

Excavator Direct Mail Program

Purpose

The purpose of this program is to provide general pipeline safety information to commercial excavators. The message will include the basic “Dig Safely” message, information about the use of one-call centers, how to recognize and respond to pipeline emergencies, and how to obtain additional information from the Association and its supporting members.

Scope

The program is directed toward all commercial excavators on a countywide level. It may be expanded to a statewide level, depending on member participation. Excavators are identified through several sources: commercial data providers (Data Axle USA, USA Data, MCH Strategic Data, and Mittera), excavators who have registered on the web site, industry listings, member lists (one call data), and other sources. The complete listing of Job Titles and SIC codes is included below.

In California, Nevada and Arizona, the Active Licensed Contractors lists will be used to supplement the commercial list sources (if available). The listing of license codes and class descriptions are included below.

Program Elements

The elements include a direct mailing of the *Excavation Safety Guide - Pipeline Edition* and additional information available on the web site. The mailing is to be sent in April with Non-profit Standard Mail postage. Follow-up educational meetings will be coordinated on a local level with the one call organizations. In addition to the mailing, all state one call organizations will be sent a sample quantity of the guides and additional copies will be made available to them free of charge.

Message Content

Messages will be consistent with the CGA damage prevention best practices and shall include the required messages contained in 49CFR192.616, 49CFR195.440 and API RP-1162. These messages are listed below with the section in the magazine where they are located shown in parenthesis.

- Pipeline purpose and reliability
(*Pipeline Safety Guidelines* - inside front cover and opposite page)
- General location and purpose of gathering pipelines
(*Pipeline Location Information* - refer to table of contents for page number)
- Awareness of hazards and prevention measures undertaken
(*Pipeline Safety Guidelines* - inside front cover and opposite page)
- Damage prevention awareness
(*Pipeline Safety Guidelines* - inside front cover and opposite page)
- The Dig Safely message: call the One-Call Center before digging, wait for the site to be marked, respect the marks, and dig with care
(*Pipeline Safety Guidelines* - inside front cover and opposite page)
- One-Call requirements
(*Pipeline Safety Guidelines* - inside front cover and opposite page,
One-Call and State Law Directory – refer to table of contents for page number)

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- Direction to report even relatively minor damage to a pipeline or its protective coating
(*Pull-Out Safety Poster* – center of the magazine)
- Leak recognition and response
(*Pipeline Safety Guidelines* - inside front cover and opposite page,
Pull-Out Safety Poster – center of the magazine)
- How to get additional information
(*Pipeline Operator Contact Information* - refer to table of contents for page number)

Program Evaluations

Measures of stakeholder outreach, message understandability, and desired behaviors are evaluated every four years. Bottom line results are evaluated by each individual member company. The last outreach evaluation was conducted in 2022 and the last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2022.

Documentation

All program documentation will be available from the [website](#), including: identity of participating members, excavator mailing lists, mail piece, postal reports, evaluations, and survey results.

Follow-up Communications

Stakeholders are encouraged to request additional information from members using the feedback & information request form on the inside back cover of the magazine, the online information request form or by contacting the Association via email. They typically request additional materials, change mailing list information or request other resources. The Association responds to all incoming requests for information and may forward specific requests to local members. E-mails are archived in the program documentation folder entitled “Follow-Up Communications”.

Sign up

The deadline to sign up or make changes is January 15. Current members may change their program participation by sending an email to admin@pipelineawareness.info New members may sign up by submitting a Member Registration form before January 15. Members submitting excavator lists must do so by February 1.

Dues

The cost per mail piece is \$1.17. Program dues are determined by dividing the number of participating member/counties into the total projected cost for a state. Each state will have a different member/county (MC) rate depending upon participation levels and total number of excavators. Final member/county fees will be established in late January when the member participation levels are known. Program dues for the state of California are determined by the number of excavators associated with each member company. Information about the cost sharing process used in California is available upon request. Members can expect to receive invoices in February or March.

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Job Titles - selection of stakeholders from MCH Strategic Data (all states)

PUBLIC WORKS DIRECTOR
ROADS AND BRIDGES DIRECTOR
STREET SUPERINTENDENT

TRANSPORTATION DIRECTOR
UTILITIES DIRECTOR
WATER DIRECTOR

SIC Codes and Descriptions (all states)

