

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

Award Number: 693JK32040012PSDP

Project Title: State Damage Prevention (SDP) Program Grants - 2020

Date Submitted: April 15, 2021

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. Edits and updates to the flyer have been requested. A mailing list is being compiled and reviewed. Printing and mailing of the flyer to all excavators that have placed a locate request in Nebraska in the past year, is expected to be completed by May 1, 2021.

Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

An extension was requested and granted for this initiative. Due to the pandemic, the event could not take place.

Element 5 – PUBLIC EDUCATION

Billboards: Campaigns to support National Safe Digging Month and the dig season in general are being executed. A schedule has been confirmed which reaches both metro and rural areas of Nebraska.

Radio/TV/Online: A full campaign has recently launched for the main digging months in rural and metro Nebraska.

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

An extension was requested and granted for this initiative. Due to the pandemic, the event could not take place.

Element 5 – PUBLIC EDUCATION

No measurements are available at this time as the campaigns have only recently launched. Billboards are being displayed in 11 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.”)

Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

An extension was requested and granted for this initiative. Due to the pandemic, the event could not take place.

Mid-term Financial Status Report

Nothing to report at this time.

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 is expected to be completed by May 1, 2021. Flag orders will be taken and mailed up until September 1, 2021 or until supplies run out.

Element 2 – COMPREHENSIVE STAKEHOLDER SUPPORT

An extension was requested and granted for this initiative. Due to the pandemic, the event could not take place. Grant funds previously awarded will be applied toward the event planned for February 23, 2022.

Element 5 – PUBLIC EDUCATION

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

Radio/TV: A full campaign has recently launched for the main digging months in rural and metro Nebraska.

Attachments:

- Media plan flow chart

Requests of the AOTR and/or PHMSA

No action requested at this time.

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