811 Run

Know what's below.
Call before you dig.

811 Run Playbook

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Introduction

Purpose

The 811 Run is designed to focus national attention on the safety awareness message—Know what's below. Call 811 before you dig.

Background Information of Past Efforts

March 2013--Rhino Marking & Protection Systems organized the first 811 Run in coordination with the annual Common Ground Alliance Excavation Safety Conference in West Palm Beach, FL. The goal was to promote the safety awareness message—Know what's below. Call 811 before you dig.

August 2013—several industry stakeholders implemented races in their own states—Kansas, Minnesota, Mississippi, and North Carolina (Appendix 1).

811 RUN Standards

- The event must be named and referred to as the '811 Run'.
- Each NEW state starting their own 811 Run should post information about their run on the 811 Run Facebook page at Facebook.com/811RunWalk.
- The 811 Run should be professionally timed.
- The media educational tag line is "Know what's below. Call 811 before you dig."
- The 811 Run logo must be promoted on all prints, media, promotional items and giveaways.
- The 811 Run should be conducted in the months of April or August on the second weekend.
- The suggested fee for the run is $8.11 per registrant.
- Suggested taglines for the run are as follows: "Know What's Below, Call Before You Dig; Keeping Safety in Stride; Get Up to Speed; Safety Speeds Ahead with You".
- One Call Laws are different in each state. The tolerance zone, the notification timeframes and even the cost of the service may be different than you expect. You should verify One Call facts with the state One Call center – especially if you will be talking to the media or writing an article on behalf of the state One Call Center to promote the 811 Run.
- At the completion of the 811 Run, email the location of the run, number of runners actually participating in the run, and the date of the run no later than 30 days prior to completion to: Erika Lee erikaa@commongroundalliance.com. The information will be posted on the CGA site for tracking.

Definitions

- Certified Race – A running course that has been measured and approved by a professional runner organization.
- Race Coordinator – A professional organization that manages the venue reservations, promotion, registration and timing for the race.

811 Run Logo Graphic Standards

A. 811 Run Full Color

Black	PMS: 390	PMS: 370
PMS: 7505	50% screen of PMS: 390 or PMS: 586	For cases when screen printing on a colored background, additional PMS colors for the gray shovel may be needed. The dark gray is PMS Cool Gray 7 while the light gray is Cool Gray 3.

B. 811 Run Black & White

C. 811 Run Reverse

A. Full Color

B. Black & White

C. Reverse

Planning & Budgeting

- Start with an open discussion of the objectives of conducting the 811 Run
- Identify the markets where advertising dollars will be spent to promote the 811 Run and "Safe Digging" message
- Refer to the Project Tracking Tool to assist with budget (Appendix 3)
- Determine the needed budget to conduct the 811 Run:
    a. How much is the advertising that you will do?
    b. How much is the race coordinator if you decide to use one?
    c. How much are t-shirts, medals, water, snacks, etc..?
    d. What prizes/giveaways will you have for the runners?
    e. How much will permitting, law enforcement, venue cost?
    f. How much money will I need from sponsors?
    g. Determine registration costs ($8.11 is suggested)
- Select a Race Coordinator
    a. Contact local running organizations and ask their suggestions.
    b. What does each coordinator have to offer?
    c. Get a contract between your company and the race coordinator with the details.
    d. Stay in contact with the race coordinator to ensure they are on task.
- Schedule the exact date and time for the 811 Run to be held. You should talk with your local tourism centers, government entities, municipalities, or cities to verify upcoming events that may attract media or public attention away from your event.
- Research venues such as city streets, county roads and parks to determine which would be the best fit for your 811 Run. Considerations should be given to the following:
    a. Special permits
    b. Emergency responder fees
    c. Actual cost of renting the venue
    d. Access to the venue and parking
- Encourage sponsorship
    a. Corporate wellness
    b. Use sponsors logos via social media/web banners
    c. Promote sponsors within e-blasts & mailings
    d. 811 Run t-shirt allows sponsorship exposure after
    e. event
    f. Consider tiered sponsorship with tiered value for each level
- Permits and other forms that should be considered for the event:
    a. Insurance and company liability should be checked
    b. Road route permits
    c. Medical waiver forms for runners
- Human resources to assist with coordinating and conducting the 811 Run
    a. Do you want to use a professional race coordinator?
    b. Do you have the time and knowledge to coordinate it yourself?
- Contingency Plan

