

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

**Award Number:** 693JK319NF0004

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

**Date Submitted:** April 15, 2020

**Submitted by:** Chief David Levering, Fuels Division, Nebraska State Fire Marshal

**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): Participation by operators, excavators, and other stakeholders in the development and implementation of methods for establishing and maintaining effective communications between stakeholders from receipt of an excavation notification until successful completion of the excavation, as appropriate. (White Flag Giveaway)
- Element 2 (Comprehensive Stakeholder Support): A process for fostering and ensuring the support and partnership of stakeholders, including excavators, operators, locators, designers, and local government in all phases of the program. (Safety Summit, Damage Prevention Groups)
- Element 5 (Public Education): A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities. (Public Education – Billboards, Radio, TV)

**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.”)**

**Element 1 – EFFECTIVE COMMUNICATIONS**

Statewide education and distribution of white marking flags preceded with an educational mailer/order form.

To date, no expenditures have been made toward this element. Printing and mailing of the flyer to all excavators that have placed a locate request in Nebraska in the past year, will be completed by June 1, 2020. Flag orders will be taken and mailed up until September 1, 2020 or until supplies run out.

**Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT**

Safety Summit – the momentum continues for another year as the event held on February 19, 2020 improved in most areas including positive feedback from attendees. Invitations were sent to excavators that had placed a locate request in the previous 12 months, previous attendees and other stakeholders from various lists that were acquired. Hard copy invitation brochures were sent to 6,111 addresses and email invitations went to 11,540 email addresses. Attendance reached an all-time high at 878 checked in attendees and approximately 170 sponsors, vendors, exhibitors, volunteers, and One Call Board members. Free online registration also supplemented the event and contributed to its success in reaching a wide variety

of stakeholders. Registrations for the event totaled 1,112 which was a significant increase over the previous year. The event was able to expand in other areas due to sponsorship support which allowed for excavator skills tests, meals, prizes, and, venue decorative enhancements. High-visibility vests, 811 t-shirts, color code cards, and CGA Best Practice manuals were distributed to those in attendance. The speakers, excavator rodeo, excavation simulators, and other activities on the agenda received high praise in the evaluations as did the venue. An environment for fostering and ensuring the support and partnership of stakeholders was achieved through a robust agenda and organized volunteers who were able to execute a very effective event including relevant and engaging speakers and activities, a new and improved excavator rodeo and the addition of online interactive in show surveying by a very skilled master of ceremonies and audio/visual team.

Attachments:

- SD-1 Mailing list for email invitation
- SD-2 Mailing list – invitation via regular mail
- SD-3 Attendee list
- SD-4 Registration list
- SD-5 Invitation mailer with agenda
- SD-6 Emailed invitation
- SD-7 Program
- SD-8 Excavator of the Year award

The Outstanding Excavator and Locator Awards concept is in its fifth year and has increased awareness due to word of mouth from the previous year. There were 38 nominations for the Outstanding Locator Award and 10 for the Outstanding Excavator award.

Element 5: PUBLIC EDUCATION

Billboards: Campaigns to support National Safe Digging Month are being executed. A schedule has been confirmed which reaches both metro and rural areas of Nebraska. The use of a skilled media agency will allow access to new and more effective content on the billboards as well as enhanced reach via a negotiated value add for extra billboards printed for use in locations that are not filled by other clients.

Radio/TV/Online: A full campaign is planned for the main digging months in rural and metro Nebraska. The use of a skilled media agency will allow greater reach and use of large variety of new creative content utilizing a well know celebrity proven to draw more attention to the 811 message.

Attachments:

- Billboard schedule
- Billboard 1
- Billboard 2

**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.”)**

Element 1: EFFECTIVE COMMUNICATIONS

White Flag Education and Giveaway: No activity to date

#### Element 2: COMPREHENSIVE STAKEHOLDER SUPPORT

Excavation Safety Summit attendance increased at a rate which is normal for the ten years this event has been held with the exception of the 2019 event in which attendance decreased due to a very untimely, major snow storm. The attendance over the years has been as follows:

- 2011 – 100
- 2012 – 125
- 2013 – 285
- 2014 – 380
- 2015 – 560
- 2016 – 728
- 2017 – 853
- 2018 – 860
- 2019 – 560
- 2020 – 1,050

This year the attendance was around 1,050 however registrations continued a nine year pattern of increasing and totaled 1,285. Physical invitations reached 6,111 excavators and member utilities; email invitations reached 11,540 addresses.

#### Element 5: PUBLIC EDUCATION

Billboards are being displayed in 16 locations throughout Nebraska over the course of the dig season. The radio, television and digital campaign covers the excavator demographic with an array of media types and locations throughout Nebraska with concentrations that proportionately reflect the population of the state.

#### **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 to report.

#### **Mid-term Financial Status Report**

##### Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

Safety Summit

Total reimbursable expenditure is \$33,130.00

##### Element 5: PUBLIC EDUCATION

Billboards, Radio, TV/Online

Total reimbursable expenditure is \$37,500.00

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

### Element 1 – EFFECTIVE COMMUNICATIONS

Statewide education and distribution of white marking flags preceded with an educational mailer/order form.

To date, no expenditures have been made toward this element. Printing and mailing of the flyer to all excavators that have placed a locate request in Nebraska in the past year, will be completed by June 1, 2020. Flag orders will be taken and mailed up until September 1, 2020 or until supplies run out.

### Element 2: COMPREHENSIVE STAKEHOLDER SUPPORT

Safety Summit: this project is complete. There are no plans for the remainder of the period.

### Element 5: PUBLIC EDUCATION

Billboards: A campaign throughout the dig season is being executed.

Radio/TV: A full campaign is planned for the main digging months in rural and metro Nebraska.

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

No actions requested at this time.