

## 2016 State Damage Prevention Program Grants Progress Report

CFDA Number: 20.720

Award Number: DTPH5616GSDP19

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

Date Submitted: April 25, 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, being levied against excavators who fail to request a One Call utility locate. The last large outreach campaign was in 2014. 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 increase before more serious impacts to property and human safety 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 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.

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### 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.  
*We are aiming to get 7 million drivers' impressions over two months. Again with a quarter way into the campaign, we should be at around 1,750,000 drivers' impressions right now. The total budget for billboard is around \$31,000 with \$8,000 of that in productions. So, for billboard money, we are looking at \$8,000 with productions with around \$7,500 worth of billboards as of today.*

*The billboards were strategically placed in areas of the state where the dig damages were higher than normal.*

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.  
*With WIAA, we have set up display booths with educational materials at the following high school championship events: football, basketball, wrestling, dance and drill, cheerleading, and gymnastics. Attendance reached with these events has exceeded 140,000 with thousands of personal conversations regarding the importance of calling 811 before digging. The keepsake programs distributed by WIAA includes full-page advertisements for 811, and multiple twitter, Facebook, Instagram, posts by WIAA promoting 811. Hundreds of public address system reads and mentions, including prominent displays of two 3' x 8' banners at the events and shown on television broadcasts of the championship events. The events conclude in a month with baseball, softball, golf, tennis, and track and field.*

Prominent display in programs, newsletters, event signage, WIAA website, and the social media activity have increased awareness through impressions and engagements. WIAA has an average newsletter distribution of 18,000 per quarter, and more than 50,000 social media followers.

The cost of this yearlong sponsorship with WIAA is \$15,000.

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.

For April dig safe, we are in the 2nd week of a two-month buy, less than a quarter of the time we are scheduled to air our spots. We are aiming to get between 1.1 million to 1.2 radio impressions over the entire campaign. We estimate we are at 200,000 to 250,000 impressions right now with radio. We have paid \$21,444 on radio and we have gone through around \$5,000 worth of spots as of today.

**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.]*

The metrics we intend to use to evaluate program effectiveness will be based primarily on the damages reported through DIRT and other state required reporting. The WIAA outreach has been active since early December and the radio and billboards went public in April.

**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. ]*

Because of the time lag, to establish the radio contracts and the billboard placement, it is our intention to have better data from the DIRT reports and other damage related data available with the final report in August.

**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.”]*

All expenditures under this grant were made after March 31, 2017 and will be reflected in the final grant report and financial report in August 2017.

**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 workscope at all for any reason, including whether you need to modify, remove, or add items, please explain.]*

Surveys were collected from participants at the WIAA events, we will review data collected from these events to determine the level of awareness and understanding of the Call Before You Dig law. Early indications are a broad awareness of 811, but a lack of knowledge regarding the requirement to wait 2 days before digging.

**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. ]*

No actions requested at this time.