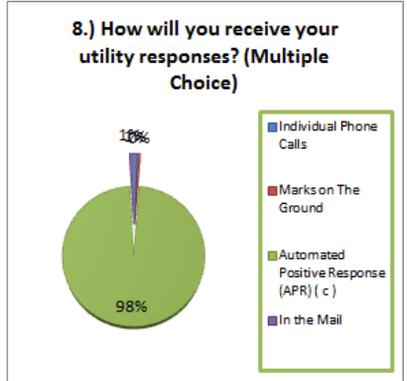
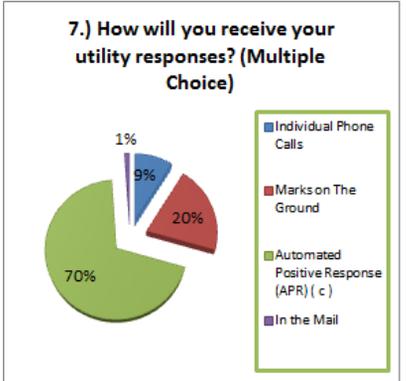
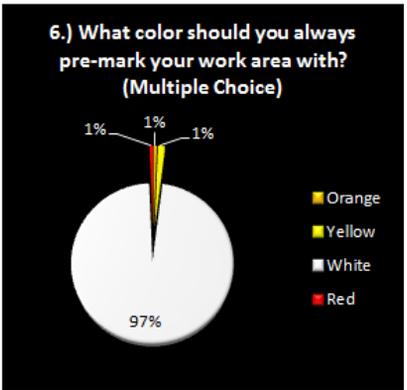
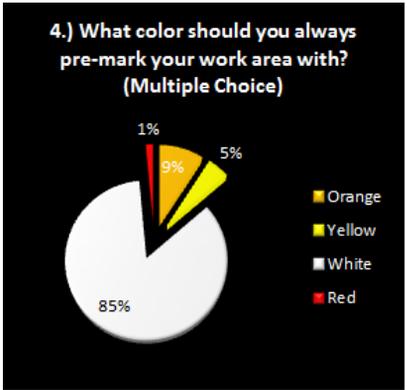
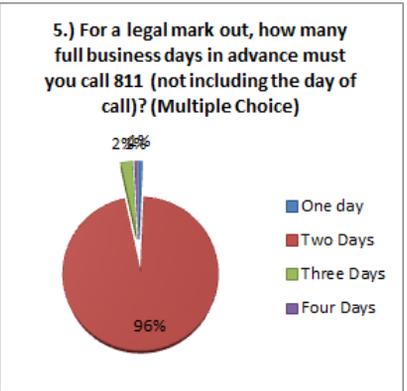
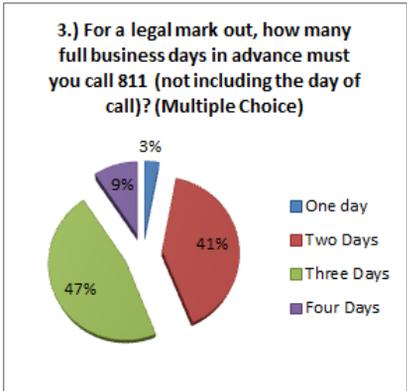


