Local Government's Perspective: City of Charlottesville

Damage Prevention Conference
April 22, 2009
Lauren R. Hildebrand, P.E.

Local Government's Perspective: City of Charlottesville Overview

- History
- Damage Prevention Policy
  - -Objectives
  - -Strategies
- Flicker the Flame
- Performance Measurement
- Summary

Historical Overview

Madison Jefferson Monroe

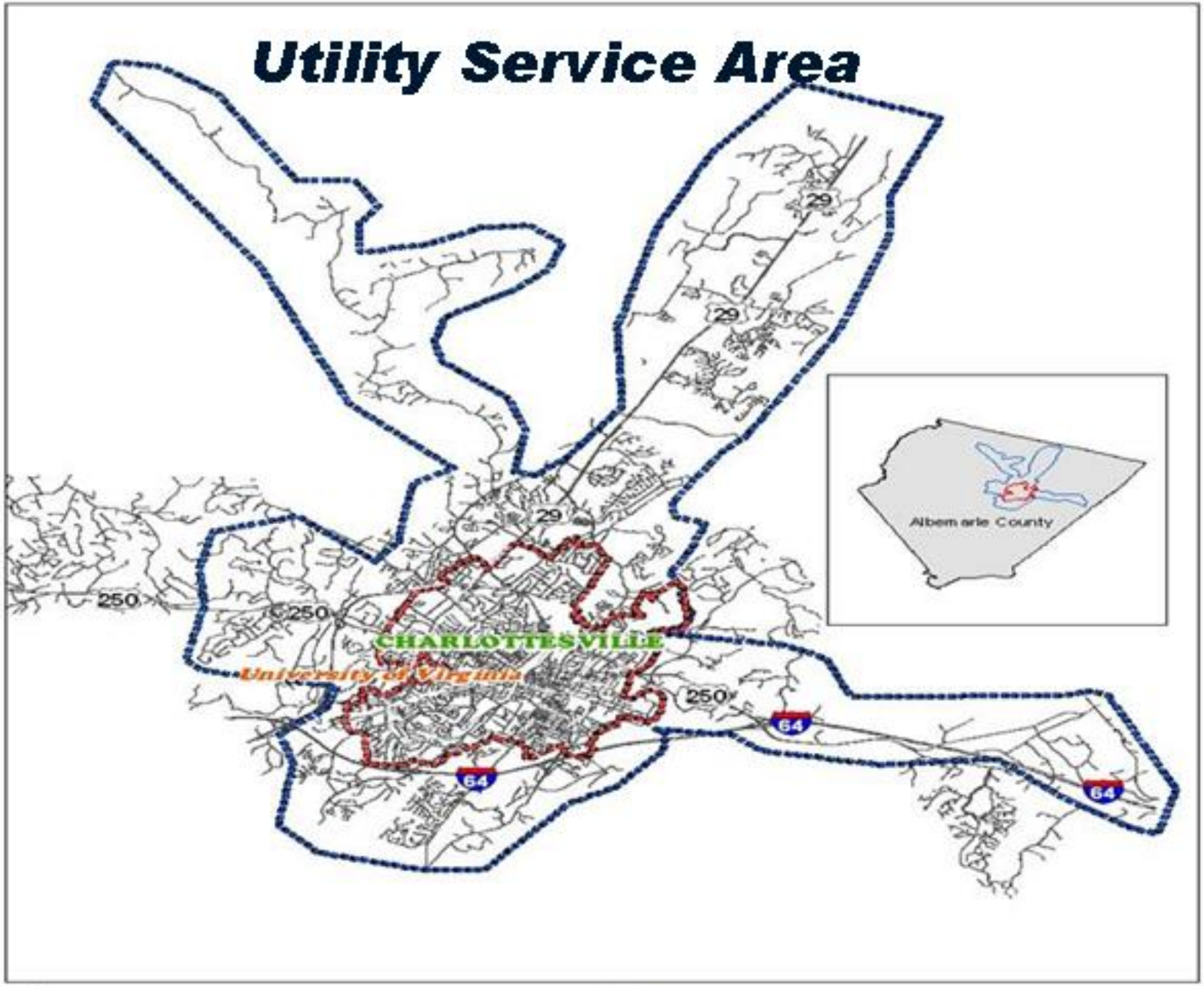
City of Charlottesville History: Gas System

