

FOUNDATION



TWO THOUSAND NINETEEN

NEWSLETTER



USA North 811 Statistics

811 Online

The expansion of our Web Operations team has catapulted our 2019 goal acquisition. We entered 2019 with a year-end goal of 77% online ticket submission and have accomplished 78.8% year to date. Professional contactors are shifting the status quo by leading online ticket submissions and challenging the slogan “call before you dig”.

Web Percentage

Contractor vs Member



Tickets

Through the end of November, USA North 811 has processed a record-high 1,659,687 tickets and averaging 150,000 each month. Although we are receiving a historical amount of tickets, 78.8% of them are being created through the E-Ticket and 811Express.com online platforms.

Calls

This year we have received a total of 303,345 calls, which has been trending down over the last few years since switching over to the Norfield Development Partners platform that our 811 Ticketing system is built on.

Record Days/Months

In 2019, USA North 811 shattered all of the daily and monthly ticket records from our 44-year history. For example, the top 10 records for ‘Most Tickets in One Day’ are all from 2019. This also holds true for the top 5 records for ‘Most Tickets in One Month’, all taking place in 2019.

24/7

After a year-long pilot program, the USA North 811 Board of Directors voted in favor of permanently making the center hours of operation 24/7. The Common Ground Alliance Best Practices Guide acknowledges the benefits of having 811 centers available 24/7 as well.

USA NORTH 811

YEAR TO DATE STATS

TWO THOUSAND NINETEEN

TOTAL TICKETS

1,659,687

CENTER TICKETS

353,419

WEB TICKETS

1,306,268

WEB TICKET %

79%

TOTAL CALLS

303,345

ENGLISH CALLS

296,646

NON ENGLISH CALLS

6,699

TOTAL MEMBERS

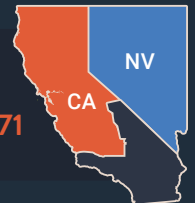
1,529 CA - 1,323
NV - 206

TOTAL POPULATION SERVED

20M CA - 17 M
NV - 3 M

TICKETS BY STATE

CA: 1,520,571
NV: 139,116



TWO THOUSAND NINETEEN

2019



DIG SAFE BOARD

Dig Safe Board in California

The California Underground Facilities Safe Excavation Board (Dig Safe Board) has been active since 2016, but as of July 1st, 2020 they will have the ability to enforce the provisions of CA government code 4216. The Board is made up of nine members appointed by the Governor and Legislature. Members are charged with overseeing the safety of excavations around buried utilities by coordinating education and outreach efforts, investigating accidents to determine their causes, setting standards for safe excavation, and ensuring that safe excavation laws are followed. More information on the Dig Safe Board can be found on their website at <https://digsafe.fire.ca.gov/>.

The letter below has been provided by the Dig Safe Board to provide some important information about law changes taking effect in the near future:

New Excavation Safety Regulations in California Take Effect in 2020

By Kerstin Lock Tomlinson

The new year will bring changes to excavation safety law in California, when a series of Dig Safe Board regulations take effect. The changes tackle everything from contact information, damage reporting, and enforcement to power tool use in the tolerance zone, electronic positive response, and areas of continual excavation. A brief overview of each of these changes is outlined below:

Mandatory Damage Reporting

Starting April 1, 2020, California excavators will be required to report the following damages to the Dig Safe Board no later than two hours after knowledge of damage:

- damages to any natural gas or hazardous liquid facility,
- damages to any high priority facility, and
- damages that result in injuries requiring medical treatment or death.

Notifications will be made through the one-call centers via an online form, mobile application, or phone.

Electronic Positive Response

Starting January 1, 2021, all operators in California will be required to use electronic positive response to better communicate locate and mark activities. The Board is currently working on a new set of regulations that will allow facility owners with good cause to apply for an extension of up to one year to become compliant. Draft regulations were presented at the Board's December meeting, with the Board beginning to accept extension applications in summer.

Power Tools in the Tolerance Zone

Starting July 1, 2020, excavators will be allowed to use clay spades in the tolerance zone to determine the exact location of an underground facility in California. The Board's upcoming regulations define the tool specifications and conditions that excavators must follow without requiring prior confirmation from the operators. If the available methods for confirming a facility's location don't work, the excavator and operator must discuss and agree to the appropriate way to safely proceed.

