811 DAY BLOCK PARTY PLAYBOOK

Photo Credit: Page

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INTRODUCTION

Purpose

The 811 Day Block Party was designed to create general awareness of 811 to people who live and/or work in a targeted area in an urban area. This awareness is generated through a "block party" atmosphere which is designed to attract attention of lunch time passersby and engage them in various activities that would promote education about 811 and excavation safety.

Background

In August, 2015, several pipeline operators and other industry related organizations joined forces to host the first ever **811 Day Block Party** in Downtown Houston, Texas. In the spirit of educational fun, the free two-hour event was open to the public and included interactive and educational activities, free prizes and other giveaways as well as food and refreshments. It was estimated over 1,500 people attended during the two-hour event.

Theme

The concept for the maiden event was centered around the tagline, *"Every six minutes an underground utility is damaged because someone didn't call 811."* This tagline may be used in subsequent events along with the graphic design of the slogan. It should be used consistently in all communication materials and activities to reinforce this important message.

811 Day Block Party Standards

- The event should be named and referred to as the "811 Day Block Party."
- Each new city starting their own 811 Day Block Party should post information about their event on their company Facebook page.
- The 811 Day Block Party should be conducted on August 11th (or the closest date during the workweek to August 11th).
- The media educational tagline is, "Know what's below. Call 811 before you dig."
- Suggested tagline for the event, "Every six minutes an underground utility is damaged because someone didn't call 811 (use 811 logo)."
- One-Call laws are different in each state. The tolerance zone, the notification time frames and even the cost of the service may be different from one state to the next. You should verify One-Call facts with the state One-Call Center when crafting messages to the media regarding the event.
- At the completion of the event (and no later than 7 working days), you should send a summary article containing a description of the event; name of the city; and estimated number of attendees to: Erika Lee erikaa@commongroundalliance.com. The information will be included in the CGA re-cap on 811 Day.

Planning & Budgeting

- Determine if the downtown or other targeted urban hi-traffic flow area is suitable for the event.
  - Note: Hi-traffic flow areas are generally downtown or other business park areas that have considerable street 'foot' traffic during lunch time hours.
- Identify all potential utility, state One-Call Centers and other industry-related companies who might be interested in partnering for the event.
- Determine date, time and location of the event.
  - If your event is to be held any other day than August 11th, you should check with local tourism centers, government entities, municipalities, cities, and/or the internet to verify upcoming events that may attract media or participants away from your event.
  - In order to avoid the additional cost and time needed to host this event at a City park/facility, it is suggested a location be identified that has ample space for high foot traffic flow, such as the common area in front of an office building; a centrally located parking lot; etc.
- Identify all components of the event which will be available for sponsorship (i.e., food; beverage; games / activities; music; communication materials, advertising; promotional / giveaway items; photography; etc.).
- Plan budget and action items – refer to Action Plan for assistance in tracking implementation activities as well as budgeting for the event (Appendix 2).
  - Items for consideration and inclusion in the budget:
    - What is the cost of food and beverage? (be sure to include eating utensils; ice; etc.)
    - Are there any additional costs for printing / delivery of t-shirts; communication materials; games / activities; promotional items; etc.?
    - Will there be any cost involved in securing advertising for the event?
    - Would it be appropriate to use sky walkers or other items at the event location to get attention at the site of the event?
    - Will any City permitting be necessary in order to host this event? If so, what is the time frame and cost necessary for this process?
    - Can food trucks be used as vendors for the event? If so, is permitting required?
    - Is insurance required by the vendors or for the event?
    - Will the use of first aid/medical assistance be necessary or will people be directed to call 911 in the event of an emergency?
    - Is it necessary to secure off duty police to handle traffic or security at the event?
    - Will tents be necessary for the event? (heat and other weather elements can put a hamper on event coordination)
- Create overview presentation and present to targeted event sponsors.
- Secure sponsorship for each of the individual components of the event. (i.e., food; beverage; games / activities; communication materials; promotional items; photography; etc.)
- Secure volunteers for event.
  - Volunteers generally come from the companies involved in sponsoring the event.
  - Depending on the size of the event, you will need (on average), two to three (2-3) volunteers for each activity (i.e., food / beverage; games / activities; distribute communication materials; troubleshooting; volunteer relief; etc.).

