

**2014 State Damage Prevention Program Grants Final Progress Report**  
**CFDA Number: 20.720**

**Award Number:** DTPH5614GPPS05  
**Project Title:** Iowa Utilities Division State Damage Prevention Grant  
**Date Submitted:** 11/20/2015  
**Submitted by:** Cynthia Munyon

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

Under this grant agreement, the IUD will:

- Foster support and partnership with stakeholders
- Support Public Awareness and Stakeholder Education

**Workscope**

Under the terms of this grant agreement, the Recipient will address the following elements listed in the approved application as stated in 49 U.S.C. §60134 (b).

- **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 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 9.02 Final Report: “A comparison of actual accomplishments to the objectives established for the period.”)**

**Element 2 and Element 5: Damage Prevention Summit**

All goals under these sections were accomplished. The free two-day event was held March 24-25, 2015, at a new inside venue. Evites were sent to all interested stakeholders including, but not limited to, agricultural contacts, excavators, landscapers, municipalities, and utilities. The event included a locate rodeo, CEU workshops, sessions, and key note speakers.

Post summit meetings were held in April 2015 to review and assess. The inclement weather played a pivotal role in the reduction of the number of attendees participating in the outdoor locate rodeo. The new venue was well received by the attendees and exhibitors.

**Element 5: Agricultural Outreach**

All goals under this section were accomplished. The primary focus was to raise awareness of 811 to an agricultural audience. Reaching out to the agricultural community via Iowa Soybean

Association's 37,500 members provided an opportunity to showcase Best Practices, provide educational damage prevention materials and assist in finding resources for any questions or concerns they might have.

A full page agricultural 811 ad was designed for the "Know What's Below What You Grow" marketing campaign. The ad ran in the "Iowa Soybean Review" magazine reaching 37,500 soybean producers who paid into the State of Iowa soybean check off. The "Iowa Soybean Review" is an 8 issue publication (Jan., Feb., and March, April, Summer, Oct., Nov., and Dec.). The online "Iowa Soybean e-Weekly" ran an agricultural 811 ad for 52 weeks reaching approximately 5,000 Iowa Soybean Association member farmers.

The agricultural campaign continued with a new WindScape Backwall 811 display and two banner stands for the farm shows. The display was used for the ISA invitation only On Farm Conference which was attended by over 500 farmers and crop advisors February 18-19<sup>th</sup>, in Ames, Iowa. The conference attendees receive the latest research results, conservation practice tips and speakers from On Farm Network, Environmental Programs and Services, and Analytics. The booth was well received and the logo/message appeared on the materials, ads, signage and CVENT invite. Attendees visiting the booth received agriculture specific 811 brochures and handouts. Also took advantage of the opportunity to answer questions and educate the attendees, speakers and other exhibitors on the importance of calling 811.

The display was used again for the Hawkeye Farm Show held on March 3-5, 2015. The show drew over 18,000 farmers, tilers, excavators and other stakeholders interested in agriculture. The Iowa Soybean Association listed the booth so its members would stop by for information. This worked well because it drew additional attendees to the booth. Received positive results based on the amount of interactions. The agriculture specific 811 brochure and handouts also contributed to the success. The target audience favorable received the 811 information but showed a definite lack of understanding the law regarding the need to call 811 on agricultural property. The reasons given for not calling 811 were varied. Many stated they did not call because they knew where all utilities were located on family century owned property. Others believed there was an exemption for calling 811 along fence lines and/or agricultural land was exempt. Several stated they were aware of the law but didn't have the time to wait for a location because the job needed to be done that day. The information and stories regarding hitting lines due to not calling for a locate revealed an urgent need for more education with the targeted group.

**Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.02 Final Report: "Where the output of the project can be quantified, a computation of the cost per unit of output.")**

The full page agricultural 811 ad in the magazine the "Iowa Soybean Review" was mailed to every farmer that paid into the State of Iowa soybean check off. The circulation of the magazine was approximately 37,500 soybean producers. The "Iowa Soybean Review" printed 8 issues (Jan., Feb., March, April, Summer, Oct., Nov., and Dec.). The agricultural 811 ad in the online "Iowa Soybean e-Weekly" ran for 52 weeks. The online add is viewed by approximately 5,000 Iowa Soybean Association member farmers.

The On Farm Conference 2015 was attended by over 500 farmers and crop advisors. The Hawkeye Farm Show had an attendance of approximately 18,000 farmers, tilers, excavators, and

other stakeholders interested in agriculture. Over 2,000 brochures specifically targeting the agricultural community and 1,702 811 handouts were distributed at the booth. Many attendees indicated they had seen the ad in either the ISA magazine or online weekly.

The free 2015 Damage Prevention Summit was rated successful by the attendees surveyed.

**Issues, Problems or Challenges (Item 3 under Article IX, Section 9.02 Final Report: “The reasons for slippage if established objectives were not met. “)**

The projects concluded on schedule. There were no issues, problems or challenges.

**Final Financial Status Report**

The final financial report, break down of contractual costs, and supporting documentation has been sent as separate attachments to the AA and AOR.

**Requests of the AOR and/or PHMSA**

No action requested.