| | | | |
|--------|--|--------|--|
| 071106 | DISCING-ROTARY CULTIVATING & PLOWING SVC | 138198 | DRILLING-OIL & GAS WELLS |
| 076205 | FARM DRAINAGE | 138201 | SEISMOGRAPH SERVICE |
| 078201 | ROTOTILLING | 138203 | OIL & GAS EXPLORATION & DEVELOPMENT |
| 078202 | ROCK LAWNS & ROCKSCAPING | 138205 | EXPLORERS-NATURAL RESOURCES |
| 078203 | SOD & SODDING SERVICE | 138208 | OIL & GAS SERVICES |
| 078204 | LANDSCAPE CONTRACTORS | 138210 | EXPLORATION-DRILLING CONTRACTORS |
| 078206 | LAWN & GROUNDS MAINTENANCE | 138211 | EXPLORATION SERVICES |
| 078207 | TOPSOIL | 138902 | MUD JACKING CONTRACTORS |
| 078208 | GRASS | 138903 | OIL FIELD SPECIALTIES |
| 078214 | WATERFALLS | 138905 | OIL FIELD SERVICE |
| 078217 | BRUSH REMOVAL SERVICE | 138906 | OIL WELL CEMENTING |
| 078220 | MAINTENANCE PROGRAMS | 138907 | OIL WELL CASING-PULLING |
| 078222 | LAWN & GARDEN-WATER FEATURES-SVC-REPAIR | 138912 | OIL WELL SERVICES |
| 078301 | TREE SERVICE | 138920 | GAS WELL SERVICING |
| 078302 | LANDSCAPE NURSERYMEN | 138921 | OIL & GAS WELL PLUGGING |
| 078304 | ARBORISTS | 138924 | OIL FIELD MAINTENANCE |
| 078305 | TREE PLANTING | 138927 | WELL MAINTENANCE SERVICE |
| 078306 | RIGHT OF WAY MAINTENANCE SERVICES | 138928 | OIL & GAS FIELD TRAINING |
| 078398 | ORNAMENTAL SHRUB & TREE SERVICES | 138929 | CASING CREWS |
| 081198 | TIMBER TRACTS | 138999 | OIL & GAS-FIELD SERVICES NEC |
| 085105 | FOREST RESTORATION | 141101 | STONE-NATURAL |
| 085107 | GOVERNMENT-FORESTRY SERVICES | 141198 | DIMENSION STONE |
| 101198 | IRON-ORE | 142201 | LIMESTONE |
| 102198 | COPPER ORES | 142202 | DOLOMITE |
| 103198 | LEAD & ZINC ORES | 142298 | CRUSHED & BROKEN LIMESTONE |
| 104102 | PROSPECTORS | 142301 | GRANITE-DECOMPOSED |
| 104198 | GOLD ORES | 142302 | GRANITE CULTURED |
| 104498 | SILVER ORES | 142398 | CRUSHED & BROKEN GRANITE |
| 106198 | FERROALLOY ORES EXCEPT VANADIUM | 142901 | STONE-CRUSHED |
| 108101 | METAL MINING SERVICES | 142999 | CRUSHED & BROKEN STONE NEC |
| 108102 | MINES-EXPLORATION | 144201 | QUARRIES |
| 109401 | URANIUM | 144202 | CONSTRUCTION-SAND & GRAVEL |
| 109498 | URANIUM RADIUM VANADIUM ORES | 144203 | SAND & GRAVEL-MFRS |
| 109901 | ORE | 144601 | SILICA |
| 109999 | MISCELLANEOUS METAL ORES NEC | 144698 | INDUSTRIAL SAND |
| 122102 | COAL MINING & SHIPPING | 145598 | KAOLIN & BALL CLAY |
| 122298 | BITUMINOUS COAL-UNDERGROUND MINING | 145901 | CLAY |
| 123198 | ANTHRACITE MINING | 145902 | BENTONITE |
| 124101 | AUGER CONTRACTORS | 145999 | CLAY CERAMIC & REFRACTORY MINERALS NEC |
| 124198 | COAL MINING SERVICES | 147498 | POTASH SODA & BORATE MINERALS |
| 131101 | OIL & GAS PRODUCERS | 147501 | PHOSPHATE ROCK |
| 131102 | GAS BOOSTERS | 147901 | SULPHUR |
| 131103 | OIL COMPANIES | 147902 | FLUORSPAR |
| 131104 | OIL & GAS-PRODUCTION | 147903 | SALT MINERS |
| 131105 | OIL OPERATORS | 147999 | CHEMICAL & FERTILIZER MINING NEC |
| 131106 | OIL CRUDE | 148198 | NONMETALLIC MINERALS SVC-EXCEPT FUELS |
| 131107 | PETROLEUM CONTRACTORS | 149901 | MINING COMPANIES |
| 131108 | PETROCHEMICAL CONTRACTORS | 149902 | MINERAL EXPLORATION |
| 132198 | NATURAL GAS LIQUIDS | 149903 | MINING CONTRACTORS |
| 138101 | CONTRACTORS-OIL FIELD | 149905 | DIAMOND DRILLING |
| 138102 | OIL WELL DRILLING | 149906 | ABRASIVE MATERIALS |
| 138103 | GAS WELL DRILLING | 149907 | GEMS & MINERALS |
| 138104 | OIL WELL DIRECTIONAL DRILLING | 149908 | MINES |
| 138105 | DRILLING-DIAMOND CORE | 149909 | AMETHYST |
| 138107 | DRILLING COMPANIES | 149998 | MISCELLANEOUS NONMETALLIC MINERALS |

