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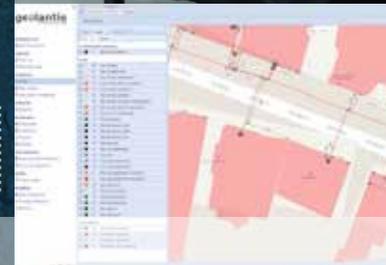
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Contents

FALL 2021 // VOLUME 12 // NUMBER 3

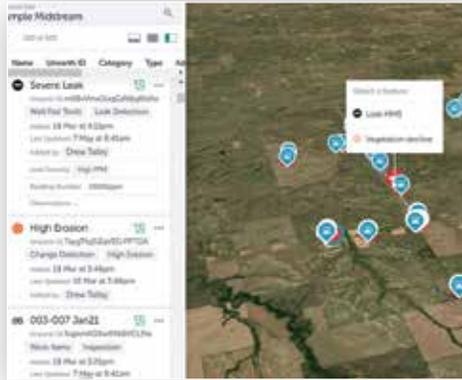
On The Cover: “Beyond Visual Line of Sight” (BVLOS) is a Major Nut for the Gas & Oil Industry to Crack to Make Drone Inspections Scalable and More Viable.

SPOTLIGHT // Gas & Oil/GIS



14 | Detecting Underground Lines

Identifying unmarked lines before excavation is worth the time, effort and investment.



16 | Making Drone Inspections Go Mainstream

Commercial drone inspections are gaining traction, especially in the oil and gas sector, but some developments are required to make them truly mainstream.

19 | Five Tips to Address Risk Normalization

Addressing “Risk Normalization,” a phenomenon where risky or dangerous behaviors or practices gradually become acceptable over time.

FEATURES

28 / Gopher State One Call has set out to improve Utility Mapping Accuracy using Cutting-Edge GPS Locating Technology.



30 | **Checking The Box**
Our Job is doing whatever is Necessary to Avoid Damage to Buried Facilities thereby Protecting Lives and Property. If all we do is “Check the Box” on a Task List, we are Missing the Point.

DEPARTMENTS

- 8** / Damage Prevention Hero:
- *MISS DIG 811's*
Bruce Campbell
- 10** / Industry News
- 32** / Public Awareness
- *Dig Safely New York's Nursery Program, NextDoor App, Work Zone Safety Awareness, Miss Utility Awards*
- 38** / Association Spotlight:
- *Facility Notification Center*
- 39** / Legal
- *Evolving State Privacy Laws Impact Employer Social Media Policies*

// SPECIAL SECTION //

21 | Global Excavation Safety Conference

The largest event in the damage prevention industry is back LIVE in 2022! Featuring education for all stakeholder groups, and opportunities to network with industry peers, learn safe practices, and lower costs associated with underground damages.

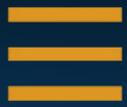


COLUMNS

- 6** / Publisher's Column
• *Scott Landes*
- 42** / Locating
• *Christopher Koch*

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FROM THE PUBLISHER



BY SCOTT LANDES

Damage Prevention's 15-Year Reunion is Just Around the Corner...And You're Invited!

As we all begin to transition to our next stage of the “new normal,” many of us are excited at the prospect of a return to live events. 2022 promises a return to travel, connecting, in-person learning, and... well... just the freedom to GO and DO.

Because of timing, Global Excavation Safety Conference, the “place to be” since 2006, has missed the last two years. The virtual event earlier this year was very successful, but, as everyone knows, it's just not the same as being there in person.

As the world started to open up and we felt reasonably comfortable with beginning our planning and preparation for 2022, I couldn't help but reflect on how much I was looking forward to seeing all the familiar faces I've become used to seeing each spring. It was similar to how I feel whenever another high school reunion rolls around. And the more I thought about it, the more I realized that 2022, after our two-year forced hiatus, is exactly like a reunion. All of you are my new “old gang,” and I can't wait to get together again. So, as we plan for 2022, I'm extending you my “official” invitation to join me for our 15-year reunion. (OK, I'm taking a little poetic license here, but since this will be our 15th Excavation Safety Conference, I'm good with it.)

Registration is now open, and you can register at GlobalExcavationSafetyConference.com. As always, we are so confident in the value of the education and resources (not to mention the good, old-fashioned networking) you'll find here that we are proud to offer a 100% money-back satisfaction guarantee. Check that out while you're on the website getting ready to register.

Of course, whether it is in the pages of *dp-PRO*, or in the halls of Global Excavation Safety Conference, we have always prioritized the needs and desires of the industry and the professionals who serve it. We go to great lengths to obtain the opinions of industry thought leaders through the use of abstract and article submissions, reliance on an advisory board that represents all damage prevention industries, interactive events on Excavation Safety Alliance, and frequent surveys released to the industry at large. We believe that the inherent value we offer is directly related to the fact that we listen and respond to your needs. Your opinion matters and *dp-PRO* offers a series of industry surveys which I encourage you to participate in. Especially now, as we prepare for our 15-year reunion, I encourage you to complete the Live Event Survey so you can help direct festivities. 



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Bruce Campbell

Bringing New Ideas and Processes to Damage Prevention

• STAFF REPORT •

EVERYONE WHO KNOWS BRUCE CAMPBELL ALWAYS KNOWS EXACTLY WHERE THEY STAND WITH HIM. BRUCE IS PASSIONATE, DRIVEN, AND VERY OUTSPOKEN. WHEN HE COMMITS TO A PROJECT OR INITIATIVE, HE DOES IT – AND DOES IT RIGHT! HE CHALLENGES THE STATUS QUO AND, WHETHER YOU AGREE WITH HIM OR NOT, IT IS OBVIOUS HE CARES DEEPLY, AND YOU CAN'T HELP BUT RESPECT HIS INSIGHT AND OPINIONS.



Bruce Campbell has brought new ideas and processes to Michigan, and the One Call industry, since the early 2000s when he was named the first excavator representative on the MISS DIG 811 Board. Bruce's gift for bringing differing viewpoints together to have difficult conversations has led to the creation of the MDPB (Michigan Damage Prevention Board), TIME (Ticket Initiation Management Execution), and LAC (Locator Action Committee), which all focus on improving the MISS DIG 811 processes for stakeholders. Bruce has always pushed the industry past its comfort zone to streamline and improve processes and decrease damages.

Currently, Bruce is committed to the continued development of the Facility Notification Center Association (FNCA), which he believes is the evolution of the One Call System (Learn more about FNCA in the Summer 2021 *dp-PRO*).

“Bruce looks for ways to make a difference, not just in Michigan but across the U.S. and Canada”

According to colleague Duane Rodgers, CEO of PelicanCorp, “Everything about Bruce’s communication is damage prevention - from his voice message to his email signature, to his desire to move away from old terminology and embracing new concepts. Bruce has a vision to provide a very different service than the current One Call. In fact, Bruce does not like to be called a ‘One Call Center’, preferring ‘Facility Notification Center.’ Bruce has listened to the debate on how the USA does damage prevention and he is prepared to bet the farm and challenge the establishment that there is a new and better way to alleviate

the ongoing issues and concerns around how to manage tickets and continued growth in volume.”

Another colleague, Roger Lipscomb, President of Ohio811, speaks to Bruce’s industry accomplishments and contributions, “Bruce is quick to volunteer and support the industry. He has held leadership positions in multiple organizations such as CGA, NDP, OCOA, and FNCA. Bruce is passionate about damage prevention and freely gives of his time to

promote it while continually working to facilitate understanding amongst stakeholders.”

Bruce’s friends and colleagues agree, Bruce genuinely cares about others and will do whatever he can to help both friend and stranger. Active in his church ministries and programs, he has also supported the Franklin Avenue Mission on the east side of Flint, MI and Family Promise of Genesee County for years.

Team members at MISS DIG 811, including Gail Wyckhouse, Bill Fisher, Stephanie Boe, and Katie Gruzowski, were eager to share their insight on working with Bruce, “Bruce puts in great effort to stay connected to his employees. He has an open-door policy and has worked diligently during the COVID-19 pandemic to manage the situation to ensure the safety of his staff. He is a great leader of people. He keeps us inspired and listens to us, encourages us to be involved in decision making and pushes us to be the best versions of ourselves.”

When it comes to why Bruce is truly a Damage Prevention Hero, Susan Bohl, Executive Director, OKIE811, said it best, “Bruce looks for ways to make a difference, not just in Michigan but across the U.S. and Canada. I thank Bruce for his care and concern for safety and damage prevention. He truly does make a difference in our industry.” **DP**



WEB

FALL 2021

EXCLUSIVE

BONUS CONTENT:

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SOCIAL MEDIA

Video Library, What's Trending, Hot #Tags and More!

PAGE I

TRANSFORMING SAFETY & ORGANIZATIONAL PERFORMANCE

By Dr. Devin Bennett

A New Approach that Requires Leaders to Think and Manage Differently and Challenges Industry Paradigms and Assumptions.

PAGE V

INDUSTRY NEWS XTRA

More Damage Prevention News from Across the Industry

PAGE VII

THE EVOLUTION OF ENERGY

By Coral Lukaniuk

"The Evolution of Energy and its Impact on the World" is a Series of Videos and Learning Materials Aimed at Canadian High School Students.

PAGE IX

MAKE CLICKBEFOREYOUDIG A BEST PRACTICE

By Mike Sullivan

Making ClickBeforeYouDig the Primary Call-to-Action Promoting the Initiation of the Damage Prevention Process.

PAGE XI

VIRGINIA 811 SCHOLARSHIP PROGRAM

Scholarship Program Awards High School Students whose Parents or Legal Guardians Play a Role in Maintaining Virginia's Underground Utility Infrastructure.

PAGE XII

dp-PRO INDUSTRY RESEARCH

Give us your Opinions as the Industry Returns to LIVE Events!

PAGE XIII

READER RESPONSE

Letters to the Editor

PAGE XIV

AUGMENTED REALITY

By Stephania C. Radopoulou

By Using AR, Users can Speed Design Reviews, Identify Clashes, Manage Construction, and Visualize Underground Assets.

PAGE III



HOT #TAGS



#811Day

Notification Centers and stakeholders across the country are launching creative campaigns to promote safe digging for 811 Day, August 11. A few standout efforts this year include a \$3,000 landscaping makeover offered by Texas811, a virtual scavenger hunt by Arizona 811, and a locally brewed "811 Pilsner" being rolled out by Okie 811!



#811Day

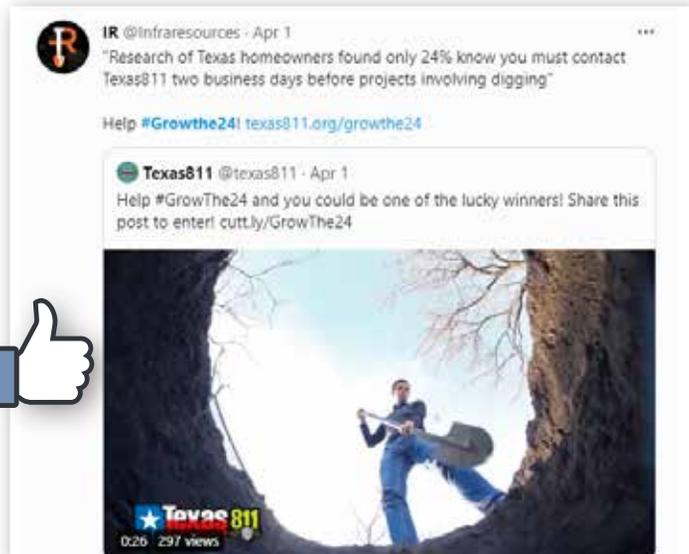


#811Day

WHAT'S TRENDING



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Texas 811 launched a 'Grow the 24' (#Growthe24) campaign during Safe Digging Month to increase the number of Texans that know safe digging practices. According to a 2019 study of 505 Texas home-

owners only 24% knew to contact 811 prior to digging. Visit www.texas811.org/growthe24 to learn more.





National Farm Safety and Health Week 2021 September 19-25, 2021

Each year since 1944, the third week of September has been recognized as National Farm Safety & Health Week. This recognition has been an annual promotion initiated by the National Safety Council and has been proclaimed as such by each sitting U.S. President since Franklin D. Roosevelt signed the first document.

Visit necasag.org/nationalfarmsafetyandhealthweek/ to learn more



WHAT DO YOU THINK?

This issue's question:

Will the potential upcoming boom in national infrastructure spending spark proportional investment in damage prevention?

- A) Yes
- B) No

To answer click **HERE**

<https://dp-pro.com/survey/>



Spring Issue Results:

Have you or your employer had difficulty recruiting and hiring new employees?

- A) Yes, there are fewer applicants (0%)
- B) No, there are more applicants (50%)
- C) No change (50%)



National Association of Landscape Professionals

The National Association of Landscape Professionals is the national trade association representing nearly 100,000 landscape industry professionals in the United States, Canada and overseas. Member companies specialize in lawn care, landscape design and installation, landscape maintenance, tree care, irrigation and water management, and interior plantscaping.



Members also include students, consultants, industry suppliers, state associations and affiliate members.

Augmented Reality Becomes a Reality in Oil and Gas

BY STEFANIA C. RADOPOULOU, PHD

For years, augmented reality (AR) seemed like a far-off dream for many industry applications, but the technology has grown so quickly that it's now an accurate and cost-effective tool commonly found in the oil and gas sector. Today's simple, compact devices are suitable for any size contractor and provide real-time, onsite views of proposed improvements. By using AR, users can speed design reviews, identify clashes, manage construction, and visualize underground assets.



The standard for AEC disciplines is design and construction based on 3D models. Approaches such as BIM, 4D construction or VDC (Virtual Digital Construction) are common. Real-time AR is the tool that brings 3D design to the site, where it can easily be implemented through all phases of design, construction, and operations.

Clearly, experienced users can easily call on 2D plan sets to visualize and analyze where and how proposed structures or easements might lay on (or in) the ground, but 3D visualization enables more people to see the spatial context of proposed improvements, and in some cases without visiting the site. AR can reveal problems before construction begins, delivering significant savings in time and costs.

SLICE OF REALITY

Look at your phone with the camera turned on. What you see is a real-time visual slice of the reality in front of you. Now, picture a 3D model of a proposed pipeline and easement lines, precisely tied to your location, and superimposed over the live view. As you walk around the site, the model updates in real time to show the features from

any vantage point. This is what AR for underground infrastructure is all about.

