

UNDERGROUND SERVICE ALERT

—► NORTHERN CALIFORNIA & NEVADA ◄—

811 Notification Center Updates

Presented by:

USA North 811 – James Wingate

Outreach Updates



To meet the growing demand for 811 outreach and education, USAN promoted Nathan Oliver to the position of Education Coordinator.

Nathan joins Chris Botting in the role, bringing extensive experience from various departments at USAN, most notably from his recent position in Member Services.

Outreach (continued)

USAN started its 2024 SAFE Presentations in Sacramento, CA. 46 Excavators in the Sacramento area attended this free training. So far, we have hosted 4 out of 21 scheduled SAFE presentations in our service area.



Education Coordinators Chris Botting and Nathan Oliver spoke about excavation law, the 811 process, and how to submit tickets at our center.



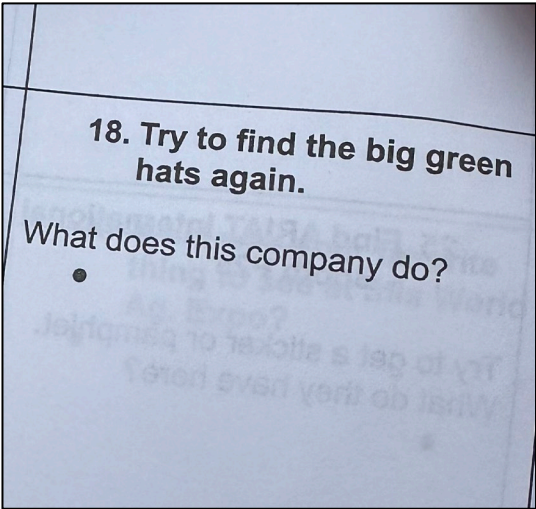
Outreach (continued)

Our Education Coordinators, Chris Botting & Nathan Oliver, have also provided seven direct 811 presentations for excavators and organizations who request the training. Below are presentations provided directly to Browning Contractors & Paradise Irrigation District.



Outreach (continued)

USAN was an exhibitor at the famous World Ag Expo in Tulare, CA. The expo saw over 100,000 attendees during the three-day period. Once again, the 811 Cowboy Hats were a top commodity at the show.

