

2011 State Damage Prevention Program Grants Final Report
Funding Opportunity Number: DTPH56-11-G-PHPS13
CFDA Number: 20.720

Award Number: DTPH56-11-G-PHPS13

Project Title: Idaho Public Utilities Commission State Damage Prevention

Date Submitted: November 5, 2012

Submitted by: Ellis Hire, Pipeline Safety Program Manager, IPUC

Specific Objective(s) of the Agreement

Under this grant award, The Idaho Public utilities Commission (IPUC) Project will:

1. Foster support and partnership with stakeholders – Element 2
2. Support public awareness and stakeholder education – Element 5

Workscope

Under the terms of this agreement, the grantee will address the following elements listed in 49 USC §60134 through the actions it has specified in its application:

- ***Element (2):*** 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.

The Idaho Public Utilities Commission (IPUC) requested funds to facilitate and organize meetings throughout the state to form local chapters of underground utility coordinating councils (UCC) in 25 of the 44 Idaho counties that did not have these councils.

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

The IPUC working with the Idaho Utility Coordinating Council (IUCC) requested funds to expand our current education program to encompass all of the counties in the state. We will utilize different forms of advertising to get the message spread throughout the entire state. TV ads & PSA's, radio spots, print media and the IUCC website to accomplish this objective.

Accomplishments for the grant period CY2011 (Item 1 under Agreement Article IX, Section 9.02 Final Report: “A comparison of actual accomplishments to the objectives established for the period.”)

- ***Element (2):*** The PUC accomplished this goal working closely with the IUCC to established two committees for the purpose of working with the IPUC to create a presentation and educate stakeholders on forming a local UCC within counties that did not have UCC's established in their community.

The first committee created a power point presentation outlining the advantages and benefits of establishing a local underground coordinating council. IUCC committee members working with the IPUC created this presentation. The committee participants represented city governments,

state government, natural gas operators, power companies and one-call centers. This committee completed the presentation which included the purpose of a utility coordinating council, benefits, sample bylaws, pictures and other information.

The second committee was established to work with the IPUC in selecting seven primary presenters and four alternates from around the state, again from city governments, state government, natural gas operators, power companies, cable companies, IPUC, and one-call centers. The role of the IPUC and IUCC presenters was to give the finished presentation to a group of attendees at scheduled local area meetings in several counties throughout the state with the purpose of establishing local utility coordinating councils. These presenters traveled to Boise, Idaho from throughout the state to receive presenter training, receive necessary presentation equipment, establish a meeting and travel schedule for each set of presenters.

Upon establishment of the travel schedule and locations for these presentations, presenters traveled out to various counties throughout the state where presentations were given by trained presenters through the winter months of 2011 and spring and summer months of 2012. Counties without UCC's, were targeted to get the meetings completed, and new UCC groups established by the end of the 2012 construction season.

Another major accomplishment was the completion of a data base with stakeholder contact information for each of the communities where meetings were held. This data base of stakeholder participants were used to reach out and extend invitations to attend current and future local chapter UCC meetings when held in their community.

- ***Element (5):*** The IPUC accomplished this goal working with the IUCC, we expanded our current education program to encompass all of the counties in the state not just the areas of the existing UCC's. We utilized different forms of current advertising to get the message spread throughout the entire state. TV ads & PSA's, radio spots, print media and the IUCC website were used to accomplish this objective.

Working with the IUCC, we selected current advertisements for use in getting the “call before you dig” message out. With the late start last year in funding we placed some ads in the fall of 2011 in areas where construction projects were on-going throughout the winter. However, the bulk of the messaging was done in the spring and summer of 2012 to get the most effective impact for the statewide construction season.

A list of newspaper, radio and TV stations was built to ensure that the best “bang for the Buck” was achieved throughout the state with the funding we requested for public education. We obtained as many free PSA spots and other advertising spots as possible to augment our paid ads. We coordinated our educational efforts with those of underground facility owners to prevent duplication and ensure statewide coverage. Appropriately, we added extra focus on those areas of the state with the most construction activity. Whenever practical we teamed-up with various underground facility owners in our educational efforts.

