

National Excavator Initiative

Safety always.

Goal:

To develop a united damage prevention initiative that targets excavators with meaningful information and resources related to underground damage prevention, pipeline awareness and safety that is designed to effectively drive continued awareness and behavior change.

Background: For more than a decade, underground damage prevention outreach efforts have resulted in an increased number of notifications being made to one call centers, and a decrease in the incidence of damage to underground facilities.

Despite this progress, the Common Ground Alliance's DIRT Report, issued in 2015, indicated the percentage of excavators who still do not contact 811 prior to digging remains at an estimated 30 percent — a number that has remained stagnant since 2009 and is one of the primary reasons for the occurrence of damages today. While contacting 811 is the key way excavators can ensure safety for themselves and others, prevent damage to underground facilities and avoid unnecessary financial costs, it is evident that a significant percentage of the population has not yet embraced this critical safety message and the consequences of ignoring it. Collectively, this has led to development of the next phase in excavator outreach — a unified approach to excavation education and improved damage prevention.

Historical Hurdles: Efforts to engage excavators on a macro level face many challenges, including:

- ▼ Excavators are often mobile and transient
- ▼ Materials are distributed to areas based on arbitrary buffers that are not actually reflective of the geographic range excavators travel to for work
- ▼ Materials are generic and frequently not tailored to state-specific requirements or potential enforcement penalties
- ▼ Diminished returns resulting from overlapping mailings from multiple companies and an over saturation of messaging

As a result, it is unlikely that current materials are actually reaching the stakeholders being targeted – especially the remaining 30 percent of excavators who still do not call 811 – providing the important core messages that industry wants to convey, delivered by a trusted and respected voice.

THE NATIONAL EXCAVATOR INITIATIVE FEATURING MIKE ROWE

Opportunity: This multifaceted communications effort will feature **acclaimed television personality Mike Rowe**, known by many as the voice of America's skilled trade workforce. Not only is Mike a nationally recognized personality from his television work hosting *Dirty Jobs* and narrating the *Deadliest Catch*, but **according to Forbes**, he is consistently ranked as one of the most trusted celebrities in America.





National Excavator Initiative

Safety always.

Benefits:

- ▼ Provide a reduction in costs to industry for a more comprehensive, meaningful effort:
 - For pipeline operators, an innovative, creative and cost-effective way to meet compliance requirements
 - For others supporting damage prevention, a new and fresh way of reinforcing 811 through consistent, but tailored collaboration, while securing additional materials and outreach for a minimal cost
- ▼ Coordinated messaging for industry:
 - Develop materials specifically designed to increase awareness and help change the behavior of excavators
 - Tailor information, including state-specific one call requirements and penalties for failing to comply
- ▼ Address issues and opportunities outlined in the PHMSA Public Awareness SWOT Analysis Report
- ▼ Use a dedicated campaign website, a mobile app, email and other electronic and social media to reinforce messages and provide additional information
- ▼ Combine industry resources that are more likely to yield successful results than what individual companies are currently experiencing

Deliverables:

Implementation of a nationwide excavator program through the development of:

- ▼ A Mike Rowe video series featuring damage prevention and pipeline safety messages as well as corresponding PSAs and print materials
- ▼ State-specific print materials for all 50 states highlighting damage prevention that will be distributed to all identified excavators in the nation
- ▼ Web and mobile content
- ▼ Targeted social media
- ▼ Earned media placement in print and online publications

Documentation:

Participating operators will receive a comprehensive documentation package, based on level of support.

Commitment & Cost:

This effort is open to anyone interested in supporting and promoting damage prevention. We want to ensure that anyone wanting to take part in the effort can participate.

You can choose to be billed from one of two entities: Sander Resources, L.L.C or that of the National Excavator Initiative, a 501(c)(3) organization.

**We would
ask for your
support at the
following levels:**

\$500+

SHOVEL

.....

\$10,000+

SKID STEER

.....

\$25,000+

BACKHOE

.....

\$50,000+

TRENCHER

.....

\$75,000+

BULLDOZER



**SANDER
RESOURCES**

TO PARTICIPATE OR LEARN
MORE, PLEASE CONTACT:

Lindsay Sander at

713.208.0273 or

LNS@SanderResources.com

www.safeexcavator.com