

MID TERM PROGRESS REPORT

Sheila Martin, MSW (PI)
Danielle Dawn Smalley Foundation
999 W. Hwy 175
Crandall, TX 75114

May 6, 2014

Ms. Mahua Mazumdar (AA)
Mr. Sam Hall (AOR)
U.S. Department of Transportation
Pipeline and Hazardous Materials Safety Administration

RE: PHMSA/DOT TAG DTPH56-13-G-PHPT04

Dear PHMSA/DOT:

I am writing to inform you about the progress of the Pipeline Safety & Awareness *for Kids!* Webb County project, which is being executed by the Danielle Dawn Smalley Foundation (DDSF).

Expected program outputs and milestones that have been completed as of date include:

- DDSF conducted program research to obtain the necessary information from schools, school districts, and pipeline operators in Webb County. Establish an initial-stage of engagement with identified parties to form relationships.
- DDSF worked with video producers and graphic design artist to create content, manage, and produce audio-visual tools including a program “sizzle reel” and Smalley Foundation website enhancements specific to this program.
- DDSF produced a program sizzle reel video. Link <http://youtu.be/LD342M7RN40>
- *Smalley Foundation website will be enhanced with animated Right-of-Way-Ray program character. In place of this task, DDSF opted to sponsor JJ Harrison, the 811 Rodeo Clown to be the program character since the opportunity was provided. Research also suggested that a real person with added video and audio was more appealing to children than an illustrated character with animation.
- DDSF identified school and school district officials that will be contacted regarding program participation.

Project Description

Under this grant award, the Smalley Foundation, will take their newly developed and piloted Pipelines Safety & Awareness for Kids! program to elementary schools (grades first through third) in Webb County Texas with an estimated reach of over 15,000 students in over 622 classrooms. This will be an organized approach which the Smalley Foundation will coordinate with several entities. In addition, the Smalley Foundation will write content and produce an instructional video/sizzle reel to provide classroom teachers and pipeline operators with program details, goals and objectives.

Work Completed

To date, much progress has been made towards the successful completion of the project including:

Preparing and Enhancing the Program:

- DDSF worked with a graphic designer to develop a program specific logo to help brand and provide added identification to the program.
- *DDSF transformed the manual classroom kits into a “Smart Board” lesson (or online training module) by subscribing to and utilizing Safety-TV technology. This included re-evaluation and alignment of program content, messaging, audio, video and other key elements to improve the overall efficiency of the delivery method. Pre and post program questions were built into the Smart Board lesson so that the class could respond and impact data could be collected interactively.
- Spanish was added to the program components where possible including take-home materials and the classroom poster.
- All program materials (printable) were analyzed and updated.
- Program components for this project were designed, ordered, and received including the necessary Uniform Color Code Cards (with the 811 logo in English and Spanish), sports packs with program logo, and packaging materials.
- DDSF sponsored JJ Harrison, the 811 Rodeo Clown, to add youth appeal to the program. JJ Harrison was added to the classroom poster, Smart Board lesson, and other program components including video and audio elements. (See attached classroom poster sample)
- DDSF worked with Safari Multimedia to write and edit a program sizzle reel video script, prepare and coordinate a filming session at Boys & Girls Club/Preparatory School of South Central Texas in San Marcos, and filmed and edited the sizzle reel video.
- DDSF re-evaluated and aligned the program-related webpage at <http://smalleyfnd.org/services/pipeline-education/kids> to accurately reflect the enhanced program components. (See attached screen shot of webpage)
- New program enhancements including the use of a Safety-TV technology based classroom Smart-Board lesson, were tested by DDSF staff and a pilot run of the program in its entirety is now (April-May) being delivered in McMullen County Texas to the counties Pre-k through 4th grade with financial support of Regency Energy Partners.

Program Coordination and Collaboration:

DDSF conducted research to obtain the necessary information about schools, school districts, and operators in Webb County. We utilized the Texas Rail Road Commission (open records request), National Pipeline Mapping System and other sources to identify pipeline companies with assets in Webb County as well as safety, public awareness, and damage prevention focused organizations and groups.