Event Implementation

- Identify lead person (or vendor) who will be organizing the event.
  - This person will be responsible for keeping the project moving and following up with action items, etc.
  - They should also be in close contact with the building (or site location) in which the event will be held to ensure all logistics are coordinated between the sponsors and event site.
- Determine each sponsor's role in the event.
  - Things for consideration: Will they sponsor and provide volunteers to support their activity? Are they only able to provide financial support? Etc.
- Create Steering Committee (Committee) comprised of sponsors (and other applicable individuals) to assist in the implementation of the event.
  - In the event major decisions regarding budget; action items; etc. are necessary, this Committee can serve as the voting body to approve all necessary action items.
- Assign tasks/deliverables to Committee members and track progress (use Action Plan provided in Appendix 2).
- Hold regularly scheduled conference calls with Committee to discuss progress of the event.
- Assign person (or vendor) who will be responsible for coordinating Volunteers for the event.
  - This role would be responsible for creating work flow / relief schedules for volunteers.
- Create map/schematic drawing of the event layout.
  - Map should include all activities that will take place in the event.
  - Design "Plan B" map/schematic drawing of the event layout to accommodate for any necessary changes due to bad or inclement weather.
- Identify any potential Elected or Public Officials whom you would like to invite to the event.
  - County Judge/Commissioners; County Tax Assessor; County Clerk; Mayor/City Council; City Manager; Sheriff; Police Chief; any relevant City Department Heads such as Water, Parks, Permitting, etc.
  - Send invitation to Elected/Public Officials at least one month prior to the event; and send reminder two days prior to the event.
- Identify media to be invited to the event.
  - Send Media Advisories/Press Releases at least two days prior to the event; the day of the event; and immediately after the conclusion of the event. (Appendix 3)
    - Be sure to include at least one photo with final Press Release that captures the essence of the event.
- Determine which (if any) paid and/or social media outlets will be used to promote the event.
  - Newspapers; billboards; radio; Sponsor's Facebook/Twitter pages/websites; etc.
  - Determine deadlines for submission of articles/ads, etc. and ensure timely distribution to paid and/or social media outlets.
- Determine method by which measurement of effectiveness will be conducted.
  - Examples for measuring effectiveness: counting number of people who participate in activities; number of social media tweets/Facebook posts; number of media impressions; etc.

- Prepare documentation and distribute to sponsors.
  - Some examples of documentation are: Paid receipts; Summary Report of the event; photos; Action Plan; PowerPoint presentations; etc.

Communications, Promotional Items and Support Activities

- All communication materials and supporting activities should be designed around the central theme.
- It might be worth considering distribution of different promotional items at each of the activities at the event in order to keep people engaged and moving through the events.
- During the initial event in Houston, the event sponsors agreed there would be no individual company branding and as such, the only message to be relayed was that of 811 and other damage prevention supporting messages.
- Below is a list of suggested activities (see Appendix 1 for visual samples):
  - Postcard sized handout
  - 3-Panel (triptic) event banner
  - T-Shirts
  - Church fans
  - Spin the Wheel game
  - Bean Bag Toss / Corn Hole game
  - Media Press Advisory
  - Follow up Photo Release Advisory (Post event)
  - Email Invitation to local Elected and Public Officials
  - $8.11 Daily Lunch Special (flyers and handouts)
  - Elevator Screen messaging

