



USA North 811 Updates

April 14-15, 2025

Presented by:

USA North 811 – James Wingate

Outreach Updates

USA North 811 wrapped up its 2024 S.A.F.E. (Safety Awareness for Excavators) presentation schedule by hosting presentations in Auburn on October 9th (pictured to the right) and Eureka, CA on November 20th.

These public presentations educate excavators on the 811 process, excavation laws, and managing 811 tickets online. A total of 491 excavators attended our 21 S.A.F.E. presentations in person throughout California in 2024.



Outreach (continued)

Education Coordinators Dulze White and Chris Botting delivered an 811 presentation entirely in Spanish for Spanish-speaking excavators on December 4th and 5th for Browning Contractors. This initiative reflects our commitment to expanding Spanish-language resources for excavators in our service area.



Outreach (continued)



On February 28th, USA North 811 hosted a table at Taber Drilling’s open house in Capay, CA. The event introduced geology students to the tools, equipment, and excavation process they’ll use in the field, including excavation equipment, soil sampling techniques, and the importance of contacting 811 before excavation.

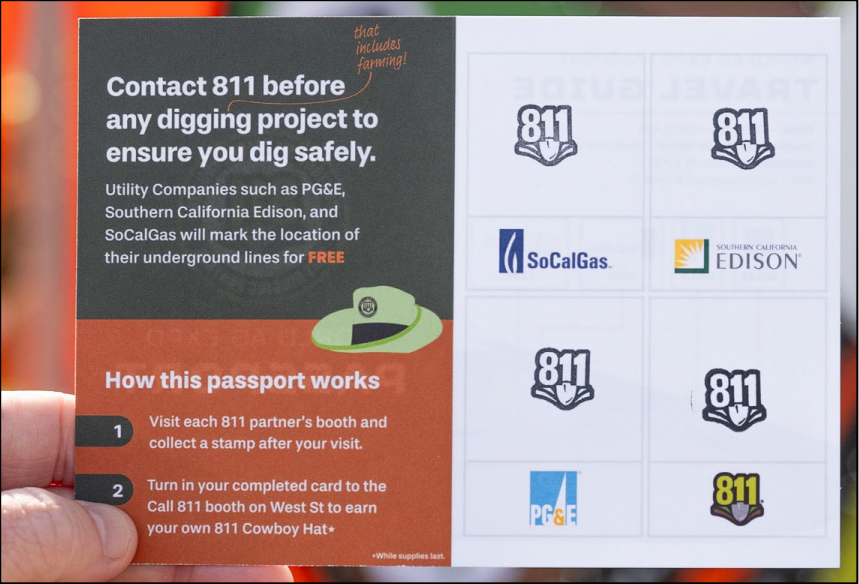
USA North 811 staff provided training about the 811 process and education materials to the 120 students in attendance.

Outreach (continued)

USA North 811 hosted a booth at the World Ag Expo in Tulare, CA on February 11th, 12th, and 13th. The World Ag Expo is the largest agricultural expo in the world and attracts farmers, excavators, and homeowners to the event. Attendees could visit the “Call 811” booth to spin our 7’ prize wheel or shoot our t-shirt cannon to win prizes, like the famous 811 foam cowboy hat. The World Ag Expo consistently has over 100,000 attendees each year.



Outreach (continued)



USA North 811 partnered with Pacific Gas & Electric, Southern California Edison, and SoCalGas to bring increased awareness to the 811 safety message. Attendees were asked to complete an 811 passport by collecting a stamp at each utility operator's booth. These completed passports could then be turned in at the "Call 811" booth to spin the prize wheel for a chance to win an 811 Cowboy Hat. USA North 811 collected 2,084 completed passports during the expo.