- Starting in October of 2013 DDSF reached out to identified pipeline operators and organizations via phone, email, in-person, and public speaking engagements to announce the program and provide an opportunity for collaboration and partnership in the Webb County effort.

This included outreach to numerous **pipeline companies** such as Access Midstream Partners, L.P., CenterPoint Energy Gas Distribution, Chesapeake Energy Corporation, DCP Midstream, Energy Transfer, Enterprise Product Company, EOG Resources, EP Energy, NuStar Logistics, L.P., Plains Pipeline L.P., Regency Energy Partners, Talisman Energy USA, Inc., and XTO Energy Inc. (See attachments for example emails that were sent to operators)

In-person meetings and/or a monthly meeting presentation was delivered by DDSF to **organizations** included collaborations such as Texas811, Eagle Ford Shale STEPS Network, South Texas Energy Education Roundtable (STEER), the Border Damage Prevention Council (BDPC), South Texas Damage Prevention Council, the Texas Education Agency, and the Texas School Safety Center. (See attachments for meeting agendas)

In addition, countless companies, organizations, and individuals received notification through social Medias including Facebook, LinkedIn, and YouTube. Social networking groups where the feed was posted include: 811 Utility Infrastructure Protection Professional Group, Utility Damage Professionals, Common Ground Alliance, Eagle Ford Development, OIPA, Pipeline Association for Public Awareness, Pipeline Group, and Pipeline Safety & Awareness Networking Group. (See attachments for social media feedback)

Current Work

Right now, DDSF is involved with continued outreach to pipeline companies and safety oriented organizations with interest in Webb County to establish connection, encourage participation, and coordinate partnership. DDSF is also in the process of collaborating with the Texas Education Agencies (TEA's) Region One, Administrator of Curriculum, Instruction, and Assessment and the Deputy Director of Health, Safety, and Transportation as well as others at regional and school district levels to map out a timeline and coordinated effort for program delivery.

DDSF is in the process of conducting a pilot run of the program in McMullen County Texas, whereas we will identify and adjust any issues with the new program delivery method (Smart Board Lesson) according to feedback. This process is also providing a sample of documentation that can be used to leverage support.

DDSF is in the process of coordinating the printing and assembling of classroom materials (items that will not be customized with partner logos) into approximately 622, classroom kits (serving 30 students each).

Future Work

- DDSF to continue program coordination and collaboration with schools, school districts, and operators in Webb County for implementation planning and schedule alignment.
- Coordinate and schedule teacher workshops for this fall (September 2014) for teacher instruction and distribution of classroom materials.
- Confirmation with schools of final number of students and classrooms
- Customization (branding) of materials for partnering companies
- Order printed materials from classroom kits/supplies (worksheets, posters, etc.)
- Package and assemble all classroom kits/supplies with labeling for distribution to schools/teachers/classrooms
- DDSF to assign online training component (smart board lesson) to teachers via email, track progress, manage reminders.

- DDSF to track program completion, gather program data and feedback, organize and analyze data for distribution to partnering operators.
- DDSF to attend Eagle Ford Shale Safety Day (October 3rd) and provide appreciation for partnering operators in this effort (recognition), as well as share any impact measurements completed by that date.

Unexpected changes:

As indicated on page 1 with (*), DDSF proposed to enhance the program webpage on the DDSF website by animating the Right-of-Way-Ray program character. In place of this task, DDSF opted to sponsor JJ Harrison, the 811 Rodeo Clown to be the program character since the opportunity was provided. Research also suggested that a real person with added video and audio was more appealing to children than an illustrated character with animation.

As indicated on page 2 with (*), DDSF transformed the manual classroom kits into a “Smart Board” lesson (or online training module) by subscribing to and utilizing Safety-TV technology. This included re-evaluation and alignment of program content, messaging, audio, video and other key elements to improve the overall efficiency of the delivery method. Pre and post program questions were built into the Smart Board lesson so that the class could respond and impact data could be collected interactively.

