

**2012 State Damage Prevention Program Grants Progress Report**  
**CFDA Number: 20.720**

**Award Number:** *DTPH56-12-G-PHPS04*

**Project Title:** *Call Before You Dig, Incorporated State Damage Prevention*

**Date Submitted:** *02-22-2013*

**Submitted by:** *Dean P. Muratori*

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

*Support Damage Prevention Education Program for industry stakeholders  
Support Public Awareness and Stakeholder Education; and  
Foster and promote the use of Improving Technologies*

**Workscope**

*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 enforcing agency, and the excavators 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; and*

*Element (8): A process for fostering and promoting the use, by all appropriate stakeholders, of improving technologies that may enhance communications, underground pipeline locating capability, and gathering and analyzing information about the accuracy and effectiveness of locating programs.*

**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 4: Our objective was to hold a Public Utility Expo for the CT stakeholders. I am glad to report we accomplished this event on September 26, 2012. We exceeded our goal of 250 attendees with 325 in attendance. Our guest speaker was Cliff Meidl. Cliff's safety message was about his experience of hitting a power line with a jackhammer, the resulting injuries to him and the impact the event had on his family. Representatives from the local gas companies had presentations on working safely around gas facilities and specifics laws for CBYD in CT. In addition, we had 44 utility and industry vendors the attendees could interact with throughout the event.*

*Element 5: The main objective was to launch a TV Campaign on local stations and cable channels. We were successful with airing 15 second spots on the local ABC, CBS, and NBC stations. We also aired our spots on a wide range of cable channels. We feel this was a very aggressive campaign which offered exposure to all of our stakeholders.*

*Element 8: The Smart Phone objective expanded the CBYD website and e-ticket system to all types of smart phones. This was a very important and successful objective in order to support the growing use of mobile communications. CBYD is very happy with the results of this project.*

**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 4: The success of the Public Utility Expo can be measured in the turnout of attendees and vendors. By exceeding our goal of attendees by 75 stakeholders and the interest of 44 vendors to attend our Expo helps measure the success of this program.*

*Element 5: Our Media Campaign was a state wide effort. It is too soon to measure the results of our efforts because the campaign was just completed. We are hopeful our actions will show great exposure results by our stakeholders.*

*Element 8: Mobile communications is becoming more of the norm than ever before. We can see results in the increased use of our e-ticket which has increased 4.62% in 2012. We believe having the smart phone application available to our stakeholders will drive the usage even higher.*

**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.*

**Mid-term Financial Status Report**

*The Mid-year financial report has been emailed to the GA as a separate attachment.*

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

*The plan for the remaining period is to continue with our aggressive Media TV Campaign*

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

*No actions requested at this time.*