

Achieving 50 in 5

Common Ground Alliance and the Damage Prevention Institute

Midwest Damage Prevention Conference

Nov. 13, 2024

Khrysanne M. Kerr

Vice President, Marketign & Outreach



The logo for the Common Ground Alliance (CGA) features the letters "CGA" in a bold, blue, sans-serif font. A yellow swoosh underline is positioned beneath the letters, starting under the "C" and ending under the "A".

CGA

Mission

The Common Ground Alliance is dedicated to preventing damage to underground utility infrastructure and protecting those who live and work near these important assets through the shared responsibility of our stakeholders.







Our ability to advance as an industry depends on our willingness to **adapt legacy processes to the demands of modern-day damage prevention.**



Sarah K. Magruder Lyle
CGA President & CEO

CGA Today

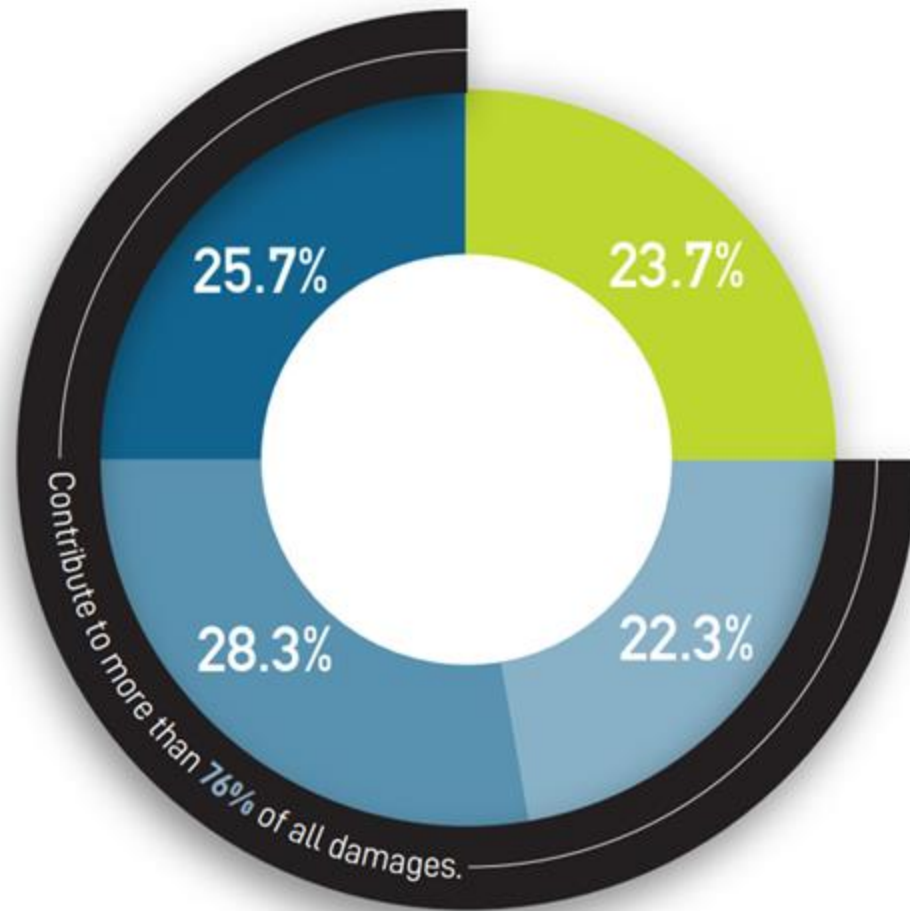
Sept. 2019

- Over 1,700 members
- 240 member companies
- 16 damage prevention stakeholder groups
- 6 staff members
- 7 working committees
- 20 board members

Nov. 2024

- Over 4,000 members
- 1,352 member companies
- 16 damage prevention stakeholder groups
- 14 staff members
- 7 working committees
- 2 advisory committee members
- 20 board members

50-in-5 Industry Challenge



**3 Areas
Contribute to More Than
76% of all Damages**

Legend

- Failure to notify 811
- Failure to pothole, maintain clearance, etc.
- Failure by locator to mark accurately or on-time
- Other 19 damage root causes
- Contribute to more than 76% of all damages

