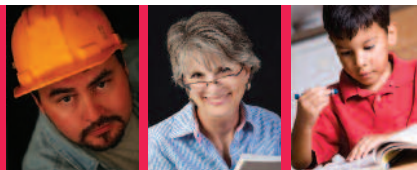




A DRAMATIC REDUCTION IN DIG-INS AMONG THIRD-PARTY CONTRACTORS

Public Safety Outreach for Utilities





Situation

An analysis of the direct costs related to each dig-in revealed a clear picture at one Midwestern investor-owned utility. The repair costs were highest for ongoing utility damage incidents caused by a specific group of third-party contractors. The cost to deliver safety training to these “repeat offender” contractors would be less than the cost to repair damages. The utility’s damage prevention manager also wanted to reduce dig-ins to prevent accidents and increase reliability.

Challenge

The repeat offender list included 72 third-party contractor companies. The utility simply didn’t have the staff to deliver their excavation safety training presentation in person at so many locations. Even though the utility had good data showing whom to target, they couldn’t reach out to all the repeat offenders to make the desired impact.

Nearly 5,000 contractor employees received excavation safety materials.



Strategy

Culver Company delivered a program to extend the utility's reach to all 72 companies, allowing the utility to reach more people with the same information as with personal visits. This included creating a video based on the utility's own on-site safety presentation, an *Excavator Beware* website, and a variety of other materials. Culver contacted each company twice by phone and twice by mail to identify the safety trainers, secure their commitment to do the training, provide safety training kits, and do follow-up surveys.

Result

The utility's damage ratio of total excavator damage incidents divided by total one-call tickets dropped by 42% after the safety training was delivered. Over three quarters of the 72 contractor companies had a lower damage ratio after the training. Best of all, risk was reduced and reliability was positively impacted.

A substantial reduction in dig-ins led to a 50% cost savings in what the utility had been paying for damages per contractor company.



In a Contractor's Words



“It really scares me that older employees who have been with the company awhile take for granted that nothing is going to happen. Safety materials coming from the utility, and not just me, help make the employees listen more. I really appreciate it.”

—A safety trainer at a contractor company in this utility's service area

“Safety is the number one thing...and getting the job done without the utility damage is more cost-effective for us as well.”

—A safety manager at a contractor company in this utility's service area

Contact Us

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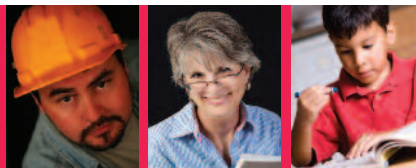
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