



811 Notification Center Updates

September 2024

Presented by:

USA North 811 – James Wingate

Technology Updates

usa north 811 | Call 811 Before You Dig

usanorth811.org/services/project-design

Where do I begin? Digging Facts **USAN 811** Quick Links Contact Us [Get Started](#)

[BACK](#)

PROJECT DESIGN

Planning & Design is a free, self-service platform that provides utility contact information for engineers and project designers, supporting projects scheduled to start beyond the legally required 811 ticket submission period.

Important Reminder: Using the Planning and Design platform does not replace the need for an 811 ticket. When your excavation is scheduled to begin within the legally allotted time frame, you must submit an 811 ticket, even if you have utility information from the design phase.

The Planning & Design platform is state specific. Please click on the appropriate state link below to get started.

[N. California P&D Login](#) [Nevada P&D Login](#)

Or watch our training video for a more in depth look at the new platform:

How to Request Utility Information for ... Watch later Share

Planning and Design Requests

Watch on YouTube

811 NOTIFICATION CENTER UPDATES

Planning & Design Site

- Self-service tool allows project designers to submit a “Design Request” to obtain contact information for engineering departments of USAN member utility operators based on a polygon drawn on top of high-resolution aerial imagery. This is NOT a locate request “ticket.”
- 3 Options for Utility Operators:
 - Do nothing – Allow the designer to contact their engineering department to request GIS data, as-builts, etc.
 - Receive a copy of the design request from USAN as a “heads up” that the designer will likely request their maps.
 - Employ automation to ingest the design-area polygon and capture a geofenced snapshot of their assets and send that to the designer automatically.

Outreach Updates

USAN education coordinators Chris Botting and Nathan Oliver continue to educate professional excavators about the 811 process, both through our Safety Awareness for Excavators (SAFE) events and direct presentations. Recently our team conducted SAFE events in Stockton, Visalia, Redding, Mill Valley, and Oakland.



811

Excavation Safety Training

Join us for a free, in person presentation on the complete 811 process!

Register Now

Space is limited

The graphic features a large, stylized '811' logo with a shovel icon. Below it, the text 'Excavation Safety Training' is prominently displayed. A call to action 'Register Now' is enclosed in a yellow button. The background shows a blurred image of a training session with people seated at tables.



Outreach (continued)

USAN 811 hosted a booth at the San Jose Water Employee Appreciation Barbeque. Events like these provide the opportunity to strengthen partnerships, hear valuable feedback, and provide training on how to use our services.



Outreach (continued)

USAN 811 announced the launch of the Planning and Design platform. A self-service tool that allows engineers and project designers to obtain utility information without submitting an 811 ticket.



The Planning & Design Platform is Here!

We are excited to introduce the new Planning and Design platform, designed to assist you in obtaining underground utility information during the design phase of your projects!