Such solutions are not altogether new. What has changed is the ability to use AR in the field. There are numerous AR apps that run on a standard smartphone. With the addition of precise GPS for positioning and orientation, you can hold the full AR system in one hand. The system's size and capabilities make it a ready tool for the demanding requirements of oil and gas development and operations.

AR IMPROVES DESIGN REVIEW AND CONSTRUCTION MANAGEMENT

In many projects, stakeholders visit a site to assess proposed construction, which is commonly marked by stakes. But for many people, a few stakes and a 2D plan are not sufficient to provide an accurate perception of the project. AR changes that.

"AR engages field and design staff at a level they haven't been accustomed to," said ONEC Technologies Director Joe Riordan. "Previously, operators and maintenance staff were handed

something to operate and maintain but without opportunity for input. Now they are making valuable inputs."

Using AR, ONEC's construction staff can better visualize the end result. They can ask questions and avoid requests for information (RFIs) that can bring a project to a halt. For example, operators can identify access or interference issues, or maintenance staff can identify inappropriate clearances for their tools. The approach fosters good cooperation among engineers, designers, and construction people.

ONEC teams take designs to the field via a handheld AR solution. With its companion application, AR technology enables remote team members to see the project simultaneously. AR provides a simple solution for relaying project status and site conditions to the project management team, even those offsite.

When everyone has the same clear vision, it eliminates questions and disputes, Riordan noted. It results in lower costs and schedule savings.

Riordan added that once his clients see AR in action, they quickly embrace the new approach. "One project manager told us that he is a skeptic about some of the new technologies. He became a zealot of AR within an hour because we saved him rework and mistakes."

EASING THE WAY

In Oklahoma, the engineering and surveying consulting firm Smith Roberts Baldischwiler (SRB) uses AR in working with landowners affected by development. To acquire needed rights and permits, SRB's inhouse staff of landmen work with landowners to negotiate the location and terms of an easement.

The landmen and landowners need accurate information that everyone can understand. SRB Director of Surveying and Mapping Taylor Denniston said that situations often come up when a landman visits the landowner and has a paper copy of an easement. But only having paper makes it hard for owners to conceptualize how it is going to impact their land. In those cases, landowners will often ask for a few stakes to be set in the ground to help them visualize the plan. SRB uses AR to provide accurate onsite visualizations of proposed easements or structures.

Using AR, the SRB agent can walk the site with the owner, who can see the right-of-way lines on the display projected onto the ground and understand how it's going to impact their property. If the owner requests changes, the alignments can be revised for the final agreements. For example, some planned construction might take out trees that the owner wants to protect. Together, the owner and landman can agree on how to adjust the alignment to avoid select assets.

Like ONEC, SRB recognizes the value of AR as a planning tool for pipelines and other oilfield work such as pump stations and wellheads. SRB engineers can take the digital 3D models to the field for design checks and verification. Designers can drop the model onto the site and see what it will look like, how tall a structure will be, and how it looks from nearby roads. The visualization helps SRB identify and resolve potential problems early in a project, avoiding delays that might occur after construction begins. "The ability to visualize the



alignments, existing utilities, and rights-of-way on the ground is almost priceless," said Denniston. "It streamlines the process, and you can speed through a project very fast."

REDUCING BOUNDARIES

As AR becomes increasingly ubiquitous, users are expanding the variety of uses. Early adopters such as ONEC and SRB have found AR useful for increasing stakeholder engagement, improving inspections, and providing real-time project status. AR can show safe dig zones, delineate boundaries, or reveal underground utilities.

Today's AR solutions have demolished the barriers of cost and complexity commonly associated with new technologies. Augmented reality is part of the currency of our modern lives—both in professional and consumer ap-



plications. For oil & gas companies, the pie in the sky has become meat and potatoes. [DP](#)

Stefania C. Radopoulou, PhD, is an expert on Outdoor Augmented Reality at Trimble. Learn more about Trimble's AR solutions at trimble.com.



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Keys to Transforming Safety & Organizational Performance

BY DR. DEVIN BENNETT

Organizations have a unique opportunity to transform their safety and organizational performance by adopting an alternative, but proven, strategy and approach. This approach requires leaders to think and manage differently and challenges industry paradigms and assumptions.

Leaders should adopt these three principles in their safety and loss prevention systems to transform organizational performance:

1. Study and learn from success, not just failure
2. Integrate the safety and loss prevention system into existing organizational systems and processes to achieve business goals and objectives
3. Implement a leadership development model with a roadmap to improve and sustain performance

Most safety and loss prevention systems/programs focus on the prevention of, and learning from, failures like near-misses, investigations and at-risk items identified during observations. The natural assumption is that reduced failures equate to a better safety and loss prevention culture. A reduction in failures could be indicative of an effective culture but could also be attributed to luck or a climate that hides or overlooks issues. Organizations should identify and learn from failure as it is essential to improving an organization's safety and business performance. However, herein lies the challenge, as companies reduce failures there naturally becomes less to study to promote a continuous learning environment.



To further enhance performance, organizations should also study success - how and why activities are performed flawlessly. Why? Failure occurs infrequently, limiting the learning potential; tasks are performed successfully more often and better represent how work is really performed. If a failure occurs once in 1,000 times, it doesn't make sense to only study failure. There are many more opportunities to learn from successful performance. These two perspectives should be combined and seen as complementary views, not opposing views to safety and loss prevention. This approach improves human and organizational performance, which positively impacts how ALL work is performed and has implications on reliability, process safety, environmental and regulatory performance, equipment, property damage, etc. - not just personnel safety.

Because these complementary views can positively impact all aspects of business performance, the safety and loss prevention approach should be integrated into an organization's ex-

isting systems and processes to accomplish its goals and business objectives. To demonstrate this connection and achieve their goals, organizations should define specific improvement goals related to areas such as workplace injuries, reliability, environmental and regulatory stewardship. Goals could be to eliminate all recordable workplace injuries, reduce environmental or regulatory issues by 50%, or improve reliability performance by 30%. Then, organizations should define the tasks and activities that will have the greatest impact on those goals. By

defining the specific tasks and activities, organizations can focus on those areas that can have the biggest impact on goals and objectives to improve performance.

Integrating safety and loss prevention into the organization does not come naturally. We have been taught to make complexity more manageable by breaking things down into individual parts to try to understand and manage each part individually rather than collectively. This thinking has led leaders to unconsciously design organizations that inadvertently contribute to thinking in silos, not connections and interrelationships. For this reason, organizations created safety programs separate from environmental management programs, which are different from reliability programs. When employees operate in these programs they are singularly focused on reliability, environmental management, or safety, which causes people to think in silos. Organizations should adopt a process that enables employees to manage ALL types of risks holistically within

their business - not in a piecemeal or programmatic approach.

In the case of safety and loss prevention, most people in organizations see these activities and tools as individual and unique activities that are not related to, and therefore not integrated into, the business. Organizations may have pre-shift or morning safety meetings, pre-job assessment, task hazard identification tools, or observation processes. These activities are generally only focused on safety and are not connected to other aspects of business performance. After these activities are performed, people traditionally "go and do the work." They are physically and mentally engaged during distinct times of the day - normally at the beginning of the day. That level of engagement does not continue throughout the day to integrate safety and loss prevention into how work is truly performed. By default, and likely unknowingly, organizations fragment peoples' thinking regarding safety and loss prevention as standalone activities. The end result is people become frustrated because they don't see the value of these systems, and ultimately develop a "compliance-based mentality" - do what needs to be done to satisfy the boss and company requirements.

Integrating safety and loss prevention into the organization also requires a change in leadership approach and behavior. It's been said, leadership and culture are two sides of the same coin. Organizations need to adopt an effective leadership development process and roadmap that outlines the key activities and skills that all levels of leadership need to embody to successfully lead, integrate, and most importantly, sustain the safety and loss prevention system.

The development process should include visible leadership and workplace engagement principles to enable leaders to interact and learn more about how work is performed, connect with all levels of the organization, and develop and coach others in the line chain. These activities should enable leaders to develop meaningful relationships that facilitate trust and transparency and create an organizational learning environment that encourages collaboration, accountability, and sharing of information.



Leaders must also be deliberate and design this change into their own behaviors to demonstrate the change they wish to see, even if it means stepping out of their comfort zones. What leaders pay attention to, control, and measure communicates what they care about. They must engage the organization and be willing to *show up* in public settings at all levels to: a) gauge openness to change; b) provide compelling reasons for change; c) illustrate limitations of current efforts and how change is an enhancement; d) challenge excuses and push back; e) address organizational anxiety; and f) show visible support and discuss impact of change at all levels.

By addressing these three principles, leaders will establish a true learning environment, improve organizational buy-in and trust, enable people to see the value and connections of their activities that enhance business performance, and facilitate a leadership development process to help guide, coach, mentor, and develop leaders at all levels to systematically sustain performance improvements. Organizations that have adopted this approach have achieved some amazing results:

- \$800 million savings in a single year for one company

- Workforce of 25,000+, TRIR: 0.11, DAFW: 0.006
- 54+ Million Hours, no LTIs
- 380+ days, no unplanned stoppage in operations
- \$9+ million reduction in workers' compensation
- 54+ million hours, no LTIs for contractor organizations
- Flawless OE Performance in consecutive years (0 recordable incidents, 0 process safety events, maximum reliability)
- Workforce of 13,000+, TRIR: 0.09, DAFW: 0.02.

TRIR: Total Recordable Incident Rate, **DAFW:** Days Away From Work, **LTI:** Lost Time Incidents **DP**

Dr. Devin Bennett is a Partner with LPS, Inc. (Loss Prevention Systems, Inc.). Devin and LPS, Inc. help organizations improve safety results, and loss prevention performance through effective risk management practices and a proven leadership development process. Devin can be reached at DevinBennett@lpscenter.net.



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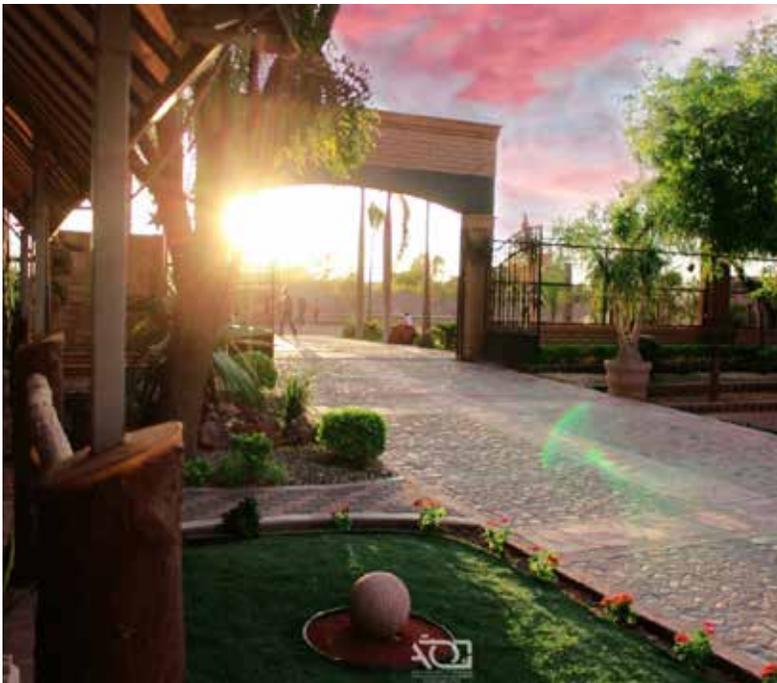
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NEWS

COLUMBIA GAS SAFETY CONTEST



Columbia Gas (OH) launched a Safety Contest this summer that resulted in \$10,000 in prizes. The Good Call. Great Yard. 811 Contest, encouraged residents to submit a photo or video sharing why they could use a yard makeover. Finalists were shared publicly for vote.

The top three entries received gift cards to Lowe's, a local nursery or hardware store. The first place winner also received \$5,000 while second and third place winners received \$2,500. The contest promoted the importance of calling 811 before tackling home improvement projects that involve digging. In Ohio, you must call 811 at least two days before digging, and the local utilities will mark their lines so the project will be safe.



CGA Releases New Best Practices Guide

Common Ground Alliance (CGA) has released the Best Practices Guide 18.0, a resource in underground damage prevention. The Guide includes over 160 Best Practices established by a consensus of CGA's 16 stakeholder groups that provide damage prevention recommendations based on practices being utilized and categorized by six key industry areas: One Call Center, Facility Owner, Excavator, Locator, Project Owner and Designer.

The new Guide includes two new Best Practices and an addition to Appendix B: Uniform Color Code and Marking Guidelines:

Best Practice 2-19:

Underground Electronic Utility Markers: Underground electronic utility markers are an effective way to enable accurate locating and verification of underground utilities.

Best Practice 6-19:

As-Built Mapping of Underground Electronic Utility Markers: The location of underground electronic utility markers is identified on as-built mapping, GIS mapping, and/or other underground facility mapping documents.

Addition to Appendix B:

Uniform Color Code and Marking Guidelines: Guidelines for Underground Electronic Utility Marker Technology.

The Best Practices Guide 18.0 can be viewed in full on CGA's website at www.BestPractices.CommonGroundAlliance.com.

Patrick Scully Named Commissioner of the Maine Public Utilities Commission.

Chairman Philip L. Bartlett II welcomed new Commissioner Patrick Scully to the Maine Public Utilities Commission in mid-June. Scully was confirmed by the State Senate and sworn in by Governor Janet Mills.

Prior to his appointment, Scully was employed with Bernstein Shur, where he spent his 36-year career as a municipal, energy and utility regulatory attorney. He was named CEO of the firm in 2014 and retired in 2019. "Pat brings a wealth of expertise in energy and utilities and we look forward to him getting up to speed on some very important and complex cases," Bartlett said. Current cases before the Commission include proposed rate changes for Versant Power, Maine Water Company and Bangor Gas. In addition, the Commission is starting work on an effort to ensure that the electric grid is modernized to help meet energy and climate goals.

Coal Seam Gas Company Drills under Australia's Farmland without Notifying Landowners

On Queensland's Darling Downs, home of sought-after farmland in Australia, a coal seam gas company has drilled under farmland without notifying landowners. A number of landowners in the region learned in June that the "deviated" gas wells have been drilled at angles under their properties.