Data & Analysis

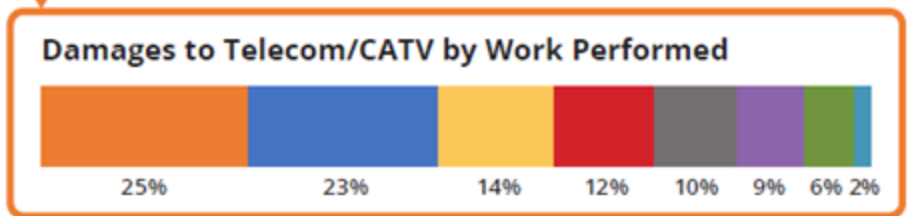
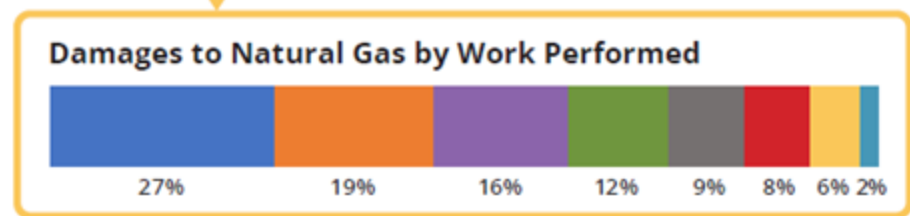
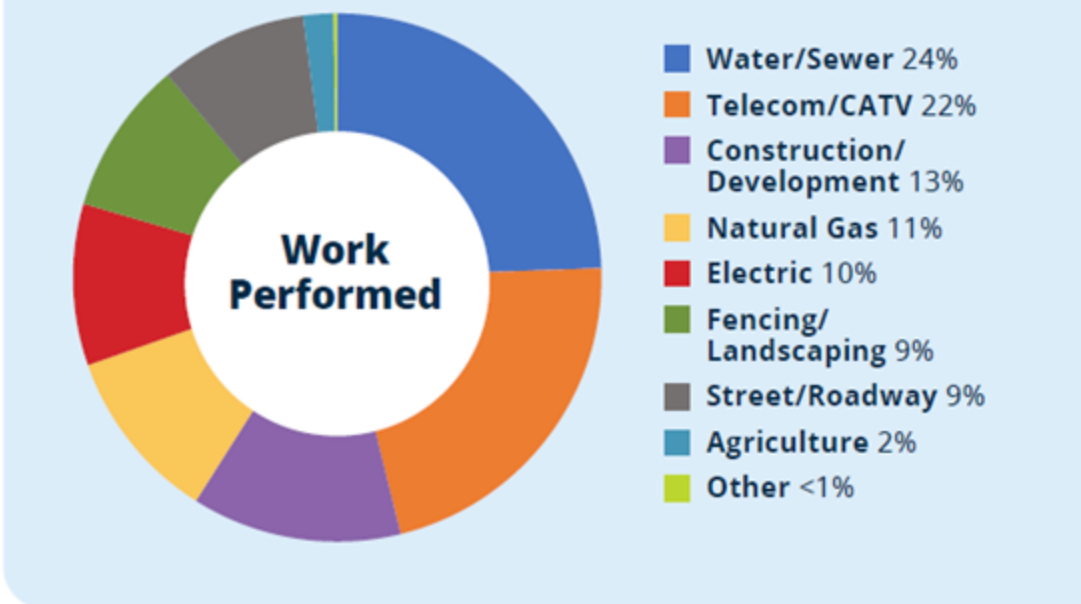
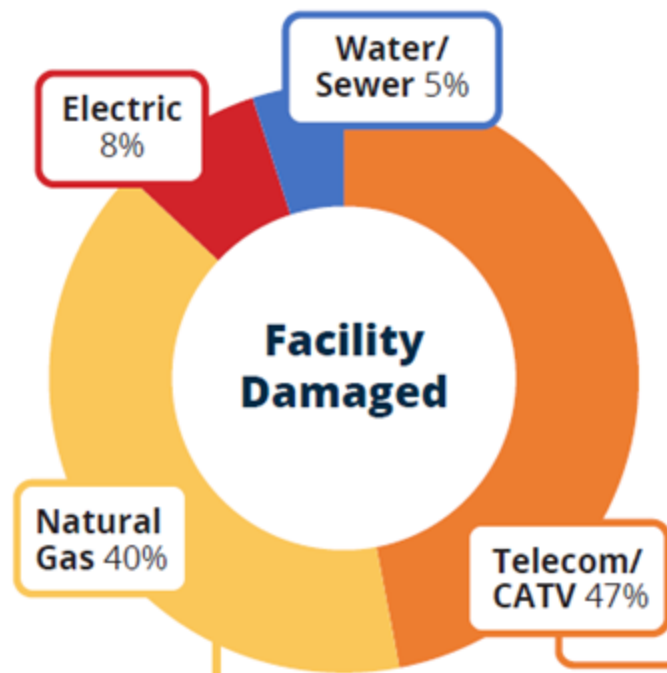
- DIRT Report
- Telecom White Paper
- Industry Damage Prevention Survey

