

2015 State Damage Prevention Program Grants Final Report
CFDA Number: 20.720

Award Number: DTPH5615GPPS12

Project Title: Public Utilities Commission of Nevada State Damage Prevention Grant

Date Submitted: Nov. 4, 2016

Submitted by: Dawn Rivard, Consumer Outreach Director

Specific Objective(s) of the Agreement

Under this grant agreement, Public Utilities Commission Nevada will conduct public education initiatives to enhance excavator and homeowner knowledge of 811 and underground damage prevention.

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 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.”)

The PUCN used funds from this grant to enhance homeowner knowledge of 811 through four initiatives/activities. Our accomplishments with these initiatives are detailed below.

1. **Billboard Campaign:** During the month of April 2016, National Safe Digging Month, the PUCN ran a successful billboard campaign in Las Vegas. Five digital billboards displayed the PUCN’s 811 message in high-traffic areas along the 95 and 15 freeways.
2. **Attend Home Shows & Community Events:** PUCN staff attended 10 home shows and community events statewide to spread the 811 message.
3. **Homeowner’s Guide to Safe Digging in Nevada:** The PUCN distributed these guides at events statewide and at 9 Star Nursery stores in Southern Nevada.
4. **Distribute Educational Items:** Purchased educational items to distribute at home shows and community events to reinforce the 811 message.

Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.01 Progress Report: “Where the output of the project can be quantified, a computation of the cost per unit of output.”)

- **Billboard Metrics:** To determine if the Las Vegas billboard campaign may have resulted in a higher 811 call volume, the PUCN gathered statistics from USA North, Nevada’s 811

call center. The PUCN was interested to see if the April billboard campaign could have contributed in a higher 811 call volume in May. To test this hypothesis, the PUCN compared 2015 April and May data to 2016 April and May data. According to USAN, 6,429 people in the Las Vegas area called its 811 call center in April 2015, and 6,536 people called in April 2016. While that's a slight uptick in calls, a larger uptick was seen in May 2016 versus May 2015. In May 2016, USAN received 6,809 calls from the Las Vegas area, compared to 6,162 calls made in May 2015.

- **Home Show/Community Events:** PUCN staff attended 10 home shows and/or community events statewide during the grant period.
- **Homeowner's Guide to Safe Digging in NV:** PUCN staff distributed 971 guides at events statewide and via brochure displays at nine Star Nursery stores in Southern Nevada.
- **Distribute Educational Items:** PUCN staff distributed 3,175 educational items, including:
 - a. *1,527 plastic construction hard hats* (pink & yellow) for kids. The hard hats have the PUCN and 811 logo stickers on them. (See Attachment A)
 - b. *463, 9" x 11" plastic bags imprinted with the 811 logo.* (The bags were actually purchased with funds from the previous grant period.)
 - c. *61 canvas bags imprinted with the 811 logo.* Toward the end of this grant period, we asked PHMSA for approval to redirect some grant funds toward the purchase of these bags. Rather than giving consumers plastic bags to put their giveaways in when they visit the PUCN's booth at home shows and community events, we now give away these reusable canvas bags. Since the bags can be reused over and over again, the 811 message imprinted on the bags will be seen more often. (See Attachment B)
 - d. *1,124 energy efficiency activity books for kids.* These activity books have been a staple of the PUCN's outreach efforts for several years. They include the PUCN's very own superheroes, Super Light, Natalie Gas and Kilowatt. The books include sections that teach kids sources of electricity, how electricity gets from a power plant to a home, and kid friendly ways to save electricity such as turning off the lights. We revamped the books during the grant period to include a section on underground utilities and 811. (See Attachment C)

Final Financial Report

From Article IX, Section 9.03 of your agreement: "During the performance of the grant, the Recipient must submit a mid-term Federal Financial Report, Standard Form 425 (SF-425), to report the status of funds. In addition to the SF-425, the Recipient should provide the breakdown of costs for each object class category (Personnel, Fringe Benefits, Travel, Equipment, Supplies, Contractual, Other, and Indirect Charges). The Mid-term Financial Status Report should cover all activities through March 31, 2015 and this report must be submitted to the AOR and the AA via e-mail, no later than April 30, 2015."

The PUCN's final financial report (Form SF-425) will be sent as a separate attachment to the Agreement Administrator and Agreement Officer's Representative, including a spreadsheet breakdown of expenditures for each object class category. A PDF copy of Elite Media's billboard proposal is also attached as Attachment D.