



2019

811 Communications Plan

CGATM
Common Ground Alliance



Jan. 14, 2019

Dear CGA members:

I am pleased to present the ninth annual Common Ground Alliance 2019 811 Communications Plan and Calendar to guide your outreach in support of damage prevention this year.

This year's 811 Communications Plan and Calendar has resources to **help members in any industry promote the importance of the national call-before-you-dig number and related damage prevention educational campaigns** protect our infrastructure and communities. From case studies that can help you recreate fellow members' successful campaigns, to attention-grabbing infographics, templated media materials, sample social media messages, CGA's Graphic Standards Guide and more, we hope that our 2019 811 Communications Plan makes it easier than ever to inspire your creative educational efforts this year.

Your dedication to sharing our important call-before-you-dig and damage prevention messages has been critical in moving us toward our goal of zero damages. Despite CGA having no national advertising budget, the cost of the media exposure earned in 2018 if it were sold as advertising space would top **\$5.5 million**. Last year also continued a 10-year streak of topping the previous year's Call811.com traffic figure: 2018 was once again the **most successful year in the history of Call811.com**, with visits up 23 percent versus the year prior. We look forward to expanding upon these gains with your help.

Please email 811@commongroundalliance.com if you have questions about the any of the CGA events and observances, meetings, teleconferences, or recommendations for implementing the tactics included in the 2019 811 Communications Plan and Calendar.

Here's to another record-breaking year for damage prevention in 2019!

Sincerely,

A handwritten signature in black ink, reading "Sarah K. Magruder Lyle". The signature is written in a cursive, flowing style.

Sarah K. Magruder Lyle
President and CEO, Common Ground Alliance

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*COMING SOON.


January 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	12	12
13	14 Contact local speedway about 811 challenge	15	16 Determine contest guidelines for NSDM employee outreach competition	17 Submit requests for the 811 Virtual Reality Experience	18 Select NSDM events to attend and make arrangements	19
20	21 Select and purchase featured item for JULIE program	22 Ed/MMC meeting Las Vegas, NV	23	24 Request 811 Hot Air Balloon	25	26
27	28	29	30	31		



February 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Request PSA and event from Governor	5	6 Distribute 811 speedway challenge press release	7	8 Assign volunteers for Earth/Arbor Day events	9
10	11 Contact local TV stations re: TV PSA	12	13 Coordinate distribution plans for JULIE program	14	15 Send follow up letter and PSA to interested stations	16
17	18 Assign volunteers for NSDM events Collect fire station contact information	19 Draft fire station letter for distribution	20	21	22	23
24	25	26	27	28		
		Check out pages 113-114 for recommended social media messages for the beginning of the year!				

March 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Record Governor's PSA	1 Distribute fire station letter	2
3	4	5	6	7	8	9
10	11 Distribute Governor's proclamation news release	12 Make strategic follow up calls to fire stations	13 Include 811 info in bill insert (if applicable)	14 Contact employees about NSDM outreach competition	15	16
17	18 Distribute NSDM contributed column	19 Have employees submit their ideas for NSDM outreach competition	20 Promote 811 speedway challenge	21	22 Customize media outreach templates for Earth/Arbor Day events	23
24	25 Distribute NSDM news release	26	27	28	29 Place NSDM web button	30
31	<div>News release follow up </div> <div>CGA Conference and Committee Meetings Tampa, FL</div>					

April 2019 – National Safe Digging Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	News release follow up 				Begin outreach/ distribution for JULIE backpack program	
	Social media posts 					
	<ul style="list-style-type: none">• Begin month-long advertising• Host proclamation signing event• Post fire station images and NSDM messages to social media					
7	8	9	10	11	12	13
	Complete strategic follow-up calls with fire stations					
14	15	16	17	18	19	20
	Distribute Earth/Arbor Day news release	Make list of potential convenience store partners for 8/11 Day coffee giveaway and establish contact				Attend/host Earth Day event(s)
21	22 – Earth Day	23	24	25	26 – Arbor Day	27
Attend/host Earth Day event(s)	Attend/host Earth Day event(s)	Distribute Arbor Day media advisory			Attend/host Arbor Day event(s)	
28	29	30				
		Remove NSDM button				

May 2019 – Electrical Safety Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Collect employee NSDM competition entries	1 Measure NSDM success: -Web traffic -Traffic counts (fire house signs) -Media impressions and ad equivalency value	2	3	4
5	6 Contact speakers for 8/11 Day event	7	8 Promote speedway challenge	9	10 Provide CGA with final NSDM info for CGA Update	11
12	13 Announce employee NSDM competition winner	14	15 Establish 8/11 Day coffee giveaway rules and key messages	16	17	18
19 National Public Works Week Begins	20 Distribute Memorial Day weekend news release	21	22	23	24	25
26	28 – Memorial Day	28	29	30	31	

June 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Begin planning for 8/11 Day initiatives	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Draft and design 8/11 Day coffee giveaway email	18	19	20	21	22
23	24	25	26	27	28	29
30	Summer storms in your area? Be sure to check out pages 113-114 for an article and news release in response to storms that cause widespread tree damage.					

July 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8 Finalize plans for 8/11 Day Coffee giveaway; collect all email addresses from stakeholder databases	9	10	11	12	13
14	15 Begin 8/11 event production	16	17	18	19	20
21	22	23	24	25	26	27
		Ed/MMC meeting San Diego, CA				
28	29	30	31			

August 2019 – 8/11 Day on Aug. 11

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Make preliminary media list and contact stations about receiving cakes	2 Begin internal communications to promote 8/11 day	3
4	5 Distribute 8/11 Day news release and media advisory Send 8/11 Day coffee giveaway email	6 Make follow up calls to media for 8/11 Day activities	7 Make follow up calls to media for 8/11 Day activities	8 Post social media messages Internal email distribution Pick up cakes	9 Post 811 speedway challenge results and hold awards ceremony Deliver cakes	10 Attend 8/11 Day events
11 – 8/11 Day Attend 8/11 Day events	12 Submit 8/11 Day info to CGA for newsletter Post photos on Facebook, Twitter and website	13	14	15	16	17
		<ul style="list-style-type: none"> • Measure 8/11 Day success: <ul style="list-style-type: none"> ○ Web traffic ○ Traffic counts (banners and fire house signs) 			Contact local high school football teams about popcorn sponsorship	
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
	<div>Severe storms in your area? Be sure to check out pages 113-114 for an article and news release in response to storms that cause widespread tree damage.</div>					
22	23 Acquire Locate Rodeo participant list	24	25	26	27	28
29	30 Customize Locate Rodeo materials					

October 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Distribute Locate Rodeo pitch email and advisory to media	1	2	3	4	5
6	7 Begin Locate Rodeo media follow up	8 Secure volunteers and begin purchasing materials for holiday tree	9	10	11	12
				Locate Rodeo →		
13	14 Begin planning 811 Pumpkin carving	15	16	17	18	19
20	21	22	23	24	25	26
	Strategic planning →					
27	28	29	30	31		

November 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Coordinate media relations availability and set up tree	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19 Ed/MMC meeting Nashville, TN	20	21	22	23
24	25	26	27	28	29	30
	Logo question? Check out the graphic standards on page 128.					

December 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 Promote 811 tree	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2019 811 Communications Plan

National Safe Digging Month



National Safe Digging Month Overview

National Safe Digging Month (NSDM) began in 2008 as a way to encourage all CGA stakeholders to promote the safe digging message in one voice during one strategic month when digging activity begins in earnest nationwide.

This year, CGA is proud to present the largest selection of NSDM tools to date, including public awareness campaign descriptions of successful efforts by your fellow stakeholders in past years.

These tools include:

- **Media relations materials:***
 - News release
 - Contributed column
 - Media advisory
- **Social media messages:***
 - Facebook
 - Twitter
- **Website buttons:***
 - National Safe Digging Month button
- **Governor outreach tools:**
 - Letter seeking proclamation
 - Letter seeking event
 - “How to” guide for creating an event
 - Public service announcement copy
 - Internal announcement template
- **Case Studies:**
 - Pennsylvania 811’s county and local government proclamation program
 - Florida Gas Transmission and Sunshine 811’s Parade Float
 - JULIE’S Knapsack Program
 - Alabama 811’s 8:11 a.m. advertising blitz
 - Southern Star’s Employee NSDM Outreach Competition
 - PG&E’s Partnerships with City Councils and Counties
- **Arbor Day/Earth Day campaign materials:**
 - “How to” guide
 - News release
 - Media advisory templates
- **Fire station outreach materials:**
 - “How to” guide
 - Letter template

*COMING SOON.

Working with Your Governor's Office to Promote Safe Digging and 811

Background

Credibility is often earned through the company you keep, and when it comes to awareness campaigns, strong endorsements are key.

Many stakeholders have sought out and earned safe digging day, week or month proclamations from their governors for many years, even pre-dating the first National Safe Digging Month in 2008. Being able to say the governor cares about safe digging and 811 is an important message point to include in news releases, advertising, social media and on websites.

Outreach

On the following pages, CGA offers stakeholders a full suite of tools to obtain various levels of support from governors. Tools that have been available for several years and continue to be made available are:

- Tips to earn a Safe Digging Month proclamation.
- Letter that requests a proclamation.
- News release template announcing a proclamation.
- Internal announcement template announcing a proclamation.
- Public service announcement scripts that can be read by a governor.
- Follow up letter, after the proclamation is secured, requesting an on-site event at a governor's mansion or state house.
- Media advisory template for this event.

CGA strongly recommends that a state agency, such as one that has jurisdiction over pipeline safety, draft and deliver a request asking for a higher level of governor's office partnership.

Tips for Obtaining Governor's Proclamation

As we prepare for National Safe Digging Month in April, CGA asks that stakeholders reach out to their respective governors to develop partnerships that help promote safe digging during April and throughout the year, by adding visibility and credibility to the safe digging message. The following is a document outlining some ways to approach a governor's office for support, as well as how to leverage his/her support once it's received.

How to Get Started

Call the public information officer or director of communications at the governor's office and ask what steps should be taken to obtain a proclamation from the governor recognizing April as National Safe Digging Month. It is imperative that stakeholders contact the correct person at the governor's office to ensure that their request is properly considered. Contact information for these positions can be found on the governor's website under "contacts" or "contact us."

Submitting the Proclamation Request

Use the template form letter provided by CGA as guidance when requesting a proclamation. Read through the letter and insert local information where indicated. Make sure to proofread the letter prior to submitting it for consideration. It is recommended that you email the request to the appropriate contact.

Using Relationships

If a stakeholder, such as an office of pipeline safety or similar state agency, has a relationship or contact with a state government official, leverage that relationship to request a proclamation from the governor. Requests for governor support are more likely to be approved if presented by another government contact.

Leveraging the Proclamation

Once a commitment has been secured from the governor's office to support National Safe Digging Month, the stakeholder must negotiate what level of involvement the governor's office is going to have in promoting this initiative. It is important that stakeholders get as much exposure as possible out of this relationship with the governor's office.

CGA recommends requesting the following from the governor's office to showcase its support of National Safe Digging Month:

- Formal government proclamation of support recognizing April as National Safe Digging Month.
- Formal presentation of the document by the governor or someone on his/her staff at a National Safe Digging Month event in your state.
- Use the templated PSA script provided by CGA to record a broadcast message from the governor or by his/her administration, reminding listeners about the importance of calling before digging and recognizing April as National Safe Digging Month.
- Use the templated press release provided by CGA to draft a joint press release with the governor's office detailing why the governor decided to recognize April as National Safe Digging Month. Stakeholder and governor's office will distribute the release to their respective media contacts. Include within press release:
 - State digging trends, if available.
 - Contact information for your local one call center.
 - Quote from the governor.

Please note, stakeholders are encouraged to immediately begin thinking of how to leverage governor support, should it occur, in advertising scheduled for April 2019.

After Securing Proclamation

Once a proclamation has been secured, please notify Khrysanne Kerr at kerr@commongroundalliance.com. At that time, CGA and MGH can be available to offer consultation on leveraging the proclamation.

TEMPLATE LETTER SEEKING PROCLAMATION

DATE

OFFICE OF THE GOVERNOR OF [STATE NAME]

ATTN: CONTACT PERSON'S NAME

STREET ADDRESS

CITY, STATE ZIP CODE

Dear NAME:

As you may know, [stakeholder organization name] has partnered with the Common Ground Alliance for a successful initiative called National Safe Digging Month each April for the past 11 years to coincide with the onset of peak digging season. The initiative was designed to elevate the awareness of, and participation in, the prevention of digging-related damage to underground utilities.

On behalf of [stakeholder], underground facility owners, as well as [state] professional excavators, I respectfully ask Governor [name] to consider publicly proclaiming [state name] Safe Digging Month this April 2019 by recognizing the importance of calling 811 before digging.

During [state name] Safe Digging Month, and throughout the year, we respectfully ask that Governor [insert governor's last name] remind [state] residents to contact [local one call center name] by dialing 811 [notification period] before starting any digging projects to prevent damage to the underground facilities and the risk of injuries and service disruptions that can occur.

The following are opportunities for Governor [insert governor's last name] to show [his/her] support of [state name] Safe Digging Month:

- Issue an official proclamation of [state name] Safe Digging Month from the Office of the Governor.
- Deliver a brief speech about the importance of damage prevention at a [state name] Safe Digging Month event.
- Record a public service announcement that will air on [state] radio stations during [state name] Safe Digging Month.

We thank you in advance for your support of this initiative. If you have questions or would like more information on National Safe Digging Month, visit www.call811.com or contact me directly.

Regards,

NAME

INSERT TITLE

INSERT EMAIL

INSERT PHONE #

NEWS RELEASE ANNOUNCING PROCLAMATION

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

GOV. [LAST NAME] PROCLAIMS APRIL AS [STATE NAME] SAFE DIGGING MONTH

[Insert stakeholder] reminds local residents to call 811 before all digging projects

[CITY, STATE ABBREVIATION] (March [date], 2019) — Today [state name] Gov. [Insert governor's full name] issued a proclamation announcing April as [state name] Safe Digging Month. The proclamation reminds [Insert state] homeowners to call 811 before starting any outdoor digging projects.

April marks the start of spring digging season, so [Insert stakeholder] and Gov. [Insert governor name] are encouraging homeowners to call 811 before they dig to prevent injuries, property damage and inconvenient outages.

"Insert approved quote from the governor's office about the importance of calling before you dig," said Gov. [Insert governor's last name].

When calling 811, homeowners are connected to [Insert local one call center], which notifies the appropriate utility companies of the intent to dig. Professional locators are then sent to the requested digging site to mark the approximate locations of underground lines with flags or spray paint. Once lines have been accurately marked, digging can begin around marked lines.

"We join the governor in strongly encouraging individuals and companies to call 811 before they begin digging," said XXX, XXX [Insert stakeholder representative's name and title]. "By having underground lines marked, homeowners are making an important decision that can keep help them and their communities safe and connected."

Striking a single line can cause injury, repair costs, fines and inconvenient outages. Every digging project, no matter how large or small, necessitates a call to 811. Installing a mailbox, putting in a fence, building a deck and laying a patio are all examples of digging projects that need a call to 811 before starting.

Visit www.call811.com for more information about 811 and the call-before-you-dig process.

#

INTERNAL NEWS ARTICLE ANNOUNCING GOVERNOR'S PROCLAMATION

GOV. [NAME] PROCLAIMS APRIL SAFE DIGGING MONTH

April marks the start of spring digging season, so [Insert stakeholder] and Gov. [Insert governor's name] are encouraging [Insert state] residents to call 811 before digging to prevent injuries, property damage and inconvenient outages.

Gov. [Insert governor's last name] recently signed a proclamation observing April 2019 as Safe Digging Month in [Insert state]. This month is dedicated to increasing awareness of safe digging practices across [Insert state] and reminding homeowners to call 811 before starting any outdoor digging projects.

Call [Insert local one call center] at 811 at least [Insert state notification period] prior to a scheduled project to allow a professional locator to visit the property and mark the approximate location of the underground utility lines. Remember to dig around the marks, not on them, and also remember that time, erosion or root structure growth can shift the locations of utility lines.

Striking a utility line while digging can lead to injury, penalties, repair costs, and inconvenient outages, so consider this is a friendly reminder to call 811 before you dig in April and every other month of the year.

CREATING A PUBLIC SERVICE ANNOUNCEMENT WITH YOUR GOVERNOR

Public Service Announcements (PSAs) are commonly used to raise awareness about a specific issue on television and/or radio. The Common Ground Alliance recommends asking your governor to record a PSA that will air on statewide radio stations during National Safe Digging Month in April. The content of this PSA should remind listeners to call 811 before all digging projects.

Consider including the newly created PSA as part of your regular paid advertising. This will enhance your ability to reach your target demographic on a regular basis.

Below is copy to share with your governor's office to encourage their involvement in the awareness campaign:

:15 Copy

Hi, this is Governor [Name]. April is [state name] Safe Digging Month, which serves as a reminder to call [one call center] at 811 at least [Insert state dig law] before you dig to have the approximate location of the underground utilities marked. Know what's below. Call 811.

:30 Copy

Hi, this is Governor [Name]. I have proclaimed April as [state name] Safe Digging Month to remind all residents to call 811 before they dig, for all projects, big and small.

Before you break ground, call [one call center] at 811 to have your site marked for underground utility lines. It will help protect you and your communities from unintentional consequences caused by digging into an electric, gas or water line. For digging projects big or small; ALWAYS make the 811 call.

Call 811 at least [Insert state dig law] prior to digging, and please, dig with care. Don't make a judgment call. Make a phone call to 811 to know what's below.

TEMPLATE LETTER SEEKING EVENT WITH GOVERNOR

****INCLUDE COMPANY LOGO OR LETTERHEAD****

DATE

OFFICE OF THE GOVERNOR OF [STATE NAME]
ATTN: CONTACT PERSON'S NAME
STREET ADDRESS
CITY, STATE ZIP CODE

Dear NAME:

On behalf of all underground utility damage prevention stakeholders, I would like to thank Gov. [last name] for proclaiming April as [state name] Safe Digging Month. [His/Her] support goes a long way in helping us educate all [state name] residents about the importance of calling 811 before every dig.

I am writing today to respectfully ask that Gov. [last name] consider partnering with [state name] damage prevention stakeholders for an event held at [Governor's Mansion or State House] where we could join you in conducting a demonstration by marking the underground utilities on that property with flags or paint, just as it's done throughout the state for more than [insert number] locates per year.

We hope this symbolic location will attract media coverage and show [state] residents how many utilities are buried below ground on just one high-profile property.

It would also serve as an excellent opportunity to educate [state] residents on what the various colors signify and how a phone call to 811 a few days before digging is the best way to protect themselves and their communities from potential dangers and inconvenient outages.

Thank you again for your support, and we hope we are able to work together to further promote safe digging.

Regards,

NAME
INSERT TITLE
INSERT EMAIL
INSERT PHONE #

GOVERNOR EVENT MEDIA ADVISORY

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

[Stakeholder Name] and Gov. [Name] to Demonstrate Importance of Calling 811 before Digging at [Location] Event

WHAT: Representatives from [stakeholder name] will join [state name] Gov. [name] for an event at [location] where underground utilities on the property will be marked with flags or paint in honor of [state name] Safe Digging Month, which Gov. [name] has proclaimed for the [Xth] consecutive year.

WHY: The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.

This event is designed to raise awareness among [state] residents of the importance of calling 811 to avoid damage to underground utilities, which can potentially cause injuries and inconvenient service outages.

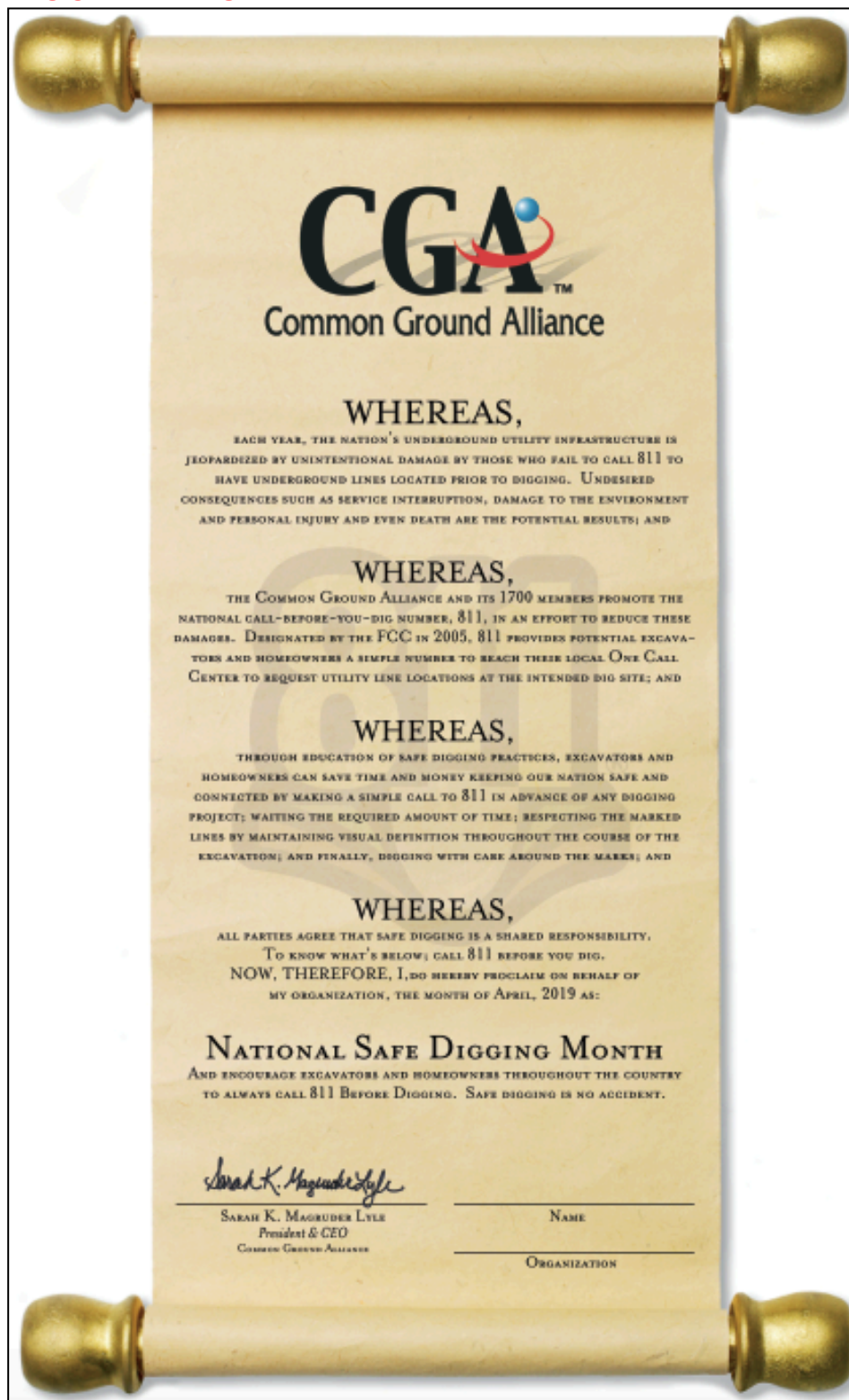
WHEN: [Insert Event Date]
[Insert Event Starting Time] – [Insert Event Ending Time, if applicable]

WHERE: [Insert Street Address]
[Insert City], [Insert State] [Insert Zip Code]

For more information visit www.Call811.com or [Stakeholder URL].