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):***

The Idaho Public Utilities Commission (IPUC) requested funds to facilitate and organize meetings throughout the state to form local chapters of underground utility coordinating councils (UCC) in 25 of the 44 Idaho counties that did not have these councils.

Working with the Idaho Utility Coordinating Council (IUCC), IPUC was able to select 8 volunteers to travel to Boise from around the state to finalize the presentation, receive presentation training and build a presentation schedule to cover the counties without local UCC groups. Using grant funds we were able to fund this travel and purchase the necessary projectors and equipment, then issue this equipment to those presenter's for their presentations.

As a result of the project, IPUC presenters traveled to 22 different Idaho cities where presenters arranged lunch and dinner meetings and gave presentations to local city and county officials along with utility owners and other stakeholders with a goal of establishing local UCC groups in those counties. The success of these presentation meetings yielded 9 new county UCC groups being established with 9 other counties currently working toward establishing a UCC group.

The IPUC using grant funds attended three IUCC state meetings held in Lewiston, Twin Falls and Idaho Falls, Idaho. The IPUC brought insight to these meetings on the project being undertaken and established support from the group to continue the work beyond the grant period into the future to maintain these vital groups of local utility coordinating councils.

In recognition of the grant closure, the Idaho Utility Coordinating Council passed a commitment to the Idaho Public Utilities Commission to support and foster the continuing progress with potential UCC group formations. This will be done by IUCC staff attending local area meetings and providing information regarding issues of concern. The IUCC will create a UCC Development Committee to continue the progress and will be responsible for mentoring the stakeholders of potential UCC's, by attending meetings, e-mails, phone calls, and will promote damage prevention through education and advertising.

Finally, the fall 2012 edition of the "Damage Prevention Professional" magazine featured a story of Idaho's utility coordinating councils and the IPUC efforts in establishing these councils throughout all 44 counties of the state. Many testimonials in the magazine tell the story of utility coordinating councils and the benefits of these councils towards underground damage prevention to utilities.

• ***Element (5):***

The IPUC requested funds to expand our current damage prevention education program to encompass all of the counties in the state. We utilized different forms of advertising to get the message spread throughout the entire state. TV ads & PSA's, radio spots, print media and the IUCC website to accomplish this objective.

We accomplished our goals starting April 2011 with the Governors proclamation of April as safe digging month in Idaho and again in April 2012. We continued to build on that message using TV, Radio, and Newspaper spots throughout the fall of 2011 and into the spring and summer of 2012. These differing advertisement spots were strategically placed throughout the state to reach as many counties as possible to raise awareness of the need to call before you dig.

To accomplish our education and public awareness goal, grant funds provided was used for 4,467 television spots throughout the state with a variety of visual advertising where the message to “call before you dig” was aired. Simultaneously to re-enforce the call before you dig message we placed through TV advertising, a variety of different radio advertisements were blanketed throughout the state counties with 2,622 radio spots reaching not only highly populated areas, but rural counties with limited television and newspaper coverage.

Finally, one hundred newspaper spots were purchased with grant funds to various papers around the state getting our call before you dig message out. With these purchases we were also able to provide over 10,000 call before you dig messages online.

Although not immediately quantifiable, we are confident with our education efforts, the damage prevention public awareness of the citizens in Idaho was raised. Future operator annual reports will be the true measure when these operators report their excavation damages to the Department of Transportation we expect to see excavation damages trending downwards from the current reporting statistics.

Issues, Problems or Challenges (Item 3 under Article IX, Section 9.01 Project Report: “The reasons for slippage if established objectives were not met. “)

The Idaho Public Utilities Commission requested and received a six month extension of the state damage prevention grant to fully implement and achieve the objectives as set out in the grant request. The state got a late start due to timing of the grant award and setting up the grant distribution through the state department of financial management system. With the extension and cost adjustment approval, the commission was able to complete the specific objectives and goals as set out in the grant agreement.

Final Financial Status Report

The final financial report will be sent as a separate attachment to the GA.

Requests of the AOTR and/or PHMSA

No actions requested at this time.