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Webinar Instructions

All attendees are in listen-only mode.

Click “hand raise” icon to ask a question verbally during Q&A session. Ensure you have entered your audio pin.

Click “?” to submit a written question.
Today’s Panelists

• Sarah Magruder Lyle, President & CEO, CGA
• Khrysanne Kerr, Vice President, Communications, CGA
• Erika Lee, Vice President, Programs and Administration, CGA
• Chris McMurry and Kelly Cahill, MGH (CGA’s PR/Marketing agency)
Introducing... CGA’s Public Awareness Toolkits

• Rebranding these tools to reflect the full range of resources the toolkit contains
• The national call-before-you-dig number is still a primary component in many of the tools
• Evolving along with the needs of our sponsors and members
General Background on Member Tools

• Milestone: 10th year that CGA has provided a comprehensive suite of tools for year-round damage prevention outreach.

• CGA’s Education Committee works hard throughout the year to identify new tools and enhance existing ones that help the entire industry.

• 2020 Public Awareness Toolkits are a resource to help you plan for the upcoming year – but they are constantly being updated to reflect timely opportunities and collaborative campaigns.
General Background on Member Tools

• CGA does not have an advertising budget, so we rely on earned media and member efforts.

• **REMEMINDER:** Most of the Public Awareness Toolkits and other CGA program toolkits are member-exclusive. Please be sure to sign into the CGA site to ensure that you can view and download all available tools.
A Successful 2019

- More than 25,000 downloads
- Most popular content:
  1. 811 Logo Toolkit
  2. NSDM Toolkit
  3. New DIRT Field Form Toolkit
  4. Infographics
  5. 8/11 Day
A Successful 2019

Annual Visits to CGA Website

- 2009: 40,000
- 2010: 50,000
- 2011: 60,000
- 2012: 70,000
- 2013: 80,000
- 2014: 90,000
- 2015: 100,000
- 2016: 110,000
- 2017: 120,000
- 2018: 130,000
- 2019: 140,000
A Successful 2019

High stakeholder engagement = more public exposure to 811

- **$7.75 million** in media value
- More than **5,000 unique media placements**
A Successful 2019

Increased campaign activity *drives* website traffic.
A Successful 2019

- More stats from Call811.com:
  - 85% of visitors were new to the site
  - 46.2% of visitors used mobile devices
  - Source of site visitors:
    - 76.5% from search engines (indicates more people are seeing 811 in more places)
  - Approximately 667,000 referrals from Call811.com to one-call center websites and online ticket platforms, **up by more than 48% from 2018**.
Poll Question #1:

Did you use any of CGA’s communications tools in 2019?
Navigating the 2020
**Public Awareness Toolkits**
New Name, Same Place: Public Awareness Toolkits
New Name, Same Place: Public Awareness Toolkits
**New Name, Same Place: Public Awareness Toolkits**

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Streamlined Access

**BEFORE:**

128 pages of content

**NOW:**

[Image of a webpage showing a list of toolkits and categories such as Social Media and Infographics]
Streamlined Access
Streamlined Access

- Year-Round Case Studies
  - Survey-based Method for Increasing Stakeholder Input
  - Landscaping Partnership to Sponsor News Station's TV Reporting
  - 811 Corn Maze
  - Painted Logo Program at Outdoor Events
  - Branded Concrete Truck Promoting 811
  - Gladys Kravitz Homeowner Postcard Program
  - Sponsored Popcorn Bags at High School Football Games
  - Flood Clean-up Postcard
  - Excavator DVD Direct Mail Campaign
  - Football's Biggest Game Custom Snack Package

- Holiday Case Studies
  - Halloween - 811 Pumpkin
  - Election Day
  - 811 Christmas Tree

- Other Case Studies
  - National Safe Digging Month Case Studies
  - 8/11 Day Case Studies
National SafeDigging Month 2020

Key Tools:

• Omnibus press release – COMING MARCH 2020
• Proclamation tools
• Social media messages
• Web button
• Arbor/Earth Day materials
• Fire station outreach
• Other case studies
Poll Question #2:

Do you plan to seek a proclamation(s) for National Safe Digging Month?
8/11 Day 2020

Key Tools:

- News release
- Social media messages
- Case studies
Lowe’s and Home Depot Toolkits

Key Tools:

- News release
- Social media messages

Nearly 6 in 10 homeowners who plan to dig this year can do one thing to make it safer

According to a national survey, 42 percent of homeowners who plan to dig this year will put themselves and their communities at risk by not calling 811 a few days beforehand.

Lowe’s is wrapping trees and shovels with educational tags to remind customers to call 811. Learn more at Call811.com

#811HomeDepot
Poll Question #3:

My company routinely uses CGA’s social media messages/infographics on our digital platforms.
Incident and Storm Clean-Up Toolkits

Key Tools:

- Media outreach and response templates
- PSA scripts

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**Incident Response Toolkit**

**Resources**

- News Release - Unaffected Party
- Talking Points - Affected Party

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**Storm Clean-up Toolkit**

CGA has created a special toolkit of materials that damage prevention stakeholders in affected regions can use to remind homeowners and professionals to call 811 before disturbing the ground during any storm clean-up efforts.

**Resources**

- Press Release and Contributed Column
- PSA Template Scripts
- TC Energy Flooding Response Case Study
Additional Returning Tools

• 811 Videos, PSAs and supporting tools
• Virtual Reality Toolkit - Reserve
• Agriculture Toolkit
• Misc. campaign and materials archive
CGA Program Toolkits
Have a Case Study or Playbook?

• All case studies/playbooks include:
  – Background information/strategic planning progress
  – Description of how to execute the campaign
  – Timeline for execution
  – Results/tips for measuring results

• Submit this information to 811@commongroundalliance.com
Q&A

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Thank you for attending CGA’s 2020 Public Awareness Toolkits Webinar