#

SAMPLE PROCLAMATION





Pennsylvania 811 Recruits Safe Digging Proclamations from Counties and Local Government Entities

Background

Every year since 1984, Pennsylvania One Call System, Inc. has secured a “Safe Digging” proclamation from the Governor of Pennsylvania, the Pennsylvania Senate and the Pennsylvania House of Representatives. In 2016, the one call center expanded its requests for safe digging proclamations to the 67 county commissioners, and in 2017 further extended its requests for proclamations to the local government level: cities, townships, boroughs and other local government entities.

Execution

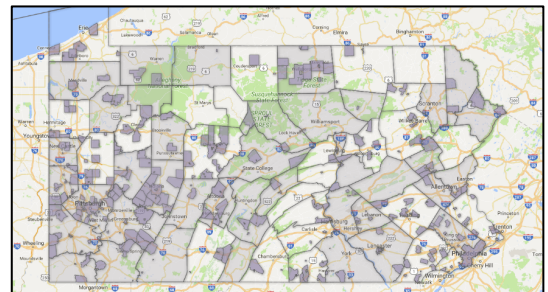
Pennsylvania 811 recommends the following steps when developing and executing this safe digging proclamation campaign:

- **Develop a contact List.** This includes researching an email and telephone number for the county clerk. In Pennsylvania, all county business, including proclamations, goes through the clerk. Initiating the contact via the clerk is more successful and timely than contacting the county commissioner directly. At the local government level, Pennsylvania One Call leveraged its existing member relationship and contacted the representative who handles billing and administrative issues.
- **Provide an editable template.** The initial contact is via email (county) or telephone call (local government). The body of the email requests a Proclamation to support safe digging. The email also contains at least two different editable examples for the county to choose. The key is to make it as easy as possible for the recipient to create a proclamation.
- **Follow Up.** Ideally, all requests should be initiated in January, with biweekly follow up via email or telephone. The campaign has a hard stop on March 30. Follow up is key. Pennsylvania One Call initiated contact with email (county) and a phone call (local government), then followed up biweekly with an email or phone call (county and local government.) The local government telephone call is a routine part of the one call center’s business of its liaison team contacting every facility owner every year by telephone. Pennsylvania One Call added the proclamation request as part of the phone call, then followed up with an email upon call completion.
- **Keep track and celebrate!** When a proclamation is received, it is recorded in a spreadsheet and scanned to a PDF. The spreadsheet is used to create a Google Map (<http://bit.ly/PA2017Proclamations>) for sharing (on social media, with stakeholders, with reluctant county commissioners, with board members, with CGA and others). The PDF is used as content on social media and in the Google map. Some counties requested a photo opportunity to present the proclamation, which is an additional opportunity to collect high quality social media content.

Results

In 2017, Pennsylvania One Call secured Safe Digging proclamations from the PA Governor, the PA Senate, the PA House of Representatives, 40 of 67 county commissioners and 363 proclamations from local government entities: cities, townships, boroughs, and authorities.

For more information about this expanded proclamation campaign, please contact Dan Lucarelli at djlucarelli@pa1call.org.



EXAMPLE EMAIL TO COUNTY CLERK

Proclamation Request - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW LASERFICHE ADOBE PDF

Send

To...



<County Clerk>

Cc...

Subject

Proclamation Request

Attached

 county 2017.docx (16 KB);  COUNTY 2017 with border.docx (22 KB)

Hello <Clerk's name>:

On behalf of Pennsylvania One Call System, I am requesting a proclamation to designate the month of April as "Pennsylvania 811 Safe Digging Month".

The Pennsylvania One Call System, a utility service information center celebrating its 45th year of continuous service to the Commonwealth, is key to preventing injuries and damage when excavating. This vital service, which began with only six utility companies in western Pennsylvania and the City of Pittsburgh, now serves more than 100,000 excavators and 3,600 critical infrastructure owners throughout the Commonwealth.

The proclamation is needed before Monday, April 3, 2017. You can email it to me at dasc.....er@pa1call.org, or by mailing it to Pennsylvania One Call System, Inc., 925 Irwin Run Rd., West Mifflin, PA 15122.

If you have any questions, please call me at 412-464-7xxx. We appreciate your support.

Respectfully,

Debra Schwartzmiller

Pennsylvania One Call: The Keystone of Damage Prevention

Debra Schwartzmiller
Program Coordinator – Marketing & Education
Pennsylvania One Call System, Inc.

Like us on Facebook! <http://www.facebook.com/pennsylvania811>
Follow us on Twitter! <http://www.twitter.com/pennsylvania811>
#PASafetyDay17

Attachments: Proclamation templates

EXAMPLE PROCLAMATION TEMPLATE

Proclamation

[COUNTY NAME], designating the month of April 2017 as "Pennsylvania 811 Safe Digging Month."

WHEREAS, As engineers, designers, excavators and homeowners work to keep pace with this Commonwealth's unprecedented economic development, it is important to minimize damage to underground utility lines, danger to workers, environmental pollution and loss of utility service to Pennsylvania citizens; and

WHEREAS, The Pennsylvania One Call System, a utility service information center celebrating its 45th year of continuous service to the Commonwealth, is key to preventing injuries and damage when excavating; and

WHEREAS, This unique service provides easy, one-call notification about construction and excavation projects which may endanger workers and jeopardize utility lines while promoting workplace and public safety, reducing underground utility damage, minimizing utility service interruptions and protecting the environment; and

WHEREAS, This vital service, which began with only six utility companies in western Pennsylvania and the City of Pittsburgh, now serves more than 100,000 excavators and 3,600 critical infrastructure owners throughout this Commonwealth; and

WHEREAS, Each year, the Pennsylvania One Call System receives more than 800,000 notification requests and transmits more than six million notifications, providing protection to utility companies, their employees and customers;

NOW, THEREFORE, BE IT RESOLVED, That the [COUNTY NAME] designate the month of April 2017 as "Pennsylvania 811 Safe Digging Month" to encourage all excavators and homeowners of [COUNTY NAME] to Dial 8-1-1 or 1-800-242-1776 at least three business days before digging in order to "Know What's Below," avoid injury, protect the environment, and prevent millions of dollars in damages and to remind excavators that three business days' notice is the law, for safe digging is no accident, and that more information may be obtained by visiting www.pa811.org.

Signed

Date

Campaign Overview: Florida Gas Transmission and Sunshine 811's Parade Float in Celebration of National Safe Digging Month

Background

With April 2014 quickly approaching, a thought occurred to a group of Florida Gas Transmission (FGT) employees: large public parades held in Tallahassee, Fla. would provide a festive and engaging way to spread the safe digging message to Floridians at a time of year when digging activity is high. Tallahassee's 46th Annual Springtime Festival was set to take place during National Safe Digging Month, so a group of FGT employees spearheaded the project of conceptualizing and creating a safe digging-themed float and approached Sunshine 811 about collaborating on the effort. Together, FGT and Sunshine 811 entered their call-before-you-dig float – featuring a vibrant backyard scene with a backhoe preparing to dig into land marked with flags denoting the approximate location of buried utilities – into the parade, and tossed safe digging promotional items to the impressive crowd, reminding them to always call 811 before digging.

Execution

FGT recommends the following steps to execute a similar campaign in your area:

- Once you've determined which parade you'd like to participate in, **contact the event organizers** to find out necessary details, fees, event rules and reserve a spot. In some cases, float themes, costumes and promotional materials are required to be listed on application and approved in advance by parade organizers.
- **Determine the theme of your float and what resources will be needed for implementation**, including where you will build and store the float until the day of the parade. Be creative to win the attention of attendees and the media.
- **Order supplies and enlist the help of volunteers** to build the float. Be sure to plan for all of the logistical elements of building and transporting the float, such as whether a police escort will be required.
- **Consider throwing 811-themed goodies to parade attendees from the float.** Promotional items that help illustrate the importance of calling 811 and convey damage prevention messages are the best choices for this kind of endeavor.
 - Check with parade organizers to find out if there are any restrictions on the items that can be distributed during the event. For example, sometimes paper items are banned as handouts.
 - Take into account the weight of promotional items before ordering. Heavy items are difficult for volunteers to carry throughout the entire parade route. Also consider how volunteers will carry the trinkets. Cross-body bags that volunteers can access easily are a good option.
- **Recruit volunteers to staff the float on the day of the parade and determine what they should wear to highlight the safe digging theme.** Make plans in case of inclement weather and have rain ponchos on-hand for volunteers.
- **Seize local media opportunities before, during and after the parade.** Have two to three simple key messages ready to deliver to reporters about the importance of calling 811 before any digging project. Take advantage of post-event media coverage to expand the reach of your effort. Write articles for company intranet and/or industry publications and newsletters and submit them along with captioned photos.

Timeline

Three months prior to event	Determine the event's costs and parameters; determine the float theme and assess what resources will be needed to build it.
Two months prior to event	Order supplies and organize volunteers to help build the float; begin building if possible.
One month prior to event	Begin or continue building the float; plan logistical details of getting the float to the parade route and back safely; consider organizing promotional items to be thrown of the float; plan float volunteers' day-of attire.
One week prior to event	Alert the media about your float and its important safety message; confirm volunteer day-of staff; create a plan for inclement weather.

Results

Approximately 70,000 people attended Tallahassee's 46th Annual Springtime Festival and had the chance to see FGT and Sunshine 811's safe digging float. The float also took home first place and the President's Award, further highlighting the safe digging message. While the event was not televised, FGT was sure to spread the word about its effort after the event in internal and industry publications. Similar efforts could also include any relevant media impressions, spikes in website traffic and other metrics in their results. For more information about this campaign, contact Gina Greenslate at

gina.greenslate@energytransfer.com.



Campaign Overview: JULIE'S Knapsack Program – Where in the World is 811?

Background

As is the case for many damage prevention stakeholders, Illinois' one call center, JULIE, found it was showcasing a wide variety of promotional and education items to events, only to have a select few picked over and chosen by attendees. In an effort to streamline its educational outreach materials program and get the most important items into the public's hands, JULIE decided to create one featured item. This item, a draw-string-style knapsack, would capture the public's interest, while also distributing educational materials that communicate important damage prevention information.

To take things one step further, JULIE challenged recipients of its draw-string-style knapsacks to take photos of themselves with the bags at locations all around the world and email them to JULIE for a chance to earn additional JULIE prizes for their efforts.

Execution

JULIE recommends the following steps to execute a similar campaign in your area in 2019:

- **Select and purchase a featured item** – While knapsacks can be an attractive giveaway item because they can hold a variety of educational materials, consider what the best item will be for your organization. Regardless of the item selected, seek to secure financial support from additional stakeholders since you will be able to offer logo placement in exchange for their financial support. Consider working with a promotional materials broker who can help you obtain the best quality item at the best possible price.
- **Coordinate distribution with partners** – Take a full inventory of all partner organizations, which can include your fellow damage prevention stakeholder organizations as well as sports teams you may sponsor, retail partners, etc. Work with these partners to find ways to distribute the item to reach the maximum number of people.
- **Create a program that incentivizes taking photos of the featured item** – While the first year of the JULIE program featured a program that asked people to email pictures of themselves with their knapsacks, JULIE shifted this portion of the campaign to Facebook in 2013 to showcase all submitted photos and build excitement for the campaign. Determine a way to provide a secondary item, such as an 811 T-shirt, to everyone who takes the time to submit a photo, and consider collecting larger prizes, such as gift cards, from your supporting partners. Additionally, consider broadening your promotion to allow for submission of photos of anything having to do with 811 (such as 8:11 on a clock, a mailbox with 811 as the address, etc.).
- **Measure Success** – There are two ways to evaluate the success of the program – 1) Measuring the number of materials distributed and 2) Measuring the number of entries for prizes. Both of these measurements allow you to determine the amount of engagement with the 811 message that occurred. The key element about this campaign is the depth of engagement that is achieved, especially if someone takes the time to take a photo and submit it to your organization.

Timeline

January-February	Select and purchase featured item and secure sufficient educational materials to include in/with it.
February-March	Coordinate distribution plans with damage prevention stakeholders and other partners. Launch Facebook page in preparation for photo submissions.
April	Begin outreach/distribution to coincide with National Safe Digging Month. Begin collecting photos on Facebook and distributing prizes as needed throughout the spring and summer.
Fall (Exact date depends on how quickly quantity is distributed)	Measure success of the campaign, make adjustments for the following year and distribute grand prizes, if applicable.

Results

In the first year of this program, which didn't start until the summer due to the number of existing spring programs in 2012, JULIE distributed 3,500 packages across the state. It received photos from places as far away as the Cayman Islands. JULIE was able to more efficiently spend its production budget and increase the public's level of engagement with the 811 message, and most importantly, call volume was up 7 percent.

JULIE KNAPSACK PHOTO EXAMPLES

WHERE IN THE WORLD IS 811?

"TAKE US ALONG" CHALLENGE

If you are taking a vacation, visiting relatives, traveling to your favorite ball park, or just going on a short weekend excursion, take along your JULIE drawstring backpack!

Just take a photo of you, your family and/or friends with your JULIE backpack. The photo may be taken anywhere around the world but should be in front of an identifiable landmark with the backpack clearly in view. Be creative and have a good time!

SUBMIT YOUR ENTRY

E-mail your photo to:
takeusalong@illinois1call.com
 and please include your name
 and address along with the date
 and any interesting information
 about the location.

If we select your photo for an
 upcoming newsletter or web
 site feature, we will send you a
 free JULIE shirt and cap.

**HAVE FUN AND
 "TAKE US ALONG"
 ON YOUR NEXT ADVENTURE!**

illinois1call.com





Campaign Overview: Alabama 811's 8:11 a.m. Advertising Blitz

Background

In preparation for National Safe Digging Month (NSDM) in 2013, Alabama 811 found a creative way to make its annual spring advertising campaign have an even bigger impact. The organization ran a multi-station 811 radio advertising campaign at 8:11 a.m. every morning throughout the entire month of April 2013 and into early May. Each morning at 8:11 a.m., a radio DJ read a live ten-second message promoting 811, broadcasting the call before you dig message repetitively during morning drive time – an excellent way to raise awareness. In addition to the 8:11 ads, the organization's NSDM media campaign also included web banner ads, sponsorship of radio NASCAR coverage and other ad spots.

Execution

Alabama 811 recommends the following steps for implementing an 8:11 811 advertising blitz:

- **Research radio stations** – Research stations in your area that attract the right demographic for the 811 safety message. Alabama 811 chose a sports radio station that broadcasts NASCAR races, because CGA research indicates that people who dig are likely to consume this type of media.
- **Contact an ad sales representative** – Once you have determined which radio station(s) fit the call before you dig demographic best, reach out to an ad sales rep to discuss the possibility of running daily ad spots at 8:11 a.m. The rep should be able to let you know about the feasibility of your proposal and may be able to offer additional sports broadcast sponsorships or advertising opportunities that would work well for spreading the 811 safety message within your budget. Be certain that if you are an association or not-for-profit One Call Center that you advise the representative of your status for the possibility of reduced rates.
- **Create your 'reads' or ad spots** – Create the "read" that the station will use each morning at 8:11 a.m. Alabama 811's read was as follows: "It's 8:11am. Alabama 811 wants to remind you to call 811 before you dig. Be safe. Know what's below, always call 811 before you dig. This message brought to you by Alabama 811." For pre-made ad spots, consider using CGA's new PSAs which can be downloaded from CommonGroundAlliance.com.
- **Measure success** – Request statistics on listenership and impressions from your ad sales rep to measure the reach of your 811 radio campaign.

Timeline

The 8:11 a.m. advertising campaign is useful during both NSDM and surrounding 8/11 Day. Alabama 811 recommends beginning to research radio stations at least one month prior to when you'd like to start advertising, and reaching out to an ad sales rep a few weeks in advance.

Results

NSDM 2013 was a successful one for Alabama 811. The organization reached 650,000 Alabama residents through its 8:11 a.m. advertising blitz and complementary components, including sponsoring NASCAR radio coverage and displaying banner ads on station websites. For more information about this campaign, contact Michele Dory at mdory@al811.com.



Southern Star Reaches Key Stakeholders with National Safe Digging Month Competition for Employees

Background

In 2012, Southern Star Central Gas Pipeline wanted to create a way for its employees to have fun with public awareness activities during National Safe Digging Month. Southern Star developed a contest for its different locations and departments that awarded a prize for the group that best conveyed the safe digging message to stakeholder groups during the month of April. Not only did Southern Star engage many of its employees in National Safe Digging Month, it also reached hundreds of stakeholders through the public awareness activities that were a direct result.

Execution

Southern Star recommends the following steps when developing and executing a National Safe Digging Month competition for employees:

- **Set Competition Guidelines** – Create guidelines for the contest that encourage employees to develop public awareness activities that target key stakeholder groups and get the best messages across. In Southern Star's competition, employees were asked to target excavators, landscapers, schools, public officials, homeowners or emergency officials with a creative promotion of damage prevention or the call before you dig message. Determine who will judge the entries and develop an evaluation matrix to ensure that all entries will be judged consistently. Southern Star's entries were judged by members of its Public Awareness Team based on originality, message content, concept, outreach and overall success.
- **Set Entry Period and Timeline** – Give employees the month of April to conduct their public awareness activities. Southern Star employees were given April 1 through April 30 to execute their activities and submit them for consideration in the competition. Have all entries submitted to one email address. Determine when judges will meet to choose the winner, as well as when and how the winner will be revealed. Southern Star's Public Awareness Department reviewed its entries and notified the winning group by the end of May.
- **Determine a Prize** – Set a budget for the prize. Encourage competition and participation by selecting a reward that will be meaningful to any employee. The winning location or department of Southern Star's competition received a free meal, T-shirts, accolades in the company newsletter and a traveling trophy, which is a chrome shovel with the 811 logo engraved on the blade along with National Safe Digging Month. The wooden handle has a removable chrome plate where the winner is engraved each year, and the winning location or department gets to hold on to the trophy until a new winner is named.

Timeline

Date	Task
January/February	<ul style="list-style-type: none">• Determine contest guidelines, judges, entry period, budget, prize, etc.• Draft email, newsletter article or flier to announce contest to employees
March	<ul style="list-style-type: none">• Notify employees of contest
April	<ul style="list-style-type: none">• Employees execute and submit their activities for consideration

May	<ul style="list-style-type: none"> • Select and notify winner • Announce winner to company • Evaluate success and reach of contest
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Results

Southern Star's National Safe Digging Month competition has prompted many great ideas for stakeholder outreach, including pancake breakfasts for homeowners held at community centers, emergency responder training sessions, and interactive presentations at schools to promote the 811 message and increase awareness of safe digging practices. Southern Star engaged nearly 100 employees with its competition, and the resulting public awareness activities have reached approximately 1,000 stakeholders. For more information about Southern Star's competition, please contact Brad Carter at brad.carter@sscgp.com.



Southern Star's traveling trophy.



One of the resulting public awareness activities at a local school.



Campaign Overview: PG&E Builds Partnerships with Local City Councils and Counties to Strengthen Permitting Processes and Require Call to 811

Background

In 2014, Pacific Gas & Electric wanted to increase public awareness about 811 and partner with the local city councils and counties in our service territory. The goal was to build partnerships that will help us as we work to improve and strengthen the permitting process and require a call to 811 before digging.

Execution

Through collaboration between PG&E's Local Government Relations, Gas Operations and Local Presence teams, the company attended City Council and Board of Supervisors meetings throughout its service territory, presented localized 811 strategies to public officials, publicly thanked our local government partners for their support and explained during public comment why calling 811 and following safe digging practices are so important.

Results

As a result of this work, in April 2014, 54 cities and 18 counties pledged their support for 811 Safe Digging Month in the form of formalized proclamations and resolutions. Support came from all across our service territory, from Humboldt to San Luis Obispo, Auburn to Santa Cruz. In November and December 2014, PG&E received further local recognition for its safe digging efforts in the East Bay region of the San Francisco Bay area.

By securing a total of 72 proclamations and resolutions across its service territory, PG&E took a major step forward with its partnerships. Later in the year, PG&E's local relationships expanded and the company was able to work with the local emergency personnel of many cities and counties to increase 811 training, workshops and third-party billing for emergency stand by.

Moving forward, all of these new partnerships will help PG&E as it works to improve and strengthen the permitting process and requiring a call to 811 before digging, explore new enforcement strategies such as emergency billing and possible ordinances and create Notice of Violations with fines within a given city or county limit.

PG&E also greatly improved the company's image regarding public safety, made its service territory safer and built valuable, real and lasting partnerships that will help it achieve its long-term 811 goals.

For more information about PG&E's efforts, please contact Jon Little at jdih@pge.com.



Campaign Overview: Connecting Arbor Day and Earth Day to National Safe Digging Month

Background

Indiana 811, the one-call center for the Hoosier State, sought to develop new media pitching angles during National Safe Digging Month, and it decided to attach the safe digging message to two April observances that involved tree planting – Earth Day and Arbor Day – to spread the 811 message through events and media coverage.

Execution

Indiana 811 recommends the following steps to connect Arbor Day and Earth Day events to safe digging:

- **Research Events to Attend** – The most important part of establishing a quality schedule of Earth Day and Arbor Day events is to select only the best ones, since there are only so many events that a stakeholder or group of stakeholders can attend. Some of the best events are ones promoted by towns, cities and counties through their parks and recreation departments. Ask for a free booth and offer to briefly speak at a tree planting.
- **Contact the Media** – Use the CGA-provided news release and media advisory templates to inform local media of your organization's involvement with each event and the connection with 811 and safe digging. Make follow up phone calls to media outlets to determine if a reporter will be attending the event. If a reporter is in attendance, be sure to have a stakeholder representative approach that reporter and explain why calling 811 is such an important part of tree planting.
- **Take Photos** – In some cases, reporters will be unable to attend Earth Day and Arbor Day events, but newspapers and news websites will often be willing to accept submitted photos from members of the community. Additionally, you can use those photographs on stakeholder websites and Facebook pages.
- **Measure Success** – Ask contacts from the various events to inform you of estimated attendance counts for each event. Also, monitor for media coverage. If you are unsure if media coverage ran, contact CGA, which monitors for media coverage of 811 year-round at no cost to its members.

