



USA North 811 Updates

February 10-11, 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. 491 Excavators attended our 21 S.A.F.E. presentations throughout California in 2024.



Outreach (continued)



USA North 811 provided a presentation on how to effectively manage USA North 811 memberships on October 24th in Copperopolis, CA. This presentation, in collaboration with Calaveras Telephone and Calaveras County Water District, trained member representatives and excavators on effectively using our services as member utility operators and as excavators.

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)

As part of our 2024 partnership, USA North hosted a booth on Bulldog Blvd, Fresno State's fan zone, before three football games this season on October 12th, October 26th, and November 23rd. Fans learned about the 811 service and received branded promotional items to take home.



Outreach (continued)

USA North teamed up with Univision to promote 811 awareness 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 earned over 2 million impressions.

The following clip is an excerpt of our advertisement on the evening news.



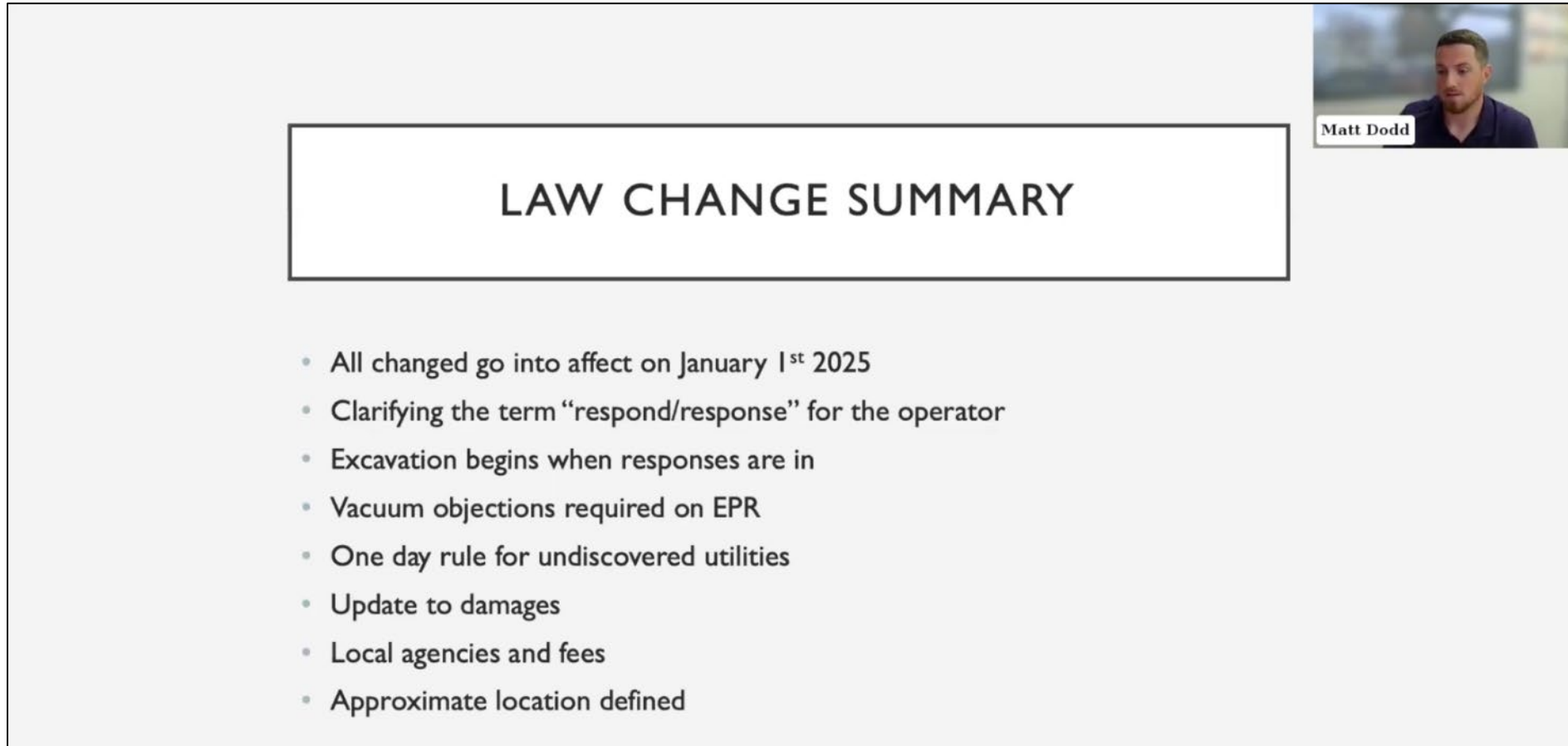
Outreach (continued)

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.