Completed Passports

- Day 1: 583
- Day 2: 715
- Day 3: 786



Outreach (continued)



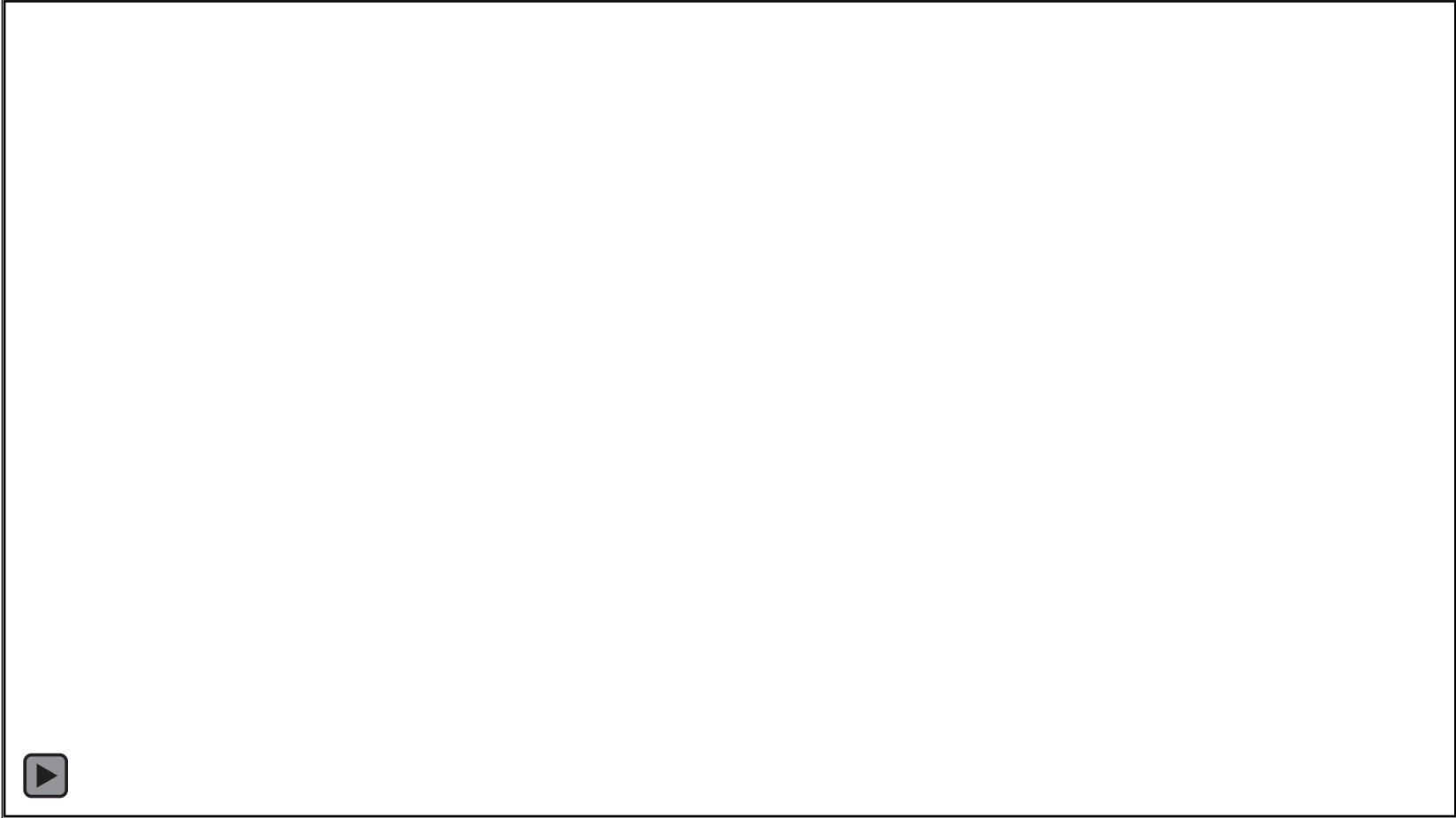
During the World Ag Expo, USA North 811 was able to secure three TV interview segments on CBS47, KSEE24, and KBAK. Collin Miyadi and Matt Dodd spoke about the importance of the 811 service for homeowners, excavators, and farmers in the Central Valley.

