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Safe Digging Month

April 1 – April 30, 2021



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INTRODUCTION

Safe Digging Month is an awareness initiative sponsored by Pennsylvania 811 for the month of April. Traditionally outdoor projects start in the spring. Pennsylvania 811 Safe Digging Month serves as a reminder to all excavators and homeowners to call 811 at least three business days before you dig, so that the approximate location of their underground utility lines can be identified and marked by facility owners. The call before you dig process helps to prevent injuries, property damage, and inconvenient utility outages.

Safe Digging is a shared responsibility among excavators, homeowners, and facility owners. The Common Ground Alliance (CGA), a member-driven association committed to raising the public's awareness of underground safety, conducted a recent survey where approximately four in ten homeowners stated that they plan to dig on their property this year for an outdoor home or property improvement project. Of those homeowners who plan to dig, forty-five percent **did not plan** to call 811 before they dig. Two-thirds of homeowners believe they would not hit an unmarked underground utility line or cause a service outage if they dug without calling 811; however, the survey also revealed that **every three minutes an underground line is damaged**, and in 2019, the costs of damages to buried utilities in the U.S. was estimated at **\$30 billion**.

What can you do to promote Pennsylvania 811 Safe Digging Month? As underground stakeholders, you can promote Pennsylvania 811 Safe Digging Month by posting 811-safety information on your social media pages and website. In addition, you can also publish articles in your company's newsletters and bulletins to get the message out to homeowners.

Municipalities can also assist in promoting Pennsylvania 811 Safe Digging Month within their communities. Many municipalities and fire companies will place an 811-safety message on their community marquees to inform the public of Pennsylvania 811 Safe Digging Month. In addition, some local municipalities, counties and the state will also issue a Proclamation or Resolution declaring that April is Pennsylvania 811 Safe Digging Month.

Help Pennsylvania 811 spread this valuable safety message. You can receive information about April Pennsylvania 811 Safe Digging Month by contacting a Damage Prevention Liaison at www.pa1call.org/liaisons.



2021 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

OUTREACH METHODS

Pennsylvania 811 is asking for your help. We want community leaders, safety ambassadors, and anyone involved with underground utilities or construction, to support us by promoting safe digging this year. You can choose one, or mix and match assorted methods to promote safe digging within your community, or across your service area. We have listed a few samples of how you can raise awareness.

Marquee message	Press release	Bill stuffer	Proclamation
Website	Newsletter article	Online invoices	Resolution
Social Media channels	Quarterly bulletins		Letter of Support

STRATEGY AND EXECUTION

1. Request the communication plan, artwork, logo and templates from one of our Damage Prevention Liaisons at www.pa1call.org/liaisons.
2. Decide which outreach methods work best for your organization
3. Determine who will be assigned responsibilities to launch your outreach initiative
4. Develop a timeline to complete tasks before the kickoff on April 1st
5. Report your outreach efforts to contact@pa1call.org. Show us your promotions by sending a photo or two of your successes. We will give you recognition on our social media pages. Do not forget to add your company contact info and a way to communicate with you should we need additional information.



WRITTEN COMMUNICATIONS

To make it easier when writing content for a press release, article or social media messaging, we have included prevalent information to include with your communications.

- Pennsylvania One Call System, Inc. *dba* Pennsylvania 811
- Pennsylvania 811 website is www.pa1call.org
- PA Act 287 of 1974, as amended *or* PA Act 287, as amended *or* Pennsylvania Underground Utility Line Protection Law (PA UULPL)
- Call 811 at least **three business days** before digging
- Online locate request at least **three business days** before digging www.pa1call.org (locate request)
- The service is free to any homeowner working on their residential property
- A small fee applies for professional contractors per calendar year for unlimited use of the service
- Pennsylvania 811 does not locate underground lines
- A tolerance zone is the horizontal space within eighteen inches of the outside wall or edge of a line or facility
- Within the tolerance zone you must employ prudent techniques, which may include hand-dug test holes or vacuum excavation
- The Pennsylvania Public Utility Commission (PA PUC) is the enforcement authority of PA Act 287 of 1974, as amended www.puc.pa.gov/pipeline/pa-one-call/