Area of Continual Excavation

Starting July 1, 2020, California farmers and specific flood control operations will have the option to request a year-long "Area of Continual Excavation" ticket through the one-call centers. If the ticket prompts an onsite meeting, operators are required to meet with the farmer or flood control district to discuss and agree how to safely operate over the line. Both the excavator and operator will need to send a knowledgeable representative to the meeting and complete an agreement form.

Valid Contact Information

In 2020, all one-call center members in California will be required to maintain valid and current contact information, including a valid name, phone number, and email address of an individual or business unit that can reach a person authorized to respond to questions about determining the location of an underground facility. Similarly, excavators will be required to maintain accurate information for the duration of their tickets.

To review the full regulation text and requirements, head to the Dig Safe Board's website: <http://digsafe.fire.ca.gov>.

Member Services

In September, the Member Services Department launched the Member Portal to provide a user-friendly experience for member maintenance. The online portal should be used to update company information on an annual basis and whenever changes occur. With the help of the new member portal, Nick and Nathan have partnered with our members to ensure that service area mapping, contact lists, and membership details are up to date. Members are invited to visit the portal here: (https://811memberportal.com/users/sign_in) to verify information. For questions about upcoming policy changes and service area/contact updates, please refer to Nick White or Nathan Oliver for your membership needs at MemberServices@usanorth811.org.

- Please note that in California, the Dig Safe Board has recently proposed a regulation that would require all underground facility operators to maintain current contact information with their respective regional notification center(s) (USA North 811 and DigAlert): https://osfm.fire.ca.gov/media/10035/_text.pdf



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Electronic Positive Response

California Assembly Bill 1166 was signed by Governor Newsom on October 2nd, 2019 requiring all operators of subsurface installations, from January 1st, 2021 onward, to participate in the electronic positive response systems.

Electronic Positive Response (+Res or PosRes) is a system that encourages communication from member utility companies to USA North 811 notifying us of the status of the ticket or the method they chose to respond to a ticket. Excavation law in California and Nevada already requires that all utility members respond to every request they receive by either marking the site, notifying the excavator that the site is clear of their facilities, or providing information to the excavator regarding the location of the facilities (maps, drawings, etc). Electronic Positive Response goes one step further by allowing the utility member to then notify USA North 811 how they chose to respond to the ticket. USA North 811 will then publish these responses online, allowing contractors, excavators, and homeowners in California and Nevada the ability to check the status of responses to their ticket request online 24/7. The state of Nevada is also pursuing the legislative process to mandate electronic positive response. To learn more about using Electronic Positive Response, please visit <https://usanorth811.org/positive-response>.

New Phone System

To streamline ticket intake and provide callers with the best customer service experience, USA North 811 has implemented a new phone system from Nice InContact. The capabilities of the new system offer robust features that will be rolling out over the coming months, including customer callback, SMS ticket receipts, automated ticket renewals, web chat, and customer satisfaction surveys. The system provides pertinent information to callers about the 811 process to alleviate frustration from commonly asked questions before reaching a Damage Prevention Specialist. The extension of avenues to renew, create, and revise tickets was implemented to bolster customer service and ease

the call experience for infrequent and first time callers. We appreciate the willingness of those already experienced in the 811 process to utilize the online ticket platforms to help keep the lines available for emergencies, no response calls, and the less experienced callers.

Ticket Size Changes

A study conducted by the Common Ground Alliance (CGA) found that the larger the location description and mapping area on tickets, the higher the probability of utility damage. To mitigate these odds, USA North 811, DigAlert and the safe excavation community have come together to revise their ticket size policies. The new policy will limit the location and mapping size on tickets to preserve public safety, prevent delays on jobs, and further standardize the ticket format in California. This policy is expected to be released in early 2020, and could include some of the following size parameters:

- Maximum distance of .5 mile broken up at intersections
- Maximum distance of 2 miles on freeways and railroad tracks
- One street per ticket (street name changes midway through would be exempt)
- Limitations on intermittent locations, tickets that cross county lines, and bounded areas

Municipalities & Solar Permits

Coming soon to California, Assembly Bill 754 will mandate permitting entities (e.g. cities, counties & state agencies) to include a notice about the 811 notification requirement on permits for solar installation.



