



# Education and Public Outreach Plan for 2009

April 21, 2009



# Education and Public Outreach Plan for 2009

- Part I: 2009 Damage Prevention Outreach Program
- Part II: The Commission's Education and Training Program
- Part III: VUPS's Education and Training Program
- Part IV: Stakeholder Efforts

**Estimated Value: \$5,000,000.00**

## Part I

### 2009 Damage Prevention Outreach Program

**Budget: \$724,974.00**

Part I of the Plan is supported by \$524,974 from the Commission's Special Fund Account and \$200,000 from VUPS

# Part I: 2009 Damage Prevention Outreach Program

## Item 1

Artillery Marketing LLC is contracted to coordinate and complete the following:

- Radio Advertising:

Purchase radio advertising in appropriate markets and English and Spanish stations in three flights during May, July and September, using the existing :60 commercials.

- Print Advertisement:

Purchase ½ page black and white ads in the following magazines: Tidewater Builder, Peninsula Builder, Nail Keg, Building Northern Virginia, Virginia Builder, Virginia Association of Realtors bi-monthly publication *Commonwealth*.

## Part I: Item 1 Continued:

### Home Depot Adpads:

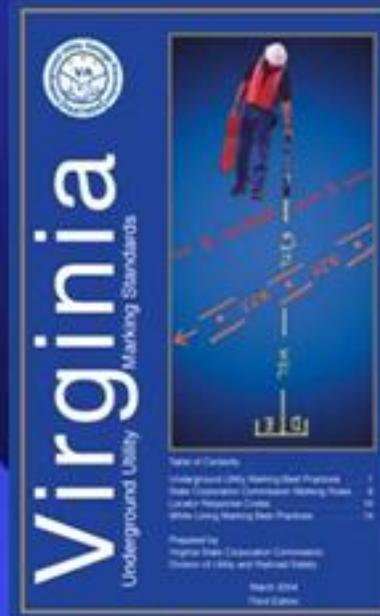
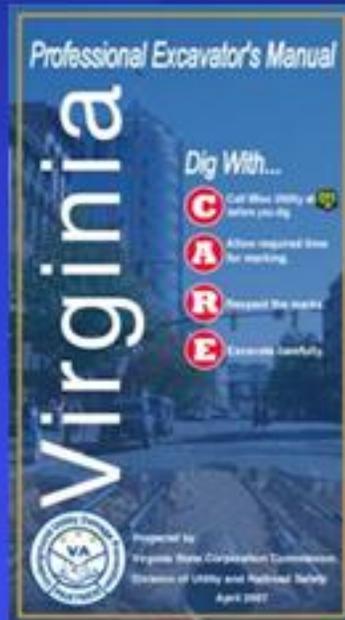
Adpads are billboards on the floors of retail establishments. Using a 4' X 4' adpad at the entrance of each Home Depot in Virginia (50 stores) for one year.



# Part I: Item 1 Continued:

## Excavator Manual and Marking Standards Translation:

Have the current English language Excavator Manual and Virginia Underground Utility Marking Standards booklet translated into Spanish.



## Part I: Item 1 Continued:

### Training Videos:

- Duplicating 10,000 copies of the *Dig With C.A.R.E. Keep Virginia Safe!* training video.
- Produce a children's 5- 10 minute animated damage prevention video using Care E. Cardinal, Wally and Wiggles.
- Produce a 10 -12 minute locator training video emphasizing the responsibilities of locators under the Act / Commission Rules and reviewing the Virginia Underground Utility Marking Best Practices.

# Part I: Item 1 Continued:

## Media Relations:

Continue the media relations campaign by launching a spring news release in the four key markets of the campaign to increase the awareness and understanding of the proper digging protocols as contained in the C.A.R.E. message through radio, television and newspapers.

NEWS YOU CAN USE • 10/11/11

### Dig in with home, yard projects, but make sure to call Miss Utility first

**WHAT YOU DON'T KNOW** isn't just you, right? Not necessarily. No knowledge of utility lines buried beneath a work site can prove hazardous to the community and life-threatening to the laborer.

