



Pennsylvania 811

A Privately funded non-profit Pennsylvania Corporation

For over fifty years Pennsylvania 811’s mission has been to prevent damage to underground facilities. To promote safety, we provide an efficient and effective communications network among project owners, designers, excavators, and facility owners within 67 counties, 24/7, 24 hours a day, every day each year.

Coordinate PA is part of the one call process and its power gives you the ability to track one call notifications, crosscheck tickets for permits, check facility owner responses and administer tickets.

To ensure projects are managed, Pennsylvania 811 Board of Directors has implemented all design notifications must be entered online into Coordinate PA. This enables project owners, designers, excavators, facility owners/operators and municipalities to safely manage and coordinate construction projects.

Where Coordinate PA excels is during complex project coordination. Meetings are scheduled before any excavation begins and all of the stakeholders have the ability to discuss the entire project, determine construction phases and agree upon a workable locating schedule.

All of the online tools Pennsylvania 811 develops are available for our stakeholders to use at no additional cost.

Our mission has not changed and more than ever we need influential parties to help promote safe digging practices and the use of 811 during the rebuild of roads, bridges and rails throughout the commonwealth.

--- Pennsylvania One Call System, Inc. *dba*
Pennsylvania 811



SAFETY IS IN YOUR HANDS.
EVERY DIG. EVERY TIME.

Safe Digging Month

April 1 – April 30, 2024

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2024



2024 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

INTRODUCTION

Safe Digging Month is an awareness initiative sponsored by Pennsylvania 811 for the month of April. Traditionally outdoor projects start in the spring. Pennsylvania 811 Safe Digging Month serves as a reminder to all excavators and homeowners to contact 811 at least three business days before you dig, so that the approximate location of their underground utility lines can be identified and marked by facility owners. The contact 811 before you dig process helps to prevent injuries, property damage, and inconvenient utility outages.

INFRASTRUCTURE IMPROVEMENTS WITH FEDERAL FUNDING

- **Repair and rebuild roads and bridges**
- **Improve health, sustainable transportation options** - improve public transportation including improvements and expansion across the state
- **Connect every Pennsylvanian to reliable high-speed internet** - provide broadband coverage across the commonwealth
- **Prepare more of our infrastructure for impactful events** - protection against wildfires, cyber-attacks, weatherization to reduce energy costs for families
- **Deliver clean drinking water** - improve water infrastructure
- **Improve commonwealth airports**

All of the infrastructure improvements **involve digging**.

We need you to help promote safe digging practices within your influence. **Get involved** by downloading our materials to promote safe digging at pa1call.org/SafeDiggingMonth or by contacting one of our Damage Prevention Liaisons at pa1call.org/liaisons. Feel free to use the materials on your website, community newsletters, social media, in the media, or company magazines, bill stuffers. We're accepting proclamations, resolutions or a letter of support to place on our website. You may want to pass this packet to your media team or associates.

Thank you. We appreciate your time and consideration.

Pennsylvania One Call System, Inc. *dba* Pennsylvania 811

This Bipartisan Infrastructure Law will rebuild America's roads, bridges and rails, expand access to clean drinking water, ensure every American has access to high-speed internet, tackle the climate crisis, advance environmental justice, and invest in communities that have far too often been left behind. The legislation will help ease inflationary pressures and strength supply chains by making long overdue improvements for our nation's ports, airports, rail and roads.

2023 - President Joe Biden



2024 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

OUTREACH METHODS

Pennsylvania 811 is asking for your help. We want community leaders, safety ambassadors, and anyone involved with underground utilities or construction, to support us by promoting safe digging this year. You can choose one, or mix and match assorted methods to promote safe digging within your community, or across your service area. We have listed a few samples of how you can raise awareness.

Marquee message
Website
Social Media channels

Press release
Newsletter article
Quarterly bulletins

Bill stuffer
Online invoices

Proclamation
Resolution
Letter of Support

STRATEGY AND EXECUTION

1. Request the communication plan, artwork, logo and templates from one of our Damage Prevention Liaisons at pa1call.org/liaisons.
2. Decide which outreach methods work best for your organization
3. Determine who will be assigned responsibilities to launch your outreach initiative
4. Send your proclamations, resolutions or letters of support to contact@pa1call.org before April 1st
5. Develop a timeline to promote activities in April
6. Report your outreach efforts to contact@pa1call.org. Show us your promotions by sending a photo or two of your successes. We will give you recognition on our social media pages. Don't forget to add your company contact information and a way to communicate with you should we need additional information.



BE PROACTIVE. Don't wait until April to promote safe digging within your communities/regions. Municipalities/Facility Owners should encourage all project owners involved with the infrastructure upgrade to use Coordinate PA.

Watch the "Conception to Construction" video to gain an understanding of how Coordinate PA works: www.pa1call.org/videos.

Reach out to your local Damage Prevention Liaison to help you: www.pa1call.org/liaisons.