811 Day Block Party – Tagline Graphic Standards

Appendix 1

EVENT MATERIALS

T-Shirts

Handed out to the public attending the event

Photo Credit: Page/

3-Panel (Triptic) Banner

Banner greeted people as they entered the event space

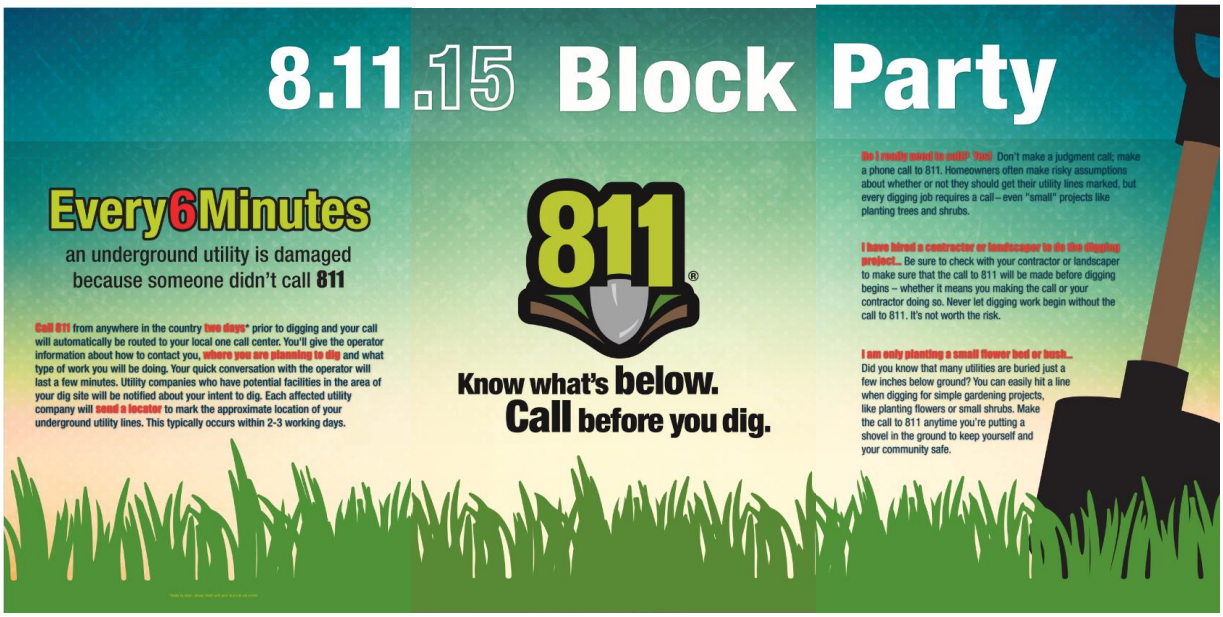


Photo Credit: Page/

Postcard Sized Handout

Handed out to the public attending the event

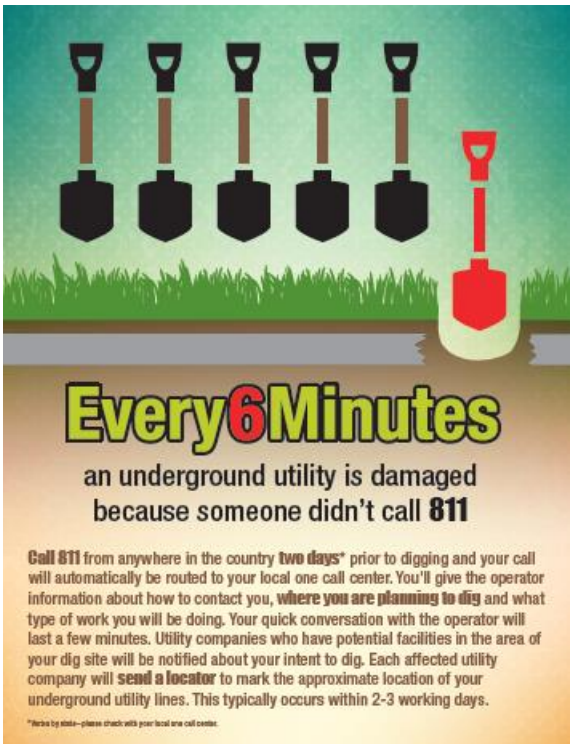
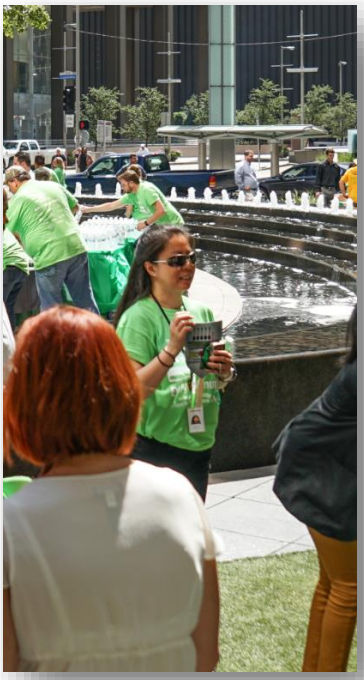


