

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

**Award Number:** DTPH5616SN000001

**Project Title:** *State Damage Prevention Program Grants - 2016*

**Date Submitted:** Aug. 31, 2017

**Submitted by:** Dawn Rivard

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

1. Attend home shows and community events statewide to educate citizens on the dangers of digging without calling 811 first.
2. Print and distribute copies of the PUCN's "Homeowner's Guide to Safe Digging" and "Energy efficiency Team Activity Book" at home shows and community events.
3. Purchase educational items to distribute at home shows and community events to reinforce the 811 message.
4. Conduct an 811 educational campaign in Nevada's population centers (Las Vegas, Reno and Elko areas) during the month of April 2017, which is National Safe Digging Month.

**Workscope**

- Element 1 (Effective Communications): (Not Applicable)
- Element 2 (Comprehensive Stakeholder Support): (Not Applicable)
- Element 3 (Operator Internal Performance Measurement): (Not Applicable)
- Element 4 (Effective Employee Training): (Not Applicable)
- Element 6 (Dispute Resolution): (Not Applicable)
- Element 7 (Enforcement): (Not Applicable)
- Element 8 (Technology): (Not Applicable)
- Element 9 (Damage Prevention Program Review): (Not 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 this period (Item 1 under Article IX, Section 9.01 Progress Report: "A comparison of actual accomplishments to the objectives established for the period.")**

1. **Attend Home Shows & Community Events:** During the grant period, staff participated in 13 home shows and/or community events (one in Elko, three in the greater Reno area, and nine events in Las Vegas (Nevada's population center)). At these events, staff distributed informational materials and talked to citizens about 811 and utility regulation.
2. **Print and Distribute Copies of "Homeowner's Guide to Safe Digging in Nevada":** The PUCN ordered a reprint of its "Homeowner's Guide to Safe Digging in Nevada" during this grant period and distributed the brochures at home shows and community events. Additionally, Star Nursery, a gardening store popular in the Southwest, displays English and Spanish versions of the brochure in their nine Southern Nevada stores.
3. **Purchase/Distribute Educational Items at Home Shows/Community Events:** During the grant period, the PUCN purchased of the following promotional items at home shows and community events: plastic hard hats for kids, canvas tote bags, and ball point pens. Each of these items has the 811 logo displayed prominently, as well as PUCN contact information.

4. **Conduct 811 Billboard Campaign in Las Vegas, Reno and Elko during April 2017:**  
The PUCN purchased 10 billboards total to display the 811 message during the month of April 2017. The billboards were in high-traffic areas.

**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.”)**

During the grant period, the PUCN:

- Attended 13 home shows and/or community events.
- Purchased educational items and contracted for the re-print of “Homeowner’s Guide to Safe Digging in Nevada” brochure.
- Distributed 9,530 brochures and educational items at these events.
- Contracted for 5 vinyl billboards in the Elko, NV, area, and 5 digital billboards in the Las Vegas, NV, area, during the month of April. USA North 811, Nevada’s one-call center, reported that, in April 2017, the call center received 3,745 requests for 811 services in Nevada. In May, that number jumped to 4,822. The PUCN would like to think that the billboards influenced the May increase with the reminder to call 811!

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

Early in 2017, the PUCN issued requests for proposals to outdoor billboard advertisers in Reno, Las Vegas and Elko in order to fulfill our objective to conduct 811 messaging via billboards during the month of April 2017. We received proposals from advertisers in all three areas. Although the PUCN approved a proposal from a Reno advertiser, that advertiser ultimately declined to move forward with contracting with the PUCN. Since the PUCN did not receive a secondary proposal from any Reno outdoor advertisers, we were unable to conduct a billboard campaign in that area.

#### **Final Financial Status Report**

See attached SF-425 report.

#### **Plans for Next Period (Remainder of Grant)**

The PUCN’s plans for the remainder of the grant period area to continue to attend home shows and community events, including an upcoming May 13-14 expo in Elko, to spread the word about 811 Call Before You Dig.

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

N/A