

**2015 State Damage Prevention Program Grant Final Report**  
**CFDA Number: 20.720**

**Award Number:** DTPH5615SN000001

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

**Date Submitted:** September 29, 2016

**Submitted by:** Dean P. Muratori

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

Under this grant agreement, Call Before You Dig, Incorporated used Elements 4, 5, 8, & 9. Element 4 will be the sponsorship of 15 locators to a 2 day Staking U locator training class. This training has been well received by past attendees and deemed beneficial to the location industry. Element 5 will support the 811 Challenge held at Stafford Motor Speedway to enhance visibility to August 11 or 811 day. This is a season long event that ends in August. It is a season long advertising venue for the promotion of 811. The event has been well received and emphasizes awareness of safe digging to a target audience. Also in Element 5, we will utilize advertising in support of April Call Before You Dig month, August 11, 811 Day, and continued reminders to build awareness around excavation safety. Element 8 is the technology update to our web based Design and Survey tool. The updates will allow stakeholder users, specifically design firms and engineers, to easily navigate to find utility contact information for mapping of their facilities. Element 9 is a strategic Long Range Plan and program review development session. This two day, off-site session will involve all board directors and other stakeholders in the excavation community, to review our current program and develop it for the future. This program will be facilitated by NPLS formally Cain Consulting, a well-known participant in CGA events.

**Accomplishments for this Grant Period**

Our advertising goal is to reach as many stakeholders as possible. This year's advertising campaign was in rare form having hit 42.4 million impressions. We utilized local network television, cable networks, satellite, streaming television in 10, 15, and 30 second spots and radio 10 and 15 second spots during the Grant period. The television advertising air time hit sporting events like the PGA Tour, College Football, UConn Women basketball, final 4 and championship, NFL Patriots and Giants games, Women's World Cup soccer, MLB Yankees, Mets, and the All-Star game, NHL Playoffs, Horse Racing Triple Crown, as well as news and prime time programming. Radio focused on the male demographics and geography for the morning drive, midday, and early evening.

**Quantifiable Metrics/Measures of Effectiveness**

Although we have not been able to measure the specific impact of our advertising campaign, we are confident there is an impact to our education and awareness efforts.

The average cost per impression in our market is about \$12 per thousand. With good management, negotiations and group rates, we achieved a cost of just less than \$5 per thousand.

**Issues, Problems or Challenges**

We had proposed to fund Advertising and a Design and Survey enhancement in the second half of this Grant. With the reduction in funding from the requested amount, the Design and Survey enhancement was not funded by this Grant.

**Final Financial Status Report**

Because of the funding reduction from the requested \$80,885 to \$75,170, we decided not to fund the Design and Survey enhancements with Grant dollars, but rather utilize the funding on our advertising campaign.

**Request of the AOR and/or PHMSA**

None

Please let me know if you should have any questions.

Respectfully submitted,

Dean P. Muratori  
CBYD Director