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| 152101 | PATIO & DECK BUILDERS | 154221 | FARM BUILDINGS |
| 152102 | GARAGE BUILDERS | 154224 | BUILDINGS-AIR SUPPORTED |
| 152103 | GENERAL CONTRACTORS | 154225 | CHURCH BUILDERS |
| 152104 | CARPORTS | 154227 | MAINTENANCE CONTRACTORS |
| 152105 | HOME IMPROVEMENTS | 154228 | HORSE FARM-BUILDING & CONSTRUCTION |
| 152107 | PATIO PORCH & DECK ENCLOSURES | 154230 | JAILS-BUILDERS |
| 152110 | SOLARIUMS SUNROOMS & ATRIUMS | 154231 | UNDERGROUND BUILDINGS |
| 152111 | SCREEN ENCLOSURES | 154232 | GRAIN BIN CONTRACTORS |
| 152112 | HOME BUILDERS | 154233 | FEED LOT CONSTRUCTION |
| 152113 | BATHROOM REMODELING | 154234 | AGRICULTURAL CONSTRUCTION |
| 152114 | FIRE DAMAGE RESTORATION | 154235 | BUILDINGS-FACTORY |
| 152115 | HANDYMAN SERVICES | 154236 | CONTRACTORS-GREEN BUILDING |
| 152116 | MANUFACTURED & MOBILE HOME IMPROVEMENTS | 154299 | GENERAL CONTRACTORS-NONRESIDENTIAL BLDGS |
| 152117 | KITCHEN REMODELING & PLANNING SVC | 161101 | PAVING CONTRACTORS |
| 152118 | MOBILE HOMES-REPAIRING & SERVICE | 161102 | ROAD BUILDING CONTRACTORS |
| 152119 | SPAS-BUILDERS | 161103 | GRADING CONTRACTORS |
| 152121 | FLORIDA ROOMS | 161104 | PARKING AREA/LOTS MAINTENANCE & MARKING |
| 152122 | SUN ROOMS SOLARIUMS ATRIUMS ETC BLDRS | 161105 | SINKHOLE CONSULTANTS & REPAIR |
| 152126 | GAZEBO BUILDERS | 161106 | ASPHALT & ASPHALT PRODUCTS |
| 152127 | STORM SHELTER CONTRACTORS & DEALERS | 161108 | PAVING MATERIALS |
| 152128 | BASEMENT-REPAIR & RESTORATION | 161109 | ROAD OILING |
| 152129 | DISABILITY ACCESSIBILITY RENOVATIONS | 161114 | CONTRACTORS-PARKING/HIGHWAY IMPROVEMENT |
| 152130 | CONSTRUCTION-BUILDING CONTRACTORS | 161115 | ROAD MAINTENANCE |
| 152131 | SOLAR ROOMS & ADDITIONS | 161118 | BOARD ROADS |
| 152133 | TIMBER FRAME HOMES | 162201 | CULVERTS |
| 152134 | ENCLOSURES | 162202 | TUNNELING CONTRACTORS |
| 152136 | CONSTRUCTION INFORMATION SERVICES | 162203 | BRIDGE BUILDERS |
| 152137 | SHELTERS | 162204 | ROAD BORING |
| 152138 | DECK BUILDERS | 162298 | BRIDGE TUNNEL & ELEVATED HIGHWAY |
| 152139 | REMODELING & REPAIRING BLDG CONTRACTORS | 162301 | PIPE LINE CONTRACTORS |
| 152141 | STRAWBALE CONSTRUCTION | 162302 | PIPING CONTRACTORS |
| 152142 | COURTS CONSTRUCTION-INDOOR & OUTDOOR | 162303 | GAS LINE INSTALLATION & REPAIR |
| 152143 | EARTH HOME CONSTRUCTION | 162304 | WATER MAIN CONTRACTORS |
| 152144 | CONSTRUCTION COMPANIES | 162305 | POLE LINE CONTRACTORS |
| 152151 | BATHROOM DESIGN & INSTALLATION | 162306 | TELEPHONE & TELEVISION CABLE CONTRACTORS |
| 152152 | HOME BUILDING CONSULTANTS | 162307 | SEWER CONTRACTORS |
| 152204 | CONTRACTORS-BOARDING & HOUSING | 162308 | UTILITY CONTRACTORS |
| 152205 | BUILDERS SERVICE | 162309 | FIBER OPTICS |
| 152208 | HOTEL RENOVATION | 163210 | UNDERGROUND WIRE & CABLE LAYING CONTRS |
| 152299 | GENERAL CONTRACTORS-RESIDENTIAL BLDGS | 162311 | CONDUIT CONTRACTORS |
| 153101 | CONTRACTORS-PANELIZED HOMES | 162312 | TELECOMMUNICATIONS WIRING & CABLING |
| 153198 | OPERATIVE BUILDERS | 162313 | CABLE DETECTION INSTALLATION & SPLICING |
| 154101 | BUILDING RESTORATION & PRESERVATION | 162314 | CABLE CONDUIT & POLE-CONTRACTORS |
| 154104 | GRAIN ELEVATORS-BUILDERS | 162315 | CABLE TELEVISION SYSTEMS-CONTRACTORS |
| 154106 | GENERAL CONTRS-INDUSTRIAL BLDGS & WRHSE | 162316 | WIRING & CABLING-HOME & OFFICE-VOICE |
| 154107 | CONTRACTORS-INDUSTRIAL & COMMERCIAL | 162317 | TOWERS-RADIO |
| 154109 | BUILDING SYSTEMS & COMPONENTS | 162318 | TOWERS-COMMUNICATION/MUNICIPAL REPAIR |
| 154110 | SEWAGE TREATMENT PLANT CONTRACTORS | 162319 | GASOLINE SVC STATION EQUIP-INSTALLING |
| 154201 | PARKING STATIONS & GARAGES CONSTRUCTION | 162320 | SEWER TAPPERS |
| 154204 | SILOS | 162322 | POWER & TELEPHONE LINE CONSTR/MNTNC |
| 154205 | GRAIN BINS | 162323 | SEWER CONSTRUCTION CONSULTANTS |
| 154206 | GATE & FENCE REPAIR | 162324 | CONSTRUCTION-TELECOMMUNICATIONS |
| 154207 | GREENHOUSE BUILDERS | 162325 | CORROSION CONTROL |
| 154208 | BASKETBALL COURT CONSTRUCTION | 162326 | WATER LINES INSTALLATION REPLACEMENT-RPR |
| 154209 | DOME STRUCTURES | 162398 | WATER-SEWER PIPELINE & COMMS/POWER LINE |
| 154210 | BUILDINGS-METAL | 162901 | PILE DRIVING |
| 154212 | BUILDINGS-PRE-CUT PREFABRICATED/MODULAR | 162902 | DOCKS (BUILDERS) |
| 154213 | BUILDING CONTRACTORS | 162903 | MARINE CONTRACTORS & DESIGNERS |
| 154214 | BUILDINGS-POLE | 162904 | DRAINAGE CONTRACTORS |
| 154215 | BUILDINGS-PORTABLE | 162905 | FILL CONTRACTORS |
| 154216 | SERVICE STATION BUILDERS | 162906 | DRAIN LAYING |
| 154217 | MOTION PICTURE SET DESIGN & CONSTRUCTION | 162907 | TENNIS COURT CONSTRUCTION |
| 154218 | SHEDS-TOOL & UTILITY | 162908 | RAILROAD CONTRACTORS |
| 154219 | BARNS | 162909 | TRENCHING & UNDERGROUND CONTRACTORS |
| 154220 | CONTRACTORS-SPECIALTY | 162910 | WATER POLLUTION CONTROL |

