



Effective Education and Outreach Programs in Difficult Economic Times

April 26, 2011

Historical Overview...

- 1994 Commission given the authority to enforce the Act
- Civil penalties collected from enforcement, beginning in 1995, were placed into a Special Fund Account
- For the next five years, money continued to build in the Special Fund Account, which was established for the administration of the damage prevention enforcement program and public outreach

Historical Overview...

- § 56-265.16:1 E
 - “...The members of a notification center shall be responsible for developing and implementing a public awareness program to ensure that all parties affected by this chapter shall be aware of their responsibilities...”
- 2000 – Statewide Education and Outreach Committee was established
 - Excavators
 - Utilities
 - Locators
 - VUPS
 - Commission Staff
- 2000 – Began using the Special Fund money to implement a comprehensive campaign based on the message:

Dig With **C** **A** **R** **E**
Keep Virginia Safe!

Some of the Outreach Efforts Over the Years

Professional Excavator's Manual

Virginia

Dig With...

- C** Call Miss Utility of VA before you dig.
- A** Allow required time for marking.
- R** Respect the marks.
- E** Excavate carefully.

Prepared by Virginia State Corporation Commission
Division of Utility and Railroad Safety
April 2003

Virginia

Underground Utility Marking Standards

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Underground Utility Marking Best Practices
Underground Utility Marking Best Practices

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Third Edition

Dig with **CARE**.
Keep Virginia Safe!

Call Miss Utility at **811** before you dig.



Be a Team Player
Dig With C.A.R.E.

CARE

Miss Utility — 1-800-552-7001

Dig With C.A.R.E.
Keep Virginia Safe!

- C** Call Miss Utility at 1-800-552-7001 before you dig.
- A** Allow required time for marking.
- R** Respect the marks.
- E** Excavate carefully.

Whether your project is big or small, always dig with CARE the ready way to avoid costly mistakes, fines and even personal injury. Besides, it's the law!

The Message Design is by the Virginia State Corporation Commission



An Underground Utility Damage-Prevention Training Video

Dig With **CARE**
Keep Virginia Safe!

- C** Call Miss Utility at 811 before you dig.
- A** Allow the required time for marking.
- R** Respect the marks.
- E** Excavate carefully.

In English and Spanish Versions Servicios de Inglés y Español

Plumbers Beware!

A blocked sewer line may be the result of another utility line (gas, electric, telecommunications) having been accidentally bored through the sewer line.

Attempting to clear this type of blockage can result in a serious accident involving loss of life, injuries, and significant property damage.

Please follow the precautionary measures in this brochure to help prevent such accidents.

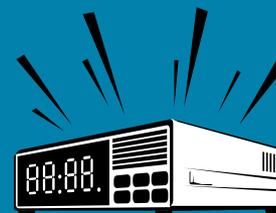
Prepared by Virginia State Corporation Commission
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Wally's Digging Adventure

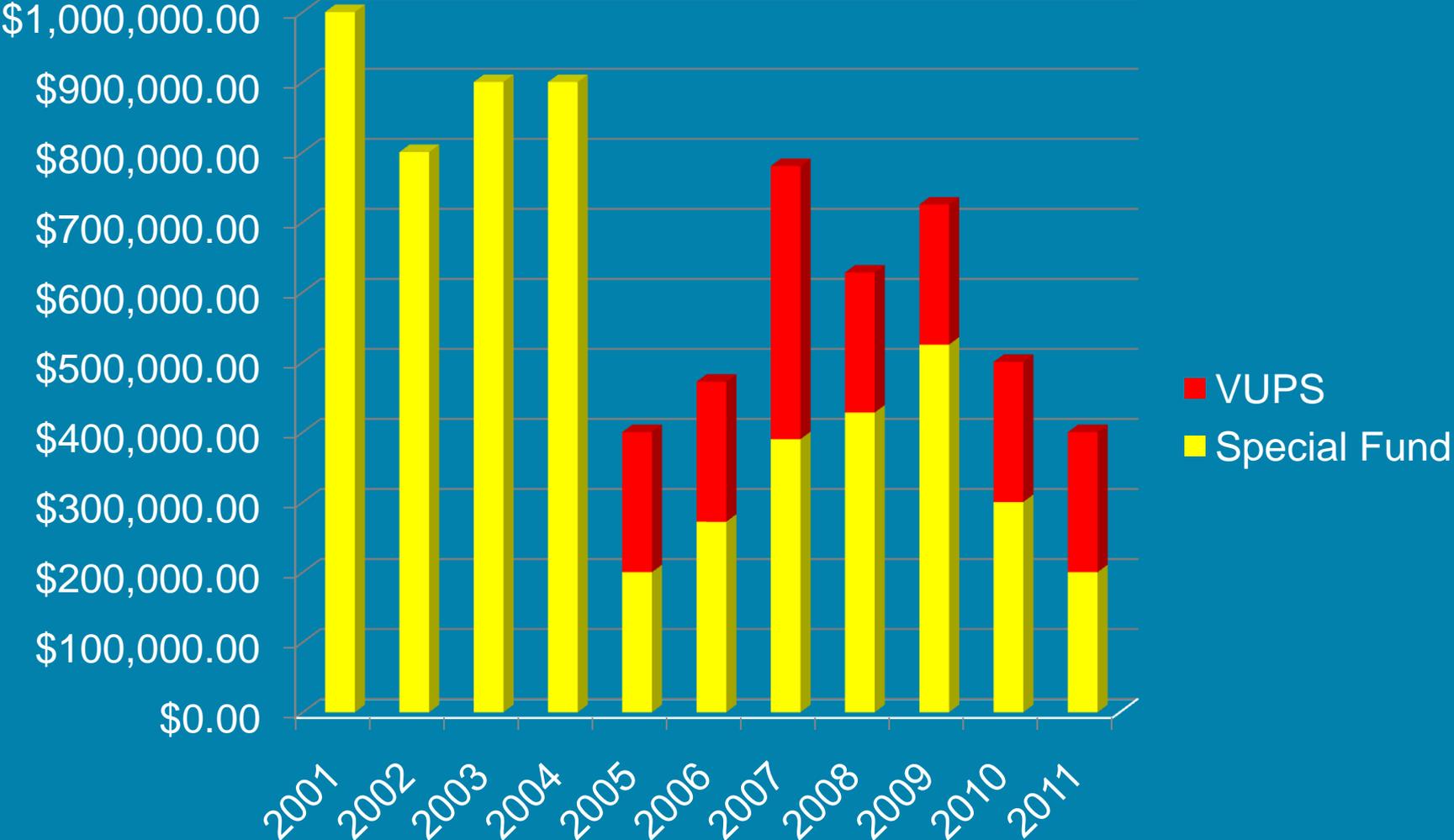
Starring:
Care E. Cardinal, Wally & Wiggles