Overall Assessment of the Report:

We feel that this project is coming along well. Both Industry and the educational sector have been supportive and cooperative. DDSF has been invited to share the program details in more meetings than we can attend. We have strengthened strategic partnerships with this effort including our relationship with Texas811 and other damage prevention councils who have expressed the need for children’s program and public awareness resources.

DDSF staff has been diligently working on this project and we can see tangible progress. We are excited to see new materials, collaborations, and relationships formed over this project as well as the successful impact reflected in the pre and post-test outcomes thus far in pilot areas. There has been a positive reaction by viewers of the program sizzle reel video and we look forward to the future of the program going forth with the dynamics and impact data made possible by this grant program.

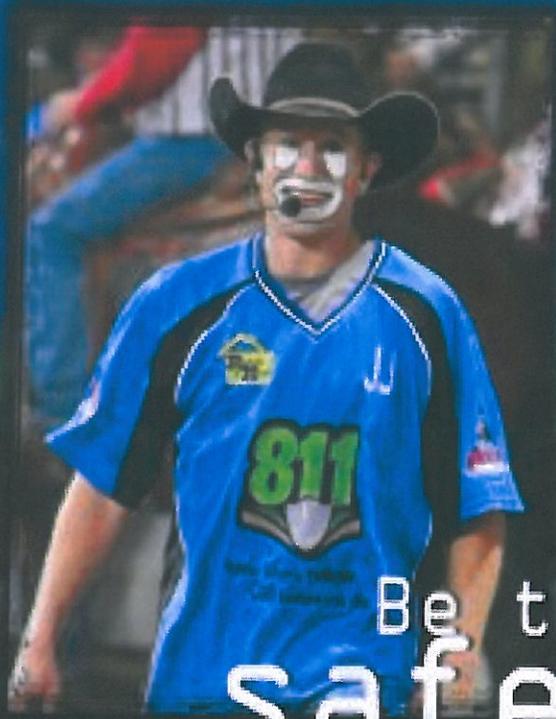
05/06/2014

Sheila Martin, MSW
Danielle Dawn Smalley Foundation
Executive Director, Grant PI
sheilamartin@smalleyfnd.org
972.472.6500

SMALLEY
PRESENTS BY THE

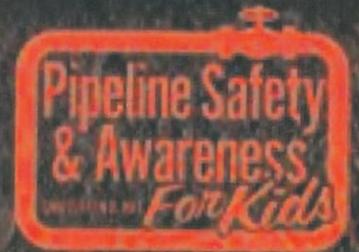
Pipeline

Safety and Awareness
for Kids!



Be the
safest
clown in town!

like JJ Harrison!



Smell, Look, Listen, Leave

Huela, Mire, Escuche, Aléjese



Definiese lo que está bajo tierra.
Llama antes de excavar.



Know what's below.
Call before you dig.



After

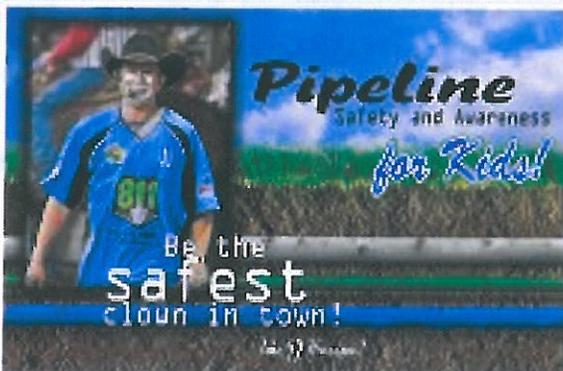
In this section ...

Pipeline Education

- First Responders
- For Kids
- Schools
- Communities

[Oil & Gas Drilling Education](#)

Pipeline Safety and Awareness for Kids!



Safety Begins Early

Introducing young children to the underground world of the pipeline system is critical. Elementary age youth are more impressionable and "rule embracing" than in their older years. As with many prevention programs, reaching young children with pipeline safety provides opportunity to influence attitudes and behaviors while they are still being formed.



A former school teacher, JJ Harrison, Rodeo Clown, is an advocate for the Smalley Foundation's "Pipeline Safety & Awareness for Kids!" program. [Click HERE](#) to watch JJ's YouTube video.