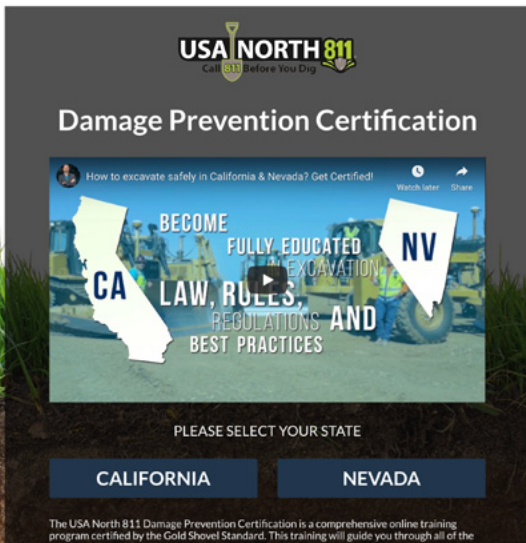
Bryan Harris

bryan.harris@usanorth811.org

925-222-6514

Free Online Certification for California and Nevada

In September of this year, USA North 811 launched a free online training course to all utility members and excavators within California and Nevada. **The Damage Prevention Academy**, available in either English or Spanish, allows users to learn at their own pace and is compatible with mobile devices in addition to desktops. The training material contains everything there is to know about the respective state laws regarding safe excavation, industry best practices as put forth by the Common Ground Alliance, and the 811 process. Upon completion of the multiple-choice test with a score of 80% or better, the learner will be issued a Gold Shovel Standard certification that is valid for one year. So far, after a soft rollout of the platform, the Damage Prevention Academy has over 475 users and more than 200 completed tests. A big part of USA North 811's education efforts in 2020 will be promoting the Damage Prevention Academy in every corner of our service area.



811 Safety Presentations

USA North 811 expanded its proactive education approach with the creation of the Outreach Specialist position. This position will educate professional contractors, utility members, and the public on California and Nevada excavation laws, national best practices, and the 811 safe digging process. We are pleased to introduce the newest member of the Marketing & Education team, Bryan Harris. You can get in touch with Bryan via email or phone to request a live presentation at your organization, otherwise be on the lookout for email invites to safety events happening in your area.

Promotional Materials

In 2020, USA North 811 is again partnering with DigAlert to produce a single California Excavation Manual. We anticipate the manuals to be in stock in January. If you're interested in ordering manuals, decals for your fleet, or other promotional items, please contact Bryan to coordinate shipping. Email: bryan.harris@usanorth811.org Phone: 925-222-6514.



ONLINE OPTIONS

E-Ticket Program

The [E-Ticket program](#) allows you to submit any type of location request and is a great way to save time and money versus calling in your tickets. The Web Operations department is always available to help with any questions.

Online Instruction Videos

[Online instructional video library](#)

The video library provides a quick, detailed look on how to do renewals, remarks, bounded areas locations, and more!

For a cheat sheet on location types, you can visit <http://usanorth811.org/E-Ticket-Quick-Help>

811 Express

[811Express.com](#) is an easy to use platform for submitting all of your single address locations. There is no training required and it can be accessed from mobile or tablet devices. Keep in mind that this option is only for locations that are within a single address location listed in our database.

**For support with any online service,
please reach out to our Web Operations team**

925-222-6518

WebOperations@USANorth811.org



Marketing & Education

Rose Parade

USA North 811 helped support DigAlert's sponsorship of a float in the 130th Tournament of Roses Parade on January 1, 2019. Several other one-call centers also participated and funded this nationally televised campaign that is seen by over 40M viewers. The 2019 float continued the streak of being honored with an award-winning design as well as received the 'Past Presidents Award'. The float was showcased on a handful of live broadcast interviews with 811 Spokesperson and Olympic Athlete, Cliff Meidl, who survived an excavation accident that almost took his life.

World Ag Expo

USA North 811 continued to exhibit at the World Ag Expo in Tulare, California. The three-day event had over 100K attendees and is one of the largest outdoor exhibition spaces in the nation. Ryan White, Managing Director of USA North 811, had three live television interviews which showcased our Call 811 'Air Cannon-Cornhole' booth space. Click [here](#) to see one of the interviews. We would also like to recognize [West Valley Construction](#) for supporting this activation by providing a mini-backhoe at our booth.