Outreach (continued)

USA North 811 teamed up with Univision to promote 811 awareness in Spanish through targeted TV ads in the San Francisco market and digital campaigns across California and Nevada.

The campaign period ran from 12/12/24 – 1/12/25 and garnered over 2 million impressions.

This video clip is an excerpt of our advertisement on the evening news.



Outreach (continued)

Through an ongoing partnership with OutFront Media, digital billboards in Sacramento and Berkeley are spreading vital awareness about the free 811 safety service, ensuring communities stay informed and protected.




8.04 sec.

CA-BER14 - OBN1001 2024.12.09 11:08:06 AM

Contract: 4029191

Berkeley
BER14
OBN1001

12/9/2024 11:08:13 am S: 3




8.01 sec.

CA-BER41 - COR1002 2024.12.09 11:07:59 AM

Contract: 4029191

Berkeley
BER41
COR1002

12/9/2024 11:08:06 am S: 1



8.02 sec.

CA-BER53 - OFI1009 2024.12.09 11:07:39 AM


Contract: 4029191

Berkeley
BER53
OFI1009

12/9/2024 11:07:47 am S: 3

Outreach (continued)

USA North 811 hosted public webinars that discussed the law changes in California and Nevada. We hosted 3 webinar sessions for each state (6 total) on December 5th, 12th & 19th, allowing excavators and operators to learn about changes to excavation laws and regulations. California webinars total attendees: 1,009. Nevada total attendees: 137.

Matt Dodd

LAW CHANGE SUMMARY

- All changes go into effect on January 1st, 2025
- Clarifying the term “respond/response” for the operator
- Excavation may begin when responses are in
- Vacuum objections required on EPR
- One day rule for undiscovered utilities
- Update to damages
- Local agencies and fees
- Approximate location defined

Outreach (continued)



USA North 811 started its 2025 S.A.F.E. presentation schedule in Redding on January 16th and Sacramento (pictured above) on January 23rd. Dulze White, our newest addition to the M&E department, provided the training to a total of 112 people. As of March 11th, USA North has hosted 5 S.A.F.E. presentations in Sacramento, Redding, San Jose, Santa Rosa, and Concord.

Outreach (continued)