A Growing Need for Awareness

No matter where you live in the U.S., it is likely that the ever-growing pipeline and utility system is beneath your feet. In fact, more than 2.4 million miles of underground transmission pipelines move energy resources across the nation (phmsa.dot.gov) while countless distribution pipelines carry energy into our homes, schools and buildings.



[Click image for larger view.](#)

Home Services Pipeline Education Youths

Pipeline Safety and Awareness Training for Youths



Safety Begins Early

Teaching kids to recognize danger is a daunting task for any parent. Teaching them to recognize and respect the invisible dangers surrounding pipelines is the Smalley Foundation's mission. We're here to promote a culture of safety awareness that keeps elementary age kids away from pipelines – and out of trouble.

Budget

In this section ...

Pipeline Education

- First Responders
- Youths
- Schools
- Communities

Oil & Gas Drilling Education

Before You Dig

Know What's Below!

Always call before you dig to protect pipelines, other underground utilities, the public and the environment.

Call your local "One-Call" center at least 48 hours before any excavation begins. You can now dial "811" from anywhere in the country to be routed to your local One-Call center.



The Danger Just Below

More than 2.4 million miles of underground transportation pipelines move energy resources across the United States (phmsa.dot.gov). Countless distribution pipelines carry energy into homes, schools and buildings.

Excavation remains the No. 1 cause of pipeline damage – but there are still plenty of ways for kids to get hurt. The Smalley Foundation believes communities must teach children to know about pipelines, and respect them. Reaching our youths with this message is critical because elementary age is the best time to instill safe and healthy behavior patterns and attitudes that they will carry with them throughout their lives.



Sheila Martin

From: Sheila Martin <sheilamartin@smalleyfnd.org>
Sent: Thursday, April 10, 2014 3:21 PM
To: 'wes.gore@nustarenergy.com'
Subject: FW: Webb County Opportunity - Pipeline Safety & Awareness for KIDS!
Attachments: Pipeline Safety and Awareness for KIDS promo.jpg

From: Sheila Martin [<mailto:sheilamartin@smalleyfnd.org>]
Sent: Thursday, April 10, 2014 2:47 PM
To: tracy.browning@nustarenergy.com
Subject: Webb County Opportunity - Pipeline Safety & Awareness for KIDS!

Hi Tracy,

I wanted to make sure you received the new email that went out that provides some more details and the video about our new program, Pipeline Safety & Awareness for Kids!
As you may know, we are coordinating now with the ISD's in Webb County to have this delivered to 15,000 students this Fall with partial help of PHMSA/DOT funding. We hope that NuStar will join Texas811 and the Boarder Damage Prevention Council in supporting this effort. Please let me know if you would be available to get on a call with me to discuss the opportunity.

The Danielle Dawn Smalley would like to introduce our new program, **Pipeline Safety & Awareness for Kids!** This program is built on a hybrid platform utilizing an elementary grade smart-board lesson that collects pre and post program data interactively for impact measurement. The multi-media program addresses 5-Key messages, based on CGA's Best Practices including:

- An introduction the underground world of the pipeline and utility system
- How to recognize pipeline markers (temporary and permanent)
- How to recognize the physical signs of a pipeline leak
- What to do if you suspect a pipeline leak to stay safe
- The importance of protecting pipelines by calling 811 before you dig

The smart-board lesson is accompanied by hands-on materials including scratch-and-sniff NG cards and excavation safety scenario worksheets with pipeline overlay transparencies and uniform color code cards to learn the purpose of pipeline/utilities and promote critical thinking skills to consider the consequences of damaged pipelines. Take home materials allow the student to share the message with parents and include a bag, Junior Pipeline Safety Expert certificate, and materials used in class.

The program is bilingual (English and Spanish) where possible including take-home materials.