Timeline

Date	Task
January	Research and select events
February	Assign volunteers to work each event and order educational materials (as needed)
March	Customize CGA media outreach templates
April	Conduct media outreach, attend events and take photos
May	Monitor for media coverage

Results

April proved to be an even more successful month for Indiana 811 media coverage, due in large part to the strong connection between safe digging and Arbor Day/Earth Day. Indiana 811 was able to use this angle to secure coverage that included a photo in the Indianapolis Star, as well as TV coverage in Indianapolis, Fort Wayne and Terre Haute. Similar media exposure was earned again in 2012 and 2013. For more information on this campaign, please contact Chuck Muller at cmuller@indiana811.org.

ARBOR DAY/EARTH DAY NEWS RELEASE

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

[STAKEHOLDER] REMINDS LOCAL RESIDENTS TO CALL 811 BEFORE PLANTING TREES THIS EARTH DAY AND ARBOR DAY

Don't let a digging accident diminish environmental efforts

[CITY, STATE ABBREVIATION] (April 15, 2019) — **[Insert stakeholder]** recognizes that many people will be planting trees for Earth Day and Arbor Day projects, so it is important to remember to call 811 at least **[Insert state notification period]** ahead of time to have underground utility lines marked before digging begins.

Striking a single line can cause injury, repair costs, fines and inconvenient outages. Volunteers are responsible for having lines marked, regardless of whether they are planting a sapling or a full-grown tree. The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.

Everyone who calls 811 is connected to **[Local one call center]**, which notifies the appropriate utility companies of the caller's intent to dig. Professional locators are sent to the requested digging site to mark the approximate locations of underground lines with flags or spray paint. Once lines have been properly marked, digging can begin around the marked lines.

The depth of utility lines can vary for a number of reasons, such as erosion, previous digging projects and uneven surface. Underground utility lines are too often damaged because someone decided to dig without first calling 811.

"With the possibility of utility lines only a few inches from the surface, this simple call to 811 will help volunteers, contractors and do-it-yourself diggers avoid striking an underground utility line," said **XXX, XXX [Insert stakeholder representative's name and title here]**.

Visit www.call811.com for more state information about 811 and the call-before-you-dig process.

#

ARBOR DAY/EARTH DAY EVENT MEDIA ADVISORY

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

[Stakeholder Name] to Host [Earth/Arbor] Day Event

Tree-planting beautifies community and sets example of safe digging practices

WHAT: [Stakeholder Name] will host a tree-planting event in support of [Earth Day/Arbor Day]. [Stakeholder Name] invites employees, customers and community members to attend the event.

A safe digging demonstration, led by a utility damage prevention expert from [Name of Stakeholder], will precede the tree-planting to educate volunteers on the importance of calling [Insert Local One Call Center Number] at 811 to have underground utility lines marked prior to digging.

WHY: Our underground utility infrastructure is made up of thousands of miles of pipelines carrying natural gas, water and other vital resources. Striking a line while planting a tree can lead to an unintentional utility line damage that can compromise the environment and public safety.

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area. The event and safe digging demonstration are meant to reinforce the message that an environmentally friendly effort should not result in environmental problems.

WHEN: [XXXday, April XX, 2019]
[Event Starting Time] – [Event Ending Time]

WHERE: [Street Address]
[City], [State] [Zip Code]

For more information visit www.Call811.com or [Stakeholder URL].

#

Fire Station Marquee Campaign Overview

Background

The Illinois one-call system, JULIE, created a program designed to encourage fire stations to promote the importance of contacting JULIE by posting safe digging messages on their marquees during National Safe Digging Month. JULIE mailed all fire departments across the state a letter requesting their participation, sample messages for the marquees and contact information for participating fire stations to send back a picture of their marquee with an 811 message on it.

Execution

In order to execute a successful fire station marquee campaign during National Safe Digging Month this April there are several key steps that must be completed:

- **Fire Station Contact Information** – Reach out to your state fire marshal’s office to obtain a mailing list of all fire departments in your state. Please keep in mind that some state offices will not release this information. Another option is to reach out to one of your pipeline stakeholders to see if they might be able to provide you with a contact list. If all else fails, you can look up contact information for state fire stations on the Internet.
- **Program Letter** – Now that you have created a list of fire stations that you’d like to contact, it is time for you to draft a letter requesting their participation in this program and explain the importance and timeliness of this safety message. A letter template has been provided by CGA as guidance for requesting their participation.
- **Fire Station Follow-up** – After you have distributed your letter requesting participation in this program, consider making strategic follow up calls to targeted fire stations that you think would be great for this opportunity. One way you can determine which fire houses are most important is by obtaining traffic count information for various locations through state, county or municipal highway administrations.
- **Submitted Photos** – Once you begin receiving submitted photos from the various fire stations, feel free to post them on your website, Facebook and Twitter accounts to share with your members/employees/customers.

Timeline

Date	Task
Mid-February	Collect Fire Station Contact Information
End of February	Draft Program Letter for Distribution
First weeks of March	Distribute Fire Station Letter
End of March	Strategic Follow Up Calls
April – May 1	Post Submitted Photos to various platforms (website, Twitter and Facebook)
May 1 – May 15	Measure traffic volume at marquee locations for month of April

Results

JULIE’s fire station marquee campaign has been an overwhelming success and has grown annually. Due to the success of this unique program, one-call centers across the country have all duplicated these efforts to create similar programs within their state. For more information about the fire station marquee program, please contact Kevin Chmura at chmura@julie1call.com.

FIRE STATION LETTER

Date

Name

Address 1

Address 2

City, State Zip

Spring is officially upon us, and so is National Safe Digging Month! **Stakeholder Name** is asking fire stations across the state to show their support for this month by reminding their community members to call **State One Call** at 811 before any digging project – large or small.

One free call to 811 **#of days** prior to digging starts the process of having underground utility lines marked. This simple call reduces the chance of diggers unintentionally striking a utility line (gas, electric, communications, water or sewer) and causing inconvenient outages, harm to themselves or someone else, and/or repair costs.

Stakeholder Name asks that you simply post a brief reminder to call 811 on the marquee in front of your fire station during April. Here are a few examples to consider:

- Know what's below. Call 811 before you dig.
- Digging soon? Call 811 first.
- April is Safe Digging Month. Call 811 before you dig.
- Call 811 or you may be calling 911.

Photos of signs with the safety message will be posted on our website and Facebook page and included in our communications to contractors and homeowners. You may send photos or materials to **Contact Name** at **contact email**. For additional information and assistance, please contact me directly at **xxx-xxx-xxxx** or **contact email**.

Additionally, we encourage you to distribute educational materials at safety forums, community events or open houses. We would be more than happy to provide you with these free safety materials for these types of events.

For more information about National Safe Digging Month, please visit Call811.com.

Thank you for your ongoing support and commitment to raising awareness of safe digging.

Regards,

Contact Name

Contact Job Title

FIRE STATION EXAMPLES



2019 811 Communications Plan

8/11 Day



8/11 Day Overview

8/11 Day has been celebrated on Aug. 11 by CGA stakeholders since 2009, as a natural connection between the date on the calendar and the 811 phone number.

This year, 8/11 Day falls on a summer Sunday, when there are lots of community events that are natural partners for safe digging education. CGA has developed a comprehensive list of tools, including public awareness campaign descriptions of successful efforts by your fellow stakeholders in past years.

These tools include:

- News release*
- Social media messages*
- Website buttons/banners*
- Internal communications
 - “How to” guide
 - Email/intranet post template
- 8/11 Day Cakes
 - “How to” guide
 - Artwork
- Additional initiatives overview
 - 811 tank painting ceremony “how-to” guide and tools
 - 811 speedway challenge
 - Cover the skies with 811
 - 811 night at the ballpark
 - Putting the 811 message in lights
 - Other community events
 - 811 tank painting ceremony “how to” guide and tools

Thank you for your support in promoting 8/11 Day 2019!

*COMING SOON.

INTERNAL TALKING POINTS FOR 8/11 DAY

Many CGA stakeholders begin each meeting with a safety message. Below CGA has provided talking points that can be presented at your company's next safety meeting on or around Aug. 11 to help educate employees about 811 and its role in protecting the safety of workers, customers and entire communities.

Key messages:

- Every digging project requires a call to 811.
- Calling 811 a few days prior to digging notifies utility companies of the intent to dig and gives representatives time to mark the appropriate lines.
- Aug. 11 is 8/11 on the calendar, a natural reminder for people to call 811.

How 811 works:

- 811 can be called from anywhere in the country.
- A representative from your local one call center will answer the call to find out the location and description of the digging site.
- The affected utility companies will be notified of the intent to dig.
- The utility companies will each send a professional locator to the digging site to identify and mark the approximate location of the underground lines.
- Once lines have been marked, you should respect the marks and dig carefully around them.

Types of projects:

- Lines need to be marked for each separate project, such as installing a rural mailbox, putting up a fence, planting trees or building a deck.
- Call a few days prior to digging to allow time for professional locators to mark the utility lines.
- Even if you've hired a contractor, make sure the contractor calls 811 to have lines marked.

Consequences:

- Hitting an underground utility line while digging can cause serious injuries, disrupt service to entire neighborhoods, and potentially result in fines and repair costs.

More information:

- To learn more about 811, visit www.call811.com.

INTERNAL COMMUNICATIONS TEMPLATE FOR 8/11 DAY

8/11 DAY IS THIS WEEKEND, A NATURAL REMINDER TO CALL 811 BEFORE DIGGING

This Sunday is Aug. 11 (8/11 on the calendar), which serves as a good reminder to everyone to call 811 a few days before digging to identify the approximate location of underground utility lines.

Utility services that your family depends on, such as cable TV, high-speed Internet, landline telephone, electric, gas, water and sewer, are buried underground in many communities. Striking one of these lines can result in inconvenient outages for entire neighborhoods, harm to yourself or someone else, and repair costs.

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.

When you call 811 a few days before you plan to start your project, a local one-call center representative will collect your information and notify the affected local utility companies of your intent to dig. A professional locator will then visit the dig site to mark the approximate location of all underground utility lines with paint, flags or both. Once your site has been marked, it is safe to begin digging around the marked areas.

No matter the type of project – installing a mailbox, putting in a fence, planting trees or shrubbery, building a patio or deck, or excavating a new garden area – make sure to call 811 several days prior to digging to have your site properly marked, and remind our customers, as well as your friends and family, to do the same. Always call 811 before you dig and know what's below.

[Email signature if applicable]



8/11 Day Campaign – Cake Delivery

Background

Indiana 811 was looking for a fresh way to get the media's interest on Aug. 11 for the annual CGA 8/11 Day campaign. Less than four months had passed since National Safe Digging Month (NSDM), which is the one time each year that Indiana 811 makes a major push to secure interviews about the importance of 811. Since 811 is a constant message, the goal was to communicate it in a new way that would get the media's attention.

The solution was targeting radio stations, which have hours of content to fill in the morning, and delivering 8/11 Day cakes, along with 811 information, to get their attention and spread the word. The idea for cakes came from knowing how early morning radio people wake up and how eager they are to get some food during their shifts. Also, the cakes can showcase utility markings and the 811 logo.

Execution

Indiana 811 recommends the following steps to make a cake delivery campaign a success.

- **Make a Preliminary Media List** – Consider which stations are the best fit to receive 811 cakes. Radio stations in general are the best fit; especially ones that originate from your market (aren't syndicated from somewhere else). Good targets allow for host interaction and not just a regimented schedule of music or news/traffic/weather. In addition to radio stations, consider dropping off cakes to TV stations that may have covered 811 during NSDM.
- **Contact Media Outlets and Finalize Media List** – While it seems like getting surprised with a cake would be a good thing, in reality it's better to pitch the media in advance. The best time of the day to contact morning show producers is immediately after the show goes off the air, via the main phone number for the station. Just explain who your organization is, why 811 is important and that you'd like to drop off a cake during the morning show on Aug. 11. Take note of any special instructions for parking or building entry and finalize your list based on the stations that would like to receive a cake.
- **Order Cake or Cupcakes** – Contact grocery stores or Wal-Mart in your area to see what their cost is for customized cakes or cupcakes using jpeg images like the ones contained in this folder. Make arrangements for you and/or your volunteers to pick up the cakes on the afternoon of Aug. 10, before the bakery closes.
- **Prep and Make Your Deliveries** – Attach basic information about 811 and how it works to the cake/cupcake boxes. Make your deliveries on the morning on Aug. 11 and be prepared in case you're asked to talk on air.
- **Save Some For the Office** – Consider having 811 cakes at the office to reinforce the 811 message to employees.

Timeline

Date	Task
8/1	Make preliminary media list
8/2	Contact stations to confirm interest in receiving cakes and 811 information
8/7	Place orders for cakes
8/8	Pick up cakes and plan your deliveries
8/9	Deliver cakes – early morning

Results

A couple of weeks after a delivery, Indiana 811's Chuck Muller attended a community event, where he met one of the on-air personalities that received a cake. That radio host remembered the cake and 811, a testament to the unique nature of the program. Indiana 811 worked with stakeholders across the state to secure several in-studio interviews. It's important to note that this program is not meant to be a hard sell of 811 to media outlets. Instead, it's meant to be a friendly reminder, through which the cake and the fact sheet do the talking and possibly lead to 811 being mentioned on the air.

CAKE ARTWORK





811 Tank Painting Ceremony on 8/11 Day

Background

Shell Pipeline Company LP wanted to make a big impact for 8/11 Day. And by big, it meant a 100-foot 811 logo on one of its breakout tanks in Pasadena, Texas, a suburb of Houston. Not only did this logo earn daily impressions from the thousands of people who saw it, it also served as the hook for an 8/11 Day event that attracted elected officials and members of the Houston media.

Execution

Shell Pipeline Company LP recommends the following steps to unveil a tank painted with the 811 logo for 8/11 Day:

- **Select a Tank and Paint It** – Location is key when it comes to creating a 811 logo on a breakout tank. The best possible locations are those that border a major interstate or another busy road or in metropolitan area. Traffic count figures can often be obtained from a state department of transportation to help determine the most strategic location. Marathon Pipe Line LLC, which has also executed an 811 tank painting, also notes that depending on the location of your tank, a permit may be required. Shell estimates the overall cost of painting a tank with an 811 logo can range from \$10,000 to \$27,000 (excluding lighting costs), depending on the size and internal requirements. Prices may also vary based on the typical cost of specialized labor in your area and whether or not you wish to apply spotlights or permanent lighting to the 811 breakout tank so it can viewed at night Lighting costs may range from \$15,000 to \$30,000 depending on size and labor expenses.
- **Plan Event** – Once a location has been selected and arrangements have been made for painting, you can begin to plan your event. The most important element is selecting speakers, from within your organization, national associations such as CGA, and local and state elected officials. Once speakers are confirmed, develop a schedule (sample schedule is included in this section). The best time for an event for media and guests is typically the late morning hours.
- **Invite Guests** – Invite guests either by mail or html email at least 3-4 weeks in advance of the event. Manage RSVPs and plan set up and refreshments accordingly.
- **Conduct Media Outreach** – Complete attached media advisory template and distribute to local media at least three days before the event. Conduct phone follow up the day before and morning of the event. Offer 811 fact sheet to media who attend the event.

Timeline

Date	Task
April	Select tank location and solicit bids for painting
May	Contact elected officials and other potential speakers
June	Develop event agenda
July	Invite additional guests
August	Paint tank Conduct media outreach Host ceremony Collect media coverage results (also available through CGA)

Results

Shell Pipeline had secured the attendance of two state representatives, as well as reporters from several major suburban newspapers in the Houston area, raising the profile of the event and ensuring its message reached beyond those in attendance and those who regularly pass the tank. For more information about this campaign, please contact Gweneyette Broussard at c.broussard@shell.com.

Resources

Marathon Pipe Line LLC and Vectren have also executed 811 tank paintings, using Native Sun (Valparaiso, Ind.) and [Eric Henn](#) as the painting vendors, respectively. Please contact Tracey Bryant with Vectren (TJBryant@vectren.com) or Craig Potts (capotts@marathonpetroleum.com) with Marathon for additional information.

SAMPLE TANK DEDICATION CEREMONY AGENDA

11:30 a.m.	Check-in Responsibility: {logistics contact}
	Notes: <ul style="list-style-type: none">• A check-in table will be set-up inside the conference room where nametags will be provided to guests• A sign-in sheet will be at the check-in table to distribute follow-up materials• 811 Fact Sheet will be distributed• Media Release will be available for press
11:45 a.m.	Welcome Responsibility: {senior executive}
	Notes: <ul style="list-style-type: none">• Welcome guests and recognize public officials• Explain the schedule of events• Introduce guest speakers
11:50 a.m.	Safety Speech, {senior executive}
12 Noon	Invite Guests to have Lunch
12:45 p.m.	Storage Tank Dedication - {CEO, President or Equivalent} Note: Commemorative plaque presentation
12:55 p.m.	Photo Opportunity
1:05 p.m.	{CEO, President or Equivalent} to Introduce State Representatives (Invite them to say a few words)
1:06 p.m.	State Representative Photo Opportunity
1:10 p.m.	State Representative Photo Opportunity
1:15 p.m.	Goodie bag distribution Responsibility: {tbd}
	Note: <ul style="list-style-type: none">• Pick-up giveaways at check-in table• Goodie bag to contain 811 and member company logo items as well as 811 brochure

TANK DEDICATION MEDIA ADVISORY

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

[Stakeholder Name] and Elected Officials to Celebrate Aug. 11 (8/11) by Dedicating Storage Tank Featuring Giant ‘Call 811’ Logo

WHAT: Representatives from **[stakeholder name]** will join **[elected officials' names]** to dedicate a storage tank in **[location]** that now features a **[size]** logo of the 811 call-before-you-dig telephone number. **[Stakeholder name]** is a member of the Common Ground Alliance, the national association that promotes the 811 phone number and safe digging practices.

WHY: The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.

This event is designed to raise awareness among **[state]** residents of the importance of calling 811 to avoid damage to underground utilities, which can potentially cause injuries and inconvenient service outages.

Aug. 11 is “8/11 Day,” due to the date having a natural connection to the 811 phone number.

WHEN: Aug. 11, 2019
[Insert Event Starting Time] – [Insert Event Ending Time, if applicable]

WHERE: **[Insert Street Address]**
[Insert City], [Insert State] [Insert Zip Code]

For more information visit www.Call811.com or **[Stakeholder URL]**.

#

TANK DEDICATION INTERNAL COMMUNICATIONS TEMPLATE

A LARGE REMINDER TO CALL 811

Today is Aug. 11 (8/11 on the calendar), which serves as a good reminder to everyone to call 811 a few days before digging to identify the approximate location of underground utility lines.

Utility services that your family depends on, such as cable TV, high-speed Internet, landline telephone, electric, gas, water and sewer, are buried underground in many communities. Striking one of these lines can result in inconvenient outages for entire neighborhoods, harm to yourself or someone else, and repair costs. The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.

For this reason, [Insert Stakeholder Name] has decided to make a major investment in spreading this important message, in the form of a [dimensions] 811 logo on a storage tank in [location].

This tank will be officially unveiled at an event later this morning, where [company official name] will speak about our company's commitment to damage prevention. [Elected officials names] and [association representatives] will also be in attendance at the event to speak about the importance of promoting safety.

When you call 811 a few days before you plan to start your project, a local one-call center representative will collect your information and notify the affected local utility companies of your intent to dig. A professional locator will then visit the dig site to mark the approximate location of all underground utility lines with paint, flags or both. Once your site has been marked, it is safe to begin digging around the marked areas.

No matter the type of project – installing a mailbox, putting in a fence, planting trees or shrubbery, building a patio or deck, or excavating a new garden area – make sure to call 811 several days prior to digging to have your site properly marked, and remind our customers, as well as your friends and family, to do the same. Always call 811 before you dig and know what's below.

[Email signature if applicable]

STAFFORD MOTOR SPEEDWAY

Call Before You Dig Connecticut and Stafford Motor Speedway Partner to Create 811 Challenge

Background

As 2012 came to a close, Call Before You Dig (CBYD) Connecticut proposed a unique and engaging way of promoting 811 awareness during the 2013 digging season as part of its sponsorship at Stafford Motor Speedway: the Call Before You Dig 811 Challenge, in which drivers from five NASCAR Whelen All-American Series divisions competed in weekly races from April through mid-August, accruing points towards the CBYD 811 Challenge. On Aug. 16, just after 8/11 Day 2013, CBYD Connecticut hosted a Call Before You Dig event at the speedway, and this date served as the culmination of the contest, or the last day that drivers could earn points. The five drivers whose total points were closest to 811 each received \$811 each from CBYD Connecticut at an Aug. 23 awards ceremony. Through this promotion, CBYD Connecticut was able to reach thousands of stakeholders with safe digging messages.

Execution

CBYD Connecticut recommends the following steps to plan a speedway challenge:

- **Identify potential partners** – This is a great opportunity to leverage an existing partnership with a speedway or create a new one. Work with the speedway to plan a challenge or event to spread 811 and call before you dig messages. It would be best to reach out at least six months from the tentative event date to start coordinating.
- **Plan Event** – Once you have a contract with the local speedway, you can start planning your event. Discuss dates, the rules of the challenge, event details, promotions, timeline and activities.
- **Invite Guests** – Invite local utility companies, contractors and other key stakeholders to attend and participate in the event. It is a great opportunity for organizations to come together to help promote 811. Give tickets away as door prizes. CBYD Connecticut members distributed tickets to utility companies and associations and gave them away as door prizes at industry-related events.
- **Promote Event** – Create visuals such as banners or promotional videos that can be used to promote the event at the track (if your partnership allows), as well as on social media sites like Facebook, LinkedIn and Twitter. Design and distribute T-shirts to promote 811 awareness during the challenge.
- **Conduct Media Outreach** – Complete the press release template and distribute to local media and race industry publications at least three days before the challenge begins. Conduct phone follow up the day before and morning of the event. Offer 811 fact sheets to media who attend the event.

Timeline

Date	Task
January	<ul style="list-style-type: none"> • Reach out to local speedway to conceptualize the challenge
February	<ul style="list-style-type: none"> • Draft and distribute press release announcing Call Before You Dig 811 Challenge • Design T-shirts
March to April	<ul style="list-style-type: none"> • Promote the challenge, invite guests, order T-shirts and develop video promotions
April	<ul style="list-style-type: none"> • Challenge begins
May to August	<ul style="list-style-type: none"> • Promote the challenge and continue to invite guests
August	<ul style="list-style-type: none"> • Post race results online after challenge ends • Host awards ceremony • Measure results

Results

Through the challenge, CBYD aired three 30 second spots on the speedway's TV system and races were televised on Connecticut Public Television (CPTV) Sports channel. CBYD displayed signage on the speedway and distributed literature regarding safe digging practices to the 3,000 to 4,500 fans who attended the races each week. The SMS Fast Times Newsletter, an online newsletter that is emailed to more than 2,000 members weekly, covered the challenge as well as Area Auto Racing News, Hartford Courant, Journal Inquirer, Newtown Bee, Norwich Bulletin, RaceDayCT.com and YankeeRacer.com. For more information on this campaign, please contact Derek Brown at Derek.Brown@ct.gov.