Arrow Energy is owned by Shell and Petrochinam, and is in phase one of its \$10 billion Surat Gas Project, which will result in more than 2,000 gas wells drilled across the area. To limit the impact on farmland, gas wells will be grouped on the edge of paddocks and drilled at angles into the coal seam. Arrow Energy said as soon as it realized notice should have been given, it proactively contacted affected landowners. A lawyer who represents landowners in the area said there was no excuse for not notifying them before drilling under their farms, which he said is required under the Minerals and Energy Resources Act 2014.

Under Queensland laws, a gas company is entitled to access private land to access a resource. "We have proven across our many, many relationships with landowners that we can work around their farming requirements on their land without unduly disrupting their business while adding valuable drought-free income to support their business," an Arrow Energy spokesperson said. **DP**



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The technician named "2022 Global Locate Master" holds the title until next year's competition. This honor includes interviews for magazine features, publicity quotes in social media to promote excellence in locating, and recognition for the technician and their company in 2022 media coverage of the Global Locate Masters.

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the Evolution

of Energy and its Impact on the World

BY CORAL LUKANIUK

Do you believe everything you read in the news about the energy industry? How do you know if it's accurate or not? For teachers, gathering relevant energy information is challenging as textbooks are often outdated, and the news varies from trustworthy journalism to fake news. I recall reviewing and being frustrated with school questions my son showed me as the bias was profound. I learned afterwards that the teacher formed the questions from what she found in a heavily biased news article. Unfortunately, there are many of these stories as this has been happening for years. Balancing energy and the environment is an important issue, so the need for current energy-related education materials is vital. In 2019, five individuals joined forces to fill this gap where materials are lacking and to support our teachers with unbiased resources. We owe it to our students, our future generation.

With a passion for the environment and combined energy expertise, these five individuals founded the Energy Ecosystem. Collaborating and challenging each other to create neutral, non-partisan energy information, so students are better educated regarding energy to make informed decisions around the difficult balance between energy choices, quality of life, and the environment. The team is collaborating with professionals across the entire energy ecosystem and education experts to develop a free and easy-to-use program teachers can access.

Currently, the information is aimed at high school students as decision-making increases when they move into their adult lives. These decisions may include their career path, vehicle purchase, buying or renting a house, and so many more consumerism choices.

The Evolution of Energy and its Impact on the World, is part of a planned series of videos and supporting learning materials. This unbiased information helps students think critically about important issues like balancing access to energy to advanced quality of life, while also protecting the environment and what students can do to shape the future of our energy ecosystem.

The video launched in February 2021, and the feedback from teachers and industry has been overwhelmingly positive. Interestingly, many people, even in the energy industry, thought it was a great refresher in enhancing their education around the history of energy. This 10-minute video focuses on the history of energy, the connection to globalization, the pros and cons of 10 different energy sources, and the importance of the energy mix.

What's coming next – Energy and the surprising role in our lives. This second video and curriculum-aligned teaching materials will depict how energy is inextricably linked to countless aspects of our lives. Future topics may include where energy



comes from, the impact of energy on the economy, balancing energy and the environment, and climate change.

Energy Ecosystem, led by volunteers, relies on sponsorship to keep the momentum of engaging students in one of the most significant challenges of our times – meeting the growing demand for energy while at the same time addressing environmental concerns. We are continuing with high school students and plan to expand into other age groups. While this program and materials originated in Canada, it is adaptable to other English-speaking countries.

Overall, students (our future) need to be better informed of the energy industry to make informed choices. Energy Ecosystem, registering as a nonprofit organization, focuses on short videos popular with youth, accompanied by curriculum-connected teaching materials that support teachers.

Coral Lukaniuk is co-founder of Energy Ecosystem and owner of coRoc Solutions, a program creation and engagement consultancy. For more information on the Energy Ecosystem initiative, visit energyecosystem.ca or contact info@energyecosystem.ca.

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SHARK
TANK



Make ClickBeforeYouDig a Best Practice? Challenge Accepted!

BY MIKE SULLIVAN



A lot of time and effort goes into reducing damages to buried energy and utility assets. Technological advancements do pay off but they're usually costly to develop and expensive to purchase and implement. By far, the most effective method of reducing damages to buried assets is requesting a locate before digging and waiting for a response from the owners of those assets to locate and mark or provide additional information to help determine whether it is safe to dig. Recent analysis, however, indicates how making a locate request can improve the odds of whether buried assets will be damaged during excavation – and it doesn't cost a cent.

Alberta One-Call Corporation (AOC) introduced, trademarked and adopted the ClickBeforeYouDig brand almost nine years ago with a primary goal to alleviate the bottleneck of phone locate requests on Mondays and early in the digging season. In Alberta, the digging season can be as short as six months meaning a year's worth of major projects might be jammed into a short time span. In those days it wasn't uncommon to have Monday wait times of 90 minutes while our agents sat idle on Thursday and Friday. Our web percentage hovered around 17% and our Contact Centre employed 50-plus Damage Prevention Associates (DPA). Shifting to the ClickBeforeYouDig call-to-action changed everything. In our first month promoting the online process, web locate requests hit 65%. But the software we were using wasn't designed for that purpose, forcing DPAs to review and triage every web ticket before members were notified of the proposed excavation. So, while it alleviated pressure on phone lines, it didn't diminish AOC's interface with every ticket.

Switching locate request software was a game changer. It catapulted Alberta, British Columbia, Saskatchewan and Manitoba into the future. In a very short time, our members and the digging community accepted and embraced the switch. And once they did, something interesting happened.

On a hunch, I asked our Contact Centre Manager, Josef Rosenberg, who managed DIRT data for Alberta, to dig deeper into the root cause of damage. I believed web locate requests were less likely to result in damage than traditional phone locate requests, but I wanted to see if the data supported that hunch.

Josef began by documenting all damages reported into DIRT and then eliminating those damages that did not include a locate request. For the remaining damages, Josef conducted a data dive to determine the method of locate request – phone or web. He determined that phone requests were more than twice as likely to result in damage as a web request. Click-BeforeYouDig wasn't just convenient, faster, and less burdensome for all parties involved – it was reducing damages by almost half!

Although excited with these results, it was only one analysis, and we needed more input to determine the veracity of our findings. I turned to my One Call Centre colleagues across Canada asking them to apply the same simple test. Ontario One Call accepted the challenge and even though they were using a different software, their findings were virtually identical to Alberta's. We pressed on, conducting additional analyses the following year that, again, produced similar compelling results.

Sher Kirk, AOC's Operations Director, approached the Members Resource Committee

(now the Operations Oversight & Guidance Committee) with the findings and informed them AOC was considering implementing a mandatory web locate request process for members and contractors. After review, the Committee agreed with the proposed directive and with that in-hand, I approached the AOC Board of Directors with the analysis, findings, and proposal. The Board agreed with the proposal and on September 16, 2019, AOC "soft-launched" the mandatory web request process for members and contractors. The soft-launch helped prepare members and the digging community for the hard-launch that followed January 1, 2020. The positive effect was immediate and sustained with over 97% of all locate requests from AOC members and the digging community now submitted online.

"It's really quite simple," stated Rosenberg. "The excavator will always have the best information around their work area, and theoretically will know precisely where they plan to dig. Using the software, the excavator can identify their dig site with precision, and our members are notified accordingly. Virtually nothing is left to interpretation anymore, and as a result this is reducing damages on a huge scale."

Personally, I'm of the view ClickBeforeYouDig needs to be a documented best practice and the primary call-to-action promoting the initiation of the damage prevention process. If a person can order a pizza online, they can - and will - request a locate the same way. All we have to do is show them that it's the right thing to do. **DP**

Mike Sullivan is President of Alberta One-Call Corporation. He can be reached at msullivan@albertaonecall.com.



Virginia 811 Announces New Scholarship Program for Students Planning to Pursue a Career in Safety/Underground Utility Damage Prevention

IN AN EFFORT to give back to stakeholders involved in underground utilities and damage prevention across the Commonwealth, and to help students pursue further learning opportunities, Virginia 811 recently launched a new scholarship program. Virginia 811 will award two Virginia high school students whose parents or legal guardians play a role in maintaining Virginia's underground utility infrastructure and/or directly contribute to preventing damages to that infrastructure with a \$1,500 scholarship.

"Virginia 811 embraces its role within damage prevention and the protection of underground utilities with a 'passion to serve, and dedication to safety' mindset," explains Scott Crawford, President & CEO of Virginia 811. "This is its mission, its core, and we work to foster an environment of continuous improvement. Central to continuous improvement is continuous and lifelong learning through the pursuit of educational opportunities, both formal and informal. Through such efforts, Virginia 811 team members can identify new and better strategies to serve stakeholders," he noted.

It is in this spirit that Virginia 811 decided to launch the Virginia 811 Scholarship Program, designed to serve the children of key stakeholders with a goal of helping them actualize their own continuous improvement through their continuing education.

A committee is currently reviewing eligible applicants with the goal of awarding two one-year, \$1,500 college scholarships to Virginia high school seniors who meet certain criteria including, but not limited to:

- A current GPA of 3.5 or higher
- Have at least one parent or legal guardian who works full or part-time at a Virginia 811 member utility, as a utility locator in Virginia, or as a professional excavator operating in Virginia whose company has successfully set up a Web Ticket Entry Account with Virginia 811
- Plans to attend either an accredited community college, trade school, or a four-year college or university in the fall after graduation.



"Central to continuous improvement is continuous and lifelong learning through the pursuit of educational opportunities, both formal and informal."

Virginia 811 strives to provide exceptional service with a relentless pursuit of producing high quality and accurate locate requests to protect life and property by ensuring information is conveyed between those excavating in Virginia and the member utilities excavation projects potentially affect. Utility operators are then able to have locators mark their underground utility lines in the area to mitigate the risk of accidents at excavation sites.

Winners will be selected in the coming weeks, with a goal of presenting the two successful applicants the scholarship funds by the beginning of the 2021-22 academic year. **DP**

LIVE Events Survey

THANK YOU in advance for participating in this survey. The research contributes to the development of our education, live events, magazine content and, ideally, challenges all stakeholders to expand their knowledge base and increase efforts to save lives. Complete this survey to be entered in a drawing to receive a FREE Yeti mug. Results will be published in a future issue of dp-PRO. Both the survey and results (once available) are available on dp-PRO.com.



Our thanks to PelicanCorp for helping to underwrite the cost of this research. Individual responses are not shared with the underwriter or sold in any way. Infrastructure Resources employees assisting with research will have access to responses as needed.

As the world begins to reverse our quarantine lifestyle and implement a return to “business as usual,” many of us are looking forward to a time when we can gather to network, learn, and build solutions within our industry. Each company (and individual) has their own idea on when and how they will return to live events and tradeshow. What is yours?

At what level do you usually participate in industry events?

- Exhibitor Attendee

Who usually makes the decision on whether you attend an event?

- Me My supervisor Company leadership

Which virtual alternative(s) did you take part in 2020-2021?

- Free webinars or webcasts Paid virtual conferences
 Pay-per-view workshops and training events None

How do you compare the value of a VIRTUAL event vs. a LIVE event?

- Better Worse About the same

When do you plan to return to live events that require travel?

- I am now Later this year Not until 2022
 Not before 2023 Never

Will event size impact your decision to attend LIVE events in 2021-2022?

- Yes, I will only attend events with less than 100 attendees
 Yes, I will only attend events with less than 500 attendees
 No, event size won't impact my decision

Will financial concerns impact your decision to attend LIVE events in 2021-2022?

- Yes, for safety reasons my company in not budgeting for events
 Yes, my company has been adversely affected by COVID-19 and is not funding event participation
 No, financial concerns will not impact my decision

Which is more important (select one)?

- A destination location so I can combine vacation time with event travel
 A unique location so I can visit a new city
 An affordable location, I'm coming for the event, not the location
 A location that allows for easy and affordable travel
 A location with easy access to hotels, restaurants, and activities

What do you consider a reasonable per-person “all-in” budget for a live event (travel, lodging, food, entertainment, event admission)?

- Under \$1,500 \$1,500 - \$2,500 \$2,501 - \$3,500
 \$3,501 - \$4,500 Over \$4,500

How long should a live event last?

- 1 day 2 days 3 days 4 days 5 days

When considering a live event, how concerned are you about...	Very	Slightly	Not
Exposure to COVID-19 variants on site			
Exposure to COVID-19 variants during travel to and from event			
Business liability risk			
Impact of crisis on travel options (service, routes, pricing, etc.)			
Impact of crisis on lodging (staff or service reductions/closures)			
Large in-person gatherings of people			
Civil unrest/protests			
Government-mandated limits/restrictions			
Unsafe behavior by other attendees			
Other:			

Would these protective measures increase your confidence in attending a live event?	Yes	No
Rapid onsite testing		
Required proof of a negative COVID-19 test		
Required proof of COVID-19 vaccination		
Required masks and/or other PPE		
Adherence to social distancing protocols		
Adherence to sanitation protocols		
Adherence to reduced capacity protocols		
Contactless registration, food service, and merchandise		
Other:		

How important are these factors in your decision to participate in an event?	Very	Slightly	Not
Event cost			
Lodging/travel expense			
Event dates			
Event location			
Educational programming/speaker list			
Exhibiting companies			
Attendee list			
Social and networking events			

Job Function

- Executive (Owner, CEO, COO, CFO, President)
 Upper Management (Director, Manager)
 Middle Management (Supervisor, Foremen)
 Field Operations (Technician, Locator, Operator)

Which category best describes the type work you do?

- Engineering
 Excavating
 Facility Owner
 GIS/Mapping
 Gov't/Regulatory
 Locating
 Notification Center
 Other

Where do you work?

- USA Canada Other

After completing this survey, **snap a pic and email it to info@IR-SavingLives.com** or visit dp-PRO.com/surveys to complete it online.





EXCERPTED FROM THE 2019 DIRT ANNUAL REPORT

Excavating Practices Root Causes (Clearance/Pothole/Handtool)

- **2015 – 33%**
- **2016 – 25%**
- **2017 – 31%**
- **2018 – 48%**
- **2019 – 64%**

WANT TO KNOW MORE? ACCESS THE ENTIRE REPORT AT
CGA-DIRT.COM.

