

**2019 State Damage Prevention Program Grants Progress Report**  
**CFDA Number: 20.720**

**Award Number:** 693JK3190018PSDP

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

**Date Submitted:** 10/26/2020

**Submitted by:** Sherry Harim

**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)

. (Element 5)

**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).

- Element 1 (Effective Communications): (Not Applicable)
- Element 2 (Comprehensive Stakeholder Support): (Not Applicable)
- Element 3 (Operator Internal Performance Measurement): (Not Applicable)
- Element 4 (Effective Employee Training): (Not Applicable)
- Element 5 (Public Education): A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities. (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)

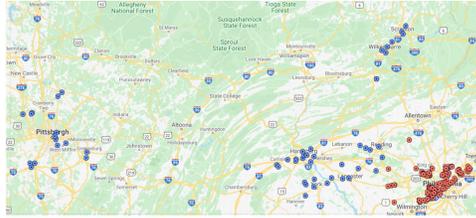
**Accomplishments for this period (Item 1 under Article IX, Section 9.01 Progress Report: “A comparison of actual accomplishments to the objectives established for the period.”)**

**Element 5 (Public Education)**

Education and awareness is critical to the success of damage prevention. The COVID-19 Pandemic has caused many issues and disruptions to achieving our goal of reducing damages through education. As the pandemic began a pause was placed on outreach campaigns; however Pennsylvania one Call System, quickly adjusted. In an effort to reach those individuals that found themselves traveling less, and engaging in their DIY projects. Reaching these individuals seemed a perfect fit to use Billboards and Geo-fencing outreach campaign.

A review of the ticket volume by county was done and compared to the counties that appeared to be reporting a higher number of damages. The billboards were released in March 2020. The strategic placement was based on the analysis of percent of damage tickets by county. Below is a map of the areas in which the billboards were placed.

## Targeted Areas



## Billboard



Shortly after the campaign kicked off travel restrictions were implemented within the state. POCS opted to pause the geo fencing campaign. We then decided the DIYers started working on projects that they may have delayed and now found themselves with time on their hands. We worked with several vendors and kicked off the geo-fencing campaigns.

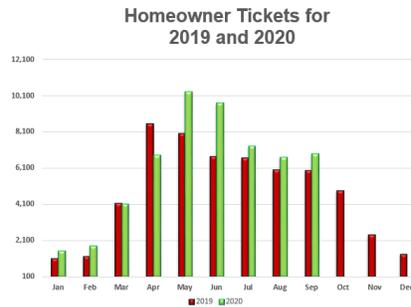
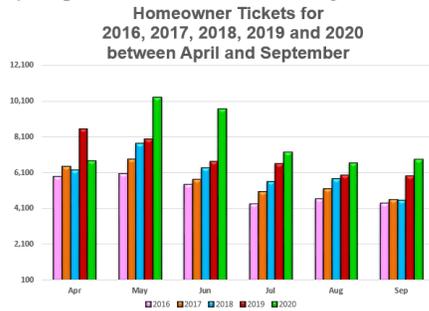
Several campaigns were released over the spring and summer months. These campaigns were developed to encourage those DIYers to contact 811 before digging. We also didn't want to lose sight of our excavators that were beginning to ramp up work again as restrictions to the construction industry were lifted. Below are examples of the banner ads placed with these billboard & geo-fencing campaigns.



The billboard geo-fence campaign increased awareness on the importance of contacting Pennsylvania One Call/811. Enhancing the billboard campaign by running a geo-fencing option concurrently offered a delivery method to individuals across the Commonwealth. This campaign delivered over 5 million impression ads throughout Pennsylvania.

**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.")

During the campaign period, Pennsylvania one Call System saw an increase in the number of request for locates from homeowners. A 23% increase in the number of homeowner tickets compared to 2019. POCS continues to send a postcard to all homeowners via mail or email, describing what to expect once the ticket is placed and transmitted to underground facility owners. The graphs below detail how the homeowner ticket volume for April – September over a 5 year period increased and the larger increase year over year comparison.



Key metrics provided for the campaign consist of the following:

- Overall the click-thru rate performance was higher for the campaigns targeting excavators than homeowners. However, the homeowner ticket volume increase leads us to believe the billboard and geo-fencing campaign provided the necessary awareness to call before you dig. Impressions – 5,219,175 - The number of times an ad was delivered on a mobile, tablet or desktop device.
- Clicks – 7,896 - The number of times ads were clicked on, sending people to the Pennsylvania One Call website. Almost 8,000 people were driven to the Pennsylvania One Call website through the banner ads.
- An average click-thru-rate of .15% -is nearly double the industry benchmark for similar ads. Generally, similar campaigns expect to see a .08% click-thru rate.

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

COVID-19 caused a delay and perhaps less than favorable results, had there not been travel restrictions and then the fear of being out. Less Pennsylvanians are on the roads; therefore, less passing the billboards and receiving the banner ads.

**Final Financial Status Report**

The final financial report will be sent as a separate attachment to the AA.

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

No actions requested at this time.