Common Ground Alliance

2014
Common Ground Study / CGA

- Congress passed Transportation Equity Act for 21st Century in 1998. Legislation called for USDOT to conduct a study of best practices in place nationwide for enhancing worker safety, protecting vital underground infrastructure and ensuring public safety during excavation activities conducted in the vicinity of existing underground facilities.
Common Ground Study / CGA

- 160 Stakeholders Participated
- **Purpose**: Identify and validate existing best practices performed in connection with preventing damage to underground facilities.
- BPs were intended to be shared among stakeholders involved with the safe and reliable operation, maintenance, construction, and protection of underground facilities.
Common Ground Study / CGA

• BPs contain validated experiences gained that can be further examined and evaluated for possible consideration and incorporation into state and private stakeholder underground facility damage prevention programs.

• Study effort was divided into nine areas (chapters), which fostered a concentrated focus on work practices within the natural groupings of damage prevention activities.
Establishment of CGA

• 160 Stakeholders Participated in Study
• Completed in 1999: 132 Best Practices published with consensus support from all involved.
• Common Ground Alliance established in 2000 to support industry efforts to continue the implementation and development of the Damage Prevention Best Practices.
Mission & Vision

CGA Mission *(Purpose of the CGA)*
Provide clear and tangible value to our stakeholders by helping to reduce damages to North America’s underground infrastructure. The CGA works cooperatively, fostering a sense of shared responsibility to enhance safety and protect underground facilities by:

- Identifying and disseminating the stakeholder best practices;
- Developing and conducting public awareness and education programs;
- Sharing and disseminating damage prevention tools and technology
- Serving as the premier resource for damage and one call center data collection, analysis and dissemination.

CGA Vision *(Desired future state CGA is working to create)*

CGA is making significant, measurable progress in creating a damage prevention culture across North America...on every site, every day. Calling before digging is the norm, with all underground utilities identifiable and accurately mapped. Data is used to systematically address root cause issues and shows a trend of declining numbers of incidents.
16 Stakeholder Groups Representing...

- Excavators
- Road Builders

- One Call Centers
- Locators

- Emergency Services
- State Regulators

- Gas Distribution
- Gas Transmission
- Electric
- Telecommunications
- Oil
- Public Works
- Railroad

- Equipment
- Engineering/Design
- Insurance

Member Driven Organization...
CGA Board of Directors
One Director Representing each of 16 Stakeholder Groups, At Large Directors

Board Subcommittees
Finance Committee
Governance Committee
Executive Committee

Participants: Subcommittees are made up of members of the CGA Board of Directors.

Primary Members: Each Director to designate 1-2 primaries per committee.
Consensus: All working committees operate on consensus basis.

Staff
Subcontractors

Working Committees
Education & Marketing
Best Practices
Data Reporting & Evaluation
Technology
One Call Systems
International
Regional Partner
Stakeholder Advocacy

Board Liaisons
2-3 Board Members serve as liaisons to each committee.
CGA Core Programs

• Best Practices
• 811 / Damage Prevention Awareness
• Technology
• Data Reporting and Evaluation (DIRT)
• Stakeholder Advocacy
CGA Committee Structure

• Membership – All CGA members welcome on all committees.
• Leadership – Co-Chairs, Board Liaisons
• Decision Making – Consensus Process / Role of “Primaries”
• Meetings – 3-5 in-person meetings/year, teleconferences
Best Practices

– Version 11.0 Published March 2014
– Approximately 165 practices developed on consensus basis
– Many have become law in certain states
– Working document – Currently 10 proposals under review by Best Practices Committee
– Distribution of 20,000 Annually
Best “Existing” Practice

“CGA’s best practices are derived from existing multi-industry, governmental and public practices that are determined to be “best” in enhancing safety and damage prevention through rigorous review and evaluation processes developed by the CGA.”
• BP Committee responsible for the development and review of the CGA Best Practices. To become a "Best Practice," each proposal must first pass through the Best Practice Committee.

• Committee works to:
  – identifying those Best Practices that are appropriate for each stakeholder group
  – gauge current levels of implementation and use of those Best Practices, and
  – encourage and promote increased implementation of the Best Practices.
How Is a Best Practice Developed or Revised?

Enter Here

Board of Directors

Best Practices Committee Members

Other Committees

Dismissed

No

No

Best Practices Committee

Yes

Yes

Board of Directors

Ad Hoc Committee

Editorial Sub-group Recommended Language

Yes

Publish Here
Best Practices Chapters

- Planning & Design
- One Call Center
- Locating & Marking
- Excavation

- Mapping
- Compliance
- Public Education
- Reporting & Evaluation

Best Practices Icons
811 / Safe Digging Process

811 Goal: Reduce damages by increasing awareness of 811 and driving homeowners/excavators to notify the one call center prior to digging.
811 Initiative

• December 2006: “PIPES” Act establishes ‘811’ as the nationwide, toll free number to ‘call before you dig.
• May 2007: CGA launched a national "Call Before You Dig" campaign to increase public awareness about the importance of using 811.
• Since the creation of 811, the CGA and its members and sponsors have worked to continuously raise awareness of 811 throughout the United States.
811 Initiative

• 811 / Damage Prevention Awareness
• 811 Kick-Off May 2007
• Unveiled and implemented 811 logo/campaign 2007
• April 2008 – Start of National Safe Digging Month
• 811 Day – Kicked-off in 2009
• Other Promotional Activities
811 Initiative

• Website – Call811.com

• CGA launched www.call811.com to establish a strong web presence for the campaign and to provide users with additional information on the call-before-you-dig process.

