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

**Funding Opportunity Number: DTPH56-13-SN-000001**

**CFDA Number: 20.720**

**Award Number:** DTPH56-13-G-PHP05

**Project Title:** Call Before You Dig State Damage Prevention Grant

**Date Submitted:** *September 29, 2014*

**Submitted by:** Dean P. Muratori

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

Support Damage Prevention Education Program for industry stakeholders

Support Public Awareness and Stakeholder Education

**Workscope**

Element (4): 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): A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.

**Accomplishments for the grant period (Item 1 under Agreement Article IX, ­: “A comparison of actual accomplishments to the objectives established for the period.**”)

Element 5: The objective for this reporting period was to continue our state-wide advertising campaign. I am glad to report our campaign continued during this reporting period with a focus on television advertising. We had many high visibility buys which resulted in over 28 million impressions.

**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.”)**

As stated above, our campaign can be measured by the 28.9 million impressions using 5 second billboard and 15 second spots. We focused our efforts on getting the word out for the month of April and leading up to August 11. Our advertisements were viewed during many high visibility events, such as; NCAA March Madness Elite 8 and Final Four which proved to be highly viewed in CT, since the University of CT was making history once again. Other programs included, Golf events like: The Masters, PGA Championship, The Travelers held here in CT, the U.S. Open, Soccer: World Cup action, Baseball:, Yankees, Red Sox, Mets, the All Star game, and the Little League World Series, Nascar Sprint Series, Formula One and the Indy 500, Horse racing: the Kentucky Derby, Preakness, and Belmont Stakes, NBA regular season and playoffs, the NHL regular season, playoffs, and Stanley Cup, along with all major networks and cable channels.

**Issues, Problems or Challenges (Item 3 under Article IX, Section 9.021 Final Report: “The reasons for slippage if established objectives were not met. “)**

There are no issues, problems or challenges to report.

**Final Financial Status Report**

The final financial report has been sent as a separate attachment to the AA.

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

No actions requested at this time.