

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

Award Number: DTPH5616GSDP19

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

Date Submitted: September 22, 2017

Submitted by: Debbie Becker, Washington Utilities and Transportation Commission

Specific Objective(s) of the Agreement

Will use the funding awarded under this grant for an education and outreach program to reinforce the importance of the Call before You Dig message. The state has an enforcement program with maximum penalty amounts up to \$5,000 for non-pipeline and \$10,000 for pipelines, which are levied against excavators who fail to request a One Call utility locate. Our last large outreach campaign was in 2014 and with the lack of funding to continue, the recipient has witnessed a slow but steady increase in the number of damages without locates. This trend is of concern, and the recipient wants to stem the tide of the increased damages before more serious impacts to human safety and public/private property occur. To achieve this the recipient intends to take a three-pronged approach:

1. Placement of Call Before You Dig signage on large billboards along well-traveled roads throughout the state.
2. Sponsorship advertising with the Washington Interscholastic Activities Association (WIAA). These events are held throughout the year and reach families, students, coaches, teachers, and community members.
3. Purchase of radio advertising spots in areas with increased damage rates.

Recipient will conduct a thorough effects-based data analysis of the impact these efforts have on the number of damages reported.

Workscope

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.”)

[How are you progressing on each of the items/elements provided in the “Specific Objectives” and “Workscope”? Start with an overall description followed by item-by item or element-by-element detail if possible.]

1. Placement of Call Before You Dig signage on large billboards along well-traveled roads throughout the state.

Working with our billboard partner, Lamar Advertising Company, we secured an outdoor billboard advertising campaign in Chelan, Douglas, Lincoln and Yakima counties. These areas were seeing a higher than average hits per 1,000 locate requests.

The grant allowed for 5 billboards and a budget of \$27,000.

For the period, 18 outdoor billboard locations throughout the 4 counties with panels sized from 8' X 20' to 12' X 24'. These billboards were displayed for a 2-month period (April and May) and 13 of the locations extended through the month of June.

- *Budget Actual = \$32,325.66*
- *18 Outdoor Billboard Locations in 4 Targeted Counties for 2 Months (April and May)*
- *13 Outdoor Billboard Locations extended for 1 Extra Month (June)*
- *5,994,672 Drivers' Impressions (April and May) + Bonus 2,159,176 Drivers' Impressions (June) During The Extended Period = 8,153,848 Total Drivers' Impressions*

2. Sponsorship advertising with the Washington Interscholastic Activities Association (WIAA). These events are held throughout the year and reach families, students, coaches, teachers, and community members.

Partnering with Washington Interscholastic Activities Association (WIAA) provided numerous opportunities to reach residents from across the state whose son or daughter were representing their school in the state championships for WIAA events.

- *Budget 15,000*
- *The sponsorship provided a running website banner, advertisement in newsletters, public address reads, 3x8 banner placement, and social media impressions.*
- *Damage prevention staff attended 7 of the statewide events (Championship games/tournaments).*
 - *Football*
 - *Cheerleading*
 - *Gymnastics*
 - *Wrestling*
 - *Basketball*
 - *Dance/Drill*
 - *Track and Field*
- *Educational materials were distributed at each of these events. Particular attention was paid to ensuring age appropriate items were available. For young children, it included crayons and coloring pages with 811 messages and for adults, printed materials along with pens, keychains, and magnets.*
- *The Call Before You Dig messaging with programs, banners, PSAs, and social media were presented at an additional 6 events not attended by damage prevention staff.*

Statewide Attendance	Public Address Reads	Newsletter Impressions (opens)	Full Page Program Ad	Digital Clicks	3 X 8 Banners	Social Media Impressions
191,878	359	20,711	12	1,871	38	91,280

3. Purchase of radio advertising spots in areas where more damages are occurring. The final piece will be a data analysis of the impact these efforts have on the number of damages reported.

The 2017 Call Before You Dig Media Buy was a targeted radio buy in two regional markets (Yakima and Tri-Cities). We focused our campaign primarily on a male audience age 35+.

