



811 Notification Center Updates

July 2024

Presented by:

USA North 811 – James Wingate

General Updates

Logo change:



Replaced by:



Outreach Updates

Our Education Coordinators, Chris Botting & Nathan Oliver, continue to provide direct presentations about the importance of 811 to excavators across our service territory. Chris Botting spoke at a safety meeting for Dragados and Flatiron Construction who are currently working on California's high speed rail project.



Outreach (continued)



USAN partnered with Paradigm, a public awareness organization, to provide safety training for excavators and first responders in California.



USAN Education Coordinators spoke about the 811 process at each Paradigm meeting in our service territory.



Outreach (continued)

California Survey & Drafting Supply invited USAN to speak at their locator workshop in Fresno. The workshop provided hands on training with utility locate equipment.



Matt Dodd, Germain Suess, and Trevor Harris spoke about the 811 process, excavation law, and utility members' responsibilities.

Outreach (continued)

Education Coordinator, Chris Botting attended the Northern California Backflow Prevention Association's general meeting in Antioch, CA. Chris taught attendees how to submit 811 tickets online using the OneCallAccess system.



Outreach (continued)

USAN took part in the Fresno Unified Innovation Day at Save Mart Center. 3rd, 4th, 5th, and 6th grade students competed in STEM challenges focused on careers in Agriculture.



Chris Botting and Nathan Oliver brought a hands-on display table where students could dig through the sand while trying to avoid underground utilities. Line markers were placed in the display to show the benefits of calling 811 before digging.

Outreach (continued)

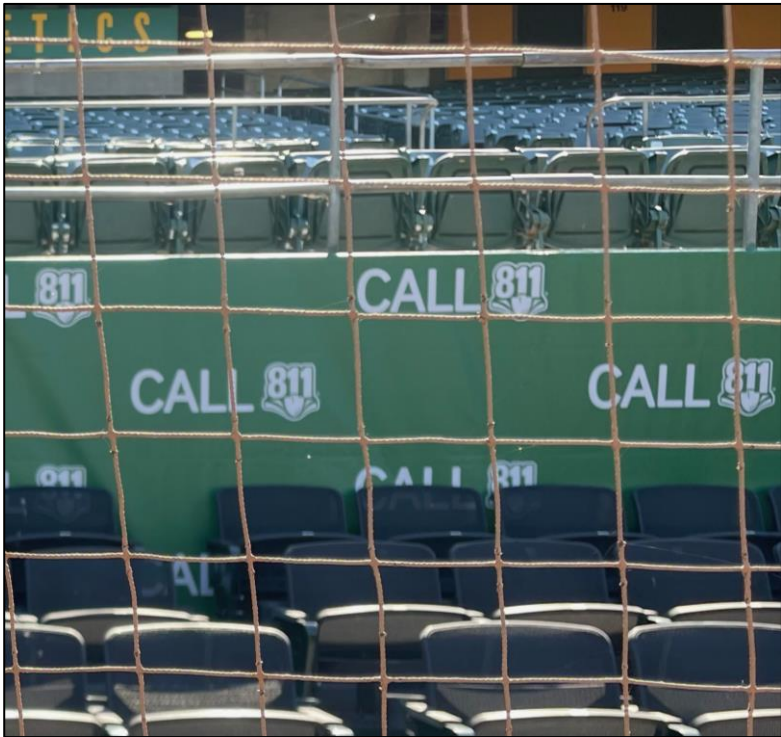
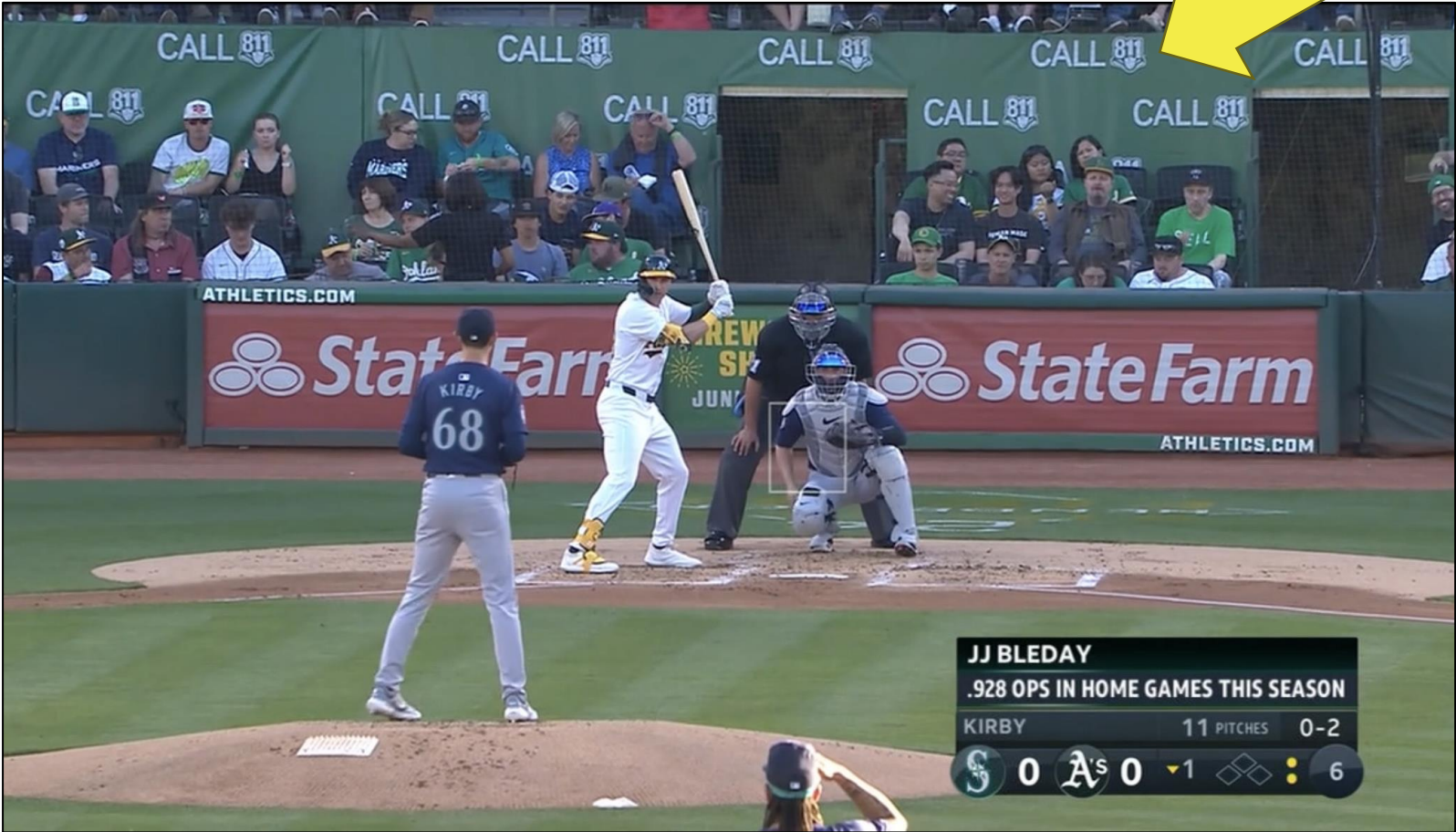


