



CELEBRATING 20 YEARS

GEOFENCING FOR HIGH-RISK EXCAVATORS





CELEBRATING 20 YEARS

Protecting People & Pipelines Since 2004

- Volunteer-driven organization
- Non-profit 501(c)4
- 220+ Pipeline Members

The Pipeline Association for Public Awareness promotes open communication and cooperation with local organizations to enhance public safety, improve emergency preparedness, protect the environment and prevent damage to property and facilities.



A FEW OF OUR PROGRAMS...



Emergency Officials

PIPELINE EMERGENCY RESPONSE GUIDELINES

2024 Edition

NEW THIS YEAR

- ▶ **INTERACTIVE QUIZ:** Test your pipeline emergency response knowledge for a chance to win a \$250 grant for your agency!

Pipeline Association for Public Awareness

Public Officials

PIPELINE AWARENESS

Volume 19, Summer 2024

Safety Information for: Local Leaders, Community Planning, Emergency Management

HAZMAT COMMANDER SHARES BEST PRACTICES FOR PIPELINE INCIDENT RESPONSE

Meet Mike Wallingford, a decorated fireman with nearly 30 years of experience saving the land for the past 20 has been a career fireman, currently serving as the Captain of the Jefferson Town Fire Department in Louisville, Kentucky. He also holds the critical role of one of Metro Louisville's HAZMAT Commanders.

Reflecting on memorable incidents, Captain Wallingford recounted the harrowing experiences of responding to a high-pressure gas line leak. Although these types of incidents are rare, being prepared is critical.

"The sound of gas escaping from a high-pressure line is a sound that will stay with a responder, his entire career."

PHOTOGRAPH BY: [Name]

DOWNLOAD: Critical Information for Emergency Preparedness [criticalinfo/emergency_prepared](#)

Excavators

Excavation SAFETY

GUIDE & DIRECTORY™

PIPELINE EDITION
Pipeline Association for Public Awareness

2024



Distribution Public Awareness Council



WHAT YOU'LL LEARN TODAY...

- How PAPA's **new excavator geofencing** program can help **reduce risk** on your pipeline system
- **Lessons learned** from our **2023 excavator geofencing pilot and 2024 program** and results you can apply in your own program
- Details of our new excavator geofencing program, including the **cost-saving benefits** of a collaborative program



Pipeline Association
for Public Awareness

CELEBRATING 20 YEARS



CELEBRATING 20 YEARS

Protecting People & Pipelines Since 2004

- Volunteer-driven organization
- Non-profit 501(c)4
- 220+ Pipeline Members
- Core programs reach excavators, emergency responders and public officials
- Sustaining Members: State Associations, Strategic Initiatives and NEW Supporting Partners



GEOFENCING OVERVIEW





WHAT IS GEOFENCING?



Using technology to create a virtual geographic boundary to target and serve highly relevant ads to audiences that visited specific locations.



Pipeline Association
for Public Awareness

CELEBRATING 20 YEARS



REAL-LIFE EXAMPLES

1. Amazon: Targets customers of competitor brick and mortar businesses with relevant ads to drive business to Amazon for similar products
2. Uber: Targets users in airports to utilize Uber as their transportation of choice
3. Starbucks: Targets customers of competitor coffee shops to buy from Starbucks



Pipeline Association
for Public Awareness

CELEBRATING 20 YEARS

IF THESE BILLION DOLLAR BRANDS ARE USING IT, WHY SHOULDN'T WE?



RESULTS: 2023 GEOFENCING PILOT





EXCAVATOR GEOFENCING PILOT

Goal: Increase awareness of PAPA resources and particularly the excavation safety checklist and participating 811 website

- Partnered with JULIE, VA 811 and vendor (Enertech)
- Targeted multiple high-risk counties in each state
- Targeted specific excavator types: Telecommunications, Fencing, Municipal/Water/Sewer Contractors, Plumbers, Concrete Work/Driveways/Sidewalks, State Regulator Offices, Permitting Authorities
- Landing page: pipelineawareness.com/checklist
- Tested various ad designs and two different calls to action
- Campaign duration: 1 month



Pipeline Association
for Public Awareness

CELEBRATING 20 YEARS



RESULTS

**1.6M
IMPRESSIONS**

**2K
CLICKS**

**310K
UNIQUE
EXCAVATORS**

**4K
PAGE
VIEWS**

IN JUST ONE MONTH!

