

2015 State Damage Prevention Program Grants Progress Report
CFDA Number: 20.720

Award Number: DTPH5615GPPS04

Project Title: State Damage Prevention (SDP) Grants - 2015

Date Submitted: 5/06/2016

Submitted by: Cynthia Munyon

Specific Objective(s) of the Agreement

Under this grant agreement, Iowa Utilities Board will improve Iowa's damage prevention program by educating and raising awareness of the importance of calling 811 before you dig to Iowa's agricultural communities. The Iowa Utilities Board will be working in partnership with its sole source, Common Ground Iowa (CGI), a 501.3(c) regional partner of Common Ground Alliance. Iowa Utilities Board will work with the agricultural experts of Communication Insight, a subsidiary of the Iowa Soybean Association, to take advantage of further opportunities to reach out to the 37,500 Iowa Soybean growers to educate and raise awareness of calling before you dig and to avoid any tiling or other incident by advertising in targeted publications, participate in all farm conferences, 811 Day at the Iowa State Fair with a children's education component, and purchase the necessary educational materials. This project will not only be target soybean producers but also Iowa's vast agricultural community comprised of hogs, corn, oats, cattle, eggs, and dairy farms.

Workscope

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

- **Element 5 (PUBLIC EDUCATION):** 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.”)

- Iowa Soybean Review Full page ad and design and creation of ad #2 that will go into the summer issue of the magazine. Produced by the Iowa Soybean Association (ISA), the Iowa Soybean Review® is mailed to every farmer who pays into the soybean checkoff in the state, giving it a circulation of nearly 37,500 producers
- Handouts for the ISA Research Conference and for Hawkeye Farm show with information specifically about the Iowa Law on calling before you dig.
- 811 Tote bags. Each conference participant received one with registration booklet.
- Sponsor video that was looped all day on TVs during conference and ran during the Dinner program and Vision & Feedback Forum. The program sponsorship was for the 3-hour presentation to 300 people including

farmers, legislators and the Governor of Iowa as keynote speaker about topics that concerned farmers. Gave an 811 educationl presentation to audience.

- Program for the ISA Research Conference that was handed out at event and inserted with the Iowa Soybean Review.
- Sponsor certificates with 811 logo recognition for photo ops during event
- Conference signage showing 811 logo recognition.
- Conference set up including; tables, chairs and electricity
- E-weekly digital ad (Online sponsorship of weekly newsletter going to approximately 5,000 farmers each week
- Booth/exhibit space at the ISA On Farm Conference 2016 held February 16 -17
- Booth/exhibit space at the Hawkeye Farm Show held March 1-3, 2016.

Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.01 Progress Report: “Where the output of the project can be quantified, a computation of the cost per unit of output.”)

Circulation data and feedback will be available after completion of the objectives.

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

No issues, problems or challenges to meet established objectives.

Mid-term Financial Status Report

Report and attachment submitted concurrent with progress report. No delays to report.

Plans for Next Period (Remainder of Grant)

Next steps:

- Create Iowa State Fair experience (additional educational items, activity for kids and families, materials, signage, set up, tear down)
- Create the Farm Progress Show experience (additional handouts, educational items (shovel pen) signage)
- Placement/insertion of the Iowa Soybean Review ad
- Placement insertion of an a new online ad on e-weekly

Requests of the AOR and/or PHMSA

No action requested at this time.