

SPRING 2017

DIG SAFE SYSTEM, INC.

# The Dirt



## Promoting 811 All Season Long!

From April to October, Dig Safe executes a full-range media campaign to spread the word about our safety service.



Once again this year, April is officially “Safe Digging Month,” proclaimed by the Governors of Massachusetts, Maine, New Hampshire, Rhode Island and Vermont. This declaration marks the start of the busy excavation season, and throughout the summer and fall months, Dig Safe’s widespread safety message is carried over television, radio, billboards, internet ads, newspaper and aerial advertising.

We are fortunate to have Roger Cook as our safety ambassador and TV spokesperson. Mr. Cook is the longtime landscape expert from the hit shows *This Old House* and *Ask This Old House*, and has a huge following with yard improvement enthusiasts. And, he firmly believes in the Dig Safe process both on the show and in his own landscape business. Roger urges TV audiences to call 811 even for small jobs, like planting a tree or installing a fence.

The spot runs on a.m. and p.m. local news, and to reach the Do-It-Yourself crowd, you’ll also see it on DIY Network shows *Desperate Landscapes*, *Turf Wars*, *Yard Crashers*, and *I Hate My Yard*.

Every other year, Mr. Cook takes time out of his busy schedule to shoot the spot for us. We can’t express enough gratitude to him and the good folks at WGBH for making it happen.

Want to check out all of Dig Safe’s TV public service announcements and safety videos? Click on the YouTube icon on our homepage at [digsafe.com](http://digsafe.com).





# Spreading the Word



## Patriots and Red Sox Radio

No one can argue that New England sports fans are feverishly loyal, and they are sure not to miss a game when they can't be in front of a TV. Radio listeners can hear our on-air announcements pre-game, in-game and post game for the entire season.

## Billboards in April and May

Our massive billboards can be seen from the Southeast Expressway in Dorchester, on the Mass Pike at Fenway in Boston, Route 16 on Revere Beach Parkway, Shrewsbury Street in Worcester, and on I-495 in Methuen, right before the New Hampshire border. Rhode Island motorists on I-95 spotted our billboard at the Charles Street exit.



## Newspaper Ads



For 811 Day on August 11th, Dig Safe will run quarter page color ads in the most prominent publications in our five states - The Boston Globe, Portland Press Herald, Bangor Daily news, Burlington Free Press, New Hampshire Union Leader and The Providence Journal.



## Plane Banner

We fly our four storey banner over crowds of thousands at the Boston Marathon, July 4th Esplanade celebration, NASCAR races, Newport Folk Festival, Rhode Island and Cape Cod beaches, North Shore Beaches from Beverly to Old Orchard, the Essex Fair in Vermont, at Patriot's games over tailgaters around Gillette Stadium, the Topsfield Fair, Deerfield Fair, Fryeburg Fair, and the Hampton Seafood Festival.

## Internet

Follow us on Twitter and Facebook for the latest news, trends and events. Our YouTube channel is home to our public service announcements and safety videos from the past and present.

And in the past year, the world's most popular search engine has earned us top-of-the-page placement on Google search results to draw over 240,000 unique visitors to our website.





# MUST

## MANAGING UNDERGROUND SAFETY TRAINING

### 2017 M.U.S.T. Contractor Safety Breakfast Seminars

From mid-February to early April, the regional M.U.S.T. groups (Managing Underground Safety Training) hosted over 1,800 contractors in 23 locations throughout 5 New England states at their annual contractor breakfast training seminars in Massachusetts, Maine, New Hampshire, Rhode Island and Vermont.

Each year the M.U.S.T. training sessions are held during late winter and early spring, while the ground is frozen. This is an ideal time of year for training, since most excavators are available, and the information they take away will be fresh in their minds for the upcoming excavation season.

After networking during breakfast, attendees heard from representatives of local utility companies, Dig Safe, On Target, and state regulatory agencies, who spoke about the potential hazards of utility damage, the “Dig Safe” laws and rules, call center notification, Common Ground Alliance’s Best Practices to work safely around underground facilities, typical utility locating and marking techniques, tips for pre-marking, what to do if a line is struck, and the enforcement process.

A key point made by all the presenters this year was the importance of communication among all stakeholders in the damage prevention process.

New this year to the speaker panel was Karen Gentile of P.H.M.S.A. (Pipeline Hazardous Material Safety Administration), a branch of the US Department of Transportation, who detailed the agency’s new excavator requirements aimed at reducing excavation damage.