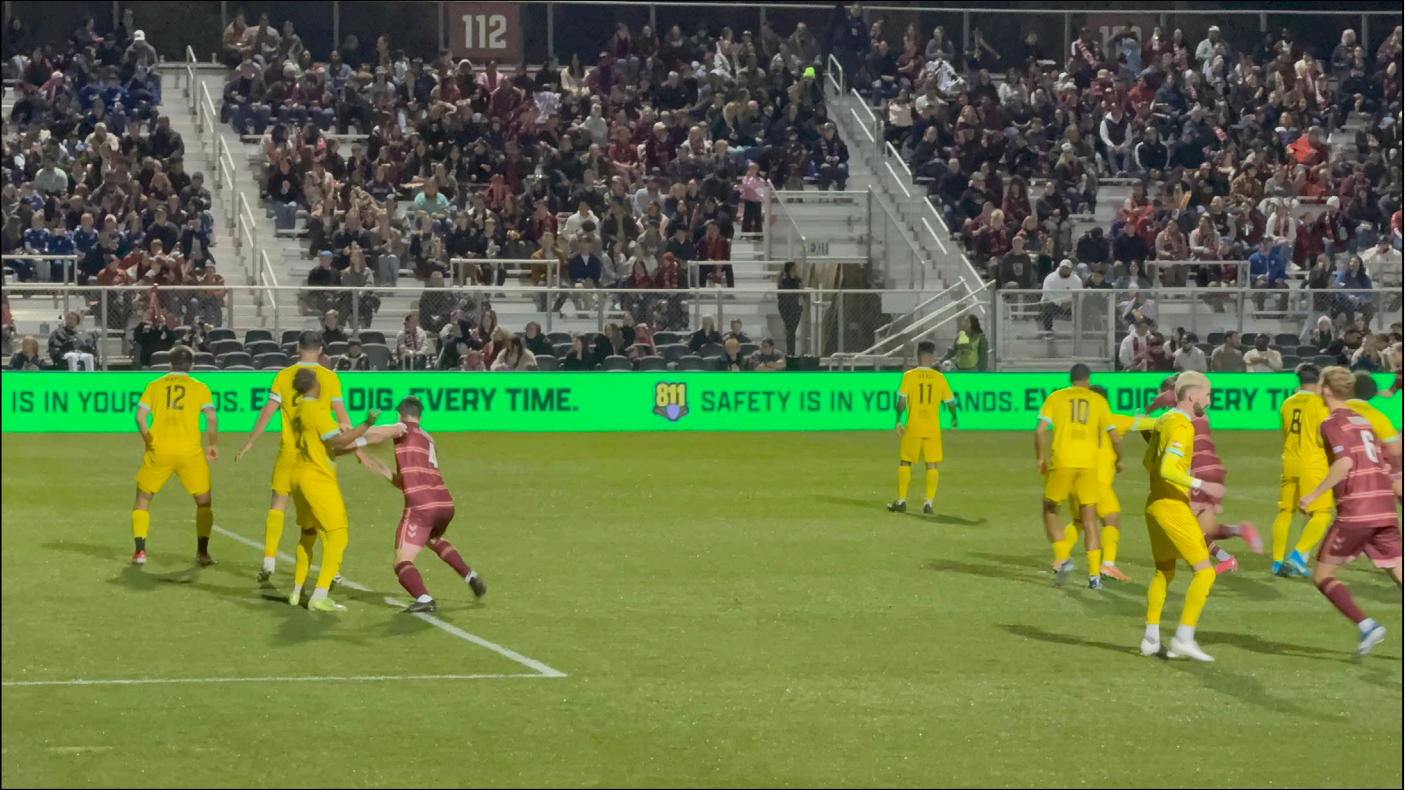


As part of a two-year agreement with the San Jose Earthquakes, USA North 811 hosted a booth in the fan zone at PayPal Park, also known as “The Epicenter” on February 22nd and March 8th. Fans interacted with our booth by spinning our prize wheel and learning more about the benefits of calling 811 before any digging project.

Outreach (continued)



USA North 811 also hosted a booth at Heart Health Park, home field for the Sacramento Republic on March 8th. Fans learned more about the 811 service and how it can keep them safe during any digging project. Advertisements for 811 are also displayed during all home games, with an 811 PSA at the 8 minute 11 second mark of the match during each home game.



Outreach (continued)

811 PRO

Training Courses | 811 Pro Toolboxes | Stories from the Field | Talk to an 811 Pro | **What is 811?**

LEARN IN 360°
VIRTUAL JOBSITE

START OUR FREE PROFESSIONAL CONTRACTOR COURSE TO

BECOME AN 811 PRO

[Get Started](#)

[LOGIN](#)

811 PRO Tim Kennedy
Special Forces Sniper, former MMA fighter, founder of Sheepdog Response, and TV host

Safety and preparedness saves lives. Tim Kennedy knows this from experience. After serving our country as a Green Beret and fighting professionally in MMA for 15 years, Tim founded a company that offers personal defense training. He knows the importance of proper planning and training to safely get the job done. Tim has also hosted popular TV shows on the History Channel and the Discovery Channel.

