

2013 State Damage Prevention Program Grants Progress Report
CFDA Number: 20.720

Award Number: DTPH56-13-G-PHPS13

Project Title: Nebraska State Fire Marshal State Damage Prevention Grant

Date Submitted: April 30, 2014

Submitted by: Clark Conklin

Specific Objective(s) of the Agreement

Under this grant agreement, the NSFPM will:

- Foster support and partnership with stakeholders
- Reviewing the adequacy of internal performance measures
- Support Public Awareness and Stakeholder Education

Workscope

Under the terms of this grant agreement, the Grantee will address the following elements listed in 49 U.S.C. §60134 (b) through the actions it has specified in its Application.

- *Element 2 (Comprehensive Stakeholder Support):* 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 3 (Operator Internal Performance Measurement):* A process for reviewing the adequacy of a pipeline operator's internal performance measures regarding persons performing locating services and quality assurance programs.
- *Element 5 (Public Education):* A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.

Accomplishments for this period (Item 1 under Article IX, Section 9.01 Progress Report: "A comparison of actual accomplishments to the objectives established for the period.")

Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

Safety Summit – the momentum continues for another year as the event held on March 7, 2014 grew in all areas from attendance to course offerings and positive feedback from attendees. Invitations reached all stakeholders and members that had placed a locate request in the previous six months. Vendor participation was heavily solicited and achieved positive results based on the amount of interactions and feedback to the expanded program which included incentives for interaction between attendees and vendors. The event was able to expand in other areas due to outside monetary support which allowed for excavator skills tests, t-shirt giveaways, program printing, and attendee bags. One hundred percent distribution of color code cards and CGA Best Practice manuals was achieved due to the high number of attendees. The keynote speaker received high praise in the evaluations as did the venue. Billboards, meals and free online registration also supplemented the event and contributed to its success in reaching a wide variety of stakeholders.

Attachments:

- Sign in sheet
- Picture of billboard
- Agenda
- Invitation
- Mailing list

Element 5: PUBLIC EDUCATION

- Billboards: Campaign to support the Excavation Safety Summit was successfully executed. Feedback was received from attendees stating that the billboards were a reminder to register for the event. The jump in attendance numbers over previous years could perhaps be attributed to this public education campaign.
(Attachments: billboard graphics)
- Radio: To date proposals have been requested from radio stations in outstate Nebraska but no expenditures have been made toward this element.
- Excavator Breakfasts: No activities or expenditures have been made toward this element prior to this report.

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.”)

Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

Safety Summit – attendance for this event increased by 40% over the previous year. Vendor participation increased by 60%. Classes offered increased by 30% from six to nine. Invitations reached 8,359 excavators and members.

Element 5: PUBLIC EDUCATION

- Billboards: Billboards were posted in seven different locations throughout Nebraska for two weeks prior to the event.
- Radio: No activity to date
- Excavator Breakfasts: No activity to date.

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 to report.

Mid-term Financial Status Report

Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

Safety Summit

Total reimbursable expenditure is \$13,285.77

Contractual:

Mailing Services/Postage - **\$2,420.00** (attachment - invoice)

Professional Speaker - **\$4,627.83**

Submitting the following invoices:

Speaker hotel room: \$223.33 (attachment - invoice)

Speaker fees: \$3,750.00 (attachment - contract)

Speaker plane tickets: \$654.50 (attachment - invoice)

Total to be reimbursed - Contractual: \$7,047.83

Supplies:

Brochures/Postcards: **\$1728.84** (attachment - combined invoice total \$4,148.84)

Color Code Cards: **\$438.10** (attachment - invoice)

Best Practice Manuals: **\$420.00** (attachment - invoice)

Meals: **\$3,651** (attachment - invoice.)

Remainder of invoice paid with funds raised by CGN)

Total to be reimbursed - Supplies: \$5,817.94

Element 5: PUBLIC EDUCATION**Contractual:**

- Billboard Advertising - **\$2,700.00** (attachment - invoice)
- Radio:
- Excavator Breakfasts: No expenditures to date.

Total to be reimbursed - Contractual: \$2,700.00

Plans for Next Period (Remainder of Grant)**Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT**

Safety Summit: this project is complete. There are no plans for the remainder of the period

Element 5: PUBLIC EDUCATION

- Billboards: Plans for the remainder of the period include billboards displayed throughout the state to compliment major events taking place that promote safe digging in Nebraska. These events include Safe Digging Presentations to schools, 811 Day events and Husker Harvest Days.
- Radio: Radio advertising in the process of being ordered will run through the remainder of the grant period in outstate Nebraska. Three different ads will alternate.
- Excavator Breakfasts: Excavator breakfasts are being planned for outstate Nebraska, specifically in the western and northeastern part of the state, to take place most likely in the last two weeks in July.

Requests of the AOTR and/or PHMSA

No actions requested at this time.