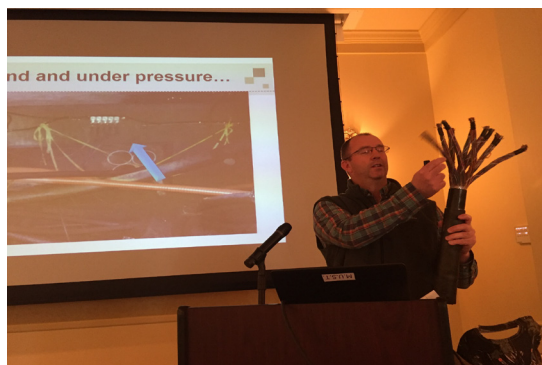
In addition, Hilary Hackbart of the Massachusetts Department of Labor Standards shared her expertise about the dangers of working in trenches, and gave an overview of the Commonwealth’s regulations to keep workers safe from trench accidents. She also talked about Jackie’s Law and how to keep the public safe from entering unattended trenches. (continued)



Dave Flewelling, Comcast



Karen Gentile, P.H.M.S.A.



Simon Thorne, Fairpoint Communications



# MUST

## MANAGING UNDERGROUND SAFETY TRAINING

### (continued) 2017 M.U.S.T. Contractor Safety Breakfast Seminars

Folks who attended the Augusta, Maine class were lucky to meet guest speaker Travis Mills, an Army veteran who lost his limbs while sweeping for mines in Afganistan. Travis spoke about how important it is to stay focused and safe on the job, no matter what circumstances you face. He remains a local hero as he continues to renovate the former Elizabeth Arden estate in Belgrade, Maine to create the Maine Chance Lodge & Retreat for combat-injured veterans and their families, scheduled to open in June, 2017.

Every year the classes draw a more varied group of men and women from a wide range of industries - excavators, municipal workers, builders, plumbers, electricians, landscapers, pest control technicians, fence installers, tent installers, paving contractors, civil engineers, insurance companies, and state workers from the Department of Transportation, Department of Recreation and Conservation, and others.

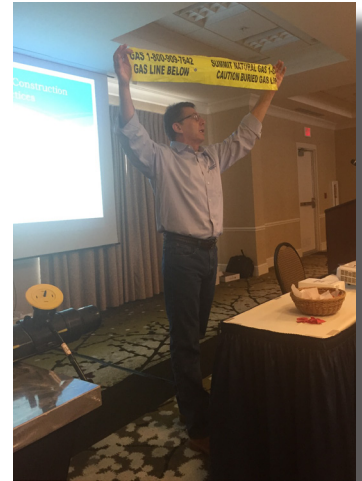
Drawings for raffle prizes between each presentation was a fun way to keep the crowd engaged and an ideal "thank you" for attending. NEUCO, NPL Construction, Feeney Brothers, Kinder Morgan, On Target, Comcast, Eversource, Eastcom Associates and M & N Operating Company donated a variety of items, like Home Depot cards, Dunkin Donuts cards, pre-marking paint and paint wands, shovels, DeWalt circular saws, goodie bags of branded items, Samsung Galaxy tablets and a CAT (Cable Avoidance Tool) Utility Locator.

Evaluation results from both paper and online surveys show that the seminars were well received, and considered valuable time spent learning how to keep safe while working around underground utilities.

Invitations to register for the 2018 M.U.S.T breakfast seminars will be mailed out and posted online at [www.must-ne.com](http://www.must-ne.com) in January 2018.



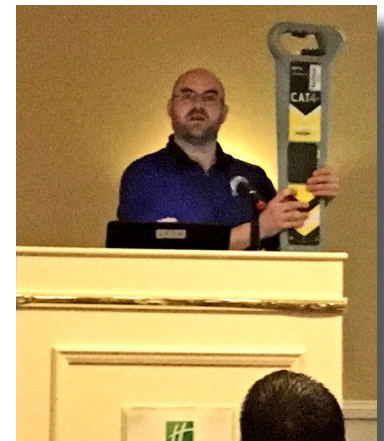
Jen Sehen, Maine Natural Gas, with Travis Mills.