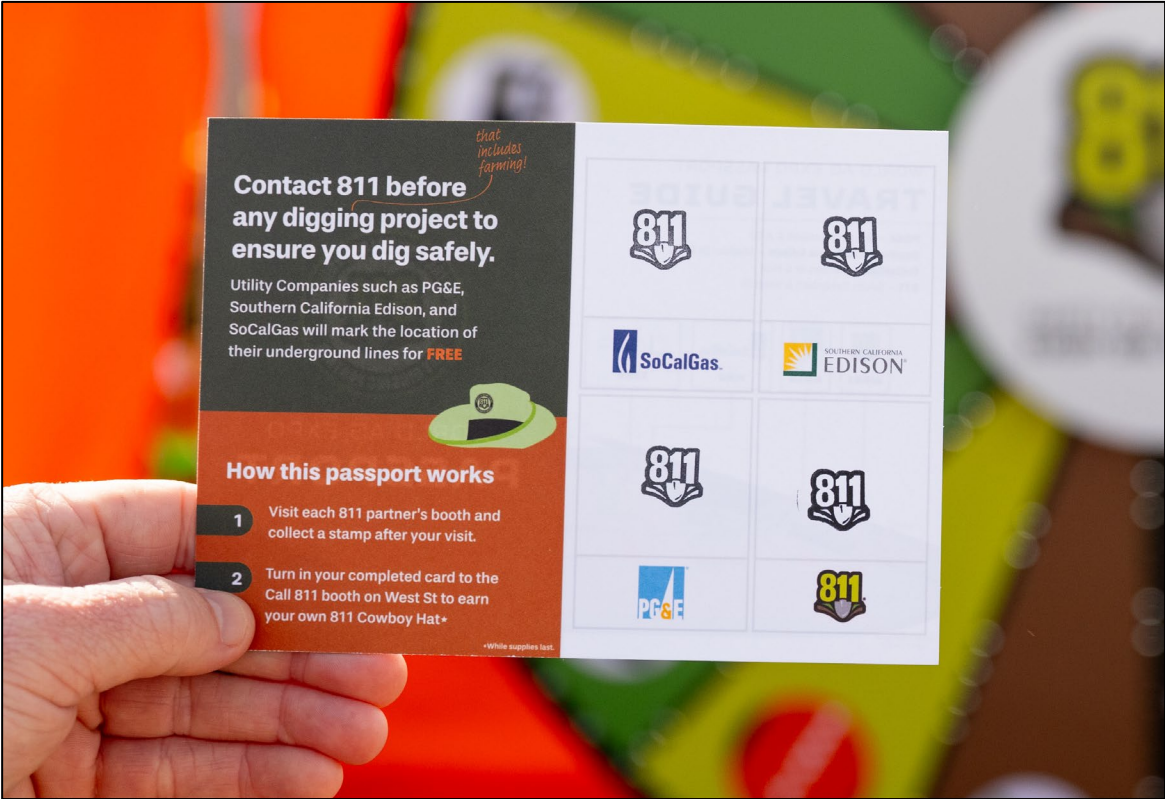


In addition to our air cannon cornhole game, we added a 7 foot diameter prize wheel at our booth.

As part of a school assignment, local students were asked to find the 811 Cowboy Hats and learn more about the company that provided them.

Outreach (continued)

In partnership with PG&E, SoCalGas, & Southern California Edison, USAN implemented the World Ag Expo Passport to increase attendance at each partner's booth location and amplify the 811-safety message.



Attendees were directed to visit each partner's booth location and collect a stamp after their visit. Passports could then be turned in for a spin on the 811-prize wheel.



Completed 811 Passports

Day 1: 948
Day 2: 802
Day 3: 784
Total: 2,534

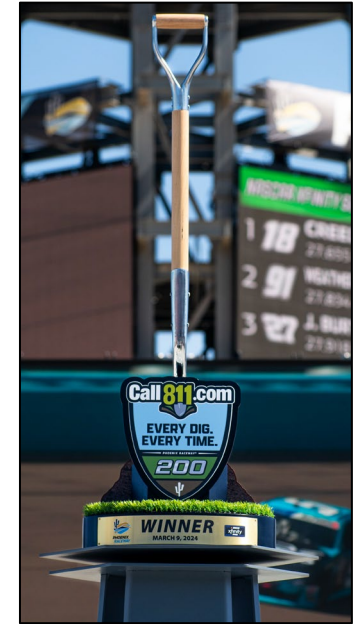
Outreach (continued)

Our booth saw consistent attendance during the show. USAN staff worked to educate the crowd on the importance of 811 and the ACE ticket that is available to farmers in the central valley.



Outreach (continued)

USAN took part in the national sponsorship of the NASCAR Xfinity Series Call811.com Every Dig. Every Time. 200 in Phoenix, AZ. Stakeholders form across the nation joined together to make 811 the title sponsor of this race. Sponsored driver Josh Williams drove the Call811.com car during the race, finishing 28th.



Outreach (continued)



USAN activated a partnership campaign with the San Jose Earthquakes, a Major League Soccer team.

The campaign includes tabling at every home game, in stadium signage, and a 30 second public announcement at the half in English and Spanish.

Outreach (continued)

USAN also activated a partnership campaign with Sacramento Republic FC in the USL Championship League. The package includes a 15 second call out at the 8:11 mark of the game about the importance of contacting 811 before you dig.



811 Presents the “Know Before You Go” pre game guide available on the team’s website.



811 also receives in stadium digital signage on the LED ribbon and logo placement on the local FOX Broadcast this season.

Outreach (continued)

Education Coordinators, Chris Botting and Nathan Oliver, attended the Nevada Landscape Association Conference in Reno, NV to speak with landscapers on how 811 can keep workers safe from utility line damages.