- 1876 – Ownership of manufactured gas plant to the City of Charlottesville
- 1951 – Converted to Natural Gas
- 1997 – System-wide cast-iron replacement completed

City of Charlottesville History: Gas System

- 19,500 Customers
  - City 68% of customer base
  - County 32 % of customer base
- 314 Miles of Main (77% PE)
- 17,395 Services (99% PE)

Utility Service Area



City Limits
Gas_Service_Area

City of Charlottesville History: Water and Wastewater Systems

- 180 Miles of Water Main lines
- 164 Miles of Sanitary Sewer lines
- 13,600 Customers for Water and Wastewater
- System-wide Improvement Projects

City of Charlottesville Damage Prevention Policy: Objectives and Strategies

City of Charlottesville Damage Prevention Objectives

- Raise public awareness of presence of gas pipelines
- Aid in preventing excavator third party damage
- Educate excavators and agencies of proper emergency response procedures
- Reduce the number of damages to lower-than-state averages

City of Charlottesville Damage Prevention Strategies

- City Locators
- Training
- Advertisements
- Flicker the Flame
- Wastewater Initiatives

City of Charlottesville Damage Prevention Strategies: City Locators

City of Charlottesville Damage Prevention Strategies: Training

City of Charlottesville Damage Prevention Strategies: Advertisements

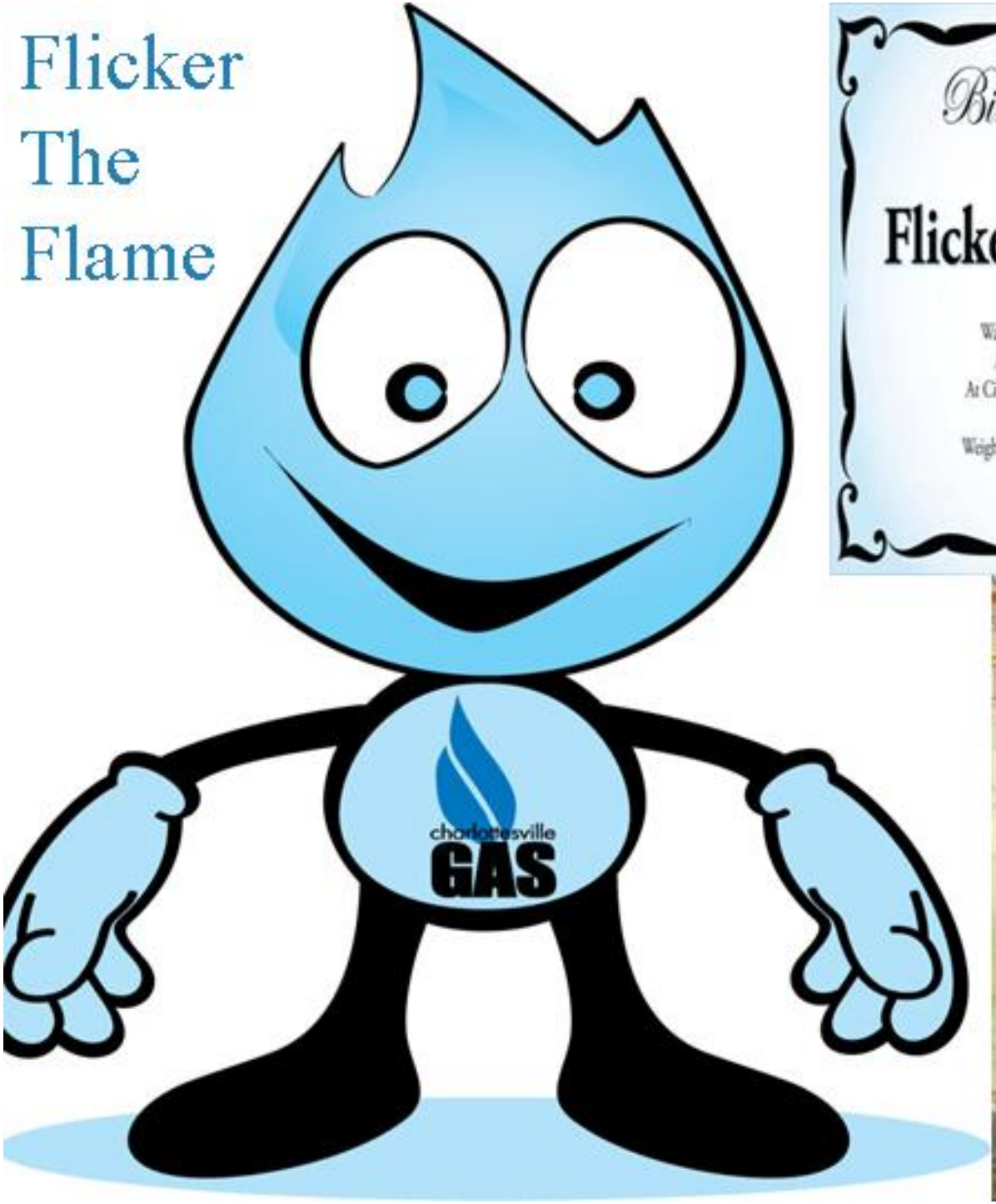
- Radio
- Print
- Direct Mailings
- Television
  - -Damage Prevention Commercial

