

**2016 State Damage Prevention Program Grants Final Report  
CFDA Number: 20.720**

**Award Number:** DTPH5616GSDP10

**Project Title:** State Damage Prevention (SDP) Program Grants - 2016

**Date Submitted:** September 29, 2017

**Submitted by:** Dean Muratori & Robert Dobmeier

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

The 2016 Grant will center around Elements 4 & 5. Element 4 - Training is and shall continue to be an on-going process in CT. Call Before You Dig (CBYD) will support scholarships/sponsorships, to attend the two day Locator Certification Seminar held in Connecticut. Engaging the locator industry and providing an opportunity for locators to participate in additional training, shall give Connecticut the opportunity to raise the bar in locating accuracy. Also in Element 4, CBYD will produce a new safety training video that is divided into segments, white lines, know the mark, etc., where stakeholder training can take place at the shop level and in a planned trial of train the trainer initiative. Element 5 - Once again in the month of August, CBYD will to have an 811 Awareness event at the Stafford Motor Speedway, in Stafford Springs, CT. This event, known as "The 811 Challenge" has become a driver and spectator favorite. Finally in Element 5, CBYD shall to continue statewide media campaigns which will promote the use of the national 811 number, Safe Digging, and Public Safety. The venues will vary for this campaign. The campaign will be focused around April Safe Digging Month, and our 811 Challenge event in August.

**Workscope**

Under the terms of this grant agreement, the Recipient will address the following applicable elements listed in the approved application, pursuant to 49 U.S.C. §60134 (a),(b).

**Element 4 (Effective Employee Training):** 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. **(Applicable)**

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

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

Element 4:

In lieu of creating a custom safety training video, CBYD recently purchased copies of safety training videos that are available through the CGA and other organizations. The

videos offered through CGA contained the training information that would have been recreated in a custom video. The CGA video (5 – Steps to Safer Digging) includes the intended topics that CBYD would have included in a custom video at a much lower cost.

Summary of proposed videos:

- CGA 5 – Steps to Safer Digging video, 300 EA = \$490.00
- CGA 811 Pirate video for children (to be distributed to local schools with CBYD curriculum), 2,400 EA = \$2,960.00
- Complete Digging Dangers video collection (26 episodes) 2 EA = \$1,998.90
- The Buried Truth Uncovered (Eric Giguere), Surviving and Thriving (Kina Repp) videos, 2 sets = \$1,790.00

The videos will achieve the intended goal to enhance the CBYD Safety Training.

Element 5:

The Grant allowed us to buy premium 5 and 15 second advertising in TV programming mainly in Sports, News, and Prime Time. Time slots included NBA Playoffs and Championship game, NHL Hockey Stanley Cup Playoffs, PGA Golf, Yankee, Red Sox and Mets baseball, plus the All Star Game. In News we had slots during local news, weather and sports. Some of the prime time included Walking Dead, Shark Tank, NCSI among others. We also purchased radio time slots which fit our demographics. These included time slots where listeners are more actively receptive: Early Morning Drive, Morning Drive, Midday and Early Evening Drive.

**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.”)**

We have just received the videos and plan to integrate them into our training program. Also, we plan to make the videos available to our stakeholders for their in house training sessions. And finally, we plan to work with Connecticut school systems to introduce the children’s video in hopes of begin an early awareness to underground utility safety. The cost savings from the purchase of the CGA videos was moved into our advertising campaign.

Although we have not been able to measure the specific impact of our advertising campaign, we are confident there is an impact from our advertising campaign to our education and awareness efforts. Our campaign has steadily increased the number of impression over the past few years. This year we reached 44.8 million impressions. Also, we managed to bring down the cost per thousand impressions \$4.68 compared to an average market cost of \$12.

**Issues, Problems or Challenges (Item 3 under Article IX, Section 9.02 Final Report: “The reasons for slippage if established objectives were not met.”)**

None.

**Final Financial Status Report**

Actual invoices for the second half of the year are attached to the email.

Activities	Request	Awarded	1st Half	2nd Half	Actual
Staking U	\$9,675.00	\$0.00	\$0.00	\$0.00	\$0.00
Safety Video	\$14,800.00	\$14,800.00	\$0.00	\$10,488.40	\$10,488.40
Stafford 811	\$4,200.00	\$0.00	\$0.00	\$0.00	\$0.00
Specialist	\$20,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Advertising	\$50,000.00	\$50,000.00	\$33,133.85	\$21,951.60	\$55,085.45
<b>Total</b>	<b>\$98,675.00</b>	<b>\$64,800.00</b>	<b>\$33,133.85</b>	<b>\$32,440.00</b>	<b>\$65,573.85</b>

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

No actions requested at this time.