JJ Harrison, the 811 Rodeo Clown, is the spokesperson for this program and is incorporated in visual, audio, and video pieces to enhance youth appeal including on the classroom poster! (see attached promo)

Please take a moment and watch the new program sizzle reel video and see for yourself how students and teachers are embracing this safety message:

<http://youtu.be/LD342M7RN40>

Sponsoring companies receive branding recognition on materials and are provided all program documentation. This is a great way to reach teachers, students, and parents/families, with ONE pipeline safety program that is professional, affordable, and cutting edge!

Happy National Safe Digging Month!

Sheila Martin, MSW
The Smalley Foundation
Development Director
www.smalleyfnd.org
972.472.6500

 Please consider the environment before printing this email.



Eagle Ford Shale STEPS

"A Safer Texas One STEP Closer"

Chapter Meeting

Agenda

February 20, 2014

8:00am-11:30am



Thank you to our February Meeting Sponsors:
Century Graphics & Badger Daylighting Corp.

Meeting Location:
Cowboy Fellowship Church
561 FM 3350
Jourdanton, TX 78026

TEDDY BEAR & CLOTHING DRIVE FOR ATASCOSA FAMILY CRISIS CENTER*

8:00am-8:30am	<i>Networking & Continental Breakfast</i>	<i>All</i>
8:30am-8:45am	Meeting Called to Order, Welcome, Meeting Emergency Plan, Updates, & Safety Moment	<i>Gaylon Andrews & Executive Committee</i>
8:45am-9:20am	Guest Speaker: Hazard Recognition & Reporting	<i>Chuck Campbell, Valero</i>
9:20am-9:30am	<i>Break</i>	<i>Shawn Hill</i>
9:30am-10:00am	Guest Speaker: Emergency Responders & Youth Awareness in the Eagle Ford	<i>Sheila Martin, The Smalley Foundation</i>
10:00am-10:15am	Guest Speaker: Atascosa Family Crisis Center	<i>Gloria Day, Atascosa Family Crisis Center</i>
10:15am-10:20am	Guest Speaker: Atascosa Health Care Clinic	<i>K. Martin, Atascosa Health Care Clinic</i>
10:20am-10:30am	<i>Break</i>	<i>Shawn Hill</i>
10:30am-11:00am	Guest Speaker: Texas Railroad Commission	<i>Gaye McElwain, Texas Railroad Commission</i>
11:00am-11:20am	OSHA Update	<i>Raul Carrillo</i>
11:20am-11:30am	Q&A/Meeting Called to Close	<i>Gaylon Andrews</i>

Thank you for helping with our TEDDY BEAR & CLOTHING DRIVE benefitting Atascosa Family Crisis Center.

***Mark Your Calendars for the March 2014 Meeting: Thursday, March 20th.**

Border Damage Prevention Council Agenda

Date: March 19, 2014

Place: Access Midstream/Chesapeake Complex
9013 Chesapeake Way
Pearsall TX 78061

Southbound frontage road approximately 4 miles North of Exit 104 (West side of IH 35 South of (Exit 111) Hwy 57)

Time: 10:30 AM – Noon

Host: Access Midstream

Guest Speaker: Sheila Martin, The Smalley Foundation

Pipeline Safety & Awareness for Kids!

DISCUSSION TOPICS

INTRODUCTIONS

- Welcome – Santiago (Chago) Villarreal, AEP - Texas
- Self Introductions

ROUNDTABLE DISCUSSION

- DPC Directory Update
- Eagle Ford Excavation Safety Day
- April is Safe Digging Month
- Freer Rattlesnake Roundup
- Chapter 18 Review
- Regional Issues with One Call & Utility Damage Prevention

For additional information contact:

Doug Meeks – 512-963-0034
dougmeeks@Texas811.org

Chago Villarreal – 956-721-3080
savillarreal@aep.com

Gabriel Villarreal - 956-765-1656
Gabriel.VILLARREALIII@conocophillips.com

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Common Ground Alliance

1,366 members

Member



Discussions Promotions Jobs Members Search

Feedback

Watch, Comment, Share... WIN!