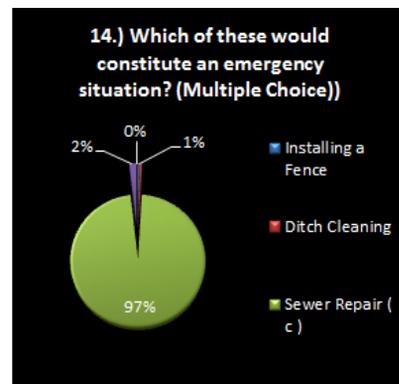
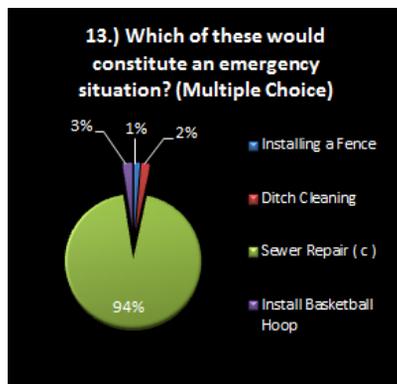
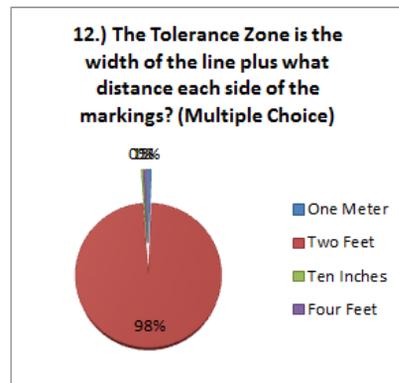
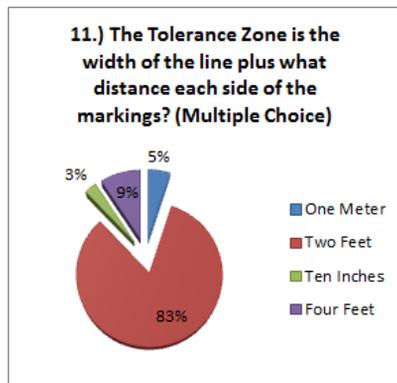
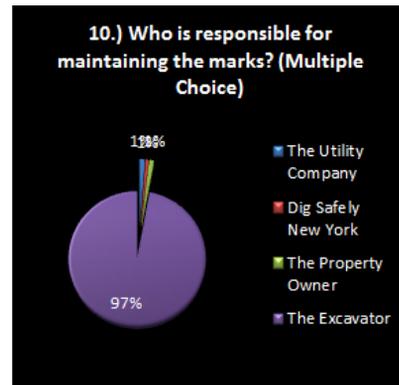
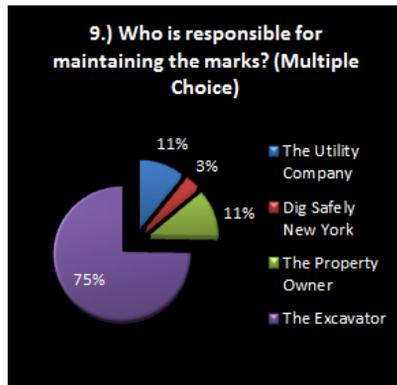
Turning Technologies Audience Response System

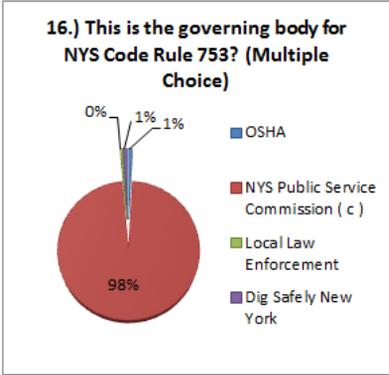
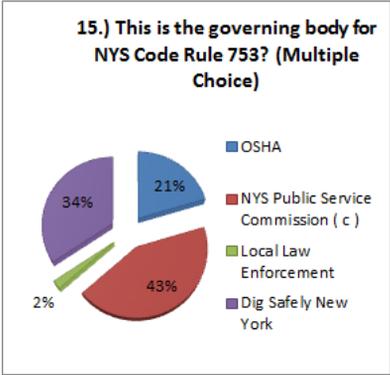
Within the scope of this project Dig Safely New York, Inc. proposed funding to facilitate the purchase of Turning Technologies audience response system for each member of our training team. The audience response system is integrated directly with your PowerPoint presentation, creating a powerful and engaging presentation. It allows us to instantly gauge the audience’s understanding of subject material prior to covering the material and at the conclusion of the training segment.

The purchase and integration of the Turning Point response cards in our safety presentation has been completed. During the month of March we utilized the response cards during our annual Excavator Safety Seminars. Over the course of the 9 events we engaged over 2500 excavators and collected valuable data in determining the level of retention attendees have during our training events through the use of the Turning Point responder cards. In the reports detailed below you will see the audiences’ responses to each question. We use the process of asking the same question twice, this allows us to establish a baseline level of awareness prior to the training segment and the level of improvement at the completion of the training segment. This information has been invaluable to our training staff as they are able to really focus on areas where improvement is necessary. Question #3 is a good example (For a legal mark out, how many full business days in advance must you call 811 (not including the day of call)?). Prior to the education segment only 41% of the attendees knew the correct answer. At the conclusion of the training segment we saw a 55% improvement with 96% of the attendees answering the question correctly. The charts below indicate the results from the questions asked during our nine Excavator Safety Seminars.