Whether digging, excavating, opening or building, supplementary soil covers, there used to be with C.A.R.E., according to Frank Heath, senior design geotechnical specialist with the Virginia State Commission Commission's Division of Utility and Railroad Safety.

The program's poster that year, Heath said, with the title "excavate a national Miss Utility 811 phone number."

The C.A.R.E. acronym

strengths property owners to:

- Call Miss Utility 811 before digging.
- Allow the required time for marking.
- Respect the marks, and.
- Excavate carefully.

Once an 811 call is placed in Virginia, all member utility operators that have utilities are notified. They mark gas, electric, water, communication and sewer and storm lines accordingly, with 48 hours, beginning at 7 a.m. on the following "work day," Heath said.

The following marking guidelines include: markable and hidden, marks should track the utility marker, which records how utilities have responded.

Heath said better owners should respect the marks, which are color-coded. Red

marks signify electric; yellow signify gas; orange signify communication; blue signify potable water; purple signify reclaimed water; green signify sewer and storm lines; and gold signify temporary marking.

Excavators and property owners should respect the site to confirm that there is the right location and that the operators have completed marking.

"If people have found, when in visible evidence that a line exists but has not been marked, they need to call Miss Utility again," Heath said.

"Owners should then tag within three days, but they do really need to follow up. Their process, including, including that the marks just indicate what location, he said. Utility lines may be deep and within 2 feet of either side of the mark. And the depth

marks, according to the Virginia Utility Protection Service, also shows on Miss Utility of Virginia.

Heath digging to the method required when marking with 2 feet of the marks. These utility lines are completely exposed, no mechanical equipment may be used within 2 feet.

Individual utility operators can provide information about how to correctly dig with a line when necessary. Assume that marking on the ground should not also clear of the site, Heath said.

Public who don't comply with the Underground Utility Coverage Protection Act, also known as the Miss Utility Law," may face fines up to \$1,000 per violation.

"Changing an under-ground utility can have life-threatening consequences from serious injury to death," Heath said. "It can result in an environmental disaster and loss of vital services."

Deepfakes, electric lines, sewage, freshwater and hot operators are all be affected, Heath said.

**Miss Utilities**  
811missutility.com



**Our Communications Services representative** Thomas Lindsey marks where a water line is located beneath a suburban homeowner's driveway with C.A.R.E. company before a phone number for property owners to call, 811.

**Ready to dig?**  
Request free literature and marking at 811. 811-where.com 811-811.

Miss Utility  
811missutility.com

# Part I: Item 1, Estimated Cost

<u>Items &amp; Agency Fee</u>	<u>Estimated Cost</u>
• Radio Advertising	\$340,000.00
• Print Advertising	27,500.00
• Adpads	110,000.00
• Excavator Manual	20,000.00
• Marking Standards	3,750.00
• Training Video Duplication	8,000.00
• Coloring Book Animation	25,000.00
• Locator Training Video	25,000.00
• Media Relations <sup>1</sup>	
* Agency Fee	37,224.00
	<hr/>
Estimated Cost:	\$596,474.00

1. Media Relations cost is included in the agency's fee.

# Part I: Items 2 - 6, Estimated Cost

## Items 2 -6

The Commission Staff will complete items 2 – 6.

<u>Item</u>	<u>Budget</u>
2. Print & Promotional Items	100,000.00
3. Booth at State Fair	1,000.00
4. Booth at Realtors Convention	1,500.00
5. Locator Training Seminars & SVCC	25,000.00
6. Miscellaneous Expenses	<u>1,000.00</u>
Estimated Cost:	\$128,500.00