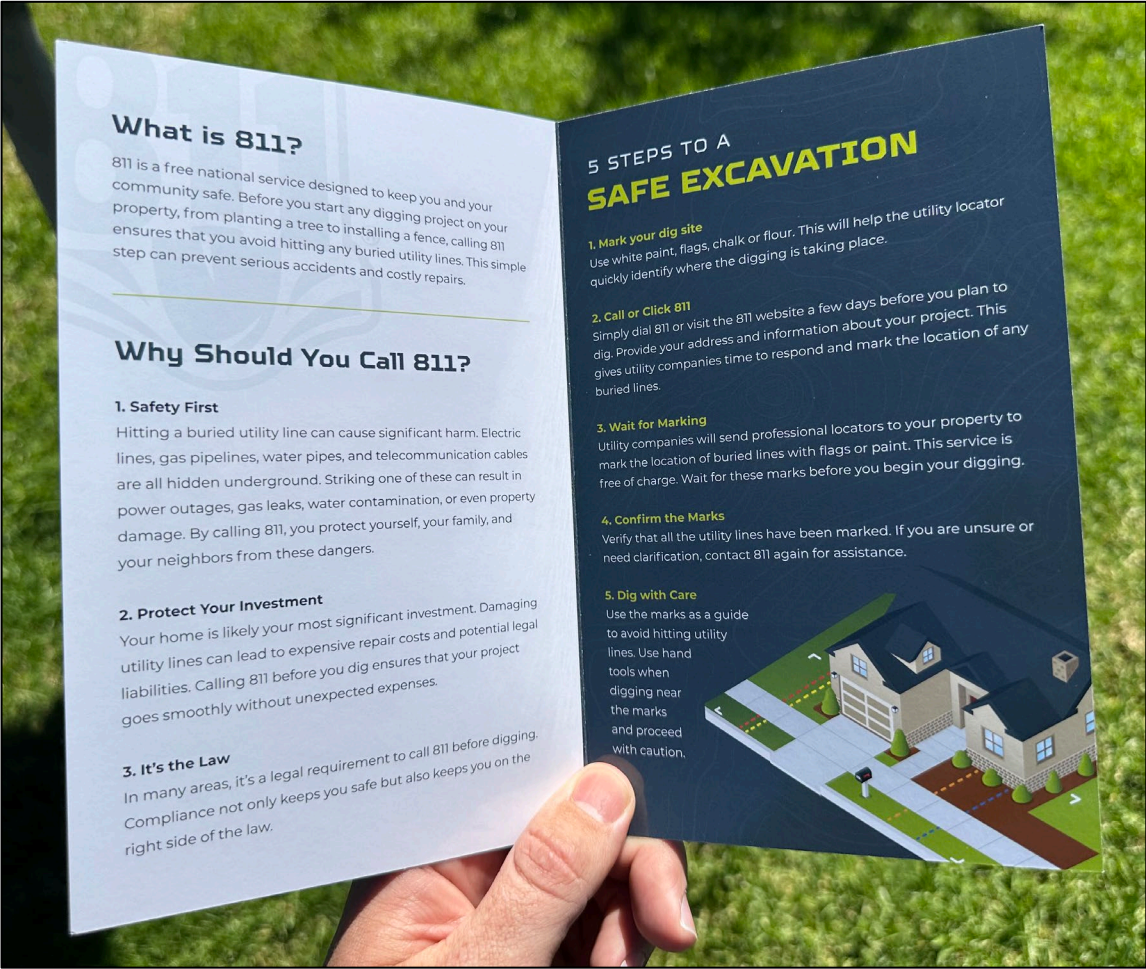
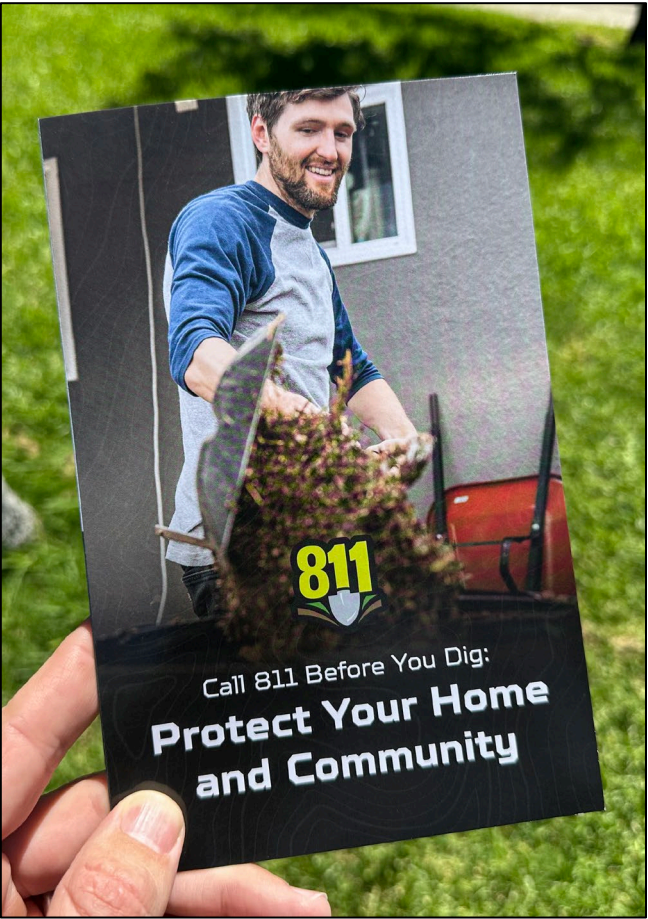
The Planning and Design platform will go live on July 29th, replacing the previously used Utility Member Contact Request form located under the Project Design option on our website.



