

2020 State Damage Prevention Program Grants Progress Report
CFDA Number: 20.720

Award Number: 693JK3190018PSDP

Project Title: State Damage Prevention (SDP) Program Grants - 2019

Date Submitted: 4/15/2020

Submitted by: Sherry Harim

Specific Objective(s) of the Agreement

Fund enforcement, education, training, communication, support, analysis, partnership and mediation activities associated with its damage prevention program. (Elements 1 – 9)

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)
- 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, 2020, Pennsylvania One Call System, Inc. has been negotiating an agreement with its advertising, to implement an enhanced geo-fencing marketing program. There has been a delay in implementing the program due to the COVID-19 pandemic. The digital campaign will run May – October.

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.

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

The COVID-19 pandemic has caused a delay in the release of this campaign.

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 agreement will be signed, creative will take place and the ads will run encouraging Pennsylvanians awareness of 811.

Requests of the AOTR and/or PHMSA

None