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| 162911 | WATER WORKS CONTRACTORS | 173123 | LIGHTNING ROD INSTALLATION |
| 162912 | IRRIGATION DITCH CONTRACTORS | 173124 | STREET LIGHTING CONTRACTORS |
| 162913 | DOCKBOARDS & RAMPS | 173127 | COMMUNICATIONS CONTRACTORS |
| 162914 | DREDGING | 173128 | LOW VOLTAGE SYSTEMS CONTRACTORS |
| 162915 | GOLF COURSE CONSTRUCTION | 173130 | OIL FIELD ELECTRIC SERVICE |
| 162916 | SOIL SOLIDIFICATION | 173132 | CABLE & SATELLITE-WIRING & INSTALLATION |
| 162917 | SEA WALL CONTRACTORS | 174101 | MASONRY CONTRACTORS |
| 162918 | FISH POOLS | 174103 | BUILDINGS-CONCRETE |
| 162919 | CAISSONS-STRUCTURAL | 174104 | STONE SETTING CONTRACTORS |
| 162920 | DRAGLINES | 174105 | ADOBE MATERIALS & CONTRACTORS |
| 162921 | EROSION CONTROL | 174107 | CHIMNEY BUILDERS & REPAIRERS |
| 162922 | FLOOD CONTROL EQUIPMENT | 174108 | STONE CONTRACTORS |
| 162923 | BASEBALL DIAMOND CONSTRUCTION | 174109 | STONE-BUILDING |
| 162924 | POWER PLANT CONTRACTORS | 174111 | FOUNDATION REPAIR |
| 162925 | MINE SHAFT CONTRACTORS | 174112 | MASONRY PANELS-PREFABRICATED |
| 162926 | PONDS & POND SUPPLIES | 174114 | SPORTING GOODS-INSTALLATION |
| 162927 | SPORTS-ATHLETIC FIELD CONSTRUCTION-MNTNC | 174116 | STONE WALL BUILDERS |
| 162928 | TERRACING | 174117 | STONE INSTLTN SVC-NATURAL GRANITE/MARBLE |
| 162929 | SOIL STABILIZATION | 175102 | CARPENTERS |
| 162930 | OIL FIELD CONTRACTORS | 175108 | FRAMING CONTRACTORS-BUILDINGS |
| 162931 | PADDLE TENNIS COURT CONSTRUCTION | 175113 | CLOTHES LINE INSTALLATION & REPAIRS |
| 162933 | HELIPORTS-CONSTRUCTION | 175117 | STEEL FRAME CONTRACTORS |
| 162934 | ENVIRONMENTAL RECLAMATION | 177101 | DRIVEWAYS |
| 162935 | SAWMILL CONSTRUCTION & MAINTENANCE | 177103 | FLOORS-INDUSTRIAL |
| 162937 | RACE TRACKS-CONSULTANTS | 177105 | CONCRETE CONTRACTORS |
| 162939 | RIVERS & CANALS | 177108 | SIDEWALK CONTRACTORS |
| 162977 | CONSTRUCTION-HEAVY PROJECTS | 177109 | GUNITE CONTRACTORS |
| 171101 | HEATING SPECIALTIES | 177113 | CONCRETE DITCH LINERS |
| 171102 | HEATING CONTRACTORS | 177114 | MACHINE FOUNDATIONS |
| 171104 | PIPE THAWING | 177115 | CEMENT-ASBESTOS |
| 171105 | PLUMBING CONTRACTORS | 177116 | BLACKTOPPING |
| 171106 | PIPING-PROCESS & INDUSTRIAL | 177118 | ASPHALT PAVING CONTRACTORS |
| 171107 | SEPTIC TANKS/SYSTEMS-CLEANING/REPAIRING | 177120 | CONCRETE FOUNDATIONS |
| 171108 | SEPTIC TANKS | 178101 | WATER WELL DRILLING & SERVICE |
| 171111 | SOLAR HEATING CONTRACTORS | 178102 | DRILLING & BORING CONTRACTORS |
| 171112 | HEAT PUMPS | 178103 | WELL DRILLING |
| 171114 | MECHANICAL CONTRACTORS | 178104 | WELL CONTRACTORS-ARTESIAN |
| 171117 | AIR CONDITIONING CONTRACTORS & SYSTEMS | 178105 | CISTERN BUILDERS |
| 171119 | COOLING TOWERS | 178108 | WATER SYSTEMS |
| 171122 | GAS FITTERS | 178110 | WATER WELL LOCATING |
| 171123 | TANK INSTALLATION | 178111 | CISTERNS |
| 171125 | THAWING SERVICE | 178112 | HYDROFRACTURE SERVICES |
| 171126 | REFRIGERATION CONTRACTORS | 179102 | STEEL ERECTORS |
| 171128 | DRY WELL CONTRACTORS | 179108 | TANK ERECTION |
| 171131 | ENERGY MANAGEMENT SYSTEMS & PRODUCTS | 179110 | STRUCTURAL STEEL CONTRACTORS |
| 171132 | GEOHERMAL HTG/COOLING EQUIP/SYSTS-DLRS | 179401 | LANDFILL DEMOLITION |
| 171134 | SEPTIC TANKS CONSULTANTS | 179402 | FOUNDATION-DRILLING CONTRACTORS |
| 171142 | PLUMBING DRAINS & SEWER CONSULTANTS | 179403 | EXCAVATING CONTRACTORS |
| 171144 | SOLAR HEATING SYSTEMS | 179404 | BULLDOZING |
| 171147 | CONTRACTORS-HEATING & VENTILATING | 179405 | FOUNDATION-CONTRACTORS |
| 171150 | SNOW MELTING SYSTEMS | 179406 | CONTRACTORS-SITE DEVELOPMENT |
| 171151 | SEWER LOCATING SERVICE | 179407 | LAND CLEARING & LEVELING |
| 171152 | SEWER & DRAIN CLEANING-SERVICE/REPAIR | 179408 | DIRT CONTRACTORS |
| 171157 | CONCRETE-SHOT CRETE | 179409 | SLABJACKING CONTRACTORS |
| 171162 | HEATING SYSTEMS ALTERNATIVE | 179410 | SITE DEVELOPMENT CONTRACTORS |
| 171163 | LIFT STATION MAINTENANCE & REPAIR | 179411 | DOZER SERVICE |
| 171198 | PLUMBING HEATING & AIR CONDITIONING | 179412 | EARTH ENERGY |
| 173101 | ELECTRIC CONTRACTORS | 179502 | DEMOLITION CONTRACTORS |
| 173102 | ELECTRIC CONTRACTORS-COML & INDUSTRIAL | 179504 | CONCRETE BREAKING CUTTING & SAWING & ETC |
| 173105 | ELECTRIC CONTRACTORS-MARINE | 179616 | COMMERCIAL EQUIPMENT-INSTALLATION |
| 173107 | TELECOMMUNICATIONS CONTRACTORS | 179699 | INSTALLATION OR ERECTION-BLDG EQPT NEC |
| 173108 | TELEPHONE-INSTALLATIONS | 179904 | GUARD RAILS |
| 173109 | LANDSCAPE LIGHTING | 179905 | RAILINGS |
| 173110 | CABLE/WIRE-INSTALLATION-VOICE/DATA SYST | 179907 | COLUMNS |
| 173111 | ELECTRIC CABLE FAULT LOCATING | 179916 | SHORING |