LWDP

Leading Women of Damage Prevention

Leading Women of Damage Prevention (Ketha Molina, Summer 2021)

Ketha, Tina, Shakheana, Jennifer... I just read the article about LWDP, Leading Women of Damage Prevention (!!!) in *dp-PRO* magazine and checked out your website. Thanks for the analogy. "Standing on Glass" sums it up. We need a group like this in Georgia. Congratulations on making it happen for Texas!

- Lisa Clark McKnight, Director, Damage Prevention, Georgia 811 Board of Directors

Editor's Note: LWDP will be offering a session at the Global Excavation Safety Conference, March 1-3, 2022, in Phoenix, AZ, addressing this topic and offering insight and advice on setting up a local chapter in your area. 

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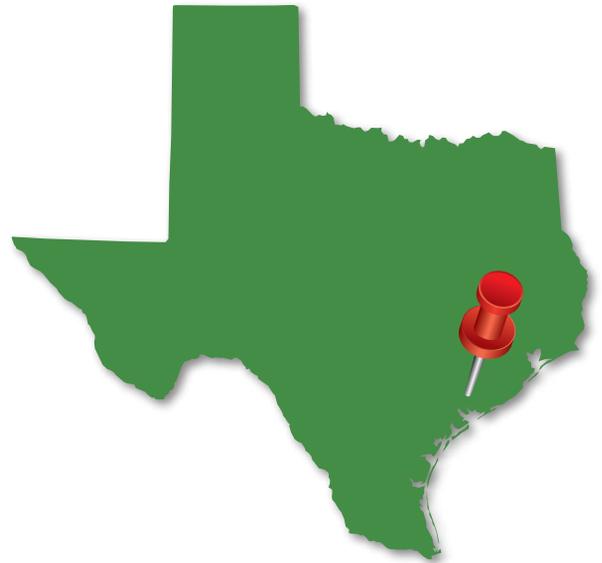


U.S. Department
of Transportation

USDOT RESPONDS to Colonial Pipeline Disruption

As part of the Biden Administration's continuing assessment of the impacts of the May 7 ransomware cyberattack on the Colonial Pipeline system, which resulted in fuel supply shortages for the East Coast and parts of the Southeast, the U.S. Department of Transportation (USDOT) released a statement on May 11 highlighting the response.

- The Federal Railroad Administration canvassed rail operators to determine their capacity to help transport fuel from ports inland.
- USDA started the work needed to enable consideration of a "temporary and targeted waiver of the Jones Act." The Jones Act, a section of the 1920 Merchant Marine Act, requires merchandise being transported by water between U.S. points be shipped aboard vessels that are U.S. built, U.S. citizen owned, and registered in the U.S. The Maritime Administration initiated a survey of Jones Act-qualified vessels to begin the process of evaluating what assets are available to carry petroleum within the Gulf and from the Gulf up the Eastern Seaboard.
- The Federal Motor Carrier Safety Administration is taking steps to create more flexibility for motor carriers and drivers, issuing a temporary hours-of-service exemption for those carrying gasoline, diesel, jet fuel and other refined petroleum to the District of Columbia and 18 affected states.
- The Federal Highways Administration tracked states that have issued emergency declarations to include weight waivers for trucks on state roadways.
- The Pipeline and Hazardous Materials Safety Administration assisted in Colonial Pipeline's efforts to get Line 4 up and running "on a manual basis and is continuing to support efforts to ensure safe movement of fuels manually while efforts were being made to restore the system's operation."



Texas Company Receives \$1 MILLION FINE

Great Lakes Dredge & Dock Company of Texas pleaded guilty in June to a federal Clean Water Act violation and agreed to pay a \$1 million fine for damaging a pipeline that leaked more than 5,000 gallons of oil in a Louisiana bay in 2016.

Prosecutors said in a document accompanying the plea agreement that an employee of a subcontractor for Great Lakes struck a pipeline while operating a "marsh buggy" excavator vehicle during work on a National Oceanic and Atmospheric Administration project to restore a barrier island. The oil spilled into Bay Long, south of New Orleans

PAPA Announces New Executive Director

The Pipeline Association for Public Awareness announced in May that Kesley Tweed has assumed the role of Executive Director. Tweed has more than 10 years of experience



Pipeline Association
for Public Awareness

in the pipeline industry managing various large scale public awareness programs. Her experience also includes: public awareness consulting, community relations, media relations, social media strategy, crisis communications, external communications, and has held leadership positions on several industry committees.



Samuel Ariaratnam Earns ASCE Pipeline Engineering Award

Samuel Ariaratnam, a professor in the Ira A. Fulton Schools of Engineering at Arizona State University, was recently named this year's winner of the American Society of Civil Engineers (ASCE) Stephen D. Bechtel Pipeline Engineering Award. Ariaratnam is only the sixth academic to receive the accolade in the 50 years it has been presented.

Ariaratnam, who serves as chair of the Fulton Schools construction engineering program, is among the leading experts in the development of trenchless construction methods and technologies used in underground construction. He is particularly prominent in the area of horizontal directional drilling, which enables subterranean building and installation to be done with minimal disturbance to the surface.

For years, Ariaratnam has been working with contractors, public agencies and construction manufacturers on how to best engineer ways to do underground installation of oil, gas and electrical lines, water infrastructure and other public utility systems without eroding fragile landscapes, digging up or shutting down roadways or disrupting busy urban core areas.

Ariaratnam is past chairman of both the International Society for Trenchless Technology (ISTT) and the ASCE Pipelines Division. He is a recipient of the ASCE John O. Bickel Award, Pipeline Division Award of Excellence and 2012 Trenchless Technology Person of the Year.

LAS CRUCES UTILITIES RECOGNIZED FOR WORKER SAFETY

(Las Cruces Sun News) – Las Cruces Utilities (LCU) was recently recognized for their commitment to safety by the American Public Gas Association (APGA). LCU was given the prestigious APGA System Operational Achievement Recognition Silver Award for excellence in operating its natural gas system. The company received the Bronze Award last year.

"LCU consistently demonstrates a commitment to providing natural gas safely and efficiently to all those in their community and as such, serves as a model for all other natural gas utilities in the country," said APGA President and CEO Dave Schryver.

LCU's safety protocol includes daily 10- to 15-minute tailgate sessions for all field workers and quarterly meetings that review training in fire extinguishers, excavations, respiratory, traffic control and pipeline purging. In addition, every staff member must complete 30 hours of OSHA training every other year.

Norfield Development Partners Names Christopher LeBlanc as new CEO

Norfield Development Partners, a leading provider of software and services to the damage prevention industry, announced in June that Christopher LeBlanc has been named Chief Executive Officer (CEO). With more than 20 years of C-level operational and strategic leadership experience, LeBlanc has spearheaded and launched multiple organizations and technologies throughout Europe and Silicon Valley.

"Chris is the right leader for Norfield and the Board of Managers, and I am delighted to have him join the team," said Jim Schwilk, Norfield's Chairman of the Board. "Chris' extensive background in technology and global experience coupled with his outstanding interpersonal and communication skills will ensure that Norfield continues to thrive and develop innovative solutions."



GAS LEAK OCEAN FIRE IN GULF OF MEXICO

A unique "ocean fire" made international news in July. Part of the Gulf of Mexico burst into flames with the surface of the sea burning for more than five hours before being extinguished.

The ocean fire was caused by a gas leak from an underwater pipeline that was connected to a platform at Ku Maloob Zaap oil development, operated by Mexico's state oil company, Pemex. An electrical storm and heavy rains also affected the production facilities.

The fire was likely caused by methane and other wet gas components (ethane, propane) igniting at the ocean surface after leaking from the pipeline. A continuous stream of natural gas in one place sustained the fire and kept it churning. No injuries were reported and workers controlled the fire with nitrogen.

Midwest Energy Receives APGA Award

The American Public Gas Association (APGA) honored Midwest Energy with the System Operational Achievement Recognition (SOAR) for excellence in operating its natural gas utility.

Out of approximately 750 APGA members, Midwest Energy was selected by its peers on the APGA Operations and Safety Committee. The company was one of 15 SOAR recipients recognized in 2021. The selection was based on demonstrated excellence in the four areas of system integrity, system improvement, employee safety, and workforce development.

System integrity refers to the natural gas distribution system performing its overall intended function safely and efficiently. System improvement refers to keeping the natural gas system well maintained and up-to-date through a self-improvement program that includes an eye on the future. Employee safety refers to a program that includes policies and procedures for education involvement and accountability for all employees, as well as tracking safety performance. Workforce Development focuses on creative recruitment, training, education and development practices that provide a return on investment through increased employee loyalty, motivation, safety and productivity.

Midwest Energy is a customer-owned electric and natural gas cooperative, serving more than 93,000 customers in Kansas. 



Networking Conversations



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What's your favorite Halloween costume?



What's your New Year's resolution?



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Town Hall Conversations



- Are online locate tickets more effective than phone tickets at reducing damages?
- How can we improve communications between stakeholders and excavators?
- Is 811 Broken?
- So, how do you communicate with farmers and ranchers?
- What is the deepest data you've seen using GPR?
- Why don't all utilities belong to a Notification Center? It's not fair!

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Detecting Underground Lines

BY MATT MONROE

On Sept. 16, 2019, in Farmington, Maine, a damaged and leaking underground propane line fueled a deadly explosion. This catastrophe, and resulting new regulations, have convinced many propane marketers of the benefits of locating, marking, and avoiding underground lines.

NEW REGULATIONS

The Farmington tragedy motivated Maine's legislature to enact LD 1892, An Act to Make Changes to the So-called Dig Safe Law, and on March 17, 2020, Governor Janet Mills signed LD 1892 into law.

A letter from the Maine Public Utilities Commission clarifies how the requirement to locate underground propane facilities has changed. Previously, the law required locating only jurisdictional propane systems. To comply, "you must provide the location of all your underground propane facilities, including those considered as 'non-jurisdictional.' ...Further, you will be obligated to mark these facilities... upon receipt of a notice of planned excavation."

Along with heightened expectations, LD 1892 has harsher consequences, increasing first-time offense limits to \$1,000 and second occurrences within 12 months to \$10,000.

On July 1, 2020, Florida Governor Ron DeSantis signed HB 1095, amending the Underground Facility Damage Prevention and Safety Act. Wendy Schaefer of Sunshine 811, a nonprofit that helps utilities dig safely, says in a summary: "The revised law, which establishes new noncriminal violations, enhanced penalties, more enforcement entities and incident reporting requirements, goes into effect July 1, 2020."

Because of DeSantis's action, some propane



(Top) Sweep1: Clearing an area with the two-person safety sweep.

(Left) Inductive streetlight article: Inductive locating when direct-connection is not possible.

importantly, possible injuries," says Peter Dawson, General Manager.

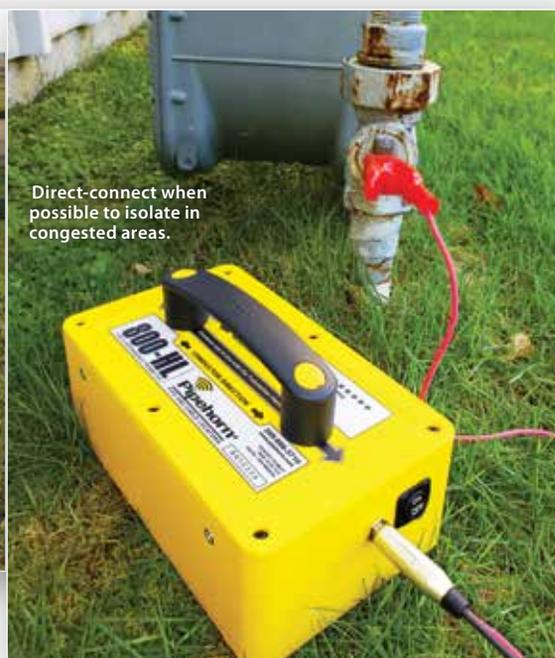
PROBLEM: UNMARKED LINES

Propane operators confirm that unmarked lines are an issue and that electrical strikes are the most dangerous. There are many opportunities to hit private, unmarked electrical lines. Backyards are often minefields of power lines feeding outbuildings, lighting, pet fencing, swimming pools, gas generators and irrigation systems. Damaging or cutting these lines can result in service interruption, injury, downtime, fines, and embarrassment. "For whatever reason, some things just don't get marked, so we still will use [our preferred] locators, which are easy to use and help us avoid unneeded damage to underground lines," Dawson says.

company operators in Florida have voluntarily joined the 811 system, including Blossman Gas' Orlando location. "Here in Florida, we have joined Sunshine 811, which helps to prevent costly repairs, utility outages, property damage, possible environmental issues, fines and, more



Propane operator performing the one-person safety sweep.



Direct-connect when possible to isolate in congested areas.

The “unnecessary damages”, referred to by Dawson, result in real expenses, both direct costs and opportunity costs. A regional executive at a Top 10 propane company, referring only to the repair costs of strikes, recently shared that each hit costs them between \$300 and \$1,500. Other costs discussed but not factored into that number, such as liability costs, customer goodwill, employee medical expenses, and lost productivity, can pile up quickly as well.

While propane operators are the primary focus of this article, they are not the only businesses who deal with the reality of unmarked lines. Because 811 locating efforts typically stop at the meter, any excavator who works beyond the meter also faces the challenge of unmarked lines and can benefit from a practical solution.

SOLUTION: RIGHT EQUIPMENT AND PRACTICES

Whether locating jurisdictional systems, lines from the tank, private lines or verifying marks, the right locating equipment and practices can better protect customers, property and employees. A locating tool that has an ultra-high frequency assists with checking marks and finding all lines, especially when you can't connect. When a connection point is available, locators with a low-frequency option can help to isolate lines, even in congested areas.

Performing a “safety sweep” using an ultra-high frequency locator is a technique for finding unmarked lines that might be in the dig area. Two types of safety sweeps can be performed, the

two-person safety sweep and the one-person safety sweep. Generally, the two-person sweep is preferable. Because propane service technicians typically work alone, the one-person sweep is vital for them.

In addition, some operators also locate their own existing propane lines. “Locates are an important part of our business culture,” says Dawson. “It's not just about the safety of our customers, the employees and the environment; it also helps to set your business apart. Locating existing lines shows the customer that you are a professional and have the right equipment for the job.”

To Dawson's point on competitive differentiation, the opportunity for value-add services, like locating propane lines for customers, gives operators another way to say “yes” to the customer. An operator recently shared that he is seeing an increase in locate requests. These requests are in addition to the ones received through 811 for jurisdictional locates. He believes equipping each branch with a locator will improve damage prevention efforts and better serve his customer base.