3 Excavator Seminar Keynote Speaker



Cliff Meidl Excavator Seminar Keynote Speaker

For the final project outlined in the 2012 grant application Dig Safely New York, Inc. sought funding to support our Excavator Safety Seminars by offering Cliff Meidl as our Keynote Speaker. Cliff Meidl, Spokesperson for One Calls Of America, Olympic Hero and utility damage survivor, provided an outstanding and inspirational keynote address at all of our 9 Excavator Safety Seminars in 2012. The attendance was outstanding and the feedback was also very positive. In addition to Cliff speaking at the events, Dig Safely New York was also able leverage Cliff’s Olympic recognition to secure substantial earned media relative to our safety seminars.

The goals of the Cliff Meidl media tour are as follows:

- **Consumer media outlets:** Earn coverage for Dig Safely New York, Inc., the 811 phone number and the safe digging process on TV, radio, print and online.
- **Industry newsletters/email alerts:** Earn coverage for Dig Safely New York, Inc., the 811 phone number and the safe digging process in industry newsletters/email alerts.

As the sole broadcaster of the upcoming Olympic Games, priority was given to local NBC affiliates who often chose to pick up the story. We utilized the professional services of MGH, who drafted a media advisory for each of the nine safety seminar events as well as a general news release on behalf of Dig Safely New York, Inc. Results of the Earned media are displayed below.



Attendees at 2012 Excavator Seminar Utica NY





811, the first national call-before-you-dig number, was also featured prominently in earned media placements, such as this TV placement featured on WNYT-TV, NBC Albany.



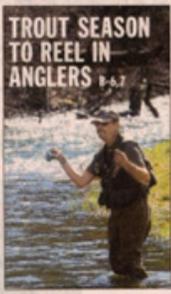
The campaign featured strong pull-through of safe digging messages, as well as the Dig Safely New York logo and name, featured here on WHAM-TV, ABC Rochester.



WSYR, the ABC affiliate in Syracuse, was one of several outlets that incorporated the Five Steps to Safe Digging into an on-site interview with Cliff Meidl and Kevin Hopper.



TROUT SEASON TO REEL IN ANGLERS 1-A,7



FRIDAY, MARCH 23, 2012

LOCAL NEWS

How digging a hole can nearly destroy your life

Speaker at Dig Safely N.Y. hit cables that pumped 30,000 volts into him.

By Erin Elzo
Contributing writer

More than 25 years ago, Cliff Meidl worked as an apprentice plumber near Los Angeles to pay his way through college.



One morning, he was using a jackhammer on concrete when he hit three high-voltage cables sending 30,000 volts through his body.

He was launched into the air, landing on the jackhammer, getting shocked a second time. He suffered burns on 15 percent of his body and almost lost his legs.

Meidl underwent 15 surgeries and spent the next two years in rehabilitation. It took him another 3½ years to walk without crutches, but he went on to become a world-class kayaker, competing in the 1996 and 2000 Olympic games.

Thursday, he shared his story with more than 350 contractors and others attending the Dig Safely New York's Excavator Safety Seminar at the Holiday Inn, in Salina.

The seminar is part of a three-week series of presentations around the state to raise awareness about the dangers of digging without checking what's underground.

"Your safety is the number one issue," Meidl said.

State law requires homeowners or contractors to call Dig Safely New York, a nonprofit Syracuse group, at least two working days before digging. At the call center, an operator takes down the information about the work site and delivers that information to the gas, electric and phone companies who mark where wires and pipes are located.

Meidl said the seminars aim to raise awareness among not only contractors, but homeowners as well. Whether someone is using a shovel or machine to plant something as ordinary as a tree, that person should call 811 to mark the area, he said.

The 811 Campaign was launched by the Common Ground Alliance, an industry association, in 2007 to raise awareness about calling before digging.

What you should do

- Call 811 before you dig. State law requires you to call Dig Safely New York, a nonprofit group, before digging.
- Wait the required time. Notice must be given two, full working days before digging so utility companies can locate wires, pipes.
- Confirm utility response. Dig Safely must receive confirmation from utilities before a dig can start.
- Respect the marks. Workers should locate all the marks on the site before starting to dig.

Source: Dig Safely New York



Friday, March 30, 2012

Olympian on safety



SKIP DICKSTEIN/TIMES UNION

Two-time Olympic kayaker Cliff Meidl, who suffered severe electrical burns in a utility accident at age 20, speaks to a Dig Safely New York assembly at the Polish American Club Thursday in Albany. Dig Safely New York is a notification center that informs member utility owners of a homeowner's or contractor's digging plans. Anyone planning to dig must contact Dig Safely New York by calling 811 at least two days in advance.

