

# Public Awareness in Virginia What is the Future?

Steve Light

# How Do We Move Forward?

- More Joint Efforts
  - Roanoke/New River Valley Consortium
- Better Utilization of DEAP
- More Involvement with Stakeholder Marketing Staffs
- Access to Damage Data

# Joint Efforts

- Provide Two Main Benefits
  - Reduced Costs for Participants
  - Consistent Message

# National Efforts

- “Mark-It Madness”
  - One Calls of America marketing group
  - Shared costs on a number of ad purchases
  - Results = Greater Impact for less money

# “Mark-It Madness” Efforts

- Sponsor of Joey Logano
  - Use of likeness and voice in commercials
- Magazine Advertising
  - “Remnant Ads”
- National Safe Digging Month Banners

# Costs Per Participants

- Logano Contract
  - \$10,000 per call center
- Delta Sky Miles Magazine
  - \$200 per call center (14.9 million readers)
- State Gardener Series
  - \$320 per call center (50,000 VA readers)
- NSDM Banners
  - Under \$40 per banner

- “Mark-It Madness” uses national campaign themes
  - Not Virginia-specific

- BUT, these efforts show the economic sense of sharing costs
- Greater impact can be had with less money when more people participate

# Roanoke/New River Valley Consortium

- What can we do collectively that will help reduce damages locally?



"I know I should be safe" The Grinch said before he began  
"I dug up the lines, then I dug up the cables, then I dug up the  
had to be careful not to dig, well he left something back  
The Grinch was not a very smart fellow  
A hole was made and power lines were cut  
The water, heat, telephone, TV and the lights  
were all disconnected for the Christmas Eve 1957

Just then he remembered a TIME of the hour he had lit  
There he stood and lit up the side of the TV, the TV  
had to be careful not to dig, well he left something back  
The Grinch was not a very smart fellow  
A hole was made and power lines were cut  
The water, heat, telephone, TV and the lights  
were all disconnected for the Christmas Eve 1957

#9  
Virginia Utility Protection Service  
Phone: 800-811-3333  
Fax: 800-811-3333  
1425 Blue Ridge Court  
Roanoke, VA

# Let's Build on the Success!

- Recruited Partners
  - Appalachian Power
  - Atmos Energy
  - Consolidated Utility Services
  - Cox Communications
  - Roanoke Gas
  - S & N
  - Western Virginia Water Authority

# Reviewed Damage Data

- 40% - Damages caused due to Failure to call 811 before digging
  - Homeowners were responsible for 50% of those damages

# Campaign Actions

- Interview on Cox local programming channel
  - Running throughout April
- Development of Parade Float
  - Vinton Dogwood Festival – April 30
- Advertising on Dugout Top at local Minor League Baseball Team

# Connections VUPS

Cox9VA



99 videos

Subscribe



Rick Pevarski

CEO, Virginia Utility Protection Service



0:55 / 7:34



360p



vaoff.com



Dig With

# Parade Float

- 3 Sections
  - Person calling 811
  - Locator marking lines
  - Homeowner planting a tree
  - CARE message in action!



SMITHSONIAN INSTITUTION



**LewisGale**  
Regional Health System

UnitedHealthcare  
UnitedHealthcare of Virginia  
1-877-843-3054

**Nikon**

**HESS**

Shake's  
Brewery Supply

**STANLEY**

MAINTENANCE  
WARRANTY

**Budweiser**

LAGER  
BREWERY

WATER  
PROOFING

WATER  
PROOFING

WATER  
PROOFING

WATER  
PROOFING

**Na 811.COM**  
Dig With G.A.E.

**Na 811.COM**  
Dig With G.A.E.

# Question

- Can we copy this on a state level?
  - Additional regionally-based efforts
  - Statewide efforts

# Better Utilization of DEAP

- Damage Education Awareness Program
- Web-based database to track public awareness efforts

**DEAP**

- Schedule
- Calendar
- Data View
- Map View
- Import ...
- Add Event ...
- Damages
- Add Damage ...

