

2016 State Damage Prevention Program Grants Progress Report
CFDA Number: 20.720

Award Number: DTPH5616GSDP10

Project Title: State Damage Prevention (SDP) Program Grants – 2016

Date Submitted: March 10, 2017

Submitted by: Robert Dobmeier & Dean Muratori

Specific Objective(s) of the Agreement

Under this grant agreement, the recipient will:

The 2016 Grant will center around Elements 4 & 5. Element 4 - Training is and shall continue to be an on-going process in CT. Call Before You Dig (CBYD) will support scholarships/sponsorships, to attend the two day Locator Certification Seminar held in Connecticut. Engaging the locator industry and providing an opportunity for locators to participate in additional training, shall give Connecticut the opportunity to raise the bar in locating accuracy. Also in Element 4, CBYD will produce a new safety training video that is divided into segments, white lines, know the mark, etc., where stakeholder training can take place at the shop level and in a planned trial of train the trainer initiative. Element 5 - Once again in the month of August, CBYD will to have an 811 Awareness event at the Stafford Motor Speedway, in Stafford Springs, CT. This event, known as "The 811 Challenge" has become a driver and spectator favorite. Finally in Element 5, CBYD shall to continue statewide media campaigns which will promote the use of the national 811 number, Safe Digging, and Public Safety. The venues will vary for this campaign. The campaign will be focused around April Safe Digging Month, and our 811 Challenge event in August.

Workscope

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

This proposal is acceptable and aligns with grant requirements (Elements 4, 5). The proposed project scope includes launching a statewide media campaign to promote the use of the national 811 number, safe digging, and public safety. However, PHMSA deems the objectives in the proposal are achievable without funding monetary awards (\$4,200), training sponsorship (\$9,675), and hiring a media consultant (\$20,000). Therefore PHMSA will provide partial funding and a reduction of \$33,875.

- Element 1 (Effective Communications):** (Not Applicable)
- Element 2 (Comprehensive Stakeholder Support):** (Not Applicable)
- Element 3 (Operator Internal Performance Measurement):** (Not Applicable)
- Element 6 (Dispute Resolution):** (Not Applicable)
- Element 7 (Enforcement):** (Not Applicable)
- Element 8 (Technology):** (Not Applicable)
- Element 9 (Damage Prevention Program Review):** (Not Applicable)
- 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. **(Applicable)**

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

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.”)

The first half of this Grant award consisted of implementing element 5.

The element 5 objective was the launch of an excavator safety television advertising campaign. We have started this campaign and with emphasis on the end of the 2016 season and preparing for the coming excavation season with the reminder to use 811. Our television advertisements were made using a child actor to deliver the Call Before You Dig message. So far, the feedback has been very positive. Our campaign will continue into the coming months promoting safe digging with a focus in April and August 11. We will be monitoring our success of this campaign throughout the year.

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.”)

Our advertising campaign is off to a great start. We utilized local radio to sponsor traffic reports, network television during NASCAR Racing, NFL and College Football events, as well and News programming, and an array of Cable Networks during the first phase of this Grant. We will be tracking all advertising throughout the year to compile impressions and the full impact of our efforts in the final report.

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

None.

Mid-term Financial Status Report

Actual invoices are attached.

Spending	First Half	Actuals
Advertising	\$32,400.00	\$33,133.85

[Per the instructions in Article IX, Section 9.03 of your agreement (included below), the financial status report should be submitted to the Agreement Administrator (AA) and the Agreement Officer’s Representative (AOR). Please see instructions below and include supporting documentation such as invoices, receipts, spreadsheets, etc. However, if there are any issues with the Financial Status Report or additional explanation is needed, please provide that information here. If there are any delays for whatever reasons, these should be communicated to the AA and AOR in advance.

From Article IX, Section 9.03 of your agreement: “During the performance of the grant, the

**AGREEMENT # DTPH5616GSDP10
ATTACHMENT 2A**

Recipient must submit a mid-term Federal Financial Report, Standard Form 425 (SF-425), to report the status of funds. In addition to the SF-425, the Recipient should provide the breakdown of costs for each object class category (Personnel, Fringe Benefits, Travel, Equipment, Supplies, Contractual, Other, and Indirect Charges). The Mid-term Financial Status Report should cover all activities through March 31, 2016 and this report must be submitted to the AOR and the AA via e-mail, no later than April 30, 2016.”]

Plans for Next Period (Remainder of Grant)

The second half of this Grant year will consist of the continuation of our media campaign and the production of our new safety video.

Requests of the AOR and/or PHMSA

No actions requested at this time.