

California Underground Facilities Safe Excavation Board

February 9 - 10, 2026

Agenda Item No. 14 Information Item – Staff Report

SB 254 Awareness Campaign and Stakeholder Outreach

PRESENTER

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SUMMARY

At the Board’s November 2025 meeting, members and the public discussed the recent enactment of [Senate Bill \(SB\) 254](#) (SB 254) (2025), and the Board approved the 2026-2027 Workplan which includes statewide education and awareness activities related to the development of regulations for Planning and Design and Locator Workload Threshold. The Board’s Policy team and the appropriate Board Committees are conducting workshops and surveys to engage with affected stakeholder groups and to collect public comments. Based on these engagements and upcoming changes to the Dig Safe Act, the Board’s Education and Outreach team (E&O team) provides updates on recent outreach activities and recommends a four-phase SB 254 statewide education and outreach implementation plan.

STRATEGIC PLAN

2020 Strategic Plan Objective: Improve Compliance by Reaching Parties in Effective Ways

Strategic Activity: SB 254 Statewide Education and Outreach

BACKGROUND

Government Code section [4216.12\(b\)\(1\)](#) requires the Board to coordinate education and outreach activities that encourage safe excavation practices. [Board Policy B-04](#) outlines the Board’s commitment to “...a culture of continuous learning based on the development and free exchange of safety information.”

SB 254 became effective on September 19, 2025 and made immediate changes to the Dig Safe Act within section [4216.1](#).

In November 2025, the Board approved the 2026-2027 Workplan¹, including the Education and Outreach initiative to implement statewide education and outreach plans specifically addressing public engagement opportunities and new responsibilities to support the Board’s work to draft and adopt regulations for Planning and Design and Locator Workload Threshold by July 1, 2027.

¹ Underground Safety Board Business Meeting, November 9-10, 2025: [Item 04: 2026-2027 Workplan](#)