A tutorial video has also been created to assist users in learning how to use the platform. You can view the video with this link: <https://youtu.be/KIF2ZEio3Qc>

Outreach (continued)

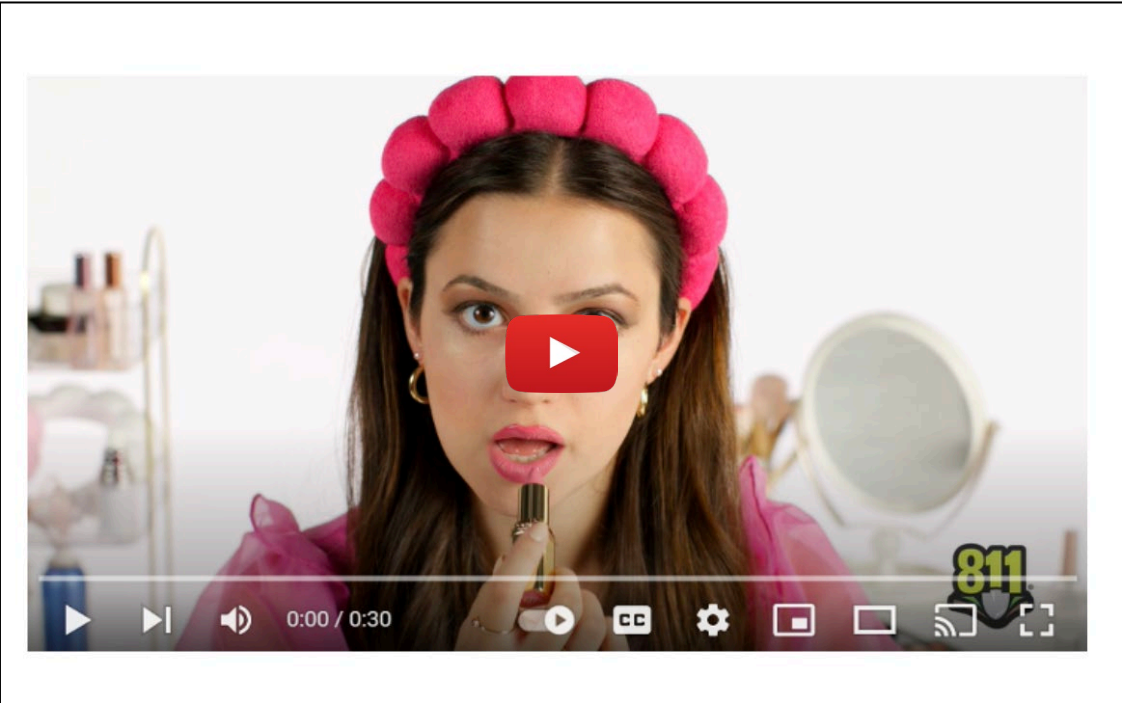
Our Marketing & Education team produced 811 pamphlets that are designed for homeowners and DIYers who plan to perform an excavation project. These materials will be handed out at various outreach tabling events throughout our service territory.



The pamphlet contains information about the 811 service, the importance of contacting 811, and the 5 steps of a safe excavation.

Outreach (continued)

USAN 811 partnered with the Common Ground Alliance (CGA) to promote its new “Be a Good Neighbor” public service announcement for national 811 Day. This included an email campaign to excavators in California about the importance of contacting 811 and also included a link to CGA’s new outreach video. You can view the video with this link: <https://www.youtube.com/watch?v=RNJ1HCg1e-c>



National 8/11 Day – Aug. 11 – is just around the corner, and it is an important annual reminder that contacting 811 before every excavation project **is part of what it means to be a good neighbor.**

Even at this busy time of year, notifying 811 for *every digging project, every time* helps keep the communities that your organization serves **connected to critical utility services.**

Whether you have previous experience with a jobsite, you’re only using shovels, or you’re rushing to meet a project deadline, **it’s never worth the risk of digging without contacting 811** at least two working days in advance.

A single dig-in can cut off critical utility services to residents, hospitals, schools and businesses. Instead, **avoid significant fines, repair costs and downtime** by committing to always contact 811 this 8/11 Day.