**REPORTS**

- Statistics
- Geographic Area
- Educational Credits

**ADMIN**

- Public Awareness Entities
- Public Awareness Types
- Edu Credits
- RP1162 Categories
- Group Access
- Event Log

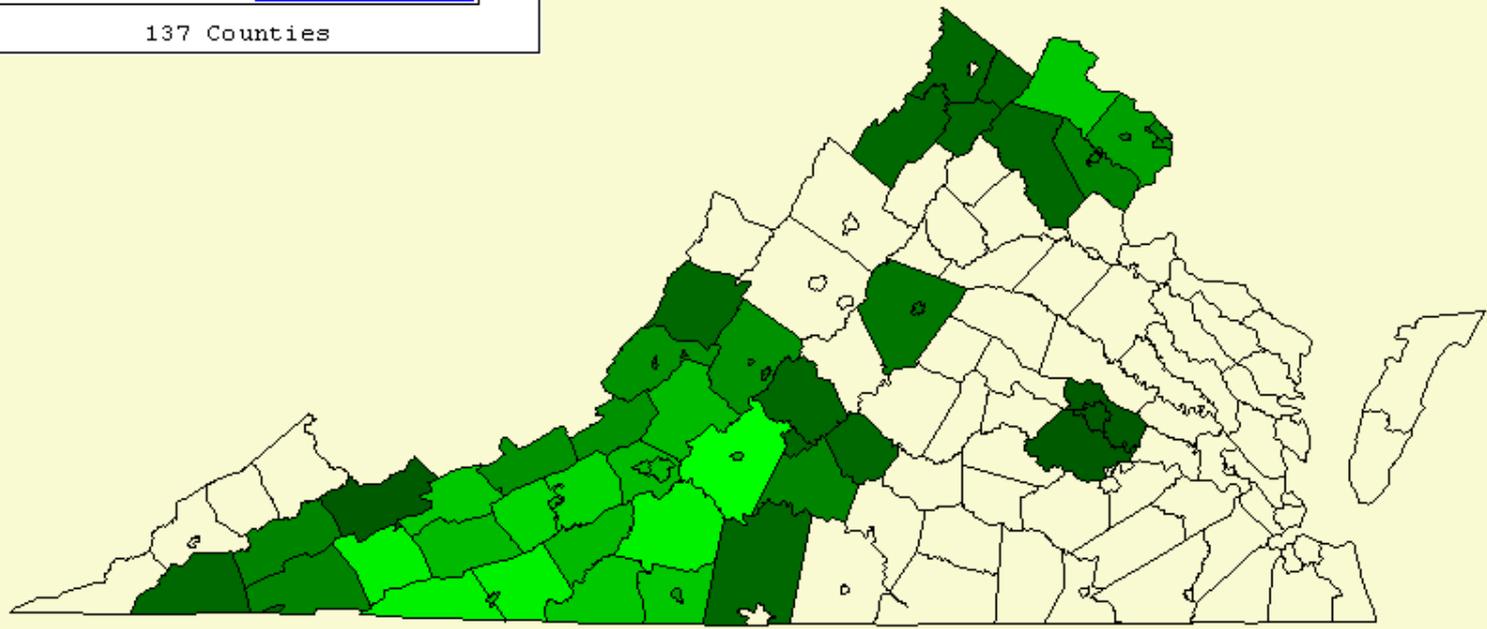
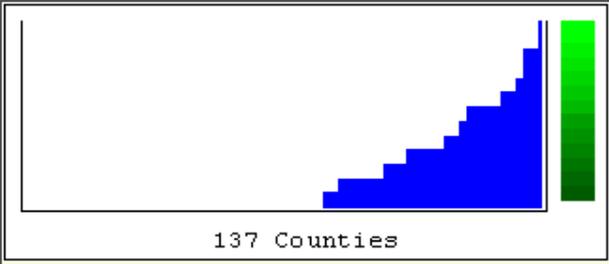
Filter by Entity VUPS From 1/ 1/2006  
 Filter by Type Newspaper To 12/31/2011

