

STAFF MEMORANDUM

.....

TO: Commissioners Cramer, Clark and Kalk
Darrell Nitschke, Executive Secretary

FROM: Patrick Fahn, Director Compliance and Competitive Markets

DATE: October 27, 2010

RE: 2011 One-Call Grant Application

The North Dakota Public Service Commission is applying for 2011 One-Call grant funds from the Department of Transportation, Pipeline and Hazardous Materials Safety Administration in the amount of \$10,000 under Priority 3. Priority 3 activities include:

- State-provided training programs for excavators,
- State-provided training programs for locators,
- Distribution of promotional items or materials,
- Damage prevention awareness campaigns such as public service announcements, informational mailings, advertisements, One Call center promotions, booths/exhibits.

The Department of Transportation has set the maximum amount that can be requested for any priority at realistic levels so that the amount that States request will be close to the amount that is actually awarded. The maximum amount that can be requested in Priority 3 cannot exceed \$10,000.

All grant funds received will be used for billboards at approximately 20 locations to further public education for one-call in the 2011 calendar year.

Attached is a draft copy of grant application.



U.S. Department
of Transportation
**Pipeline and Hazardous
Materials Safety
Administration**

1200 New Jersey Avenue SE
Washington DC 20590

PIPELINE SAFETY
2011 One Call Application
for

NORTH DAKOTA PUBLIC SERVICE COMMISSION

Please follow the directions listed below:

1. Review the entire document for completeness.
2. Review and have an authorized signatory sign the main application page, page 2.
3. Attach the printed SF-424 and SF-424A forms from the Grants.gov package.
4. Fasten all pages with a paper or binder clip - no staples please as this package will be scanned upon it's arrival at PHMSA.
5. Mail the entire document, including this cover page to the following:

ATTN: Gwendolyn M. Hill
U.S. Department of Transportation
Pipeline & Hazardous Materials Safety Administration
Pipeline Safety, PHP-50
1200 New Jersey Avenue, SE Second Floor E22-321
Washington, D.C. 20590

FedSTAR Information

Electronic Submission Date:



Pipeline and Hazardous Materials Safety Administration
1200 New Jersey Avenue, SE
Washington DC 20590

DEPARTMENT OF TRANSPORTATION

PIPELINE AND HAZARDOUS MATERIALS SAFETY ADMINISTRATION

2011 One Call Application

Office: NORTH DAKOTA PUBLIC SERVICE COMMISSION

Contact: Fahn, Patrick

Priority	Project Title	Request
3	2011 Damage Prevention Awareness - Billboard advertising Development and/or conduct of damage prevention awareness campaigns - Advertisements	\$10,000.00

DRAFT

Project Totals

\$10,000.00

Authorized Signature

Date

Title

Development and/or conduct of damage prevention awareness campaigns - Advertisements

Has this activity been performed previously? If so, what was the resulting effectiveness? If you reference your 2010 Progress Report for this information, please keep in mind that insufficient details about the effectiveness of this project will jeopardize the approval of this project for 2011.

Yes, all previous grant awards have been for damage prevention awareness including 811 awareness campaigns. The results are very difficult to judge. Chad Olson, representative from North Dakota One Call, stated he has seen the billboards around the state and they are very well done, catch your eye and present the desired message. He has heard from several other individuals who have seen the billboards and took the time to mention that they are effective, unlike the newspaper ads that were tried a few years ago that noone seemed to notice or took the time to mention.

What do you plan to do with the 2011 requested funds for this project?

Grant funds for 2011 will again be used to fund billboard advertising throughout the State of North Dakota. Grant funds have been previously used to purchase space on approximately 20 billboards across the state. The billboards have been strategically placed to achieve the best motoring homeowner and excavator coverage. The billboards have been placed in the major markets throughout North Dakota with billboards in each of the following cities: Beulah, Bismarck (2), Bowman, Carrington, Devils Lake, Dickinson, Fargo (2), Garrison (2), Grand Forks, Jamestown, Mandan, Minot (2), Rugby, Valley City, Wahpeton, and Williston. Billboard advertising in selected locations throughout North Dakota has targeted the general public as a whole to convey the need to call the North Dakota One-Call 800 number or 811 at least 48 hours before the beginning of any digging. Billboard advertising is a high-impact way of getting an advertising message across to the residents of North Dakota.

Please indicate the One Call Enforcement Authority for your State and/or Agency:

All matters coming before the Commission subject to North Dakota Century Code Chapters 28-32 and 49-07. Complaints are subject to North Dakota Administrative Code Chapter 69-02-02.

Estimated Budget for this Project:

Personnel	\$0.00
Fringe Benefits	\$0.00
Travel	\$0.00
Equipment	\$0.00
Supplies	\$0.00
Contractual	\$10,000.00
Other	\$0.00
Indirect	\$0.00

Total Requested Cost for this Activity: \$10,000.00

Are the One Call Application Funds to be transferred to other than "NORTH DAKOTA PUBLIC SERVICE COMMISSION"? No

Is there Equipment and/or Items associated with this activity? Yes

Qty	% use for pipeline damage prevention (min 50%)	Total Cost	Associated with Contract?	Description
-----	--	------------	---------------------------	-------------

% use for
Associated with
Description
Damage?
prevention

20	100	\$10,000.00	<input checked="" type="checkbox"/>	Twenty billboards will be placed across the State of North Dakota for public awareness of the need to call one-call using 811 or the 800 # at least 48 hours before digging.
----	-----	-------------	-------------------------------------	--

DRAFT