[Watch a short video](#) by the Common Ground Alliance to hear more. You can find additional damage prevention resources online at usanorth811.org and 811beforeyoudig.com.

Outreach (continued)

Our center joined the industry in promoting 811 on August 11th, National 811 Day. Our 811 Day posts through Instagram, Facebook, LinkedIn, and Twitter contributed to the overall efforts of spreading the safe digging message.



Various stakeholders shared 811 posts through their social media channels. Contra Costa News, a local news source with over 87,000 followers, shared our message on 8/11

Outreach (continued)

PG&E invited USAN to attend a locate and mark demonstration in Sacramento, CA. The Sacramento Fire Department was on site to demonstrate what could happen if homeowners decide to dig without contacting 811 first. USAN worked with PG&E to film future social media content to help increase awareness of the free 811 service.



Outreach (continued)

In partnership with NV Energy, USAN 811 activated an 811 Day campaign with the Reno Aces minor league baseball team. Staff was on site to educate fans about the 811 process and hand out 811 promotional items.



Outreach (continued)



USAN also activated an 811 Day campaign with the Las Vegas Aviators, a minor league baseball team. Along with the Nevada Regional Common Ground Alliance (NRCGA), USAN staff handed out 811 promotional items while providing awareness about the 811-safety message.

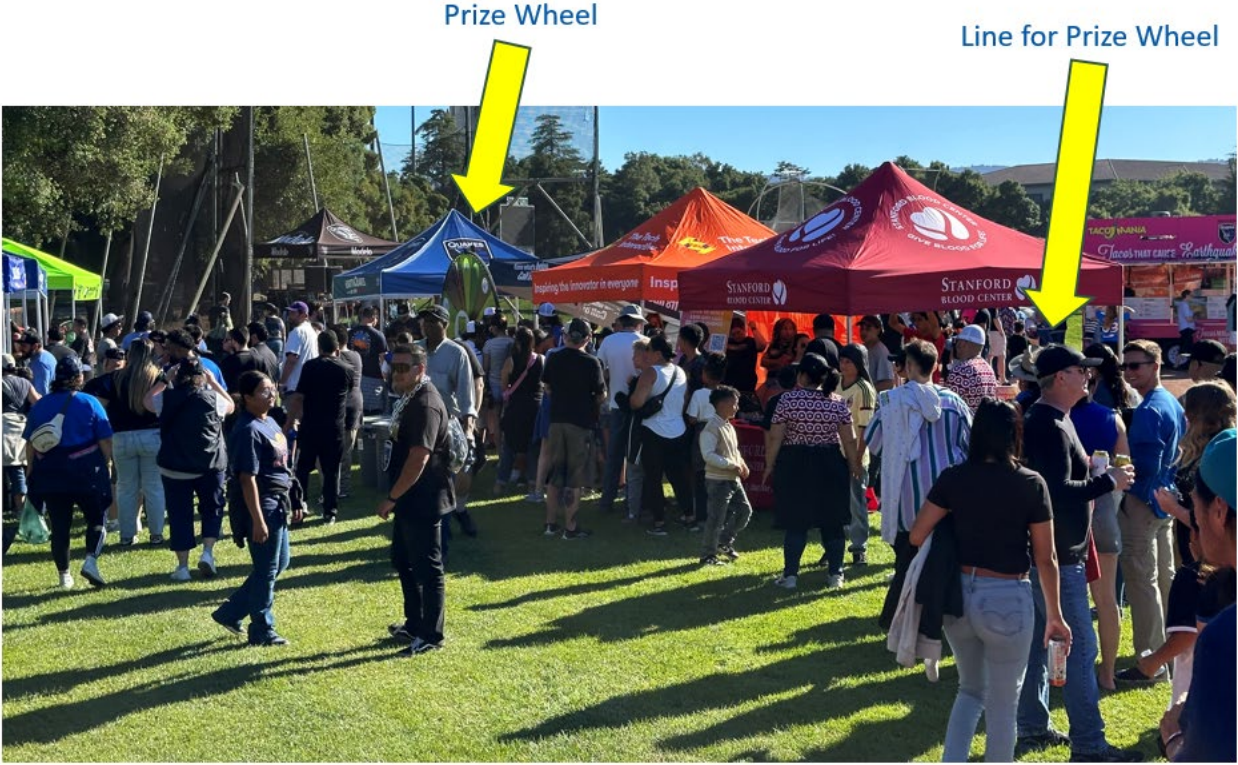


Like the Oakland Athletics, our partnership agreement included on field signage of the 811 message during the season.

