



# 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.

With the passage of the Bipartisan Infrastructure law and the Broadband Equity, Access and Deployment Program, we anticipate an increase in projects throughout Pennsylvania that will impact the construction industry as well as the underground facility owners.

To ensure projects are efficiently managed, Pennsylvania 811 has developed a tool called Coordinate PA that enables project owners, designers and excavators to safely manage and coordinate their underground construction projects with underground facility owners and municipalities.

Our mission has not changed and we need influential parties to help promote safe digging during this rebuild of roads, bridges and rails.

# 2023

# Safe Digging Month

April 1 – April 30, 2023

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## 2023 "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** – Pennsylvania will receive \$11.3 billion for federal-aid highway apportioned programs and \$1.6 billion for bridge replacement and repairs
- **Improve health, sustainable transportation options** - \$2.8 billion over five years to improve public transportation including improvements and expansion across the state
- **Connect every Pennsylvanian to reliable high-speed internet** - \$100 million to help provide broadband coverage across the commonwealth
- **Prepare more of our infrastructure for impactful events** - \$49 million over five years to protect against wildfires, \$26 million to protect against cyber-attacks, \$3.5 billion investment in weatherization to reduce energy costs for families
- **Deliver clean drinking water** - \$1.4 billion over five years to improve water infrastructure
- **Improve commonwealth airports** - \$355 million over five years

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.

*- President Joe Biden*

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](https://pa1call.org/SafeDiggingMonth) or by contacting one of our Damage Prevention Liaisons at [pa1call.org/liasons](https://pa1call.org/liasons). 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



## 2023 "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](http://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](mailto:contact@pa1call.org) before **April 1<sup>st</sup>**
5. Develop a timeline to promote activities in April
6. Report your outreach efforts to [contact@pa1call.org](mailto: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.

January/February  
Download materials



March  
**Send Proclamations,  
Resolutions or  
Letters of Support to  
[contact@pa1call.org](mailto:contact@pa1call.org)**



April  
Promote  
Website, Social  
Media,  
Newsletters, Local  
Media



# Pennsylvania 811

## 2023 "PENNSYLVANIA 811 SAFE DIGGING MONTH" COMMUNICATIONS PLAN

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### 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 [pa1call.org](http://pa1call.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](http://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/](http://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](http://pa1call.org/liaisons).

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2023 Safe Digging Month



Safe Digging Partner Logo

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2023 "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 the beginning of April 2023, we will post it on our social media channels. You may request a template from one of our Damage Prevention Liaisons at pa1call.org/liaisons.

- 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
Commissioners/Council

Resolution
Service to the Community

Letter of Support
Business or Organization



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## 2023 “PENNSYLVANIA 811 SAFE DIGGING MONTH” COMMUNICATIONS PLAN

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### SOCIAL MEDIA

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

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#### **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.

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### 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.

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Online learning  
[pa1call.org/events](https://pa1call.org/events)

Direct Contact  
[pa1call.org/liaisons](https://pa1call.org/liaisons)

Teams Meeting  
[pa1call.org/liaisons](https://pa1call.org/liaisons)

Law Resources  
[pa1call.org/palaw](https://pa1call.org/palaw)

Resource Library  
[pa1call.org/resources](https://pa1call.org/resources)

YouTube Channel  
[pa1call.org/videos](https://pa1call.org/videos)

**Look for us on Social Media**  
Facebook  
Pennsylvania811  
Twitter  
Pennsylvania811  
LinkedIn  
Pennsylvania One Call System, Inc.

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