One possible reason for the increased demand for locating unmarked lines beyond the meter is the uptick in backyard projects. According to Jobber's Home Service Economic Report: 2020 Review, growth in landscaping, lawn care, and other outdoor services (the green segment) “accelerated in the fourth quarter of 2020, hitting a record 32% year-over-year growth in December.”

Clearly, COVID-19 impacted these types of projects positively, at a time when stay- and work-at-home initiatives were the norm, but it looks as though some employees may continue working from home post-pandemic. This could indicate a continuation of increased green segment work, and the need for private line locating, for the foreseeable future.

CHOOSING SAFER DIGGING

Operators say the biggest benefit of finding and verifying underground lines with locating equipment is increased safety. Another benefit is that locating protects company assets and customer property. Other advantages are decreased fines and penalties and increased productivity, all leading to a better bottom line.

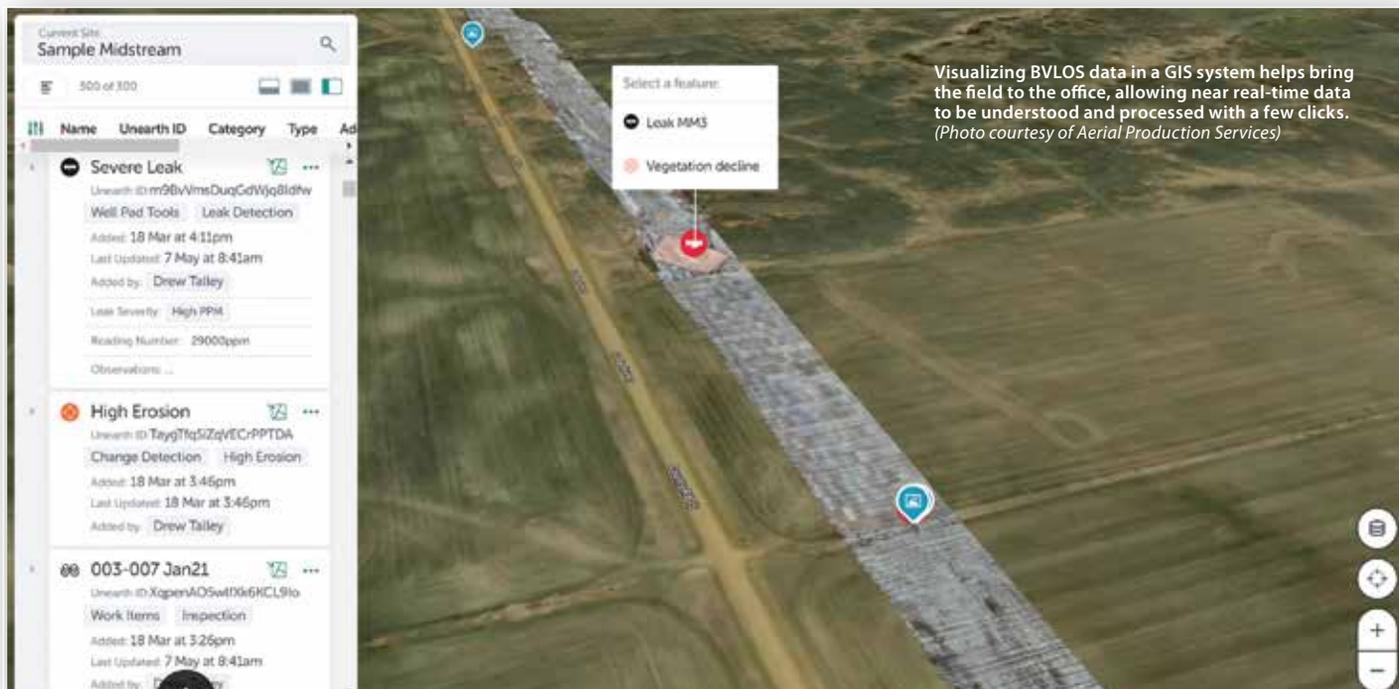
So, whatever the business, if digging is involved, the chances are that at some point unmarked lines will be a challenge. Identifying them before excavation is worth the time, effort, and investment.

No one wants accidents. No one wants damages. Safety is of utmost importance, and safety is good business. **DP**

Matt Monroe is Sales and Marketing Director at Pipehorn, a locating technology provider. Matt has been safety sweeping since 1993. He can be reached at mmonroe@pipehorn.com or by calling 205-956-3710.

Making Drone Inspections Go Mainstream

BY GABRIELLE WAIN



Visualizing BVLOS data in a GIS system helps bring the field to the office, allowing near real-time data to be understood and processed with a few clicks. (Photo courtesy of Aerial Production Services)

Many industries already embrace commercial drone operations as a cost-effective method for large-scale pipeline and other site and facility inspections, previously done on the ground or via expensive helicopter operations. But it is still early in the world of unmanned aircraft systems (UAS) with many companies still learning how to get major programs running. Commercial drone programs are gaining traction, especially in the oil and gas sector, and some developments are required to make them truly mainstream for a wide range of surveying industries.

THE DRONE ALTERNATIVE

Commercial drone inspections offer a cost-effective and often safer alternative to helicopter or on-the-ground inspections. Helicopters, typically rented for a day (eight hours minimum even if needed for only a few hours), quickly become an expensive undertaking considering costs are often well over \$1,000 an hour. Helicopter crews also cannot get as close to infrastructure or sites as drones. Similarly, deploying ground crews can

be costly, slow, sometimes hazardous, and not always as effective as drones, which take aerial views and submit data.

Drones can collect data as often as daily and can be deployed more selectively. They can be deployed for a 20-mile inspection area or used for ad hoc spot checks without the cost of a full flight crew and aircraft for the day. This provides an extremely flexible and cost-effective platform that is easy to use for data collection, filling a huge gap by accessing and capturing areas at a fraction of the cost, allowing more frequent inspections.

CRACKING THE BEYOND VISUAL LINE OF SIGHT (BVLOS) NUT

A key limitation on commercial drones, however, is their ability to operate “beyond visual line of sight” or BVLOS. It is a major nut for the industry to crack to make drone operations scalable and more viable.

Regulations around the world are evolving as au-

thorities work through the issues of integrating commercial drone operations into mainstream airspace. In the U.S., for example, operators must maintain command and control at all times, avoid flights over people, and avoid collisions with other aircraft. This is why maintaining Visual Line of Sight (VLOS) is a critical part of 14 CFR Part 107, the law governing drone flight. But it limits the distance a drone can fly to roughly one mile, with at least one pilot on the ground managing the drone. Part 107 can be viewed at faa.gov/uas/commercial_operators.

For large scale site inspections, this means drone crews must continuously reset their base of operations, flying the drone in one location then moving to the next mile to start a flight again. This is clearly not scalable or cost-effective.

FAA approval (a waiver) is required to perform Beyond Visual Line of Sight (BVLOS) operations, allowing drones to fly long distances. But these approvals are notoriously difficult to obtain as they require drone operators to identify po-

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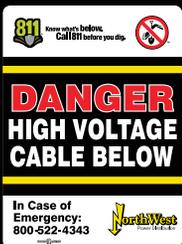


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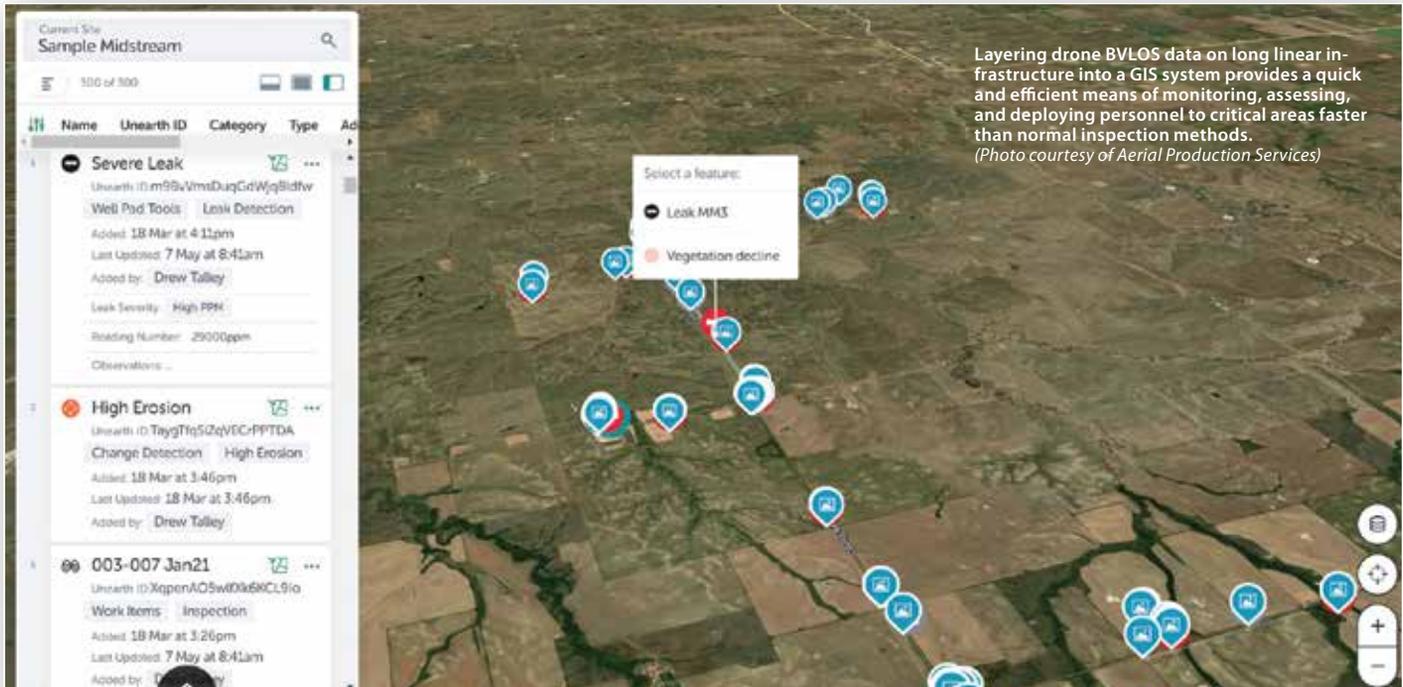
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Layering drone BVLOS data on long linear infrastructure into a GIS system provides a quick and efficient means of monitoring, assessing, and deploying personnel to critical areas faster than normal inspection methods. (Photo courtesy of Aerial Production Services)

tential operational risks and propose risk mitigation strategies to ensure the safety of other aircraft, people, and the property below. If granted, the approvals are also limited to a specific geography.

But as the space evolves, the drone industry (service providers, manufacturers, technology providers) are working closely with the FAA to help define the appropriate guidelines. One objective is to expand BVLOS operations, allowing operators to reach 40 or more miles a day. How do you do that?

ADDRESSING THE REGULATIONS

Applying for a waiver takes time. It includes building an adequate safety case and concept of operations, then collecting all of the data to back it up. After submitting all of your plans to the FAA, initial project approvals typically take 90 days, while amendments to an existing approval are reported to take 30 days.

In addition to the specific missions these waivers permit, they also contribute to the growing amount of data and operational learnings necessary to support BVLOS applications and flights in the future. The FAA and companies from many

different industries - including oil and gas, power companies, mining and all manner of different infrastructure companies – continue to work together to demonstrate their ability to fly BVLOS in a safe and efficient way.

GETTING YOUR DRONE PROGRAM OFF THE GROUND

The initial aircraft investment can get you up and running, but BVLOS operations require commercial drones with long-distance duration and higher payload capacities to support the sensors and communications systems needed to capture data, make decisions and ensure safety. True BVLOS inspections also require significant changes to your operations — even if you currently fly drones with visual observers. Operators must demonstrate a history of safe flights and procedures and a familiarity with safety, licensing and compliance. Finding a department head to lead operations experienced with aviation programs and working with licensed pilots bolsters safety and minimizes risk.

You can learn more about the BVLOS process at our comprehensive Regulatory Resource Center, irisonboard.com/regulatory-resource-center, which provides a guide for companies to work

through the regulatory process.

REACHING THE FULL POTENTIAL OF DRONE OPERATIONS

The ROI on drone-based operations will only continue to improve as the technology gets smarter and the regulations defined. The ability to store and analyze the data captured by drones also introduces a level of monitoring previously unheard of.

But the big breakthrough is BVLOS and covering the long distances demanded by oil and gas inspections, and making it viable to fly multiple drones with only one pilot versus one pilot to one drone. For oil and gas companies it will become a critical resource for its surveillance and inspection operations. **DP**

Gabrielle Wain is vice president of global policy and government affairs at Iris Automation. Gabrielle has over 10 years of experience advising government agencies and multinational companies on policy and international relations. At Iris Automation, she leads strategy on shaping safety policy and standards with the FAA and Transport Canada, as well as the delivery of services to help customers achieve BVLOS operations. Learn more at irisonboard.com



Five Tips to Address Risk Normalization

BY DR. LINDSAY JENKINS



**ENCOURAGE EMPLOYEES
TO SPEAK UP**

**RECOGNIZE
COMPLACENCY**

**CONDUCT REGULAR
INSPECTIONS**

**LEAD BY
EXAMPLE**

**MAKE TRAINING
A PRIORITY**

Think back to when you were learning to drive a car. Chances are good you were cautious, always using turn signals, fully stopping at all stop signs and traffic lights, and obeying the speed limit. Now think about your driving recently. Do you exercise the same level of caution? Or do you sometimes speed, change lanes abruptly, drive closely to the vehicle in front of you, or even use your cell phone?

This is an example of risk normalization, a phe-

nomenon where risky or dangerous behaviors or practices gradually become acceptable over time. Driving today is not any less dangerous than it was, but you are more comfortable with the risks and behave more boldly.

Risk normalization is common in the oil and gas industry. Workers who are careful and precise when they first start their jobs, or even their days, may ignore warning signs or act more recklessly over time. This could mean they stop

wearing certain personal protective equipment (PPE), they don't always use equipment as intended, or they don't follow all safety rules and procedures.

Many oil and gas jobs, like extraction or construction, are inherently dangerous. Risk normalization puts workers at even greater risk for serious injuries. Here are a few tips for leaders to recognize and address risk normalization before it jeopardizes worker safety.