2023 DIRT Report Released!

- DIRT accepts data on excavation damages and near-misses from all affected parties
- Annual report includes analysis of data submitted into DIRT for a given year
- 2023 data analysis will be the 20th annual Report
- Written report supplemented by online interactive dashboard
- Documents most pressing *and* consistent issues in damage prevention
- Outlines recommendations and priorities based on key findings



Facilities Damaged by Work Performed & Top Work Performed



- Telecom/CATV
- Natural Gas
- Electric
- Water/Sewer
- Street/Roadway
- Construction/Development
- Fencing/Landscaping
- Agriculture


2023 Full Dataset

Telecom and Landscaping Work Dominate Top 6 Root Causes



ROOT CAUSE	Reports	% of total	2022 Comparison
● No notification made to 811 center	35,825	26.23%	↑ 1.42%
● Excavator failed to maintain clearance after verifying marks	20,655	15.12%	↑ 1.66%
● Facility not marked due to locator error	19,712	14.43%	↓ -0.76%
● Improper excavation practice not listed elsewhere	11,201	8.20%	↑ 0.01%
● Marked inaccurately due to locator error	9,869	7.23%	↓ -1.11%
● Excavator dug prior to verifying marks by potholing	6,298	4.61%	↓ -0.90%

Damage Prevention Industry Survey – Oct.



TOP 3
**MOST CRITICAL CHALLENGES
TO DAMAGE PREVENTION INDUSTRY**

- **Facilities not marked**
- **Facilities marked inaccurately**
- **Inaccurate/outdated facility maps**

CGA Common Ground Alliance | Industry Survey, October 2023

Telecom White Paper: Telecom's Critical Role in Reversing Utility Damage Trends

Telecom has the highest late locate response rate – and is also the work type most likely to be impacted by late locates. *

*According to an analysis in the 2022 DIRT Report.

“Not my company, but ... the telecommunications industry views damages as a cost of doing business. And they also view that as a revenue stream to bill excessively for repairs when that may not be justified.”

Telecommunications executive

More than 50% of telecom survey respondents reported their industry was not prepared to meet the damage prevention challenges in the coming year.