Outreach (continued)



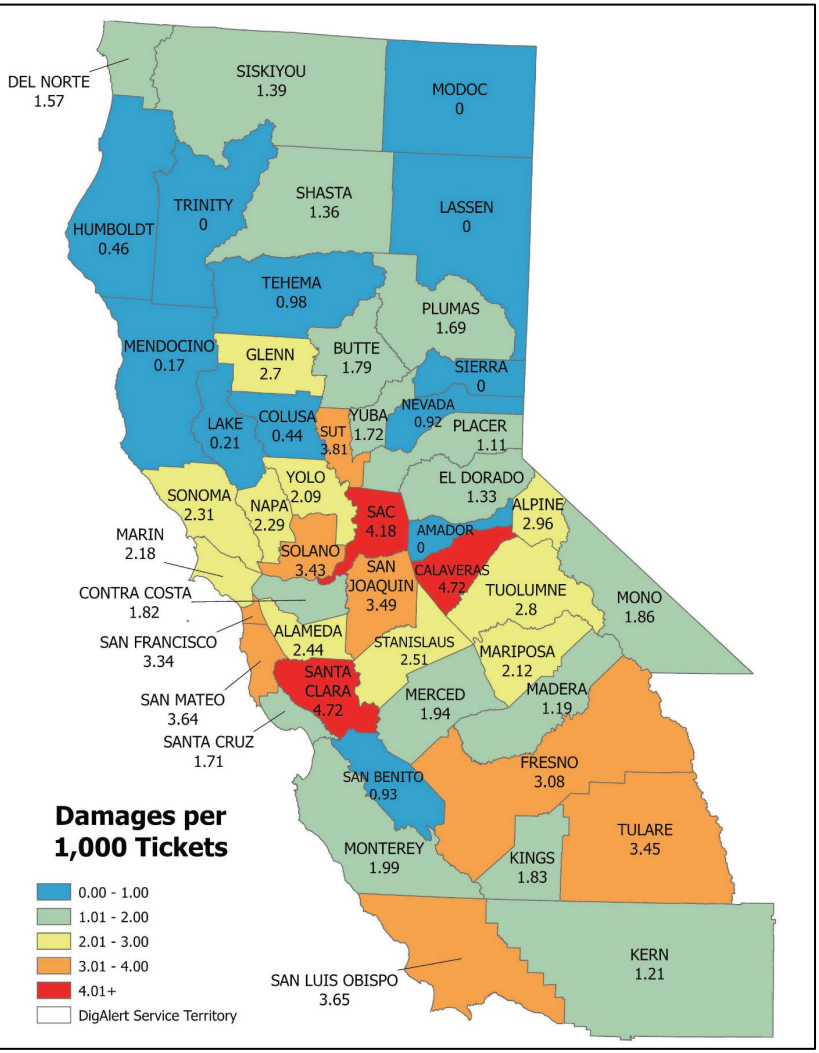
As part of our ongoing campaign with the San Jose Earthquakes, USAN performed outreach at Stanford stadium before a match against the Los Angeles Galaxy. Over 40,000 fans attended the game.



The 7-foot prize wheel was a huge hit among fans, resulting in long lines in the fan zone before the start of the game.