NEWS RELEASE ANNOUNCING CALL BEFORE YOU DIG 811 CHALLENGE

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

[STAKEHOLDER] TO HOST CALL BEFORE YOU DIG 811 CHALLENGE AT [NAME OF SPEEDWAY]

[CITY, STATE] (Feb. [date], 2019) — [Name of Stakeholder] today announced it will host the Call Before You Dig 811 Challenge at [Name of Speedway] during the 2019 season as an opportunity to educate [State] residents to call 811 before any digging project to prevent injuries, property damage and inconvenient outages. During the challenge, drivers from [Racing series or divisions] will compete in weekly races from [Month] to [Month] and will conclude at the Call Before You Dig Event on [Date]. The drivers whose total points come closest to 811 will each receive \$811 from [Name of Stakeholder].

"We are thrilled to sponsor the Call Before You Dig 811 Challenge with [Name of Speedway] to highlight the importance for homeowners and contractors to always call 811 prior to starting any digging project large or small," said XXX, XXX [Insert stakeholder representative's name and title]. "We're always looking for fresh ideas to promote the importance of calling 811 and this challenge will spread our message to thousands of [State] residents in an exciting atmosphere at [Name of Speedway]."

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area, according to the Common Ground Alliance (CGA), the national organization dedicated to protecting underground utility lines and the people who dig near them. This event is designed to raise awareness among [State] residents, professional excavators, contractors and utility workers of the importance of calling 811 to avoid damage to underground utilities, which can potentially cause injuries and repair costs.

For more information on safe digging, please visit call811.com.

[Boilerplate]

###

CBYD CONNETICUT DISPLAY SIGN ON THE SPEEDWAY



Cover the Skies with 811 on 8/11

Overview

With the challenges of 8/11 falling on a weekend day in 2012, Miss Utility of Maryland and D.C. and Miss Utility of Delmarva were searching for a new way to spread the safe digging message to large numbers of people. Given the organizations' proximity to several miles of popular beach destinations on the east coast, they came up with the idea of contracting with an airplane advertising company to fly over several beaches on the Maryland and Delaware coasts with safe digging messages on 8/11 Day. On 8/11 Day, a plane featuring the 811 message flew over packed regional beaches five times.

Other damage prevention stakeholders can execute similar plane flyovers the weekend before 8/11 Day this year to be featured at their regional beaches, state fairs or other large outdoor gatherings. Planning for the plane flyover messages is as simple as reaching out to an aerial advertising company in your area, determining an advertising plan for 8/11 Day that suits your organization's budget and selecting a safe digging message to display.



Sample safe digging messages

Because of the aerial nature of this campaign, it is recommended that organizations choose a concise but impactful message. Here are a few sample messages (actual messages used will depend on space provided by your local aerial advertising company):

- Know what's below. Call 811 before you dig.
- Happy 8/11! Always call 811 before you dig.
- Digging soon? Stay safe by calling 811 first.

811 Night at the Ballpark on 8/11 – A Night for Stakeholders

Overview

In past years, some stakeholders have worked with minor league baseball teams to create \$8.11 ticket opportunities that help promote the 811 phone number. In 2011, Vectren and Indiana 811 partnered to offer free tickets for the Aug. 11 game in Evansville, Ind., to the first 250 targeted stakeholders who claimed them. Indiana 811 and Vectren worked together to target stakeholders within a one-hour drive of downtown Evansville via email, directing them to a page created at EventBrite.com that allowed everyone invited to reserve up to four complimentary tickets for the game, courtesy of Vectren and Indiana 811.

At the game, Vectren and Indiana 811 took advantage of their combined presence in the stadium in the form of an in-game contest, billboard and restroom advertising to make sure all recipients who attended the event were fully reminded that calling 811 before digging is always a good decision.

Action Items

If your organization would like to invite stakeholders to a game as a way to promote the 811 message, the following would be good steps to take:

- Confirm your local team has a home game on Aug. 11. If it does not, consider a date close to Aug. 11 on the calendar.
- Contact a group sales representative at the selected team to enquire about the discounts for large groups. Also, ask if your organization can be welcomed by name with the 811 logo on the video board (if available) the night of the game.
- After purchasing the tickets, create an email list of qualified targets.
- Create an event page at EventBrite.com as a way to manage ticket requests with ease.
- Send an email about the promotion to this list, emphasizing any restrictions (maximum number of tickets per person, etc.) directing them to request tickets at EventBrite.com page.
- Collect names of ticket recipients and give them to the baseball team to leave at will call.
- Send email blast with any necessary instructions to ticket recipients in advance of the game night.
- Work with baseball team representatives to ensure 811 exposure at the game that night.
- Enjoy the game and enjoy spreading the 811 message to a targeted group of stakeholders!

Measuring Success

The following metrics can be used to determine success for this campaign:

- Number of tickets requested.
- Number of tickets redeemed.
- Breakdown of stakeholder type for tickets requested and redeemed.
- Amount of in-stadium 811 exposure earned for bringing a large group to the stadium.

Best of luck, and play ball!

Putting the 811 Message in Lights – An 8/11 Day Promotional Opportunity

Overview

Explaining underground utility damage prevention to the general public in a visual way can be difficult. As a result, one potential 811 promotional idea would be to make the message easy-to-understand and visual by having stakeholders in your city light up buildings with a vertical “811” by strategically turning on select office lights around 8:11 p.m. local time. (Check weather reports to find out the expected time of sunset in your area). In 2012, Baltimore Gas and Electric executed this eye-catching campaign to great effect.



This could be executed with events, media relations and social media used to increase impressions beyond just those who are near the building(s). If several buildings in the same area are all able to accomplish this feat, it will make the campaign much more effective.

How it Would Work

1. Participating stakeholders would make arrangements as soon as possible with their respective facilities management teams to determine which office lights would need to be illuminated and which would need to be turned off to create the appearance of a vertical 811 on all sides of their office buildings.
2. Ideally, the stakeholders would test the lighting process during overnight hours on a date prior to Aug. 11 so as not to attract much attention to the test.
3. Once the lighting logistics are determined, the next steps would include creating an event to unveil the lighting display to elected officials, general public and media. A Sunday evening event near the building(s) could include:
 - Activities for families (attendees would primarily be stakeholder employees)
 - Music
 - Light refreshments (ice cream could be a good fit that time of the year)
 - Stage and podium for a formal presentation
 - 811 signage
4. Invite media to attend the event using an event media advisory template this 2019 Communications Plan. Invite dignitaries through their representatives. Make plans to document on social media platforms.
5. The formal presentation would include the following elements as dusk sets in and the lights left on in each building illuminate several 811's across the skyline:
 - Official welcome by stakeholder(s)
 - Introduction of elected official(s)
 - Explanation of why 811 matters and what is about to happen – provides sound bites for media
 - Photo/video opportunities as dusk turns to darkness
 - Celebration continues for 30 minutes after the short ceremony ends
 - Individual media needs can be accommodated immediately after the formal presentation
6. The campaign would be measured based on the number event attendee, amount of media coverage and social media engagement.

For More Information

For more information about how to orchestrate an 811 in Lights campaign, contact Aaron Koos at aaron.koos@bge.com.

Spread the 811 Message at Community Events Prior to 8/11

This year Aug. 11 (8/11 on the calendar) falls on a weekend, providing the option to share the 811 message with the general public through weekend community events. There are two approaches to events on Aug. 11 (or any other date for that matter): either attend an existing event or create one from scratch.

Below are options your organization can consider in these two categories:

Existing Events

- **Outdoor movie nights/family concerts:** In many cities and towns across the country, Saturday or Sunday evenings in the summer serve as opportune times to bring families together at outdoor events, whether they are for watching a movie on a large screen or a concert. Serving as a sponsor of an event of this sort near Aug. 11 would create a natural opportunity to promote 811 to families through 811 T-shirts, banners or other signage. If budget allows, distributing 811 cupcakes could be part of the promotion. Executing this idea takes a quick online search of events in the area and establishing contact with the organizer to determine sponsorship opportunities.
- **Community safety days:** The local National Safety Council chapter or health department in your area is frequently working to promote safety at events across the region. One easy way to earn exposure for 811 on Aug. 11 is checking with these organizations to determine what their plans are in August and if they could promote 811 one day as a special gesture. Implementing this idea just takes a few phone calls, providing materials and offering your organization's resources to help staff a booth.

Create Events

- **Home improvement store radio remote:** It's hard to find a busier place on a weekend morning than the local home improvement store. Whether it's Home Depot, Lowe's or a locally-owned store, Saturday morning is the time to stock up on supplies for a weekend's worth of DIY projects. Partnering with these local stores to promote the damage prevention message can sometimes be tricky, especially due to corporate regulations about what can and cannot be promoted in-store.

One way to create a mutually beneficial partnership is to sponsor a live remote broadcast from outside of a store on Aug. 11 as a way to drive traffic to the store and your organization, which can set up a table to promote 811 next to the radio station's truck. Potential ways to attract a larger crowd would be to give away vouchers for food from the food trucks often located outside of home improvement stores, gift cards and 811 T-shirts/other promotional materials.

Implementing this idea takes a few steps: determining pricing for a radio remote, finding a store or stores willing to host a remote broadcast and coordinating the specific giveaways that will attract people to attend.

- **811 cupcake giveaway:** 811 cupcakes have been popular ways to share the message with internal audiences and media outlets in past years, but with 8/11 falling so close to a weekend, there's an opportunity to take them directly to the general public.

To create a public cupcake giveaway the first step is finding a prime location and time to do so. An easy way to execute this is by working with local parks and recreation or special events offices in your area that

have access to central locations that would serve as a good place to make the goodwill gesture of giving away cupcakes with 811 logos on them. These offices may be willing to promote the event in advance with flyers, on their websites and social network accounts.

Once a venue is selected the next step is using the approved 811 logo and graphic standards document from the Communications Plan to direct a bakery in making the amount your organization would like to give away. Be sure to consult with your partners to determine if any permits are needed, proceed with your order and get ready to educate the public about 811 in the sweetest way possible!

Earning additional exposure

To earn additional exposure through the news media or social media, consider using the tools provided in the Misc. Media Tools and Campaigns folder of the CGA Communications Plan.

2019 811 Communications Plan

Miscellaneous Campaigns



Additional Campaigns and Tools

National Safe Digging Month and 8/11 Day are the two cornerstone 811 awareness campaigns for CGA, but that doesn't mean safe digging is a message that can only be shared twice a year. As a result, CGA has developed additional tools, some for specific times of the year and others that are "evergreen" in nature, meaning they have no seasonality. We have also created tools to reach out to the public about safe digging in the event of a natural disaster.

These tools are:

- Case Studies
 - Virginia 811's stakeholder input program
 - Kentucky 811 partners with landscaper to sponsor TV station's weather reporting
 - 811 corn maze
 - Dig Safely New York's painted logo program
 - NIPSCO's partnership branding a concrete truck with 811
 - Pennsylvania 811's Gladys Kravitz marketing plan
 - Enbridge's football popcorn sponsorship
 - TransCanada's flood response postcards
 - MPL's 811 pumpkin
 - Election Day 2012 in Virginia
 - Indiana 811's custom event snack package
 - Vectren's DVD Direct Mail piece
 - Common Ground Iowa's 811 tree
 - One Call Concepts' 811 Bike and Car
- International Utility Locate Rodeo:
 - "How to" guide for pitching stories about local competitors to local media
 - Pitch email
 - Media advisory
 - News release
- Public service announcements:
 - Tips for distribution
 - Letter to media
 - Order form
- Incident response:
 - Talking points
 - News release
- Seasonal news releases:
 - Memorial Day weekend
 - Storm clean up
- "Evergreen" tools:
 - Consumer fact sheet
 - Media fact sheet
 - Talking points for interviews
 - Media relations 101
 - Social media messages*
 - Graphic standards for 811 logo and tagline

*Refreshed in 2019.

Virginia 811 Takes a Systematic Survey-Based Approach to Increasing Stakeholder Input

Background

In 2012, as part of its corporate strategic plan, Virginia 811 incorporated a program for increasing stakeholder input. Virginia 811 has customarily surveyed callers regarding their experience utilizing its one call system. A third-party vendor provides this service. It was determined that there were two additional stakeholder groups that should be included: locators and utility operators. Virginia 811 surveyed locators (2013), excavators (2014) and utility operators (2015). Questions were developed by management staff. An online survey was sent to the stakeholder group, and survey results were compiled and analyzed looking for trends. A focus group of 8-10 stakeholders then met with Virginia 811 to review the survey results, better understand Virginia 811's Quality Management System and create action items.

Execution

Virginia 811 recommends the following steps to execute a similar program:

- **First Quarter**
 - Determine the stakeholder group
 - Develop a short online survey addressing topics that directly impacts the stakeholder group
 - Compile an email distribution list for the stakeholder group
 - Distribute survey to stakeholder group
 - At the end of the survey period, close the online survey
- **Second Quarter**
 - Analyze survey results
 - Develop a presentation addressing current business practices, survey results and recommendations
 - Choose a focus group of 8-10 stakeholders
- **Third or Fourth Quarter**
 - Hold focus group meeting
 - During the focus group meeting, develop action items for the contact center and stakeholder group(s)
 - Write a final report including attendees, data, results and action items
 - Disseminate report
 - Follow up on and/or implement action items

Timeline (table) – Four-year cycle

Year	Stakeholder Group	Survey (2 weeks)	Review Data (2 weeks)	Focus Group Meeting (1 day)	Implementation of action Items (1 month)
1 (2013)	Locators				
2 (2014)	Excavators				
3 (2015)	Operators				
4 (2016)	Combined				

Conclusion

Virginia 811 has been able to:

- Improve communication between the one call center and stakeholders
- Improve communication between stakeholder groups
- Determine its strengths and weaknesses
- Improve the services it provides to each stakeholder group
- Create an opportunity discuss innovative ideas for future services

For more information about Virginia 811's stakeholder survey program, please contact Tracey Lamb at tlamb@va811.com.

SAMPLE SURVEY QUESTIONS

Questions (All Stakeholders Groups):

- As it relates to the one call process, what part of the process do you feel Virginia 811 needs to improve upon? (Open response)
- How would you rate the overall service that you receive from Virginia 811?
 - a. Dissatisfied
 - b. Satisfied
 - c. Very satisfied
 - d. Extremely satisfied
- Are there any technology enhancements or applications that you can envision that would improve your experience with processing a locate request? (*Open Response*)

Locator Question:

- What is your most concerning issue related to locate requests taken by Virginia 811?
 - a. Quantity of update/remark tickets
 - b. Poor description of dig site
 - c. Number of web ticket entry tickets entered after normal business hours
 - d. Number of emergency tickets that may not be deemed emergencies as defined in the Act
 - e. Other _____

Excavator Question:

What is your most concerning issue related to processing a locate request through Virginia 811?

- a. The amount of time it takes to process a locate request over the phone
- b. The amount of time spent on hold prior to processing a locate request
- c. I don't have an issue with the process

Utility Operator Question:

Virginia 811 is committed to educating stakeholders who may not understand the different ticket types. Which ticket type do you feel cause the most confusion?

- d. Designer ticket
- e. Meeting ticket
- f. 3-hour notice
- g. Other _____

Campaign Overview: Kentucky 811 Partners with Landscaper to Sponsor TV Station's Weather Reporting



Background

Kentucky 811 has achieved remarkable media and grassroots exposure for 811 through an innovative partnership with a target audience for the call before you dig message as identified by the DIRT report – landscapers – and a local NBC TV affiliate.

WAVE 3, the Louisville NBC station, long ago employed a weatherman who had delivered his reports from his backyard garden. In collaboration with Mark Stowe (professional landscaper and creator of [811 Outdoors](#)) and Kevin Harned, the chief meteorologist at WAVE 3, Kentucky 811 came up with the idea to sponsor a new weather patio for the TV station, complete with beautiful landscaping and prominent 811 logo placements, where weather reports could be delivered.

The paid sponsorship of the weather patio, which includes regular landscaping maintenance, features the 811 logo prominently, including on reporters' shirts and/or jackets in every weather report. The call before you dig message achieves even greater frequency with WAVE 3 viewers through Kentucky 811 ad spots that run six times daily, during the 5 p.m., 6 p.m. and 11 p.m. news broadcasts. Kentucky 811 purchased 811-branded ponchos for WAVE 3 to distribute at its State Fair booth during summer 2016, and when rain showers struck, hundreds of attendees ended up sporting the 811 logo. Schools often take field trips to the WAVE 3 weather patio to learn not only about TV broadcasting, but also about Kentucky 811 and the importance of calling before digging.

Execution

Kentucky 811 recommends the following steps for partnering with a landscaper and TV station to execute a weather reporting sponsorship:

- **Establish meaningful partnerships with landscapers** – For several years, the DIRT Report has pointed to landscapers as a target audience for the 811 message. Damage prevention stakeholders can make an impact on landscaping-related damages by reaching out to landscapers not only with safe digging information, but with opportunities to partner in the community. Kentucky 811 cannot stress enough the importance of establishing a meaningful relationship with a landscaper, as it has for years with Mark Stowe, before partnering on a project of this size. The landscaper you work with needs to be an informed 811 ambassador.
- **Approach a local TV station about a weather garden sponsorship** – Identify TV news stations that would make good partners for the 811 message – perhaps you already advertise or run PSAs with a certain affiliate, or want to approach the affiliates with the largest reach first. WAVE 3 is owned by Raycom Media, so you could also [check this list](#) to see if Raycom operates affiliates near you, and use Kentucky 811's sponsorship as an example when you present the idea and negotiate rates. Get in contact with news producers, who can put you in touch with the best station staff to negotiate the sponsorship.
- **Negotiate the terms of your partnership** – Work with both your landscaping partner and TV station contact to negotiate a deal that works with your budget. In exchange for cobranding or a chance to participate in the weather patio's live TV unveiling, perhaps your landscaping partner would be willing to

absorb the costs of labor. If you have nonprofit status or already advertise with the TV station or have established media relationships, you may be able to negotiate a better rate on airing ads during the news broadcasts to increase the frequency of the 811 message. Consider asking about all of the grassroots marketing elements included in Kentucky 811's WAVE 3 sponsorship.

- **Unveil the patio live** – Kentucky 811 invited CGA's Khrysanne Kerr to participate in a live TV unveiling of the weather patio on March 28, 2016, just prior to National Safe Digging Month and the start of the digging season. Get excellent initial exposure for your sponsorship through the live unveiling, and be sure to include as much pull-through of the safe digging message as possible.
- **Maintain interest in the patio through seasonal decorations and activities** – Kentucky 811 ensures that its sponsorship doesn't fade into the background of WAVE 3's weather reporting by regularly changing the appearance through seasonal decorations and routine additions. Add 811-carved pumpkins for Halloween, 811 wreaths for the holidays, and more. Kentucky 811 and Mark Stowe are planning to install an 811 water feature on the patio next.
- **Use the patio for outreach to kids** – Join or establish a school program with your TV station that educates kids about how news is reported – and how to dig safely. Kentucky 811 routinely rents a soft serve ice cream machine during field trip days at WAVE 3 to provide school kids with a sweet treat as they learn about the 811 message.

Timeline

The timeline for executing an 811 weather patio sponsorship will vary widely depending on the speed of your partnership development and negotiations, the climate in your region and ability to raise or budget funds. The cost of a sponsorship of this level will also vary widely from media market to media market, but expect to need significant funding for this endeavor.

Results

Kentucky 811 has earned millions of media and grassroots impressions through its partnership with WAVE 3. For more information about this campaign, contact Tim Vaughn at tvaughn@kentucky811.org.

Campaign Overview: The 811 Corn Maze

Background

CGA members have built specific educational materials and campaigns to reach the farming and ranching communities as agricultural damages continue to be a threat to the nation's infrastructure, according to the 2014 DIRT Report. It was from this data-driven push to reach the agricultural community that came a desire to create the largest 811 logo ever made, in a farm field outside of Phoenix.

Execution

In late September of 2014, CGA noticed significant national media coverage of a corn maze featuring the likeness of a professional athlete at Schnepf Farms, which is located in Queen Creek, Ariz. Schnepf Farms has surprised a celebrity with a corn maze in his/her likeness each fall for the past decade, using the reveal of the maze to the celebrity as a way to promote its annual Pumpkin and Chili fall festival, which attracts tens of thousands of guests throughout October.

CGA visited the Schnepf Farms website and contacted the farm owner, Carrie Schnepf, via email to ask if she had anyone lined up for the 2015 maze. Schnepf Farms did not, which led to a conversation about Joey Logano, driver of the No. 22 Shell-Pennzoil Ford Fusion, being surprised with a maze in 2015, along with a complementary maze of the 811 logo.

After a site visit to the farm in early May, CGA worked with Shell, Penske Racing and their marketing agencies to secretly plan the production of the corn mazes (Schnepf Farms hired a contractor who specializes in using GIS data to make the mazes), with plans to unveil it to Joey in early October 2015.

Due to Joey's racing season time demands, the maze was revealed to him via a video at a press conference on the Friday prior to the race in Dover, Del., which resulted in national NASCAR-related media coverage of the mazes and 811. Additionally, the involved partners worked with Arizona media outlets to secure media coverage in the Phoenix market.

Creating an 811 Maze in Your Area

CGA members may not have access to a celebrity partner, but that doesn't mean that a local 811 maze can't happen in your area. Below are recommendations for partnering with a local farm in your area.

- **Step 1: Find the right partner.** The ideal partner for a corn maze is farm that can benefit from media coverage in some way, since it will create a true partnership. Farms that host major events or sell directly to the public are good candidates for partnership.
- **Step 2: Determine the proposed launch timing.** Be sure to study trends in corn growing in your area to determine the best time of the year for a corn maze stunt. In some areas of the country, Aug. 11 (8/11 Day) may be the best fit, as it could be used to bring attention to 811 and possibly promote upcoming fall events at the farm.

