

# Indiana Utility Regulatory Commission

*Underground Plant Protection Account*





# Darby Miller

## Who am I?

- **Underground Plant Protection Account (UPPA) fund Program Manager**
- **IURC via: IDOL, Department of Revenue, INDOT**

## What do I do?

- **Plan UPPA spending, research outreach opportunities, write media items, coordinate training sessions, review UPPA requests, maintain UPPA website**



# What can UPP Account funds be spent on?

- Per IC 8-1-26, funds from the UPP Account must be utilized to improve the safety of Indiana's underground gas facilities. Investments must fall into one of the following:
  - *Public Awareness*
  - *Training and education*
  - *Incentive Programs*



# IURC UPP Account Committee

- Commission Chair (Huston)
- Commissioner (Ziegner)
- UPP Account Project Manager (Miller)
- General Counsel (Heline)
- Director of Pipeline Safety (Allen)
- Executive Director of External Affairs (Krevda)
- Executive Director of Technical Operations (Veneck)
- Chief Administrative Law Judge (Seyfried)



# Underground Plant Protection Account

- If Indiana's One-Call law is violated, civil fines can be issued.
- Underground Plant Protection Advisory Committee (UPPAC) recommends a penalty and IURC may approve the penalty.

How much is in there now?

- Approximately \$1.2M\*
- Does NOT revert - UPPA is a dedicated fund.

\* Does not count spending approved but not invoiced



# Investments

- Fiscal Year 2016 total – Approximately \$140,000
- Fiscal Year 2017 total – Approximately \$1.1 M
- Fiscal year 2018 – Approximately \$1M invoiced
- Complete list of approved grants and contracts available at this link: <http://www.in.gov/iurc/2861.htm>



# Geographic Representation of UPP Account Investments

- Map of spend now available:
  - <http://www.in.gov/iurc/2950.htm>





# Safe Dig Indiana | Local

- **Boonville**
- **Rensselaer**
- **Porter County Highway**
- **Shelbyville**
- **Osgood**

**Training sessions may qualify for water/wastewater and pipe driller/pump installer CEUs**



# PROJECTS FUNDED



# Safe Dig Indiana - Free, Online Training

- **SafeDigIndiana.com**

- *Approximately 400 users*

- *Dig Law training*

- *811 Training*

- *Additional modules coming soon!*



INDIANA  
DIG LAW



811 SYSTEM



WHEN A FACILITY  
IS DAMAGED



SAFE DIGGING &  
BEST PRACTICES



# IU and Purdue

- Every IU/Purdue Game
  - *Men and Women*
  - *Basketball*
  - *Football*

A photograph of a stadium scoreboard and advertisement. The scoreboard is on the left, showing a game between IU (Psi) and Purdue (Ohio State). The time is 10:38, and it's the first quarter. IU has 0 points and Purdue has 0 points. The game is in the 3rd down, 7 yards to go, with the ball on the 10. To the right of the scoreboard is an advertisement for Indiana 811, featuring a cartoon character in a yellow raincoat and hat holding a shovel, with the text "Indiana 811" and "Know what's below. Call before you dig."

10:38	QUARTER 1
Ψ 0	TOL 3
OHIO STATE 0	TOL 2
DOWN 3rd	YDS TO-GO 7
	BALL ON 10

**Indiana 811**  
Know what's below. Call before you dig.



# Midwest Damage Prevention Training Conference

- **2017 Scholarship Sponsorship**

- *115 given away*
- *Hotel stay and classes for first-time attendees or financial justification*

- *2018 scholarship opportunities!*

- [www.811scholarships.com](http://www.811scholarships.com)





# State Fair 2017

- 906,000 Attendees
  - 400,000 uses of hand sanitizers
  - 75,000 Skyride passengers





# Animated PSA





# More Outreach Efforts

- Facilitator assisted stakeholder meeting for excavators, operators, locators, etc.
- Six, 2016 full-day training sessions dubbed “Safety Days” across Indiana – 3 north, 2 south, 1 central
- Seven 2017 and 2018 Safety Day trainings w/ classroom and mock line-strike
- Media outreach on radio and internet during April 2016 and 2017 – Safe Digging Month
- 100,000 excavator handbooks – 80k English, 20k Spanish
- Tri-Town Safety Village – 1,500 grade school students and 3 adult training sessions
- Minor league baseball – 811 Day, Indians sponsorship



# Indiana Broadcasters Association effort

- **Public Education Program (PEP) through the Indiana Broadcasters Association (IBA)**

- *Only available to non-profits and government*

- *Only 4 slots in Indiana*

- *Full year of radio and TV*

- *95% Indiana residents reached per month (18+)*

- *59,000 + ads run in 2017*



**BE HEARD – BE SEEN – BE RELEVANT  
BE EVERYWHERE**

**Exposure in all 92 Counties – 95% Reach**



What does 95%  
look like?