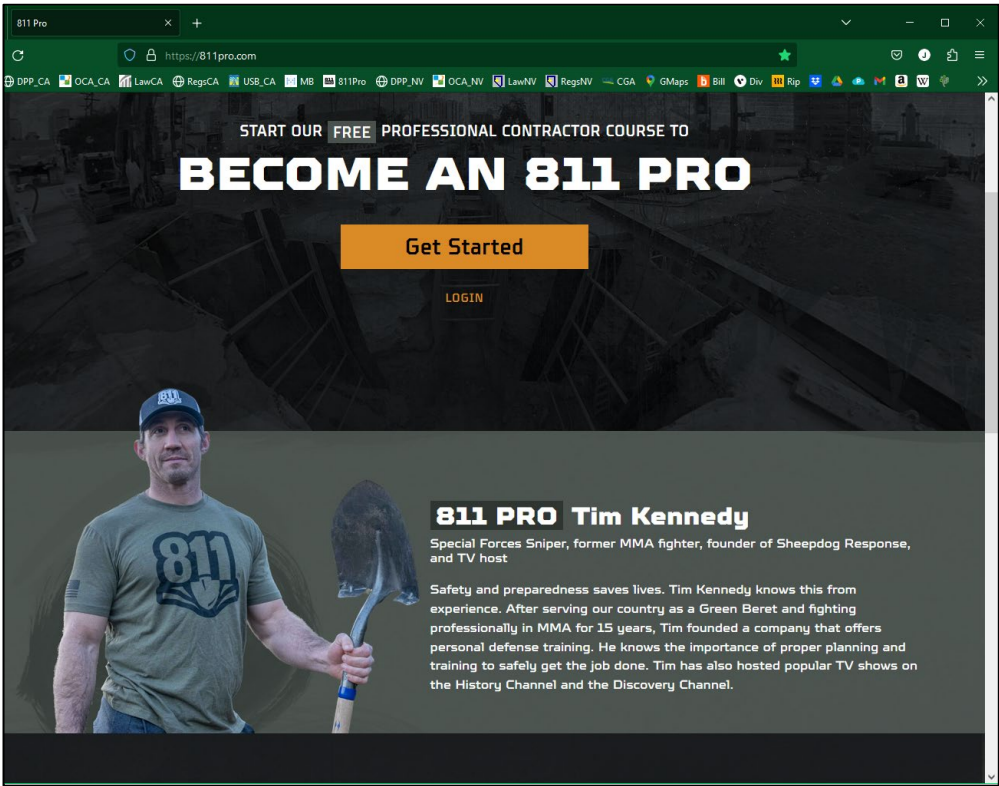
Chris Botting with NV Energy Member Rep, Vern Hadley.



Outreach (continued)



The NRCGA continues to be an educational training resource with 28 presentations with 410 attendees so far in 2024. The NRCGA provides free training to stakeholders throughout the state of Nevada. Training request link: <http://nrcga.org/nrcga-damage-prevention-training/>



Online training counts 2024 YTD through 3/14

811 Pro Online Education Course				
Course	State	Language	Course Completions	Incomplete Courses
811 Pro	CA	English	161	202
811 Pro	CA	Spanish	3	5
811 Pro	NV	English	38	25
811 Pro	NV	Spanish	-	-
Total			202	232

Outreach (continued)

In person training events 2024 YTD through 3/14.

EDUCATION EVENTS				
Date	Event Type	Company/Event	Location	Attended
1/10/24	Direct Presentation	Butte County Council	Oroville, CA	22
1/25/24	Public Presentation	Sacramento SAFE	Sacramento, CA	46
2/1/24	Direct Presentation	Paradise Irrigation District	Paradise, CA	17
2/7/24	Direct Presentation	East Bay Parks Road & Trails	Martinez, CA	14
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
				305

Booth / Expo / Table Events 2024

OUTREACH EVENTS				
Date	Event Type	Company/Event	Location	Attended
1/17/24 - 1/18/24	Tabling	PG&E Corrosion Safety Event	San Ramon, CA	N/A
2/13/24 - 2/16/24	Expo	World Ag Expo	Tulare, CA	100,000
03/02/24	Tabling	San Jose Earthquakes	San Jose, CA	18,000
03/09/24	Tabling	San Jose Earthquakes	San Jose, CA	16,045