Title of Event	Entity	Type	Target
-Radio Spots	SCC	Radio	Lynchbur
* Radio Interview (WNVZ Spanish Radio)	VUPS	Radio	Spanish s
Washington Gas - Safety Advertisement-Radio	Utility: Gas	Radio	Customer:
Roanoke Gas - Damage Prevention Radio Ad	Utility: Gas	Radio	Homeowr
* VUPS Facebook Page	VUPS	Social Media	Virginia Ci
* VUPS Twitter Page	VUPS	Social Media	Virginia Ci
Virginia Natural Gas - 2011 Ed. Plan - Miss Utility Information	Utility: Gas	Social Media	General F
Public Awareness - Elementary Students	Utility: Water	Social Media	Elementa
City of Charlottesville Gas News Conference	Utility: Gas	Television	NBC 29, /
City of Charlottesville Gas Miss Utility Message with 811	Utility: Gas	Television	Customer:
City of Charlottesville Gas "How to Recognize Gas Leaks" Education	Utility: Gas	Television	Customer:
TV Ad	Utility: Cable	Television	General A
Appalachian Power TV Ad	Utility: Electric	Television	Fox 21/2;
Appalachian Power TV Ad	Utility: Electric	Television	WVNS TV
Appalachian Power TV Ad	Utility: Electric	Television	WDAY TV
Appalachian Power TV Ad	Utility: Electric	Television	WVA TV
Appalachian Power TV Ad	Utility: Electric	Television	EVNS TV
Appalachian Power TV Ad	Utility: Electric	Television	WCYB TV
Appalachian Power TV Ad	Utility: Electric	Television	WJHL TV
Appalachian Power TV Ad	Utility: Electric	Television	WKPT TV
Appalachian Power TV Ad	Utility: Electric	Television	WEMT TV
Appalachian Power TV Ad	Utility: Electric	Television	WFXR-TV
Appalachian Power TV Ad	Utility: Electric	Television	WSLS TV
Appalachian Power TV Ad	Utility: Electric	Television	WDBJ TV
Appalachian Power TV Ad	Utility: Electric	Television	WSET TV
Appalachian Power Cable TV Ad	Utility: Electric	Television	HGTV,US
Appalachian Power Cable TV Ad	Utility: Electric	Television	TNT_USA
Appalachian Power Cable TV Ad	Utility: Electric	Television	TNT_USA
Appalachian Power Cable TV Ad	Utility: Electric	Television	TNT_USA
Appalachian Power Cable TV Ad	Utility: Electric	Television	Family Ch
Appalachian Power Cable TV Ad	Utility: Electric	Television	Family Ch
Appalachian Power Cable TV Ad	Utility: Electric	Television	Family Ch
Appalachian Power Cable TV Ad	Utility: Electric	Television	Family Ch
Media Blitz	Utility: Gas	Television	Citizens
Locator Video Shoot	Contract Locator	Television	General F
Washington Gas - Safety Advertisement - Movie Theaters	Utility: Gas	Television	Customer:
Appalachian Power TV Ad	Utility: Electric	Television	WSLS TV
Appalachian Power TV Ad	Utility: Electric	Television	WSLS TV
* Metro Washington Home Improvement Magazine	VUPS	Trade Magazine	Metro We
City of Charlottesville Gas Newsletter	Utility: Gas	Trade Magazine	Builders a
Roanoke Gas Dig with C.A.R.E. Message	Utility: Gas	Trade Magazine	General F

Public Awareness

Filter by Entity VUPS  
 Filter by Type Newspaper

[Hide Legend](#) Filter matches 39 of 8023 records. (4 records have no county information)



- DEAP**
- Schedule
- Calendar
- Data View
- Map View
- Import ...
- Add Event ...
- Damages
- Add Damage ...

- REPORTS**
- Statistics
- Geographic Area
- Educational Credits

- ADMIN**
- Public Awareness Entities
- Public Awareness Types
- Edu Credits
- RP1162 Categories
- Group Access
- Event Log

# Current DEAP Usage

- 8,024 total records entered
- 32 organizations have entered records

# Category Leaders

- Meetings
- Company Ads/Education
- Combine for 90% of all records
  - 38% have not City/County information

# Advertising Entries

- 5.4% of DEAP entries are “marketing” efforts

# DEAP “Marketing” Categories

- Newspaper Ads
- Television Ads
- Radio Ads
- Billboards
- Magazine Ads
- Billing Inserts
- Rental Agency Visits
- Web Pages
- On-hold Messages
- Home Shows
- Internet Ads
- Social Media
- Other (mailings)

# DEAP Needs

- More “Marketing” entries
  - Better idea of what stakeholders are doing
- More planned campaign entries
  - Allow stakeholders to better coordinate marketing efforts

# Stakeholder Marketing Staffs

- These folks have:
  - Ideas
  - Connections
  - Understanding of company resources

# Stakeholder Marketing Staffs

- They can help:
  - Develop and implement new approaches
  - Coordinate joint advertising efforts
  - “Paint the picture” for what is really happening
  - “Think outside the box”

