

Introducing
811
PRESS KIT



Background on Common Ground Alliance

- **Common Ground Alliance originated as an extension of the Common Ground Study.**

The Common Ground Alliance (CGA) was created in 2000 after the U.S. Department of Transportation released a study addressing the best practices relating to damage prevention. The study, released in 1999, was never intended to be a fixed model, but to evolve as experts learn more and technology advances. The CGA was formed by a federal mandate to continue the development of best practices for damage prevention. CGA is a member-driven organization with more than 1,400 individual members, member organizations and sponsors in 15 stakeholder groups that comprise the underground utility and damage prevention industry. These groups include excavators, locators, road builders, electric, telecommunications, oil, gas, railroad, one call centers, public works, equipment manufacturing & suppliers, state regulators, insurance & engineering/design and emergency services.

- **Common Ground Alliance promotes effective damage prevention practices.**

From its inception, CGA has promoted effective damage prevention practices in order to ensure public safety, environmental protection and the integrity of services. To achieve these goals, CGA fosters a sense of shared responsibility for the protection of underground facilities; supports research; develops and conducts public awareness and education programs; identifies and disseminates stakeholder best practices such as those embodied in the Common Ground Study; and serves as a clearinghouse for damage data collection, analysis and dissemination. The CGA also works with industry stakeholders and regulators to produce stronger, more effective results through partnership, collaboration and the pursuit of common goals in damage prevention.

- **The Common Ground Alliance (CGA) will work with its 1,400 individual members, member organizations, sponsors and 811 campaign national launch partners to reach target audiences.**

The designation of a national 811 “Call Before You Dig” number provides CGA with a unique, once-in-a-lifetime opportunity to focus national attention on the importance of calling before digging. CGA will work with its entire network and its national launch partners to reach all aspects of the digging world and educate them on the relevance of 811.

Frequently Asked Questions

- **Who is CGA?**

The Common Ground Alliance (CGA) is a coalition of 1,400 excavators, locators, road builders, electric, telecommunications, oil, gas, railroad, one call centers, public works, equipment manufacturing & suppliers, state regulators, insurance & engineering/design and emergency services. Officially formed in 2000, CGA represents a continuation of the United States Department of Transportation's Common Ground Study, which highlighted the need for one organization to continuously update best practices among the growing underground utility industry. The Common Ground Alliance was thus formed to prevent damages to underground infrastructure, reduce service disruptions, save lives, and improve safety practices industry-wide.

- **What is the purpose of CGA? How does it achieve its goals?**

CGA works to prevent damage to underground infrastructure by developing best practices for the industry. The organization is also involved in other activities in an effort to achieve this goal. Research & development, data reporting & evaluation and education programs are all important methods CGA uses to promote effective damage prevention practices. In fact, CGA works with its members and industry stakeholders to create effective results through partnership, collaboration, and the pursuit of common goals in damage prevention.

- **What exactly is 811?**

811 is a FCC-designated national N-11 number for homeowners and professional excavators to call before digging. 811 calls will be directed to the local One Call Center and the affected utilities, who will then mark underground lines for free. The national 811 campaign will increase awareness among the public about the importance of having utility lines marked before digging. Digging without calling can lead to severe consequences including harm to those who dig, costly damages to underground infrastructure and utility service disruptions.

- **Don't "Call Before You Dig" numbers already exist?**

There are multiple "Call Before You Dig" numbers established by the existing 62 One Call Centers, or "Call Before You Dig" centers. The national 811 number will eliminate the confusion of multiple numbers while continuing free and easy local service. In fact, in a recent national survey, nine out of ten (89%) professional excavators agreed that calling before to get utility lines marked is a fast and easy process.

- **Why is a national 811 number necessary?**

Those who dig are aware of "Call Before You Dig" services, but often make risky assumptions about where utility lines are buried or when they should call. In fact, a recent national survey showed that only 33% of homeowner do-it-yourselfers called to have their lines marked before starting digging projects. Simple digging jobs can damage utility lines, which can disrupt service to an entire neighborhood, harm diggers, and potentially result in fines and repair costs. 811 will let diggers know what's below when they call before they dig.

- **What is CGA's role in promoting 811?**

CGA's mission is to prevent damage to underground infrastructure. The national 811 number provides a once-in-a-lifetime opportunity to focus national attention on the importance of calling before digging as simple digging jobs can damage utility lines. CGA will work with its members, sponsors, and national launch partners in the 811 campaign to increase awareness about the new number and create positive behavior change.