Managing your 811 RUN

- Company's Role
- Staff Responsibilities
- Coordinating Event
    a. Internal
        i. Assign tasks to individual personnel for deliverables
    b. External
        i. Communicate with event coordinator on deliverables
- Communicating with Race Coordinator
    a. Expectations
        i. Help determine and secure race location
        ii. Manage permitting, insurance, security/police, etc.
        iii. Provide a map of the course
        iv. Reserve necessary shelters/park facilities
        v. Registration set-up (on-line registration)
        vi. Provide food/water
        vii. Provide timing services
        viii. Provide music
        ix. Provide registration materials
        x. Coordinate Packet pick-up
        xi. Promote to local running companies/teams in the area
    b. Deliverables
        i. Finish times categorized to your specifications
        ii. Final list of registrants
        iii. Access to on-line registration details to see who has registered
- Participant Registration
    a. Medical releases
    b. Emergency contact information
- Volunteer Management
    a. Assigning tasks to each volunteer
    b. Recommended a minimum of 10 volunteers
        i. Water stations
        ii. Registration table
        iii. T-shirt table
        iv. Course directors
        v. Moderator
        vi. Set-up, tear-down and clean-up
- Sponsorship Management
    a. Engage sponsors by communicating with them and ensuring that they receive value from the sponsorship. You can achieve this by inviting them to attend the 811 Run as a VIP, engage their employees, send thank you letters or certificates of appreciation, send press clippings or mention them in the print media, social media, or provide a written report after the event.
- Media and Marketing

a. Engage media (newspapers, billboards, radio ads, etc…)
b. Contact running organizations
c. Utilize 811 Run Facebook/Twitter
d. Eblasts to race coordinator's contacts
e. Postcard/flyer mailings
f. Post event on running websites (most are free)
g. Create incentives (i.e. wear 811 to be entered in prize drawing)
h. Hang flyers in running stores near course
i. Create web banners for your website & sponsors website linking to registration
j. Medals (first, second, and third place for each age group)
k. T-shirts for participants and volunteers
l. Prizes (eg. Overall winner, fastest mile, fastest walker, etc...)
m. Press (Pay to have radio station there on site? Request local paper to cover it?)

- Risk Management
- Contingency Plan
  a. Weather
  b. Lack of water
  c. Less than planned volunteers
  d. Low sponsorship
  e. Illness

Evaluating You 811 Run

- Post-Race Analysis - SWOT (Strengths, Weaknesses, Opportunities, and Threats)
  - A SWOT Analysis has been added to the Project Tracking Tool (Appendix 3)
- Event Management Plan

Lesson Learned

811 Run, Minnesota, Whitney Nefstead, Event Coordinator

"Our objective was to spread the 811 word to as many individuals as possible while providing a solid event that would take place every year after its inception. Our committee quickly learned that if you hire a race coordinator, you have to clearly layout what their duties entail in their contract. It is essential to take the time before you contract with someone to list all the pertinent tasks that the run coordinator will be responsible for completing. It's equally important to prioritize each task as a prior, during, and after the event, and add deadlines. During the process, it is easier to review their task list with them, then to develop it as it is happening. The goal is to have a successful event with a limited amount of mistakes."

Lesson Learned

811 Run, Kansas City, Brad Carter, Event Coordinator

"The original location I had picked to have the 811 Run fell through after many weeks in discussion with park officials. I had to find another park location to hold the 811 Run and it had to be done quickly. We were already in the month of June! When I found out we could hold the run at the new location, I signed the contract the same day. This is not a mistake I will relive the next year."

Appendix 1

Date/Year	State	Sponsors	Coordinators	Contact Information
2013-03	Florida	Florida Public Utilities, Infrastructure Resources, MGH, Rhino Marking Protection Systems, Sunshine 811, Verizon	Whitney Nestead	wnefstead@rhinomarkers.com
2013-08	Kansas	Baker/Peterson, Enertech, Paradigm, Southern Star Central Gas Pipeline, TransCanada	Brad Carter	Brad.Carter@sscgp.com
2013-08	Minnesota	Alliant Energy, CenterPoint Energy, CenturyLink, Gopher State One Call, Infrastructure Resources, Koch Pipeline, MEA, Michels Corporation, MUCA, Northern Natural Gas, One Call Concepts, Q3 Contracting, Rhino Marking Protection Systems, Touchstone Energy Cooperatives, TransCanada, Xcel Energy	Whitney Nestead	wnefstead@rhinomarkers.com
2013-08	Mississippi	Mississippi 811	Miriam Grammar	office@ms811.org
2013-08	North Carolina	CenturyLink, Gabe's Construction, NTDPC, North Carolina 811, USIC, Verizon	Andrea Stainback	Andrea.J.Stainback@centurylink.com

Appendix 2

Use the provided PowerPoint presentation to assist your efforts in explaining the run.

Appendix 3

Use the provided Project Tracking Tool Chart to assist your efforts in preparing for the run.