MLB Oakland Athletics Foul Pole Signs

USA North 811 partnered with the Major League Baseball team Oakland Athletics for the 2019 season. Together we produced the 'foul pole shovels'; two signs below the foul poles in the outfield to replicate giant shovels that appeared to be "digging" into the warning track of right and left fields. The campaign had a media value of \$617,355 and was on-air for more than 4 hours of broadcast television, including postseason play. The Foul Pole campaign with the Oakland A's ball club will continue through the 2022 MLB season. Click to see [video](#).

Oakland Athletics Call 811 Bobble-head

The foul pole partnership was expanded to celebrate the last home game of the regular season with a special bobble-head giveaway to those in attendance. Each bobble-head featured centerfielder Ramon 'Laser' Laureano with the 'Call 811' safety message along the base of the figurine as well as each side of the branded packaging. The event produced one of the largest giveaways in Oakland A's history in pure volume with 35,000 bobble-heads making their way into the hands of the fans, while the overall attendance for the day was more than 38,000.





Nevada Regional Common Ground Alliance Locate Rodeo

USA North 811 partnered with the [Nevada Regional Common Ground Alliance](#) who hosted the 3rd Annual Nevada Utility Locate Rodeo at UNLV on April 27th. The event showcased Nevada's utility locators in a competition that judged contestants on accuracy, time, and professionalism. Kevin Nutt, of Western States Contracting, was named Nevada's Top Utility Locator after winning the Rodeo.

NBC Triple Crown Campaign

USA North 811 continued its NBC Triple Crown Campaign at the Kentucky Derby and Preakness Stakes races in May 2019. The Call 811 message made it into the winner's circle at the Preakness Stakes for the 4th time aboard jockey Tyler Gaffalione, and put 811 in the national spotlight for over three minutes. This time on-air had a media purchase equivalency of \$1.45M. The campaign gathered 20 other organizations from the damage prevention industry, which garnered an estimated 25 million viewers on the NBC broadcast.



811 Day in Nevada

USA North 811 partnered with the [Nevada Regional Common Ground Alliance](#) on 811 Day (August 11, 2019) and hosted an outreach event at Cowabunga Bay in Henderson, Nevada. The event allowed attendees to use a special 811 promo code to receive tickets to the water park for only \$8.11. The day was a huge success and educated thousands of attendees about the Call 811 safety message. Click [here](#) to see the recap video.



Please see the below articles from the Regional Common Ground Alliance partners in California and Nevada.

CARCGA Update

The following letter was provided by our partners, the California Regional Common Ground Alliance.

For many years, representatives of stakeholders from California's excavation community, including excavators, subsurface facility owners/operators, both one-call centers and regulators frequently met to identify and discuss issues impacting excavation activities. The primary objective of these difficult discussions always centered on finding mutual agreements, from among the often inherently conflicting positions, by establishing trust and understanding among the participating stakeholders. After being referred to by various names, and generally operating in an informal manner, beginning in 2016, the stakeholder group - along with its structure, operations, and objectives - was formalized and incorporated as the California Regional Common Ground Alliance (CARCGA).

CARCGA is now a 501(c)(6) non-profit mutual benefit corporation which, as a regional partner of the national Common Ground Alliance based in Alexandria, Virginia, promotes effective underground damage prevention practices in California. Incorporation enables CARCGA to collect and expend funds towards furthering its safety objectives. The structure also enables CARCGA to better coordinate the important work of its sub-committees which seek to develop and implement best practice in excavation activities. CARCGA sub-committees consist of:

- **Legislative & Regulatory** – Encourages and tracks legislation that affects the facility owners and the excavating community.
- **Education & Marketing** – Promotes membership in the CARCGA and educates the facility owners and excavating community about damage prevention.
- **Subsurface Safety & Incident Prevention** – Examines excavating best practices for recommendations for safe digging

CARCGA is recognized as the premier underground damage

prevention organization in California. CARCGA advocates for improved industry standards, fairness in the enforcement process and effective education which allows all in the excavation community to be aware of regulations and best practices for complying with California's One-Call Law (Government Code Section 4216). More recently, the Underground Facilities Safe Excavation Board (aka the Safe Dig Board) has sought advice and assistance of CARCGA for legislative development and amendments to current and pending regulations