Online training counts 2024

811 Pro Online Education Course				
Course	State	Language	Course Completions	Incomplete Courses
811 Pro	CA	English	667	841
811 Pro	CA	Spanish	41	47
811 Pro	NV	English	182	127
811 Pro	NV	Spanish	-	1
Total			890	1,016

Outreach (continued)

In Person Training Events 2024

2/8/24	Public Presentation	Santa Rosa SAFE	Santa Rosa, CA	30
2/22/24	Public Presentation	San Jose SAFE	San Jose, CA	16
2/28/24	Direct Presentation	Landscape Association Safety Day	Reno, NV	28
3/6/24	Direct Presentation	George Reed Inc.	Modesto, CA	30
3/7/24	Public Presentation	Fresno SAFE	Fresno, CA	32
3/7/24	Direct Presentation	Browning Contractors	Fresno, CA	40
3/13/24	Direct Presentation	L&D Construction	Webinar	30
3/21/24	Public Presentation	Concord SAFE	Concord, CA	26
4/2/24	Direct Presentation	Yosemite Springs Park Utility	Coarsegold, CA	8
4/10/24	Public Presentation	Salinas SAFE	Salinas, CA	6
4/11/24	Public Presentation	Santa Cruz SAFE	Santa Cruz, CA	30
4/22/24	Public Presentation	Paradigm Presentation	Lodi, CA	22
4/23/24	Public Presentation	Paradigm Presentation	Fairfield, CA	7
4/24/24	Public Presentation	Paradigm Presentation	Concord, CA	27
4/25/24	Public Presentation	Suisun SAFE	Suisun City, CA	9
4/29/24	Public Presentation	Paradigm Presentation	Coalinga, CA	27
4/30/24	Public Presentation	Paradigm Presentation	Bakersfield, CA	42
5/2/24	Direct Presentation	Stacey & Whitbeck	Petaluma, CA	20
5/9/24	Direct Presentation	St. Francis Electric	San Leandro, CA	15
5/16/24	Direct Presentation	CSDS Locate Workshop	Fresno, CA	6
5/16/24	Direct Presentation	Nor Cal Backflow Preventors Assoc.	Antioch, CA	51
5/16/24	Public Presentation	Milpitas SAFE	Milpitas, CA	41
5/23/24	Public Presentation	San Francisco SAFE	San Francisco, CA	10
6/13/24	Public Presentation	Stockton SAFE	Stockton, CA	21
6/21/24	Direct Presentation	Marshall Brothers Enterprises	Livermore, CA	5
6/26/24	Public Presentation	Visalia SAFE	Visalia, CA	7
7/9/24	Direct Presentation	City of Reedley	Reedley, CA	40
7/10/24	Direct Presentation	EBMUD Milpitas	Milpitas, CA	21
7/25/24	Public Presentation	Mill Valley SAFE	Mill Valley, CA	4

