**2019 State Damage Prevention Program Grant Final Report**

**CFDA Number: 20.720**

**Award Number:** 693JK31940019PSDP

**Project Title:** State Damage Prevention (SDP) Program Grants – 2019

**Date Submitted:** February 5, 2021

**Submitted by:** Mary Zanter, Pipeline Safety Program Manager

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

Fund enforcement, education, training, communication, support, analysis, partnership, and

mediation activities associated with its damage prevention program. (Elements 1-9)

**Work scope**

• Element 1 (Effective Communications): Participation by operators, excavators, and other

stakeholders in the development and implementation of methods for establishing and maintaining

effective communications between stakeholders from receipt of an excavation notification until

successful completion of the excavation, as appropriate. (Not Applicable)

• Element 2 (Comprehensive Stakeholder Support): A process for fostering and ensuring the

support and partnership of stakeholders, including excavators, operators, locators, designers, and

local government in all phases of the program. (Applicable) (Project 1)

• Element 3 (Operator Internal Performance Measurement): A process for reviewing the adequacy

of a pipeline operator's internal performance measures regarding persons performing locating

services and quality assurance programs. (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) (Project 2)

• Element 5 (Public Education): A process for fostering and ensuring active participation by all

stakeholders in public education for damage prevention activities. (Applicable) (Project 3)

• Element 6 (Dispute Resolution): A process for resolving disputes that defines the State authority's

role as a partner and facilitator to resolve issues. (Not Applicable)

• Element 7 (Enforcement): Enforcement of State damage prevention laws and regulations for all

aspects of the damage prevention process, including public education, and the use of civil

penalties for violations assessable by the appropriate State authority. (Not Applicable)

• Element 8 (Technology): A process for fostering and promoting the use, by all appropriate

stakeholders, of improving technologies that may enhance communications, underground pipeline

locating capability, and gathering and analyzing information about the accuracy and effectiveness

of locating programs. (Not Applicable)

• Element 9 (Damage Prevention Program Review): A process for review and analysis of the

effectiveness of each program element, including a means for implementing improvements

identified by such program reviews. (Not 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.**”)

**Project 1 – 2020 Damage Prevention and Excavation Summit**

**Objective:** Grant funds will be used to support the development and implementation of the Second Annual Damage Prevention and Excavation Safety Summit hosted by the South Dakota Common Ground Alliance (SD CGA), of which the South Dakota PUC is a partner. The focus of this summit will be educational workshops for the excavating community, utility operators and underground utility locators, to provide industry-specific information, educate attendees of the CGA Best Practices, and opportunities for hands-on learning. Vendors will be onsite to demonstrate and offer instruction about new and existing technologies. Emphasis will be on underground damage prevention, personal safety, awareness and active participation in the initiatives of the SD CGA to enhance communication among all stakeholders and increase the shared support and commitment to underground damage prevention in South Dakota.

**Current Results:** No action has occurred. The SD CGA group is struggling with leadership right now. COVID-19 also became a factor. They did not have this event.

**Project 2 – Workshop for Locators and Workshop for Excavators**

**Objective:** The South Dakota Public Utilities Commission will host a half-day workshop for locators and a separate half-day workshop for excavators. Workshop leaders will instruct participants about best practices and practical applications to improve damage prevention. A key focus will be why damage prevention is important for the safety of everyone. The content and delivery of the damage prevention message will be such that attendees are engaged and inspired to implement practices and solutions. The workshops will be widely promoted to excavators and locators to encourage broad participation.

**Results:** The workshop was scheduled for April 2 and then postponed to July or August and then became a virtual workshop due to the COVID-19 pandemic. The scope was modified slightly to incorporate a single workshop for both excavators and locators. The budget for this project was $10,000 and that is exactly what spent. (A number of people/organizations were contacted about providing a proposal for this event, but there was only one organization who would agree to do a project of this scale for $10,000. All others felt that $10,000 would not cover their costs. No contract was signed.)

Here is a description of the event that was held Thursday, November 5, 2020 from 8 am to 1:30 pm. Ninety-four people participated.

***Learning from the Past and Innovating for the Future- Damage Prevention for All Stakeholders***

***About this Event***

*Never has there been a time where more focus has been on underground damage prevention. Construction activity is increasing and so are the number of damages to underground facilities. The focus has always been on the excavator, but is that really fair?*

*Join the South Dakota Office of Pipeline Safety for a workshop to hear from industry experts and peers on:*

* *Lessons learned from recent nationally publicized events*
* *New resources for stakeholders, including the Safe Excavator App*
* *Innovative tools for excavators including virtual reality, mapping, locating and trenchless technologies*

*The workshop will also feature two panels with contractors, locators, underground facility operators and other stakeholders discussing some of the more controversial issues facing them and what can be done to advance safety in the future.*