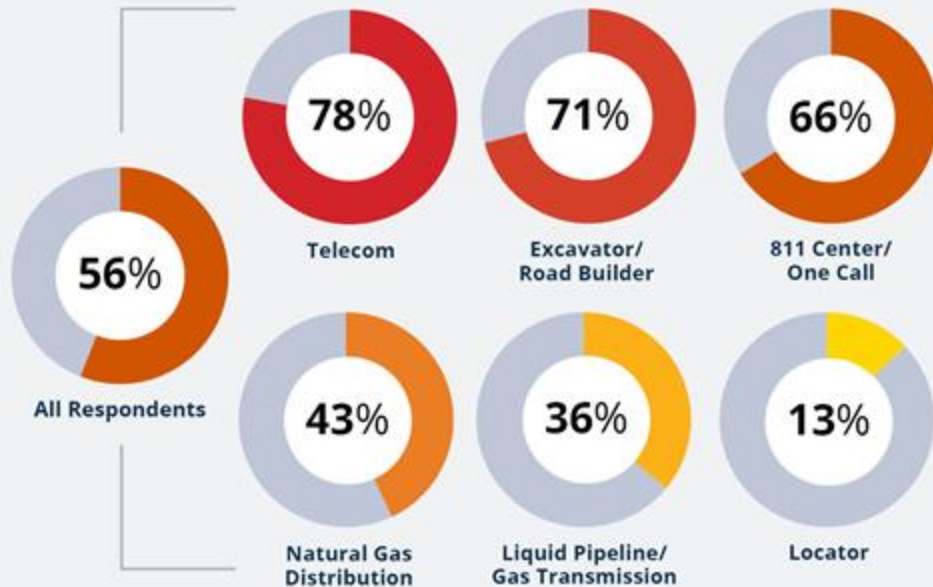
Telecom White Paper – Key Takeaways

- Telecom is the sector with the **most potential to impact U.S. damage prevention** – and its own bottom line.
- Growth and customer satisfaction are prioritized over damage prevention by many telecom stakeholders.
- Rather than focus on long-term national standardization, telecom can reduce damages quickly by improving **internal practices and contracts**.
- Securing **executive-level buy-in** on rigorous damage prevention standards will be necessary to reverse the upward trend of damages to utilities.

Damage Prevention Survey – Oct.

#1 Most Critical Damage Prevention Challenge:

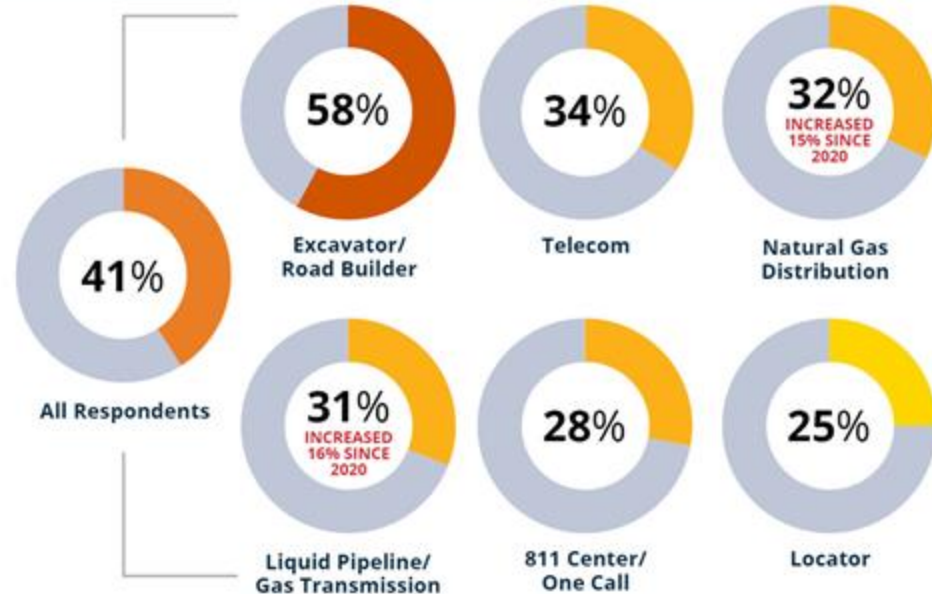
Facilities Not Marked



CGA Common Ground Alliance | Industry Survey, October 2023

#3 Most Critical Damage Prevention Challenge:

Facility Maps *Outdated or Incorrect*



CGA Common Ground Alliance | Industry Survey, October 2023

Education and Outreach

- Online Excavator Education Damage Prevention Curriculum
- Safe Digging Outreach

Excavator Education Damage Prevention Curriculum

- **Focuses on priority damage prevention challenges or top root causes of damage**
- **Addresses current gaps in content and information**
- **Is relatable across all types of excavators and in all locations**
- **Provides targeted and flexible access to content**
- **Is being built by Common Ground Alliance and d’Vinci Interactive in close collaboration with the advisory committee**