Pennsylvania 811

2024 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

WRITTEN COMMUNICATIONS

To make it easier when writing content for a press release, article or social media messaging, we have included prevalent information to include with your communications.

- Pennsylvania One Call System, Inc. dba Pennsylvania 811
- Pennsylvania 811 website is www.paonecall.org
- PA Act 287 of 1974, as amended or PA Act 287, as amended or Pennsylvania Underground Utility Line Protection Law (PA UULPL)
- Contact 811 at least **three business days** before digging
- Online locate request at least **three business days** before digging is pa1call.org/notify
- The service is free to any homeowner working on their residential property
- A small fee applies for professional contractors per calendar year for **unlimited use of the service**
- Pennsylvania 811 does not locate underground lines
- A tolerance zone is the horizontal space within eighteen inches of the outside wall or edge of a line or facility
- Within the tolerance zone you must employ prudent techniques, which may include hand-dug test holes or vacuum excavation
- The Pennsylvania Public Utility Commission (PA PUC) is the enforcement authority of PA Act 287 of 1974, as amended puc.pa.gov/pipeline/pa-one-call/

ARTWORK AND LOGO

The logo and artwork are available by contacting one of our Damage Prevention Liaisons at pa1call.org/liaisons.



2024 Safe Digging Month



Safety is in your hands.



Safe Digging Partner Logo



2024 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

PROCLAMATIONS, RESOLUTIONS AND LETTERS OF SUPPORT

Templates are available, for any of the following means of recognition, and when we receive it before April 2024, we will post it on our social media channels. You may request a template from one of our Damage Prevention Liaisons at pa1call.org/liasons.

- A proclamation is a ceremonial document issued by Commissioners or Council to commemorate a specific time (day, week or month) for raising awareness about local efforts.
• A resolution is a ceremonial document that generally commends an organization for service to the community for a particular accomplishment.
• A letter of support offers recognition in collaboration with a business or organization's public awareness outreach efforts.

The templates are available as a Microsoft Word document. You may fill in the green areas, or edit the document to change the font color, style and type to your preference.

Proclamation form template with fields for County Name and signature lines.

Proclamation Commissioners/Council

Resolution form template with fields for City Name or Municipality Name and signature lines.

Resolution Service to the Community

Company Letterhead form template with fields for company name, address, and date.

Letter of Support Business or Organization



2024 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

SOCIAL MEDIA

To optimize your message on your social media channels—Facebook, Twitter, LinkedIn—you may want to use hashtags or snippets.

SOCIAL MEDIA HASHTAGS

#SafeDiggingMonth

#NSDM

#811beforeyoudig

#Pennsylvania811

SOCIAL MEDIA SNIPPETS

Contact 811 at least three business days before digging.

Contact 811 before you dig.

It's the law! Call 811 before you dig.

We support April as Safe Digging Month! Contact 811 before you dig.

Do your part Contact 811 before you dig! Keep your community safe.

The 811 process helps to prevent injuries, property damage, and inconvenient utility outages.

Safe Digging is a shared responsibility! Contact 811 before you dig.

EDUCATIONAL OPPORTUNITIES

Education is available through a number of resources.

Pennsylvania 811 remains fully operational through both our call center and online services, to receive underground utility locate requests and to provide these notices to our member utilities. The requirements of the UULP law have not changed.

Pennsylvania 811 offers virtual and live presentations and programs and will continue to participate in trade shows, private meetings, coordination committee meetings and preconstruction meetings. We are monitoring our state's pandemic recommendations and we ask our staff to wear face masks while interacting with the public.

Online learning
pa1call.org/events

Direct Contact
pa1call.org/liaisons

Teams Meeting
pa1call.org/liaisons

Law Resources
pa1call.org/palaw

Resource Library
pa1call.org/resources

YouTube Channel
pa1call.org/videos

Look for us on Social Media

Facebook
Twitter
LinkedIn

Pennsylvania One Call System, Inc.

INFORMATIONAL INTERVIEW REQUEST for Pennsylvania One Call System, Inc. Representative

Include the following information in your email request. Send to contact@pa1call.org

CONTACT INFORMATION

Provide your contact information

Name: _____

Title: _____

Address _____

City, State, Zip Code _____

Email Address _____

Contact Number _____

INTERVIEW PURPOSE

Add a detailed description

INTERVIEW TYPE

Indicate the type of interview

- In person on location
- Virtual interview

MEDIA

What type of media is requested?

- Article (Written/word count)
- Media (Radio, Television, Podcast)
- Education (Webinar, In-person Training, Meeting)

Pennsylvania One Call System, Inc.