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| 179918 | STAIR BUILDERS | 495203 | SEWER COMPANIES-UTILITY |
| 179920 | SWIMMING POOL ENCLOSURES | 495205 | SEWER SYSTEM INSPECTION/REHABILITATION |
| 179921 | SWIMMING POOL CONTRS DEALERS & DESIGNERS | 497102 | IRRIGATION COMPANIES |
| 179922 | TENNIS COURT ENCLOSURES | 655201 | LAND COMPANIES |
| 179927 | MOBILE HOMES-ANCHORING SERVICE | 655202 | REAL ESTATE DEVELOPERS |
| 179928 | BORING CONTRACTORS | 655204 | MOBILE HOMES-PARK DEVELOPERS |
| 179929 | BUILDING SPECIALTIES | 655205 | HOTEL & MOTEL DEVELOPERS |
| 179933 | SWIMMING POOL DECKS | 655206 | PROPERTY MANAGEMENT-COMMERCIAL |
| 179934 | DOG ENCLOSURES & RUNWAYS | 655207 | HOUSING DEVELOPERS |
| 179937 | HOUSE LEVELING | 655398 | CEMETERY SUBDIVIDERS & DEVELOPERS |
| 179938 | FENCE CONTRACTORS | 731201 | ADVERTISING-OUTDOOR |
| 179939 | FIREPLACE CONTRACTORS | 731204 | YARD SIGNS |
| 179943 | RETAINING WALLS | 734908 | PROPERTY MAINTENANCE |
| 179944 | TANK REMOVAL | 735305 | BACKHOE RENTAL |
| 179945 | TANK ABANDONMENT SERVICE | 735306 | EXCAVATING EQUIPMENT-RENTING & LEASING |
| 179946 | CONCRETE-FORMS-ERECTORS | 735308 | HEAVY EQUIPMENT-SALES RENTAL & SERVICE |
| 179952 | LAKE & POND CONSTRUCTION & MAINTENANCE | 735309 | BULLDOZERS FOR HIRE |
| 179955 | HOUSE RAISING | 735398 | HEAVY CONSTRUCTION EQUIPMENT-RENTAL |
| 179959 | PIPE PUSHING | 999901 | FALLOUT SHELTERS-CONTRACTORS & DEALERS |
| 179960 | SIGN CONTRACTORS | | |
| 179961 | SKATING RINKS-INSTALLATION, EQUIP/SUPLS | | |
| 179965 | GOVERNMENT-CONTRACTORS | | |
| 179968 | TEST BORINGS | | |
| 179970 | CONCRETE-PRECAST | | |
| 179977 | CONTRACTORS | | |
| 179978 | EARTHQUAKE PRODUCTS & SERVICES | | |
| 179979 | ARTIFICIAL GRASS | | |
| 179981 | CORRAL BUILDERS | | |
| 179982 | ERECTING CONTRACTORS | | |
| 179985 | SWIMMING POOL REPAIR & SERVICE | | |
| 179988 | BOBCAT SERVICE | | |
| 179989 | GROUND PENETRATION RADAR | | |
| 241102 | LOGGING COMPANIES (MFRS) | | |
| 241198 | LOGGING (MFRS) | | |
| 401101 | RAILROADS | | |
| 401102 | TRAINS | | |
| 461201 | PIPE LINE COMPANIES | | |
| 461298 | CRUDE PETROLEUM PIPELINES | | |
| 461398 | REFINED PETROLEUM PIPELINES | | |
| 461999 | PIPELINES NEC | | |
| 481301 | DATA COMMUNICATION SERVICE | | |
| 481302 | TELECOMMUNICATIONS SERVICES | | |
| 481304 | TELEPHONE COMPANIES | | |
| 484101 | TELEVISION-CABLE & CATV | | |
| 489903 | COMMUNICATIONS | | |
| 491101 | ELECTRIC COMPANIES | | |
| 492201 | GAS TRANSMISSION COMPANIES | | |
| 492298 | NATURAL GAS TRANSMISSION | | |
| 492398 | NATURAL GAS TRANSMISSION & DISTRIBUTION | | |
| 492401 | GAS-NATURAL | | |
| 492402 | HEAT SUPPLYING COMPANIES | | |
| 492501 | GAS COMPANIES | | |
| 492502 | GAS PROCESSORS | | |
| 492503 | GAS PRODUCERS | | |
| 493101 | CO-GENERATION | | |
| 493198 | ELECTRIC & OTHER SERVICES-COMBINED | | |
| 493201 | GAS SYSTEMS | | |
| 493298 | GAS & OTHER SERVICES-COMBINED | | |
| 493902 | UTILITIES | | |
| 493903 | UTILITIES-UNDERGROUND-CABLE LOCATING SVC | | |
| 493904 | UTILITY MANAGEMENT | | |
| 494102 | WATER & SEWAGE COMPANIES-UTILITY | | |
| 494103 | WATER SUPPLY SYSTEMS | | |
| 494105 | WATER TREATMENT MANAGEMENT PLANT | | |
| 495201 | SEWAGE DISPOSAL SYSTEMS | | |

