

2019 State Damage Prevention Program Grants Progress Report
CFDA Number: 20.720

Award Number: 693JK31840024PSDP

Project Title: State Damage Prevention (SDP) Program Grants - 2018

Date Submitted: 4/12/2019

Submitted by: Sherry Harim

Specific Objective(s) of the Agreement

Implement a digital advertising campaign that will reach individuals using apps within a specified geo-fenced area. Expenses will include media and agency costs. (Element 5)

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 5 (Public Education): A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities. (Applicable)
- Element 6 (Dispute Resolution): (Not Applicable)
- Element 7 (Enforcement): (Not Applicable)
- Element 8 (Technology): (Not Applicable)E
- Element 9 (Damage Prevention Program Review): (Not 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.”)

As of March 27, 2019, Pennsylvania One Call System, Inc. signed an agreement with its Advertising, to implement the geo-fencing marketing program. This digital campaign will run April – September. The time period was selected based on call volume and use of the one call system. As homeowners use the one call system, neighbors within a geo-fence area of that homeowner will receive banner ads promoting 811 and the reasons to call.

Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.01 Project Report: “Where the output of the project can be quantified, a computation of the cost per unit of output.”)

Its advertising will provide weekly reports and statistics as to how the digital marketing program is progressing. The One Call System will also perform an analysis on the number of homeowner calls received compared to prior years. Lastly, we believe that the 811 awareness and recall will increase. Common Ground Alliance performance an annual 811 awareness survey. The statistics gathered from this survey will assist in confirming an increase in Pennsylvania awareness.

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

No issues, problems, or challenges at this time.

Mid-term Financial Status Report

There has been no request for reimbursement at this time. Agreement total is \$44,000. Pennsylvania One Call System will cover the difference between the agreement and awarded amount.

Plans for Next Period (Remainder of Grant)

The digital advertising program will run through September. Statistical information will be gathered and reported on in the final report.

Requests of the AOTR and/or PHMSA

None