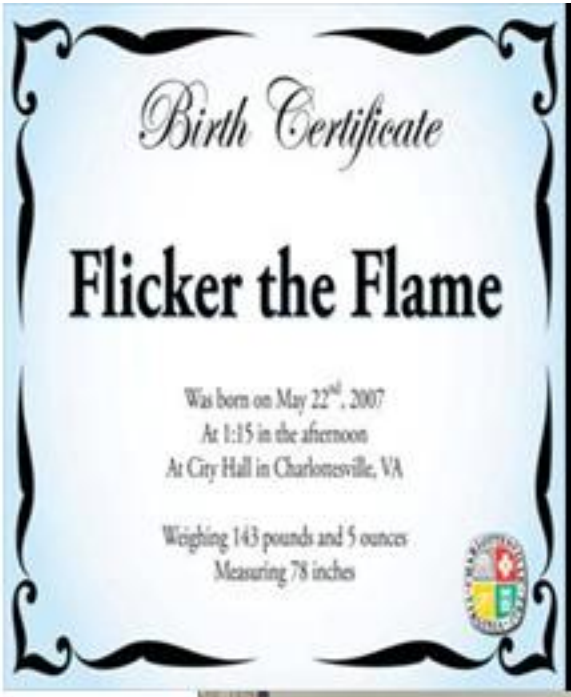
FlickerMissUtil.wmv

City of Charlottesville Flicker the Flame

- Promotes Gas Safety and Damage Prevention to Public
- On-site Visits

Flicker The Flame




Birth Certificate

Flicker the Flame

Was born on May 22nd, 2007
At 1:15 in the afternoon
At City Hall in Charlottesville, VA

Weighing 143 pounds and 5 ounces
Measuring 78 inches

City of Charlottesville Damage Prevention Policy: Flicker the Flame

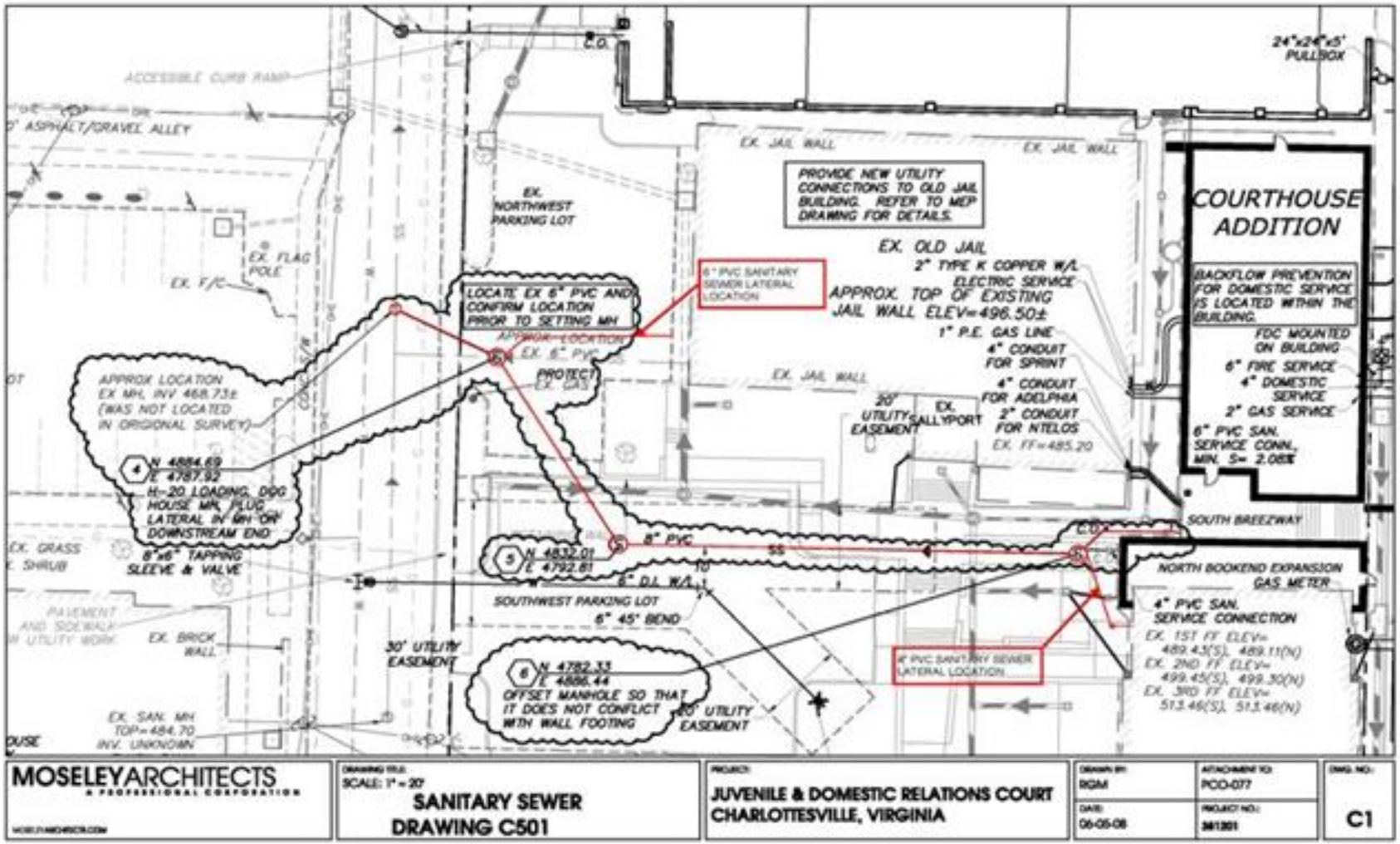
- **National Award**

  -2008 recipient of the City-County Communications and Marketing Association (3CMA) Savvy "Award of Excellence" in Branding/New logo (population up to 89,000) category

- **Dogwood Parade – 2008**

2008 Dogwood Festival (Miss U) 1.wmv

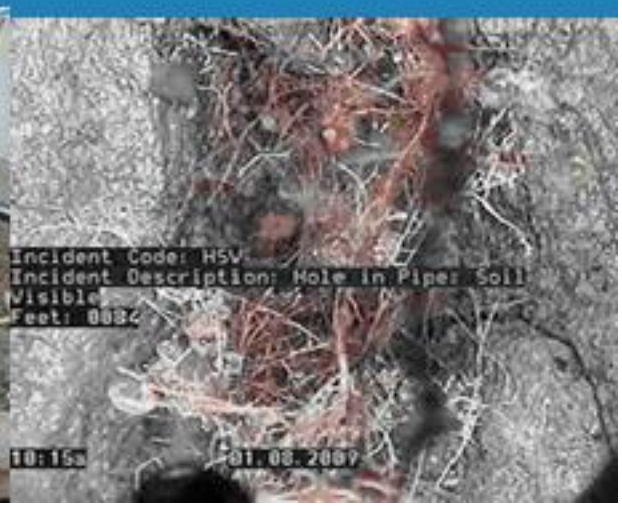
City of Charlottesville Damage Prevention Policy: Wastewater Strategies



City of Charlottesville Damage Prevention Policy: Wastewater Strategies

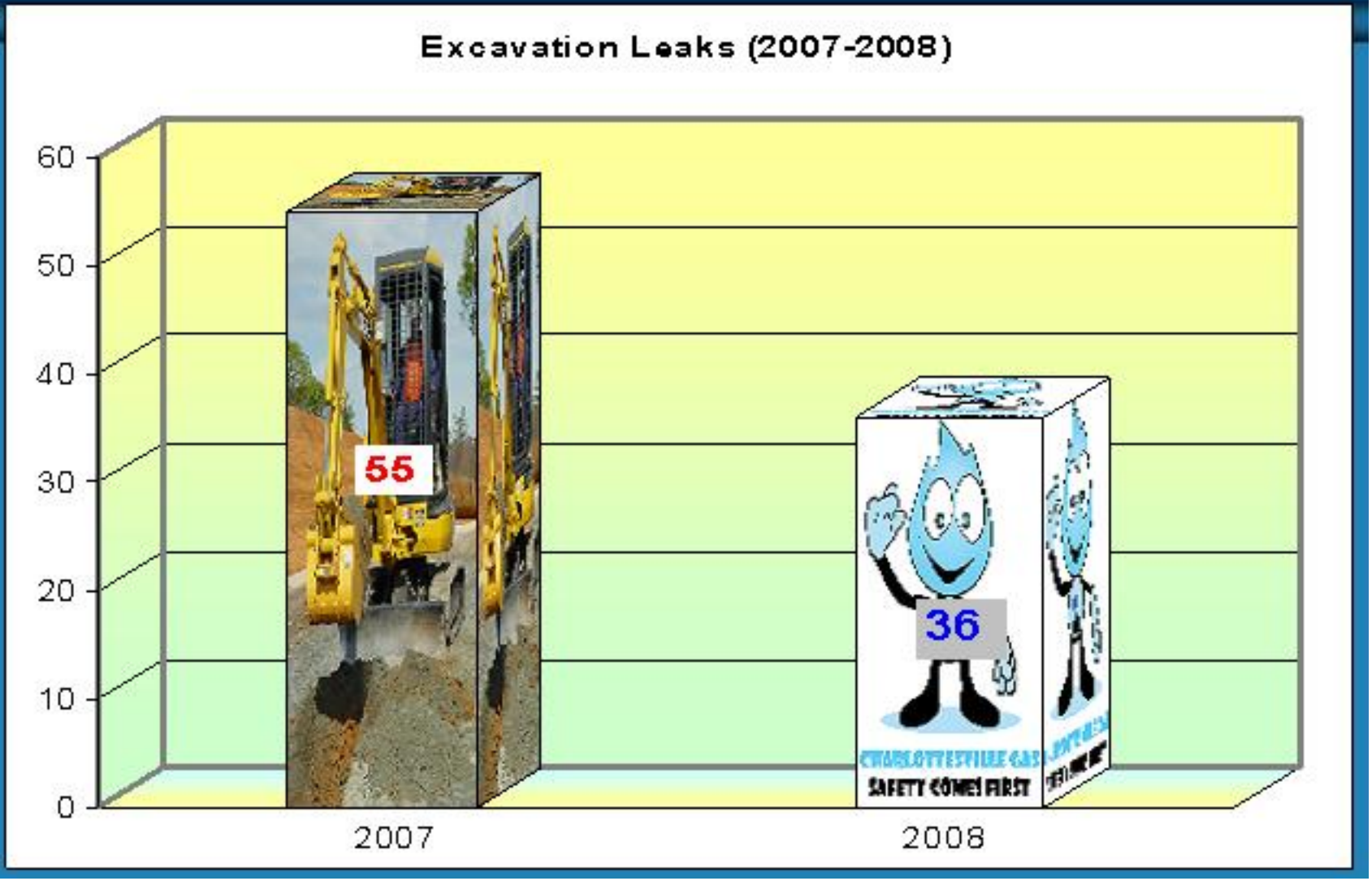
- **Televising Wastewater Mains**

Gas line In Sewer Main.wmv

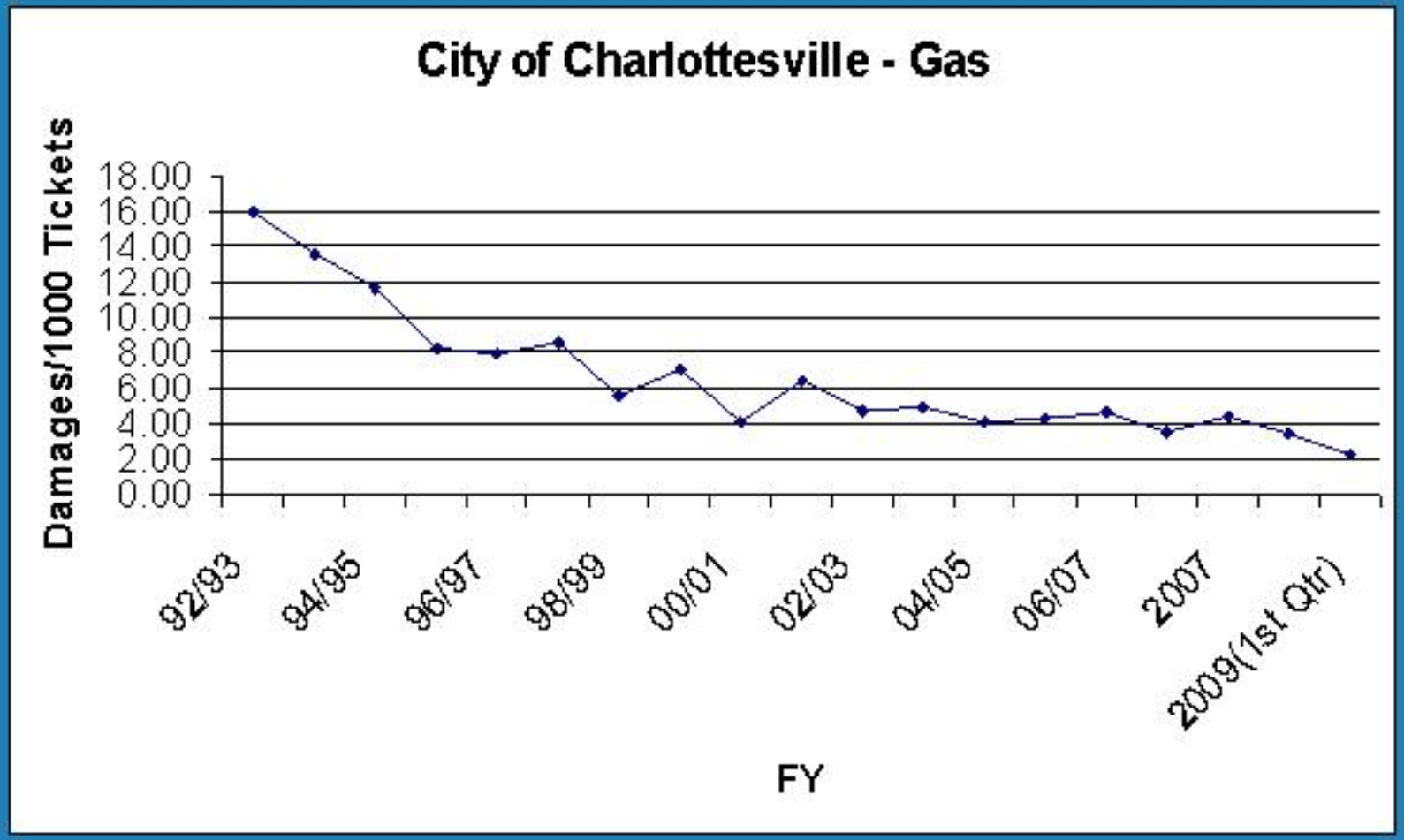


Performance Measurement

City of Charlottesville Performance Measurement



City of Charlottesville Performance Measurement



Local Government's Perspective: City of Charlottesville Summary

- Enhance damage prevention training opportunities
- Promote education of public and excavators
- Continued evaluation of sanitary sewer system improves accurate documentation of lateral locations
- Benchmark damage prevention performance measurements

City of Charlottesville
Where the gas is greener...

Local Government's Perspective: City of Charlottesville

QUESTIONS?