Revere Gas & Appliance
DIG WITH C.A.R.E.
CALL MISS UTILITY @ 1-800-552-7001

Roma
OPEN TILL MIDNIGHT



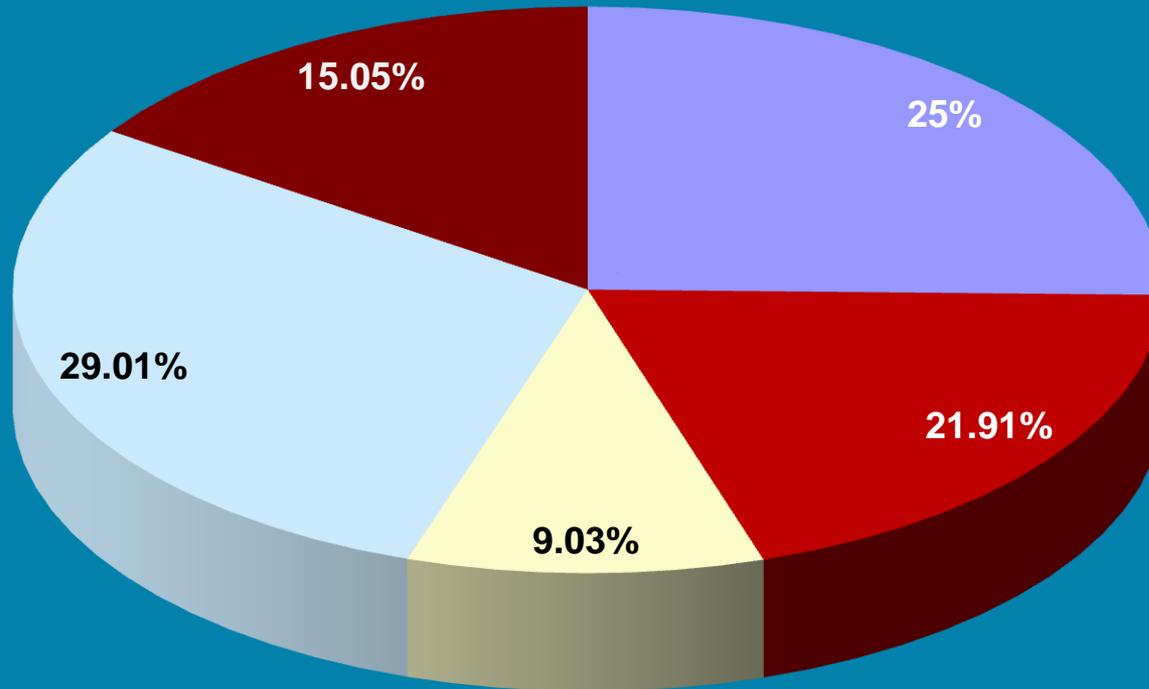
Statewide Education and Outreach Campaign Budget



Going Forward...

- We don't want the Special Fund Account to rebuild itself
- Time for VUPS to assist ALL operators to comply with the law which holds them responsible for the development and implementation of a public awareness program
- We are confident that VUPS will be able to put together a comprehensive plan, approved by the Statewide Education and Outreach Committee, for a robust and effective campaign beginning in 2012

2010 Statewide Damage Causes



Going Forward...

- We know that Utility Stakeholders have and implement their own outreach plans
- Gas Companies are required by pipeline safety regulations
- Close coordination between the plans approved by the Statewide Education and Outreach Committee and plans by utility stakeholders will provide the most effective campaign...even in these tough economic times.