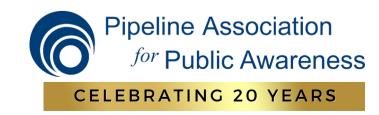
Pipeline Association

CELEBRATING 20 YEARS

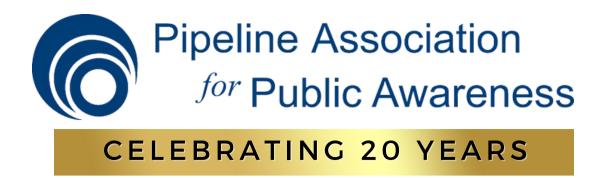
GEOFENCING FOR HIGH-RISK EXCAVATORS



- How PAPA's new excavator geofencing program can help reduce risk on your pipeline system
- Lessons learned from our 2023 excavator geofencing pilot project, 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
- Q&A with geofencing experts who have executed a number of campaigns for the pipeline industry



WHAT YOU'LL LEARN TODAY



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









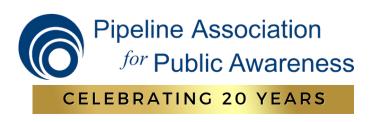
GEOFENCINC OVERVIEW





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

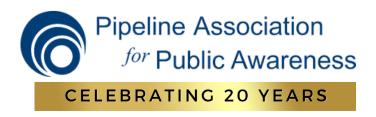
WHAT IS GEOFENCING?





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?







Pipeline Association for Public Awareness CELEBRATING 20 YEARS



RESULTS: 2023 GEOFENCING PILOT



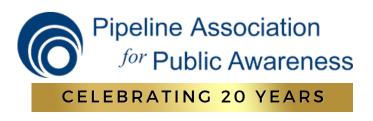




Goal: Increase awareness of PAPA resources and particularly the excavation safety checklist and participating 811 website

- 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

EXCAVATOR **GEOFENCING PILOT**





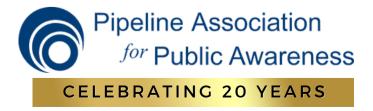


IN JUST ONE MONTH!

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

RESULTS

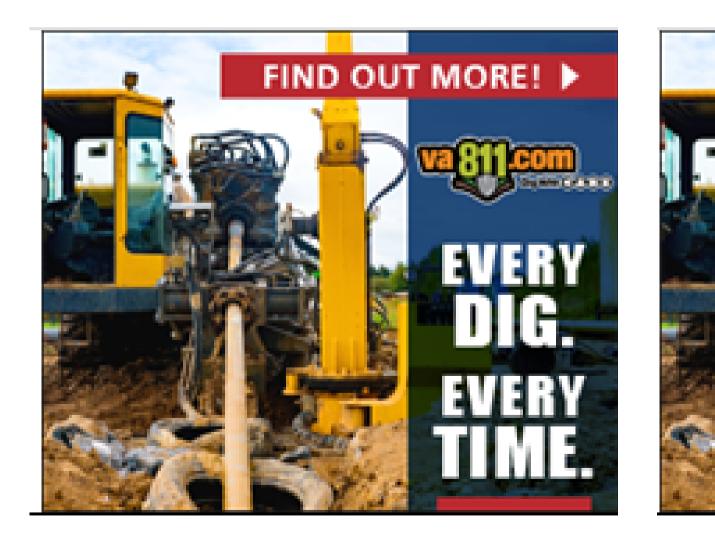






LEARNING #1: CTA'S

"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%









Pipeline Association **Pre-Excavation Checklist** Before EVERY Excavation In the Office O Review all drawings, plans, engineering blueprints for C Locate ticket number is posted at the work location existing buried facilities O Onsite meeting scheduled with all high profile facilities O Proposed excavation area has been marked in white in locate area (gas/oil pipelines, high-voltage cables, paint and/or flags fiber optic) Call 811 at least 2-3 business days before excavation [check your state One Call laws] Complete a pre-excavation walkthrough of the entire jobsite and adjacent areas Visual Inspection of Jobsite Document of Jobsite O Signs or marking posts O Compare actual jobsite to One Call ticket · Pavement markers istamped nails, pavement decals, Artagsi One Call ticket covers the scope of the work · Dire Call ticket "Work to Begin" date is valid Surface markets O Other surface signage for landscaped areas · All utilities have responded All facilities are marked within the escavation area C Locate marks O Photograph the jobsite