Rick Bellemare, Summit Natural Gas



Dave Attig, Vermont Gas Systems



Eric Denslow, Eastcom Associates

#### MAINE

Bangor, Augusta, Freeport, York, Presque Isle, Bar Harbor

#### MASSACHUSETTS

Hyannis, Westport, Greenfield, West Springfield, Taunton, Peabody, Fitchburg, Haverhill

#### NEW HAMPSHIRE

Manchester (Keene, Concord and Hampton cancelled due to severe weather)

#### RHODE ISLAND

Newport, Warwick

#### VERMONT

Colchester, Montpelier



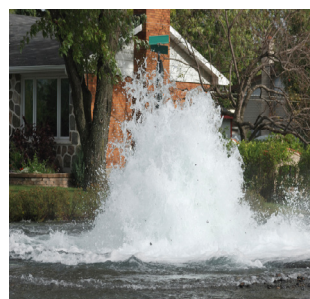
# Welcome New Members



## Who is digging near your facilities?

### Dig Safe Members Know.

Demonstrate your commitment to safety by protecting your underground utilities from excavation accidents. Dig Safe is a streamlined communication process that notifies you of projects that could potentially damage sewer, water, drainage, fire alarm and traffic control systems. Go to the Become A Member page at [digsafe.com](http://digsafe.com) to learn more.







# Upcoming Events

## **Vermont Municipal Highway Association 35th Equipment Show & Field Day**

Wednesday, May 10, 2017

Barre Municipal Civic Center

Contact Debbie Armstrong at 802-223-2374 or  
debbie@agcvt.org

## **NH Road Agents Association 30th Annual Mountain of Demonstrations Show**

Thursday, May 25, 2017

At Mount Sunapee Resort - Newbury, NH

Contact Ashley Monier at 603.230.3340

## **RI Public Works Association Ocean State Construction & Equipment Show**

Wednesday, May 31, 2017

Crowne Plaza Hotel - Warwick, RI

Contact Erin Gingerella at 401-364-8722 or erin@  
ripwa.org

## **Maine Chapter - APWA Annual Highway Congress**

Thursday, June 1, 2017

Skowhegan Fairgrounds - Skowhegan, Maine

Contact Meghan Bates, Event Co- Chair at 204-513-  
3003 ext. 3440 or mbates@lewistonmaine.gov

## **Granite State Rural Water Association 2017 Operator Field Day & Exhibit Show**

Tuesday, September 12, 2017

Mount Sunapee Resort - Newry, NH

Contact GSRWA at 603-756-3670

## **New England Public Works Expo**

September 20 and 21, 2017

Boxboro Regency Hotel & Conference Center

[www.nepublicworksexpo.org](http://www.nepublicworksexpo.org)

## **New England Grows!**

November 29 - December 1, 2017

Boston Convention & Expo Center

508.653.3009

[www.newenglandgrows.org](http://www.newenglandgrows.org)



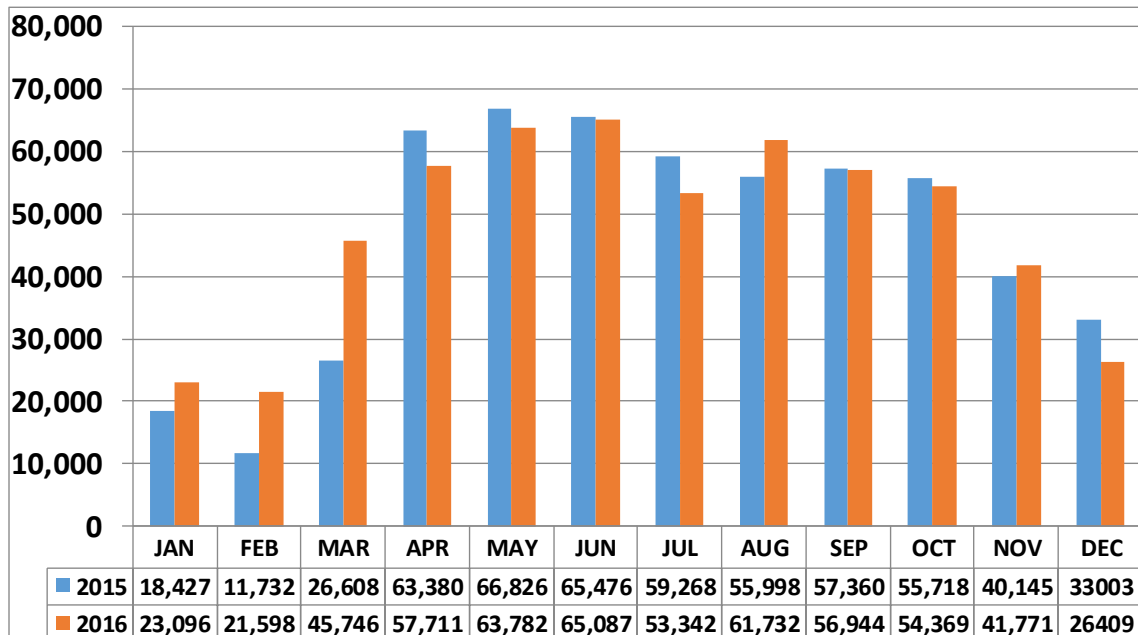
**November 29 – December 1, 2017**  
BOSTON CONVENTION & EXHIBITION CENTER



