**2013 State Damage Prevention Program Grants Final Report**

**Funding Opportunity Number: DTPH56-13-SN-000001**

**CFDA Number: 20.720**

**Award Number:** *DTPH56-13-G-PHPS12*

**Project Title:** *New Jersey Board of Public Utilities (“NJBPU”) State Damage Prevention Grant*

**Date Submitted:** *December12, 2014*

**Submitted by:** *Michael Stonack*

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

*Under this grant agreement, the NJBPU will:*

*Support Public Awareness and Stakeholder Education*

**Workscope**

*Under the terms of this grant agreement, the Grantee will address the following elements listed in 49 U.S.C. §60134 (b) through the actions it has specified in its Application.*

*****Element 5 (Public Education):*** *A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.*

**Accomplishments for the grant period (Item 1 under Agreement Article IX, ­: “A comparison of actual accomplishments to the objectives established for the period.**”)

*Modification #0001 to the NJBPU State Damage Prevention (“SDP”) Program Grant*

*# DTPH56-13-G-PHPS12 was executed by the NJBPU and PHMSA on July 31, 2014.*

*Project 1: Damage Prevention Mobile Exhibit (Cancelled): As a result of Modification #0001, Project 1 was cancelled and the full funds in the amount of $52,000 were reallocated to Project 2.*

*Project 2: Damage Prevention Awareness (Revised): As a result of Modification #0001, the Project 1 balance of $52,000 was transferred to Project 2. With the transfer of funds, the new balance of Project 2 increased to $100,000. Also, a portion of the funds was used to offset the salary of a temporary damage prevention staff member to assist with increasing damage prevention awareness throughout the State in accordance with Project 2 and to perform damage prevention compliance enforcement investigations and related activities.*

*This project deals with Element 5 of the NJ Damage Prevention Program. The NJBPU Bureau of Pipeline Safety increased damage prevention awareness by installing 811 posters on a total of 31 billboards, and utilized radio advertising to broadcast the 811 / Call Before You Dig message statewide on various radio stations that cover the State.*

*The BPS met with stakeholders including the NJ Common Ground Alliance, NJ One Call, NJ utility and transmission operators, and NJ excavators to define the specificity of sites and locations where the 811 / Call Before You Dig billboards could be placed. As reported in the NJBPU Interim Report, the initial installation of two (2) high visibility damage prevention billboards was completed on March 10, 2014, in Long Branch, Monmouth County, NJ The billboards were 10.5 feet in height by 22.5 feet in length. The billboards were located along State Highway Route 36, a major east / west thoroughfare to and from the beaches along the northern part of the New Jersey shore. One billboard was placed for visibility by eastbound traffic and the other by westbound traffic. The billboards were in an area that was identified as having high excavation damage activity. These billboards were in place through the end of July, during a portion of the high volume, summer traffic period.*

*Additional location sites for the 811 / Call Before You Dig billboards were determined. Exhibit 1, attached to this report, shows 29 additional billboard location sites in addition to the 2in Long Branch indicated above, that were utilized. Exhibit 2 depicts a map of 15 sites covering the Essex and Union County areas. Exhibit 3 is a map showing 12 sites in Middlesex, Monmouth, and Ocean Counties. Exhibit 4 is a map with 2 sites in Atlantic County along a major highway leading into the Atlantic City, NJ, casino and ocean resort area.*

*Radio advertising spots were performed through September 2014 and included 7 radio stations (WDHA, WKXW, WRAT, WAWZ, WMGK, WMMR, and WOGL) covering the entire State of New Jersey.*

*The radio advertisement message is attached below (please click to listen):*

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*Also accomplished in Project 2 was the use of a temporary damage prevention staff member to assist with increasing damage prevention awareness and to perform damage prevention compliance enforcement investigations and related activities. Significant progress was achieved with these initiatives and the effectiveness is further described in the next section of this report.*

**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.”)**

*Project 2: The NJBPU Bureau of Pipeline Safety installation of damage prevention awareness posters on billboards has been an effective and successful approach to communicating the use and importance of 811 / Call Before You Dig. Exhibit 1 shows the weekly traffic viewings for each billboard location based on traffic count information. One measure of effectiveness that was quantified from the NJBPU damage statistics was a reduction in area damages that can be attributed to call activity, specifically a reduction in the amount of actual excavation damages attributed to no calls. For the NJ county areas analyzed, based on the billboard locations, it was determined that the following percentage reductions in excavation damages attributed to no calls were achieved from 2013 to 2014 (as of date of Grant final report):*

* *Atlantic County damages were reduced by 37.5% to 20 no call damages in 2014. The approximate annual call volume for Atlantic County is 22,200 calls.*
* *Essex County damages were reduced by 25.9% to 16 no call damages in 2014. The approximate annual call volume for Essex County is 31,400 calls.*
* *Middlesex County damages were reduced by22.6% to 24 no call damages in 2014. The approximate annual call volume for Middlesex County is 42,400 calls.*
* *Monmouth County damages were reduced by 34% to 64 no call damages in 2014. The approximate annual call volume for Monmouth County is 57,600 calls.*
* *Ocean County damages were reduced by 22.3% to 94 no call damages in 2014. The approximate annual call volume for Ocean County is 52,800 calls.*
* *Union County damages, however, showed an increase by 33.3% to19 no call damages in 2014. The approximate annual call volume for Union County is 30,800 calls.*

*Project 2 also included using a temporary damage prevention staff member to assist with increasing damage prevention awareness throughout the State and performing damage prevention compliance enforcement investigations and related activities. A measure of effectiveness for this portion of Project 2 is a comparison of settlements processed, completed, and payments received for One Call enforcement actions taken against excavators and operators. Payment settlements for cases in 2014(as of Grant final report) amounted to $506,000 for violations of the New Jersey One Call Law, in comparison with $280,000 for 2013 cases. This represents an increase of 80.7%.*

**Issues, Problems or Challenges (Item 3 under Article IX, Section 9.021 Final Report: “The reasons for slippage if established objectives were not met. “)**

*Established objectives were met; there are no issues, problems, or challenges to resolve.*

**Final Financial Status Report**

*The final financial report has been sent as a separate attachment to the AA.* See Form SF-425, Federal Financial Report, submitted by PI on December 12, 2014.

Project Costs

*Personnel (Temporary Damage Prevention Staff)……390 Hours @$26.73/Hour………$10,424.70*

*Fringe Benefits……………………………………………………………………………………. 0.00*

*Travel………………………………………………………………………………………………. 0.00*

*Equipment…………………………………………………………………………………………. 0.00*

*Supplies……………………………………………………………………………………………. 0.00*

*Contractual……………………………………………………………………………………….. 90,329.46*

*Other……………………………………………………………………………………………….. 0.00*

*Indirect…………………………………………………………………………………………….. 0.00*

***Total Project Costs……………………………………………………………$100,754.16***

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

*No actions requested at this time.*

**Project 2: Damage Prevention Awareness**

**Typical Billboard Photos**

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