

**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:** October 14, 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: this project was completed before mid-year and reported on the mid-year report.

**Element 3 – OPERATOR INTERNAL PERFORMANCE MEASUREMENT**

As proposed, the State Fire Marshal's Office hired a Damage Prevention full time employee in February, 2014. After the employee went through initial Agency training, he began to attend meetings and events promoting Third Party Damage Prevention activities. Through September 14, 2014 he had participated in 22 training and promotional events and conducted 17 third party damage investigations. These investigations are utilized by the Attorney General's office in determining whether to assess civil penalties and the amount of the penalties.

In June, he began development of a Damage Prevention education class that is utilized by the State's Attorney General as part of an enforcement action for One Call law violators. The class is open to all interested stakeholders as well as those referred by the Attorney General. The first class was conducted on September 18, 2014 and additional classes are scheduled on a quarterly basis for the next two years.

#### Element 5 – PUBLIC EDUCATION

Billboard campaigns were run to promote 811 Day open houses held in three different cities in Nebraska. Additional billboards were used to promote the Common Ground Nebraska booth at Husker Harvest Days and general billboards were placed throughout rural areas to remind excavators in those areas to dig safely to prevent damage.

(Attachments: billboard graphics)

- 811 Day
  - Attachment 1 – Lincoln
  - Attachment 2 – Kearney
  - Attachment 3 – Omaha
- Husker Harvest Days/Rural
  - Attachment 4 – HDD
  - Attachment 5 – Generic
  - Attachment 6 – Ag related

Radio: Radio advertising was purchased in rural communities throughout Nebraska promoting awareness of the importance of calling before you dig.

Excavator Breakfasts:

- An Excavator Breakfast was held in Kearney on July 16, 2014 with 43 in attendance.
- An Excavator Breakfast was held in South Sioux City on July 24, 2014 with 34 in attendance.

(Attachments: sign in sheets, invitations, mailing lists)

- Attachment 7 – Kearney sign-in sheet 1
- Attachment 8 – Kearney sign-in sheet 2
- Attachment 9 – Kearney postcard invite list
- Attachment 10 – Kearney postcard invite
- Attachment 11 – Kearney invite list
- Attachment 12 – Kearney invite
- Attachment 13 – SSC sign in sheet 1
- Attachment 14 – SSC sign in sheet 2
- Attachment 15 – SSC invite
- Attachment 16 – SSC invite list
- Attachment 17 – SSC postcard invite
- Attachment 18 – SSC postcard invite list

**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: this project was completed before mid-year and reported on the mid-year report.

#### Element 3 – OPERATOR INTERNAL PERFORMANCE MEASUREMENT

This is a new position and effectiveness measurements are difficult to determine. Prior to this FTE position, damage prevention event participation and investigation was conducted by our Pipeline Safety Deputies (Inspectors) and we believe that having personnel focused on this aspect of our Pipeline Safety program will allow our Pipeline Deputies more time to complete their assigned duties. The person hired for this position has exceeded our expectations in how quickly he was able grasp the tasks necessary to move our damage prevention program ahead further than anticipated.

#### Element 5 – PUBLIC EDUCATION

Billboards: Four separate billboard campaigns were employed using several different custom billboards in 36 locations in 10 different communities over 13 weeks. Locations included the highest population centers in Nebraska as well as rural areas. This extensive campaign provided a wide reach for the safe digging message. The billboards were tied to specific public awareness events in most cases and thus furthered the message.

Radio advertising in rural communities stressing the importance of agricultural awareness during farming operations and prime harvest time.

Excavator Breakfasts: Advertising of the two excavator breakfast was done via email, website, social media, and postcard potentially reaching all excavators in Nebraska as well as focusing directly on those excavators in close proximity to the event. The following was the attendance at the breakfasts: Kearney – 43, South Sioux City – 34. However the advertising reached these numbers respectively, effectively increasing public awareness of the damage prevention message.

Postcard: Kearney 931 , South Sioux City 659

Email: Kearney 981, South Sioux City 631

Social Media: Facebook, Twitter

#### **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.

#### **Final Financial Status Report**

#### Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

Safety Summit: this project was completed before mid-year and reported on the mid-year report.

#### Element 3 – OPERATOR INTERNAL PERFORMANCE MEASUREMENT

	<b>AWARDED</b>	<b>EXPENDED</b>
Personnel:	\$30,000.00	\$23,195.10
Benefits:	\$9,000.00	\$11,175.17
Travel:	\$9,000.00	\$7,863.68
Supplies:	\$1,100.00	\$649.31
<b>TOTAL:</b>	<b>\$50,000.00</b>	<b>\$42,883.26</b>

#### Element 5 – PUBLIC EDUCATION

##### **Contractual**

- Billboard Advertising:
  - Awarded \$14,500.00
  - Previously reimbursed: \$6,700.00
    - \$2,700.00 (Safety Summit Campaign)
    - \$4,000.00 (Pirate Adventure Campaign)
  - Total to be reimbursed this period: \$ 8,500.00 invoiced; \$7,800.00 available
    - One additional invoice from Safety Summit Campaign \$100.00 (attachment 19 – invoice Lamar)
    - 811 Day Campaign - \$4,500.00 (attachment 20 – invoices Lamar)

- Husker Harvest Days and Generic Rural Campaign - \$3,900.00  
(attachment 21 – invoice Lamar)
- Radio:
  - Awarded: \$3000.00
  - Total to be reimbursed this period: \$3,012.00 invoiced, \$3,000.00 available
    - KUSO FM - US92 \$1,500.00 (attachment 22– invoice)
    - NRG Media - Y102 \$ 3,012.00
      - (attachment 23 – invoice \$756.00 July)
      - (attachment 24 – invoice \$756.00 August)
- Excavator Breakfasts:
  - Awarded: \$1,200.00 Contractual – Facility
  - Total to be reimbursed this period: \$294.21
    - Kearney invoice \$0.00 no charge
    - South Sioux City \$ 1,111.85/ \$294.25  
(attachment 25– \*\*combined invoice – Marina Inn)

**Total Contractual: \$18,700.00 awarded; previously reimbursed \$6,700.00**

**Total Contractual: \$11,094.25 reimbursed unless they'll combine all of element 5 and reimburse \$11,806.21**

### **Supplies**

- Excavator Breakfasts:
  - Awarded: \$2,000.00 – Brochures/Postcard, \$2,700.00 – Food
  - Total to be reimbursed this period: \$2,749.81
    - Kearney invite invoice \$789.60 (attachment 26 – invoice Anderson Print Group)
    - Kearney food invoice \$640.93 (attachment 27– Ramada Inn Kearney)
    - South Sioux City invite invoice \$501.68  
(attachment 28 – invoice Anderson Print Group)
    - South Sioux City food invoice \$1,111.85/\$817.60  
(attachment 25 – \*\* Combined invoice-Marina Inn)
- **Total Supplies: \$4,700.00 Awarded**
- **Total Supplies: \$2,749.81 to be reimbursed**

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

No actions requested at this time.