

## 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 2018 and the last effectiveness evaluation covering message understandability and desired behaviors was conducted in 2018.

### **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](mailto: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.

## **Excavator Direct Mail Program**

### **Supplemental Excavator Geofencing Program**

The purpose of this program is to provide operators and one call centers with an opportunity for additional reach to counties or excavators deemed “high risk” based on historical data, line strikes or near misses. Online ads will drive the audience to a webpage where they will receive more detailed information on the purpose of 811 and how to use it in their state.

Program participants will have the opportunity to enroll specific excavators which they’ve deemed to be “high risk” based on the participants internal data.

#### **Audience:**

##### ***Option 1: Excavator List***

Many operators or one call centers have lists of previous “offenders” – excavators who have previously created line strikes or near misses along their system. Some operators and one call centers also have additional risk-modeling that factors in digging activity based on one call ticket requests, development activity, documented issues, one call laws or other geographic or system-specific data. Program participants must enroll a list of 75 excavators for this option. If the participant has a list of less than 75 excavators, similar excavators in the same geographic area will be identified to bring the list to 75. The cost for this option is \$800 per operator.

##### ***Option 2: County Enrollment***

Program participants will have the opportunity to enroll in counties which they deem to be a priority for reasons such as high excavation activity or high one call ticket requests. Enertech will identify and geofence up to 200 excavators in each enrolled county based upon the following company types:

1. Telecommunications/Cable
2. Sewer
3. Road Work
4. Drainage/Irrigation
5. Water
6. Fencing

The cost for this option is \$1,550 per county.

##### ***Additional Excavators***

Program participants will have the opportunity to submit additional excavators to be included in the campaign. Program participants must be enrolled in either Option 1 or Option 2 to be eligible to submit individual excavators. Individual excavators can be enrolled at a cost of \$7 per excavator.

## **Excavator Direct Mail Program**

### ***Geofencing Documentation***

Final documentation will be provided to participants based upon the specific counties they are enrolled in and or the excavator lists they provided if participants elect to receive individual documentation. The cost for company-specific documentation is \$250 per operator.

## Excavator Direct Mail Program

### 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	DOMES 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	BARNES	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

## Excavator Direct Mail Program

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

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

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

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 also 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

## Excavator Direct Mail Program

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. 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. 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

## **Excavator Direct Mail Program**

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 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 as 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.