## Part II

# The Commission's Education and Training Program

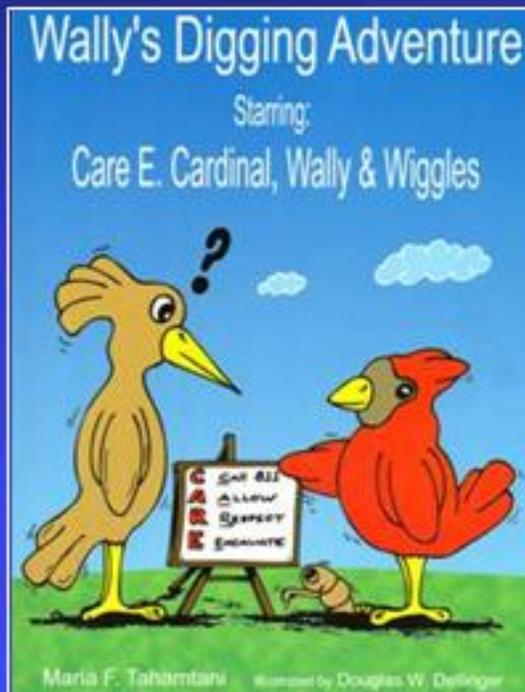
**Estimated Value: \$300,000.00**

# The Commission's Education and Training Program

- Provide face-to-face damage prevention training resulting from case settlements and stakeholder requests.
- Hold quarterly Damage Prevention Train the Trainer Workshops.
- Provide underground utility damage prevention training at Southside Virginia Community College and the Pruden Center.
- Assist Southside Virginia Community College with implementing a locator's training program.
- Continue to support the Virginia One Call Technology Pilot Project.
- Hold the annual damage prevention conference.
- Continue to facilitate stakeholder meetings regarding the marking of sewer laterals and cross bore prevention.
- Implement a damage prevention outreach program with the Virginia Association of Realtors.
- Attend all Local Damage Prevention Committee meetings.
- Implement a K-5 school damage prevention outreach program.

# K-5 Damage Prevention Pilot Program

- In January 2009, Mechanicsville Elementary School hosted a K-5 Damage Prevention Pilot Program.
- A total of 652 Coloring Books and Pre and Post Surveys were given to the school.



Dear Parents, \_\_\_\_\_ Student's Name \_\_\_\_\_

Mechanicsville Elementary School and the State Corporation Commissioner's Division of Utility and Railroad Safety are partnering to provide you and your family important information about preventing damage to underground utility lines by landscaping you with Virginia's underground utility damage prevention message **CARE: Call Me Utility at 811** before you dig. **More** important time for marking **More** and protect the marks and **Excavate** carefully.

**Mechanicsville Elementary School, Care E. Cardinal, Wally & Wiggles** are going to take you on an adventure of fun and learning through reading, coloring and other activities.

The students will create coloring books and write other fun and learning items to help them learn about underground utilities this week. Please fill out the survey below and return it in your child's learning folder. We hope you don't know the information because we're learning it together.

Next Tuesday you will receive the coloring book along with a post survey. When the post survey is turned in your child will receive a Certificate of Accomplishment along with a special reward.

Thank you for your support! We hope you enjoy learning about how to protect your underground utility lines.

**The Survey**

1. What type of activities do underground utility lines provide or transport to homes and businesses in Virginia?  
 W. \_\_\_\_\_ W. \_\_\_\_\_ C. \_\_\_\_\_  
 W. \_\_\_\_\_ W. \_\_\_\_\_ C. \_\_\_\_\_

2. How would you identify the location of underground utility lines on your property?  
 a) Make a logical guess b) Contact the utility c) Contact your local government

3. Damaging an underground utility line could result in:  
 a) Injuries b) Utility service outages and damage c) Both a and b

4. What number can you call to have the underground utility lines marked prior to digging?  
 a) 711 b) 811 c) 911

5. Different color paints, flags or stakes are used to identify the approximate horizontal location of underground utility lines. If you can identify the type of utility line the following colors are used to identify:  
 Red \_\_\_\_\_ Yellow \_\_\_\_\_ Orange \_\_\_\_\_  
 Blue \_\_\_\_\_ Purple \_\_\_\_\_ Green \_\_\_\_\_

Dear Parents, \_\_\_\_\_ Student's Name \_\_\_\_\_

Last week the students received a coloring book that introduced them to Care E. Cardinal, Wally & Wiggles who helped familiarize the students with important information pertaining to preventing damage to underground utility lines and Virginia's CARE message. This was an educational effort in partnership with Mechanicsville Elementary School and the State Corporation Commissioner's Division of Utility and Railroad Safety. We hope that your child enjoyed the learning experience, and that you and your family are now more knowledgeable about underground utility damage prevention.