Sheila Martin
Non-Profit Professional - MSW-ACP

Check out our the sizzle reel video for Pipeline Safety & Awareness for Kids! Leave us a comment and share on LinkedIn and you will be entered to win the program FREE for a 1st-4th grade classroom of your choice with custom branding (anywhere in U.S.) Contest ends April 30th! Happy Safe Digging Month!
<http://youtu.be/LD342M7RN40>



[Pipeline Safety & Awareness for Kids!](http://youtu.be/LD342M7RN40) youtube.com
This program sizzle reel video provides insight into our new pipeline safety and awareness program for kids. The program is available for sponsorship by pipeline and utility companies.



Like (1) • Comment (5) • Unfollow • 1 month ago

Comments

Jessica Nesvold likes this
5 comments



Steve Light
Director of Operations and Public Awareness at Virginia Utility Protection Service
Sheila,

Steve

It certainly appears that you all run an outstanding program. Well-done video.

Steve

Unlike • Reply privately • Flag as inappropriate • 1 month ago

Sheila Martin likes this



Eric Sandoz
Marketing Representative at Infrastructure Resources LLC

Eric

Very well done. It is good to see there is educational content being designed for kids too.

Unlike • Reply privately • Flag as inappropriate • 1 month ago

Sheila Martin likes this



Ann Rushing
Liaison at NC811

Ann

I truly believe that kids are the ones to receive the message. They are sponges & they hold us accountable to Call Before we Dig!

Unlike • Reply privately • Flag as inappropriate • 1 month ago

Sheila Martin likes this



Jessica Nesvold
Senior Project Engineer at Colorado Springs Utilities

Jessica

Well done. The video truly gets the message across and I learned a few things too.

Thanks, Jessica

Unlike • Reply privately • Flag as inappropriate • 29 days ago

Sheila Martin likes this

Robert Clarillos

Top Contributors in this Group



Khrysanne Kerr
Vice President of Communications and Program Development at Common Ground Alliance
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Start by commenting in a discussion. Group participants get 4x the number of profile views.



Getting Started

Professional Women's Network

Featured Discussion: [What Do You Fear Most About Asking for a Raise or Promotion](#)



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286829 members have joined this group.

Latest Activity



Patrick Robinson commented on a discussion in [Common Ground Alliance](#). [Most Important Damage Prevention Statistics?](#) Which damage statistics do you find most useful in tracking the effectiveness of your damage prevention efforts? Which statistics would you want to have in real time and be able to access from anywhere? 1h ago



Derek Brown likes a discussion in [Common Ground Alliance](#). [Khrysanne Kerr Announcement from Common Ground Alliance](#) The greatest two minutes in sports played host to the B11 logo this weekend as Jockey Victor Espinoza won riding California Chrome. An unprecedented media opportunity yielded placements in national... more 31h ago



[Most Important Damage Prevention Statistics?](#)



Administrative Manager at National Association of Pipeline Safety Representatives Search groups...

Great clip, Sheila. I think this is one of our highest priorities. I participated in a school program to educate on pipeline safety in the 90's in Washington state. Best thing ever. They do remind their parents about calling first, gas odors, unusual things. It works. They are indeed a precious resource and they need to know...looking forward to your presentation at the Western Regional Gas Conference in August.

Like · Reply privately · Flag as inappropriate · 27 days ago



Add a comment...

Send me an email for each new comment.

Add Comment



JimBob Sims likes a discussion in **Common Ground Alliance**. Khrysanne Kerr Announcement from **Business and Alliance** made greatest two minutes in sports played host to the 811 logo this weekend as Jockey Victor Espinoza won riding California Chrome. An unprecedented media opportunity yielded placements in national... more

17h ago

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Suggested discussion ×
Most Important Damage Prevention Statistics? >

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Pipelineawareness

688 members

Member



Discussions Members Search



Watch, Comment, and WIN!

Sheila Martin
Non-Profit Professional - MSW-ACP

Check out the Smalley Foundations sizzle reel video for Pipeline Safety & Awareness for Kids! Leave us a comment and you will be entered to win the program FREE for a 1st-4th grade classroom of your choice with custom branding (anywhere in U.S.) Contest ends April 30th! Happy Safe Digging Month!
<http://youtu.be/LD342M7RN40>



Pipeline Safety & Awareness for Kids! youtube.com
This program sizzle reel video provides insight into our new pipeline safety and awareness program for kids. The program is available for sponsorship by pipeline and utility companies.