KEY TOPICS

1

Introduction to Safe Digging

2

The 811 Process

3

811 Troubleshooting

4

Preparing for Excavation: Damage Prevention & Safety Precautions

5

Facility Avoidance & Protection

6

What to do When Damage Occurs

7

Administrative Responsibilities

Excavator Education Learning Approach

- **Comprised of only “need to know” information**
- **Microlearning, addressing 1-3 objectives per module**
- **Tailored, when appropriate, to each target audience profile**
- **Dynamic in formats to appeal to varying preferences**
- **Relevant, highlighting personal stories, experiences, and real-life consequences**
- **Hands-on, through scenario-based exercises**

Excavator Education Status Today

- ✓ Learning strategy and audience analysis completed
- ✓ Learning Management System (LMS) selected
- ✓ Pilot module completed and tested
- **In-Progress:** Developing micro-learning modules with 12 modules launching in Oct. 2024



Looking Ahead

- Next Practices

Damage Prevention Opportunities

- Next Practices Systemic Opportunities
 - Pursue increased accuracy and accessibility of maps
 - Invest in technology and processes to improve efficiency
 - Implement contracts that prioritize damage prevention
 - Support effective and proven enforcement mechanisms



Damage Prevention Institute



- **Launched:** January 3, 2023
- **Goal:** Address systemic issues through **comprehensive:**
 - Participant accreditation
 - Monthly data submission and benchmarking
 - Peer review
- **Benchmarked performance data for all participants**
 - Performance measurement in DPI focused on the “circle of accountability”
- **Peer reviews**
 - What can we learn from each other that can improve performance?
 - Address systemic challenges in damage prevention

DPI Accreditation Requirements



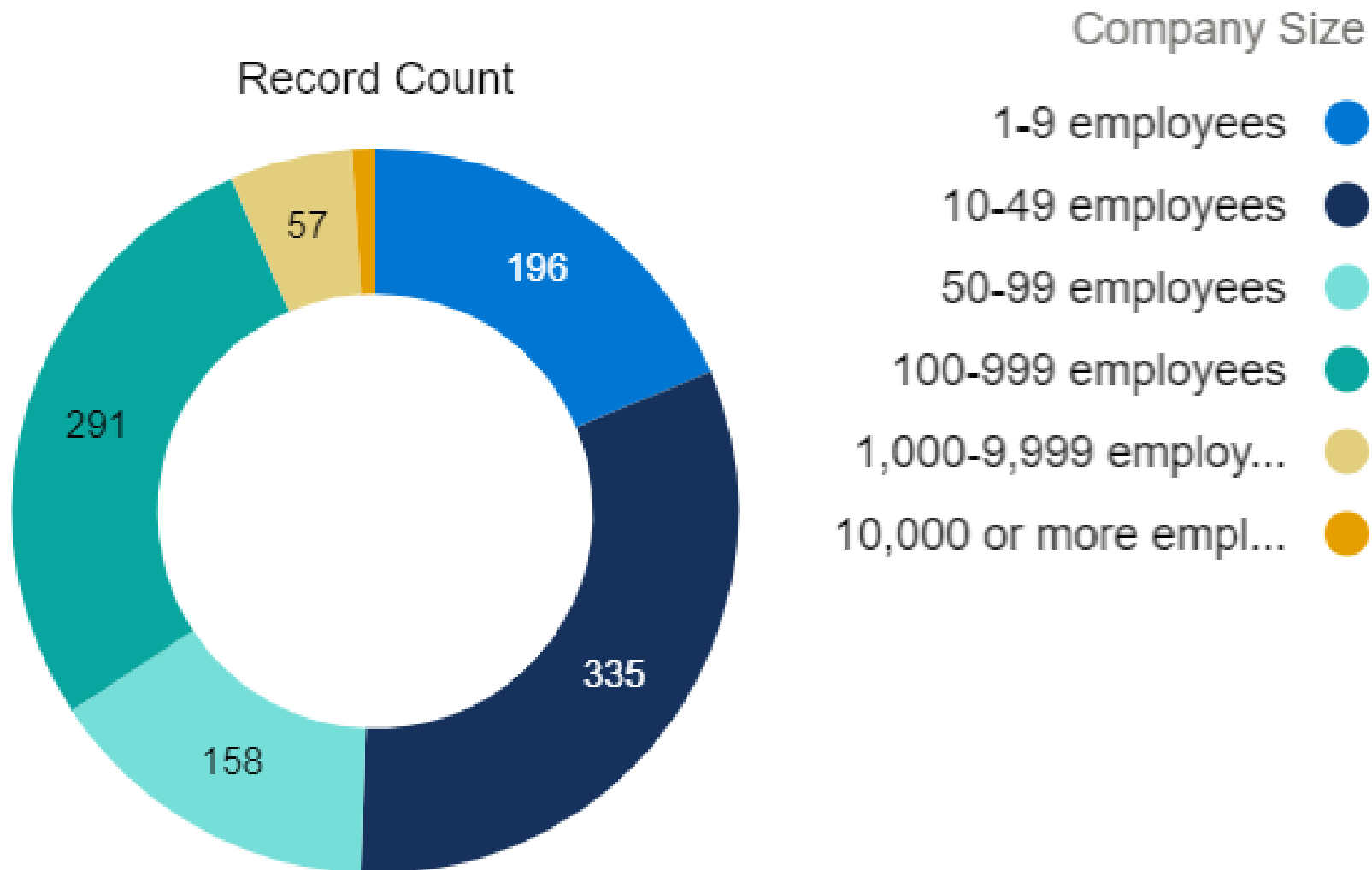
- Leadership commitment to the DPI
- Submit damage and metrics data monthly
- Whistleblower and stop-work authority for employees
- Investigation and corrective action policy/procedures
- Adherence to CGA Best Practices (as practical)
- Compliance with dig laws and regulations
- Training