- **Step 3: Prepare your pitch.** Before contacting farms in your area, determine how you'd ideally like a partnership to work. Would the corn maze include 811 and the name of the farm to maximize value for both partners? Is your organization prepared to foot the entire bill to produce the maze? These elements may be negotiable, but the exact terms may vary based on the partner.
- **Step 4: Pitch your idea.** In CGA's experience, email is the best way to start with a pitch, to ensure that the entire idea is described accurately and can include visuals from the Joey Logano/811 campaign for reference purposes. As talks escalate, CGA advises moving communications to phone and then in-person for a site visit and planning meeting.
- **Step 5: Build the maze and document it.** If you are unable to find someone in your area who can strategically remove crops to make an 811 logo visible from above, please contact CGA. We can connect you with Schnepf Farms to learn more about the contractor they use. Once the maze is built, consider working with a local drone photographer/videographer to secure footage of the maze. This footage can be used for media outreach and on social media.
- **Step 6: Secure media coverage.** Send a news release to media about the 811 maze and partnership with the farm and include links to photos and video. In the body of the email to the media outlets, include an offer for a spokesperson from your organization to talk about the importance of 811 and how this partnership happened. Be sure to include the partner farm in media coverage opportunities to help them secure exposure for any upcoming events.

Measuring Success

The Joey Logano/811 corn maze campaign resulted in national and local media coverage (30 news stories and 100 Tweets) that benefited all partners involved, making it a successful initiative. When creating a corn maze campaign, be sure to define up front what would constitute success, such as news media coverage, social media sharing and/or stakeholder engagement. For more information about this campaign, contact Khrysanne Kerr at kerr@commongroundalliance.com.





Campaign Overview: Dig Safely New York's Painted Logo Program Grabs Attention at Outdoor Events

Background

For several years, Dig Safely New York (DSNY) has been using a stencil to paint a huge 16-foot by 24-foot version of its logo at minor league baseball games as a way to leverage existing sponsorships and spread the safe digging message. For 2015, the organization decided to approach county fair associations and other organizations that host large events about receiving a \$100 sponsorship from DSNY in exchange for allowing DSNY to paint its logo in a highly visible area at these well-attended events.

Execution

DSNY recommends the following steps for creating your own painted logo program:

- **Research stencil vendors** – Research vendors in your area or online who are able to produce a large-scale stencil of your logo. Keep in mind that you may often be painting your logo on grass, so you may want to consider which color version(s) of your logo will appear best on both grass and asphalt when you commission the stencil.
- **Contact county fair associations; parade organizers; your minor league sports sales representatives; organizers of outdoor spring, summer and fall festivals; and other large community event planners** – Reach out to event planners and any existing sales contacts with minor league sports organizations about your painted logo program. In addition to the sponsorship dollars that you'll be offering to provide for the event, be sure to remind your contacts that you are promoting a public safety message that helps to keep communities safe. Remember that you will want your logo to be in a highly visible location as you negotiate the terms of the sponsorship.
- **Coordinate logistics for painting the logo** – Once you've secured a painted logo sponsorship, work with your event contact to schedule a time for the logo to be painted. Coordinate a team of employees or stakeholder volunteers to execute the paint-out. DSNY typically recruits three or four volunteers to spend a couple of hours painting the logo on grass or asphalt.
- **Make the logo available to your members and other damage prevention stakeholders** – Consider making your logo available to members and other damage prevention stakeholders for use at events they're planning to attend to extend the reach of your visual safe digging message even further.

Timeline

Start researching warm-weather events early in the year to make the most of your logo stencil investment throughout the digging season, but also keep in mind that many event planners will happily accept last-minute sponsorship dollars – so don't be afraid to reach out to them even if an event is just a few weeks or days away.

Results

In 2015, DSNY's painted logo appeared at more than 10 events throughout upstate New York. For less than \$1,000 in sponsorships, DSNY was able to make an estimated 350,000 total impressions between July and August of 2015. For more information about the DSNY painted logo program or stencil vendors, contact Aimee Milks at ammilks@digsafelynewyork.com.

DSNY PAINTED LOGO EXAMPLES



Campaign Overview: NIPSCO Partnership Brands 811 Concrete Truck to Educate Contractors about the Importance of Calling 811

Background

The Northern Indiana Public Service Company (NIPSCO) observed that a leading number of damages to its buried lines were related to concrete work, and many of the incidents had not involved a call to 811 in advance. Following a safety training with a company that owned a concrete mix truck business, NIPSCO came up with the idea to brand one of Speedway Concrete Aggregate Supplies' mix trucks with eye-catching 811 call-before-you-dig messaging to make sure that contractors on home construction, fencing and driveway installation job sites were educated about the requirement to call 811 to have buried utility lines marked before beginning excavation of any kind.

Within weeks, NIPSCO partnered with Speedway – a company well known for creative custom paint jobs on its mix trucks – to brand one of its vehicles with a first-of-its-kind 811 design that was unveiled at a press event in Fort Wayne, Ind. during National Safe Digging Month 2015. The 811 concrete truck spreads the safe digging message to everyone who sees it travel the roads in the Fort Wayne area, and makes a particularly strong impact at job sites through an outreach program described below. Changing the culture of homebuilders is a particular challenge, since NIPSCO's experience has been that they often believe that they are not required to have buried utilities located before digging – so this creative approach could help make a real difference. The partnership has already spurred another one of its kind in Indiana between USIC and a concrete mix company in Westville, Ind.

Execution

NIPSCO recommends the following steps for partnering to brand a concrete truck with 811:

- **Identify companies in your area to partner with** – Research ready mix concrete providers in your area for potential outreach.
- **Contact the companies armed with persuasive information about the importance of the 811 safety message** – Once you have created a list of concrete companies in your area, reach out to managers or owners about painting one of their trucks with 811 branding. Be sure to communicate the importance of the 811 safety service and any available local statistics about damages related to projects including concrete work. Emphasize how a potential partnership would highlight the company's commitment to safety, which may be an attractive quality to potential customers, as well as how an eye-catching truck design would be effective marketing for the company as well as the 811 number.
- **Negotiate the terms of your partnership** – Once you find a willing partner, negotiate the terms of your agreement with the ready mix concrete company. Be prepared to offer to cover the cost of painting the 811 truck, which may run around \$10,000 depending on services available in your area. If you would like to have access to the truck for parades or other community or industry events, be sure to discuss those plans up-front. You may need to offer to cover gas, labor and opportunity costs to the concrete company for any events outside of its official business activities, but these may be negotiable as well since the events will also provide marketing opportunities for the company among potential customers.

- **Create a specific 811 education program** – In order to make more than just a visual impact on job sites, NIPSCO worked with Speedway to institute an 811 education program carried out by drivers of the 811 concrete truck. Upon delivery of ready mix concrete, Speedway drivers ask the job site workers a series of questions about whether they called 811 before beginning work. Drivers have 811 information on-hand to provide, and they reward those who are complying with safe digging measures with 811 gloves. Speedway shares information gathered by its drivers with NIPSCO for measurement purposes, and so that NIPSCO can directly approach companies who are failing to follow safe digging practices.
- **Design the 811 paint-out** – Work with the concrete company to design a visually appealing 811-branded truck with relevant safety messages. Be sure to reference the [CGA Graphic Standards](#) to make sure you use the 811 logo appropriately. NIPSCO provided its sample designs to CGA for review and approval, which CGA recommends to ensure alignment with the [Graphic Standards](#).
- **Host a media event or issue a press release announcing the 811 truck** – Contact local media about your effort to let them know that the public should keep an eye out for a unique concrete truck as they drive. This creative campaign provides a good news hook for the always-important 811 safe digging message.
- **Measure success** – Several measurement metrics apply to an 811 concrete truck campaign. Depending on what kind of damage prevention stakeholder you are, you may have access to data about the number of damages suffered by buried utilities as a result of work involving concrete or information about increases in the number of locate requests from companies involved in concrete work. If you are able to negotiate an 811 education program that includes surveying construction workers on job sites, the results will be valuable for tweaking outreach and as a way to gauge the success of the 811 truck program. Measure the impact on the general public through the number of people reached through any media hits resulting from the effort, the number of attendees at community events where the truck is displayed and/or statistics about traffic on the roads the truck frequents.

Timeline

The timeline for executing an 811 concrete truck painting will vary depending on the receptiveness of companies in your area. NIPSCO, which worked with a very eager ready mix concrete company, was able to debut the truck after only 6-7 weeks of creating the concept, designing the truck and executing the paint job.

Results

NIPSCO, Indiana 811 and CGA, along with Speedway, hosted a media event unveiling the first-ever 811 concrete truck in April 2015. The resulting media coverage included WPTA-TV 21 Alive ABC. NIPSCO plans to further measure the effort through the methods described above, once a substantial amount of data is available. For more information about this campaign, contact Garry Seeley with Nisource Damage Prevention at wseeley@nisource.com.

811 CONCRETE TRUCK UNVEILING NEWS RELEASE

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

SAFETY ROLLS INTO **[LOCATION]**

[STAKEHOLDER] partners with **[CONCRETE COMPANY]** to highlight importance of 811

[CITY, STATE ABBREVIATION] (**[DATE]**) – On **[DATE]**, **[CONCRETE COMPANY]** will unveil a concrete mixer truck with a new look. The truck will not only deliver concrete, it will also carry an important safety message. The revolving drum has been decorated with high-impact graphics displaying 811, the national call-before-you-dig hotline. The graphics were sponsored by **[STAKEHOLDER]**.

The unveiling, which is open to news media, will take place at **[TIME]** at **[LOCATION, ADDRESS]**.

811 is a free national service that locates and marks underground utilities, such as water and gas lines, so that digging work can be done safely. At least a few days before any digging project, you should make the toll-free call to 811. Callers to 811 are connected to a local notification center that will ask information about the digging project and communicate it to local utility companies. Professional locators will then visit the dig site to mark the approximate location of underground utility lines with spray paint, flags or both.

[CONCRETE COMPANY REPRESENTATIVE, TITLE] commented, "Our partnership with **[STAKEHOLDER]** allows us to increase awareness to the hazards of underground utilities for workers on the job site as well as the homeowners working in their own yards. Both companies place the safety of employees and the public as the number one priority."

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area, according to the Common Ground Alliance (CGA), the national organization dedicated to protecting underground utility lines and the safety of people who dig near them. Digging without knowing the approximate location of underground utilities can result in damage to gas, electric, communications, water and sewer lines, which can disrupt service and result in serious injuries and costly repairs.

There are more than 20 million miles of underground utilities in the United States. That figure equates to more than one football field's length (105 yards) of buried utilities for every man, woman and child in the U.S.

"Making a free call to 811 reduces the likelihood of causing an incident, such as service outages or injuries," said **[STAKEHOLDER REPRESENTATIVE, TITLE]**. "We want this message to be top-of-mind as do-it-yourselfers begin planning their gardening or home improvement projects this spring and summer."

For more information on safe digging practices, visit call811.com.

###

SPEEDWAY-NIPSCO 811 CONCRETE TRUCK



Pennsylvania 811 Uses Targeted “Gladys Kravitz” Marketing Mailings to Reach Homeowners with the Safe Digging Message

Background

In March 2012, Pennsylvania One Call System, Inc. (Pennsylvania 811) initiated its “Gladys Kravitz Marketing Plan” to educate residents living near someone with marked utility lines about the safe digging process. The campaign exploits the natural curiosity of neighbors (like the notorious nosy neighbor on the classic TV show Bewitched) who may not understand why a nearby resident has utility marks or flags on their property. Pennsylvania 811 turned neighborly nosiness into an educational opportunity by sending informative postcards to addresses immediately surrounding properties that have called Pennsylvania 811 to have their underground utility lines marked. The postcards explain the temporary markings that neighbors may be seeing and emphasizes that calling before digging is a critical safety precaution, with the call to action asking homeowners to visit www.pa811.org/whydial to learn more. This campaign is particularly effective because it narrowly targets an audience that can be hard to reach cost-effectively: homeowners who are not yet familiar with Pennsylvania 811 or safe digging.

Execution

Pennsylvania 811 recommends the following steps when developing and executing this direct mail postcard campaign:

- **Develop Supporting Materials** – Create the postcards, website landing page and tracking mechanism for the campaign. Pennsylvania 811 developed two postcards: one for the homeowner who requested utility markings thanking them for keeping the community safe by calling 811 before digging, and another for the homeowner’s curious neighbors. The postcard targeted towards the curious neighbors should show utility markings that look similar to what they might be seeing in their neighborhood, should explain the one call process and the importance of calling 811 for keeping the community safe and should ask neighbors to visit a website landing page that features more in-depth information. Make sure the dedicated webpage has a mechanism for tracking the number of unique site visitors (such as Google Analytics) so you can measure the effectiveness of the campaign.
- **Determine Methodology for Sending Postcards** – Decide when to send the postcards and who will receive them. Pennsylvania 811 sends postcards to homeowners who have made a one call notification the day after that homeowner’s phone call. The organization then geocodes the homeowner’s address on a map and selects nearby addresses at random to receive the neighbor postcards. In Pennsylvania, this process happens for every residential locate request, but other organizations may choose to target this outreach to particular areas of concern. The key to the campaign is for the neighbor postcards to surround locate marks in neighborhoods, to elevate the postcard to a local and relevant event. Pennsylvania 811 has been able to fully automate the process of mailing postcards to curious neighbors using a vendor, and it takes only a few minutes each day for a staff person to address and mail the homeowner postcards.
- **Measure Campaign Reach** – Evaluate the effectiveness of the campaign by tracking the number of postcards mailed, ZIP codes to which they were mailed and the amount of traffic to the dedicated web page.

Results

In two years, Pennsylvania 811 has been able to reach 70,000 homeowners and 160,000 neighbors with educational information about the organization and the importance of calling before digging through the campaign. Response rate for the call to action (visit the website) has averaged 3 percent, with almost 700 neighbors placing a locate request – 700 neighbors who, in all likelihood, would not have placed a locate request otherwise. The mailings allow the one call center to communicate a very specific message to a specific audience in a narrowly targeted, cost-effective manner. This program is one element contributing to rising 811 awareness in Pennsylvania, as measured by the annual CGA 811 awareness survey. For more information about this direct mail targeted postcard campaign, please contact Dan Lucarelli at djlucarelli@pa1call.org.

NEIGHBOR POSTCARD EXAMPLE




Safe Digging is **NO ACCIDENT!**





Someone in your neighborhood dialed **8-1-1** in advance of an excavation project. Pennsylvania 811 is the "Dial before you dig!" nonprofit for all of Pennsylvania.


Utility companies that serve your neighborhood marked where buried lines are located. The colored flags or paint tell what kind of utility is buried.

To learn more, please visit www.pa811.org/whydial. Sign the **8-1-1 Promise** and register to be eligible to win an **iPod Touch!**



Temporary Marking Guidelines

-  Proposed Excavation
-  Temporary Survey Markings
-  Electric Power Lines, Cables, Conduit and Lighting Cables
-  Gas, Oil, Steam, Petroleum or Gaseous Materials
-  Communication, Alarm or Signal Lines, Cables or Conduit and Traffic Loops
-  Potable Water
-  Reclaimed Water, Irrigation and Slurry Lines
-  Sewers and Drain Lines



Scan to learn more



Pennsylvania One Call System, Inc.
925 Irwin Run Road
West Mifflin, PA 15122
pa811.org

PRESRT STD
U.S. Postage
PAID
Paradigm

HOMEOWNER POSTCARD EXAMPLE




Safe Digging is **NO ACCIDENT!**







Thank you for dialing **8-1-1** in advance of your excavation project. Pennsylvania 811 is the "Dial before you dig!" nonprofit for all of Pennsylvania.


Utility companies are responsible for marking where buried lines are located. The colored flags or paint tell what kind of utility is buried.

To learn more, please visit www.pa811.org/thankyou
Sign the **8-1-1 Promise** and register to be eligible to win an **iPod Touch!**




Temporary Marking Guidelines

-  Proposed Excavation
-  Temporary Survey Markings
-  Electric Power Lines, Cables, Conduit and Lighting Cables
-  Gas, Oil, Steam, Petroleum or Gaseous Materials
-  Communication, Alarm or Signal Lines, Cables or Conduit and Traffic Loops
-  Potable Water
-  Reclaimed Water, Irrigation and Slurry Lines
-  Sewers and Drain Lines



Scan to learn more



Pennsylvania One Call System, Inc.
925 Irwin Run Road
West Mifflin, PA 15122
pa811.org

Enbridge Sponsors Popcorn Bags at High School Football Games to Raise Awareness of 811

Background

In 2013, Enbridge was looking for a way to reach several different stakeholder groups at one time. Enbridge decided to sponsor popcorn given out at concession stands during high school football games in Minnesota and North Dakota. The popcorn, which was free to attendees, was distributed in colorful bags that featured Enbridge's logo and the 811 logo on one side, and the three steps of identifying a gas leak on the other. Through this sponsorship, Enbridge was able to reach thousands of stakeholders with the 811 message in a passive but effective way.

Execution

Enbridge recommends the following steps when developing and executing a sponsorship at school events:

- **Choose Locations and Begin Communications Early** – Choose the location of a sponsorship based on where key stakeholders can best be reached. High schools were selected based on their proximity to Enbridge's right-of-way in North Dakota and Minnesota. Allow enough time in advance of the events to ensure that all details can be worked out. Enbridge began reaching out to the schools in August as the school year was beginning and the schedules were set for the football season.
- **Set Budget and Order Materials** – Set a budget for the sponsorship to determine how many events will be possible based on the cost of materials. Enbridge sponsored popcorn at eight games during the 2013 season. Develop artwork and order all materials. Ensure the messaging is clear and concise and keep the audience in mind. Some school districts or booster clubs that handle concessions at games may have certain rules for sponsorships, so make sure all details of the sponsorship and any materials that need to be distributed at the events have been approved by the necessary parties.
- **Execute Events** – Extend the reach of the sponsorship by coordinating announcements that can be read during the event or with posters and an on-site informational booth. Enbridge provided messaging that was announced during halftime, posted signage around the schools about the free popcorn that was being offered and set up tables at some of the events to distribute promotional items and 811 handbooks. Even those who did not take advantage of the free popcorn were reminded about the importance of calling 811 before digging.

Timeline

Date	Task
August	<ul style="list-style-type: none"> • Select locations and begin reaching out to schools (Note: In some areas, you will need to reach out to schools earlier to schedule this type of promotion.) • Set budget • Determine dates of events • Order materials once approved by all parties
September- November	<ul style="list-style-type: none"> • Ensure all details of events are set, including promotional posters, announcements, etc. • Events take place
December	<ul style="list-style-type: none"> • Evaluate success and reach of sponsorship

Results

Enbridge's popcorn sponsorship at high school football games was so successful that it is planning similar sponsorships for men's and women's high school basketball games. Enbridge was able to reach thousands of stakeholders in a passive way by distributing 3,000 popcorn bags with the 811 message. Enbridge furthered the reach of its sponsorship by coordinating announcements at halftime and with informational booths and posters at the games. For more information about Enbridge's popcorn sponsorship, please contact Alexandra German at alex.burbach@enbridge.com.



Enbridge's popcorn bags featured the company's logo as well as the 811 logo.



The other side of Enbridge's colorful popcorn bags featured the steps for identifying a gas leak.

SAMPLE POPCORN BAG ARTWORK

Side #1



Side #2

How to recognize a problem:

You might see:

- Liquid on the ground
- Discolored snow or vegetation
- Oily sheen on water surfaces

You might hear:

- A roaring, blowing or hissing sound

You might smell:

- An unusual skunk or rotten egg odor

**IN CASE OF AN EMERGENCY,
CALL OUR 24- HOUR TOLL-FREE
EMERGENCY NUMBER:
888-838-4545**

TransCanada Reminds Customers in Flooded Areas to Call Before Doing Storm Clean-Up Involving Digging

Background

In the summer of 2013, Alberta, Canada was hit with devastating floods that required months of clean-up. During this difficult time for Alberta residents and businesses, TransCanada wanted to help maintain safety in the area its head office and many employees call home, so it created a postcard mail piece reminding its stakeholders to call Alberta One-Call before beginning any storm clean-up work that would require digging. The postcard also expressed TransCanada's sympathies to the families and communities impacted by the flooding, and provided information on how to detect pipeline leaks.

Execution

TransCanada recommends the following steps when developing and executing a mailing following a natural disaster:

- **Develop Messaging** – Depending on the severity and type of natural disaster, craft messaging that reminds residents and businesses how to stay safe by calling their local one call center if their storm clean-up efforts require digging, while also expressing concern for those affected. If your company or organization is helping with storm clean-up through volunteerism or donations, you may consider including that information as well.
- **Design Mailing** – Create the mail piece you will distribute to affected stakeholders. Postcards are a cost-effective way to deliver your brief safety message simply to geographically targeted areas. Be sure to keep the overall design clean and informative to strike the appropriate tone with your audience. Have the piece printed once it has been approved by the relevant parties.
- **Create Mailing List** – Determine the geographic area affected by the natural disaster and create a mailing list targeting addresses in that area. You may need to work with other departments to secure stakeholder addresses if you work at a utility company, pipeline operator or one call center. Mailing lists can also be purchased through bulk mailing companies and other vendors.
- **Send Mail Piece** – Mail the postcards to stakeholders when appropriate. The scope and type of natural disaster, along with the time it takes to create the mail piece, should determine when you distribute the postcards. For an event as extensive as the 2013 flooding in Alberta, it may not have been appropriate or relevant to send the postcard in the days immediately afterwards knowing that clean-up would continue for weeks. However, following a minor hurricane, for example, when clean-up is estimated to take less than a week, you will want to distribute the mail piece relatively soon after the storm.

Timeline

Date	Task
Days immediately following natural disaster	<ul style="list-style-type: none"> • Develop messaging • Design mail piece • Create mailing list
Appropriate amount of time following natural disaster	<ul style="list-style-type: none"> • Mail postcard

Results

TransCanada reached 9,000 Albertans with its safety message approximately three weeks after TransCanada employees were able to return to work following the flooding. To evaluate the effectiveness of this reactive campaign, TransCanada will gather feedback from its Regional Community Relations team in affected areas to determine the impact of the postcard mailing, run a report about one call notifications made between late June and early July 2013 and review logs from its emergency phone line to determine if any members of the affected public reported a pipeline incident or concern as a result of the flooding. For more information, please contact Lisa Gerlach at lisa_gerlach@transcanada.com.

POSTCARD EXAMPLE



Your Role in Pipeline Safety

Address Space



Your Role in Pipeline Safety

Although a leak on a pipeline is rare, it is important to know how to recognize the signs. TransCanada reminds community residents across the province to report any unusual sights, sounds or odours near a pipeline that may indicate a leak, such as a rotten egg or fuel odour, or dying vegetation in a normally green area.

If you notice any of these signs or see exposed pipeline, please call TransCanada's emergency number: **1.888.982.7222**.

We also ask that before you begin any flood clean-up that requires excavation to call Alberta One-Call at **1.800.242.3447** or visit www.albertaonecall.com to request the location of underground utilities on your property.