As part of our ongoing campaign with the San Jose Earthquakes, USAN performed outreach at Levi's stadium before a match against the Los Angeles Football Club (LAFC). Over 40,000 fans attended the game.



Outreach (continued)

USAN was able to secure logo placement on the diamond level backdrop at the Oakland Coliseum for the month of June. The “Call 811” safety message will be visible on television broadcast from the pitcher’s mound for 12 home games during the month.



Outreach (continued)

811-sponsored Xfinity driver, Josh Williams, raced in the Zip Buy Now, Pay Later 250 at the Sonoma Raceway in California. Josh was in 11th place during the last stage of the race when he was wrecked by another driver.



Outreach (continued)

USAN designed car wraps with 811 messaging for its growing fleet of service vehicles. These "moving billboards" will help to promote 811 while our staff travels to various engagements throughout our service territory.



Outreach (continued)

To celebrate National Safe Digging Month, USAN launched its annual social media giveaway campaign on Instagram, Facebook, and X (twitter). The campaign focuses on spreading safe digging posts to audiences on social media.

NATIONAL SAFE DIGGING MONTH GIVEAWAY

GOAL: GROW USER FOLLOWING AND INCREASE REACH OF SAFE DIGGING MESSAGES BY OFFERING PRIZES TO USERS WHO SHARE BONUS ENTRY POSTS.

WEEK 1 **WEEK 2** **WEEK 3** **WEEK 4**

\$30 billion
That's the annual estimate cost of damages to underground infrastructure. It's a result of not the housing and Urban Development Dept. and the other 10,000+ private contractors.

56% of homeowners plan to dig without notifying 811 in the next year.

Nearly half of homeowners report being affected by a utility service interruption of 3 hours or longer over the past year.

"Shallow digging" is the #1 reason homeowners gave for digging without notifying 811 first.

Contact 811. Every Dig. Every Time.

BONUS ENTRY POSTS

GIVEAWAY POST

Instagram, Facebook, X

NSDM GIVEAWAY RESULTS 2024

GOAL: INCREASE REACH OF SAFE DIGGING MESSAGES WHILE GROWING USER FOLLOWING BY OFFERING PRIZES TO USERS WHO SHARE BONUS ENTRY POSTS.

WEEK 1	WEEK 2	WEEK 3	WEEK 4
293 ❤️ 195 💬 84 ↻	898 ❤️ 744 💬 356 ↻	979 ❤️ 776 💬 493 ↻	2,540 ❤️ 2,673 💬 1,383 ↻
55K IMPRESSIONS	760* AVERAGE REACH PER POST**	5,941 PROFILE VISITS	1,239 NEW FOLLOWERS

* X REACH UNAVAILABLE
** 8 POSTS TOTAL

Each week of April, users can enter a giveaway contest by engaging with and sharing our content. Users can earn an extra entry for sharing safe digging “bonus entry” posts to their social channels.

The giveaway campaign saw great success in spreading the 811-safety message, earning over 55,000 impressions.

Outreach (continued)

Online training counts 2024 YTD through 6/11

811 Pro Online Education Course				
Course	State	Language	Course Completions	Incomplete Courses
811 Pro	CA	English	314	471
811 Pro	CA	Spanish	33	29
811 Pro	NV	English	83	47
811 Pro	NV	Spanish	-	-
		Total	430	547

Outreach (continued)

In person training events 2024 YTD through 6/11

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
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
				652

Outreach (continued)

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
03/23/24	Tabling	San Jose Earthquakes	San Jose, CA	16,109
04/13/24	Tabling	San Jose Earthquakes	San Jose, CA	14,232
05/04/24	Tabling	San Jose Earthquakes	Santa Clara, CA	43,774
05/18/24	Tabling	San Jose Earthquakes	San Jose, CA	14,172
05/25/24	Tabling	San Jose Earthquakes	San Jose, CA	13,744