With a budget of \$21,444, we secured an estimated total of 1,186,900 radio impressions targeting males 35+ in these two regional media markets during the 2-month ad buy period.

A 100% bonus match was negotiated with the local radio partners which provided several radio appearances and interview opportunities which resulted in additional radio impressions for the campaign.

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.”)

[This is difficult to explain across the board, but we’re trying to get a gauge for how effective this grant work is in improving your program. If your grant is more data oriented, you likely had some sort of metrics in mind to improve upon. If so, what were those metrics and how is the data looking now compared to when the program started? If you’re doing something along the lines of enforcement that involves incident review, how many cases have you been able to review/close and/or fines collected compared to before the grant work? If you pitched something more along the lines of

public awareness, to how many stakeholders have you been able to reach? Even if you don't have the metrics fully defined, put whatever you can here.]

Indications are leading us to conclude the combined elements of the 3 outreach methods have been successful. The number of requests for locates are substantially higher and the number of damages per 1,000 locates are seeing a steady decline. Counties which previously trended higher than normal damages are also seeing dramatic improvement.

Please see the attachment for the metrics used to evaluate the effectiveness of the campaign.

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

[If the project is progressing on schedule, simply state that there are no issues, problems or challenge to report. If there have been delays for any reason, explain what they are and how that may impact the grant work. For instance, with some States, even after an agreement is in place, it has to be sent back to the Governor's office for approval, which takes more time than originally anticipated. Even if work begins right away after the agreement is in place, other delays can be caused by personnel changes or simply having a better understanding of the effort required once the work is underway.]

Damage prevention staff believe the impact of the efforts have led to an increased awareness of the responsibility to request locates prior to excavation. The investment of \$68,700 was less than the authorized grant amount of \$71,350 and reached more residents than originally anticipated.

Mid-term Financial Status Report

[Per the instructions in Article IX, Section 9.03 of your agreement (included below), the financial status report should be submitted to the Agreement Administrator (AA) and the Agreement Officer's Representative (AOR). Please see instructions below and include supporting documentation such as invoices, receipts, spreadsheets, etc. However, if there are any issues with the Financial Status Report or additional explanation is needed, please provide that information here. If there are any delays for whatever reasons, these should be communicated to the AA and AOR in advance. 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, 2016 and this report must be submitted to the AOR and the AA via e-mail, no later than April 30, 2016.”]

FINAL BUDGET - \$71,350

WIAA Sponsorship	15,000.00
Billboards	32,325.66
Radio	21,444.00

Plans for Next Period (Remainder of Grant)

[In most cases, this section should just mention your plans for the remainder of the project. However, if you need to change the work scope at all for any reason, including whether you need to modify, remove, or add items, please explain.]

Requests of the AOR and/or PHMSA

[In most cases, any questions or actions requested of the AOR and PHMSA (such as grant modifications in anyway) should have been addressed in advance of filing the report. If this is the case, simply state “No actions requested at this time” or explain any actions that are currently in process. However, if something has come up recently, or if you haven't been able to discuss with the AOR yet, please describe here.]

Federal Financial Report

(Follow form Instructions)

