**2013 State Damage Prevention Program Grants Final Report**

**CFDA Number: 20.720**

**Award Number:** DTPH56-13-G-PHPS09

**Project Title:** South Carolina 811 Palmetto Utility Protection Service State Damage Prevention Grant

**Date Submitted:** October 20, 2014

**Submitted by:** Charleigh Elebash, Public Awareness Manager

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

Foster support and partnership with stakeholders

Support a Damage Prevention Education Program for industry stakeholders

Support Public Awareness and Stakeholder Education

Foster and promote the use of improving technologies

**Workscope**

**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 4 (Effective Employee Training):** 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 the employees of operators, excavators, and locators.

**Element 5 (Public Education):** A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.

**Element 8 (Technology):** A process for fostering and promoting the use, by all appropriate stakeholders, of improving technologies that may enhance communications, underground pipeline locating capability, and gathering and analyzing information about the accuracy and effectiveness of locating programs.

**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.**”)

For Element 2, we held our first Safety Summit on March 19. The event was initially scheduled for February 12, but was snowed out. Thankfully we didn’t lose any money when rescheduling and we were able to keep a high attendance with the date change. We had over 200 people in attendance. We had a variety of speakers: Cliff Meidl, OCOA spokesperson speaking about safety and the importance of calling before you dig, SC811 giving center updates and a presentation on the newly implemented Positive Response system, David Landry talking about RP1162 and gas safety, David Fulmer talking about safety from the emergency responder side, a couple of outdoor demonstrations (Ground Penetrating Radar and Hydro-excavation) and a jeopardy game to review the entire day. We received excellent feedback about the event and we plan to make this an annual or semi-annual event around the state. We were able to reach all stakeholders at this event.

With the reallocation of other grant funds we were able to hold a second Safety Summit to reach another area of the state. This regional event was held on September 10 in Anderson, SC. We had over 125 people in attendance at this second event. Our keynote speaker was Gary Norland, who spoke about his accident with a power line. We also had a SC81 update, a Positive Response demonstration, traffic control safety and gas safety presentations. This was another very successful event. Based on the two safety summit, SC811 will continue to hold a Summit on an annual basis and move the event around the state.

For Element 4, we held 14 Damage Prevention Training Class Expos reaching 324 people. At these small events we have been reaching stakeholders around the state with our Damage Prevention Training class. These classes cover all aspects of the law changes and help educate attendees about Positive Response and how to use the system.

Also, we awarded three locators for our locator recognition program. Those locators were sent to the International Utility Locate Rodeo in Atlanta. All three people seemed to enjoy it, and one of the locators we sent won second in his division and first in the “Locate from Hell” round, so he was definitely deserving of this award. We have received positive feedback from locators around the state that they are happy that we are recognizing locators for the work they do in Damage Prevention.

Also, we use awarded funds to create training videos. The funds were initially requested to have someone create training videos for us, but after a new communications position was created, we requested to use those funds toward purchasing software and equipment to create our own training videos so that we can continue to create videos for years to come. The two main videos we have created were on pre-marking and the tolerance zone. We are about to release a video on positive response. You can visit our SC811 Academy page (<http://www.sc1pups.org/excavators/Academy.aspx>) to see all of the videos.

For Element 5, we completed a variety of projects with the awarded funds. Some of the projects were more successful than others. First we completed our postcard marketing plan. The program started on April 1 and went through the end of the summer.

As reported in the mid-term report, we spent the general education funds on banners for our members to display during the month of April. SC811 co-funded this project and we gave banners to every SC Company who has requested them. Over 90 banners given away to date and companies were required to send a photo of the hanging banner. Banners and a map of where they are hung around the state can be seen on our facebook page [http://tinyurl.com/sc811bannersfb].

During the summer months we implemented two different outdoor advertising campaigns: aerial and billboard. Because SC has such a large coastline and many people in the state (and nationally) travel to the SC coastline to vacation, we decided to capitalize on this captive audience with aerial ads. A total of eight flights went over SC beaches, four in both Charleston and Myrtle Beach areas. However, billboards proved more successful in the Charleston area in the summer months. The billboard company generously put up two boards for the price of one so we were able to reach downtown Charleston as well as the interstate drivers.

With extra funds, we also purchased CGA service awards for local tree plantings in our area. These provide a way to reach out to local youth and community groups, like boy scouts with the 811 message. So far, one Boy Scout troop has planted a tree as part of the 811 service award program in SC. We are excited to continue with this program in the coming years. We also purchased a magazine ad in the South Carolina Rural Water publication called Water is Life.

Finally, SC811 put on our first 811 Run on August 9. This was a very successful event with 125 runners, despite of the bad weather forecast for the evening of the run. We used awarded funds to help promote the entire event as well and put the event on. The run was an 8.11k run. The run began at 8:11pm on August 9 and each mile was illuminated in a different color of the APWA color code with signs indicating what each color represents.

For Element 8, the database server was purchased this summer. This new server increases performance and output. It also gives us more storage data to house GIS and other essential software.

**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.”)**

Safety Summits: we were able to reach over 200 people at the first event and 125 at the second event. We gave our surveys at the end of both event and all categories received a 4.5 (of 5) rating or higher. Categories included presentations, speakers, etc. We were pleased that we received such great feedback from the event and we will definitely continue to host safety summits around the state.

Damage Prevention Training Classes: We are keeping track of the number of attendees at the Damage Prevention Training Classes. The participants are quizzed about the information that they have learned and we also had a survey about the effectiveness of the class. Both the quiz and survey showed positive results about the program and how to make it more effective in the future. We will continue to use this program in teaching all stakeholders about the law.

Training Videos: This videos are difficult to quantify the cost per unit of output. However, because we were able up purchase the items to make training videos instead of hiring a company, we are able to continue making videos in the future. This reduces our cost per unit of output with each new video we are able to create in-house.

For Element 5, we are better able to quantify our projects and objectives because of our First Time Callers report that was implemented at the beginning of this year.

Post Card Campaign: During the period of the program, 43 first time callers identified “postcard” as the method in which they knew to call SC811 before digging. We also had 23 page views on the website landing page from the QR code on the postcard. This is not a substantial percentage of our first time callers, so we will likely not continue with this program in the future.

Aerial Advertising: We were told we received about 200,000 impressions for each flight in Myrtle Beach and 150,000 impressions for each flight in Charleston, so we had an estimated 1.4 million impressions from this campaign. However, only 13 (less than 0.1%) first time callers identified aerial advertising as how they knew to call SC811 before digging. Based on these very low numbers, we will not continue with aerial advertising in the future.

Billboards: We are pleased to report that 4% of first time callers in low country (Charleston and the three surround counties) during this period reported to having seen a billboard as their reason for knowing to call SC811 before digging. Comparatively only 1.5% of all the other counties in the state reported to having seen a billboard as their reason for calling. Based on this information, we will continue with billboard ads in the future.

811 Run: After the race we surveyed the attendees. 91% said they would run the race again next year and 95% said they had a better or somewhat better understanding of 811 after running the race. The survey also asked about the race course, how they learned about the race and more valuable data that will help us in planning next year’s race.

**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, challenges or problems to report. We did not get the results we were hoping for with the postcard program and the aerial advertising. However, we are very pleased with the results from the Summits, 811 Run, training video equipment, damage prevention training classes and billboards. The metrics have helped up determine which projects we will continue in the future and what needs to be changed.

**Final Financial Status Report**

SF-425 and a breakdown of cost per object category has been submitted to the AA and GOTR.

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

No actions requested at this time.