Excavator Direct Mail Program

California License Codes and Descriptions

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| A | GENERAL ENGINEERING |
| B | GENERAL BUILDING |
| C07 | LOW VOLTAGE SYSTEMS |
| C08 | CONCRETE |
| C10 | ELECTRICAL (GENERAL) |
| C12 | EARTHWORK & PAVING |
| C13 | FENCING |
| C21 | BUILDING MOVING & DEMOLITION |
| C27 | LANDSCAPING |
| C29 | MASONRY |
| C32 | PARKING & HIGHWAY IMPROVEMENT |
| C34 | PIPELINE |
| C36 | PLUMBING |
| C42 | SANITATION SYSTEM |
| C45 | ELECTRICAL SIGN |
| C46 | SOLAR CONTRACTOR |
| C53 | SWIMMING POOL |
| C57 | WELL DRILLING (WATER) |
| D09 | DRILLING, BLASTING AND OIL FIELD WORK |
| D30 | PILE DRIVING/PRESSURE FOUNDATION JACKING |
| D31 | POLE INSTALLATION AND MAINTENANCE |
| D40 | SERVICE STATION EQUIPMENTS AND MAINTENANCE |
| D42 | NON-ELECTRIAL SIGN INSTALLATION |
| D49 | TREE SERVICE |
| D56 | TRENCHING |

Nevada License Codes and Descriptions

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| A | GENERAL ENGINEERING |
| B | GENERAL BUILDING |
| AB | GENERAL BUILDING AND GENERAL ENGINEERING |
| C-1 | PLUMBING AND HEATING CONTRACTING |
| C-2 | ELECTRICAL CONTRACTING |
| C-5 | CONCRETE CONTRACTING |
| C-6 | ERECTING SIGNS |
| C-9 | MOVEMENT OF BUILDINGS |
| C-10 | LANDSCAPE CONTRACTING |
| C-18 | MASONRY |
| C-21 | REFRIGERATION AND AIR-CONDITIONING |
| C-23 | DRILLING WELLS AND INSTALLING PUMPS, PRESSURE TANKS AND STORAGE TANKS |
| C-25 | FENCING AND EQUIPPING PLAYGROUNDS |
| C-27 | INDIVIDUAL SEWERAGE |
| C-28 | FABRICATING TANKS |
| C-31 | WRECKING |
| C-37 | SOLAR CONTRACTING |
| C-38 | INSTALLING EQUIPMENT USED WITH LIQUEFIED PETROLEUM AND NATURAL GAS |
| C-40 | SPECIALITIES NOC |
| C-41 | FIRE PROTECTION CONTRACTING |

Arizona License Classes and Descriptions

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| A | General Engineering |
| A-4 | Drilling |
| A-5 | Excavating Grading and Oil Surfacing |
| A-7 | Piers and Foundations |
| A-9 | Swimming Pools |
| A-12 | Sewers Drains and Pipe Laying |
| A-16 | Waterworks |
| A-17 | Electrical and Transmission Lines |

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| A-19 | Swimming Pools, Including Solar |
| B | General Residential Contractor |
| B-1 | General Commercial Contractor |
| B-2 | General Small Commercial Contracting |
| B-3 | General Remodeling and Repair Contractor |
| B-4 | General Residential Engineering Contractor |
| B-5 | General Swimming Pool Contractor |
| B-6 | General Swimming Pool Contractor, Including Solar |
| C-3 | Awnings, Canopies, Carports and Patio Covers |
| C-4 | Boilers, Steamfitting and Process Piping |
| C-9 | Concrete |
| C-11 | Electrical |
| C-14 | Fencing |
| C-15 | Blasting |
| C-21 | Hardscaping and Irrigation Systems |
| C-31 | Masonry |
| C-37 | Plumbing |
| C-38 | Signs |
| C-39 | Air Conditioning, Refrigeration |
| C-41 | Septic Tanks and Systems |
| C-53 | Water Well Drilling |
| C-57 | Wrecking |
| C-67 | Low Voltage Communication Systems |
| C-74 | Boilers, Steamfitting & Process Piping, Including Solar |
| C-77 | Plumbing Including Solar |
| C-78 | Solar Plumbing, Liquid Systems Only |
| C-79 | Air Conditioning and Refrigeration, Including Solar |
| CR-2 | Excavating Grading and Oil Surfacing |
| CR-3 | Awnings, Canopies, Carports and Patio Covers |
| CR-4 | Boilers, Steamfitting and Process Piping |
| CR-5 | As Restricted by the Registrar |
| CR-6 | Swimming Pool Service and Repair |
| CR-9 | Concrete |
| CR-11 | Electrical |
| CR-14 | Fencing |
| CR-15 | Blasting |
| CR-21 | Hardscaping and Irrigation Systems |
| CR-31 | Masonry |
| CR-37 | Plumbing |
| CR-38 | Signs |
| CR-39 | Air Conditioning and Refrigeration |
| CR-41 | Septic Tanks and Systems |
| CR-53 | Water Well Drilling |
| CR-57 | Wrecking |
| CR-67 | Low Voltage Communication Systems |
| CR-69 | Asphalt Paving |
| CR-74 | Boilers, Steamfitting & Process Piping, Including Solar |
| CR-77 | Plumbing Including Solar |
| CR-78 | Solar Plumbing, Liquid Systems Only |
| CR-79 | Air Conditioning and Refrigeration, Including Solar |
| CR-80 | Sewers, Drains and Pipe Laying |
| KA | Dual Engineering |
| KA-5 | Dual Swimming Pool Contractor |
| KA-6 | Dual Swimming Pool Contractor, Including Solar |
| KB-1 | Dual Building Contractor |
| KB-2 | Dual Residential and Small Commercial |
| R-2 | Excavating, Grading and Oil Surfacing |
| R-3 | Awnings, Canopies, Carports and Patio Covers |
| R-4 | Boilers, Steamfitting and Process Piping |
| R-6 | Swimming Pool Service and Repair |
| R-9 | Concrete |
| R-11 | Electrical |
| R-13 | Asphalt Paving |
| R-14 | Fencing |