7/30/24	Direct Presentation	EBMUD Oakland 1	Oakland, CA	95
7/31/24	Direct Presentation	EBMUD Oakland 2	Oakland, CA	40
8/1/24	Direct Presentation	EBMUD San Lorenzo	San Lorenzo, CA	34
8/8/24	Public Presentation	Oakland SAFE	Oakland, CA	14
8/20/24	Direct Presentation	Alvah Group UCS	S. San Francisco	45
8/22/24	Public Presentation	Bakersfield SAFE	Bakersfield	99
9/3/24	Direct Presentation	Alvah Group UCS	Foresthill	25
9/4/24	Direct Presentation	Alvah Group UCS	Clearlake	22
9/6/24	Direct Presentation	West Coast Fence Show	Reno	15
9/9/24	Direct Presentation	Modesto Irrigation District	Modesto	30
9/10/24	Direct Presentation	Alvah Group UCS	Chico	14
9/11/24	Public Presentation	Merced SAFE	Merced	9
9/12/24	Public Presentation	Modesto SAFE	Modesto	17
9/17/24	Direct Presentation	EBMUD Stockton	Stockton	20
9/18/24	Direct Presentation	EBMUD Valley Springs	Valley Springs	19
9/19/24	Public Presentation	S.L.O. SAFE	San Louis Obispo	12
9/19/24	Direct Presentation	3rd Thursday Safety Day	Auburn	25
9/24/24	Direct Presentation	Paradigm, NV	Reno	TBD
9/25/24	Direct Presentation	AT&T Safety Day	San Mateo	27
10/9/24	Public Presentation	Auburn SAFE	Auburn, CA	36
10/16/24	Direct Presentation	Northern Safety Day (CWEA)	Woodland, CA	19
10/24/24	Direct Presentation	Calaveras Telephone/Wuua Presentation	Copperopolis, CA	35
11/13/24	Direct Presentation	Stanford U. presentation	Stanford, CA	TBD
11/14/24	Direct Presentation	Stanford U. Presentation	Stanford, CA	TBD
11/20/24	Public Presentation	Eureka SAFE	Eureka, CA	21
11/21/24	Direct Presentation	CALSSA	Concord, CA	111
11/25/24	Direct Presentation	Katch Environmental	Fresno, CA	27
12/4/24	Direct Presentation	BCI (Browning Contractors)	Fresno, CA	44
12/5/24	Direct Presentation	BCI (Browning Contractors)	Fresno, CA	71
12/5/24	Public Presentation	California Excavation Law Update	Webinar	383
12/5/24	Public Presentation	Nevada Excavation Law Update	Webinar	64
12/10/24	Direct Presentation	Hathaway Dinwiddie	S. San Francisco	TBD
12/12/24	Public Presentation	California Excavation Law Update	Webinar	364
12/12/24	Public Presentation	Nevada Excavation Law Update	Webinar	46
12/19/24	Public Presentation	California Excavation Law Update	Webinar	262
12/19/24	Public Presentation	Nevada Excavation Law Update	Webinar	27
				2908

Outreach (continued)

Booth / Tabling Events 2024

/24	Tabling	PG&E Corrosion Safety Event	San Ramon, CA	N/A
/24	Tabling	PG&E Corrosion Safety Event	San Ramon, CA	N/A
/24	Expo	World Ag Expo	Tulare, CA	100,000
/24	Expo	World Ag Expo	Tulare, CA	100,000
/24	Expo	World Ag Expo	Tulare, CA	100,000
/24	Tabling	San Jose Earthquakes	San Jose, CA	18,000
/24	Tabling	San Jose Earthquakes	San Jose, CA	16,045
/24	Tabling	San Jose Earthquakes	San Jose, CA	16,109
/24	Event	Damage Prevention Sporting Clays Event	Las Vegas, NV	62
/24	Tabling	San Jose Earthquakes	San Jose, CA	14,232
/24	Tabling	San Jose Earthquakes	Santa Clara, CA	43,774
/24	Tabling	Dragados/Flatiron Joint venture Safety Day	Fresno, CA	50
/24	Tabling	San Jose Earthquakes	San Jose, CA	14,172
/24	Tabling	San Jose Earthquakes	San Jose, CA	13,744
/24	Tabling	San Jose Earthquakes	San Jose, CA	14,182
/24	Tabling	SJ Water Employee BBQ	San Jose, CA	N/A
/24	Tabling	San Jose Earthquakes	San Jose, CA	12,122
/24	Tabling	San Jose Earthquakes	Palo Alto, CA	40,844