Cliff and the safe digging message also fared well with earned print placements, including these two from the Syracuse Post-Standard and the Albany Times Union.

Placement list by date of event:

- WGRZ-TV, Buffalo, NY (3/13) – NBC Buffalo ran a brief segment on evening news talking about Cliff Meidl’s story, showed shots of him speaking in Buffalo and mentioned Dig Safely New York, calling 811 and safe digging.
- WBEN-AM, Buffalo, NY (3/13) – Cliff was the guest on a home improvement show for the entire hour. He talked about his experience and took questions from callers about his back story and calling 811.
- WHAM-TV, Rochester, NY (3/14) – WHAM (ABC) attended the event and did a feature story on Cliff on their evening news showing his speaking engagement, talking about his back story, and explaining 811 and Dig Safely New York.
- WHEC-TV, Rochester, NY (3/14) – WHEC (NBC) attended the event and ran an evening story on Cliff showing his speaking engagement, talking about his back story, and explaining 811 and calling Dig Safely New York.
- WHAM-AM, Rochester, NY (3/14) – Cliff phoned in to a home improvement show and was interviewed by Randy Gorbman of WHAM 1180 AM. He spoke about his experience and talked about his speaking tour with Dig Safely New York.
- WENY-TV, Watkins Glen/Elmira, NY (3/15) – WENY (NBC) attended Cliff’s speaking engagement and showcased footage on the evening news, giving a brief description of his personal story and talking about calling 811 before digging.
- Star Gazette, Watkins Glen/Elmira, NY (3/15) – Glenda Gephart is a freelance journalist who covered this event. Her article talks about Cliff’s background story and the reasons behind his speaking tour with Dig Safely New York.
- Ithaca Journal, Ithaca, NY (3/15) – Glenda Gephart’s story was also picked up and ran online in the Ithaca Journal.
- WPTZ-TV, Plattsburgh, NY (3/20) – Footage from Cliff’s speech in Malone was shown on this NBC affiliate. Cliff was also briefly interviewed by the reporter who attended the event. He talked about calling 811 and how he hopes to be an inspiration to people who dig for a living.
- Malone Telegram Newspaper, Malone, NY (3/20) – Photograph of event and a description of Cliff’s speech and mission with Dig Safely New York ran in print on 3/23.
- WKTU-TV, Utica, NY (3/21) – Story ran on evening news on this NBC affiliate; also was posted online with a print story and video. Coverage included footage of Cliff’s event, as well as an interview with him.
- WUTR-TV, Utica, NY (3/21) – Story ran on WUTR ABC evening news, and also was posted online with a written story and video.
- WSYR-AM, Syracuse, NY (3/22) – WSYR aired a story about the importance of calling before you dig, featuring a taped phone interview with Cliff Meidl.
- WSYR-TV, Syracuse, NY (3/22) – WSYR-TV’s Bridge Street news show (ABC) featured a live on-site interview with Cliff Meidl and Kevin Hopper, which included a walk-through of the Five Steps to Safe Digging.
- YNN-TV, Syracuse, NY (3/22) – YNN (all-news cable) aired a package highlighting the DSNY Excavator Safety Seminar Series that featured footage of the seminars and an on-site interview with Cliff Meidl.
- WSTM-TV, Syracuse, NY (3/22) – WSTM (NBC) aired a segment reminding homeowners to call 811 to be connected with Dig Safely New York before beginning any digging projects, featuring on-site footage from the DSNY Syracuse seminar.

- The Post-Standard, Syracuse, NY (3/22) – The Post-Standard ran an article detailing Cliff Meidl’s personal story and its connection to Dig Safely New York. The article featured the Five Steps to Safe Digging to educate homeowners about how to stay safe while digging.
- WNYT-TV, Albany, NY (3/29) – WNYT (NBC) aired a segment reminding homeowners to call 811 before beginning any digging projects, featuring on-site footage from the DSNY Albany seminar.
- Times-Union Newspaper, Albany, NY (3/29) – The Times Union ran a feature photo of Cliff Meidl speaking at the DSNY Excavator Safety Seminar, with a caption reminding homeowners to always call 811 to be connected with DSNY before beginning any digging projects.