# Dig Safe, by the numbers



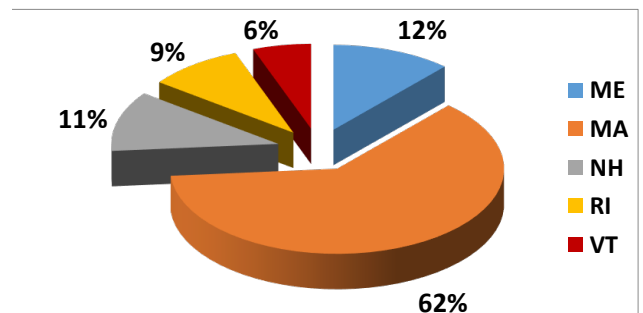
## Ticket Volume 2015 v. 2016 - 3.2% increase



## QUICK-TICKETS PROCESSED ONLINE

	2015	2016	Increase
January	41%	41%	0%
February	37%	41%	4%
March	38%	43%	5%
April	40%	39%	-1%
May	38%	39%	1%
June	39%	39%	0%
July	39%	40%	1%
August	40%	41%	1%
September	39%	41%	2%
October	40%	41%	1%
November	39%	43%	4%
December	40%	43%	3%
AVERAGE	39%	41%	2%

## Percentage of Calls - By State



**Member Utilities - 650**  
**Customer Service Reps - 35**  
**Supervisors - 4**



# From Our President

Dear friends,

We were certainly busy last year, and it looks like we are heading toward a record breaking year in 2017!

In 2016 the incoming ticket volume at the Dig Safe call center increased 17,646 tickets or 3.2% from 2015. The center processed 571,587 tickets, while transmitting over 3.9 million messages to the 650 member utilities located in the states of Massachusetts, Maine, New Hampshire, Rhode Island and Vermont. Last year we also saw the percentage of tickets received through our online Quick-Ticket program remain consistent at 40% of the total ticket volume.

That said, we continue to work on ways to streamline the ticket process. We spent the winter season contacting over 25,000 contractors in our database who are registered with an ID number to verify their contact information. Our intent is to shorten your time on the telephone with us, especially for those who call many times each week, by repeating only the name, telephone number and email address of the caller to proceed.

This year we are again updating our maps utilizing Google street data while also going a step further and adding parcel or cadastral data where available in each of our five states. We understand the importance of keeping our map data current, and have set aside considerable resources to do the best job possible. This process is ongoing and we appreciate your patience when we are trying to identify where your excavation is going to take place.

We have also updated software regarding the renewal of DS tickets. In our research we have found that many excavators have been renewing the same tickets over and over for months and even years without ever changing the location or type of excavation that has been occurring. Most common is where the original ticket is called in for the installation of a new road but is being renewed every 30 days for the excavation of the homes and utilities off of the new road. This forces the utility companies to continuously mark out the road over and over where work has already been completed. This wastes not only the locator's time but the ability of the locator to get to their next job which may be yours. We have begun to identify these tickets and are requiring the excavators to call us to create a new ticket or input one on the internet using Quick ticket with new location information.

Please remember that communication between you, the Dig Safe call center and the member utilities remains vital to the success of your excavation. The few minutes spent on the telephone or online processing a ticket should not be taken for granted. It's important to always provide the necessary location information to ensure your site is marked out properly. The safety of your employees is important to us and the staff at Dig Safe remains dedicated to providing the best customer service possible.

We are all looking forward to working with you throughout the busy 2017 digging season. Stay safe!

**Robert S Finelli**

11 Upton Drive  
Wilmington, MA 01887

781-721-1191  
[www.digsafe.com](http://www.digsafe.com)

President  
*Bob Finelli*

Manager  
*Amy Worden*

PR Director  
*Lisa Powers*