**4x more page views than our homepage
received the same month the prior year**



Pipeline Association
for Public Awareness
CELEBRATING 20 YEARS



LEARNING #1: CTA'S

**“LEARN MORE” CLICKS SKewed SLIGHTLY HIGHER THAN
“GET YOUR FREE CHECKLIST”**

**-015%
CLICK
THROUGH
RATE**



**-013%
CLICK
THROUGH
RATE**





LEARNING #2: BRANDING MATTERS

**UTILIZING THE STATE ONE CALL LOGO WAS HIGHLY EFFECTIVE
RESULTING IN A CAMPAIGN THAT EXCEEDED INDUSTRY AVERAGES**

**CLICK THROUGH
RATES RANGED FROM
.1% TO .15%**

**RE-TARGETING
AS HIGH AS 1.4%**

**INDUSTRY AVERAGE
IS AROUND .05-.07%**

**CONTACT
811
EVERY DIG.
EVERY TIME.**

**LIE BEFORE
YOU DIG.COM**

SIMPLE • FREE • SAFE
Find out more! >>

**CONTACT
811
EVERY DIG.
EVERY TIME.**

va811.com
by 811-8000

Click for Your **FREE**
EXCAVATOR CHECKLIST

LEARNING #3: RESOURCES



Pre-Excavation Checklist
Before EVERY Excavation

In the Office

- Review all drawings, plans, engineering blueprints for existing buried facilities
- Obtain necessary permits from local jurisdiction in advance of excavation
- Notify ALL at least 2 business days before excavation (check your state/local laws)

Onsite

Complete a pre-excavation walkthrough of the entire job site and occupancy areas

Visual Inspection of Job Site

- Obtain a permit to excavate, if required
- Check surface signage for hazardous areas
- Identify utility locations on field sketches of the location
- Identify all services to buildings such as:
 - Gas service
 - Electric service
 - Fire service
 - Water service
 - Other services
- Identify all services to excavator
- Obtain necessary permits for excavation
- Obtain the property owner or general contractor to be responsible for identifying utilities (if they are the utility owner)
- Check for:
 - Utility lines
 - Structures
 - Communications lines
 - Other

Document of Job Site

- Obtain a permit to excavate, if required
- Obtain all field sketches of the location
- Obtain all field sketches of the location
- Obtain all field sketches of the location
- Obtain all field sketches of the location

Get more FREE training tools and safety resources



223 VIEWS OF THE PRE-EXCAVATION CHECKLIST

**DIGITAL RESOURCES MET THE NEEDS OF OUR
STAKEHOLDERS IN THIS CAMPAIGN.
ENHANCING OPPORTUNITIES TO
PROVIDE DIGITAL RESOURCES AND ANALYTICS.**

<https://pipelineawareness.org/digsafe>



LEARNING #4:

The concept of “meet them where they are”
has changed drastically!

Examples:

A sports fan = 811 Ads on ESPN.com.

Excavators checking the weather = Ads on weather.com



Pipeline Association
for Public Awareness

CELEBRATING 20 YEARS

2024 COLLABORATIVE GEOFENCING PROGRAM





AUDIENCE

- **Option 1: Excavator List**
 - Lists of previous “offenders” – excavators who have previously created line strikes or near misses along their system.
 - Program participants must enroll a list of 75 or similar excavators in the same geographic area will be identified
- **Option 2: County**
 - Enroll counties deemed to be a priority for reasons such as high excavation activity, high one call ticket requests or previous line strikes.
 - Vendor will identify and geofence up to 200 excavators in each enrolled county based upon the following company types: Telecommunications/Cable, Sewer, Road Work, Drainage/Irrigation, Water, Fencing



CREATIVE

- Utilized tested creative, featuring one call center logo
- Call to action: “Find out more”
- Multiple resources on landing page, including “Excavation Safety Checklist”
- Offered in Spanish and English
- Sponsor logos included on landing page, along with a link to website
- 500 impressions/location