*Please join us for an amazing time of sharing information, learning, and networking*

*8:00 AM – Mary Zanter, SDPUC Pipeline Safety*

*8:15 AM – Industry Perspectives - Hear from those in the field regarding the current issues they face implementing damage prevention best practices*

*9:00 AM- South Dakota 811*

*9:30 AM - The National Excavator Initiative - Lindsay Sander on Raising Awareness in the Damage Prevention Space*

*10:30- Planet Underground - Mike Parilac on Lessons Learned*

*11:30 - Innovation Panel – Condux, Argis, and Ditch Witch*

*12:30- The Roundtable – Features operator(s), locator(s), excavator(s) and other stakeholders openly discussing various underground prevention issues that impact stakeholders and safety*

*1:30- Wrap up and next steps*

The event was recorded and it can be viewed here: <https://www.safeexcavator.com/sd>

The recorded workshop will be made available on the South Dakota PUC website as well as the SD811 website.

The invoice was received for this event and paid prior to the event being postponed. There were no additional costs.

Although this event may not have been what we originally envisioned, it was effective and well done.

**Project 3 – Increase Awareness of Damage Prevention**

**Objective:** A public awareness and education campaign will use outdoor advertising, radio, television and online media to increase recognition and understanding of One Call laws and the danger of digging without locates. Contemporary and memorable messages will target homeowners, farmers, contractors, excavators and community leaders.

**Results:** A successful online media advertising campaign was delivered from May 2019 to September 2019. The following information was provided by ClickRain, the contractor who performed this advertising for us.

***Campaign Insights***

*● All tactics within this campaign performed well and contributed to exceeding overall campaign goals.*

*● Looking at the campaign results, especially from Paid Search, we can tell that 811 is well known in South Dakota communities and frequently utilized when homeowners, farmers, contractors, etc. are beginning a project.*

*● The mid-campaign creative refresh boosted overall performance and led to a strong finish through August and September.*

***Paid Search***

*- Overall click through rate on paid search was 29.6% (Industry average is 6.4%).*

*- Paid search delivered 8,117 impressions resulting in 2,404 clicks to the website.*

*- Users 35-44 drove the most site visits, followed by users 45-54.*

*- Top performing search terms were “call before you dig”, “811 dig”, “call before you dig sd” and*

*“call before you dig sioux falls”.*

***Facebook***

*- In total these ads reached 355,594 users in South Dakota.*

*- Within the reach campaign, we saw the most clicks to call from the Contractor audience, followed by Homeowners.*

*- The Farmers audience drove the most traffic to the site, 80% of all campaign landing page views.*

***Google Display***

*- These ads delivered 1,286,724 impressions during the campaign.*

*- Display ads saw the most engagement from the “Farming” audience, followed by “Homeowners”.*

*- These ads saw the most clicks from users 65+, followed by users 55-64 and 25-34.*

***Performance***

*Paid Search Call Traffic goal was 250, but 275 was achieved.*

*Facebook Clicks to Call Traffic goal was 445, but 540 was achieved*

*Paid Search, Facebook and Google Display Site Traffic goal was 10,000, but 12,672 was achieved*

***Takeaways and Recommendations***

*1. Consumers are familiar with the 811 program and as a result, we saw high engagement across all tactics. Future campaigns during the peak times of the year for homeowners, contractors, farmers and excavators would be beneficial to continue to keep 811 top of mind.*

*○ Saw the most engagement during the summer months with lower engagement as we headed into September.*

*2. Click Rain would recommend a very similar line-up of tactics for future campaigns.*

*○ Additional opportunities could include online radio and advanced social ad placements.*

*3. Messaging around real scenarios for each of the targeted audiences showed high engagement as did imagery around those real-life situations (farming, digging, etc.).*

*○ Mid-campaign creative refresh was beneficial and should be considered for future campaigns.*

**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.”)**

Effectiveness of the Damage Prevention Workshop can be gauged on the number of attendees. That number was 94 participants. I believe the participation would have been different if we could have held the event in person rather than virtually. It is hard to gauge a virtual audience, but survey results indicated that attendees were very happy with the program.

The effectiveness of the advertising campaign is included in the description above. Since advertising isn’t my area of expertise, I really need to rely on the goals and results that they provided.

**Issues, Problems or Challenges (Item 3 under Article IX, Section 9.01 Progress Report:**

**“The reasons for slippage if established objectives were not met. “)**

Issues, Problems or Challenges have been included in the description above. In general I believe objectives were met for the projects we completed.

**Final Financial Status Report**

See attached SF 425.

**Financial Summary:**

Project 1: No expenditures, project not completed. (Budget was for $33,900)

Project 2: Expenditures complete at $10,000. (Budget was for $10,000)

Project 3: Expenditures complete at $30,000. (Budget was for $30,000)

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

No actions requested at this time.