# Bryce Harper



# Miss Utility (MD) Marketing

- Before each Bryce Harper home game at-bat:
  - *“Now batting, Bryce Harper, brought to you by Miss Utility, reminding you to call 811 before you dig.”*

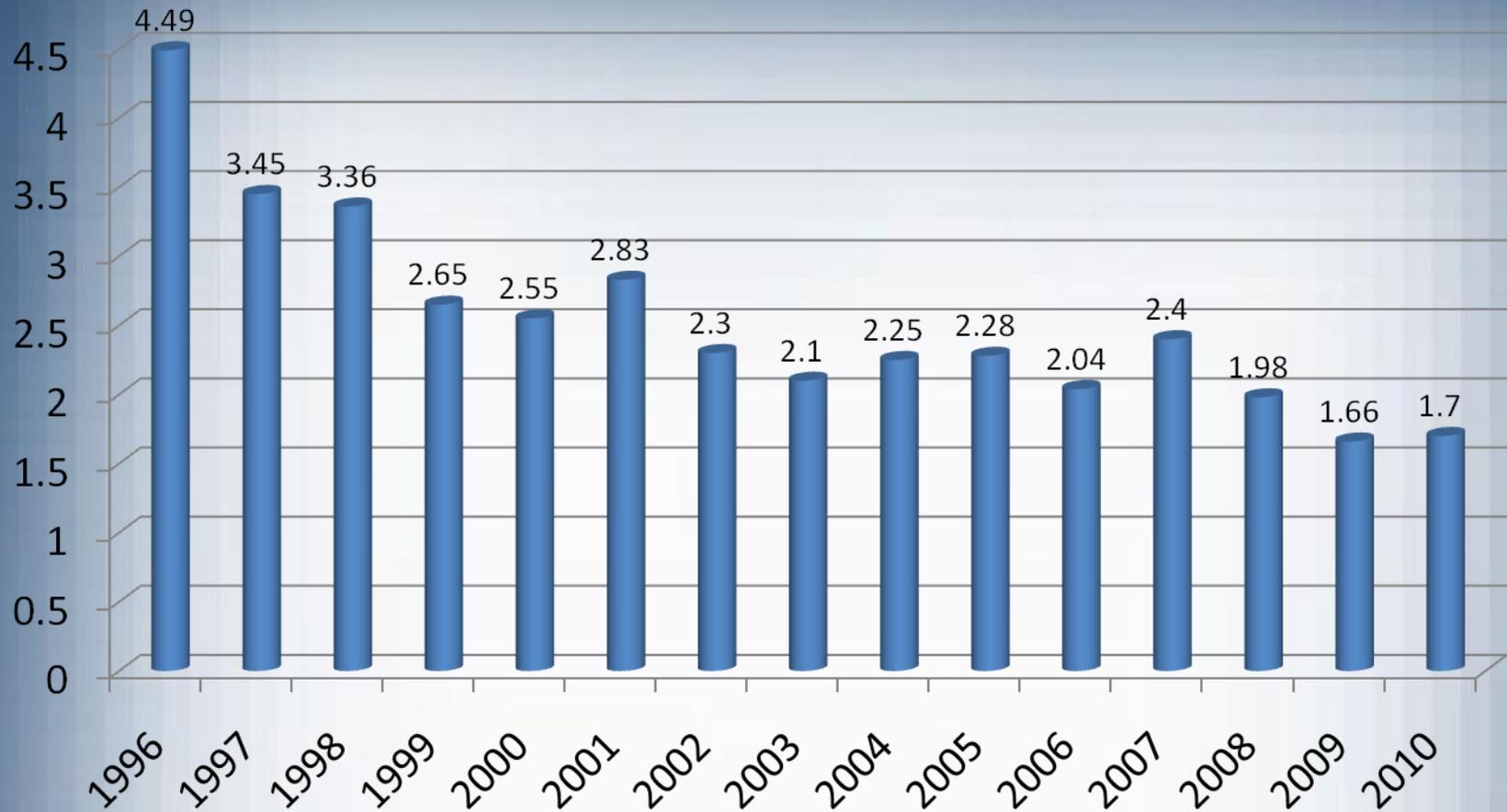
# Bryce Harper

- Impact of this idea remains to be seen
- Idea has generated a lot of buzz
- Brought much attention to Miss Utility in many different venues
  - News
  - Sports
  - Advertising Community

