

## Greenwood CPW Project Report

As part of our *"Your Neighbors... Working For You"* philosophy, the Greenwood Commissioners of Public Works (CPW) has instituted an enhanced awareness campaign for South Carolina 811, an effort committed to the safety of our community and damage prevention to underground facilities.

Through the use of the TAG grant, we have been able to inform our customers, prospective customers and neighbors within our service area of the necessity, protection and advantages of calling the 811 number before digging in order to help prevent unintended consequences such as injury, damage to property, utility service outages and potential fines and repair costs.

Greenwood CPW began the informative process through an intensive customer telephone survey, public access TV advertisements, stickers on our company vehicles and comprehensive information on our company web site with links to further 811 data sources ([www.greenwoodcpw.com](http://www.greenwoodcpw.com)). We also met with 23 local fire departments to discuss and present information covering emergency response, transmission lines, distribution lines, contact information and natural gas do's and don'ts through the use of power point presentations, instructional videos and group discussions.

With the awarding of the TAG grant, we expanded this information campaign through the use of billing inserts to existing customers, posters in our customer service areas where bills are paid and services are ordered, promotional giveaways at meetings and during National Safe Digging Month (April 2012), direct mail to non customers, notification to the public in general through newspaper and news web site advertising and billboard placement, and built awareness in a new generation of responsible citizens through sponsorship support in an educational publication in the schools. Some of these projects will continue into 2013 and beyond as we are committed to a safe and informed community.

## Greenwood CPW Category Expense Breakdown

Personnel:	CPW Employees	\$0
Equipment:	Projector	\$ 1,125.60
	Poster Frames	\$ 151.62
Other Costs:	Newspaper & Electronic Advertising	\$12,767.28
	Billing Inserts	\$ 1,102.10
	Promotional Items	\$ 1,092.41
	Direct Mail	\$ 3,875.14
	School Publication	\$ 4,800.00
	Billboards	\$ 5,772.00
TOTAL		\$30,686.15