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| R-15 | Blasting |
| R-16 | Fire Protection Systems |
| R-21 | Hardscaping and Irrigation Systems |
| R-31 | Masonry |
| R-37 | Plumbing, Including Solar |
| R-37R | Plumbing |
| R-38 | Signs |
| R-39 | Air Conditioning and Refrigeration, Including Solar |
| R-39R | Air Conditioning and Refrigeration |
| R-41 | Septic Tanks and Systems |
| R-53 | Drilling |
| R-57 | Wrecking |
| R-61 | Carpentry, Remodeling and Repairs |
| R-62 | Minor Home Improvements |
| R-67 | Low Voltage Communication Systems |

Excavator Direct Mail Program

Program History

- 2006 – Initial mailing of the magazine to excavators in 8 states. The pipeline safety messages were included on the inside front and back cover in English and Spanish and in the pullout safety poster.
- 2007 – 440,000 copies mailed to excavators with 11 of the states involving full statewide coverage. The CGA Excavation Best Practices and the Federal Laws covering excavation safety were included.
- 2008 – 450,000 copies mailed to excavators with 12 of the states involving full statewide coverage. A member directory was included listing emergency and non-emergency contact information.
- 2009 – 550,000 copies mailed to excavators with 16 of the states involving full statewide coverage. A specific article about pipelines and an article about PIPA were also included in this edition.
- 2010 – 575,000 copies mailed to excavators with 17 of the states involving full statewide coverage. A specific article about pipelines and the evacuation chart for natural gas pipelines were included in this edition.
- 2011 – 535,000 copies mailed to excavators with 17 of the states involving full statewide coverage. A specific article about pipelines and a quick reference chart identifying the indications of a pipeline leak, hazards of a release, and appropriate emergency response actions by product transported was included.
- 2012 – 776,000 copies mailed to excavators across 50 states with 17 states (AL, AZ, CA, CO, CT, ID, LA, MN, MS, MT, ND, NM, NV, SD, UT, WI, and WY) involving full statewide coverage. Two sources, Info USA and USA Data, were used to develop the mailing list. Eight pages were added and a new section titled “What’s Happening in Your State” was incorporated into the guide and the new Pipeline Safety video was featured on the back cover.
- 2013 – 452,000 copies mailed to excavators across 35 states with 12 states (CA, CO, ID, MN, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and USA Data, were used to develop the mailing list. The new section titled “What’s Happening in Your State” was continued and the Pipeline Safety video was featured on the back cover. The video was also advertised in the quarterly issues of the Damage Prevention Professional magazine. A survey of 200 excavators was conducted to obtain information about the value of the messages and important sections.
- 2014 – 454,000 copies mailed to excavators across 36 states with 12 states (CA, CO, ID, MN, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and USA Data, were used to develop the mailing list. A review of the SIC codes used for stakeholder identification was completed and an expanded list of six digit SIC codes was developed. A message map for the required messages was created and incorporated into the program outline. An outreach evaluation comparing the purchased lists with the California Licensed Contractors list was performed. The California Licensed Contractors list was found to be more complete than the

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purchased lists and will be used in future years. A new 12-minute video for excavators entitled “Pipelines” was created with Underground Focus.