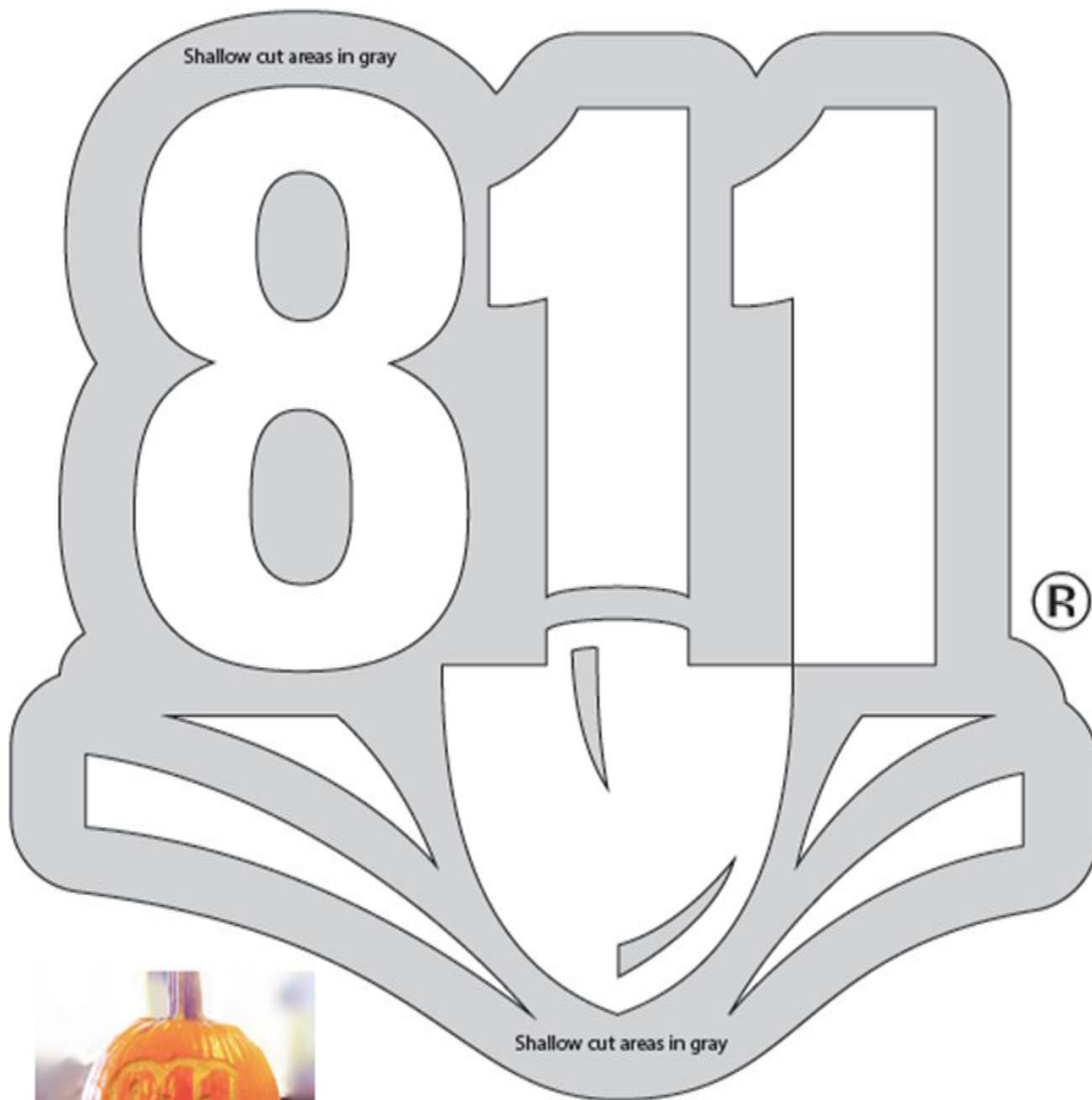
As Alberta recovers from the recent flooding, our thoughts are with the families and communities impacted. Alberta is also home for our head office and many employees, and we are helping with rebuilding efforts through volunteering and donating over \$250,000 toward flood relief.



Marathon Pipe Line LP's 811 Pumpkin

Background

Using the stencil below, a rotary tool and a clear acrylic spray for finishing, Marathon Pipe Line LP (MPL) created an 811 pumpkin in fall 2013 to remind internal and external stakeholders: "Don't be scared to call 811 before digging." After making your own, make sure people beyond your organization's office or worksite get to see the 811 pumpkin by taking a photo and posting on social media, like MPL did. The 811 pumpkin also got extra exposure on CGA Connect's Facebook page. For more information, contact Sally Arnet at starnet@marathonpetroleum.com.





Campaign Overview: Election Day 2012 in Virginia

Background

When the people of Virginia woke up to go to the polls on Election Day in 2012, it was very possible that this “swing state” could provide the critical votes to either re-elect President Obama or put Mitt Romney into office. As a result, Dominion Power, Virginia 811, the Virginia State Corporation Commission and other stakeholders recognized just how critical it would be to ensure no excavation activity would lead to a utility damage that would hinder any Virginian’s ability to vote.

Just one week before Election Day, this coalition of stakeholders partnered on a major campaign to communicate the importance of prudent digging practices to all excavators with active tickets near polling stations.

Execution

The Virginia stakeholder coalition that executed this campaign recommends the following steps for an election or any other high-consequence area, where one utility damage could have a significant impact on that event and the surrounding community.

- **Define the scope of the outreach** – In Virginia, the scope was very large for its initiative given the number of polling places in the state. To make the outreach more manageable, Virginia 811 used its GIS mapping system to find all active tickets within 1,000 feet of each polling station across the state, finding 3,800 tickets that would be live on Election Day.
- **Segment outreach into tiers** – The Virginia stakeholder coalition recognized that only certain outreach methods, such as email and recorded phone messages, would be possible to a list as large as 3,800. As a result, the Virginia State Corporation Commission assisted in finding high priority tickets, using its risk-based tool to identify the 200 tickets that would be live on Election Day and had a higher likelihood of becoming an incident that would make the evening news. Key metrics that helped identify these 200 tickets included damage history for the excavator involved and the type of utilities in the area. If your state does not have access to this level of data, consider using DIRT or Virtual Private DIRT data to target based on geography and type of work.
- **Conduct outreach** – By segmenting outreach into tiers, the Virginia group was able to execute a campaign with several layers, increasing the likelihood of communications reaching the right people and preventing damages. At the same time when all excavators within 1,000 feet of a polling station were receiving phone messages and emails about the importance of safe digging practices on Election Day, 20 volunteers from all stakeholder groups were visiting all 200 high-priority sites in person the day before the election, offering educational materials, but more importantly serving as partners in damage prevention.
- **Collect feedback and monitor the situation** – Given the tight time frame for this campaign, and with 200 site visits scheduled for the same day, access to real-time feedback was critical. As a result, all outreach volunteers documented the key items that were discussed at each job site, allowing for volunteers across the state to identify trends and make their site visits more beneficial. For example, several site visits resulted in volunteers helping excavators identify clear evidence of an unmarked facility, leading to work being delayed until that locate could be performed. This feedback entered into the shared spreadsheet allowed other volunteers to work with excavators in a similar way.

Timeline

The Virginia coalition of stakeholders began working on its initiative on Monday, Oct. 29, 2012, one business week before Election Day. And while this effort was very successful for the stakeholders of Virginia, if you have concerns about being able to execute any elements of this program in a short time-frame, consider creating a task team that can develop a blueprint for executing this program in your area, so that when the time comes to do so, you’re ready to go. Check out the following pages of this plan to see the Virginia plan in full detail.

Results

All feedback from emails, phone calls and site visits was incredibly positive, with many excavators feeling like they had benefited from getting to have a partner throughout the process. Most importantly, there were no incidents near polling sites on Election Day.

HIGH-CONSEQUENCE SITUATION EMAIL BLAST EXAMPLE

“November 6 is Election Day. Virginia has been identified as a “swing state”, one of the states that will play a critical role in determining the outcome of the Presidential election. You are performing excavation or demolition activity near polling or voting location in your area. Given the nature of this election, Damage Prevention stakeholders in Virginia would like to remind you on every day, but especially on November 6, to always Dig with CARE:

- *Call 811 before you dig*
- *Allow required time for utility markings*
- *Respect the marks*
- *Excavate carefully*

On behalf of Damage Prevention partners throughout Virginia, thanks for your assistance ensuring that the Virginia election activity goes on without interruption in utility service.”

HIGH-CONSEQUENCE SITUATION PLAN EXAMPLE

Virginia Election Day Polling Station Heightened Awareness Program

Current political surveys of the 2012 Presidential election are showing an extremely close race between President Barack Obama and Governor Mitt Romney. Virginia is positioned as a critical swing state for either party with 13 electoral votes. During the election process, Virginia is likely to receive considerable news coverage as election results are tallied throughout the day. It is therefore imperative that Virginia maintains our stellar damage prevention program, particularly in the vicinities of the polling stations. This program is being initiated to emphasize Virginia's Dig with C.A.R.E. program adjacent to polling stations ensuring that utility service is not disrupted as a result of third party damage. The following Election Day steps are being initiated:

- 1) Create a network of participants
 - a) Include:
 - i) VUPS
 - ii) VA SCC
 - iii) Virginia utilities
 - b) Schedule a teleconference on Friday, November 2 to discuss logistics of performing site inspections.
- 2) Create polling stations' notification polygons
 - a) Dominion Virginia Power will determine latitude / longitude on each polling station within the Commonwealth
 - i) This data has been collected from the Virginia Board of Elections
 - b) Marcy Hutchinson, VUPS GIS Technician, will create a polygon buffer based around a pre-defined radius for each of the polling station lat / longs
 - i) Predefined buffer of 1,000 ft
 - c) VUPS will develop an application to identify any one-call notification request for excavation polygons that intersect with the polling station polygons
 - i) Excavation polygons created between October 16, 2012 through EOD November 1, 2012
 - ii) Export Ticket Number of excavation polygons that intersect with the polling station polygons
 - (1) Filter out Emergency tickets
 - iii) Link Ticket Number to Newtin database for the following information:
 - (1) Caller's Name
 - (2) Caller's Phone Number
 - (3) Caller's Email Address

- (4) Address and Street
- (5) Cross Street
- (6) Excavation Area

3) Notice to stakeholders

- a) VUPS to create a list of all excavation sites that have notification polygons that intersect with the polling station polygons.
- b) Outbound communications will be made to excavators on this list.
 - i) VUPS will email the following message on Monday, November 5:
 - ii) Utilities will initiate the following IVR outbound calls on Monday, November 5:

“November 6 is Election Day. Virginia has been identified as a “swing state”, one of the states that will play a critical role in determining the outcome of the Presidential election. You are performing excavation or demolition activity near a polling or voting location in your area. Given the nature of this election, Damage Prevention stakeholders in Virginia would like to remind you on every day, but especially on November 6, to always Dig with CARE:

- ***Call 811 before you dig***
- ***Allow required time for utility markings***
- ***Respect the marks***
- ***Excavate carefully***

On behalf of Damage Prevention partners throughout Virginia, thanks for your assistance ensuring that the Virginia election activity goes on without interruption in utility service.”

4) Heightened site inspections of excavation to be performed on Monday, November 5.

- a) Utilities to partner with the utility locating industry to:
 - i) Ensure increased quality control of locates occurring within the identified areas
 - ii) Utilize the utility locate field personnel to identify potential issues
- b) Utilize the VA SCC’s Risk Based Inspection Tool to identify higher profile excavation sites
 - i) Identify with SCC on what attributes they need for the Risk Based Inspection Tool
 - ii) Create a master list of these higher profile excavation sites on a shared project management application “Smartsheet” by Friday, November 2 at noon.
 - (1) Each stakeholder group will input the following into Smartsheet:
 - (a) Friday, November 2 during the participant teleconference
 - (i) Sites that each stakeholder plans for field inspection
 - 1. Maximize effectiveness by eliminating any duplication of inspections by different stakeholders
 - (b) Monday, November 5
 - (i) Status of inspection
 - (ii) Any follow up that may be required
- c) Inspection
 - i) Ensure work area description is correct

- ii) Inspect the site for any clear evidence of unmarked utilities
 - iii) Verify safe digging practices are being utilized - particularly hand digging
 - iv) Utilities can perform a quality control of their locate(s)
 - v) Provide CARE literature or website information
 - vi) Inform the excavator of their proximity to the polling station and any potential traffic issues
- 5) Post-Election Day
- a) Utilizing data that has been input into Smartsheet
 - b) Summarize the results of the program

Campaign Overview: Indiana 811's Custom Event Snack Package

Background

Indiana 811, the one-call system for Indiana, wanted to reach out to local tent installation companies when the Super Bowl™ was hosted in Indianapolis in 2012. The goal was to ensure that all tent companies installing tents in the city for Super Bowl™ events were aware of the importance of calling 811 before the workers began setting up. Indiana 811 created a branded snack pack that was mailed out to the top 50 tent companies in the state.

"Holey Moley's Gridiron Goodies" were Indiana 811-branded mixed nuts packaged in a tin can designed as a fun, creative and Super Bowl™-friendly way, featuring Indiana 811's mascot, Holey Moley, to educate the tent companies about Indiana 811. Each package was shipped to the tent companies three weeks before the Super Bowl™ with an accompanying letter explaining why it was important for these companies to always call 811 before digging. This creative approach to educating a target audience can be used at state fairs, outdoor trade shows/conventions, or to capitalize on a large-scale event that will occur in your home state.



Execution

Indiana 811 recommends the following steps to produce a successful personalized snack package:

- **Partner with a Vendor:** Indiana 811 researched various vendors to find the perfect match for what the organization wanted to produce and ship. Indiana 811 found [Superior Nut Company](http://www.superiornutstore.com) (www.superiornutstore.com), which sold packaged mixed nuts that would be easy to ship and were willing to work with the organization to personalize each package to create "Holey Moley's Gridiron Goodies."
- **Create a Mailing List:** Indiana 811 then created a mailing list of the top 50 tent companies in the state. Additionally, the organization crafted an educational letter to each company that was both informative, but also sporty and enthusiastic, to coincide with the overall tone of the Super Bowl™.
- **Create a Custom Label:** Indiana 811 created a label for the mixed nuts package by getting creative with its mascot, Holey Moley, who was outfitted in a football uniform" to ensure that the tin can of mixed nuts became a Super Bowl™-themed snack.
- **Mail with Care:** The last step Indiana 811 took was to package each Gridiron Goody appropriately for shipping. Indiana 811 ordered special packaging that included green and brown packaging paper to give the impression of digging underground. The organization then shipped each package three weeks in advance of the Super Bowl to ensure that each tent company received the snack package and letter in time to call 811 before each party tent was installed.

Results

By capitalizing on an exciting local event, Indiana 811 was able to reach a target audience through a creative direct mail package. By sending the packages out at a strategic time, Indiana 811 ensured that all tent companies were aware of the need to call 811 before digging to install tents. Indiana 811 received positive feedback on the packages from many of the tent companies. The Super Bowl™ area in Indianapolis was free of utility damages thanks in large part to Indiana 811's education outreach efforts. If you would like more information regarding this campaign, please contact Chuck Muller from Indiana 811 at cmuller@indiana811.org.

Campaign Overview: DVD Direct Mail Piece Enhances Excavator Outreach

Background

Part of Vectren's public awareness program includes sending out educational materials about safe digging to all of its excavators, usually in the form of a letter, brochure or magazine. In 2012, Vectren decided to enhance its excavator outreach by replacing its usual paper mailing with the CGA training DVD packaged in a unique and eye-catching direct mail piece.

In partnership with one call center Indiana 811, Vectren selected the CGA-created ["5 Steps to Safer Digging" DVD](#) to include in its mailer because the video is universally applicable to all types of utilities and provided a great core message for the excavation community. Vectren then worked with RP1162 outreach partner Paradigm to create the folded custom packaging, and was able to incorporate safety messages outlined in its public awareness plan requirements, such as information about how to recognize and respond to natural gas leaks, as well as information about the importance of always calling 811 before digging.

Execution

Vectren recommends the following steps to execute a DVD direct mail campaign targeted towards excavators:

- **Identify potential partners** – Vectren worked with one-call center Indiana 811 to execute the DVD mail campaign. Indiana 811 had grant funding available to assist with production costs. One-call centers interested in executing similar excavator outreach can reach out to member utilities to see if they would be willing to partner on the effort, just as utilities can seek partnerships with one-call centers.
- **Create the mail piece** – Select a vendor to produce the physical mail piece, and work with that vendor and your damage prevention or communications staff to design a mailer that is eye-catching and includes specific messaging about the safe digging process and resources as well as additional safety messaging that may be applicable.
- **Order DVDs** – [Visit CGA's website](#) to order DVDs online. Videos are available in both English and Spanish. Please allow at least ten business days for your DVDs to be delivered to the vendor producing the mail piece.
- **Create a mailing list and distribute the mailer** – Create a mailing list of all the excavators your organization works with, addressing the mail piece to "Safety Director" if you are unable to locate a specific contact. Distribute.
- **Measure Success** – Note the total number of organizations and excavators reached through your outreach, as well as the messages conveyed through the piece. Consider creating a custom web page for additional information and for recipients to enter to win a prize. QR code technology can be implemented to direct people to this page on their mobile devices. This will allow for measurement of the number of recipients who interacted with the mailer, as well as analysis by industry type, geography, etc.

Timeline

Date	Task
Several months prior to distribution date	Identify potential partners and work out budget agreements; begin researching potential vendors
One month to ten business days prior to distribution date	Order DVDs from CGA
One month prior to distribution date	Select vendor and begin creating mail piece and messaging
Two weeks prior to distribution date	Create mailing list and send list to mail vendor
Distribution date	Mail piece and measure effectiveness

Results

As a result of its enhanced excavator outreach in 2012, Vectren has received positive feedback from excavators and other damage prevention stakeholders. A large excavator requested additional copies of the DVD from Vectren to use in trainings across the state of Indiana, which is a mark of the success of the campaign. For more information on this campaign, please contact Tracey Bryant at TJBryant@Vectren.com.

Campaign Overview: Common Ground Iowa's 811 Tree

Background

The Festival of Trees and Lights has served as an official kickoff to the Christmas and winter holiday season in Des Moines, Iowa, for decades, raising money for a local children's hospital. Businesses and other organizations are given the opportunity to gather volunteers to create a tree the weekend before Thanksgiving at the local convention center. Starting the day before Thanksgiving and continuing through Sunday guests pay for the opportunity to walk through the convention hall to see and bid on all of the trees. Identifying an opportunity to spread the 811 message at a community institution at this time of year can be challenging. Volunteers from Common Ground Iowa created an 811 Tree for the 2012 event.

Execution

Common Ground Iowa recommends the following steps if you are interested in doing something similar in your area:

- **Identify/select an event** – The first step is to go to your favorite Internet search engine to determine if a similar event exists in your area. If it does not, consider approaching a local mall or shopping center to see if it would be interested in creating an event like the Des Moines Festival of Trees and Lights. If there is an entry fee to participate, consider mentioning the public service nature of the 811 campaign in an effort to have the fee reduced or waived if budget is a challenge for your organization.
- **Organize a group of volunteers** – While one or two people could conceivably decorate a tree, events of this nature are excellent ways to gather a group of volunteers for team building and perhaps to get new people interested in supporting other damage prevention outreach initiatives in the future. Most likely any event you attend will have one designated day or perhaps two days for decoration. Be sure volunteers are able to attend then.
- **Gather/purchase decorations** – The key to participating in an event like the one in Des Moines is making the tree say something about the 811 message. While some events may have logo restrictions, it is worth seeking an exception given the non-commercial nature of the 811 message. In addition to incorporating items in the tree with the 811 logo, Common Ground Iowa recommends stakeholders include promotional items, CGA videos and other items that may already be in the "supply closet." If your organization has funds to make some minor purchases, items CGI recommends include miniature excavating equipment, plastic beach shovels, hard hats and other small items.
- **Partner with the event organizer on media relations efforts** – The Festival of Trees and Lights is an annual media draw in Des Moines, with local media outlets doing live packages and filing stories from the event. Because there is an interesting story to the 811 message, be sure to let the event organizer in your area know that your organization would be available to speak to media outlets about the 811 Tree as an example of the many trees attendees can see at the event.

Timeline

August-September	Determine if there is an event in your area, and if not, approach a public venue (malls or shopping centers are good choices) to create one.
October	Secure volunteers and begin purchasing materials for the tree.
November	Coordinate media relations availability with the event promoter, set up tree (while wearing 811 shirts) and attend the event as much as able, although it isn't critical since the tree will "speak for itself."
December	Promote your efforts via email blasts, newsletters, etc., to stakeholders in your area to promote the 811 message to them in a seasonally appropriate way.

Results

More than 15,000 tickets were sold for the Des Moines event, with even more distributed as complimentary tickets to event sponsors/partners, and the 811 Tree was featured in media coverage at the event. Common Ground Iowa also received interest from members who did not volunteer this year who are already interested in volunteering next year.

COMMON GROUND IOWA'S TREE



How-To: Reserve the 811 Bike and 811 Car

The 811 Bike and 811 Car are preparing to hit the road to damage prevention. Paul Teutul, Jr. (Paul Junior Designs) built both these customized motor vehicles and incorporated elements into their design that help educate the public about the importance of using 811 to know what's below before digging.

More than a million viewers saw the build of the 811 Bike on the Feb. 20 and 27, 2012, episodes of American Chopper: Senior vs. Junior on the Discovery Channel, one of the top-rated shows on cable at the time. Millions more have seen it in person as it has toured the country since its unveiling five years ago.

Hundreds were on hand and thousands more watched on-line when the 811 Car was unveiled at the Greater Chesapeake Damage Prevention Training Conference in Ocean City, Md. on Oct. 19, 2016. Now these two icons will be crisscrossing the country together to help raise awareness about damage prevention.

Tom Hoff, founder, president and CEO of One Call Concepts, Inc. (OCC), commissioned the constructions of these unique vehicles. OCC wanted to create a unique way to convey the message of damage prevention and the sustained popularity of the 811 Bike led to the creation of the 811 Car.



Reserving the 811 Bike and Car

The 811 Bike and Car are available to damage prevention stakeholders for high-attendance public events like state fairs, trade shows, sporting events, industry conferences and conventions.

Hosting a successful appearance by the 811 Bike and Car: A checklist

Adequate covered display space is a key factor in hosting a successful appearance of the 811 Bike and Car. At this time, we are traveling without tents, awnings or other shelter for the vehicles. The 811 Bike and Car must be reloaded into their trailer in the event inclement weather arises during an outdoor appearance.

Crowd size and control are important. In addition to the floor space required to display each of the 811 vehicles, remember that people will gather, look and linger.

Ample nearby parking space for the truck and trailer that house and haul the 811 vehicles are important considerations.

