

GEOFENCING FOR HIGH-RISK EXCAVATORS



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.





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.



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



**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



RESULTS

**1.6M
IMPRESSIONS**

**2K
CLICKS**

**310K
UNIQUE
EXCAVATORS**

**4K
PAGE
VIEWS**

IN JUST ONE MONTH!

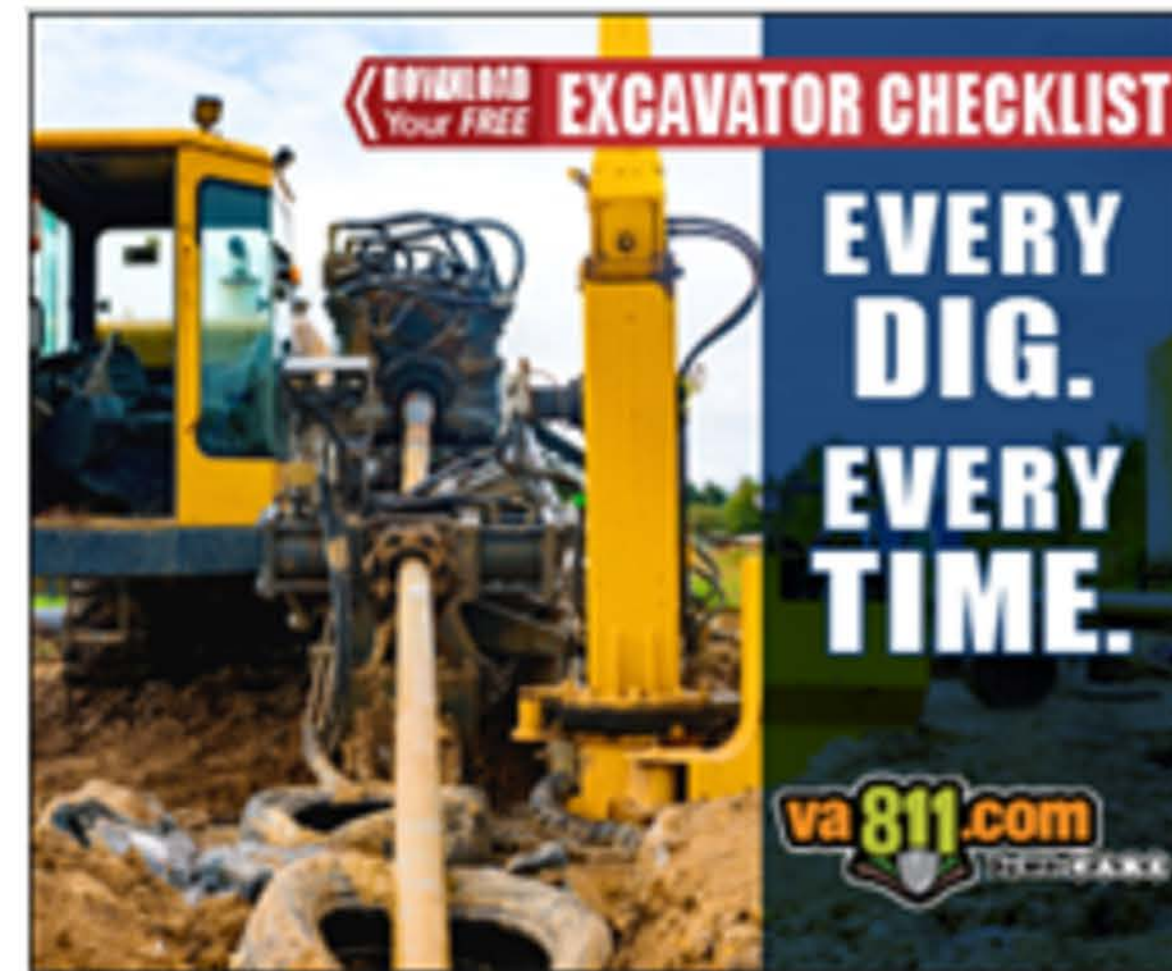
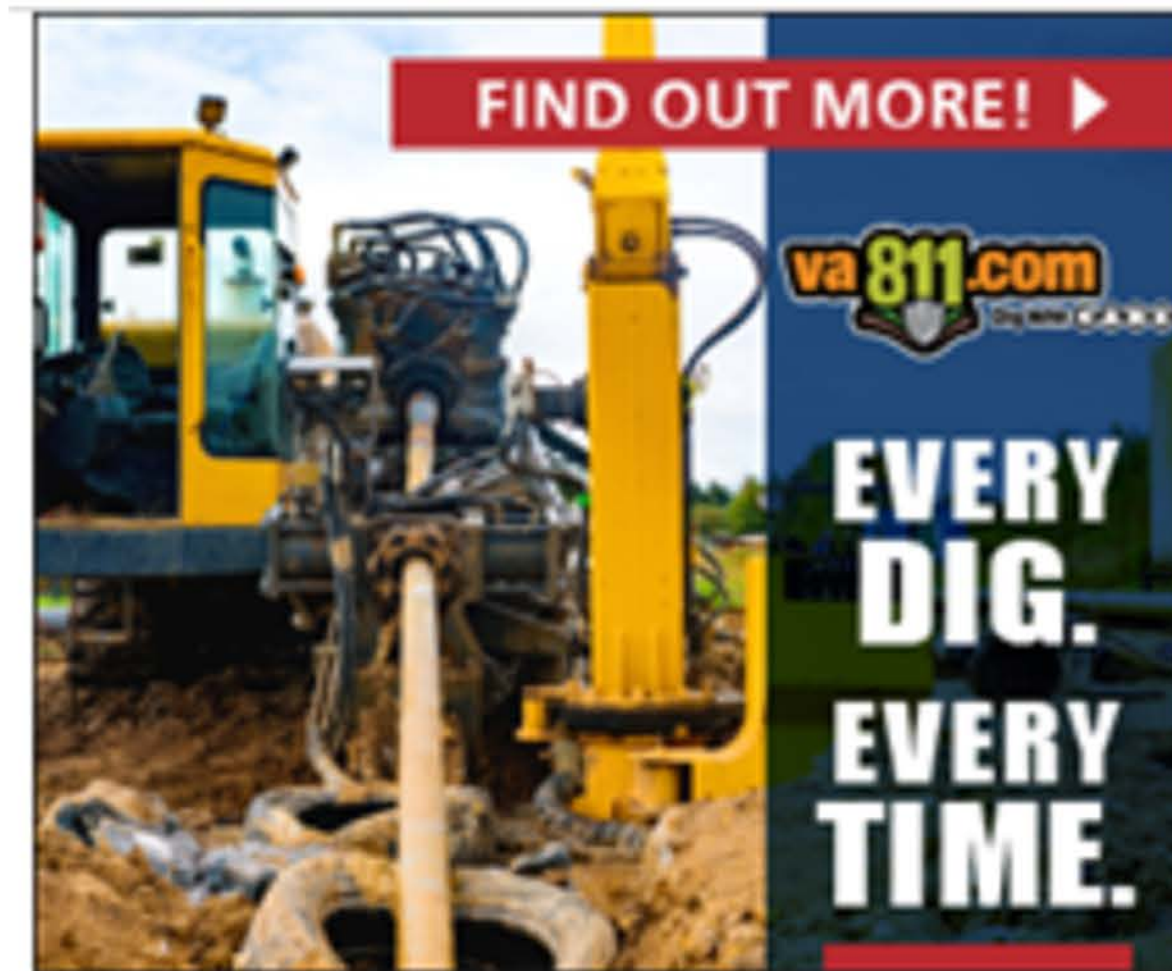
**4x more page views than our homepage
received the same month the prior year**



