**2012 State Damage Prevention Program Grants Progress Report**

**CFDA Number: 20.720**

**Award Number:** *DTPH56-12-G-PHPS07*

**Project Title:** *Dig Safely New York State Damage Prevention*

**Date Submitted:** *6-10-2013*

**Submitted by:** *Kevin Hopper*

**Specific Objective(s) of the Agreement**

*Under this grant agreement, the DSNY will:*

* *Develop and implement methods for effective communication*
* *Support a Damage Prevention Education Program for industry stakeholders*
* *Support Public Awareness and Stakeholder Education*

**Workscope**

*Under the terms of this grant agreement, the Grantee will address the following elements listed in 49 USC§60134 through the actions it has specified in its Application*

* *Element (1): Participation by operators, and other stakeholders in the development and implementation of the methods for establishing and maintaining effective communications between stakeholders from receipt of an excavation notification until successful completion of the excavation, as appropriate.*
* *Element (4): Participation by operators, excavators, and other stakeholders in the development and implementation of effective employee training programs to ensure that operators, the one call center, the enforcement agency, and the excavator have partnered to design and implement training for the employees of operators, excavators, and locators.*
* *Element (5): A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.*

**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.**”)

*Dig Safely New York’s 2012 grant application consist of three projects. I have outlined the status of each project below under the appropriate heading.*

***(10) Two Minute How to Videos:*** *Within the scope of this project**Dig Safely New York, Inc. proposed a series of (10) two minute short videos explaining the specific steps in damage prevention related to the rules and regulations excavators face in NY state.**This project has been completed and the video results can be found on our YouTube channel* [*www.youtube.com/Dig SafelyNewYork811*](http://www.youtube.com/Dig%20SafelyNewYork811) *as well as on our website* [*www.digsafelynewyork.com*](http://www.digsafelynewyork.com)*. The video series has also become a pivotal component to our excavator training as the entire video series has been incorporated into our safety presentation. Reimbursement has not been applied for as of yet.*

***Audience Response System:***

*Within the scope of this project Dig Safely New York, Inc. proposed funding to facilitate the purchase of Turning Technologies audience response system for each member of our training team. The audience response system is integrated directly with your PowerPoint presentation, creating a powerful and engaging presentation. It allows us to instantly gauge the audience’s understanding of subject material prior to covering the material and at the conclusion of the training segment.*

*The purchase and integration of the Turning Point response cards in our safety presentation has been completed. During the month of March we utilized the response cards during our annual Excavator Safety Seminars. Over the course of the 9 events we engaged over 2500 excavators and collected valuable data in determining the level of retention attendees have during our training events through the use of the Turning Point responder cards. At this point we are summarizing the data and will submit this in the Final Grant Report. Reimbursement has not been applied for as of yet.*

***Excavator Seminar Keynote Speaker:***

*For the final project outlined in the 2012 grant application Dig Safely New York, Inc. sought funding to support our Excavator Safety Seminars by offering Cliff Meidl as our Keynote Speaker. The status of this objective is also complete. Cliff Meidl, Spokesperson for One Calls Of America, Olympic Hero and utility damage survivor, provided an outstanding and inspirational keynote address at all of our 9 Excavator Safety Seminars in 2012. The attendance was outstanding and the feedback was also very positive. In addition to Cliff speaking at the events Dig Safely New York was also able leverage Cliff’s Olympic recognition to secure substantial earned media relative to our safety seminars. I will be including a media recap and complete coverage in the final grant report. Reimbursement has not been applied for as of yet.*

**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.”)**

*I am in the process of tabulating the data which will be included in the final grant report. I have collected data from the Turning Point transponders which will demonstrate the improvement and effectiveness in our education programs. Additionally data and metrics will be provided to represent the earned media value which was gained as a result of keynote speaker Cliff Meidl.*

*The report from MGH is attached. To summarize in leveraging Cliff Meidl as the 2012 Excavator Seminars Keynote speaker we were able to obtain 450,000 earned media impressions, with an estimated $25,000.00 in publicity value through the 19 media placements. The ability to have Cliff Meidl as the Keynote speaker went well beyond assisting us in getting the 811 and damage prevention message out to the over 2500 attendees at our Excavator Safety Seminars. The ability to leverage these events as newsworthy events resulted in earned media results indicated above.*

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

*There are no issues, problems or challenge to report.*

**Mid-term Financial Status Report**

*Repots have been sent to AA, GOTR and GA as required*

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

*The work for this grant is complete as I do not envision any additional expenses. Moving forward, I will be working on quantifying the result and finalizing the Final Grant report.*

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

*I will be seeking out assistance in applying for reimbursement of expenses. This will by my first time utilizing the electronic system.*