Please note the following and make sure your venue can accommodate:

- A minimum display area of 20ft x 10ft for the 811 Car with adequate surrounding clearance for the passage of the general public.
- Halls, doorways, entrances and exits that are at least 10ft wide to allow the 811 Car to pass.
- A minimum display area of 10ft x 4ft for the 811 Bike, with adequate surrounding clearance for the passage of the general public.
- A nearby parking area at least 15ft x 50ft for the truck and trailer.
- Some type of covering is strongly recommended for outdoor events. In the event of inclement weather, the 811 vehicles will be reloaded into the trailer.
- Consideration should be given to after-hours security. If the vehicles cannot be kept in a locked or secure exhibit area, they must be removed and reloaded at the end of each day. The additional time required for this will reduce the amount of display time that the vehicles will be available.

Requesting the 811 Bike and Car

If your organization is interested in reserving the 811 vehicles for an upcoming event, please send an email describing the event to 811ontheroad@occinc.com. Please include your name and phone number and we'll contact you regarding availability. Depending on the location and timing of your event, transportation fees may apply.

If your request is accepted, you can expect OCC to:

- Transport both of the 811 vehicles to the event,
- Bike and Car wranglers on site to set-up, monitor, and take down both vehicles,
- Bike and Car wranglers will take questions from the public about the vehicles and are available to answer general questions about damage prevention. We welcome representatives from your organization to join us to answer specific questions about your state or organization.



Pitching Media to Cover Local Locate Rodeo Participants

Background

Texas811 will host the International Utility Locate Rodeo. This competition tests the skills of underground utility locate technicians.

Participants compete in locating one type of facility — gas, power, telecom or water — and the winner is determined based on a variety of skill tests. The International Utility Locate Rodeo is the preeminent underground utility location competition for locate technicians from the United States and Canada.

Execution

In order to successfully achieve media coverage of your local participants in the locate rodeo there are several key steps that must be completed:

- **Identify Local Participants** – Contact Texas811, which will provide you with a list of all local participants for the 2019 Locate Rodeo and their contact information.
- **Create a Media List** – A local employee’s participation in the Locate Rodeo should be pitched to local television and print news outlets. Identify the main print and local television stations in that demographic area, and make a list of key email addresses and phone numbers of editors and community reporters at the print outlets, and general news desk email addresses for the local TV stations. This information can be found on each outlet’s website, or by calling the outlet and talking to the operator.
- **Prepare Media Packet** – Customize the media advisory, press release and email pitch to be specific to the local locators who are competing in the rodeo.
- **Distribute to Media** – Before the competition, email the advisory and email pitch to the appropriate media contacts from your list. Follow that email with a phone call either the next day or two days later. After the competition, follow up with your media contact by sending the post-competition press release announcing the winners if someone in your area has placed.
- **Schedule Interviews for Interested Media** – If a media contact expresses interest in the story you pitched, coordinate a time when there can either be a phone interview between the competitor and the reporter, or schedule a time that the reporter can come out to the competitor’s jobsite to see him/her in action.

Timeline

Date	Task
September	Obtain list of 2019 competitors from International Utility Locate Rodeo
Early October	Prepare media packet for distribution
Two weeks prior to competition	Email media advisory and pitch to appropriate local media contacts
Two days after email	Make follow up emails with a phone call to media contact
Monday after competition	Email post-competition press release to media contacts if local participant placed

LOCATE RODEO PITCH EMAIL

Hi XXX,

[Individuals name] from [company name] will be competing at this year's Annual International Utility Locate Rodeo at XXX on XXX. This event tests the skills of professionals who identify and mark the approximate location of underground utility lines with paint and/or flags so the lines are not struck by people who are digging near them.

[Individual's first name] has an extraordinary job that often goes unrecognized, despite the fact that his/her work goes a long way to protect our safety and ensure the utilities we rely on for modern living go uninterrupted.

With the timely hook of him/her participating in this international competition, would you be interested in sharing his/her story? I'd be happy to put you in touch with [Individual's first name] or have you come out and see him/her in action here in the {area name} area.

Below, please find a media advisory which will provide you more information on the event, and to learn more about the Locate Rodeo, please visit the website.

Thanks in advance for your time and consideration for sharing this news with your readers. I look forward to hearing from you.

All the best,

XXX

LOCATE RODEO MEDIA ADVISORY

[Insert Company Logo]

Media Contact:

[NAME]
[PHONE NUMBER]
[EMAIL ADDRESS]

{City/Town Name} Resident to Participate in Annual
International Utility Locate Rodeo

Top utility locate technicians from the United States and Canada to compete head-to-head

WHAT: XXX from XXX will participate in the Annual International Utility Locate Rodeo on the XXX in XXX.

This competition tests the skills of underground utility locate technicians, professionals who locate and mark the approximate location of underground utilities with paint and flags to protect the safety of professional excavators, homeowners who dig on their own property and entire communities.

Participants compete in locating one type of facility — gas, power, telecom or water — and the winner is determined based on a variety of skill tests. The International Utility Locate Rodeo is the preeminent underground utility location competition for locate technicians from the United States and Canada.

Everyone who plans to dig should call 811 {insert notification period} before digging to inform their local one-call notification center, which is known as {Insert participant’s one-call center name} in {Insert participant’s state name}. The call is free and is the first step that those who intend to dig must take to have a locating technician mark their property.

WHEN: XXX

TIME: XXX

WHERE: XXX

#

NEWS RELEASE ANNOUNCING RODEO WINNERS

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

[CITY/TOWN NAME] RESIDENT AMONG WINNERS AT ANNUAL INTERNATIONAL UTILITY LOCATE RODEO

[CITY], Texas (DATE) – The International Utility Locate Rodeo today announced the winners of its annual competition, which took place **DATE** at **LOCATION**. Among the winners **was/were [INSERT LOCAL WINNERS]**.

The Locate Rodeo is a competition held each year for utility locate technicians to join together in competition for the recognition in their utility field as the most accurate locate technician. Locate technicians locate, identify and mark all underground utility lines with colored paint or flags to help prevent any party who is digging from damaging these lines and compromising the safety of themselves and the surrounding area.

Everyone who plans to dig should call 811 **[Insert notification period]** before digging to inform their local one-call notification center, which is known as **{Insert participant's one-call center name}** in **{Insert participant's state name}**. The call is free and is the first step of those who intend to dig must take to have a locating technician mark their property.

The winners of the competition were chosen based on their ability to accurately mark the location of underground utility lines in a timely manner. The competition was divided by utility type: gas, power, telecommunication and water. Within each division, skills were put to the test at three different event sites. The scores from all three event sites were then used to determine the overall winner of each division.

“Locate technicians perform extraordinary work to protect our communities, but their work often goes unnoticed,” said **[stakeholder spokesperson]**. “This rodeo is a great way to honor the men and women who locate underground utilities and to showcase to the world their hard work to keep residents safe.”

For more information about the International Utility Locate Rodeo, please visit www.locaterodeo.com.

See attachment for list of winners **(will be provided by IULR)**.

###



CGA Video Program Available Online

One of the primary focuses of Common Ground Alliance, CGA, is to create public awareness tools, campaigns and events in an effort to assist members in reducing damages to the nation's infrastructure. One of CGA's committee-based efforts for 2011 was to create an educational video that explained the damage prevention process.

The video host, nicknamed "Red" to personify electricity, begins the safety journey at an underground board meeting with colleagues orange, representing communications, and yellow and blue, who represent oil and water respectively, and obviously don't mix.

The entertaining and light approach to safety awareness focuses on the five steps to safer digging throughout this approximately 12-minute video. It is peppered with relevant safety information when covering digging in both urban and rural settings, as well the agricultural environment.

The video was shown to multiple groups of CGA stakeholders in the northwest including professional excavators, locators, one call representatives and utility operators.

Because the initial production was flexible by design, the team had an opportunity to change course and create an additional informative and engaging safety awareness video for professional excavators, entitled Safer Digging Toolbox.

Both videos are available now and available for a nominal cost-recovery fee plus shipping and handling. In addition, members will be encouraged to stream both videos from their web sites, link to it from social media sites and place on industry association micro-sites in an effort to broaden its electronic and viral reach. Tools for these are provided on the following pages. [Visit the 811 Toolkit on commongroundalliance.com to order videos.](http://commongroundalliance.com)

GUIDELINES FOR POSTING SAFETY VIDEOS ONLINE

The CGA safety videos are now available on popular video sharing sites YouTube and Vimeo. We chose to use both of these resources due to varying firewall restrictions faced by our members. These video sites allow members to easily share the videos through popular social media websites like Facebook and Twitter. Please find below directions for sharing and embedding both safety videos:

YouTube

Share

Share a YouTube video with your friends via email, social networks, or blog directly from the video page. Just click the Share button underneath the video.

Embed

YouTube provides you with the code to add videos to any website or blog (as long as the video owner has embeds enabled). Click "Embed" to see all your color and size options; then just copy and paste the code into the HTML on your site or blog.

Videos

5 Steps to Safer Digging Toolbox

http://www.youtube.com/watch?v=5u7Ksl2rENM&feature=channel_video_title

5 Steps to Safer Digging Toolbox (Trailer Only)

<http://www.youtube.com/watch?v=MoYUdwOPe6M&feature=relmfu>

Red's 5 Steps to Safer Digging

<http://www.youtube.com/watch?v=VVLvkBNxpII&feature=relmfu>

Red's 5 Steps to Safer Digging (Trailer Only)

<http://www.youtube.com/watch?v=BR03qBmRrEQ&feature=relmfu>

Spanish Safety Video

<http://www.youtube.com/watch?v=s85KC1gyGB0&feature=youtu.be>

VIMEO

[Click here](#) for a brief tutorial video about sharing and embedding videos using Vimeo

5 Steps to Safer Digging Toolbox

<http://www.vimeo.com/29501568>

5 Steps to Safer Digging Toolbox (Trailer Only)

<http://www.vimeo.com/29451679>

Red's 5 Steps to Safer Digging

<http://www.vimeo.com/29620323>

Red's 5 Steps to Safer Digging (Trailer Only)

<http://www.vimeo.com/29452610>

Spanish Safety Video

<http://vimeo.com/36089295>

EMAIL OR E-NEWS TEMPLATE – SAFETY VIDEOS

CGA provides safe digging videos

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area. To reduce the number of incidents, [Insert Stakeholder Name] and Common Ground Alliance (CGA) want to properly educate all stakeholders about the five steps to safer digging.

To best illustrate these important steps, CGA has created two safety videos designed to educate seasoned professionals and those new to their industry about the various steps that must be taken in the damage prevention process. We recommend you take a moment to review the below videos about safe digging and the damage prevention process:

Seasoned Stakeholder

Click [here](#) to view the video designed to provide experienced professionals who contact their local one call center on a regular basis with a broader base of knowledge about the damage prevention process. You can view a promotional trailer for this video by clicking [here](#).

Novice Stakeholder

Click [here](#) to view the video designed to educate those with little to no knowledge about the damage prevention process about how it works and its importance. If you'd like to check out a trailer of this video, please click [here](#).

Spanish-Speaking Audiences

Click [here](#) to view the video designed for Spanish-speaking audiences as a tool to increase awareness about the importance of damage prevention.

Ordering DVDs

[Visit the CGA website's 811 Toolkit to order videos.](#)

Each DVD also has a learning guide insert to assist in reinforcing state or industry specific messaging.

[Stakeholder Name] and CGA hope these new communications tools will help your organization in its mission to promote the damage prevention message.

[Email signature if applicable]

VIDEO SOCIAL MEDIA MESSAGES

NOTE: CGA RECOMMENDS USING MESSAGES FEATURING THE “RED” VIDEO WHEN SPEAKING WITH NOVICE AUDIENCES AND THE OTHER VIDEO FOR MORE SEASONED PROFESSIONALS.

Twitter

- Check out Red and all of his buddies as they focus on the five steps to safer digging:
<http://www.vimeo.com/29620323>
- Before you dig, be sure to review this brief safety video about the 5 Steps to Safer Digging
<http://www.vimeo.com/29501568>
- Order your copies of the CGA safety videos online by clicking here - bit.ly/1MZLpzU

Facebook

- Be sure to check out Red and all of his buddies as they focus on the five steps of safer digging.
<http://www.vimeo.com/29620323>
- After watching Red's 5 Steps to Safer Digging, which character best represents your mood today? <http://www.vimeo.com/29620323>
- Have you shared the new Excavator Safety Video with your fellow employees? Damage prevention is a shared responsibility and a simple click of the mouse could save a life.
<http://www.vimeo.com/29501568>
- Want to get copies of the CGA safety videos to distribute internally and to other stakeholders? Order them online here - bit.ly/1MZLpzU

Tips for Distributing “Don’t Ignore” Public Service Announcement

CGA asks that stakeholders reach out to their local television stations and request they air the “Don’t Ignore” public service announcement (PSA) that was created by CGA in 2013. The following is a document outlining some ways to approach television stations to request their support by airing the “Don’t Ignore” PSA. [Visit the CGA website’s 811 Toolkit to order PSAs.](#)

How to Get Started

Call the public affairs/service representative at the television station and ask what steps should be taken to submit the “Don’t Ignore” PSA for consideration. Contact information for several of the public affairs/service contacts is provided, but if you wish to contact a station that is not listed, call the general phone number listed on the station website and ask for the public affairs/service representative.

When first speaking with the public affairs/service representative, introduce yourself and explain why you have contacted them. Explain that you would like to submit a PSA on behalf of your company that illustrates the importance of calling 811 before all digging projects. Discuss the premise of the PSA and how it focuses on the possible inconveniences of lost utility services their viewers may experience if they fail to call 811 prior to digging. Make it clear that this is a non-profit safety PSA that is appropriate for all audiences.

CGA recommends asking the following questions when speaking with the public affairs/service representative at the station when requesting the “Don’t Ignore” PSA be considered for broadcast:

- What is the preferred format when providing a PSA?
- What are the criteria you consider when evaluating a PSA for broadcast?
- What would the proposed run dates be for the PSA if it is approved?

Ordering the “Don’t Ignore” PSA

CGA recommends branding the “Don’t Ignore” PSA with your organization’s logo and a special announcer tag at the end of the video. This will increase the likelihood that your PSA will get selected because with these minor additions you have made a national PSA into a localized PSA.

If you’d like to have PSAs with your organization’s logo and a special announcer tag, please fill out the CGA Public Service Announcement Order Form provided by CGA in this packet.

Submitting the Public Service Announcement

Use the templated form letter provided by CGA as a guide when submitting your PSA to the television station. Read through the letter and insert specific information from your conversation with the public affairs/service representative where indicated. Make sure to proofread the letter prior to submitting it for consideration. Wrap the DVD/Beta tape with bubble wrap to ensure safe delivery. It is recommended that you send a follow up email to the contact approximately a week after you mail the PSA.

Public Service Announcement Placement

After you have secured a partnership with a television station that has agreed to broadcast the “Don’t Ignore” PSA, please let us know by sending an email to psa@commongroundalliance.com.

PSA FOLLOW-UP LETTER

****INCLUDE COMPANY LOGO OR LETTERHEAD****

DATE

TELEVISION STATION
ATTN: CONTACT PERSON'S NAME
STREET ADDRESS
CITY, STATE ZIP CODE

Dear NAME:

Thank you for taking the time to explain [television station]'s policies and requirements on submitting public service announcements when I spoke with you on [date].

Per our telephone conversation, enclosed please find a DVD of our 30-second PSA about the importance of calling 811 to have underground utilities marked before all digging projects. The enclosed DVD focuses on the possible inconveniences of lost utility services your viewers may experience by failing to call 811 prior to even simple projects such as planting a tree or installing a mailbox.

We feel confident that with [television station]'s support we'll have a significant impact on the number of citizens who remember to call 811 before their next outdoor digging project. Again, thank you very much for your assistance and guidance in getting these important messages on the air.

Regards,

NAME
INSERT TITLE
INSERT EMAIL
INSERT PHONE #

INCIDENT RESPONSE TALKING POINTS (AFFECTED PARTY)

When a utility is damaged and it affects the lives of people in the community, the media will reach out to the parties involved for a quote about the incident. It is important to address the current situation and steps being taken to fix the problem. Although this incident may not have been caused by a failure of the excavator to call 811, consider using this opportunity to educate the general public that incidents like these can be prevented by calling 811 prior to all digging projects.

Please take a moment to review the following 811 talking points. Although you may already feel comfortable with the 811 message, it's imperative to review these points so you can incorporate them into your answers. Whenever possible, please localize your message to reflect stakeholder support of 811.

Key points for all interviews:

- Every digging project requires a call to 811.
- Calling 811 at least [Insert notification period] prior to digging notifies utility companies of the intent to dig and gives representatives time to mark the appropriate lines.

What is 811?

- 811 is the national number designated by the Federal Communications Commission to prevent the unintentional strike of underground utility lines while digging.

Who should call 811?

- Everyone! Homeowners and professional excavators alike need to call prior to all digging projects — large or small.

Why should people call 811?

- Ensuring that the approximate location of underground utility lines are clearly marked before digging reduces the risk of striking a line, which can lead to serious injuries, disrupted service to an entire community, and potential fines and repair costs.

How does 811 work?

- 811 can be called from anywhere in the country.
- A representative from your local one-call center will answer the call to determine the location and description of the digging site.
- The affected utility companies will be notified of the intent to dig.
- The utility companies will each send a professional locator to the digging site to identify and mark the approximate location of the underground lines.
- When lines have been marked, you are free to dig carefully around the marks.

When should someone call 811?

- Lines need to be marked for each separate project, such as installing a rural mailbox, putting up a fence, planting trees or building a deck.
- Call at least [Insert notification period] prior to digging to allow time for professional locators to mark the approximate location of utility lines.
- Even if you've hired a contractor, make sure the contractor calls 811 to have lines marked.

What happens if you don't call?

- Hitting an underground utility line while digging can cause serious injuries, disrupt service to entire neighborhoods, and potentially result in fines and repair costs.

Who is behind 811?

- The Common Ground Alliance (CGA), a leading association created to prevent damage to the underground utility infrastructure and ensure public safety and environmental protection, promotes 811 along with organizations from 16 stakeholder groups.

Where can you learn more about 811?

- To learn more about 811, visit www.call811.com.

INCIDENT RESPONSE NEWS RELEASE (UNAFFECTED PARTY)

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

[STAKEHOLDER] REMINDS LOCAL RESIDENTS TO CALL 811 BEFORE ALL DIGGING PROJECTS

Incident in [location] serves as reminder of vast web of buried utilities that lie beneath the surface

[CITY, STATE ABBREVIATION] (Month XX, 2019) — In light of the recent **[description of incident]** incident in **[City, State]**, **[Insert stakeholder]** would like to remind **[state]** residents that it is important to call 811 at least **[Insert state notification period]** before digging to have underground utility lines marked. One free call to 811 can help prevent an unfortunate incident like the one in **[City, State]**.

Striking a single line can cause injury, repair costs, fines and inconvenient outages. Residents are responsible for having lines marked before they dig, whether it's for a large project, such as building a deck, or a small one, such as planting a tree.

Callers to 811 are connected to **[Local one-call center]**, which notifies the appropriate utility companies of the caller's intent to dig. Professional locators are sent to the requested digging site to mark the approximate locations of underground lines with flags or spray paint. Once lines have been properly marked, digging can begin around the marked lines.

The depth of utility lines can vary for a number of reasons, such as erosion, previous digging projects and uneven surface. The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.

"In light of the recent incident in **[location]**, **[Insert stakeholder]** would like to remind residents that one simple call to 811 will help homeowners, contractors and do-it-yourself diggers avoid striking an underground utility line," said **XXX, XXX [Insert stakeholder representative's name and title here]**. "It's the simplest step residents can take to protect themselves and their communities."

Visit www.call811.com for more state information about 811 and the call-before-you-dig process.

#

MEMORIAL DAY NEWS RELEASE

[Insert Company Logo]

Media Contact:

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

MEMORIAL DAY WEEKEND SERVES AS A CONVENIENT REMINDER TO ALWAYS CALL 811 BEFORE DIGGING

Stakeholder encourages residents to make a free call # of days before digging to know what's below

City, STATE (May 21, 2019) – Stakeholder wants to remind state homeowners to call 811 by Tuesday/Wednesday to ensure all underground utilities are properly marked before breaking ground on their Memorial Day weekend digging project. Striking a single line can cause injury, repair costs, fines and inconvenient outages.

When calling 811, homeowners and contractors are connected to state one call, which notifies the appropriate utility companies of their intent to dig. Professional locators are then sent to the requested digging site to mark the approximate locations of underground lines with flags or spray paint.

Every digging project, regardless of depth, warrants a call to state one call. Installing a mailbox, building a deck, planting a tree and laying a patio are all examples of digging projects that should include a call to 811 before they begin.

The depth of utility lines can vary for a number of reasons, such as erosion, previous digging projects and uneven surfaces. Utility lines need to be properly marked because even when digging only a few inches, the risk of striking an underground utility line still exists.

“Since Memorial Day marks the unofficial start of summer, we remind homeowners and contractors alike to call 811 before digging to eliminate the risk of striking an underground utility line,” said stakeholder name, stakeholder title and company. “As state residents plan for projects for the first long weekend of the year, we ask that 811 be an important part of their planning process.”

Visit (state one call website) for more information about 811 and safe digging practices.

#

CLEAN UP CONTRIBUTED ARTICLE

DON'T MAKE THE PROBLEM WORSE AFTER THE STORM – CALL 811

Contributed by: [Insert full name, Title of stakeholder executive]

If the recent [type of storm] storm in the [location] area caused damage to your property, one important phone number can help you avoid another major problem during the clean up process. If you plan to dig as part of your storm clean up, please be sure to call 811 at least [notification period] beforehand.

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area. Striking a single utility line during storm clean up can lead to personal injury, penalties, repair costs, and expensive and inconvenient outages.

When you call 811, you will speak with a [Local one call center] representative who will take the location and description of the project site and notify affected utility companies. Utility companies will then each send a professional locator to mark the approximate location of utility lines. Once lines have been marked, you can begin to carefully clean up around marked lines.

Safety is a shared responsibility, and calling 811 helps protect you, your family and neighbors from utility line damages and helps keep your community safe and connected.

For additional information regarding safe digging practices, please call 811 or visit www.call811.com.

STORM CLEAN UP PRESS RELEASE

Media Contact:

NAME

Phone Number

Email Address

[STAKEHOLDER NAME] ADVISES RESIDENTS TO CALL 811 BEFORE DIGGING AS CLEAN UP FROM [NAME OF STORM] BEGINS

A free phone call a few days before digging helps identify approximate location of underground utility lines

CITY, STATE (MONTH, X, 2019) – In light of the recent devastation caused by **[NAME OF STORM]**, the **[NAME OF TOWN]** community will be coming together to clean up and rebuild in the coming weeks.

During this time, one important phone number can help residents from adding to complications during the clean up process. For any clean up that involves digging or removing trees from the ground, **[STAKEHOLDER]** reminds professional excavators and homeowners alike to call 811 at least two full business days before they start to dig.