Photo Credit: Page/

Church Fans

Handed out to the public attending the event



Elevator Screen Advertising

Ads created for building elevator screens

FOOD & BEVERAGE

Cupcakes, Hot dogs, Water

Photo Credit: © LiveBright Photography, LLC

$8.11 Daily Lunch Special

Flyer given to restaurants located within 1 block radius of the event site to encourage the creation of an $8.11 daily lunch special on August 11th

August 11, 2015 is 811 Day

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

What is 811?

811 is the national "call before you dig" toll-free number that must be called before any digging to protect homeowners and others from unintentionally hitting underground utility lines, such water, electrical and natural gas lines.

When the **free** call is made to **811** (at least 48 hours prior to excavation in Texas), it will be routed to the local One-Call Center. Once the One-Call Center has been informed of the excavation project, the affected local utility companies will be notified and will send locators to the dig site (within 48 hours or two business days) to mark the approximate location of buried utility lines with flags or paint. Once the lines have been marked, the excavation can be safely conducted around the marks.

To promote the **811** message of pipeline safety, **several pipeline companies in the downtown area are hosting a block party in the outside common area of the 1100 Louisiana building on August 11, 2015 from 11:00am – 1:00pm. To enhance this effort we are asking restaurants in the surrounding area to participate by offering an $8.11 lunch special on August 11, 2015.**

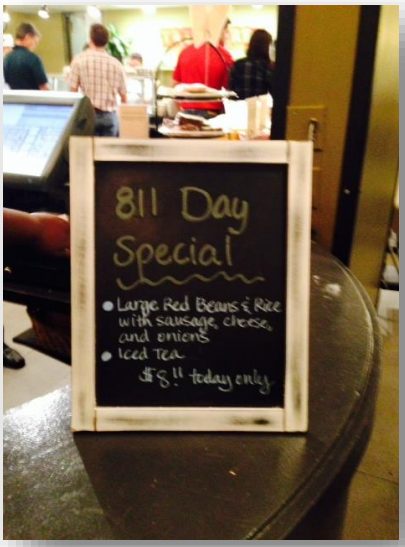
We hope you will support 811 Day by offering this lunch special to your guests.

For more information, please contact DiAnna Vela at Enterprise Products: 713-381-6554 or dvela@eprod.com

Sample of restaurants advertising the $8.11 daily lunch special:

