

Note: The following is a sample reporting template for submitting final reports. This format is suggested and preferred; however, the format of the report is within the grantee's discretion.

2014 State Damage Prevention Program Grants Final Report
CFDA Number: 20.720

Award Number: DTPH5614GPPS02
Project Title: Call Before You Dig State Damage Prevention Grant
Date Submitted: 5 October 2015
Submitted by: Dean P. Muratori

Specific Objective(s) of the Agreement

Under this grant agreement, the CBYD will:

- Support a Damage Prevention Education Program for industry stakeholders
- Support Public Awareness and Stakeholder Education

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 4 (Effective Employee Training):** 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 (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, Section 9.02 Final Report: “A comparison of actual accomplishments to the objectives established for the period.”)

As described in the mid-year report, we completed our 811 Challenge, Locator Training with Staking U, and implemented our media campaign. In this final report, we are happy to report the completion of our Emergency Responder & Public Official Guide and the completion of our Media Campaign.

Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.02 Final Report: “Where the output of the project can be quantified, a computation of the cost per unit of output.”)

Our Emergency Responder & Public Official Guide was distributed as planned at the end of this Grant period. We have no results to report due to the timing of the distribution and this report. We can say the Guide covered both gas pipeline and distribution information on best safety practices.

Our Media Campaign was very successful this period. Impressions reached 34.7 million, (TV 29.6M & Radio 5.1M). Venues for TV media included World Cup Soccer, NCAA Basketball March Madness, The Masters, PGA, U.S. Open, and Travelers Golf tournaments. In addition, our media ads were seen during the NHL Playoffs, the Kentucky Derby, Preakness, and Belmont Stakes, NFL on Sundays and Thursdays, MLB including the All-Star game and local news programs. Again, it was another successful media year, thanks to this Grant.

Issues, Problems or Challenges (Item 3 under Article IX, Section 9.02 Final Report: “The reasons for slippage if established objectives were not met.”)

We had no delays implementing our Grant plans.

Final Financial Status Report

The only financial item to report involves our Guide. We had budgeted \$6998.00 and our actual cost was \$3884.49. There are two reasons for this difference... First, we over estimated the number of needed guides at 1000 and the actual need was 850. Second, we changed vendors and received a much better price and quality piece. The extra \$3113.51 was spent on media activities.

Requests of the AOR and/or PHMSA

Our Guide came together at the end of this reporting period. We want to make you aware here of a spending change to the Grant award. As described in the final financial report, we had budgeted \$6998.00 for our Guide production and mailing and our actual cost was \$3884.49. There are two reasons for this difference... First, we over estimated the number of needed guides at 1000 and the actual need was 850. Second, we changed vendors and received a much better price and quality piece. The extra \$3113.51 was spent on media activities. We hope this action meets with your approval.