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area. Striking a single utility line during hurricane clean up or any other time can lead to personal injury, penalties, repair costs, and expensive and inconvenient outages.

When residents call 811, they will speak with a **[ONE CALL CENTER]** representative who will take the location and description of the project site and notify affected utility operators. These utilities will then send professional locators to mark the approximate locations of their lines. Once these lines have been marked, residents can begin to carefully clean up around the marked lines. This number is not to be used to report utility service outages.

“In the aftermath of devastation, we must remember that safety is a shared responsibility, and calling 811 helps protect the people who dig and entire communities,” said **[NAME OF SPOKESPERSON]**. “It’s one easy phone call that will help make sure a difficult situation isn’t made worse.”

For additional information regarding safe digging practices, please call 811 or visit www.call811.com.

#

GENERIC 811 ARTICLE

Know What's Below – Always Call 811 Before You Dig

There are nearly 20 million miles of underground utility lines in the United States. These buried facilities, including gas, water, sewer, cable TV, high-speed Internet, landline telephone and electric, provide the services Americans depend on for their basic everyday needs.

If you are planning a job that requires digging, even if you plan to hire a professional, a call to 811 is required before you begin working. 811 is a free, FCC-designated national one call number that connects a caller from anywhere in the country to the appropriate local one call center. The one call center will then alert the appropriate underground facility owners so they can dispatch locators to mark the approximate location of their lines with paint or flags.

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area. Also, according to a recent Common Ground Alliance survey 45 percent of people who plan to dig this year will not call 811 first, despite there being 100 billion feet of utility lines buried underground in the United States.

Unintentionally striking a line can result in inconvenient outages for entire neighborhoods, harm to yourself or your neighbors, and repair costs.

Every digging project, no matter how large or small, warrants a call to 811. Installing a mailbox, building a deck and planting a tree or garden are all examples of digging projects that should only begin a few days after making a call to 811.

Here's how it works:

1. One free, simple phone call to [811](https://www.call811.com) makes it easy for your local one-call center to notify all appropriate utility companies of your intent to dig.
2. Call a few days prior to digging to ensure enough time for utility lines to be properly marked.
3. When you call 811, a representative from your local one-call center will ask for the location and description of your digging project.
4. Your local one-call center will notify affected utility companies, who will then each send a professional locator to the proposed dig site to mark the approximate location of your lines.
5. Once lines have been properly marked, roll up those sleeves and carefully dig around the marked areas.

To find out more information about Call 811 or the one-call utility notification center in your area, visit www.call811.com.

GENERIC 811 OP-ED

Know What's Below – Always Call 811 Before You Dig

There are nearly 20 million miles of underground utility lines in the United States. These buried facilities, including gas, water, sewer, cable TV, high-speed Internet, landline telephone and electric, provide the services Americans depend on for their basic everyday needs.

If you are planning a job that requires digging, even if you plan to hire a professional, a call to 811 is required before you begin working. 811 is a free, FCC-designated national one-call number that connects a caller from anywhere in the country to the appropriate local one-call center, which in this area is [one-call center name].

[One-call center name] will then alert the affected underground facility owners so they can dispatch locators to mark the approximate location of their lines with paint or flags.

The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.

Unintentionally striking a line can result in inconvenient outages for entire neighborhoods, harm to yourself or your neighbors, and costly repairs.

Every digging project, no matter how large or small, warrants a call to 811. Installing a mailbox, building a deck and planting a tree are all examples of digging projects that should only begin after you have waited at least [notification period] after calling and confirmed that all facility owners in your area have either marked their lines or declared the area clear of any lines.

Here's how it works:

1. One free, simple phone call to [811](#) makes it easy for [one-call center name] to notify all appropriate utility companies of your intent to dig.
2. Call [notification period] prior to digging to ensure enough time for utility lines to be marked accurately.
3. When you call 811, a representative from [one-call center name] will ask for the location and description of your digging project.
4. [One-call center name] will notify affected utility companies, which will then send professional locators to the proposed dig site to mark the approximate location of your lines.
5. Once lines have been accurately marked, roll up those sleeves and carefully dig around the marked areas.

Make a phone call, not a judgment call. Learn more about 811 at www.call811.com and keep your project safe for you and your community.

Name

Title

Organization Name

CONSUMER FACT SHEET

811 Consumer Fact Sheet



Know what's below.
Call before you dig.

What is 811?

811 is the national number designated by the Federal Communications Commission to help protect homeowners and professional excavators from unintentionally hitting underground utility lines while working on digging projects – large and small.

Why call 811?

Every digging project requires a call to 811. Hitting an underground utility line while digging can harm the environment, cause serious personal injuries, disrupt service to an entire neighborhood and potentially incur fines and repair costs.

When should I call 811?*

- Installing a rural mailbox
- Putting in a fence
- Planting trees or shrubbery
- Building a patio or deck
- Excavating a new garden area

* These are a few common examples of when to call. You or your contractor should call at least **[insert notification period]** before any digging project.

How does 811 work?

- One easy phone call to 811, at least **[insert notification period]** prior to digging, starts the process of getting your underground utility lines marked for free.
- When you call 811 from anywhere in the country, a representative from your local one-call center will answer your call. Local one call center representative will ask you for the location and description of your digging job, and will notify affected utility companies, who will then send a professional locator to the proposed dig site to mark the approximate location of your lines within a few days of your call.
- Once your underground lines have been marked, you will know the approximate location of your utility lines and can dig safely.
- Please visit www.call811.com, in the "state specific" area of the website, for more information about the one call center in your area.

What happens if I don't call?

- The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.
- Knowing approximately where underground utility lines are buried before each digging project helps to prevent these situations.

MEDIA FACT SHEET

811 Media Fact Sheet



What is 811?

811 is the national number designated by the Federal Communications Commission to help protect do-it-yourselfers, landscapers and contractors from unintentionally hitting underground utility lines while working on digging projects – large and small.

Why call 811?

Every digging project requires a call to 811. Hitting an underground utility line while digging can harm the environment, cause serious personal injuries, disrupt service to an entire neighborhood and potentially incur fines and repair costs.

When should people call 811?*

- Installing a rural mailbox
- Putting in a fence
- Planting trees or shrubbery
- Building a deck or patio
- Excavating a new garden area

* These are a few common examples of when to call. Do-it-yourselfers and contractors should call at least **insert notification period** before any digging project.

How does 811 work?

- One easy phone call to 811, at least **insert notification period** prior to digging, starts the process of getting underground utility lines marked for free.
- When calling 811 from anywhere in the country, a representative from the appropriate local one-call center will answer the call to find out the location and description of the digging site and will notify affected utility companies, who will then send a professional locator to identify and mark the approximate location of lines within a few days of the call.
- Once underground lines have been marked, callers will know the approximate location of utility lines and can dig safely.
- Please visit www.call811.com, in the "state specific" area of the website, for more information about the 62 local one call centers across the country.

What happens if people don't call?

- The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.
- Knowing approximately where underground utility lines are buried before each digging project helps to prevent these situations.

Who is behind 811?

The Common Ground Alliance (CGA) is the leading association created specifically to work with all industry stakeholders in an effort to prevent damage to underground utility infrastructure and ensure public safety and environmental protection. Officially formed in 2000, CGA represents a continuation of the U.S. Department of Transportation's Common Ground Study. The CGA works with its 1,500 members and sponsors to promote the national 811, "Call Before You Dig" campaign. For more information, visit www.commongroundalliance.com.

TALKING POINTS FOR MEDIA INTERVIEWS

Prior to any media interviews, please take a moment to review the following 811 talking points. Although you may already feel comfortable with the 811 message, it's imperative to review these points so you can incorporate them into your answers. Whenever possible, please localize your message to reflect stakeholder support of 811.

Key points for all interviews:

- Every digging project requires a call to 811.
- Calling 811 at least [Insert notification period] prior to digging notifies utility companies of the intent to dig and gives representatives time to mark the appropriate lines.

What is 811?

- 811 is the national number designated by the Federal Communications Commission to prevent the unintentional strike of underground utility lines while digging.

Who should call 811?

- Everyone! Homeowners and professional excavators alike need to call prior to all digging projects — large or small.

Why should people call 811?

- Ensuring that the approximate location of underground utility lines are clearly marked before digging reduces the risk of striking a line, which can lead to serious injuries, disrupted service to an entire community, and potential fines and repair costs.

How does 811 work?

- 811 can be called from anywhere in the country.
- A representative from your local one-call center will answer the call to determine the location and description of the digging site.
- The affected utility companies will be notified of the intent to dig.
- The utility companies will each send a professional locator to the digging site to identify and mark the approximate location of the underground lines.
- When lines have been marked, you are free to dig carefully around the marks.

When should someone call 811?

- Lines need to be marked for each separate project, such as installing a rural mailbox, putting up a fence, planting trees or building a deck.
- Call at least [Insert notification period] prior to digging to allow time for professional locators to mark the approximate location of utility lines.
- Even if you've hired a contractor, make sure the contractor calls 811 to have lines marked.

What happens if you don't call?

- The best way to avoid damaging your utilities and risking injury or loss of service is to call 811 a few days before digging to learn the approximate location of buried lines in your area.
- Hitting an underground utility line while digging can cause serious injuries, disrupt service to entire neighborhoods, and potentially result in fines and repair costs.

Who is behind 811?

- The Common Ground Alliance (CGA), a leading association created to prevent damage to the underground utility infrastructure and ensure public safety and environmental protection, promotes 811 along with organizations from 16 stakeholder groups.

Where can you learn more about 811?

- To learn more about 811, visit www.call811.com.

MEDIA RELATIONS 101

The Common Ground Alliance (CGA) is requesting the support of its stakeholders in spreading the word to local media, and therefore consumers, about safe digging throughout the year. CGA has created this document as a guide to help support local outreach efforts, which will be accomplished through media relations surrounding the following themes:

- **National Safe Digging Month** – CGA has designated April as National Safe Digging Month to raise awareness about safe digging during a concentrated time period to maximize impact and media coverage.
- **8/11 Day** – CGA has designated August 11 as 8/11 Day due to the natural connection of the date on the calendar to the 811 phone number as a hook for initiatives and events that can attract media coverage.
- **Seasonal safe digging reminders** – Each season brings a perfect opportunity to remind the media, and therefore the general public, of the importance of calling 811 before digging projects or seasonal maintenance.

Generating local news coverage is one of the most effective ways to raise public awareness about 811 and safe digging practices. CGA recognizes that not all stakeholders are familiar with how to pitch local media, so we have put together this media relations document to support your local outreach efforts. **It is important to remember that all template material should be localized to each specific market.**

Securing Local Media Coverage

Before contacting the media

With recent buyouts and layoffs in the media, it's more important than ever to do your research before contacting a reporter or producer. Your story will be no good if it doesn't make it into the right hands. The following are tips to help you identify the right contact for your story:

- **Print** – Before reaching out to newspapers or magazines read the last few issues of the publication to determine which reporter has been covering topics related to the news you are sharing. (Typically home improvement, gardening and feature reporters would be interested in your news.) If you're unable to determine a specific reporter, contact the newsroom or editor to determine the appropriate contact. These phone numbers should be available on the publication's website. Once you have determined the appropriate reporter, send him/her a personal email with your story idea and how it affects the publication's readers.
- **Broadcast** – Before contacting television and radio, visit the station's website to determine the newsroom email address and phone number. Morning and weekend newscasts are great for feature stories, so look for the contact information for a morning show or weekend producer, and make a point to send him/her your news/event information. Additionally, search the website for any shows that would benefit from your information, (i.e. gardening shows, outdoor home improvement expert shows or how-to shows).
- **Syndication** (Associated Press) – Visit <http://www.ap.org/pages/contact/contact.html> to determine to whom to fax your story idea.
 - Once on the webpage, go to "AP Bureaus" (on the right hand side), select your state and hit "go." A list of AP offices will appear. Contact the bureau closest to you.

Distributing the information

Once you have determined the appropriate contact, you will need to email (or fax the AP office) your news. Below are a few things to keep in mind:

- **General Pitching**

- Keep emails to reporters and editors short, direct and concise.
- Reference his/her recent story to show you've done your homework and make them more willing to work with you.
 - i.e. Hi John, I recently read your article entitled, "Bailing out the Environment." I found it very insightful and helpful to homeowners and do-it-yourselfers. I wanted to pass along a reminder that DIYers need to call 811, the national call-before-you-dig-number, before bailing out the environment this Arbor Day and Earth Day. It is imperative that this number is called to ensure utility lines are properly marked to prevent injury and damages from digging.
- Create a catchy subject line to ensure they will open and read your email.
- Make sure your contact information is in the body of the email.
- Include your website and offer for them to speak with someone.
- Do not send an email blast to all reporters; it is typically flagged as spam. Rather, take the time to send a personal email to each reporter. It pays off.

- **Press Release and Media Advisory Distribution**

- Send a media advisory — the who, what, where, and when of an event — one week prior to the event, inviting the media to attend and letting them know to mark their calendars.
- Send a press release the day of the event.
- Paste press releases into the body of the email. Do not send attachments, such as photos, until the reporter requests them, because they are often flagged as spam.

- **Byline Column Pitching**

- Send the reporter a personal e-mail asking if you are able to submit a byline article for a spring issue. In this email, include a brief overview of the article and why this news is timely.
- If he/she is interested in receiving the byline article, attach the byline to a brief email thanking the reporter for the opportunity, and ask when the article is scheduled to run.
 - Be prepared to also provide a headshot and bio of the person the article is attributed to.
- Qualify a few things:
 - Length of article
 - Photo requirements

Following up with the media

Two days after emailing or faxing the media, it is important to place a follow-up call to ensure the media received your information and to encourage them to cover your story. Below are recommended times to contact or avoid the media.

- **Broadcast** (Television and Radio) – **Avoid calling** weekdays from 6-9 a.m., 12-1 p.m., 5-7 p.m., as most stations are in the middle of live programming during these times.
- **Print** (Newspaper and Magazine) – **Do call** Monday-Wednesday between 10 a.m.-12 p.m. and 2-4 p.m. **Do not call** on Thursdays, as reporters are typically on deadline. **Do call** Fridays, 10 a.m.-12 p.m.

How to pitch TV, radio or print reporters

- **Preparing to pitch**

- Reporters are interested in hearing about stories with local angles. Be prepared to share your story idea in a brief, succinct explanation that includes only the most relevant details. Important details to include:
 - Your name and organization
 - Date and time
 - What makes the event timely
 - A few highlights of the event
 - Availability of B roll (video footage) demonstrating the call-before-you-dig process
 - Availability of experts for in-studio segments and live interviews

- **Speaking to the reporter**

- When calling television and radio newsrooms, ask to speak with a morning show producer or weekend producer.
- When calling newspapers and magazines, ask to be connected to the reporter you to which you sent your information.
- Once you have been connected to the right person, state your name and company.
- **Ask the reporter if he/she is on deadline, and if they have a moment to discuss a local story idea. This is out of respect for their time, and they will appreciate you asking!**
- Be prepared to share the top line details of your event/announcement in 10 seconds. Example:
 - Joe: "Hi Kate, this is Joe Smith with XXX. Are you on deadline, or do you have a minute to talk about a local story idea?"
 - Kate: "I have a second, go ahead."
 - Joe: "XXX has just announced that it is supporting National Safe Digging Month throughout all of April by educating local students on safe digging practices. By getting in front of students at a young age, we teach the importance of having utility lines marked prior to digging to prevent damages and injury. Would you be interested in speaking to a local representative from XXX about this effort and National Safe Digging Month in general?"
- Offer him/her access to B roll demonstrating the call-before-you-dig process. (B roll is a great supplemental tool for TV because it adds value to segments without incurring additional work for the film crew. It also controls the safe digging message. B roll can be used during in-studio interviews or interviews that take place in the field. Check out the miscellaneous tools folder for a B roll order form).

- **If the reporter agrees to cover the event**

- Follow-up your phone conversation by sending an email to the reporter confirming the event details, your contact information, interview times, location, names and titles of participants, as well as confirming when the story is scheduled to run.

Day of interview

Keep in mind, if there is breaking news, the media may decide not cover your event/interview at the last minute. It is a good idea to prep your team members/spokespersons on this to better manage

expectations. When dealing with the media, there is no guarantee anything will happen until it actually does. Below are the basic Dos and Don'ts of speaking with the media.

- **Do**

- Designate a staff person to assist the reporter with on-site interviews and provide company information for the reporter. If a staff member is not available to attend an interview, send the reporter company/one call center materials ahead of time.
- Be calm and take charge of the situation. Remember, you have the information they want!
- Review 811 messages as a refresher prior to the interview.
- Speak slowly, directly, and concisely.
- Be positive!

- **Don't**

- Don't repeat a reporter's negative question/statement. Instead, rephrase the question and turn it into a positive.
 - Reporter: "It seems to be a hassle to call every time, even when digging only a few feet."
 - Response: "You're responsible for calling every time because the depth of utility lines can vary due to a number of factors, such as erosion and uneven surfaces. Some lines are only a few inches from the surface, making it extremely important to call for shallow digging. Calling will only take a few minutes of your time, and it can save you from injury or damage."
- Don't ever say "no comment."
 - It's perfectly acceptable to refuse to answer a question that you're unsure about or do not feel comfortable answering. Remember, YOU are in control of the interview.
 - Never speculate. If you don't know, say, "I'm not positive on that answer, and I don't want to speculate, so let me find out and get back to you."
 - The PR person should be responsible for following up with the reporter to provide this information.
- Don't speak "off the record."
 - Nothing is ever off the record. Even flip remarks.
 - If you don't want something published, don't say it.
 - Reporters can use anything you say during an interview.
 - No matter how friendly the interview is, remember you are ALWAYS on the record.

After the interview

- After the interview, send the reporter an email thanking him or her for their time and confirming the scheduled run date.
- Once the story appears, send a personal email to the reporter thanking them for their coverage.
- Share the story internally and with Khrysanne Kerr at kerr@commongroundalliance.com.

To inquire about local 811 media relations in your area by our national agency, MGH, please contact Chris McMurry at 410-902-5036 or cmcmurphy@mgus.com.

SOCIAL MEDIA MESSAGES

This year, CGA is offering a mixture of social media messages that can speak to various types of audiences – both homeowners and professionals. Messages for a general audience have a **(G)** after the post, while messages for a professional audience have a **(P)**.

January 2019

- Winter ice storms can bring down trees. Did you know that you need to call 811 before uprooting a tree? Learn more at Call811.com and always #Call811 before you dig or disturb the ground in any way. **(G)**
- **(Post on Thursday before Super Bowl)** Are you ready for the big game this Sunday? Don't commit a neighborhood penalty by knocking out cable or internet service before or during the game. Call 811 before you dig. Learn more at Call811.com. **(G)**

February 2019

- **(Post on Feb 1.)** Let's get your predictions: Will the Groundhog see his shadow tomorrow? We have a prediction – if you make a call to 811 before digging, there's a greater than 99 percent chance you won't hit a buried utility line! #Call811 **(G)**
- **(Post on Valentine's Day, Feb. 14)** We LOVE it when people call 811 before they dig. Calling 811 shows that you love protecting yourself and your community from the risks associated with damaging underground utilities. **(G)**

March 2019

- **(Post with infographic called "Small Projects")**. Planning a weekend DIY project that requires digging this spring? Remember that even if you are using a shovel or other hand tools, you'll need to call 811 before you dig to have the approximate location of buried utilities marked. **(G)**
- Does your organization operate, locate or dig near buried utilities? If so, Common Ground Alliance is looking for all damage and near-miss data from 2018 for its annual DIRT Report. Learn more at <http://commongroundalliance.com/programs/damage-information-reporting-tool-dirt>. **(P)**

April 2019

- *Please see National Safe Digging Month social media messages document for posts.*

May 2019

- (Post with infographic called “Hand Tools”) Avoid damaging buried gas and other utilities on your next project, especially if you are using hand tools like a shovel or post hole digger. (G)
- (Post with “Shallow Digging” infographic) Memorial Day weekend is a big weekend for DIY projects, with extra time off and good weather. Don’t be a statistic. Always call 811 before you dig, even if you think your digging is too shallow to hit a buried utility. Know what’s below. Call 811 before you dig. (G)

June 2019

- Putting up a tent for a graduation party or outdoor wedding? Installing tent posts can damage unmarked buried utilities. Be sure to call 811 before you set up a tent to ensure your event starts on time, without any major disruptions. (G)
- (Post on Friday, June 21, using Summer Infographic) It’s the first day of summer! Calling 811 is always important, but damage to utilities is more common during the summer months. #Call811 (G)

July 2019

- (Post on July 3 or 4) Red, white and blue are the colors of the American flag and July 4th, but they are also all part of the uniform underground utility color code. Learn more at www.call811.com. (G)
- (Post on July 9 for the MLB All-Star Game in Cleveland) Are you planning to watch the Midsummer Classic tonight, live from Cleveland, Ohio? Be sure to look for the massive 811 billboard in left field and always #Call811 before you dig! (G)

August 2019

- *Please see 8/11 Day social media messages document for posts.*

September 2019

- How much does technology affect the way you prevent damage to buried utilities? Common Ground Alliance issues an annual report on the use of technology in damage prevention. Learn more at <http://commongroundalliance.com/media-reports/technology-reports>. **(P)**
- **(Post on September 25)** Did you know today is National “One Hit Wonder” Day? You won’t have to wonder why you hit a buried utility line if you make one call to 811 before your next DIY digging project. Learn more at www.call811.com. **(G)**

October 2019

- **(Post on Halloween, Oct. 31)** Halloween can be scary, but do you know what’s scary? Being without utility service because you didn’t call 811 before digging. Know what’s below. Call 811 before you dig. **(G)**

November 2019

- **(Post on Nov. 27)** Happy Thanksgiving! We are thankful for all of our fellow damage prevention stakeholders who work in partnership with us throughout the year to protect our underground infrastructure and the people who dig near it. **(P)**
- Did you know that Common Ground Alliance produces an annual guide of damage prevention Best Practices, which have been agreed to by consensus from all damage prevention stakeholder groups? Learn more at <http://commongroundalliance.com/programs/best-practices>. **(P)**

December 2019

- **(Post using “Maintain” infographic)** Are you always maintaining the utility marks for your excavation site? If the marks are no longer visible, be sure to request a re-mark by calling 811. **(P)**

811 GRAPHIC STANDARDS

The 811 logo and public awareness campaign were developed with the focus on a consistent and universal message that could be used by all stakeholders. CGA 811 logo(s) are protected by federal trademark and copyright protections, and the CGA has an obligation to protect the integrity of these marks. The graphic standards manual provides specific instructions on proper use of the logo. Please download the [complete graphic standards manual from commongroundalliance.com](http://commongroundalliance.com).