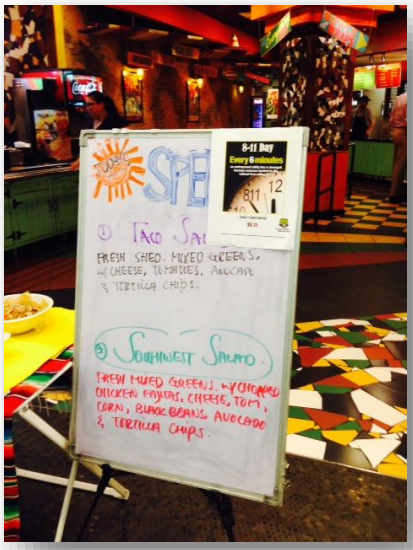
Treebeard's

Featured their famous Red Beans & Rice

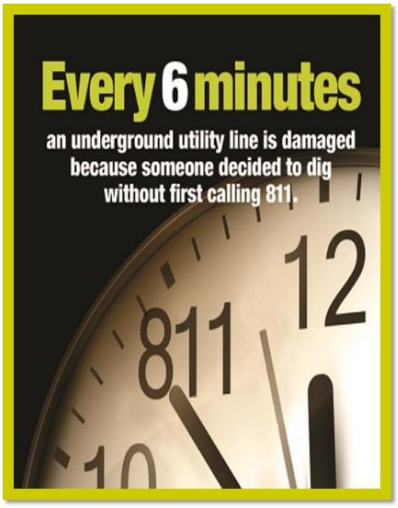


Sophia's

Featured two specials: Taco and Southwest Salads



Handed out by participating restaurants to customers who purchased the $8.11 lunch special



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

811 Day – August 11, 2015

Thank you for selecting the

$8.11

lunch special today!

This $8.11 special was created in support of national **811 Day (August 11th)**

There are millions of miles of buried utilities underground that are vital to everyday living such as water, electricity and natural gas. **811** is the national toll-free number that must be called before any digging to protect homeowners and others from unintentionally hitting these underground utility lines.

ALWAYS call 811 before any digging project.

EDUCATIONAL ACTIVITIES

Spin the Wheel

Wheel included 12 questions which were designed to both test knowledge and provide a fun atmosphere and opportunity to teach people about 811 and damage prevention

Photo Credit: Page/

Bean Bag Toss

Participants can stand 8'11" from the pad and toss their bean bags
In order to receive their prize, they were asked to say, "Know What's Below…Always Call 811 Before You Dig."

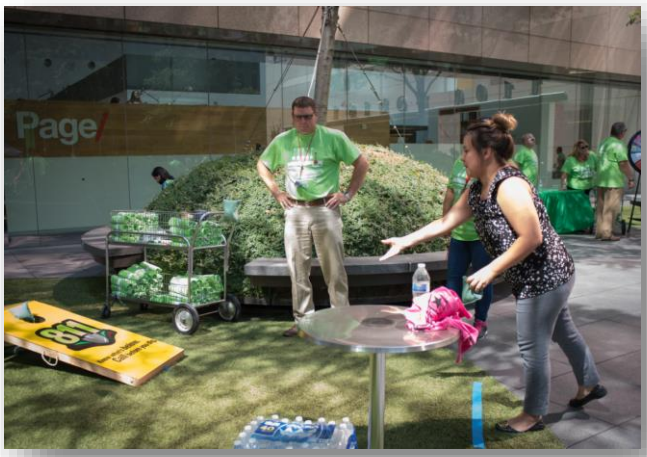


Photo Credit: © LiveBright Photography, LLC

VOLUNTEERS

…and of course any 811 Day Block Party cannot be possible without super awesome volunteers!

Photo Credit: © LiveBright Photography, LLC

Appendix 2

ACTION PLAN

Use the provided Action Plan to track deliverable action items as well as budgetary items for the event

ACTION ITEM	DESCRIPTION	DEADLINE	ASSIGNED TO	COMMENTS
Action Plan	Create and maintain Action Plan.			
Identify Sponsors	Determine who are appropriate sponsors and the company's Public Awareness contacts to be targeted for this event.			
Informational Presentation	Create introductory presentation that includes the basic concept for this event.			
Kick-off Conference Call	Schedule kick-off meeting / conference call to layout ideas and concepts for this event.			
Event Site Location	Determine various locations for event and discuss with building or appropriate management regarding logistics. Sign applicable agreements for the event. Create map / schematic drawing of the event layout. Create "Plan B" layout for the event (due to bad weather; cancellation; etc.).			
City Permitting (if applicable)	Discuss all logistics necessary to hold event at City location.			