SB 254 STATEWIDE EDUCATION AND OUTREACH IMPLEMENTATION PLAN

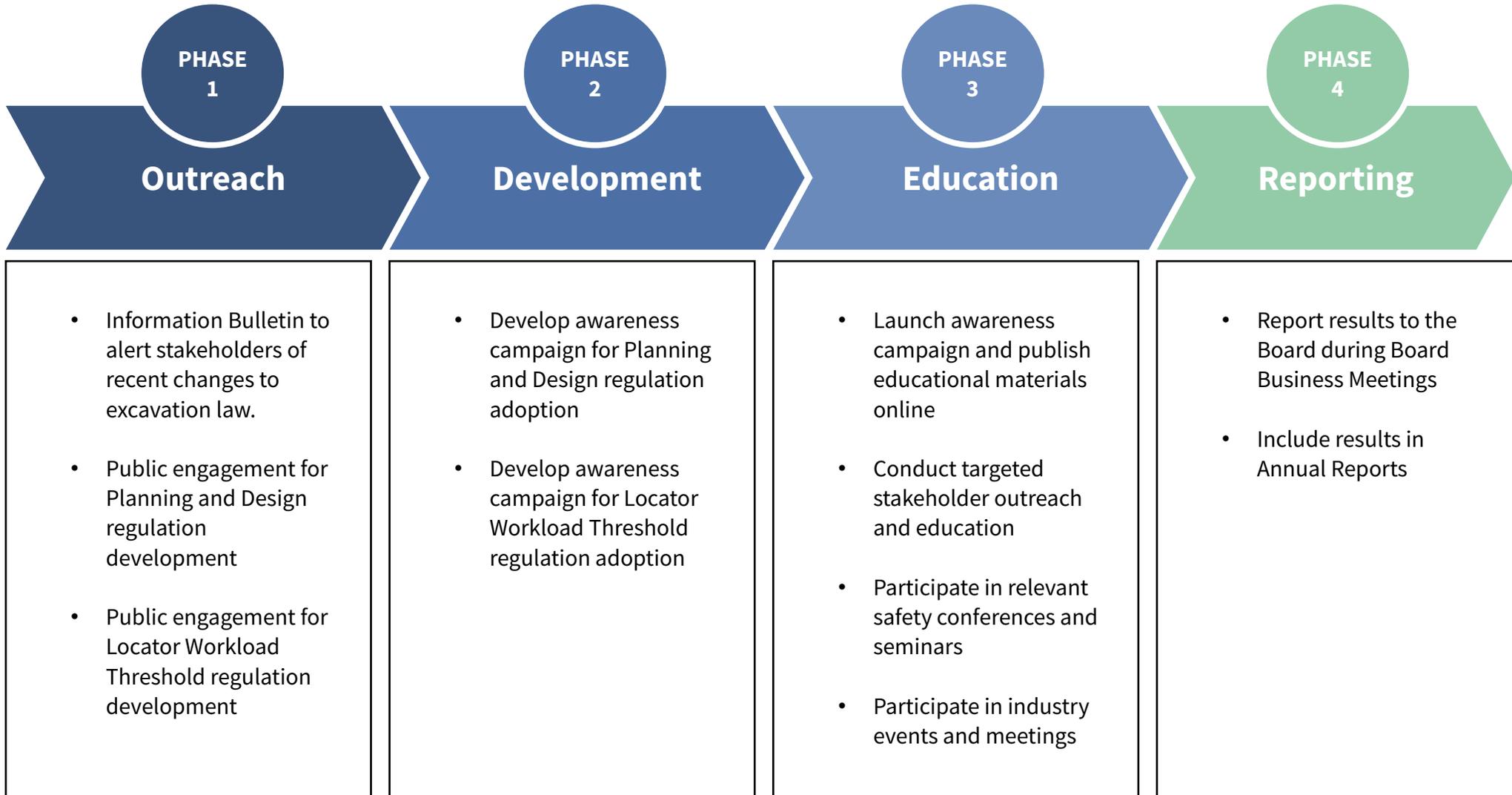
Implementation of statewide education and outreach related to SB 254 will promote consistent communication, participation opportunities, and information sharing among California’s 2,200 utility operators and thousands of excavators and designers.

Education and outreach activities will prioritize conducting both in-person and digital communication with stakeholders who are impacted by SB 254 to increase public engagement with regulatory development and to improve compliance with changes to the law.

The following table displays a four-phase approach and outlines the activities that will be utilized for public awareness, education, and engagement.

See table on next page

SB 254 Statewide Education and Outreach Implementation Plan



Measuring SB 254 Statewide Education and Outreach Success

The E&O team will continue to measure the effectiveness of SB 254 outreach activities using both quantitative and qualitative indicators to assess stakeholder engagement and readiness to participate in regulatory development.

Quantitative measures include:

- Number of registrants and attendees at workshops and outreach events
- Number of respondents to surveys
- Representation across stakeholder categories, including utility operators, excavators, designers, local government, and regional notification centers

Qualitative measures include:

- Identification of recurring questions or topics raised during workshop and outreach activities
- Feedback received regarding clarity, accessibility, and usefulness of educational materials
- Stakeholder interest in continued participation in workshops, surveys, and public comment opportunities

Additional indicators monitored over time:

- Social media fan/follower growth and its impact on content reach and engagement
- Board email list growth and its impact on number of deliverable emails

Together, these measures will help assess whether outreach efforts are reaching intended audiences, supporting informed participation, and identifying areas where additional education or clarification may be needed as SB 254 implementation progresses.

RECENT SB 254 STATEWIDE EDUCATION AND OUTREACH EFFORTS

The E&O team is raising awareness about and promoting public engagement for policy activities related to the development of regulations for Planning and Design and Locator Workload Threshold.

SB 254 Information Bulletin

Information Bulletin 25-001 was issued on November 17, 2025. This bulletin is available on the [Underground Safety Board's Resources webpage](#) and was included in targeted stakeholder outreach emails, emailed to the [Board's email subscriber list](#), and posted on various Energy Safety social media sites.