Locate marks and flags from 360*

· Note all required safety signage

C Emergency equipment available when hazardour

adjacent to the dig zone is readily available

List of all emergency contact numbers for assets in and

O The location and route to the nearest hospital is known

atmospheres are poentially present

Video and/or sketches where pertinent

Get more FREE

training tools

and safety

resources

· Permanent signage and location relative to the dig area

Note location, height, and operator of overhead lines.

(II) SCAN ME

Onsite

O Consult any maps or field sketches of the location

- Identify all services to buildings such as: das meters
 Farm taps
 Water valves
- Farm taps.
 Pipeline valves. Telephone closures Cable perfectats
- O Look for the evidence of trench lines from the previous essection
- C Look for the cleared pipeline ROWs
- O Talk with the property owner or general contractor to
- identify potential private facilities that may not be marked;
- Lighting Propane tanks
- Outbuildings
 Pools/Spas Communications lines · Inigation

Before You Dig

- Review safety information with anyone working the job
- O Confirm with facility owner vacuum or hydro cavation is scheduled for all pipelines impacted
- O Locations for hand digging within the tolerance zone are
- oted
- O Representatives for all critical facilities are present

ent is provided for informational purposes only and does not canali dimay not be inclusive of all pre-excavation activities required of ye employees and agents accept no indicity and decision all required of the emission band on the term to exceedence of the control of the your company's appropriate management before implementation more of acting, or refraining from acting, in reliance of the inform

223 VIEWS OF THE PRE-EXCAVATION CHECKLIST CHECKLIST

https://pipelineawareness.org/digsafe

LEARNING #3: RESOURCES

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



INTRODUCING PAPA'S NEW COLLABORATIVE GEOFENCING PROGRAM







• 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
- Cost: \$800 per operator

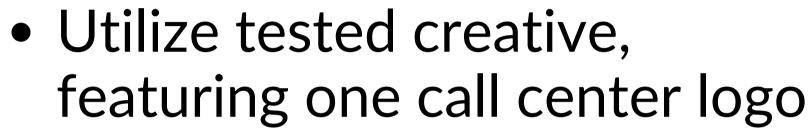
• Option 2: County

- 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
- Cost: \$1,550 per county

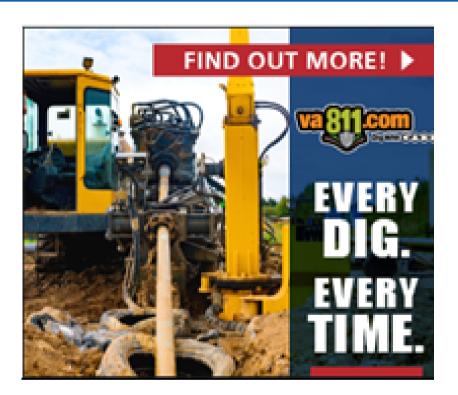
AUDIENCE

Enroll additional excavators at \$7/excavator if enrolled in option 1 or 2





- Call to action: "Get more info"
- Multiple resources on <u>landing</u> <u>page</u>, including "Excavation Safety Checklist"
- Sponsor logos will be included on landing page, along with a link to your website



CREATIVE







- Sign-Up Deadline: 5/1/2024
- Excavator lists and county enrollment provided to Enertech: 5/24/2024
- Campaign Development Begins: 5/27/2024
- Campaign Goes Live: 8/1/2024
- Campaign Ends: 9/1/2024
- Final Documentation Provided: 9/25/2024

TIMELINE





General Documentation (Included)

- Impressions
- Click-Throughs
- Landing Page Visits

Company-Specific Documentation (\$250 per operator)

• Provided for your specific company's enrolled excavators/counties

DOCUMENTATION



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







Enroll counties, or upload a high-risk excavator spreadsheet Sign-Up Deadline: May 1

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

GET INVOLVED!