Now that the students have completed the coloring book, we would like you to finish the survey below. Please have your child return the completed survey to school. In doing so, your child will receive a Certificate of Accomplishment along with a special prize.

Again, thank you for your support and remember Dig with CARE. New Virginia Rule!

**Post Survey**

1. Why is it important that you call the utility prior to digging?  
 a) To prevent injuries and property damage b) To prevent utility service outages and damage c) Both a and b

2. What number should you call if you discover gas escaping from a pipeline?  
 a) 711 b) 811 c) 911

3. The word CARE is an acronym. What does each letter in the word CARE stand for?  
 C. \_\_\_\_\_ A. \_\_\_\_\_  
 R. \_\_\_\_\_ E. \_\_\_\_\_

4. What is the utility's telephone number?  
 a) 711 b) 811 c) 911

5. Different color paints, flags or stakes are used to identify the approximate horizontal location of underground utility lines. If you can identify the type of color used to identify the following types of utility lines:  
 Green \_\_\_\_\_ Yellow \_\_\_\_\_ Orange \_\_\_\_\_  
 Blue \_\_\_\_\_ Purple \_\_\_\_\_ Red \_\_\_\_\_

# K-5 Damage Prevention Outreach Pilot Program

- 652 pre surveys were given to the students; 201 were returned.
- The average number of questions missed on the pre survey was 7 questions.
- 652 post surveys (after reading the coloring book) were given to the students; 156 were returned.
- The average number of questions missed on the post survey was 1 question.





## Part III

### VUPS's Education and Training

**Estimated Value: \$764,045.00**

# VUPS Education and Training Program

1. Attend the Local Damage Prevention Committee (“LDPC”) meetings.
2. Participate in quarterly meetings with LDPC Chairpersons.
3. Participate at the Home & Garden Show events.
4. Attend professional associations meetings, such as: RAMCA, HCCA, HRUHCA, Central and Southwest Virginia Utility Contractors Association, Virginia Cable Telecommunications Association (VCTA).

## VUPS Education and Training Program

5. Hold VUPS membership meetings in March, June, September and December.
6. Maintain the database of rental agencies and make 8 visits per month distributing CARE pamphlets.
7. Provide WebTE training to users.

## VUPS Education and Training Program

8. Provide NEWTIN polygon training to current users.
9. Provide Spanish speaking trainers to assist in training sessions, provide translations and information on the law to the Spanish community, Language Line for other languages.
10. Encourage stakeholders to use technologies that have been successfully tested in the Virginia Pilot Project.
11. Assist with mapping update, and grid verification / resolution.

## VUPS Education and Training Program

12. Create and document a training syllabus on new member education. Conduct quarterly calls to members with no shows exceeding 10% of their ticket volume.
13. Maintain current field contact information on members, and develop a facility damage contact for critical facilities.
14. Educate and encourage members to include draft damage prevention contract language to their contractors.
15. Sponsor Staking University locator training.

## VUPS Education and Training Program

16. Work with locators to distribute door hangers to first-time callers.
17. Update DPS Training Document, employee training, attend the Damage Prevention Conference, support the CGA on their: Best Practices, Research and Development, and Data Reporting and Evaluation Committees, and support One Calls Systems International (OCSI).
18. Document members' public awareness programs through a web-based software application; educate members to increase efficiencies of multiple member marketing campaigns; continue to encourage stakeholders to use DEAP to document public awareness efforts.

## VUPS Education and Training Program

19. Coordinate the damage data requisition from stakeholder groups; accumulate data from larger members, such as Telecom, Electric, Cable, Water/Sewer, Excavators (HCCA & RAMCA) and provide it to CGA.
20. Attend the SCC Damage Prevention Advisory Committee meetings and provide applicable updates pertaining to VUPS.
21. Maintain VUPS web site.
22. Distribute damage prevention literature and promotional items to stakeholders at various events.