 <p>8.04 sec.</p>	 <p>8.01 sec.</p>	 <p>8.02 sec.</p>
CA-BER14 - OBN1001 2024.12.09 11:08:06 AM	CA-BER41 - COR1002 2024.12.09 11:07:59 AM	CA-BER53 - OFI1009 2024.12.09 11:07:39 AM
Contract: 4029191	Contract: 4029191	Contract: 4029191
Berkeley BER14 OBN1001	Berkeley BER41 COR1002	Berkeley BER53 OFI1009
12/9/2024 11:08:13 am S: 3	12/9/2024 11:08:06 am S: 1	12/9/2024 11:07:47 am S: 3

Outreach (continued)

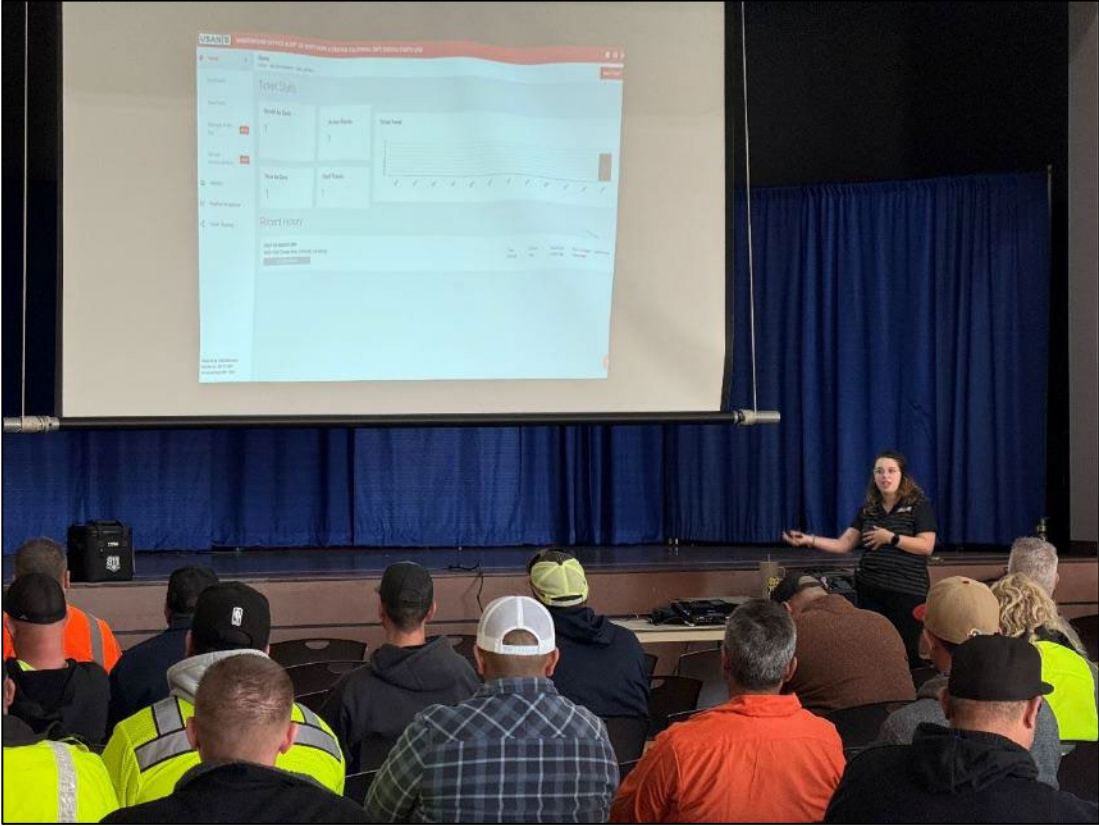
USA North hosted public webinars that discussed the upcoming law changes in California and current law changes in Nevada. 3 webinar sessions were hosted for each state (6 total) on December 5th, 12th & 19th allowing excavators and operators to learn about upcoming and existing changes to excavation law. 1,009 users attended our California Webinars, and 137 users attended our Nevada Webinars.



The image shows a screenshot of a webinar slide. At the top right, there is a small video thumbnail of a man with a beard, identified as Matt Dodd. The main content of the slide is a white box with a black border containing the title "LAW CHANGE SUMMARY" in bold, uppercase letters. Below the title is a bulleted list of eight items:

- All changed go into affect on January 1st 2025
- Clarifying the term “respond/response” for the operator
- Excavation begins 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 started its 2025 SAFE presentation schedule in Redding on January 16th and Sacramento on January 23rd. Dulze White, our newest addition to the M&E department, provided the training to a total of 112 people.

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

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	34
7/11/24	Public Presentation	Redding SAFE	Redding, CA	5
7/18/24	Direct Presentation	EBMUD Richmond	Richmond, CA	33
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	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

OUTREACH EVENTS				
Date	Event Type	Company/Event	Location	Attended
01/17/24	Tabling	PG&E Corrosion Safety Event	San Ramon, CA	N/A
01/18/24	Tabling	PG&E Corrosion Safety Event	San Ramon, CA	N/A
02/13/24	Expo	World Ag Expo	Tulare, CA	100,000
02/14/24	Expo	World Ag Expo	Tulare, CA	100,000
02/15/24	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
04/05/24	Event	Damage Prevention Sporting Clays Event	Las Vegas, NV	62
04/13/24	Tabling	San Jose Earthquakes	San Jose, CA	14,232
05/04/24	Tabling	San Jose Earthquakes	Santa Clara, CA	43,774
05/07/24	Tabling	Dragados/Flatiron Joint venture Safety Day	Fresno, CA	50
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	SJ Water Employee BBQ	San Jose, CA	N/A
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

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