

GEOFENCING FOR HIGH-RISK EXCAVATORS





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** 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

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.



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! >>

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EVERY DIG.
EVERY TIME.**

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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 stamped nails, pavement dots, A-taps
 - 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
 - Sewer laterals
 - Outbuildings
 - Propane tanks
 - Modulars
 - 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 360°
 - 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 to your situation and may not be inclusive of all pre-excavation activities required of your situation. Consult your company's appropriate 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 CHECKLIST

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

<https://pipelineawareness.org/digsafe>



INTRODUCING PAPA'S NEW 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
- *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*

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



CREATIVE

- Utilize tested creative, featuring one call center logo
- Call to action: “Get more info”
- Multiple resources on landing page, including “Excavation Safety Checklist”
- Sponsor logos will be included on landing page, along with a link to your website





TIMELINE

- Sign-Up Deadline: 5/1/2024
- Excavator lists and county enrollment provided to Eneritech: 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



DOCUMENTATION

General Documentation (Included)

- Impressions
- Click-Throughs
- Landing Page Visits

Company-Specific Documentation (\$250 per operator)

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



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



GET INVOLVED!



pipelineassociation.org/exgeofencing

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

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



Q & A