INFORMATIONAL INTERVIEW REQUEST for Pennsylvania One Call System, Inc. Representative

KEY DATES AND TIMES

Choose required date and time for the interview

- Provide a specific date and time _____
- Choose from multiple dates and times _____
- Flexible based on availability

KEY POINTS TO DISCUSS

Provide bullet points to be discussed

Proclamation

WHEREAS, the month of April 2024 recognized as “Pennsylvania 811 Safe Digging Month”, and the initiative sponsored by Pennsylvania 811, a utility notification information center with 52 years of continuous service to the Commonwealth of Pennsylvania, and

WHEREAS, Pennsylvania 811 received a million excavation notifications in 2023, over 3,000 construction projects in Coordinate PA, and transmitted approximately 6 million notifications to their member facility owners and operators allowing essential utility and construction crews to provide vital underground services and repair of critical infrastructure to communities throughout Pennsylvania, and

WHEREAS, when contacting 811, at least three business days before digging, a homeowner or a contractor is connected to a unique service that notifies the appropriate underground utility operators in the municipality in which the work will be performed, and

WHEREAS, by notifying 811 of their intent to dig, the homeowner or contractor is knowingly helping to protect the underground utilities, themselves, the work crew, and their neighbors from any unsafe digging practices within their community, and

WHEREAS, upon receiving the notification from Pennsylvania 811, the facility owners and operators disperse to the said work site to mark the approximate location of their underground utility lines with flags, paint, or both, to establish an eighteen-inch tolerance zone of the outside wall or edge of their line or facility, and

NOW, THEREFORE, BE IT RESOLVED that _____, in support of the Pennsylvania Underground Utility Line Protection Law, PA Act 287 of 1974, as amended, we do hereby proclaim April 2024 as “Pennsylvania 811 Safe Digging Month”, and encourage all Pennsylvanians to visit the Pennsylvania 811 website at www.paonecall.org for information about digging safely.

SIGNED

DATE

Resolution

City Name or Municipality Name

WHEREAS, the month of April 2024 recognized as “Pennsylvania 811 Safe Digging Month”, and the initiative sponsored by Pennsylvania 811, a utility notification information center with over 50 years of continuous service to the Commonwealth of Pennsylvania, and

WHEREAS, Pennsylvania 811 received a million excavation notifications in 2023, over 3,000 construction projects in Coordinate PA, and transmitted approximately 6 million notifications to their member facility owners and operators allowing essential utility and construction crews to provide vital underground services and repair of critical infrastructure to communities throughout Pennsylvania, and

WHEREAS, their mission is to prevent damage to underground facilities, to promote safety, provide an efficient and effective communications network among project owners, designers, excavators, and facility owners, and

WHEREAS, when dialing 811, at least three business days before digging, a homeowner or a contractor is connected to a unique service that notifies the appropriate underground utility operators in the municipality in which the work will be performed, and

WHEREAS, by notifying 811 of their intent to dig, the homeowner or contractor is knowingly helping to protect the underground utilities, themselves, work crew, and their neighbors from any unsafe digging practices within their community, and

NOW, THEREFORE, BE IT RESOLVED that [INSERT the CITY NAME OR MUNICIPALITY NAME], in support of the Pennsylvania Underground Utility Line Protection Law, PA Act 287 of 1974, as amended, we do hereby proclaim April 2024 as “Pennsylvania Safe Digging Month”, and encourage all Pennsylvanians to visit the Pennsylvania 811 website at www.paonecall.org for information about digging safely.

SIGNED

DATE

Company Letterhead

Your name

Company name

Street Address

City, State, Zip Code

Dear William Kiger, President, CEO of Pennsylvania 811,

COMPANY NAME recognizes April 2024 as “Pennsylvania 811 Safe Digging Month”, and the initiative sponsored by Pennsylvania 811, a utility notification information center with 52 years of continuous service to the Commonwealth of Pennsylvania.

We support the mission of Pennsylvania 811 is to prevent damage to underground facilities and to promote safety, by providing an efficient and effective communications network among project owners, designers, excavators, and facility owners. We also acknowledge Pennsylvania 811 received a million excavation notifications in 2023, over 3,000 construction projects in Coordinate PA, and transmitted approximately 6 million notifications to their member facility owners and operators allowing essential utility and construction crews to provide vital underground services and repair of critical infrastructure to communities throughout Pennsylvania.

We are aware safe digging is a shared responsibility among excavators, homeowners, and facility owners. We will promote “Pennsylvania 811 Safe Digging Month” as a reminder to all people who excavate or dig to contact 811, three business days before digging; to have the approximate location of their utility lines marked for this process helps prevent injuries, property damage, and inconvenient utility outages.

We will encourage safe digging practices in Pennsylvania, in support of the Pennsylvania Underground Utility Line Protection Law, PA Act 287 of 1974, as amended, by recognizing April 2024 as “Pennsylvania 811 Safe Digging Month”. We will encourage everyone to visit the Pennsylvania 811 website at www.paonecall.org for information about digging safely.

SIGNED, NAME, TITLE, COMPANY

COUNTY or SERVICE AREA (counties)

DATE