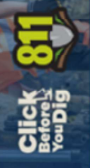




CREATIVE



Lista de Verificación Para la Excavación Antes de CADA Excavación



En la Oficina

- Revisar todos los dibujos, planos y especificaciones de ingeniería de las instalaciones subterráneas actuales
- El área de excavación propuesta ha sido marcada con pintura blanca y/o banderitas
- Marcar al 811 por lo menos 2 o 3 días hábiles antes de la excavación (consulte las leyes de One Call de su estado)
- El número de solicitud está colocado en el sitio de trabajo
- Reunión pre-mesa con todos las instalaciones prominentes en el área de la localización (tuberías de gas y aceite, cables de alto voltaje, y fibra óptica)

sitio de Trabajo

Realicen una inspección exhaustiva antes de la excavación en todo el sitio de trabajo y las zonas vecinas

Inspección visual del sitio de Trabajo

- Letreros o postes de señalización
 - Marcadores de parámetros límites establecidos, vicinencia de
 - Marcadores superficiales.
- Señalizaciones de superficie para áreas ignoradas.
- Marcas de localización
- Consultar mapas o dibujos del sitio
- Identificar todos los servicios a edificios como:
 - Medidores de gas
 - Válvulas agrícolas
 - Válvulas de tubería
 - Soportes para cables
- Buscar riegos de las líneas de trincheras de la excavación previa
- Revisar que las fljas de paso de la tubería están desplegadas
- Hablar con el propietario o el contratista general para identificar posibles instalaciones privadas que no están marcadas
 - Luces
 - Otros edificios
 - Tanques de propano
 - Piscinas/Seas
 - Líneas de comunicación
 - Laterales de alcantarillado
 - Tanques de propano
 - Líneas de comunicación

Documentación del Sitio de Trabajo

- Comparar el sitio de trabajo con el ticket de One Call
 - El alcance del trabajo se refleja en el ticket de One Call
 - La fecha de inicio anotada es válida
 - Todas las compañías de servicios públicos han contestado
 - Todas las instalaciones se encuentran señalizadas dentro del área de excavación
- Fotografía del sitio de trabajo
 - Localización de marcas y banderitas en 360°
 - Señalización permanente y su ubicación relativa a la excavación:
 - Anotar la ubicación, altura y operador de las líneas áreas
 - Anotar toda la señalización de seguridad necesaria
 - Videos y/o bocetos cuando sea pertinente



Obtenga más
capacitación y
recursos de
seguridad **GRATIS**

811

CLICK HERE TO LEARN ABOUT 811 IN YOUR STATE

EVERY DIG. EVERY TIME.



RESULTS

4.3 MILLION
IMPRESSIONS

7,759
CLICKS

379K
UNIQUE
EXCAVATORS

117K
PAGE
VIEWS

33
DOWNLOADS
SPANISH
CHECKLIST

CTR WAS ~3X HIGHER THAN THE INDUSTRY AVERAGE!