Like · Comment (1) · Share · Unfollow · 19 days ago

Comments

1 comment



Patrick Basil
Lead Safety Coordinator @ JJ White Inc.

Patrick

This is a very nice tool to inform children of the hazards that they can encounter. I believe it is a good toll for adults as well. I find it surprising how little most communities don't know is on in there own towns.

Unlike · Reply privately · Flag as inappropriate · 18 days ago

Sheila Martin likes this



Add a comment..

Send me an email for each new comment.

Add Comment

Members of this Group



Josie Long
DOT Regulatory Services Director, Cyera Strategies
Unfollow Josie

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Your group contribution level

Keep it up! Contributing quality comments and discussions elevates your status.



Finding an audience

THE TOP 5
ASSET MANAGEMENT
BEST PRACTICES
FOR OILFIELD SERVICE COMPANIES
GET THE REPORT

INDUSTRY REPORT

vistav

Latest Activity



Sheila Martin started a discussion in Pipelineawareness. Turn your volume up... and listen to what these kids learned about pipeline safety with JJ Harrison! <http://youtu.be/iSmxAp6y4hU>
Close Video



Play Video

Pipeline Safety & Awareness for KIDS! What Kids Learned
Testimonials from kids after participating in Pipeline Safety & Awareness for KIDS! in their classroom.
17h ago

Suggested discussion

Sheila Martin commented on a discussion in Pipelineawareness. Turn your volume up... and listen to what these kids learned about pipeline safety

Search groups...



Home Profile Network Jobs Interests

Business Services Upgrade

Future of Video Marketing - Maximize your exposure on YouTube with ZEFR's brand management software



Utility Damage Prevention Professionals

3,234 members

Member



Discussions Promotions Jobs Members Search

Watch, Comment, Share... WIN!

Sheila Martin
Non-Profit Professional - MSW-ACP

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Pipeline Safety & Awareness for Kids! youtube.com
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Like (1) • Comment (2) • Unfollow • 1 month ago

Comments

Clint Kalfell likes this
2 comments



Cooper Day
Becco Contractors Inc., Supervisor

Enjoyed video . As a supervisor of a utility crew all my employees are trained from day one keeping local residents and community are of what we are doing and areas we will be working. And as we progress a short term schedule of areas we ll be moving towards day to day. Children are the most curious when we mobilize equipment to project. Good to see it in class rooms . Would love to see this program reach are areas in Oklahoma. Awareness and communication between team of employees and community keeps everyone safe and saves lives.thanks again for video.

Like • Reply privately • Flag as inappropriate • 1 month ago



Sheila Martin
Non-Profit Professional - MSW-ACP

Thank you Cooper! Great feedback!
Delete • 1 month ago



Add a comment...

Send me an email for each new comment.

Add Comment

Members of this Group



Trent Peugh
Senior Vice President of One Call Operations
Unfollow Trent

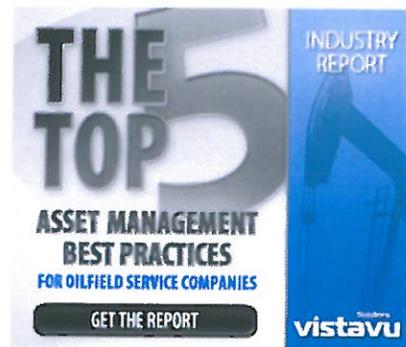
See all members

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.



Getting Started



Latest Activity



Patrick Robinson commented on a discussion in **Utility Damage Prevention Professionals**. **Most Important Damage Prevention Statistics?** Which damage statistics do you find most useful in tracking the effectiveness of your damage prevention efforts? Which statistics would you want to have in real time and be able to access from anywhere?
1h ago



Sheila Martin started a discussion in **Utility Damage Prevention Professionals**. **Turn your volume up...** and listen to what these kids learned about pipeline safety with JJ Harrison!
<http://youtu.be/iSmxAp6y4hU> Pipeline