Hello, thank you for utilizing the Fence Builder Toolkit.

Inside this toolkit you will find two resources that have been specifically designed to educate fence builders on the benefits of contacting 811. The presentation and supporting 811 flyer has been vetted by the American Fence Association (AFA) [americanfenceassociation.com](http://www.americanfenceassociation.com/) as information that is significant and impactful to the fencing industry.

**AFA/811 PowerPoint Presentation – *Your 811 Obligations Before You Dig***

The PowerPoint presentation is intended to be a framework for you to build your presentation from. Feel free to edit, add, or remove slides, and make this presentation your own.

Currently, the last two slides are hidden from the presentation, but are included to assist you with targeting your local fencing audience. These slides contain answers from the 2016 AFA Member Survey regarding how AFA members receive training and relevant safety information.

**AFA/811 Presentation Flyer**

The toolkit flyer accompanies the presentation as a handout for the stakeholders in attendance. This flyer contains information about 811, tolerance zones, a safe digging process, and DO NOT’s for fence installs near utility boxes.

**Presentation Outline**

To assist with your presentation, the following outline describes the flow and plan for the six sections of the AFA/811 presentation, as it is currently formatted.

1. **Your 811 Obligations Before You Dig** (Slide 1-6)
   * The presentation opens with industry statistics and general information to remind the audience that contacting 811 reduces risk of damage to 1%, and that underground pipelines are everywhere.
2. **2016 AFA Membership 811 Survey** (Slide 7-17)
   * The second part of the presentation delivers results of the AFA member survey.
     + Beginning the survey section with (96%) responded that *“they are aware that installing or removing a fence require a utility locate from the one call."*
     + While you progress through this section, two areas of comments from AFA survey have been provided:
       1. “*Do you know which precautions to take prior to digging in order to avoid accidentally hitting a buried utility?”*
       2. *“What prevents you from requesting a locate ticket (call before you dig/811/one call number)?”*
     + As the AFA survey is concluded, the impact is delivered by displaying the percentage of users who say they contact 811 decreases significantly from the 96% mentioned earlier:
       1. (75%) *“always request a utility locate for your fence installation or removal project”*
       2. (62%) responded that they feel *“tear-down activities require one-call notification"*
3. **The Cost of Damages** (Slide 18-22)
   * Utilizing data from the 2016 DIRT report to display what the average cost of facility damage is, and the estimated amount excavators paid in 2016 as a result of those damages.
   * Impacting their bottom line with a profit chart. Showing the amount of sales it will take to recoup the cost of utility damages. Specifically, the $4,000 average cost of facility damages.
   * This section closes with a slide associating direct and indirect costs as a result of losses from accidents.
4. **How Does Fencing Compare to Other Industries?** (Slide 23-27)
   * A few slides showing how fencing industry damages compare by region and industry.
   * There is an additional slide showing a list of activities considered to be excavating.
5. **How Can We Improve? Safe Digging with 811** (Slide 28-35)
   * Again reminding the audience that, “When a locate request precedes an excavation, damage is avoided 99% of the time.”
   * Reasons why they should contact 811
   * Best practices for safe installs
   * Slides containing images of very dangerous fence installs
   * Some simple rules for a safe digging process
   * Finishing with two reminders that
     + *Water and cable will cause an inconvenience*
     + *Electrical and gas will cause worse*
6. **In Conclusion** (Slide 36-38)
   * Providing suggestions to open a discussion about the presentation
   * Offering discussion

Please feel free to contact the [CGA Educational Programs Marketing Committee](http://commongroundalliance.com/about-us/commitees/educational-programs-marketing-committee) with additional questions regarding the American Fencing Association/811 presentation and associated flyer.