1. RECOGNIZE COMPLACENCY

Complacency, a feeling of security when potential danger lurks, is a telltale sign of risk normalization. Most workers don't report to work thinking they will be hurt or killed, so they become comfortable when they shouldn't. As a result, they don't always take the proper precautions. For example, workers may modify a trench protective system without the approval of a professional engineer.

There are plenty of signs that point to complacent behavior, including workers becoming disengaged, unproductive, and generally not caring about the quality of their work or meeting deadlines. When people are no longer interested in their work, they often become indifferent, which can lead to injuries or fatalities.

2. LEAD BY EXAMPLE

Workers take their cues from management. If company leaders are not following safety protocols, they send the message that doing so isn't important. Or they may think the work being performed isn't dangerous.

Leaders should take a long, hard look at their own actions and ask, "Am I practicing risk normalization?" Think of times you may have cut corners because a project was behind schedule, or you thought the crew was too experienced to make mistakes. Also think of ongoing safety initiatives that may have fallen by the wayside. Do you always report near misses, for example? When was the last time you held a safety stand-down? When workers see their leaders doing everything in their power to stick to the company's safety management plan, they will follow suit.

3. ENCOURAGE EMPLOYEES TO SPEAK UP

You can't be everywhere at once, so it is possible risk normalization is happening out of your line of sight. In this case, other workers are privy to rules being broken, so you need them to say something.

Encourage this by ensuring confidentiality for anyone who comes forward with a complaint. Take it a step further by implementing an anti-retaliation program. OSHA cites five key elements to a successful anti-retaliation program:

- ensuring leadership is fully onboard
- creating a system to listen to and resolve compliance and safety concerns
- implementing a system for receiving and responding to complaints
- providing employees and managers with anti-retaliation training
- ensuring thorough program oversight

When employees come to you with safety concerns, take them seriously and let them know you appreciate their willingness to say something. In the coming days and weeks, be transparent with the actions you took, so they know you did something with the information provided.

Despite the good intentions, it can also be wise to eliminate any programs that reward workers for having zero safety issues over a certain time, as this can discourage people from speaking up. Instead, consider rewarding workers for behaviors like attending a voluntary safety training.

4. CONDUCT REGULAR INSPECTIONS

Do not exclusively rely on OSHA inspections to catch risky safety behaviors among workers. OSHA has approximately one compliance officer for every 70,000 workers, so they are not visiting your work sites enough to identify safety hazards or risky behaviors.

Regular inspections are an important part of reducing risk normalization because they can catch safety hazards before a fatal injury occurs. Regularly reviewing adherence in areas like compliance to OSHA rules, PPE worn by workers, and equipment and machinery allows you to ensure all safety precautions are being taken.

If you are not sure you can be objective in an inspection, consider hiring a third-party to conduct one for you. Insights from someone outside your organization can highlight issues you have grown to accept as the standard, due to risk normalization.

5. MAKE TRAINING A PRIORITY

Ensuring workers are properly trained will help reduce risk normalization because it can break bad habits before they start. All new workers—even veteran workers with extensive experience at other companies—should receive thorough training prior to heading to the work site. This is important because it ensures all workers are familiar with your company's specific rules and procedures.

In addition to new hire training, workers should also receive periodic refresher training. This is an easy way to highlight risk normalization because workers will see firsthand if any of their current behaviors are unsafe. Without continued training, they could con-

"WHEN EMPLOYEES COME TO YOU WITH SAFETY CONCERNS, TAKE THEM SERIOUSLY AND LET THEM KNOW YOU APPRECIATE THEIR WILLINGNESS TO SAY SOMETHING. IN THE COMING DAYS AND WEEKS, BE TRANSPARENT WITH THE ACTIONS YOU TOOK, SO THEY KNOW YOU DID SOMETHING WITH THE INFORMATION PROVIDED."

tinue doing work the wrong way, which may lead to injury-causing accidents. Daily toolbox talks also help reinforce safety requirements and best practices and keep safety top-of-mind.

Risk normalization happens at every company. Even the best workers get comfortable in their jobs and often gradually slip into unsafe practices. Being aware of this issue and actively working to fight it is the best way to keep your workers safe. 

Dr. Lindsay Jenkins is Senior Vice President of Strategy and Technical Operations with Urbint (urbint.com).



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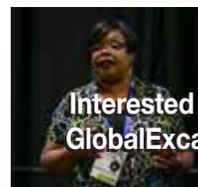
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While stakeholders are encouraged to visit *DamagePreventionWeek.com* to download and use the logo to promote their local event, many organizations are working with Infrastructure Resources to host events in Phoenix during Damage Prevention Week.



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This global GPR event brings together new and experienced users from both the academic and private sector for accelerated learning opportunities and open discussion on user-critical topics.



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A great introductory session and valuable career-building tool for the novice locator, this workshop was also designed to challenge and expand the knowledge base of even the most seasoned of pros on the art of underground line locating and marking.



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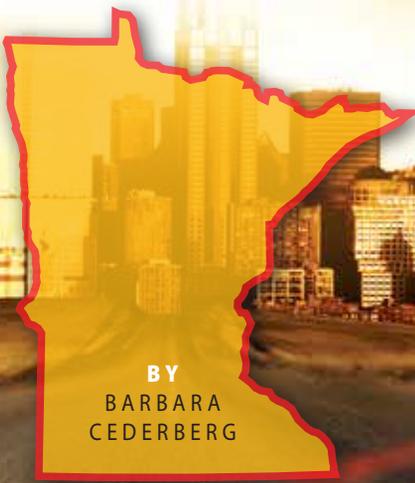
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GOPHER STATE

One Call Launches Statewide Pilot Program



BY
BARBARA
CEDERBERG

Communities Across the State are using Cutting-Edge GPS Locating Technology to Improve Accuracy and Efficiency

If you've been in the damage prevention or utility industry long enough, you've undoubtedly fielded a surprised reaction to the fact that all buried utility locations are not precisely known. I think it's an understandable assumption that they are, even if an insider's perspective tells us just how difficult and impractical it would be to achieve. After all, roadways are mapped. The locations of every Culver's® restaurant in a 70-mile radius can be found in seconds. Endless amounts of data are now publicly available to anyone with an internet connection so why don't utilities, cities, and excavators have easy access to precise utility maps? We all know it's not that simple, of course, but Gopher State One Call (GSOC) has set out to improve utility mapping accuracy.

"This is probably the easiest, cleanest, and cheapest solution I've seen so far. I don't know of anything else that connects everything (GPS, Online Maps, Locator) like [this]."

- Brandon Fitzpatrick, GIS Tech, Hutchinson MN Utilities

The Full Picture

The incomplete or untrustworthy status of utility maps discourage private and public entities from sharing data to improve accuracy over time. This has resulted in siloed information that makes locating more time consuming, planning more expensive, and excavation projects more dangerous.

This is not a uniquely Minnesota issue, of course. The availability of accurate utility maps is an issue everywhere in the United States. There are near countless reasons utilities are difficult to accurately map, but perhaps foremost among these reasons is the sheer number of them. And the fact that they lie underground, visible only through excavation or the use of locating technology. Add those more obvious factors to the list of subtle ones: conflicting interests, historical precedent, and inferior technology.

You can start to see how the current landscape of utility mapping came to be. GSOC hopes to change that landscape in Minnesota, slowly but surely, starting with the introduction of new utility locating technologies.

Pilot Projects Across the State

GSOC wanted to introduce several leading GPS utility locating technologies to communities across Minnesota. The introduction of these technologies helps communities more accurately map utilities in a timely manner, creating a blueprint for other communities to follow in the fu-

"I like how our maps rolled over with all the data (previously) collected. That saved a lot of time! I really like that Google Maps is its base map. It is handy to be able drop down to street view and actually be able to view lines from there when mapping. It saves a lot of driving back out in the field!"

- Pete Wyffels, Operations Superintendent, Glencoe MN Light and Power.

connect the pilot program cities with technology from Radiodetection and Vivax Metrotech, respectively. This program is sincerely a collaborative effort between all stakeholders, and these companies have fully embodied the spirit of the project in their tireless work with twelve Minnesota cities.

The concept of the pilot project was simple: A dozen Minnesota cities were given the opportunity to trial a cutting-edge GPS utility locating system to see if and how it transformed their locating process.

For the pilot program to be practically scalable across the state, the new technology must seamlessly integrate into existing systems, save time, and produce accurate utility maps. The following communities or companies were provided equipment:

- STILLWATER, MN
- HUTCHINSON, MN
- ROUND LAKE, MN
- GLENCOE, MN
- MINNETONKA, MN
- EAGAN, MN

"[The] ease of use is great, the ability to map all utility assets quickly and easily is exactly what we were looking for!"

- Derek Nelson, Round Lake MN

- GOLDEN VALLEY, MN
- CHANHASSEN, MN
- COLUMBIA HEIGHT, MN
- FARIBAULT, MN
- NORTHFIELD, MN
- JAGUAR COMMUNICATIONS,
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Thus far, the results of the pilot program have been nothing short of outstanding. Nearly all the pilot program communities touted the ease-of-use of the technology, and many highlighted the potential time savings. Overall, the response to the technology has been promising. The more realistically other communities can be introduced to and capitalize upon these locating technologies, the more accurate maps can be across the state of Minnesota. **DP**

If you have questions about the technology being used in this pilot program, contact Joe Rubbelke, Director of Utility Logic at sales@utility-logic.com or Travis Beran, President of Subsurface Solutions at travis@subsurfacesolutions.com.

ture. It is our hope that the pilot projects highlight that it has become easier and easier to attain high quality maps, and the benefits of doing so have wide reaching ramifications.

GSOC worked directly with equipment dealers Subsurface Solutions and Utility Logic to



Protecting our Infrastructure or Just Checking the Box?

BY FRED LESAGE

A few weeks ago, I attended a contractors' association meeting that featured a roundtable session between utilities, contract locators and underground contractors. The meeting was moderated by a representative from the state's 811 organization. The session was billed as an open discussion about the issues facing these three stakeholders in the coming construction season (I live in the northern part of the country where construction tends to slow or even stop in the winter months and then rapidly ramp up as weather warms in the spring). I was looking forward to hearing about anticipated safety issues and how these three groups were going to work to address them. Boy, was I disappointed.

The group talked for nearly an hour and virtually the entire discussion revolved around

one topic, and it had very little to do with safety. It was all about the number of dig tickets. How many tickets could we anticipate based on history? How many dig tickets were street and road projects going to generate? Where in the state were the most dig tickets going to come from? What plans do the utilities have for system upgrades that will generate large ticket volumes? How much manpower was available from contract locators to make sure

WHAT SEEMED MOST IMPORTANT WAS "CHECKING BOXES." TICKET COMES IN - **CHECK**, LOCATOR PUTS DOWN MARKS AND FLAGS - **CHECK**, TICKET GETS CLEARED - **CHECK**, EXCAVATOR GOES TO WORK - **CHECK**.



all those dig tickets were responded to and do the locators think they will be able to keep up? Of course, the representatives from the locating community responded with how many additional locators they have hired and where they have been deployed to respond to anticipated ticket demand. Were they going to be able to keep up? Well, there were no firm answers for that. After all, they were just guessing where the ticket load was going to come from and how great the demand was expected to be.

So, what does this discussion have to do with safety? I guess a little bit – overworked, overstressed utility locators tasked with responding to as many dig tickets as they possibly can are probably likely to cause more mistakes. People make more mistakes when they are under pressure. And then there are the delayed locates and the pressure they put on excavators trying to get their work done. If an excavator cannot get a locate done in a reasonable amount of time, will that tempt him to dig without one? For some excavators in some situations, the answer is probably yes. And what about all those newly hired locators brought on to address the added workload? Will they have any idea what they are doing when they get out there? Can we trust that their marks will be sufficiently accurate to help prevent damages?

But those things were clearly ancillary to the discussion. What seemed most important was "checking boxes." Ticket comes in - check, locator puts down marks and flags - check, ticket gets cleared - check, excavator goes to work - check. Nobody was worried about whether the marks are in the right place or whether anything is being done to prevent damage to utilities and other property or to make excavation safer. We just have to be sure we did all the steps.

811 laws and the regulations that implement those laws were put in place to help prevent damage to underground infrastructure thereby limiting additional property damage, damage to the environment and injuries to workers and the public. During the discussion I attended, there was no mention of safety and, frankly, no mention of damage prevention. The talk was all about work-

load and resources needed to respond to the load.

I was reminded of the old line that when you are up to your neck (or some other part of your anatomy) in alligators, it's tough to remember that your job was to drain the swamp. Is that what we have come to? Are we just processing dig tickets by rote? Have we lost sight of the reasons those marks need to be put on the ground before we excavate? Listening to the folks in that roundtable session, it sure seemed like it.

We need to remember that the job is not about responding to every dig ticket within 48 hours (or whatever the local jurisdiction requires). The job is about doing what is necessary to avoid damage to buried facilities thereby protecting lives and property. If all we do is check the boxes on a task list, we are missing the point. **DP**

Fred LeSage is a Senior Risk Engineer with AXA XL. He can be reached at fred.lesage@axaxl.com.

The opinions expressed in this article are those of the author. dp-PRO welcomes and encourages articles and correspondence from all points of view.



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Dig Safely New York Finds Innovative Ways to Promote Safety Education

• BY MICHAEL TEDESCO •

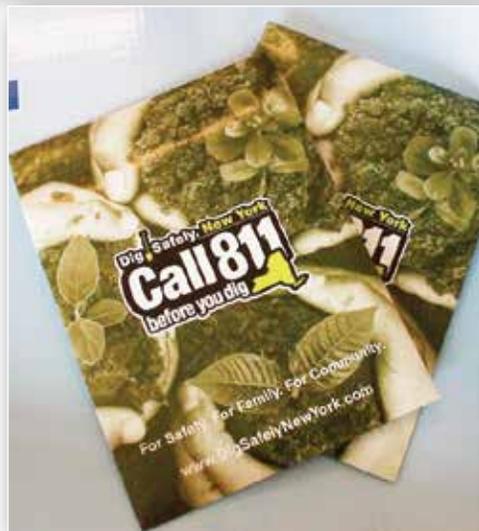
DATING BACK to its founding in 1969, Dig Safely New York has continually explored ways to educate not only professionals in the contractor and excavation fields, but also the general public/homeowners about the importance of using the 811 process before starting their digging projects. The organization's efforts, as well as strong, collaborative relationships with its members, have paid dividends and increased safety throughout its 55 counties in upstate New York, with more than 570,000 location requests submitted in 2020 despite the complications posed by the Coronavirus pandemic.