ACTION ITEM	DESCRIPTION	DEADLINE	ASSIGNED TO	COMMENTS
Food	Identify food to be distributed at the event. Determine the main costs and logistics necessary to implement this concept.			
Promotional Items	Identify what types of promotional items will be distributed at the event. Determine the main costs and logistics necessary to implement this concept. Request cost estimate from targeted vendors.			
Games / Activities	Identify what types of games / educational activities will be provided at the event. Determine what are the main costs and logistics necessary to implement this concept. Order items.			
$8.11 Daily Lunch Special	Determine which restaurants are located in the 3-4 square block area of Downtown Houston. Prepare flyer and distribute to targeted restaurants. Follow up with restaurants to determine which ones can participate. Get photo of $8.11 special or other information.			

ACTION ITEM	DESCRIPTION	DEADLINE	ASSIGNED TO	COMMENTS
Photography	Identify volunteer or professional photographer for event. Obtain necessary Rights Usage Agreements.			
Communication Materials:	Determine what types of communication materials will be distributed at the event. Select vendor(s) or get volunteer to provide graphic design services and obtain cost estimate (if applicable).			
One-Call Center (OCC) Participation	Contact state One-Call Center(s) to determine if they are interested in participating. Determine what giveaway items they can provide to the event.			
Other Activities: **Inviting Elected and other officials** **Media / Press Release**	Identify public / elected officials for the event. Prepare and distribute email invite for these targeted stakeholders. Identify media outlets for the event. Prepare and distribute email Media Advisory for these targeted stakeholders. Send follow up email Media Advisory at the conclusion of event (include photo).			

ACTION ITEM	DESCRIPTION	DEADLINE	ASSIGNED TO	COMMENTS
CGA Article	Write article summarizing 811 Day Block Party and submit to CGA.			
Volunteers	Coordinate volunteers for the event; prepare schedule; assign duties; etc.			
Security	Get cost estimate for security officer for the event (crowd control, traffic).			
Miscellaneous Logistics	Purchase any necessary items for the event (i.e., table covers / skirts; printing materials; flash drives (for documentation); etc.			
Documentation	Gather all information for documentation purposes and distribute to sponsors. Items to include in documentation: Overview of event; Action Plan; Photos; copies of receipts for event; Press Releases; Written articles (building e-newsletters; CGA; etc.); Copies of promotional items). Provide on flash drive to sponsors.			

Appendix 3

MEDIA ADVISORY
PUBLIC / ELECTED OFFICIALS

AUG. 11 (8/11 Day) block party serves as a reminder to always call 811 before digging

What: Every six minutes an underground utility line is damaged because someone failed to call 811 before digging. August 11 (8/11 Day) serves as a natural reminder for people to call 811 prior to any digging project to have underground utility lines marked.

Several (insert sponsor description) have joined forces to host an 8/11 Day Block Party in (insert name of city) to provide valuable information about 811 and pipeline safety.

As a Public/Elected Official, we would like to invite you to attend this free event which is open to the public and includes interactive and educational activities, free prizes and other giveaways as well as food and refreshments. In case of inclement weather, the event will be relocated to (insert alternate location and address).

When: (Insert Date and Time)

Where: (Insert location address)

Why: Striking a single line can cause injury, repair costs, fines and inconvenient outages. Every digging project, no matter how large or small, warrants a call to 811.

On August 11th and every day throughout the year, the public is reminded to always call 811 before digging to eliminate the risk of striking an underground utility line.

Visit call811.com for more information about 811 and safe digging practices.

Who: **S**ponsored by: (Insert Sponsor names)

MEDIA ADVISORY
MEDIA

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Who: **S**ponsored by: (Insert Sponsor names)

Appendix 4

POWERPOINT PRESENTATION

Use the provided presentation to assist your efforts in obtaining sponsors for the event.