08/27/24	Tabling	PG&E Safety Summit	San Ramon	70
08/28/24	Tabling	PG&E Safety Summit	San Ramon	70
08/29/24	Tabling	PG&E Safety Summit	San Ramon	70
08/31/24	Tabling	San Jose Earthquakes Game	San Jose	15,122
09/21/24	Tabling	San Jose Earthquakes Game	San Jose	15,112
10/02/24	Tabling	San Jose Earthquakes Game	San Jose	13,414
10/02/24	Tabling	CARCGA Safety Summit	Sacramento	113
10/03/24	Tabling	C.C. Water Safety Fair	Concord	N/A
10/05/24	Tabling	San Jose Earthquakes Game	San Jose	16,322
10/09/24	Tabling	Sacramento Republic	Sacramento, CA	8,988
10/12/24	Tabling	Fresno State Football	Fresno, CA	41,031
10/19/24	Tabling	NRCGA Locate Rodeo	Las Vegas, NV	N/A
10/23/24	Tabling	PG&E Safety Summit	San Ramon, CA	N/A
10/24/24	Tabling	PG&E Safety Summit	San Ramon, CA	N/A
10/26/24	Tabling	NUCA Backhoe Rodeo	Las Vegas, NV	N/A
10/26/24	Tabling	Modesto Touch-a-truck	Modesto, CA	2,500
10/26/24	Tabling	Fresno State Football	Fresno, CA	41,343
10/29/24	Tabling	PG&E Safety Summit	Roseville, CA	N/A
10/30/24	Tabling	PG&E Safety Summit	Roseville, CA	N/A
11/08/24	Tabling	NASCAR Championship Race	Phoenix, AZ	N/A
11/09/24	Tabling	NASCAR Championship Race	Phoenix, AZ	N/A
11/10/24	Tabling	NASCAR Championship Race	Phoenix, AZ	N/A
11/23/24	Tabling	Fresno State Football	Fresno, CA	39,543

Outreach (continued)

In Person Training Events as of 3/13/25

Date	Type of Event	Company/Event	City	Attendance
03/11/2025	Public Presentation	Concord SAFE	Concord	25
03/05/2025	Direct Presentation	City of Sacramento	Sacramento	110
02/27/2025	Direct Presentation	George Reed Inc.	Modesto	34
03/27/2025	Direct Presentation	City of Pleasanton/Fremont	Fremont	47
02/25/2025	Direct Presentation	East Bay Parks Central Safety Committee	Webinar	19
02/24/2025	Direct Presentation	Susanville Sanitary District/City of Susanville	Susanville	18
02/20/2025	Direct Presentation	PG&E	Lakehead	12
02/20/2025	Direct Presentation	PG&E Undergrounding electric proj	Angwin	5
02/20/2025	Direct Presentation	Pacific Gas and Electric	San Francisco	15
02/19/2025	Public Presentation	San Jose SAFE	San Jose	45
02/18/2025	Direct Presentation	Tutor-Perini (High Speed Rail)	Fresno	26
02/06/2025	Public Presentation	Santa Rosa SAFE	Santa Rosa	27
01/29/2025	Direct Presentation	Duncan Polytechnical (H.S.)	Fresno	43
01/14/2025	Direct Presentation	DeWolf Continuation High School	Fresno	45
01/23/2025	Public Presentation	Sacramento SAFE	Sacramento	76
01/22/2025	Direct Presentation	Stockton East Water District	Stockton	19
01/16/2025	Public Presentation	Redding SAFE	Redding	36
01/16/2025	Direct Presentation	Pacific Gas & Electric	Pioneer	11
				613

Outreach (continued)

Booth / Tabling Events as of 3/13/25

Date	Type of Event	Event Name	City	Attendance
03/08/2025	Public Outreach/Tabling	Sacramento Republic	Sacramento	11569
02/28/2025	Industry Tabling	Taber Drilling	Capay	120
03/08/2025	Public Outreach/Tabling	San Jose Earthquakes	San Jose	16102
02/11/2025	Public Outreach/Tabling	World Ag Expo - Day 1	Tulare	100000
02/12/2025	Public Outreach/Tabling	World Ag Expo - Day 2	Tulare	100000
02/13/2025	Public Outreach/Tabling	World Ag Expo - Day 3	Tulare	100000
02/22/2025	Public Outreach/Tabling	San Jose Earthquakes	San Jose	17432
01/31/2025	Public Outreach/Tabling	PG&E-Leak Survey Crew	San Ramon	N/A
01/30/2025	Industry Tabling	Pacific Gas and Electric	San Ramon	N/A