An Operator Perspective: On the Benefits of DIRT
How Many Of Us And Our Organization Do A Better Job:

• If we have measureable results?
• If we know what contributes to make up the results?
• If we have goals?
Now What?

• We needed useful 3rd Party Damage Root Cause Information
What did we know at the end of 2007?

- 8267 Damages for the enterprise
- 1.5 Million locates for the enterprise
- Damage per 1000 locates – 5.49

- All good information BUT?
- How do we get better?
We had measureable results!

- 2007-5.49 Damages per 1000 Locates

- Now what?
What was our 1st Step?

- Modified our forms and made information required.
By gathering this information and entering into DIRT; what did we learn?

- 48% of damages were caused by – “No Locate Requested”
- 25% of damages were caused by – “Failure to Hand Expose in Tolerance Zone”
- 18% of damages were caused by – “Inaccurate Mark”

- 91% of damages are attributed to these three “Root Causes”
By gathering this information and entering into DIRT; what did we learn?

• Contractors cause over 50% of damages to our system
• Followed by:
  • Municipalities
  • Other utilities
  • Home Owners
Where does that leave us?

- 2007 – 5.49 damages per 1000 locates
- Measureable results
- Root cause (what is contributing to make up results)
- We need a GOAL!
- Goal for 2008 – 4.0 damages per 1000 locates

- Now what?
Actions taken to reach our GOAL:

• Enterprise Damage Prevention Team
• Ticket management system
• Positive response to all excavators
• Identified areas with high damage numbers and targeted specific groups for education/training
• We developed our own presentation/handouts that supervisors and others could use to educate
• Met with mayors and other public officials to educate them to the dangers
• Investigate all damages caused by “inaccurate mark” and try to determine reason
Actions taken to reach our GOAL:

• Became active as a company in trying to enhance “dig laws”
• Starting in the few months - all our outgoing correspondence to customers will have the 811 message on it
• Door hangers with 811 message and information concerning excavation safety
• New technology
• CHANGING OUR CULTURE!
What did DIRT do for us?

![Graph showing damages per 1000 locates from 2007 to 2010.]

- 2007: 5 damages
- 2008: 4 damages
- 2009: 3 damages
- 2010: 3 damages