## VUPS Education and Training Program

23. Work to include "Miss Utility of Virginia" in White Pages in Verizon and Sprint.
24. Conduct the first time caller surveys to quantify the means by which they learned of the "Miss Utility" process.
25. Provide customer assistance and assist with conflict resolution; assist all parties to resolve a conflict prior to any escalation.
26. Provide outgoing queue management and communication to members.

## Part IV

### Stakeholder Efforts

**Estimated Value: \$3,259,000.00**

# Stakeholders

- Atmos Energy
- City of Charlottesville
- City of Portsmouth
- City of Richmond
- Colonial Pipeline
- Columbia Gas of Virginia
- Dominion Virginia Power
- Verizon
- Virginia Cable Telecommunications Association
- Virginia Natural Gas
- Washington Gas

## Stakeholders Efforts

- Assist Southside Virginia Community College with their training programs
- Attend 2009 Damage Prevention Conference
- C.A.R.E. Bill inserts
- C.A.R.E. Billboards
- C.A.R.E. logos, bumper stickers and decals on buildings, meters, pipeline markers, and construction vehicles
- C.A.R.E. Newsletters
- C.A.R.E. Promotional items
- C.A.R.E. Radio and newspaper ads
- C.A.R.E. Telephone on-hold message
- Contractor/Emergency responder awareness programs

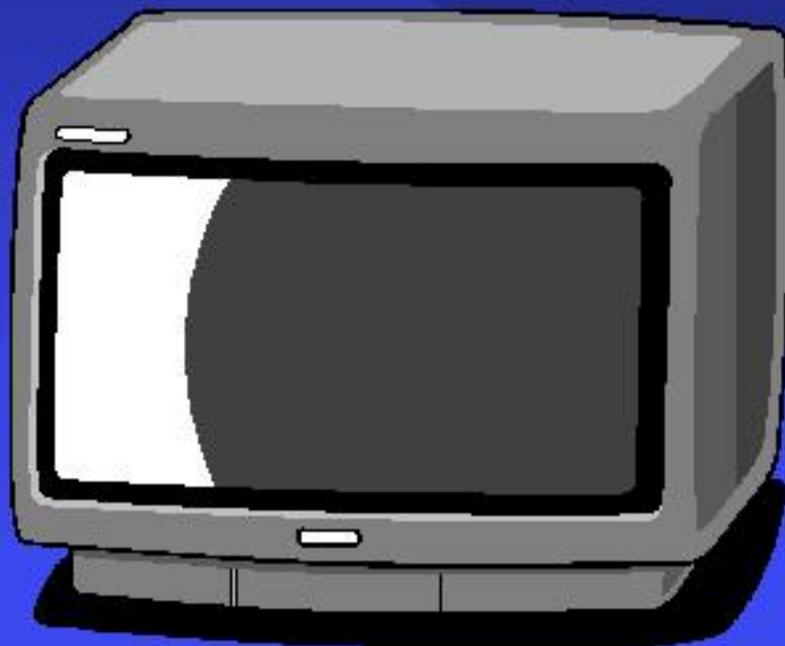
## Stakeholders Efforts

- C.A.R.E. in Customer handbooks
- Dedicated C.A.R.E. Vehicles
- Distribute C.A.R.E. literature to Virginia stakeholders
- Hosting of and participation at LDPC meetings
- Miss Utility link on website as well as additional damage prevention information
- Damage Prevention News media releases
- Promoting the C.A.R.E. message at Arbor Day festivities
- Provide Miss Utility information to all new customers
- Provide Underground Utility Damage Prevention Training to stakeholders
- Targeted mailings on damage prevention

## Stakeholders Efforts

# VCTA

Virginia Cable  
Telecommunications  
Association



Estimated 2009 PSA Value: \$1,000,000.00

### VCTA Members:

Charter Communications  
Citizen's Cablevision  
Comcast  
Cox Communications  
Jet Broadband  
MetroCast Communications  
Nelson County Cablevision  
Shenandoah Cable TV Company  
Suddenlink  
Time Warner