With robust educational offerings available online and five field representatives located in separate regions of the upstate area, great strides have been made in educating and certifying professional excavators. Bringing the message of notifying 811 to homeowners before they embark on projects as routine as planting a tree or digging fence post holes has been a bigger challenge and required more “outside-the-box” approaches.

Enter Dig Safely New York's annual Nursery Program, designed to capture the attention of homeowners during the busy spring season as they plan their garden and landscaping projects. Initiated in 2015, the Nursery Program brings awareness of the 811 system and safe digging practices to customers visiting approximately 100 nurseries throughout the state. Each garden center is provided a box of seed packets bearing the Dig Safely New York logo to give to customers. Along with the seed packets, each garden center also receives counter mats and t-shirts. The counter mats were designed as a friendly reminder for customers standing at the checkout counter to notify 811 before they dig. The t-shirts are for employees to wear to help further Dig Safely New York's message of contacting 811 before digging.

“One of the most important things we can do to fulfill our mission of promoting community safety through education is reaching out to home-



owners and DIYers,” said Kevin Hopper, Executive Director of Dig Safely New York. “This is just one of the many innovative approaches we use, in collaboration with our members, to spread the message that individuals should use the 811 system before taking on even the most routine projects.”

Although there is no cost involved for participating nurseries, there is still an expense associated with mailing the packages. Like most businesses and organizations in 2020, Dig Safely New York's budget was impacted by the consequences of COVID-19. To offset costs, Dig Safely New York approached its partner utility members and asked them to sponsor the shipping boxes. The nurseries were divided up

by region and the utility companies could select how many boxes they wanted to sponsor in their area. Inside the box, along with the seed packets, counter mats, and t-shirts, was a flier that informed the nurseries of the sponsoring utility member involved in the collaborative effort.

As one utility partner indicated... “NYSEG is proud to partner with Dig Safely New York to educate our customers and the greater community about the importance of calling 811,” said Anna Caron, Damage Prevention Supervisor at NYSEG and RG&E. “This partnership is critical to fulfilling our commitment to fostering natural gas safety in the communities we serve and ensuring our customers stay safe.” **DP**



Reach Farmers and Ranchers in Your Counties



A unique public awareness program enhancement focused on continued relationships and engagement, PASA communicates with extension agents across the U.S., leveraging their relationship with farmers and ranchers to create safe digging advocates.



"Thanks for a great presentation last week! It was very good, and as the Farm & Ranch Safety Coordinator for NDSU Extension, I look forward to resources like this to help our Extension staff across the state!"

-Extension Agent, Agriculture and Natural Resources / Steele County
North Dakota State University

Let's
Grow
Safety Together

Contact Whitney@IR-SavingLives.com to learn about the 2022 PASA program.

PipelineAgSafetyAlliance.com

Reaching Homeowners “Nextdoor”

ACCORDING TO ITS WEBSITE, the Nextdoor app is, “where communities come together to greet newcomers, exchange recommendations, and read the latest local news. Where neighbors support local businesses and get updates from public agencies. Where neighbors borrow tools and sell couches. It’s how to get the most out of everything nearby.”

It is also where some savvy Notification Centers are spreading the safe digging message in a new and unique way.

OKIE811, Susan Bohl

I recently bought an investment property in Denton, TX for my daughter to live in and realized she knew nothing about the neighborhood or the neighbors. So, I signed her up on the Nextdoor app where she could see posts from neighbors, find out what is happening around her, and find services in her new area.

It got me thinking that we should be using Nextdoor at OKIE811 to educate new homeowners on our services. We began using the Nextdoor Business platform in April 2020 with the intent of reaching more homeowners and Oklahoma residents to remind them about contacting us before digging. We ran multiple campaigns during Safe Digging Month with targeted messaging to new homeowners and people new to the neighborhood.

Much like other Social Media services, the more funds you allocate, the wider the area the message gets distributed. The main drawback for an organization like OKIE811, where we provide our services statewide, is you can only go up to 30 miles from the address of the business. To reach customers across multiple market areas, you must use the “Brand Advertising on Nextdoor,” a different service with a different fee structure. We are considering this service for 2022.

Even with a 30-mile limitation, we have received 100,000-plus views and 20-plus actions from each of our posts. With an allocated \$200 per post, we feel we got a pretty good bang for our buck!

Texas811, Christi Mclain

With more than 29 million residents in Texas, you can imagine how difficult it can be to communicate to each person. One of the most challenging aspects of raising awareness around 811 with homeowners and DIYers is a person may see an ad or post on social media, but may not actually dig until months later. How do we make these posts and ads stick?

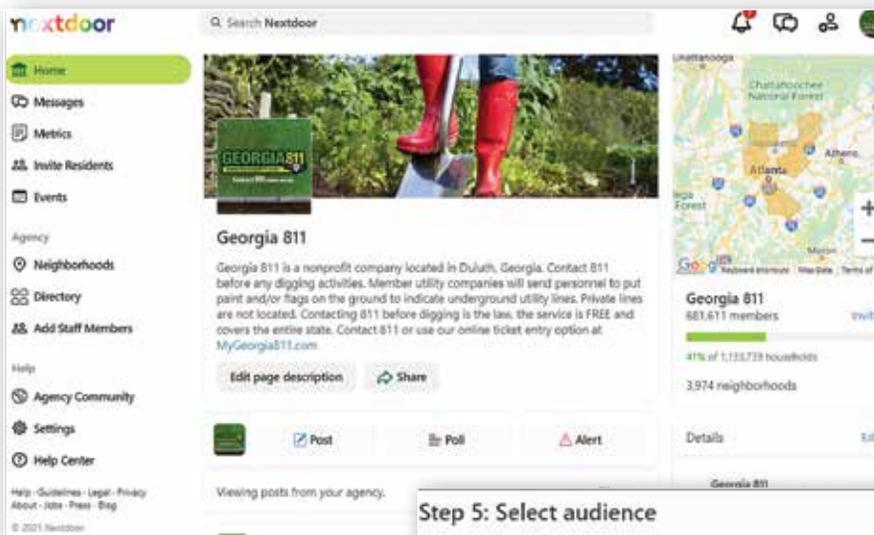
Nextdoor Advertising gives us the ability to run ads people can relate to - ads that make an impact on their lives.

Texas811 began using the Nextdoor Advertising platform in August 2020 to help raise awareness of 811 with homeowners and DIYers. Similar to paid ads on other social media platforms, first you create an ad, set the bid amount and daily budget and then run the ad for a specific timeframe. On the dashboard, we have access to real time reports that show us our spend, our impressions, and our click through rate (CTR). The industry average

CTR on Nextdoor is 0.45% - 0.55%. In 2021, Texas811 has seen a CTR of 0.95% - 1.27%.

We try to keep our ads minimal and attention grabbing to get readers to





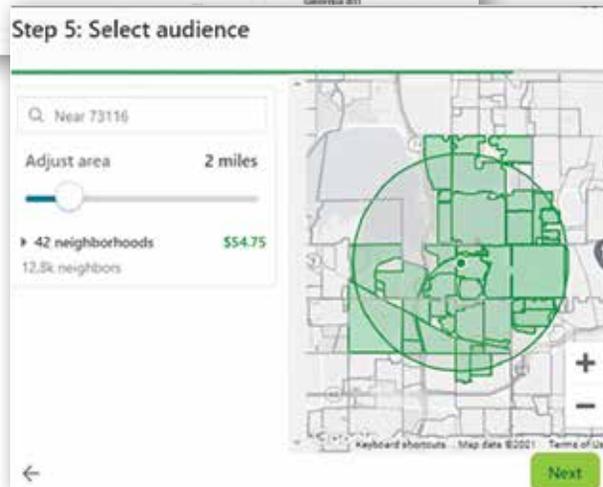
visit our website where they can learn about 811 more in depth. Google Analytics track our website traffic, and we receive a report monthly that tracks homeowner ticket volume to gauge how effective our ads are in raising awareness.

During National Safe Digging Month, we saw a 17% increase in Homeowner ticket volumes over April 2020. We also reported 12,006 visits to the webpages used in our ads.

Georgia 811, Fiona Bowen

As the Georgia 811 Communications Department looked for opportunities to reach the homeowner audience with the safe digging message in 2021, we became very interested in Nextdoor. We moved forward with the subscription-based agency option in February. As an agency, we would have the opportunity to be viewed as a “neighbor” in an individual’s personal feed and thus have our message received in an organic, easily consumable environment.

Covering the entire state of Georgia was cost prohibitive, so our Communications Team looked at the areas where home building would be on the rise this year. We wanted to not only target general homeowners, but also those living and working in high construction areas. We selected six counties that surround Metro Atlanta whose scope included 613,000 reachable homes.



Nextdoor provided us with recommendations on how to create an effective introductory post to garner maximum interaction with neighbors, as neighbors can respond and comment on agency posts. We were very pleased with our results as our initial post had over 77 thousand impressions and nearly 500 interactions with comments or likes. As we continue to post, our strategy is to provide informative and conversational posts every two to three weeks as we experiment with topics that yield high impression and interaction rates.

As others in the damage prevention industry look to create Nextdoor agency accounts, here are some helpful tips:

- We created a special media email account to handle the comment notifications, so we could reply in a timely manner. We recommend you monitor your comments closely the first few days after a post is made as homeowners are looking for your response.
- In responding to comments, staff members should have a complete understanding of damage prevention requirements in your state as homeowners ask a wide range of questions.
- We recommend responding in a calm, factual, light-hearted, and non-judgmental way. While the comments may cover a wide array of topics, we have seen a lot of positive interactions when questions are answered with facts and an empathetic point of view.
- Many well-informed homeowners who work in the damage prevention industry answer other homeowner questions. It is a good idea to read and stay on top of these comments so you can correct information that may not be 100% accurate.

We have enjoyed our Nextdoor contract over the past few months and hope others in the industry will also find the platform advantageous in reaching specific audiences.

A communications group has been established amongst One Call centers using Nextdoor. If you are interested in participating, contact Fiona Bowen at FBowen@georgia811.com. To learn more about Nextdoor app, visit about.nextdoor.com.

Work Zone Safety Awareness Extends Beyond a Week... and it Could Save Your Life!

WHAT IF YOU KNEW you could save 800 lives and it was as simple as driving slower, eliminating distractions and staying alert behind the wheel? You can and it is.

That is the message of National Work Zone Awareness Week (NWZAW), the annual spring campaign held at the start of construction season to encourage safe driving through highway work zones.

In 2019, 842 people were killed in 762 fatal crashes in work zones, including 135 roadway workers, according to the National Work Zone Safety Information Clearinghouse.

“National Work Zone Awareness Week is meant to heighten everyone’s awareness of the need to be alert when approaching a work zone and then traveling safely through the area,” said ATSSA President & CEO Stacy Tetschner. “Everyone’s safety is at risk in these work zones, and we want everyone - workers, motorists and their passengers - to get to their destinations and home again safely.”

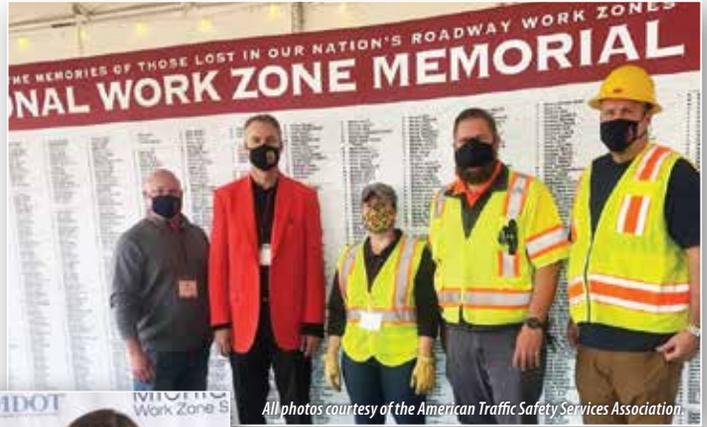
A push for work zone safety began in 1997 when Virginia Department of Transportation (VDOT) staff wanted to dedicate a week to raising awareness on work zone safety before warm weather construction projects began.

They took the idea to other DOTs and in 1998, to ATSSA officials. The following year, ATSSA approached the Federal Highway Administration (FHWA) and the American Association of State Highway Transportation Officials (AASHTO), which joined in launching the first official NWZAW. They developed an agreement outlining the goals for NWZAW:

- Raise awareness of the need for more caution when driving through work zones to decrease fatalities and injuries.
- Establish and promote a uniform set of safety tips.
- Promote the value of training and importance of best practices regarding work zone safety to the private sector, industry, and roadway workers.
- Reach out to roadway workers and contractors on the possible effects of motorists’ behavior in response to traffic delays and advise on steps to lessen negative behavior.
- Outreach efforts to entities involved with work zone safety to form partnerships.

The partnership has expanded to include other organizations and individuals touched by work zone safety.

The first official NWZAW kickoff event was held in 2000 in Springfield, Virginia and alternates between Washington, D.C. and other locations across the United States. State DOTs can submit applications to host the event on alternate years. This year, NWZAW was held in late April and hosted by Michigan Department of Transportation (MDOT). Across the country, people pitched in to spread the word about this year’s theme: “Drive Safe. Work Safe. Save Lives.”



All photos courtesy of the American Traffic Safety Services Association.

(TOP) Michigan ATSSA Chapter board members, from left, Andy Dauksts (Give Em a Brake Safety), Kurt Shea (PK Contracting), Stephanie Boileau (Chippewa County Road Commission), Brian Sarkella (Rowe Professional Services) and Chuck Bergmann (MDOT) attended the national kickoff event where the National Work Zone Memorial was displayed.



(LEFT) Michigan Gov. Gretchen Whitmer urged drivers to recognize that orange work zone cones represent people and a workplace during her remarks at the national kickoff event for National Work Zone Awareness Week (NWZAW) on April 27 in Clinton Township, Mich.

This year’s event included a texting challenge, asking participants to type directly into a social media post without looking (but not while driving!). The attempts were unintelligible, reinforcing the danger of distracted driving.