Attendance results per event

Activity Summary By Category

Category	Awareness Type	Activities	#People Reached	# Total People Reached
Excavator Training		9	2517	2517
	Excavator Safety Seminar		2517	2517
		2012 Excavator Safety Seminar-Buffalo	354	354
		2012 Excavator Safety Seminar-Albany	282	282
		2012 Excavator Safety Seminar-Fishkill	257	257
		2012 Excavator Safety Seminar-Liverpool	337	337
		2012 Excavator Safety Seminar-Malone	176	176
		2012 Excavator Safety Seminar-Middletown	193	193
		2012 Excavator Safety Seminar-Rochester	410	410
		2012 Excavator Safety Seminar-Utica	212	212
		2012 Excavator Safety Seminar-Watkins Glen	296	296

Issues, Problems or Challenges (Item 3 under Article IX, Section 9.01 Project Report: “The reasons for slippage if established objectives were not met.”)

There are no issues, problems or challenge to report.

Final Financial Status Report

1 (10) Two Minute How to Videos:

Video Segments Estimated Budget				Actual		
Personnel	Description	Rate	Estimated Cost	Actual Spent	Grant Funded	DSNY Funded
	Project Manager (estimated hours, 16 hours per segment for 10 segments)	\$ 40.00	\$ 6,400.00	\$ 3,400.00		
Total Personnel			\$ 6,400.00	\$ 3,400.00	\$ 3,400.00	
Fringe Benefits	Description	Rate	Estimated Cost			
		\$ -	\$ -	\$ -		
Total Fringe Benefits			\$ -	\$ -	\$ -	
Travel	Description	Rate	Estimated Cost			
	Estimated travel for Project Manager per video shoot @ 120 mi. Per shoot with 7 days off shooting scheduled	\$ 0.5550	\$ 466.20	\$ -		
Total Travel			\$ 466.20	\$ -	\$ -	
Equipment	Description	Rate	Estimated Cost			
		\$ -	\$ -			
Total Equipment			\$ -	\$ -		
Supplies	Description	Rate	Estimated Cost			
	Planning and development meetings Meals for Task Team (10 members @ 11 per person. 1 meeting per segment)	\$ 11.00	\$ 1,100.00	\$ 436.00		
Total Supplies			\$ 1,100.00	\$ 436.00	\$ 436.00	
Contractual	Description	Rate	Estimated Cost			
	MPW Video Services		\$13,750.00	\$ 14,110.00		
	MPW Services You tube, web landing page		\$ 1,300.00	\$ 787.50		
	MPW Editing			\$ 750.00		
Total Contractual			\$ 15,050.00	\$ 15,647.50	\$ 15,647.50	
Construction	Description	Rate	Estimated Cost			
Total Construction				\$ -		
Other	Description	Rate	Estimated Cost			
Total Other				\$ -		
Total Direct Charges			\$ 23,016.20	\$ 19,483.50	\$ 19,483.50	
Indirect charges			\$ -			
Total			\$ 23,016.20	\$ 19,483.50	\$ 19,483.50	

2 Audience Response System:

Audience Response System Estimated Budget				Actual		
Personnel	Description	Rate	Estimated Cost	Actual Spent	Grant Funded	DSNY Funded
Total Personnel			\$ -	\$ -		
Fringe Benefits	Description	Rate	Estimated Cost			
Total Fringe Benefits		\$ -	\$ -	\$ -		
Travel	Description	Rate	Estimated Cost			
Total Travel			\$ -	\$ -		
Equipment	Description	Rate	Estimated Cost			
Total Equipment		\$ -	\$ -	\$ -		
Supplies	Description	Rate	Estimated Cost			
Total Supplies			\$ -	\$ -		
Contractual	Description	Rate	Estimated Cost			
	Turning Technologies (quote for software, and hardware)		\$ 32,016.86	\$ 30,462.86		
Total Contractual			\$ 32,016.86	\$ 30,462.86	\$ 30,462.86	
Construction	Description	Rate	Estimated Cost			
Total Construction				\$ -		
Other	Description	Rate	Estimated Cost			
Total Other				\$ -		
Total Direct Charges			\$ 32,016.86	\$ 30,462.86	\$ 30,462.86	
Indirect charges			\$ -			
Total			\$ 32,016.86	\$ 30,462.86	\$ 30,462.86	

