2018 State Damage Prevention Program Grants Final Report
CFDA Number: 20.720

Award Number: 693JK31840024PSDP
Project Title: State Damage Prevention (SDP) Program Grants - 2018
Date Submitted: *October 24, 2019*
Submitted by: *Sherry Harim*

Specific Objective(s) of the Agreement

Under this grant agreement, the recipient will:

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

Under the terms of this grant agreement, the Recipient will address the following applicable elements listed in the approved application, pursuant to 49 U.S.C. §60134 (a), (b).

- 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, <u>Section 9.01 Progress Report</u>: "A comparison of actual accomplishments to the objectives established for the period.")

Element 5 (Public Education)

Public Awareness is a critical part of the service Pennsylvania One Call System (POCS) provides. In the past, POCS has used direct mail to reach neighbors of homeowners that recently contacted POCS to have their lines marked. The process consisted of mailing a postcard providing information as to the colored paint or flags in their neighbors' yard. If they could be better informed about POCS and the importance of placing a dig notification, they too might be more likely to call 811 in the future.

POCS contracted with ity Advertising, reducing the costs associated with the postcard campaign from direct mail to a digital effort. The campaign offered an increase in the probability of the message being seen by individual homeowners. The advertising was developed to drive any individual seeing the ad to go to POCS' website to learn more and encourage more calls to 811. With a digital ad, the website is only a click away, unlike the direct mail campaign. An individual would have to remember the URL and take the time to launch and search.
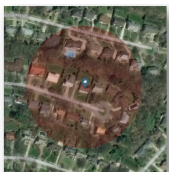
 This is an example of a geo-fenced home in a neighborhood. In this example, the home with the blue icon is the homeowner that called 811. The red circle represents the geo-fence. Every household within the geo-fence would be served banner ads promoting 811 and reasons to call. The campaigns run for 2 weeks and updated on a rolling basis every week. The ads are delivered to neighbors while they are checking weather, following their favorite sports team, playing games, or surfing the internet. With a digital delivery method individuals leaving the geo-fence area can receive the ads at a later point in place.

Pennsylvania One Call System worked with ity Advertising on creating the banner ads and launching the campaign. The program ran from March – September with sample ads similar to the following:

The geo-fence campaign increased awareness to the general public on the importance of contacting Pennsylvania One Call/811. Using digital banners allowed for a delivery method to individuals across the Commonwealth. This outreach delivered over 6 million impression ads throughout Pennsylvania. These ads have driven almost 10 thousand individuals to the POCS website. POCS has experienced an increase in calls from homeowners compared to 2018. The campaign was a success with an increase in call volume, both actual calls to the center and electronic entry of proposed excavation.

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.")

Pennsylvania one Call System is seeing an increase in the number of homeowner calls. During the campaign period 45,950 homeowners placed a dig notification. This is an 18% increase compared to 2018 from the March – September timeframe. Each of the individuals placing a dig notification received a postcard via mail or email, describing what to expect once the ticket is placed and transmitted to underground facility owners. A year over year comparison matrix below broken out by month for the campaign timeframe:

Month	2018 Call Tickets	2019 Call Tickets	% Increase
March	2,670	4,127	55%
April	6,251	8,536	37%
May	7,760	7,988	3%
June	6,381	6,725	5%
July	5,602	6,639	19%
August	5,794	5,994	3%
September	4,579	5,941	30%
TOTALS	*39,037*	*45,950*	*18%*

Key metrics provided for the campaign consist of the following:
- Impressions – 6,564,937 - The number of times an ad was delivered on a mobile, tablet or desktop device. In other words, the ad was show more than 3.5 million times.
- Clicks – 12,661 - The number of times ads were clicked on, sending people to the Pennsylvania One Call website. Almost 10,000 people were driven to the Pennsylvania One Call website through the banner ads.
- Click-Thru-Rate – 0.19% - The percentage of those that saw the ads that clicked on it. While 0.19% may seem like a low number it is actually almost double the industry average for this type of advertising. This means the ads are reaching a relevant and engaging audience.
- Cost-Per-Click – $2.95 - The NET media spend, ads are generating clicks to the website of less than $3 per click. Given the detailed targeting of this campaign this is a very low cost to generate a click to the website.
- Other Pertinent Information:
  - The median age of people seeing our ads is 29.
  - Arts & Entertainment apps and websites are generating the most engagement/clicks.
  - Apple devices are receiving the most impressions followed by Samsung. This is because most of our impressions are delivered on mobile devices and these are the most popular types of mobile phones.
  - The property that delivered the most impressions is the Weather Channel app and website.

Issues, Problems or Challenges (Item 3 under Article IX, Section 9.01 Project Report: "The reasons for slippage if established objectives were not met. ")
None.
Final Financial Status Report
The final financial report will be sent as a separate attachment to the AA.
Requests of the AOTR and/or PHMSA
No actions requested at this time.