NATIONAL DAMAGE DATA

SOURCE: Common Ground Alliance (CGA), 2019 Damage Information Reporting Tool (DIRT), Release 10/2020

- Damages are on the rise. The number of damage reports nationally are reaching an all-time high.
- The estimate of total damages in the U.S. increased 45% year-over-year to 532,000, mirroring a 4.5% increase in damages per million dollars of construction spending. Interestingly, the number of transmissions per every construction dollar spent rose in 2019—a potential indicator of stress on the damage prevention system.
- For 2019 alone, the societal costs of damages to buried utilities in the U.S. estimated at \$30 billion. This estimate accounts for direct costs (facility repair) and indirect costs (property damage, medical bills, and businesses unable to operate, etc.).
- All stakeholders have a clear interest in reducing damages to buried utilities as a means of reducing these enormous societal costs.

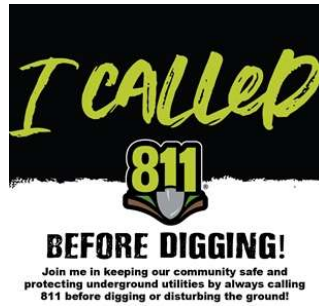
2021 “PENNSYLVANIA 811 SAFE DIGGING MONTH” COMMUNICATIONS PLAN

ARTWORK AND LOGO

The logo and artwork are available by contacting one of our Damage Prevention Liaisons at www.pa1call.org/liaisons.



2021 Safe Digging Month



2021 811 Before Digging



Safe Digging Partner Logo

PROCLAMATIONS, RESOLUTIONS AND LETTERS OF SUPPORT

Templates are available, for any of the following means of recognition, and if we receive it before the end of April 2021, we will post it on our social media channels. You may request a template from one of our Damage Prevention Liaisons at www.pa1call.org/liaisons.

- A **proclamation** is a ceremonial document issued by Commissioners or Council to commemorate a specific time (day, week or month) for raising awareness about local efforts.
- A **resolution** is a ceremonial document that generally commends an organization for service to the community for a particular accomplishment.
- A **letter of support** offers recognition in collaboration with a business or organization's public awareness outreach efforts.

The templates are available as a Microsoft Word document. You may fill in the green areas, or edit the document to change the font color, style and type to your preference.

[illegible]

Proclamation

[illegible]

Resolution

[illegible]

Letter of Support



2021 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

SOCIAL MEDIA

To optimize your message on your social media channels—Facebook, Twitter, Instagram, LinkedIn—you may want to use hashtags or snippets.

SOCIAL MEDIA HASHTAGS

#SafeDiggingMonth

#NSDM

#811beforeyoudig

#Pennsylvania811

SOCIAL MEDIA SNIPPETS

Call 811 at least three business days before digging.

Call 811 before you dig.

It's the law! Call 811 before you dig.

We support April as @Pennsylvania811 Safe Digging Month!

Do your part Call 811 before you dig! Keep your community safe.

The call before you dig process helps to prevent injuries, property damage, and inconvenient utility outages.

Safe Digging is a shared responsibility! Call 811 before you dig.

EDUCATIONAL OPPORTUNITIES

Education is available through a number of resources.

After the Coronavirus (COVID-19) pandemic is over, our face-to-face meetings, presentations and programs will resume. At present, we offer online webinars and webcasts, as well as participate in private meetings, coordination committee meetings, and preconstruction meetings.

Online learning

www.pa1call.org/events

Direct Contact

www.pa1call.org/liaisons

Teams Meeting

www.pa1call.org/liaisons

Law Resources

www.pa1call.org/palaw

YouTube Channel

www.pa1call.org/videos

Social Media

www.Facebook.com

(Pennsylvania811)

www.Twitter.com

(Pennsylvania811)

Resource Library

www.pa1call.org/resources

If you have a question, you may visit our Damage Prevention Liaison webpage at www.pa1call.org/liaisons to contact someone from the Education Team. The web page lists each liaison by region, email address and telephone number.