Background on the 811 campaign

- **811 is a new federally-mandated FCC designated N-11 number**

The new 811 number is a national “Call Before You Dig” phone number designated by the FCC to eliminate the confusion of multiple “Call Before You Dig” numbers and help save lives by minimizing damages to underground utilities. One easy phone call to 811 quickly begins the process of getting underground utility lines marked. Local One Call Center personnel will then notify affected utility companies, who will send crews to mark underground lines for free.

- **811 will help save lives and protect infrastructure**

Knowing where underground utility lines are buried before each digging project begins helps to prevent injury, expense and penalties. The depth of utility lines may vary and multiple utility lines may exist in one area. Simple digging jobs can damage utility lines and can disrupt vital services to an entire neighborhood, harm those who dig and result in expensive fines and repair costs. Marked lines show those who dig the approximate location of underground lines and help prevent undesired consequences.

- **The 811 campaign will target diggers—professional excavators and do-it-yourself homeowners**

A recent national survey revealed that roughly half of Americans are “active diggers” who have done (or are planning to do) some type of digging project at home, yet only a third have called or will call to get their utility lines marked. CGA member organizations and national launch partners will conduct outreach to increase awareness of the new 811 number, demonstrate its relevance and create positive behavioral change among those most likely to dig.

- **The Common Ground Alliance (CGA) will work with its 1,400 individual members, member organizations, sponsors and 811 campaign national launch partners to reach target audiences**

The designation of a national 811 “Call Before You Dig” number provides CGA with a unique, once-in-a-lifetime opportunity to focus national attention on the importance of calling before digging. CGA will work with its entire network and its national launch partners to reach all aspects of the digging world and educate them on the relevance of 811.



MEDIA ADVISORY

National 811 number will help save lives and protect America’s underground infrastructure

Federally-mandated free “Call Before You Dig” service to help protect professional excavators from injury, expense and penalties

WHAT: The Common Ground Alliance will partner with <INSERT TRADE ASSOC> to announce the new national 811 “Call Before You Dig” number to <BUILDING TRADE> at their yearly convention. This free number, designated by the FCC, will start the process of marking underground utility lines for homeowners and professional excavators before they start digging projects.

WHO: **Common Ground Alliance** – Member-driven association of nearly 1,400 individuals, organizations and sponsors comprising the underground utility industry committed to preventing damage to underground infrastructure, ensuring public safety and environmental protection by promoting effective damage prevention practices.
TRADE ASSOC—<INSERT PARTNER BLURB HERE>

WHEN: DAY, MONTH DATE
TIME

WHERE: Location: City, State

DETAILS: Press conference to announce service; Interview opportunities with CGA officials, trade association representatives, and professional excavators; Photo opportunity; <INSERT MORE HERE>

FOR ADDITIONAL INFORMATION, CONTACT:

CONTACT PERSON

Fleishman-Hillard for CGA
(888) 555-1212
yourname@fleishman.com

CONTACT PERSON

TRADE ASSOCIATION
(888) 555-1212
yourname@tradeassociation.com

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FOR IMMEDIATE RELEASE

Month, Date Year

CONTACT:

First Name Last Name

(888)555-1212

yourname@onecallcenter.com

CGA launches national 811 “Call Before You Dig” number to help save lives and protect American underground infrastructure

<CITY, STATE> — The Common Ground Alliance (CGA) today announced the launch of a new national 811 “Call Before You Dig” number in <STATE> to help prevent professional excavators from damaging underground utility lines while digging and causing injury or service outages.

“Knowing where utility lines are buried before each digging project helps protect those who dig from injury, expense and penalties,” said CGA Executive Director Bob Kipp at the announcement. “One easy phone call to 811 will get the approximate location of underground utility lines marked for free,” he continued. “Safe Digging Is No Accident: Always Call 811 Before You Dig.”

811 is a new FCC-designated national N-11 number created to eliminate confusion of multiple “Call Before You Dig” numbers across the country. This quick and efficient service connects callers with local One Call Centers who notify the appropriate local utilities, who then send crews to the requested site to mark the approximate location of underground lines for free.

