

2019 National Activities

Common Ground Alliance (CGA)



Additional Call811.com Stats from 2018

- 85% of visitors were new to the site
- 42% of visitors used mobile devices
- Source of site visitors:
 - 75% from search engines (indicates more people are seeing 811 in more places)
- Approximately **450,000** referrals from Call811.com to one-call center websites and online ticket platforms, **up by 150,000 (50%)** from 2017.

CGA's DOES Create Tools to Help Members Create Educational 811/Damage Prevention Campaigns



CGA's DOES Partner with Members to Create Collaborative Partnership Programs



Twitter, Facebook, Linked in

NEW Social Media Messages!

811 Call 811 Before You Dig
Published by Chris McElroy 111 · Just now · 🌐

Winter ice storms can bring down trees. Did you know that you need to call 811 before uprooting a tree? Learn more at Call811.com and always #Call811 before you dig or disturb the ground in any way.



Call811 | Call811 |

811 CGA
@Call811CGA

Who counting down the days to @MLB opening day?



Call811 |

Trees and Tools

Lowe's Campaign - NSDM



Home Depot Campaign – NSDM



“Sunset” the “old” infographics

New Infographics for 2019



Small Projects Big Disruptions

Damages that occurred on a weekend were nearly twice as likely to have involved hand tools (shovels, post-hole diggers, etc.) than those that occurred on a weekday.

811

2017 DIRT Report
CommonGroundAlliance.com/DIRT

Half of All Damages Occur in Summer

50 percent of reported damages occurred between June and September in 2017.

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2017 DIRT Report • CommonGroundAlliance.com/DIRT

New Infographics for 2019



Hand Tools

Can Damage Unmarked Gas Lines

More than 80 percent of "no call" damages involving hand tools damaged natural gas facilities.

CommonGroundAlliance.com/DIRT



Shallow Digging is Still Digging

One in eight survey respondents have decided to dig without calling 811 because they thought their project was too shallow to interfere with buried facilities.

2018 CGA Public Awareness Research



2019 Summit

Common Ground Nebraska (CGN)

Excavation and Damage Prevention Safety Summit

Lancaster Event Center, Lincoln, Nebraska

February 20, 2019













1call.com
Nebraska 811
Know what's below.
Call 811 before you dig.

CALL
Nebraska 811
WAIT
2 Business Days
DIG
Safely

IT'S
FREE

IT'S
EASY



Know what's below.
Call before you dig.

2018
2018
2018
2018
CALENDAR

1call.com

811









Natural Gas

Clean / Abundant / Reliable / Domestic

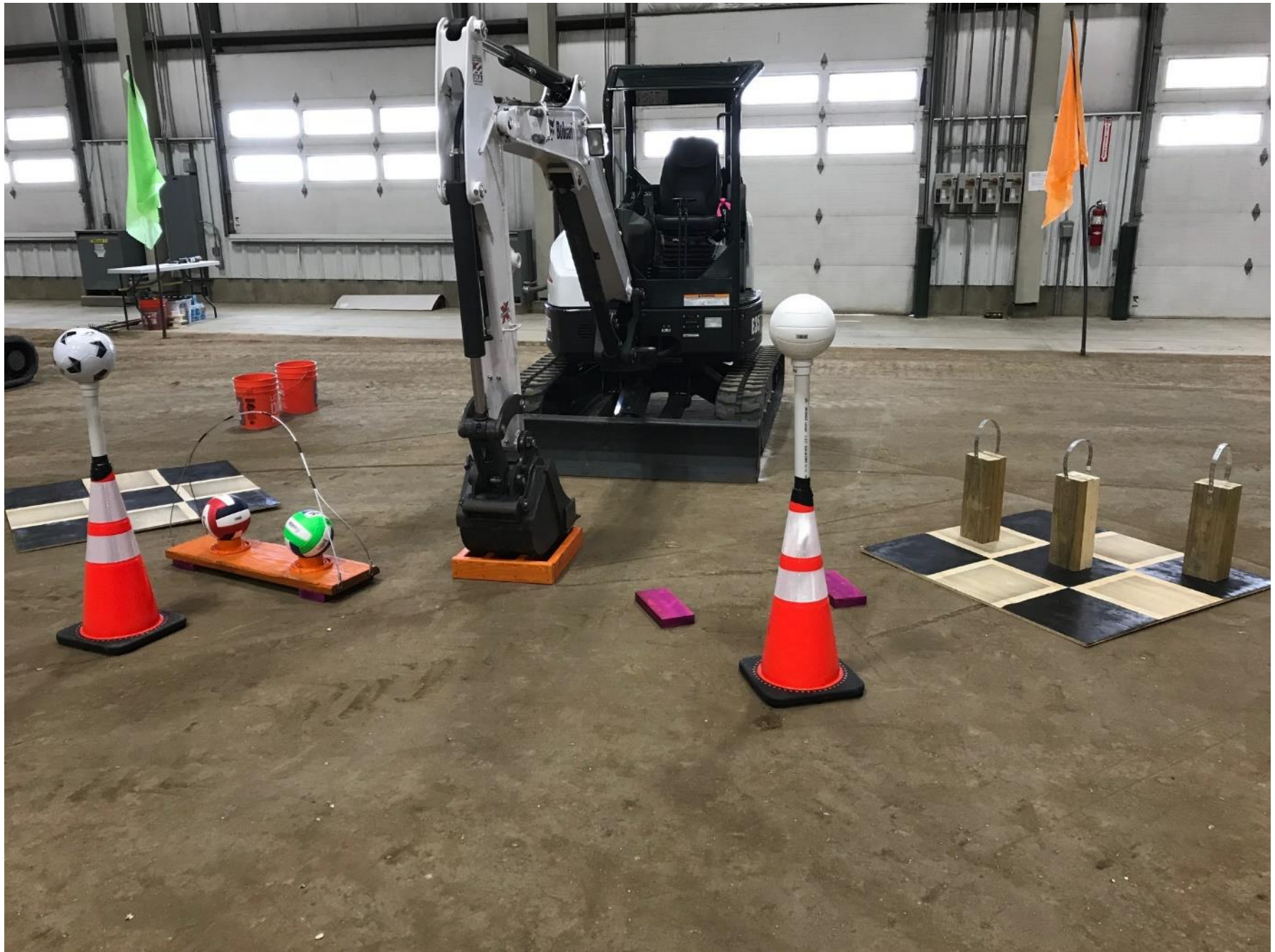
ECONOMICAL
CLEAN
ABUNDANT
RELIABLE
DOMESTIC



More than a utility

- You receive safe, reliable service from our employees.
- Our donations to more than 125 Nebraska nonprofits improved life for our neighbors in need in the communities we serve.
- For decades, our Nebraska communities have grown thanks to our economic development efforts.







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