# Broadcast TV

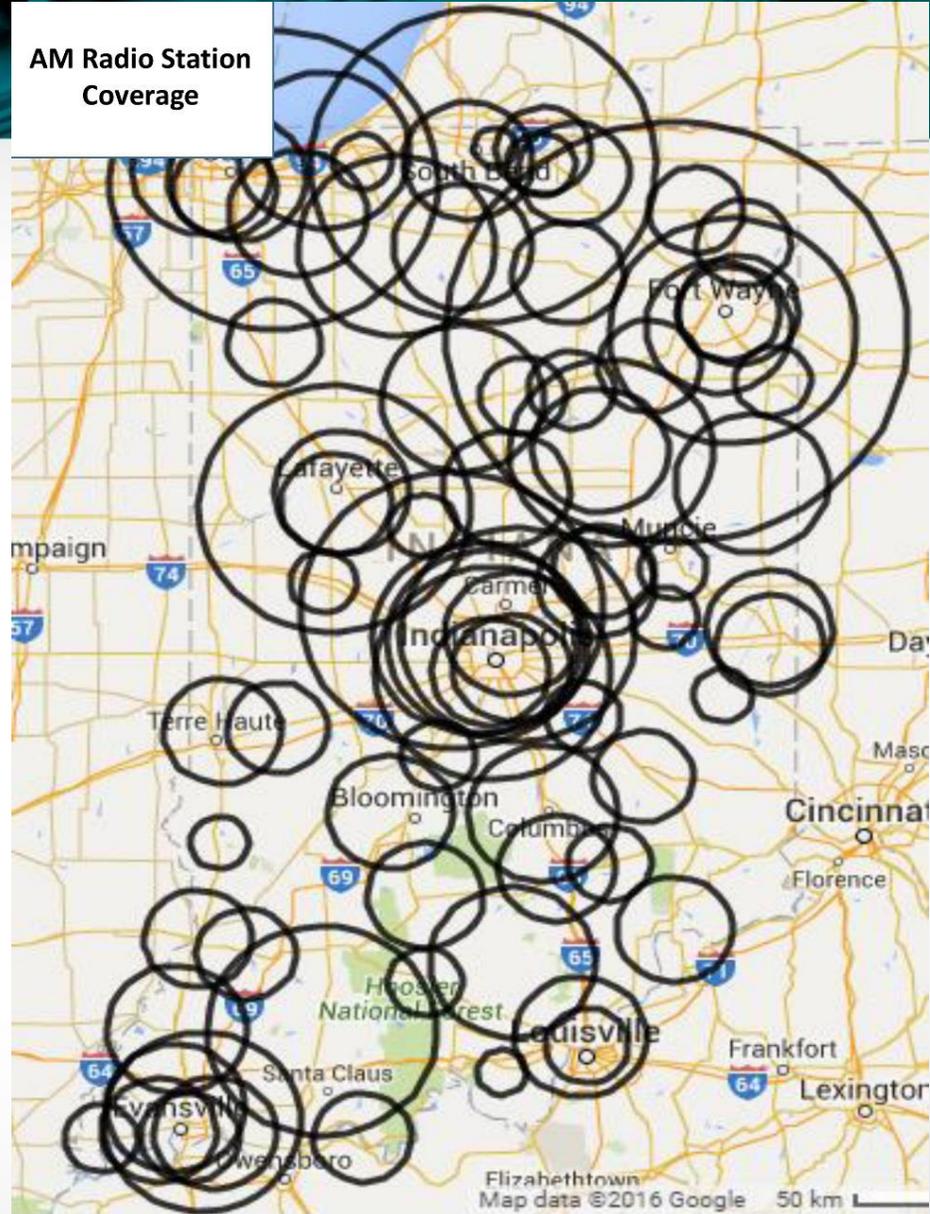
TV Station Coverage





# AM Radio

AM Radio Station Coverage





# FM Radio

FM Radio Station Coverage





# Media Samples



# Radio PEP - Superhero





# Broadcast TV PEP - Superhero





# Outcomes



# Outcomes: Awareness

- **July 2017 Povaddo 811 Survey**
  - *64% of residents aware of “call before you dig service” – an 11% increase over 2015 and 19% higher than the national average.*
  - *53% of residents have seen 811 advertising – an 18% increase over 2015 and 17% higher than the national average.*
  - *79% of residents claim they would call 811 if planning a project – an increase of 8% over 2015.*
- **Overall Indiana is now #1 nationally in 811 awareness**



# Outcomes: Education and Training

- Online training at [www.safedigIndiana.com](http://www.safedigIndiana.com) has been launched
  - *2 of 4 modules are completed; expect completion of remaining 2 during 2018*
  - *370 professionals have completed training*
- Traveling “Safety Day” training sessions in 13 cities; 7 locations in 2018 – approximately 1,000 attendees
  - *Indianapolis      Fort Wayne      South Bend      Columbia City*
  - *Evansville      Merrillville      Valparaiso      Plymouth*
  - *Scottsburg      Terre Haute      Noblesville      Ft. Benjamin Harris*
  - *Lafayette*
- Midwest Damage Prevention Conference scholarships 2016, 2017, 2018
  - *375 people attended on scholarship*



# Things to know

- Are signed up as a vendor/bidder with the State of Indiana?
- Do you have a way to direct deposit grant money?
- Who will sign for your grant? Mayor, treasurer, auditor, other?
- Can you give a justification for receiving funds?



# Indiana Utility Regulatory Commission

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