Risky assumptions about the location of underground utility lines, some of which can be buried at a shallow depth, have led to an estimated XXX line damages and XXX of injuries per year. A recent national survey shows that confusion exists among the public as to the necessity of calling before every dig job. In the survey, only 64% of professional excavators stated that they always call before digging.

CGA officials were joined by representatives of <TRADE ASSOCIATION>, who have agreed to partner with CGA in the 811 campaign. “INSERT TRADE ASSOCIATION QUOTE HERE” said <FCC representative>.

The announcement was made at <INSERT TRADE EVENT HERE>, the <DESCRIPTION HERE>. <TRADE ASSOCIATION> has agreed to lend their national resources and name brand identity to increase awareness of 811 and create positive behavior change among members of the public.

For more statistics from the recent national survey or more information about the 811 service and campaign, visit www.call811.com.

CGA is a member-driven association of nearly 1,400 individuals, organizations and sponsors in every facet of the underground utility industry. Established in 2000, CGA is committed to saving lives and preventing damage to American underground infrastructure by promoting effective damage prevention practices. CGA has established itself as the leading organization in an effort to reduce damages to underground facilities in North America through shared responsibility among all stakeholders. For more information, visit CGA on the Web at www.commongroundalliance.com

<ADD BOILERPLATE LANGUAGE ABOUT LOCAL ONE CALL CENTER HERE>

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MEDIA ADVISORY

National 811 “Call Before You Dig” number to be announced

Federally-mandated free service to help protect homeowners and professional excavators from injury, expense and penalties

WHAT: The Common Ground Alliance will partner with <NATIONAL LAUNCH PARTNERS><FEDERAL AGENCIES> to announce the new national 811 “Call Before You Dig” number to American homeowners. This free number, designated by the FCC, begins the process of marking underground utility lines for homeowners and excavators before they start digging projects.

WHO: **Common Ground Alliance** – Member-driven association of nearly 1,400 individuals, organizations and sponsors comprising the underground utility industry committed to preventing damage to underground infrastructure, ensuring public safety and environmental protection by promoting effective damage prevention practices.

WHEN: DAY, MONTH DATE
TIME

WHERE: LOCATION: Washington, DC

DETAILS: Press conference to announce service; Interview opportunities with CGA officials, federal representatives, national launch partners; Photo opportunity; <INSERT MORE HERE>

FOR ADDITIONAL INFORMATION, CONTACT:

CONTACT PERSON
Fleishman-Hillard for CGA
(888) 555-1212
yourname@fleishman.com

CONTACT PERSON
TRADE ASSOCIATION
(888) 555-1212
yourname@tradeassociation.com

###



FOR IMMEDIATE RELEASE

Month, Date, Year

CONTACT:

FirstName Last Name

(888)555-1212

yourname@onecallcenter.com

CGA launches national 811 “Call Before You Dig” number to help save lives and protect American underground infrastructure

WASHINGTON, D.C.—The Common Ground Alliance (CGA) today announced the launch of a new national 811 “Call Before You Dig” number to help prevent homeowners and professional excavators from damaging underground utility lines while digging and causing injury or service outages.

“Knowing where utility lines are buried before each digging project helps protect those digging from injury, expense and penalties,” said CGA Executive Director Bob Kipp at the announcement. “One easy phone call to 811 will get underground utility lines marked for free,” he continued. “Safe Digging Is No Accident: Always Call 811 Before You Dig.”

811 is a new FCC-designated national N-11 number created to eliminate confusion of multiple “Call Before You Dig” numbers across the country. The quick and efficient one call service will notify the appropriate local utilities, which then send locators or locate technicians to the requested site to mark the approximate locations of underground lines for free.

Risky assumptions about the location of underground utility lines, some of which can be inches below the ground, have led to approximately XXX line damages and XXX of injuries per year. A recent national survey shows that confusion exists among the public as to the necessity of calling before every dig job. In the survey, roughly half of American homeowners stated that they have done or are planning a major digging project at home, yet only a third have called or planned to call ahead to get their underground utility lines marked.

CGA officials were joined by representatives of the FCC and PHMSA, who provide oversight and funding for the organization and 811 service. “INSERT FCC QUOTE HERE” said <FCC representative>. “INSERT PHMSA QUOTE HERE” continued <PHMSA representative>

In addition to federal representatives, CGA was also joined at the announcement by national launch partners <INSERT PARTNERS HERE>. These partners have agreed to lend their significant national resources and name brand identity to increase awareness of 811 and create positive behavior change among members of the public.