Data Requirements and Format Standards Workshop Results

The E&O team conducted stakeholder outreach for the January 6, 2026, workshop, utilizing emails, phone calls, and social media to raise awareness:

- Staff reached out to 52 professional associations and 31 engineering firms through emails and/or phone calls to ask for their partnership in promoting the workshop and participation from their members and staff.
 - Of the 52 professional associations contacted, 33 were civil and sub-utility engineering associations whose combined membership numbers exceed 200,000

The Workshop was also promoted through partners, including the California Regional Common Ground Alliance (CARCGA), the Underground Service Alert of Southern California (DigAlert), and the Underground Service Alert of Northern California & Nevada (USA North).

Teams Webinar Registration Summary

Registration for the workshop was not required but was available as an option through our Teams Webinar registration form. Those who registered for the workshop immediately received a confirmation email and they also received a reminder email one hour before the start time of the workshop.

A total of 162 people opted to register for the workshop:

- 84 of those who registered were confirmed to have attended the workshop virtually.
- 4 of those registered were confirmed to have attended the workshop in-person.

While the source for all registrations was not collected, analyzing the registration dates and times shows that 75 people registered following notice and agenda emails sent to the Board’s subscriber list.

In-Person and Virtual Workshop Attendance Summary

A total of 138 people attended the workshop.

- 10 in-person attendees:
- 128 virtual attendees²:

The following stakeholder categories were represented³:

Stakeholder Category	Number of Attendees <i>(includes both in-person and virtual)</i>	Percent of Total Attendees
Utility Owner/Utility Operator	68	49%
Engineer/Utility Design	15	11%
Other	13	9%
811 Notification Center	12	9%
Local Government	10	7%
Locator	7	5%
Excavator	6	4%
Professional Association	3	2%

² Virtual attendees: This value shows the number of unique logins, meaning the count reflects individual devices used to access the webinar. Some participants may have viewed the webinar as a group from a single computer or phone.

³ Stakeholder category information is not available for all attendees; therefore, the sum of the number of attendees included in this chart will not be equal to the total number of workshop attendees and the sum of percent of total attendees will not be equal to 100%.

Key Themes and Early Regulatory Insights

Stakeholder engagement conducted to date has provided early insight into how affected parties understand, interpret, and prepare for the implementation of SB 254. While outreach efforts are ongoing, several preliminary themes have emerged from workshop participation and stakeholder interactions:

- **Awareness Varies by Stakeholder Type:**
Utility owners and operators accounted for nearly half of workshop attendees, indicating greater baseline awareness among regulated entities. Participation from excavators, designers, and local government representatives was comparatively lower, suggesting the need for continued targeted outreach to these groups as regulatory development progresses.
- **Interest in Planning and Design Requirements:**
Stakeholders demonstrated strong interest in the Planning and Design provisions of SB 254, particularly regarding data requirements, information exchange standards, and how new processes may integrate with existing project planning workflows.
- **Value of Early Engagement:**
Attendance and participation levels suggest that stakeholders view early engagement opportunities as valuable for understanding upcoming regulatory changes and providing input before regulations are finalized.

These early insights will help inform future education and outreach efforts and will be shared with Policy staff and Board Committees to support ongoing regulatory development.

Ongoing Outreach Activities

The E&O team are conducting outreach activities, including emails, phone calls, and social media posts, for ongoing Policy activities, including:

- Standard Processes and Ticket Procedures Workshop
- Timeline for Planning and Design Information Exchange Survey
- Locator Workload Threshold Survey

Outreach and engagement results will be reported at the next Board meeting.

CONCLUSION

The E&O team will continue to expand their outreach and engagement strategies as the Awareness Campaign progresses to ensure they reach stakeholders throughout the state who will be impacted by changes to the law.

RECOMMENDATION

Staff recommends that the Board provide initial feedback on the overall direction of the SB 254 Statewide Education and Outreach Implementation Plan.