At the NWZAW kickoff event, MDOT also hosted the National Work Zone Memorial, honoring lives lost in work zones. The memorial helps make fatalities “real” to policymakers and drivers.

“The physical size of the Memorial and the more than 1,500 names on it have an impact when people see it in person, so we encourage ATSSA members and public agencies to utilize it at their events,” ATSSA Foundation Director Lori Diaz said. “The Memorial is a visible reminder of the cost of work zone incidents and helps save lives by educating motorists to drive safely in work zones.”

Hosting the memorial at an event is an easy way to support NWZAW. In 2021, the hosting fee for up to five public agencies will be covered. A virtual National Work Zone Memorial is also available for meetings and events and is free to use.

Whatever the season, work zone safety is an ATSSA priority, and it can be yours too. **DP**

ATSSA represents the roadway safety industry with effective legislative advocacy and a far-reaching member partnership. The Association leads the nation in work zone safety training and education for roadway workers across the country. Visit ATSSA.com to learn more.



Miss Utility Recognizes Excellence in Damage Prevention with the 18th Annual Locator Achievement Awards

• BY DORA PARKS •

MISS UTILITY of Maryland/District One Call recently recognized 47 outstanding locate technicians from 12 different companies for their dedication to damage prevention through the 18th Annual Locator Achievement Awards. This year's winners were celebrated for their exemplary performance with zero safety violations and at-fault damages in 2020.

Since its inception in 2003, the Locator Achievement Awards program has aimed to recognize the essential role that locate technicians in Maryland and Washington, D.C. have in protecting underground infrastructure and keeping communities safe. Through Miss Utility of Maryland/District One Call's annual awards program, locate technicians are honored and celebrated for their excellence in the damage prevention industry.



Each winner of the 18th Annual Locator Achievement Awards received a "goodie bag" including custom-embroidered safety jacket, 811 logo t-shirt, "Locator Achievement Award Winner" car magnet, awards certificate, Miss Utility baseball cap, pen, and a \$100 restaurant gift card for them to enjoy a meal with their families. Miss Utility plans to return to hosting an in-person awards event in 2022. [DP](#)

Editor's Note: All award recipients are invited to participate in Global Locate Masters, the international competition to designate the world's best locate technicians. Global Locate Masters will be held during Damage Prevention Week, February 28 - March 4, 2022, in Phoenix, Arizona. Learn more at GlobalLocateMasters.com.

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Facility Notification Center Association

RECENTLY dp-PRO caught up with Bruce Campbell, CEO at MISS DIG 811, to learn about the development of the Facility Notification Center Association (FNCA) and what this exciting new association means to the future of damage prevention.

dp-PRO: What exactly is FNCA bringing to the industry?

Bruce: FNCA is the evolution in the industry from “One Call” to “Notification” centers. The primary functions of FNCA are to:

- Provide a place for facility notification centers to work on continuous improvement of underground utility safety, working in concert to resolve, for the benefit of all, our common issues
- Represent the perspectives, needs and opinions of the facility notification centers and their damage prevention systems
- Advance opportunities to share knowledge and resources to address challenges and capitalize on opportunities, achieving the highest levels of performance possible in the most cost-effective way
- Drive innovation for facility notification center stakeholders in the damage prevention industry
- Foster damage prevention that aides in cost reduction for its members, and provides valuable tools and ideas that create consistency across facility notification centers
- Offer a forum to discuss issues facing the facility notification centers. Share information with all centers and organize discussions to get our industry on the same page as much as possible
- Provide a resource or repository for keeping, sharing and expanding the knowledge and experience gleaned from facility notification centers operators

dp-PRO: What drove the need to develop FNCA?

Bruce: OCOA (One Calls of America) and OCSI (One Call Systems International) have served the industry well in the past. OCOA as a group buy model for not-for-profit centers, OCSI for best practices and issues affecting all stakeholders that touched the One Call industry. Leaders in the One Call/Notification centers decided to go through a strategic learning session to address what would best serve our industry today. The results showed we needed an organization that was international and open to all notification centers regardless of operation model – self-managed, not-for-profit, vendor-run, or state-run. The commonality was the central underground utility safety center, an organization that would provide support and training for all facets of business for the modern-day notification center.

dp-PRO: What is the mission statement of FNCA?

Bruce: FNCA’s stated mission is “To evolve our industry by facilitating collaboration among One Call notification centers.” We accomplish this through our core values of collaboration of ideas, best practices, lessons learned, safety/damage prevention, value to stakeholders, mutual respect, fostering trust, time, commitment, transparency and varied perspectives.

dp-PRO: What does FNCA hope to accomplish?

Bruce: The vision for the organization is to be education-based, expanding upon value-added services including networking forums for executive leaders and functional staff, in-person and video conferencing, virtual education, training on a broad array of topics from leadership development, board development and succession planning to IT assessments, cybersecurity, and disaster recovery, and the development and maintenance of a member resource and data library.

An example of what we have accomplished together already is being the leader in COVID-19 response across our industry. We shared our response plans, the actions we were taking to make sure our organizations were deemed essential services, and the activities we were doing to ensure the safety of our staff, our stakeholders and those on the dig site.

dp-PRO: What is the structure of FNCA?

Bruce: FNCA is a 501 c (3) Trade Organization. A Board of Directors oversees the governance of the organization. Currently there are five board members, but we can expand to 15 if needed. There are currently five Committees in the organizational phase – Membership, Budget, Marketing, Education, and Meeting/Conference. We will also be adding the following Committees: IT, HR, Accounting/Business Ops, Operations (Call Center, Web Ticket), Member Services/Relations, GIS/Mapping, Data/Trends.

dp-PRO: Who can participate in FNCA, and how can they find out more?

Bruce: Currently membership is limited to notification centers, center executive leadership and center staff. Interested notification centers can contact me or any of the existing Board Members - Roger Lipscomb, Bill Kiger, Susan Bohl or Paul Huntsman, or email membership@fncainc.org.

dp-PRO: I know FNCA is holding a meeting in Phoenix next March during Damage Prevention Week. What is the goal of that meeting?

Bruce: In May, FNCA met to review the foundational goals and objectives, establish co-chairs of existing committees, and ask for participation in proposed committees. We will be meeting again in October but expect participation to be somewhat “muted” as we move into the next phase of our new normal.

We expect our March meeting in Arizona to be our first fully attended in-person meeting. We look forward to formally introducing the FNCA Organization to all stakeholders, facilitating and participating in industry specific conversations to forward underground utility safety. FNCA appreciates the opportunity to partner with Global ESC, allowing us to engage and connect with a broad spectrum of stakeholders.

We are also ALL looking forward to gathering in person, some of the most meaningful conversations occur in the hallways and gathering places in and around the meeting spaces. **DP**





BY THADDEUS A. HARRELL

Evolving State Privacy Laws Impact Employer Social Media Policies

Ah, how times have changed. Just 10 years ago, social media was considered by many to be a personal indulgence and an annoying distraction for many employers. However, it is clear that social media is now an integral part of our society. From LinkedIn to Facebook, employers use social media to collect information, share products, and promote their brand. In addition, many employers use social media as a practical tool to evaluate prospective employees. These are, of course, just a few examples of the expanding nature of social media. An

nia, Labor Code § 1101 does not prevent a private employer from enforcing uniform policies that curtail speech in the workplace. In New York, the right to free speech is not available in a private workplace. These policies typically apply to company-owned social media platforms, electronic devices, and emails.

However, none of these rights are absolute. Most private employers have no duty to accommodate speech in the workplace that does not concern terms or conditions of employment under federal law. Pri-



individual would be hard pressed to find an organization that does not market itself through social media or solicit feedback using the same forums.

Despite the evolving nature of social media, employers continue to grapple with familiar issues when it comes to the topic of regulating speech and social media. While change is inevitable, the laws related to speech have remained fairly constant at a federal level. However, employers should be mindful of their own state law regulations related to speech and the interplay they have with social media. With more and more states drafting their own privacy and user protection policies for content posted outside of work hours and not in the performance of their duties, employers need to understand how and when they can regulate employee speech on social media.

The First Amendment guarantees public employees the right to free speech when speaking as citizens and not in the performance of their duties. In addition, Section 7 of the National Labor Relations Act (NLRA) allows employees, both public and private, to discuss political and social issues to the extent they might be related to, or concern the terms and conditions of, employment. Aside from the federal protections afforded to public employees, some states guarantee the right to privacy only when not engaged in work-related activities. For example, Illinois' Privacy in the Workplace Act makes it clear that private employers are free to enforce uniform workplace policies that regulate speech. In Califor-

private employers must be aware, however, that these laws do not allow for the regulation of personal speech not connected to work-related functions. This means private employers cannot regulate or control personal phones, texts, or social media accounts; but employers are not required to allow access to personal social media sites or personal email on company property during work hours.

The issues surrounding speech and social media will undoubtedly continue to evolve. Public and private employers should keep the following considerations in mind. First, does your company maintain an employment agreement, policy and procedure or code of conduct that prohibits certain speech in the workplace? Further, do your workplace policies have the practical effect of treating one race or group of employees differently from others? Finally, if dealing with an organized workforce, does a collective bargaining agreement impact the analysis and limit employer options? These are risky times for employers, especially when speech is regulated in the workplace. **DP**

Thaddeus A. Harrell is a labor and employment attorney with Hinshaw & Culbertson LLP.

THIS ARTICLE IS INTENDED ONLY FOR THE GENERAL INFORMATION OF THE READER. ANY ORGANIZATION WITH A SPECIFIC ISSUE IS ENCOURAGED TO DISCUSS WITH THEIR COUNSEL.

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LOCATING



BY CHRISTOPHER KOCH

SIR Marks-a-lot

The Friday before I wrote this, I dispensed 14 cans of red paint. In the field, not accidentally in the bed of my truck (that's a different column). I wonder sometimes how many cans and cases I've been through over the course of a quarter century in the field.

For sure, the bulk of it would be red. Then orange, then an equal mix of blue and purple, then yellow, then green bringing up the rear somewhere off in the far distance. From the very beginning I've prided myself on the neatness and professionalism of my marks. It's still, for me, the default measure of a technician's prowess in the absence of any other information.

Some technicians leave a site looking like a work of art, suitable for the cover of their One Call center's next excavator manual, while others leave a confusing matrix of dots, lines, double marks, dead ends, parallel diagonals, and confusing erasures - marks scrubbed furiously with the toe of a boot, but otherwise fully visible and leading to dubious ends.

Of course, for all my superficial judgments, accuracy doesn't require neatness and neat marks can be wrong. But neatness along with efficiency is one of the hallmarks of a professional tradesperson. Anyone can rent a table saw or a locator, but a professional tradesperson will use the equipment efficiently and neatly.

All that said, here are a few pointers for any novice markers out there:

1. Hold the receiver in your non-dominant hand and the paint stick in your dominant one. Your clumsy non-dominant thumb can work the two or three large buttons needed to work the receiver, but you'll need your dominant hand to make anything near legible markings in spray paint.
2. Dot on your way out, mark on your way back. Not only will this help you negotiate turns like a pro, but it's so much easier to erase dots than full-fledged lines.
3. When marking multiple facilities, make your marks parallel to one another. It looks way better. If another tech beat you to the site, make your marks parallel theirs.
4. Don't excessively mark driveways, sidewalks, light pole bases, and sides of buildings. You are a tradesperson, not a tagger.
5. When walking across hardscapes or indoors, place your spray can nozzle-side-up in your paint stick to ensure you never have an accident on the carpet.

"Anyone can rent a table saw or locator, but a professional tradesperson will use the equipment efficiently and neatly."

6. Develop a walking/marketing rhythm to help keep your marks evenly spaced. Mine is "step, step, mark; step, step, mark." You won't have to look back, and your marks will always be evenly spaced.
7. Clear your nozzle when you have finished marking by holding the can nozzle up and dispensing until you don't see pigment.
8. When painting the letter "s," make the top half of the letter (S), and the bottom half of a five (5). That's how sign painters do them, and they look professional and neat every time.
9. Never replace the cap on a can of one color with the cap from a can of another color unless you like marking over the wrong color over and over as you watch the first color bleed through.
10. Carry flat black.

I hope someone reading this who is just starting out finds the advice helpful, or someone who doesn't need the advice, managed a smile. I should have been keeping a catalog of some of the markings I've seen. Just a couple weeks ago I saw the lighting feed for a city bus stop marked in one continuous line from the shelter to a power pole about 60 feet away. So, there's at least one tech to still reach. 

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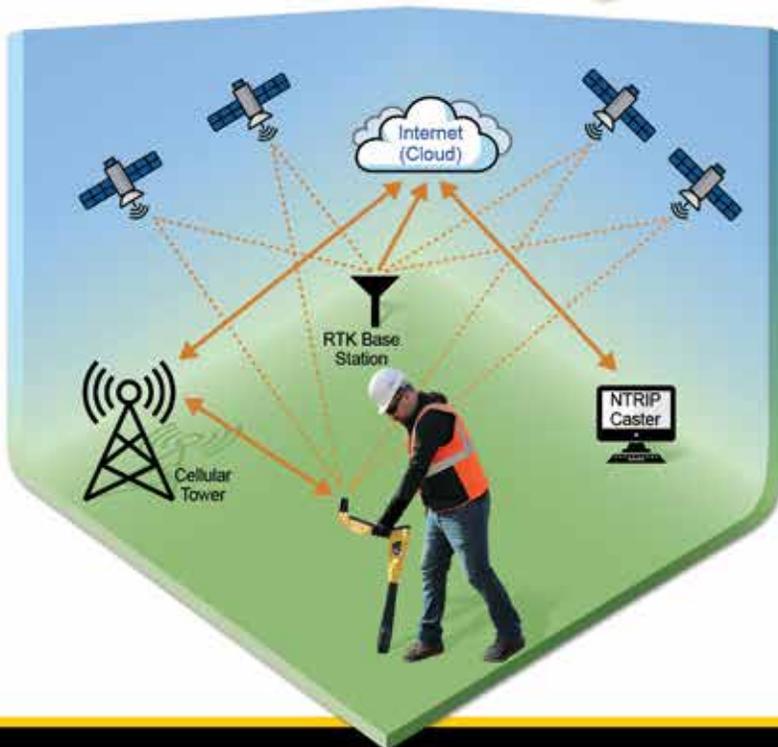
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