Information & Analysis

Develop information and analysis designed to enhance our members' ability to implement effective damage prevention processes and programs.

- Ensure Best Practices remains the definitive guide for underground safety and damage prevention through continued identification and publication of consensus-based practices.
- Collect and analyze damage data to inform decisions that impact damage prevention activities and policies.
- Be the preeminent source of comprehensive state damage prevention information and statistics.
- Promote, identify and disseminate information on the use of technology and technological gaps in damage prevention.
- Provide stakeholders with current measurement of awareness and use of 811 and the damage prevention process.

Education

Increase education of the industry, public and policymakers about the importance of the damage prevention process.

- Establish for members a comprehensive library of materials, messaging and other tools to increase homeowner and excavator awareness and use of 811.
- Leverage opportunities to educate key audiences and promote the damage prevention process through media outreach and targeted events.
- Increase support for education of state/federal legislators and policymakers about the importance of damage prevention to their communities.

Stakeholder Engagement

Provide a collaborative forum for stakeholders to identify and highlight effective damage prevention practices and programs.

- Increase engagement of members within each core stakeholder group.
- Strengthen member access to critical news and information.
- Create opportunities for stakeholder discussion of practices, trends, policies and models.

2018 Strategic Plan