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.**

**JULIE BEFORE
YOU DIG.COM**

SIMPLE • FREE • SAFE
Find out more! >>

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

va811.com
Dig With GOOD

Click for Your **FREE**
EXCAVATOR CHECKLIST



LEARNING #3: RESOURCES

Pipeline Association
for Public Awareness

Pre-Excavation Checklist

Before **EVERY** Excavation

811

In the Office

- Review all drawings, plans, engineering blueprints for existing buried facilities
- Proposed excavation area has been marked in white paint and/or flags
- Call 811 at least 2-3 business days before excavation (check your state One Call laws)
- Locate ticket number is posted at the work location
- Onsite meeting scheduled with all high profile facilities in locate area (gas/oil pipelines, high-voltage cables, fiber optic)

Onsite

Complete a pre-excavation walkthrough of the entire jobsite and adjacent areas

Visual Inspection of Jobsite

- Signs or marking posts
 - Permanent markers (concrete nails, pavement nails, flags)
 - Surface markers
- Other surface signage for landscaped areas
- Locate marks
- Consult any maps or field sketches of the location
- Identify all services to buildings such as:
 - Gas meters
 - Electric cables
 - Furn tags
 - Water valves
 - Pipeline valves
 - Telephone closures
 - Cable pedestals
- Look for the evidence of trench lines from the previous excavation
- Look for the cleared pipeline ROWs
- Talk with the property owner or general contractor to identify potential private facilities that may not be marked:
 - Lighting
 - Swamp drains
 - Outbuildings
 - Propose berms
 - Sheds/bores
 - Communications lines
 - Irrigation

Document of Jobsite

- Compare actual jobsite to One Call ticket
 - One Call ticket covers the scope of the work
 - One Call ticket "Work to Begin" date is valid
 - All utilities have responded
 - All facilities are marked within the excavation area
- Photograph the jobsite:
 - Locate marks and flags from 80°
 - Permanent signage and location relative to the dig area
 - Note location, height, and operator of overhead lines
 - Note all required safety signage
 - Video and/or sketches where pertinent

Get more **FREE** training tools and safety resources



SCAN ME

Before You Dig

- Review safety information with anyone working the job
- Confirm with facility owner vacuum or hydro excavation is scheduled for all pipelines impacted
- Locations for hand digging within the tolerance zone are noted
- Representatives for all critical facilities are present
- Emergency equipment available when hazardous atmospheres are potentially present
- List of all emergency contact numbers for assets in and adjacent to the dig zone is readily available
- The location and route to the nearest hospital is known by onsite supervisors

This document is provided for informational purposes only and does not constitute professional advice. It is intended to be used as a guide in the development of a checklist specific for your situation and may not be inclusive of all pre-excavation activities required of your location. Consult your company's signage site management before implementation. Excavation Safety Alliance, its employees and agents accept no liability and disclaim all responsibility for the consequences of acting, or refraining from acting, in reliance of the information contained in this document.

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



2024 COLLABORATIVE GEOFENCING PROGRAM

 Pipeline Association
for Public Awareness
CELEBRATING 20 YEARS



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

An advertisement for the 811 service. The background shows a yellow excavator at a construction site during sunset. The text is overlaid on the image. At the top left, it says "CONTACT 811 EVERY DIG. EVERY TIME." in large, bold, white letters. Below this, there is a white horizontal line. In the bottom left corner, there is a logo for "ONE CALL" with a green outline of the state of Illinois. In the bottom right corner, there is a yellow box with the text "SIMPLE • FREE • SAFE" and "FIND OUT MORE! >>" in black letters.

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

ONE CALL

SIMPLE • FREE • SAFE
FIND OUT MORE! >>



CREATIVE

811

CLICK HERE TO LEARN ABOUT 811 IN YOUR STATE

EVERY DIG. EVERY TIME.

Pipeline Association
For Public Awareness

Lista de Verificación Para la Excavación
Antes de **CADA** Excavación

Click Before You Dig **811**

En la Oficina

- Revisar todos los dibujos, planos y especificaciones de Ingeniería de las instalaciones subterráneas actuales
- El área de excavación propuesta ha sido marcado con pintura blanca y/o banderitas
- Marque 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 programada con todas las instalaciones prominentes en el área de la localización (tuberías de gas y aceite, cables de alto voltaje, y fibra óptica)