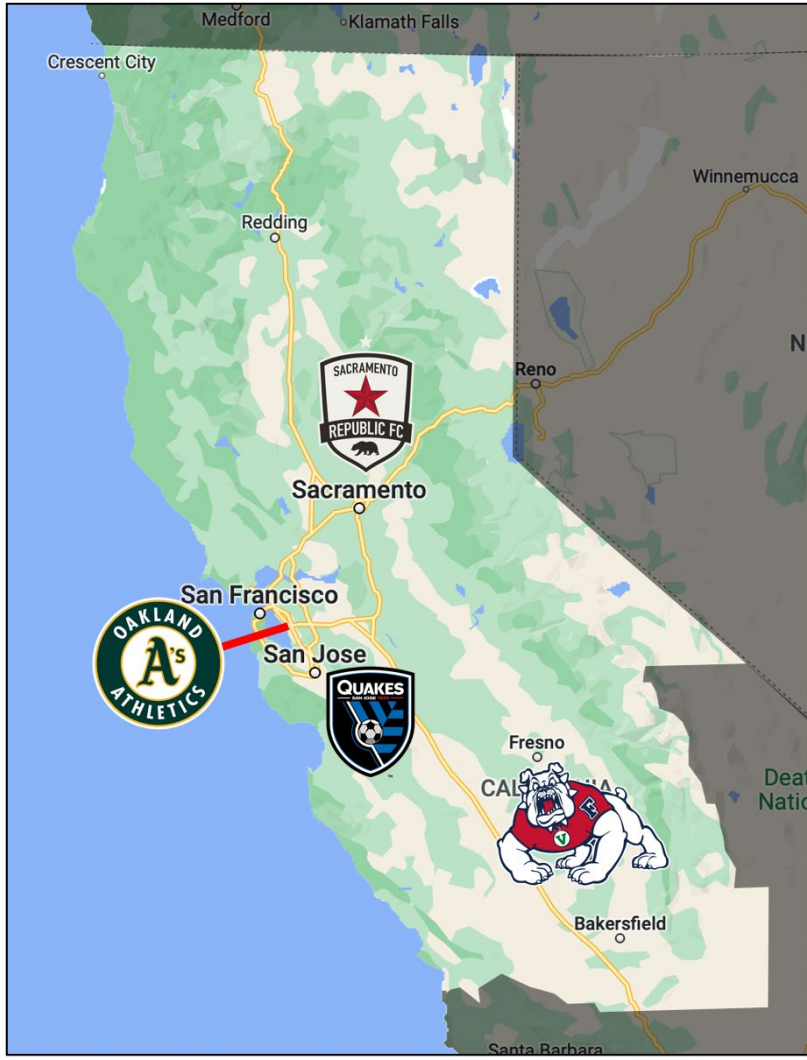
Outreach (continued)

One of our strategies in 2024 is to target high damage counties based on the Damages per 1,000 Tickets report from 2023. Santa Clara, Sacramento, and Calaveras County were our highest damage counties in 2023. Fresno and Tulare County also had high damages last year.



USAN 811 sports partnerships in high damage areas.

- California Partnerships**
- Oakland Athletics
 - San Jose Earthquakes
 - Sacramento Republic
 - Fresno State Bulldogs



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 YTD through 8/20

811 Pro Online Education Course				
Course	State	Language	Course Completions	Incomplete Courses
811 Pro	CA	English	444	597
811 Pro	CA	Spanish	38	34
811 Pro	NV	English	110	66
811 Pro	NV	Spanish	-	-
Total			592	697

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
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 Walnut Creek	Walnut Creek, CA	TBD
7/11/24	Public Presentation	Redding SAFE	Redding, CA	5
7/18/24	Direct Presentation	EBMUD Richmond	Richmond, CA	TBD
7/22/24	Direct Presentation	Allstate Sales Group (ASG)	Sacramento, CA	35
7/25/24	Public Presentation	Mill Valley SAFE	Mill Valley, CA	4
7/30/24	Direct Presentation	EBMUD Oakland 1	Oakland, CA	TBD
7/31/24	Direct Presentation	EBMUD Oakland 2	Oakland, CA	TBD
8/1/24	Direct Presentation	EBMUD San Lorenzo	San Lorenzo, CA	TBD
8/8/24	Public Presentation	Oakland SAFE	Oakland, CA	14
				783

Outreach (continued)

Booth / Expo / Table Events 2024 YTD through 8/11

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
06/15/24	Tabling	San Jose Earthquakes	San Jose, CA	14,182
06/19/24	Tabling	San Jose Earthquakes	San Jose, CA	12,122
06/29/24	Tabling	San Jose Earthquakes	Palo Alto, CA	40,844
07/07/24	Tabling	San Jose Earthquakes	San Jose, CA	10,104
07/13/24	Tabling	San Jose Earthquakes	San Jose, CA	12,034
07/17/24	Tabling	San Jose Earthquakes	San Jose, CA	12,177
08/02/24	Tabling	Las Vegas Aviators	Las Vegas, NV	7,316
08/11/24	Tabling	Reno Aces	Reno, NV	3,542