OMB Number: 4040-0014
Expiration Date: 01/31/2019

1. Federal Agency and Organizational Element to Which Report is Submitted U.S. Dept of Transportation Pipeline & Hazardous Materials Safety Admin Acquisition Services Div		2. Federal Grant or Other Identifying Number Assigned by Federal Agency (To report multiple grants, use FFR Attachment) DTPH5616GSDF19	
3. Recipient Organization (Name and complete address including Zip code) Recipient Organization Name: Washington Utilities and Transportation Commission Street1: 1300 S Evergreen Park DR SW Street2: City: Olympia County: Thurston State: WA: Washington Province: Country: USA: UNITED STATES ZIP / Postal Code: 98504-7250			
4a. DUNS Number 0889675700000	4b. EIN 91-6001121	5. Recipient Account Number or Identifying Number (To report multiple grants, use FFR Attachment) DTPH5616GSDF19	
6. Report Type <input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annual <input type="checkbox"/> Annual <input checked="" type="checkbox"/> Final	7. Basis of Accounting <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual	8. Project/Grant Period From: 09/01/2016 To: 08/31/2017	9. Reporting Period End Date 08/31/2017
10. Transactions			Cumulative
<i>(Use lines a-c for single or multiple grant reporting)</i>			
Federal Cash (To report multiple grants, also use FFR attachment):			
a. Cash Receipts			0.00
b. Cash Disbursements			0.00
c. Cash on Hand (line a minus b)			0.00
<i>(Use lines d-o for single grant reporting)</i>			
Federal Expenditures and Unobligated Balance:			
d. Total Federal funds authorized			71,350.00
e. Federal share of expenditures			68,770.00
f. Federal share of unliquidated obligations			0.00
g. Total Federal share (sum of lines e and f)			68,770.00
h. Unobligated balance of Federal Funds (line d minus g)			2,580.00
Recipient Share:			
i. Total recipient share required			0.00
j. Recipient share of expenditures			0.00
k. Remaining recipient share to be provided (line i minus j)			0.00
Program Income:			
l. Total Federal program income earned			0.00
m. Program Income expended in accordance with the deduction alternative			0.00
n. Program Income expended in accordance with the addition alternative			0.00
o. Unexpended program income (line l minus line m or line n)			0.00

11. Indirect Expense						
a. Type	b. Rate	c. Period From	Period To	d. Base	e. Amount Charged	f. Federal Share
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<div style="border: 1px solid black; height: 30px; width: 100%;"></div>	<div style="border: 1px solid black; width: 40px; height: 20px;"></div>	<div style="border: 1px solid black; width: 80px; height: 20px;"></div>	<div style="border: 1px solid black; width: 80px; height: 20px;"></div>	<div style="border: 1px solid black; width: 130px; height: 20px;"></div>	<div style="border: 1px solid black; width: 130px; height: 20px;"></div>	<div style="border: 1px solid black; width: 130px; height: 20px;"></div>
g. Totals:				<div style="border: 1px solid black; width: 130px; height: 20px;"></div>	<div style="border: 1px solid black; width: 130px; height: 20px;"></div>	<div style="border: 1px solid black; width: 130px; height: 20px;"></div>
12. Remarks: <i>Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation:</i> <div style="border: 1px solid black; height: 20px; width: 300px; margin-bottom: 5px;"></div> <div style="display: flex; justify-content: space-between; width: 300px;"> Add Attachment Delete Attachment View Attachment </div>						
13. Certification: By signing this report, I certify that it is true, complete, and accurate to the best of my knowledge. I am aware that any false, fictitious, or fraudulent information may subject me to criminal, civil or administrative penalties. (U.S. Code, Title 18, section 1001)						
a. Name and Title of Authorized Certifying Official Prefix: <div style="border: 1px solid black; width: 100px; height: 20px;"></div> First Name: <div style="border: 1px solid black; width: 270px; height: 20px; padding-left: 5px;">pat</div> Middle Name: <div style="border: 1px solid black; width: 190px; height: 20px;"></div> Last Name: <div style="border: 1px solid black; width: 450px; height: 20px; padding-left: 5px;">Hazzard</div> Suffix: <div style="border: 1px solid black; width: 100px; height: 20px;"></div> Title: <div style="border: 1px solid black; width: 340px; height: 20px; padding-left: 5px;">Acting Executive Director</div>						
b. Signature of Authorized Certifying Official <div style="border: 1px solid black; height: 40px; width: 460px; position: relative;"> <div style="position: absolute; top: 5px; left: 10px; color: blue; font-family: cursive; font-size: 1.2em;">Pat Hazzard</div> </div>				c. Telephone (Area code, number and extension) <div style="border: 1px solid black; width: 190px; height: 20px; padding-left: 5px;">360-664-1114</div>		
d. Email Address <div style="border: 1px solid black; width: 460px; height: 20px; padding-left: 5px;">phazzard@utc.wa.gov</div>				e. Date Report Submitted <div style="border: 1px solid black; width: 80px; height: 20px; padding-left: 5px;">09/11/2017</div>		14. Agency use only: