



CBYD Digs Participation

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This edition of the magazine features awards and recognition. Sometimes recognition comes when you least expect it. The owners at John J. Brennan Construction Co. never intended to be recognized for their participation in the CBYD Education Access program.

The Call Before You Dig Board of Directors in Connecticut have been working relentlessly to design a user-friendly, convenient, and effective damage prevention training program. The board spent years designing the Education Access on-line training tool. After releasing the first version, the Board is currently working to expand the program to make it accessible to a broader audience. A Spanish-based version of the program will be online soon.

The Board intentionally implemented this program as an incentive for excavators to improve their practices and enhance their safety programs. They deliberately decided not to follow New York state, where the training is mandatory for excavators, and there is a fee charged for it. The Connecticut Board also put the time and effort in to design the training to fit easily into an excavator's schedule and work routine. Participants do not have to complete all segments at once. They can complete the program incrementally over a period of time.

After reading the CBYD announcement for the release of Education Access, the leadership at John J. Brennan Construction decided to launch a company-wide initiative to take full advantage of this free and convenient training opportunity. The senior management simply suggested implementing the program to their HR and safety directors and participation grew spontaneously. The online dig-safe training ignited interest and involvement across the company.

At Brennan, the CBYD Education Access program was embraced by workers and staff at a much quicker pace than anyone expected. Employees at all levels wanted to partake and learn important information about the CBYD program and safe digging. Participants included the tradespeople in the field, foremen and superintendents, the office staff who submit the tickets, and senior management.

The idea for the award came about while the CBYD Board and the pipeline safety unit at the Public Utility Regulatory Authority were monitoring participation in the program. They noticed that JJ Brennan's level of participation in the program stood out from its peers. Always innovating and building on the effectiveness of their programs, the Board decided to recognize Brennan for their participation.

Several aspects of the Brennan employees' participation caught the attention of the CBYD Board of Directors. First, it was the sheer number of participants, compared to other excavators. Next, it was the broad range of employees in different capacities that participated.

The Board created the recognition award to encourage other excavators to participate in the Education Access training. The presentation went so well, the Board is formulating a process and criteria for monitoring and recognizing participation in the training for all excavators, schools and training programs.

The CBYD Board of Directors can only do so much to make this Education Access initiative successful. Now it is up to the excavator companies and training programs to take it upon themselves to engage their employees in the training.

The Education Access roll-out is gaining momentum. Everyone is speculating on which company is going to be the next award recipient. If you haven't already done so, it's time to put the CBYD Board of Director's hard work to use and make your company all the better for it.

Brennan's in-house training initiative yielded added benefits beyond simply enhancing the company's safety program. It paid off in special recognition and good will that the company never sought.

Will your company get recognized next? Visit cbyd.com today.