• Call811 web site is intended to provide potential diggers with an introduction to the process, answers to basic questions and potential resources for additional information.
811 Initiative

Campaign Resources

• Tools and resources available to assist stakeholders in spreading the 811 message.

• 811 campaign materials and tool kits are free to download and use by CGA stakeholders.

• Radio Advertising

• Print Media

• NASCAR Initiative
811 Initiative

811 Today

• Stakeholder Engagement: 811 Communications Plan (2,800 visits in month preceding 8/11 day)
• 250,000 million media impressions – 2012
• Cooperative agreements with Shell Pipeline, Home Depot, John Deere, etc.
Promotion of 811 in 2013 & 2014...

Most successful promotion of 811 to date – April (National Safe Digging Month) busiest in history & August 11\textsuperscript{th} (8/11 Day) most web traffic in site’s history.

Call811.com August Visitors by Year
Recent 811 Research Results

- More than a third of homeowners (36 percent) plan to dig on their property this year for an outdoor home or property improvement project.

- 67 percent of homeowners who plan to dig know that paint and flags are used to mark buried utilities, but more than half (51 percent) will NOT contact their local one-call utility notification center by making a free call to 811 to learn the approximate location of underground utility lines by receiving marks for their upcoming projects, putting their safety and the safety of their community at risk.
Damage Information Reporting Tool (DIRT)

- Collects damage and near miss data
- Voluntary
- Statistically valid
  - Professional Analysis
  - Report Writer
- Managed by a proven committee process
What data is collected?

A. Who is submitting data
B. Date and Location of the event
C. Affected Facility Information
D. Excavation Information
E. Notification
F. Locating and Marking
G. Excavator Downtime
H. Description of Damage
I. Description of the Root Cause
J. Additional Comments (Character Limit: 4000)
DIRT Report

- Collection of information on over 200,000 incidents.
- Analysis & Recommendations Published each year.
- DIRT Report for 2012 published in September 2013 – Provides key action items for damage prevention stakeholders.
DIRT

• Since launching DIRT, the number of records submitted has steadily increased each year

• Measurable reductions in excavation damage

• As more companies voluntarily submit data, CGA is better able to report back to the industry on the state of damage prevention throughout North America.

• See [www.cga-dirt.com](http://www.cga-dirt.com)
Technology

**GOAL**: Stimulate awareness and use of technologies that enable CGA best practices and/or mitigate damage risk as identified through DIRT data analysis.
CGA Technology Committee launched VAULT in 2013.

Purpose: To provide a comprehensive cross referenced directory of damage prevention technologies.

Searchable by technology category, best practices, DIRT root cause and stakeholder group.
CGA’s Local Connection
One Call Systems International (OCSI)

• In 2003, One Call Systems International (OCSI) elected to become part of the Common Ground Alliance within the existing CGA committee structure.
• OCSI committee has continued to grow to over 60 active participants and 175 members.
• Purpose of OCSI is to promote facility damage prevention and infrastructure protection through education, guidance and assistance to one call centers internationally.
CGA’s Local Connection

Regional Partner Program

CGA’s Regional Partner Program provides an effective local forum to discuss best practices in damage prevention by working cooperatively with local damage prevention organizations in communities throughout North America.
Stakeholder Advocacy Committee
Established – June 2012

**GOAL:** Proactively work with local stakeholders to educate state policymakers regarding use of CGA best practices to positively impact state legislation and/or regulations under consideration.
Stakeholder Advocacy Program

- CGA Advocacy – “Invite Only” basis
- Respond/communicate/share information when requested
- Education of policy makers upon request
Stakeholder Advocacy Program

Strategies:

• Stakeholder Advocacy Committee.
  – (Structured as all CGA committees, follow consensus process, separate from Best Practices).

• Target opportunities through analysis: Focus on key best practices; look at states with near term opportunities; use metrics (DIRT, PHMSA data) as basis for analysis; advocate based only on best practices and other CGA-endorsed material.

• Advocate: Proactively reach out to and support local stakeholders to assist as they advocate.
Stakeholder Advocacy Program

Three Task Teams:

• **Process Development**: Creating a process for review and consideration of advocacy opportunities

• **Materials Development**: Creating “toolbox” for advocacy/case studies

• **Legislative Awareness**: Documentation of what is going on throughout the country
Advocacy Resources

• CGA Best Practices
• “Nine Elements of an Effective State Damage Prevention Law (from 2006 PIPES Act)
• Case Studies
• Sample advocacy material (position papers, issue briefs, coalition letters, etc.)
• Selected PHMSA Material
• Material from CGA Regional Partners
Case Studies

• North Carolina
• Maryland
• Washington State
• Michigan
• Common Themes
  – “Don’t go it alone!”
  – Consensus works
  – 9 elements and CGA BPs are fundamental
  – Address problem areas up front
CGA Today...

• Over 1,700 members
• Almost 240 member organizations/companies
• 69 Sponsors (Bronze, Silver, Gold & Platinum)
• 5 staff members – Arlington Office