



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.