The work of CARCGA members is clearly having positive impact on helping define and shape California's future regarding safe excavation practices, regulations and enforcement. However, for CARCGA to continue improving its work, it is essential that additional stakeholders - especially those from entities operating water, telecommunications and railroad facilities, as well as municipalities and which are now under-represented in CARCGA – join CARCGA. Input from new members would better inform CARCGA of issues of concern to all stakeholders and, in turn, enable CARCGA better advocate for excavation practices that assure safety at optimum costs. So please join CARCGA today as an Associate or Stakeholder Member.

Associate Members support the purpose and activities and can participate in CARCGA committees but cannot vote, serve on the Board of Directors, or serve as a Chair or Vice-Chair of a committee. There is no cost to become an Associate Member. Stakeholder Members can vote, be elected to serve on the CARCGA Board, and can be designated as Chair or Vice-Chair of any committee. Dues for Stakeholder Members are \$100 per year per company.

As always, all CARCGA members remain dedicated to reducing damages and injuries, ensuring public safety, environmental protection, and the integrity of services from subsurface facilities relied on by Californians. We look forward to welcoming you and/or your organization as a new CARCGA member and sharing your experience and concerns towards assisting CARCGA become an even stronger safety advocate. For more information please email: info@carcga.org.

NRCGA Update

The following letter was provided by our partners, the Nevada Regional Common Ground Alliance.

Waterslides, rodeos and baseball probably don't immediately bring to mind the 811 Call Before You Dig message, but to the Nevada Regional Common Ground Alliance, they are a perfect fit.

The mission of the NRCGA is to promote 811 and prevent damage to underground utilities in Nevada through outreach to excavators, utility line locators, and homeowners. That's where the waterslides, rodeos and baseball come in to play.

NRCGA members donate hundreds of volunteer outreach hours each year to get the message out about 811 through events such as the NRCGA Utility Locate Rodeo, 811 Day, and Reno Aces sponsorship.

Our members come from utilities, excavation companies, and engineering firms, to name a few. Membership is open to anyone in Nevada interested in promoting safe excavation practices. For more information about the NRCGA, visit our website www.nrcga.org.



Each year, the NRCGA and partners, USA North 811, NV Energy and Southwest Gas, promote 811 in Northern Nevada through a sponsorship of the Reno Aces. This sponsorship includes exposure to over 350,000 fans through the videoboard, LED ribbon and PA reads.



On August 11, 2019, the NRCGA, in partnership with Cowabunga Bay waterpark in Las Vegas, hosted an 811 Day community event packed with 2,903 guests. Twenty-seven percent of those guests pre-purchased tickets online using a special 811 promotion code and paid only \$8.11 per ticket! The guests thoroughly enjoyed all the free 811 swag donated by the NRCGA and sponsors, including Southwest Gas, ELM, USIC, NV Energy, USA North 811, and RP Weddell. Guests who provided proof of purchasing the tickets with the 811 day promo code received a free beach towel. Additional swag included sun glasses, sun screen, pop sockets, and cooling bandanas. Volunteers from each sponsor signed up to hand out swag and educate the guests about 811 and safe digging.



The NRCGA Utility Locate Rodeo is an annual competition that showcases the utility line locating profession. The knowledge and skill utilized by line locators are important factors in underground damage prevention and in keeping our community safe. Locators from across Nevada compete in three divisions: gas, electric and telecommunications. The University of Nevada, Las Vegas, graciously donated campus lawn space for the competition to take place. Each division competition area consisted of two "wheels," with each competitor using his locating know-how to most accurately locate an underground gas, electric or telecommunication utility buried underneath each wheel. The competitors are given 12 minutes to find the buried utility, measure its location in proximity to wheel spokes, and report those measurement to scorekeepers. The most accurate locator wins.

Regional Partners

Want to get involved?

Join our Regional Common Ground Alliance partners in California and Nevada to share damage prevention strategies:

California Regional
Common Ground Alliance

carcga.org

Nevada Regional
Common Ground Alliance

nrcga.org

National
Common Ground Alliance

commongroundalliance.com