For more statistics from the recent national survey or more information about the 811 service and campaign, visit www.call811.com.

CGA is a member-driven association of nearly 1,400 individuals, organizations and sponsors in every facet of the underground utility industry. Established in 2000, CGA is committed to saving lives and preventing damage to American underground infrastructure by promoting effective damage prevention practices. CGA has established itself as the leading organization in an effort to reduce damages to underground facilities in North America through shared responsibility among all stakeholders. For more information, visit CGA on the Web at www.commongroundalliance.com

<ADD BOILERPLATE LANGUAGE ABOUT LOCAL One Call Center HERE>

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MEDIA ADVISORY

National 811 number will help save lives and protect America's underground infrastructure

Federally-mandated free service to help protect homeowners and professional excavators from injury, expense and penalties

- WHAT:** <LOCAL ONE CALL CENTER> will partner with the Common Ground Alliance and local elected officials to announce the new national 811 "Call Before You Dig" number to <STATE/REGION>. This free number, assigned by the FCC, begins the process of marking underground utility lines for homeowners and excavators before they start digging projects.
- WHO:** <LOCAL ONE CALL CENTER>—Language about local one call center/one call service.
Common Ground Alliance—Member-driven association of nearly 1,400 individuals, organizations and sponsors comprising the underground utility industry committed to preventing damage to underground infrastructure, ensuring public safety and environmental protection by promoting effective damage prevention practices.
- WHEN:** DAY, MONTH DATE
TIME
- WHERE:** LOCATION: City, State
- DETAILS:** Press conference to announce service; Interview opportunities with <One Call Center Executive Director>, CGA officials, local elected officials; Photo opportunity; <INSERT MORE HERE>

FOR ADDITIONAL INFORMATION, CONTACT:

CONTACT PERSON

Fleishman-Hillard for CGA
(888) 555-1212
yourname@fleishman.com

CONTACT PERSON

TRADE ASSOCIATION
(888) 555-1212
yourname@tradeassociation.com

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FOR IMMEDIATE RELEASE

Month, Date, Year

CONTACT:

FirstName Last Name

(888)555-1212

yourname@onecallcenter.com

<ONE CALL CENTER> launches 811 “Call Before You Dig” number to help save lives and protect America’s underground infrastructure

<CITY, STATE>. — <ONE CALL CENTER> today announced the launch of a new national 811 “Call Before You Dig” number to help prevent homeowners and professional excavators from damaging underground utility lines while digging and causing injury or service outages.

“Knowing where utility lines are buried before each digging project helps protect those digging from injury, expense and penalties,” said <ONE CALL CENTER EXECUTIVE DIRECTOR> at the announcement. “One easy phone call to 811 will get underground utility lines marked for free,” <NAME> continued. “Safe Digging Is No Accident: Always Call 811 Before You Dig.”

811 is a new FCC-designated national N-11 number created to eliminate confusion of multiple “Call Before You Dig” numbers across the country. This quick and efficient one call service will notify the appropriate utilities, who then send locators or locate technicians to the requested site to mark underground lines for free.

Risky assumptions about the location of underground utility lines, some of which can be buried at shallow depths, have led to approximately XXX line damages and XXX of injuries per year. A recent national survey shows that confusion exists among the public as to the necessity of calling before every dig job. In the survey, roughly half of American homeowners stated that they have done or are planning a major digging project at home, yet only a third have called or planned to call ahead to get their underground utility lines marked.

“QUOTE FROM LOCAL ELECTED OFFICIAL” continued <LOCAL ELECTED OFFICIAL>. “INSERT CGA QUOTE HERE” continued <CGA representative>

For more statistics from the recent national survey or more information about the 811 service and campaign, visit www.call811.com.

CGA is a member-driven association of nearly 1,400 individuals, organizations and sponsors in every facet of the underground utility industry. Established in 2000, CGA is committed to saving lives and preventing damage to American underground infrastructure by promoting effective damage prevention practices. CGA has established itself as the leading organization in an effort to reduce damages to underground facilities in North America through shared responsibility among all stakeholders. For more information, visit CGA on the Web at www.commongroundalliance.com

<ADD BOILERPLATE LANGUAGE ABOUT LOCAL One Call Center HERE>

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