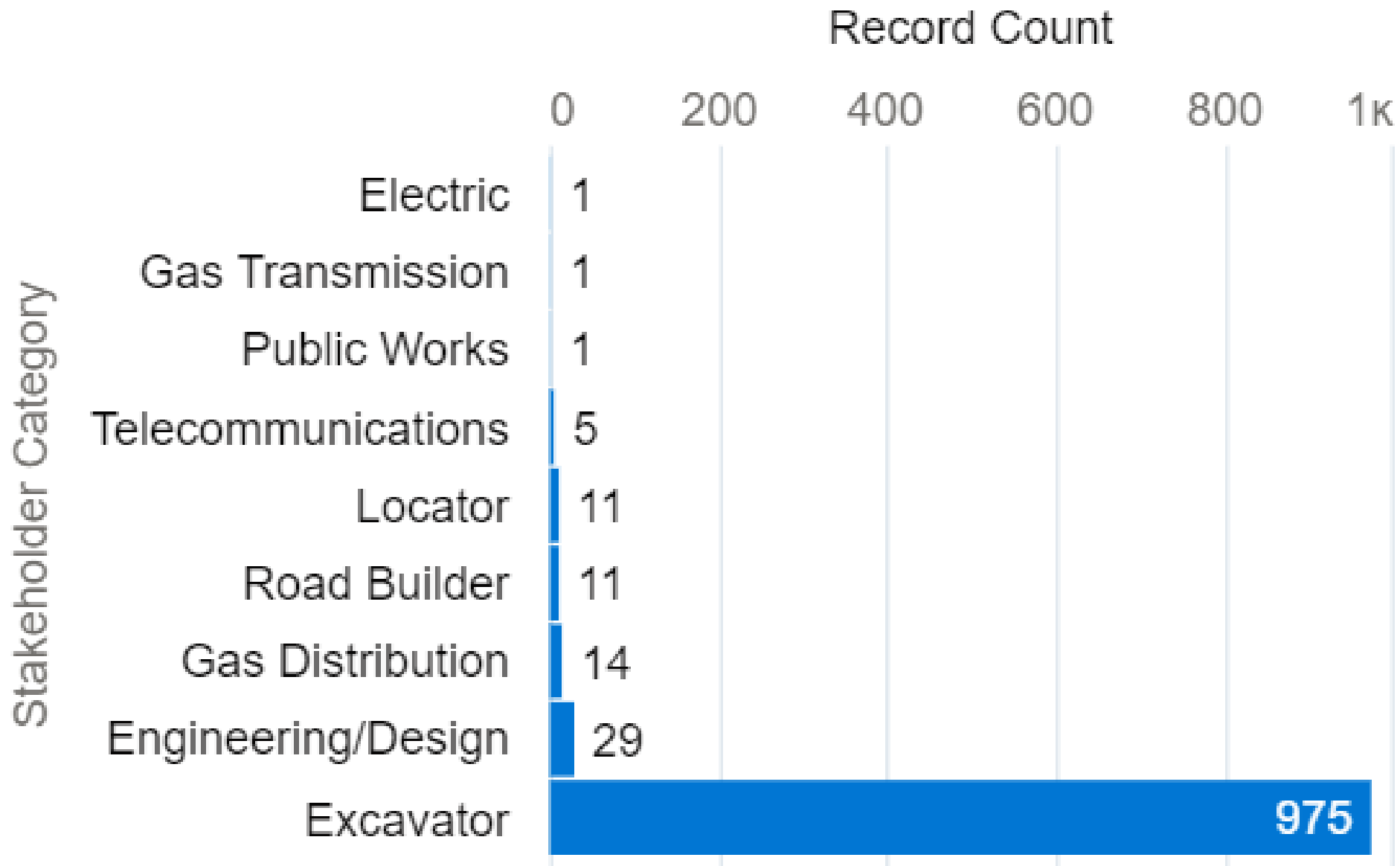
Damage Prevention Institute



Goal: Address systemic issues through **comprehensive** participation:

- Accreditation
- Monthly data submission and benchmarking for all participants
- Peer review participation - What can we learn from each other that can improve performance?





DPI Accreditation Requirements



- Leadership commitment to the DPI
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Measuring Performance – Targeted Metrics

Baseline Performance Metrics

• **Excavators**

- Damages / 10,000 Work Hours (calculated same as work hours for TRIR)

• **Owners/Operators**

- Damages Caused by Mapping Errors / 1,000 Locate Tickets Received
- Projects Completed / # of Mapping Records Updates to Records Department
- Trouble Locate Tickets / Locate Tickets Received

• **Locators**

- On-Time Tickets / Total Number of Tickets
- Damages Caused by Locating Issue / 1,000 Locate Tickets Received

• The metrics are under review by task teams with the goal of refining existing metrics and identifying new metrics as appropriate

DPI Peer Review

- By end of 2024:
 - 12 peer reviews complete, 37 contractors/companies participating
- Confidential
- Six topical areas
- Gap analysis & damage prevention program roadmap with resources
- Excellent feedback to date
- Anonymized, summary findings will be published
- Scaling up in 2025 and beyond

Achieving “50 in 5”

Prioritize damage prevention

- Champion the damage prevention conversation in your industry – be vocal and be visible

Dedicate resources to addressing top root causes

- Pursue increased accuracy and accessibility of maps
- Incentivize adherence to Best Practices through contracts

Demonstrate company commitment

- Measure and be transparent about your own performance – participate in the Damage Prevention Institute
- Increase engagement and dedication – **join a CGA committee** – participate locally with a CGA Regional Partner organization

Save the Date for the CGA Conference 2025

April 7 – 10, 2025

Orlando World Center Marriott

Why Attend?

Cutting-Edge Insights: Learn the latest in industry best practices, technology, and regulations from top experts in the field.

Innovative Solutions: Explore the newest tools and techniques designed to prevent damage and enhance operational safety.

Networking Opportunities: Connect with industry peers, exchange ideas, and form partnerships that will drive success in your organization.

Hands-On Training: Participate in immersive workshops and hands-on demonstrations that provide practical skills and real-world applications.



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