# Damage Data

- Tells what is REALLY going on
- Identifies targets for public awareness actions

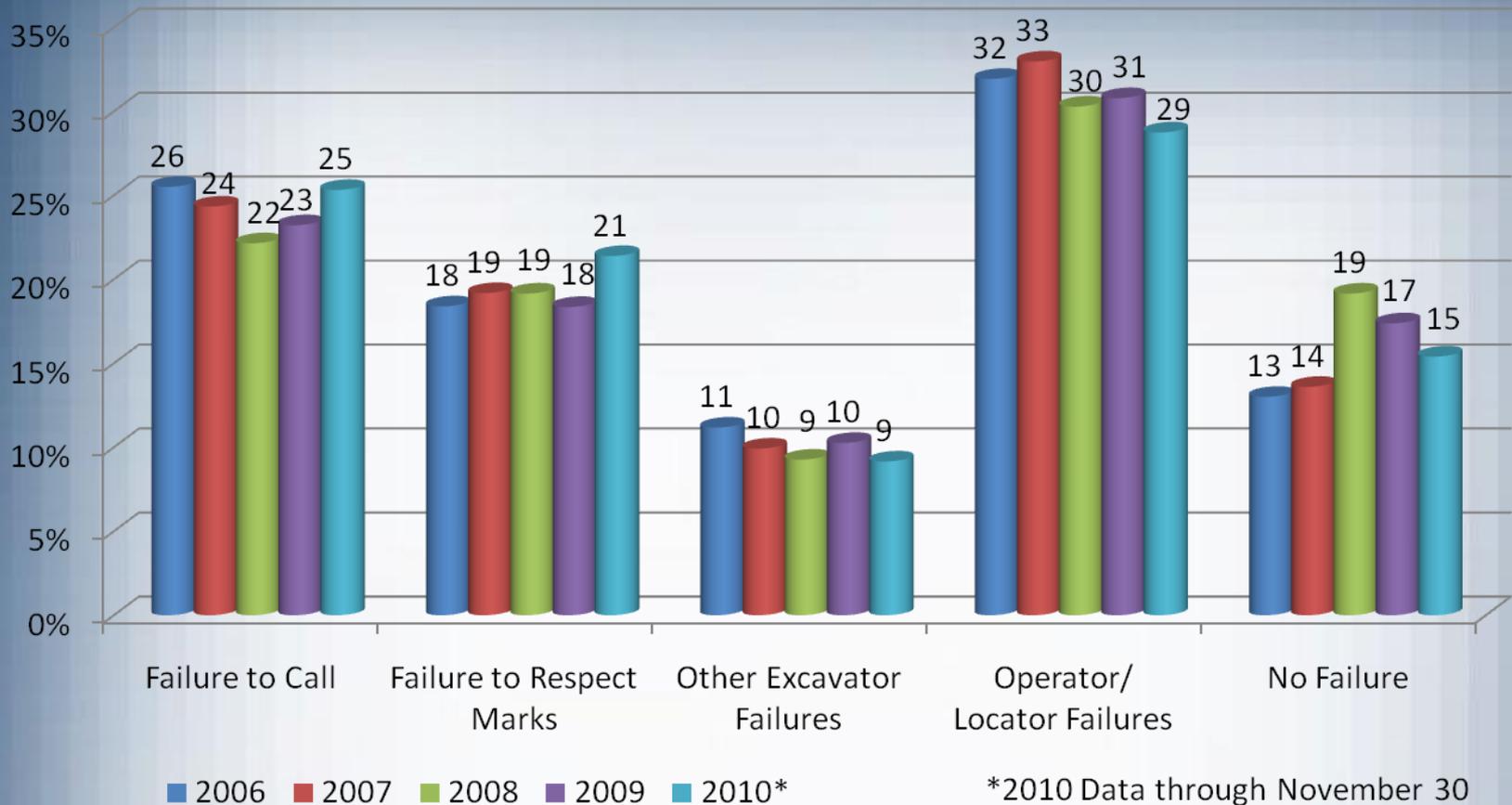
# Statewide Gas Damages per 1000 Gas Tickets



\*2010 data through November 30



# Statewide Damage Cause Distribution



# Conclusions

- We still have a lot of work to do
- We need to use and improve DEAP data
- We need your help to get the message out
- We need to “think outside the box”

- All Stakeholders need to be involved in Public Awareness
- Public Awareness benefits everyone!