Sitio de Trabajo

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

Inspección visual del Sitio de Trabajo

- Letreros o postes de señalización
 - Marcadores de pavimento (clavos estampados, calcamán de pavimento, etiquetas A)
 - Marcadores superficiales
- Señalizaciones de superficie para áreas ajardinadas.
- 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
 - Cables eléctricos
 - Válvulas de agua
 - Conexiones telefónicas
- Busque rastros de las líneas de trinchera de la excavación previa
- Revise que las filas de paso de la tubería están despejadas
- Hable con el propietario o el contratista general para identificar posibles instalaciones privadas que no están marcadas
 - Lucés
 - Otros Edificios
 - Piscinas/Seas
 - 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 banderas en 360°
 - Señalización permanente y su ubicación relativa a la excavación:
 - Anotar la ubicación, altura y operador de las líneas aéreas
 - Anotar toda la señalización de seguridad necesaria
 - Videos y/o bocetos cuando sea pertinente

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



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%**



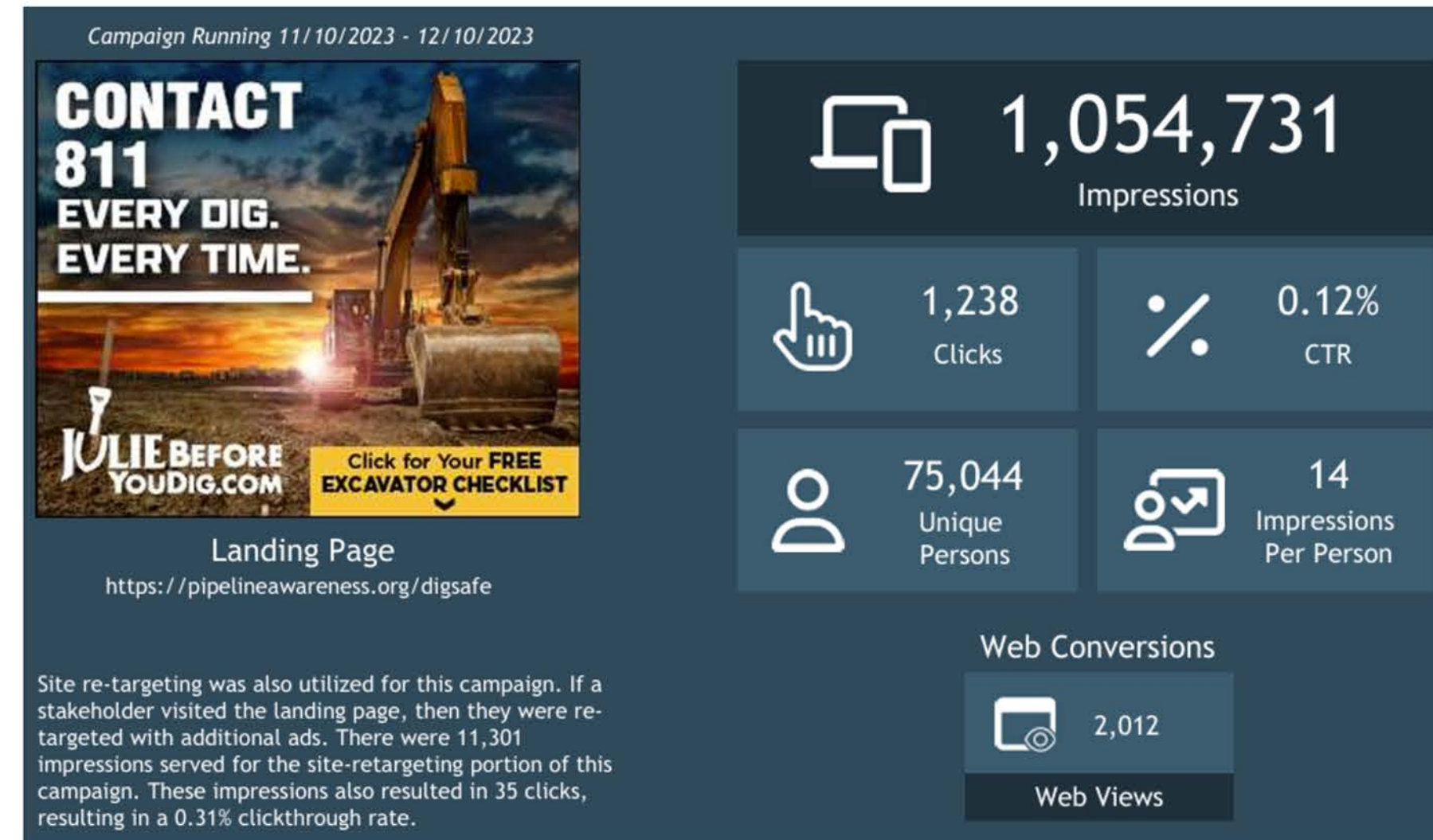
DOCUMENTATION

General Documentation

- Impressions
- Click-Throughs
- Landing Page Visits

Company-Specific Documentation

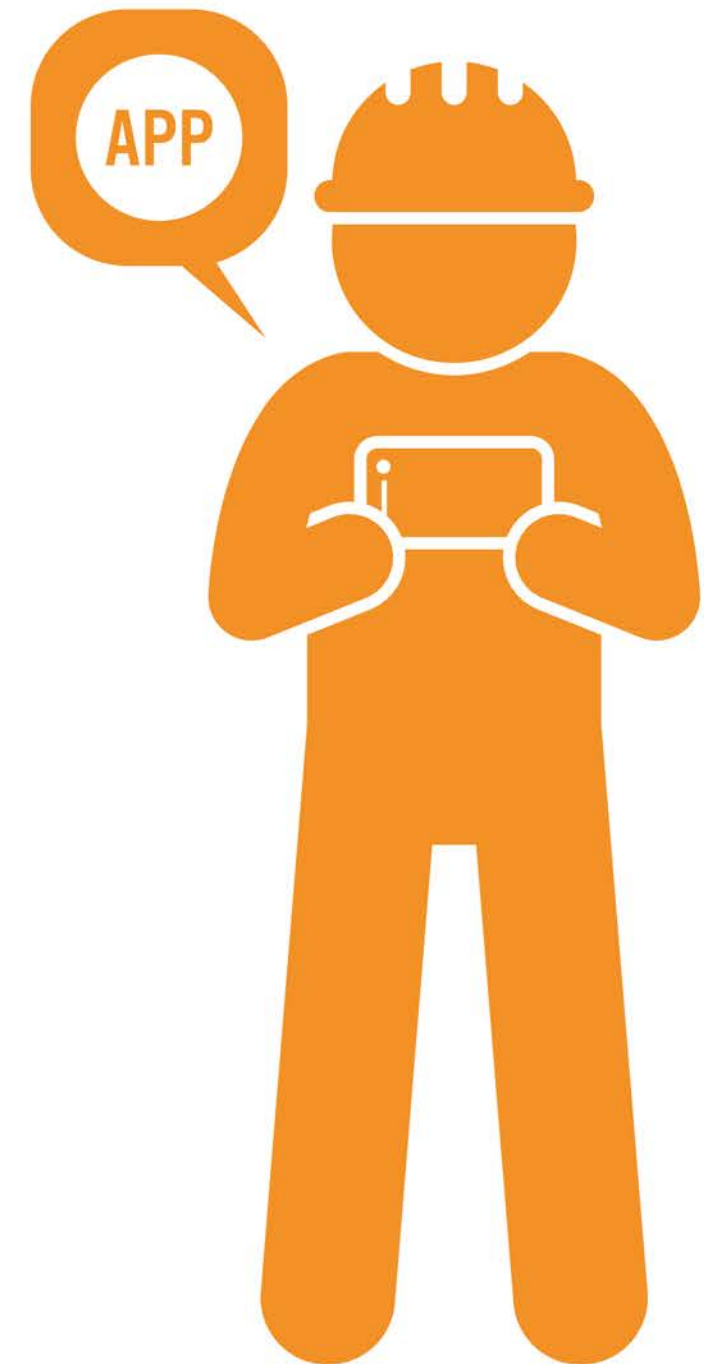
- Provided for your specific company's enrolled excavators/counties
- Clicks by Excavation Company





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.