3

Excavator Seminar Keynote Speaker

Cliff Meidl Safety Speaker Estimated Budget				Actual		
Personnel	Description	Rate	Estimated Cost	Actual Spent	Grant Funded	DSNY Funded
Total Personnel			\$ -	\$ -		
Fringe Benefits	Description	Rate	Estimated Cost			
		\$ -	\$ -			
Total Fringe Benefits			\$ -	\$ -		
Travel	Description	Rate	Estimated Cost			
	Estimated air travel for 3 round trips form CA to NY		\$ 2,574.00	\$ 2,732.40		
	Estimates cost of rental cars (3) 3 day rentals		\$ 1,224.00	\$ 1,506.82		
	Hotel accomidations for anticipated 10 nights @ 150 per night	\$ 150.00	\$ 1,500.00	\$ 728.00		
	Travel Contingency of 5%		\$ 265.00			
Total Travel			\$ 5,563.00	\$ 4,967.22	\$ 4,967.22	
Equipment	Description	Rate	Estimated Cost			
		\$ -	\$ -			
Total Equipment			\$ -	\$ -		
Supplies	Description	Rate	Estimated Cost			
			\$ -	\$ -		
Total Supplies			\$ -	\$ -		
Contractual	Description	Rate	Estimated Cost			
	Cliff Meidl 9 Presentations	\$ 2,500.00	\$ 22,500.00	\$ 22,500.00		
Total Contractual			\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	
Construction	Description	Rate	Estimated Cost			
				\$ -		
Total Constrution				\$ -		
Other	Description	Rate	Estimated Cost			
				\$ -		
Total Other				\$ -		
Total Direct Charges			\$ 28,063.00	\$ 27,467.22	\$ 27,467.22	
Indirect charges			\$ -			
Total			\$ 28,063.00	\$ 27,467.22	\$ 27,467.22	

2012 Total Budget

Total 2012 Estimated Budget				Actual		
Personnel	Description	Rate	Estimated Cost	Actual Spent	Grant Funded	DSNY Funded
	Project Manager (estimated hours, 16 hours per segment for 10 segments) 85 hrs actual	\$ 40.00	\$ 6,400.00	\$ 3,400.00		
Total Personnel			\$ 6,400.00	\$ 3,400.00	\$ 3,400.00	
Fringe Benefits	Description	Rate	Estimated Cost			
Total Fringe Benefits		\$ -	\$ -	\$ -		
Travel	Description	Rate	Estimated Cost			
	Estimated travel for Project Manager per video shoot @ 120 mi. Per shoot with 7 days off shooting scheduled	\$ 0.5550	\$ 466.20			
	Estimated air travel for 3 round trips form CA to NY		\$ 2,574.00	\$ 2,732.40		
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	Hotel accomidations for anticipated 10 nights @ 150 per night		\$ 1,500.00	\$ 728.00		
	Travel Contingency of 5%		\$ 265.00			
Total Travel			\$ 6,029.20	\$ 4,967.22	\$ 4,967.22	
Equipment	Description	Rate	Estimated Cost			
Total Equipment		\$ -	\$ -	\$ -		
Supplies	Description	Rate	Estimated Cost			
	Planning and development meetings Meals for Task Team (10 members @ 11 per person. 1 meeting per segment	\$ 11.00	\$ 1,100.00	\$ 436.00		
Total Supplies			\$ 1,100.00	\$ 436.00	\$ 436.00	
Contractual	Description	Rate	Estimated Cost			
	Turning Technologies (quote for software, and hardware)		\$ 32,016.86	\$ 30,462.86		
	Cliff Meidl 9 Presentations		\$ 22,500.00	\$ 22,500.00		
	MPW for Video Services		\$ 13,750.00	\$ 14,110.00		
	MPW YouTube and Web Landing Page		\$ 1,300.00	\$ 787.50		
	MPW Editing		\$ 750.00			
Total Contractual			\$ 69,566.86	\$ 68,610.36	\$ 68,610.36	
Construction	Description	Rate	Estimated Cost			
Total Construction				\$ -		
Other	Description	Rate	Estimated Cost			
Total Other				\$ -		
Total Direct Charges			\$ 83,096.06	\$ 77,413.58	\$ 77,413.58	
Indirect charges			\$ -			
Total			\$ 83,096.06	\$ 77,413.58	\$ 77,413.58	

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Dig Safely New York, Inc., 5063 Brittonfield Parkway, East Syracuse, NY 13057