

2012 State Damage Prevention Program Grants Final Report
CFDA Number: 20.720

Award Number: *DTPH56-12-PHPS08*

Project Title: *Iowa Utilities Board State Damage Prevention*

Date Submitted: September 30, 2013

Submitted by: *Don Stursma*
Cynthia Munyon

Specific Objective(s) of the Agreement

Under this grant agreement, the IUB will:

- Foster support and partnership with stakeholders
- Support a Damage Prevention Education 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 Section 60134 through the actions it has specified in its Application.

- Element (2): a process for fostering and ensuring the support and partnership of stakeholders, including excavators, operators, locators, designers, and local government in all phases of the program.
- 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 enforcing agency, and the excavators have partnered to design and implement training for 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.”)

Elements 2 and 4:

All goals under these sections were accomplished. A two-day damage prevention summit was held April 9-10th, 2013, at no charge to attendees. CGI utilized the evite from its new website to promote the summit and register attendees. The summit was promoted by radio and social media. Sponsorships were offered to excavators to assist in travel and hotel costs.

The summit provided a great opportunity for all stakeholders to work together cooperatively to prevent and reduce unnecessary damages to Iowa’s vast utility infrastructure. The first day of the event included workshops for confined space training, first aid, CPR, OSHA construction certification, backhoe safety, and lockout/tagout safety training. The second day offered educational sessions designed to increase damage prevention awareness, field demonstrations, vendors, and showcased the 811 Bike. See Program Attachment 1.

Element 5:

All goals under this section were accomplished. Common Ground Iowa's (CGI) new website went live on February 5, 2013. See <http://commongroundiowa.com>. The CGI site was built with Drupal using a Responsive Web Design (RWD). The RWD approach provides an optimal viewing experience – easy reading and navigation with a minimum of resizing, panning, and scrolling – across a wide range of devices (from mobile phones to desktop computer monitors).

The redesigned website has improved functionality with more damage prevention information and resources for Iowa stakeholders in one location. The website allows CGI to better work with Iowans to produce stronger, more effective results through partnerships, collaboration, and the pursuit of common goals in damage prevention. It allows CGI's efforts to educate the public to be more diverse and widespread. CGI has received nothing but positive feedback both internal and external regarding the new website.

The new website includes many new functions and is easier navigationally. The homepage features news updates and live twitter feeds. CGI Facebook and Twitter were also redesigned and updated. The CGI Board only section includes a discussion forum, access to stakeholder lists for emails, logos, letterhead, and calendar link. The website has an online membership form which automatically feeds into the membership data base list with 5,826 subscribers. The new meeting and event section allows CGI to post events and send out Evites directly from the website to interested stakeholders. The website also includes an HTML newsletter generator, videos, photo gallery, company spotlight to showcase damage prevention initiatives, court cases, and other resources to educate the public on safe digging.

In addition, three (3):30 new animated "call before you dig" videos were created. The videos were posted on the new website via links, Facebook, Twitter, and YouTube. The videos will be used at future meetings, events, and for PSAs.



See <http://www.youtube.com/user/commongroundiowa>

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.”)

The comments from the summit attendees regarding the sessions were positive. The only negative comments concerned the rainy weather on the second day.

The metrics regarding the webpage for 5 ½ months are as follows:

Highest page views by month:	April 2013
Page views % of total:	5,551
Average time on a page:	1:37
Highest page viewed:	Summit

Video views on YouTube: 90

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

No issues, problems or challenge to report.

Final Financial Status Report

The final financial report has been sent as a separate attachment to the GA.

Requests of the GOTR and/or PHMSA

No actions requested at this time.