- 2015 – 522,000 copies mailed to excavators across 36 states with 12 states (CA, CO, HI, ID, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and Acxiom (USA Data), were used to develop the mailing list in all states except California. In California, the California Licensed Contractors list was used along with commercial lists for the non-licensed entities. An outreach evaluation comparing the purchased lists with the Nevada Licensed Contractors list was performed. The Nevada Licensed Contractors list was found to contain additional records not included in the commercial lists and will be incorporated in 2016. A review of the SIC codes used for stakeholder identification was performed again in 2015. It was determined that the general four digit codes ending in “00” are not needed and only the more specific six-digit SIC codes will be used in the future.
- 2016 – 468,000 copies mailed to excavators across 36 states with 12 states (CA, CO, HI, ID, MT, ND, NV, SD, UT, WA, WI, and WY) involving full statewide coverage. Two sources, Info USA and Acxiom, were used to develop the mailing list in all states except California. In California, the California Licensed Contractors list was used along with commercial lists for the non-licensed entities. The Nevada Licensed Contractors list was also incorporated into the mailing list for the first time in 2016. An analysis of the records where more than one mail piece was sent to the same address was performed. It was determined that 2.5% of the overall list were duplicate records (the same company with just with a slightly different spelling of the company name in each record). The percentage was significantly higher in Nevada (10%) where the state licensing list was used along with the two commercial sources. Additional methods for identifying and eliminating duplicate records should be explored for future mailings.
- 2017 – 515,000 copies mailed to excavators across 37 states with 14 states (AR, CA, CO, HI, ID, MT, ND, NV, OK, SD, UT, WA, WI, and WY) involving full statewide coverage. The security message contained on the inside front cover was expanded and the full text of Part 196 was included in the magazine. This was the first year MCH Strategic Data was used for the selection of local government entities. The commercial data sources that were used to develop the mailing list in all states except California were: Info USA, Acxiom and MCH Strategic Data. In California, the California Licensed Contractors list was used along with the commercial sources for the non-licensed entities. Licensed Contractors lists were used to supplement the commercial list sources in Nevada and Arizona.
- 2018 – 455,000 copies mailed to excavators across 34 states with 15 states (AR, CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of Part 196 was included again this year. The commercial data sources that were used to develop the mailing list in all states except California were: Info USA, Acxiom and MCH Strategic Data. In California, the California Licensed Contractors list was used along with the commercial sources for the non-licensed entities. Licensed Contractors lists were used to supplement the commercial list sources in Arizona. The Nevada lists were not available when the mailing list was being compiled. An outreach evaluation and an effectiveness evaluation were conducted in 2018.
- 2019 – 510,000 copies mailed to excavators across 35 states with 15 states (AR, CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of

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Part 196 was included again this year. A feedback/information request form was included on the inside back cover. The commercial data sources used to develop the mailing list in all the states were: Info USA, Acxiom and MCH Strategic Data. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada and Arizona.

2020 – 485,000 copies mailed to excavators across 35 states with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of Part 196 was included again this year and a feedback/information request form was included on the inside back cover. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA (Info USA), USA Data (Acxiom) and MCH Strategic Data. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada and Arizona.

2021 – 489,000 copies mailed to excavators across 35 states with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of Part 196 was included again this year and a feedback/information request form was included on the inside back cover. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data and MCH Strategic Data. The commercial data available from Mittera was evaluated. This data source will be added in 2022. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona.

2022 – 564,000 copies mailed to excavators across all 50 states and Puerto Rico with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The complete text of Part 196 was included again this year and a feedback/information request form was included on the inside back cover. The back cover featured a new resource, a Pipeline Safety Tailgate Guide, which resulted in 224 QR code scans for access. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data and MCH Strategic Data. The commercial data available from Mittera was added in 2022, as well as additional one call databases from members. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. An email campaign was sent to this audience for the first time in 2022, utilizing email addresses from the member one call databases. The campaign provided a copy of the ESG, as well as a survey to gather data for potential program enhancements. An outreach evaluation and an effectiveness evaluation were conducted in 2022.

2023 – 531,000 copies mailed to excavators across all 50 states and Puerto Rico with 14 states (CA, CO, HI, IA, ID, MT, ND, NV, OK, OR, SD, UT, WA, and WY) involving full statewide coverage. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data and MCH Strategic Data. Some members submitted one call databases and these were added to the list. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. The Excavation Safety Guide was enhanced based on stakeholder feedback collected through an email survey. Enhancements included development of an Excavator Resources page on the PAPA website to provide additional resources valued by excavators including videos, online training, safety handouts and more. This page received more than 220 QR codes scans from the Excavation Safety Guide. The “Pre-Excavation Safety Checklist” was made available as a standalone resource, in both PDF and hard copy format. The Excavation Safety Guide was streamlined by eight pages and links to resources such as the CGA Best Practices and CFR were included in a single “resources page” in the guide

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through QR codes. The back cover of the Excavation Safety Guide featured the Pipeline Safety Tailgate Guide, which resulted in 370 QR code scans for access. Two email campaigns were sent to the excavator audience in 2023, utilizing email addresses from the member one call databases. The campaigns provided a copy of the ESG and additional resources found on the Excavator Resources page including trainings, the toolbox talk and more. The second campaign received a 28% percent open rate, after timing was adjusted to send the campaign on a Thursday afternoon (versus a Monday morning as in the first campaign.) An excavator geofencing test was conducted testing geofencing ads in Virginia and Illinois. Excavators were prompted to click to download a copy of the “Excavation Safety Checklist” as well as get additional resources such as one call center information and trainings. VA811 and JULIE were partners in the effort. Results will be analyzed and utilized to roll-out a more extensive program in 2024.

2024 – 512,100 copies mailed to excavators across all 50 states and the District of Columbia with 13 states (CA, CO, HI, IA, ID, MT, ND, NV, OR, SD, UT, WA, and WY) involving full statewide coverage. The commercial data sources used to develop the mailing list in all the states were: Data Axle USA, USA Data and MCH Strategic Data. Some members submitted one call databases and these were added to the list. Active Licensed Contractors lists were used to supplement the commercial list sources in California, Nevada, and Arizona. Enhancements to this year’s guide included development of a “True Cost of Damages,” tool, the inclusion of the 811 vs. 911 Infographic and a page highlighting videos available for excavators. The Excavation Safety pages on the website (offered in both English and Spanish) received thousands of views this year. The “Pre-Excavation Safety Checklist” was made available in Spanish through the website and the English version has received nearly 2,400 scans over the last two years. Two email campaigns were sent to the excavator audience utilizing email addresses from the member one call databases. The campaigns provided a copy of the ESG and additional resources found on the Excavator Resources page. The first campaign received a 28% percent open rate. A Geofencing campaign ran in August, and it was decided this should be a separate program.