**.18% CLICK THROUGH RATE
INDUSTRY AVERAGE IS .05-.07%**



Pipeline Association
for Public Awareness

CELEBRATING 20 YEARS



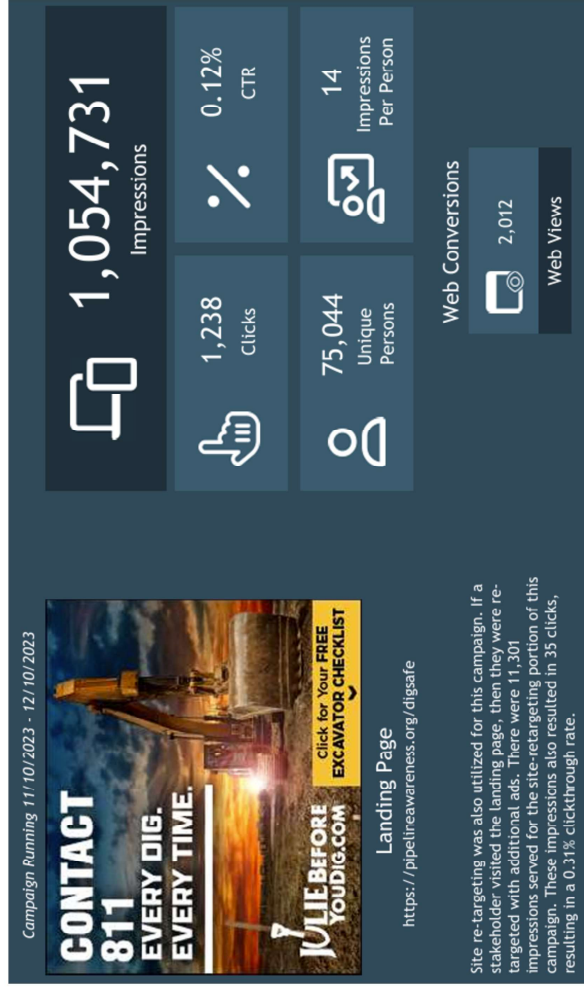
DOCUMENTATION

General Documentation

- Impressions
- Click-Throughs
- Landing Page Visits

Company-Specific Documentation

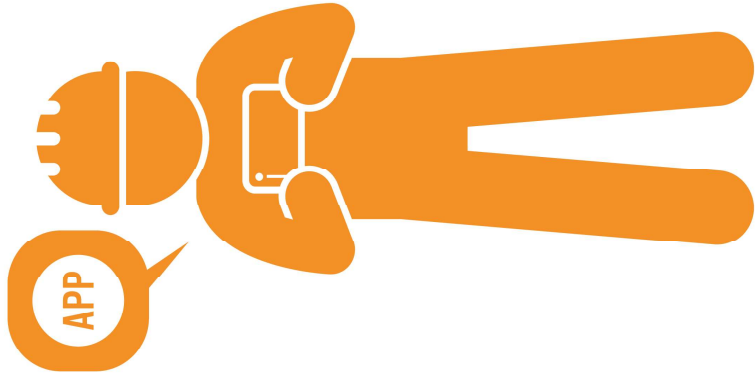
- Provided for your specific company's enrolled excavators/counties
- Clicks by Excavation Company





PROGRAM BENEFITS

- Strategically target high-risk excavators
- Leverage a tested and proven campaign
- Receive company-specific documentation
- Leverage cost-savings of a collaborative program (graphic design, data analysis costs are shared)
- Reach a smaller target than with an individual campaign





SIGN UP NOW!



pipelineassociation.org/exgeofencing

Homepage > News and Announcements

Enroll counties, or upload a high-risk excavator spreadsheet

Sign-Up Deadline: January 15

Contact: kesley.tweed@pipelineawareness.info

Open to PAPA members, non-members and one-call centers.



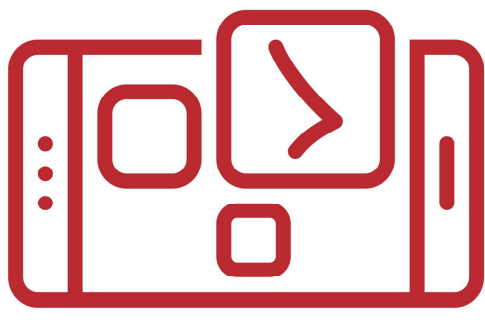
INNOVATION AND TECHNOLOGY

2023

- Rolled out PipeVision Mobile App for Emergency Responders as part of existing membership
- Added Quarterly Public Official email campaigns
- Bi-Annual Excavator Email campaigns

2024

- Excavator Geofencing
- JJ Harrison “811 Rodeo Clown” Geofencing
- Emergency Responder Geofencing Pilot
- Quiz and Certificate for Emergency Responders
- Hosted Multiple Webinars
- AP Social Media Toolkit





JJ HARRISON GEOFENCING CAMPAIGN

- Targeted fans of JJ and the “Cowboy Channel”
- April through October
- Donate what you can

RESULTS

- Impressions: 752,939
- Clicks: 977
- Clickthrough Rate: 0.13%





SIGN UP NOW!



pipelineassociation.org/exgeofencing

Homepage > News and Announcements

Enroll counties, or upload a high-risk excavator spreadsheet

Sign-Up Deadline: January 15

Contact: kesley.tweed@pipelineawareness.info

Open to PAPA members, non-members and one-call centers.