

April 2023



Member Newsletter

## From The Desk of Chris Stovall

PRESIDENT AND CEO AT TEXAS811



Greetings,

I want to take a moment to express my gratitude for your ongoing support of Texas811 and reading our member newsletter. All of us here at Texas811 are proud to support the mission and ensure the safety of all Texans by promoting damage prevention to underground infrastructure. This is a responsibility that we take seriously, and it's an honor to serve you.

We believe underground utility damage can be prevented through effective education, training, and communication. By providing our stakeholders with the knowledge and resources they need to work safely and efficiently around underground infrastructure, we can reduce the risk of damage and improve safety for everyone involved.

No notification made to the 811 center remains the top root cause with over a quarter of all damages still attributed to no notification. CGA excavator research tells us that professional excavator awareness of 811 is very high, yet 60% of all damages due to no notification can be attributed to professional excavators. We are committed to reaching all excavators, providing industry-leading training and education and using the latest technology to enhance damage prevention efforts.

Our member support is strong, and we are seeing positive progress in many areas. Thank you again for your support of Texas811. We're proud to be a part of your community and enjoy the good work of making Texas a great place to live and work.

Thank you,  
Chris Stovall

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# NEW TEXAS811 WEBSITES

Texas811 unveiled two new websites in August 2022 with a new layout that is easy to navigate.

The new websites were another Texas811 initiative to help stakeholders efficiently get what they need, and help excavators and the general public easily access Texas811's information about safe digging.

A key change on the new website is the menu option at the top of the site that provides a one-stop shop for facility operators, excavators, and homeowners/DIYers (top screenshot below). Examples include:

- The Learning Hub page (bottom screenshot below) includes beneficial videos and information for Facility Operators, Professional Excavators, Homeowners/DIYers; and
- The Self-Service Hub page (left screenshot below) where facility operators can access forms to make changes to their company's contact information, utility mapping, or request a review of a locate request they received or should have received.
- The What to Expect pages for excavators and homeowners/DIYers have been combined into one page with options to view "What to expect before and after contacting 811".
- Texas811 En Español has moved to its own website. The new [Texas811 En Español](#) website houses fresh new content translated into Spanish and can be accessed from the English website or by using the new website link. It's easy to toggle between the English and Spanish websites with just a click of a button on either website.

We patiently built the new website for facility operators, excavators, and homeowners/DIYers to optimize the user experience. All the information from our previous website is on the newly enhanced site but presented in a more professional and navigable layout. The landing pages for each stakeholder are marked by icons on the home page.

Mobile device users will notice the new website is more mobile-friendly.

Texas811 will continue to fine-tune the new website. If you use the site often, please familiarize yourself with the new layout:

- For English content visit: [www.Texas811.org](http://www.Texas811.org).
- For Spanish content visit: [www.texas811enespanol.org](http://www.texas811enespanol.org).

We recommend checking your bookmarks as some URLs to pages may have changed on the new website.

We are excited about the launch of our new website and know you will be excited as well. If you have any questions, please feel free to reach out to the Marketing & Communications Team at [CommunicationsTeam@Texas811.org](mailto:CommunicationsTeam@Texas811.org).



# MARKETING & COMMUNICATIONS UPDATES

## 2023 National Safe Digging Month Announcement

Texas811 is excited to announce its 2023 National Safe Digging Month campaign, Curious About the Paint and Flags in Your Neighborhood. During April, the campaign will bring awareness of what the different paint and flags mean.

As part of National Safe Digging Month, Texas811 will host a weekly social media giveaway for followers who share photos of line locate markings in their neighborhood. We have two goals for this giveaway. The first is to help Texans begin to recognize the paint and flags throughout their day-to-day activities, and second, we want people to understand why they're there and what each color represents.

In addition to the external social media giveaway, we are hosting an internal giveaway for Texas811 employees. Our goal internally is to grow our social media audience to get the message about safe digging to more Texans.

According to a 2019 survey of 505 homeowners, we learned 74% didn't know that "call before you dig" is the law. We want to change that.

We will communicate this message in English and Spanish on Facebook, Twitter, Instagram, LinkedIn, and YouTube. We are also launching a new billboard campaign across Texas, advertising on social media, Nextdoor, Google, radio, during podcasts, and hosting interviews with Good Morning Texas and Univision.

To learn more please visit [National Safe Digging Month - Texas 811](#). Here you will find resources for National Safe Digging Month and our media toolkit. We appreciate you sharing with your stakeholders.

We are excited about this year's National Safe Digging Month. If you would like to partner with Texas811, please click [HERE](#) or reach out to our Marketing and Communications Team directly at [CommunicationsTeam@Texas811.org](mailto:CommunicationsTeam@Texas811.org).



Don't forget to follow us on social media by clicking the icons below.



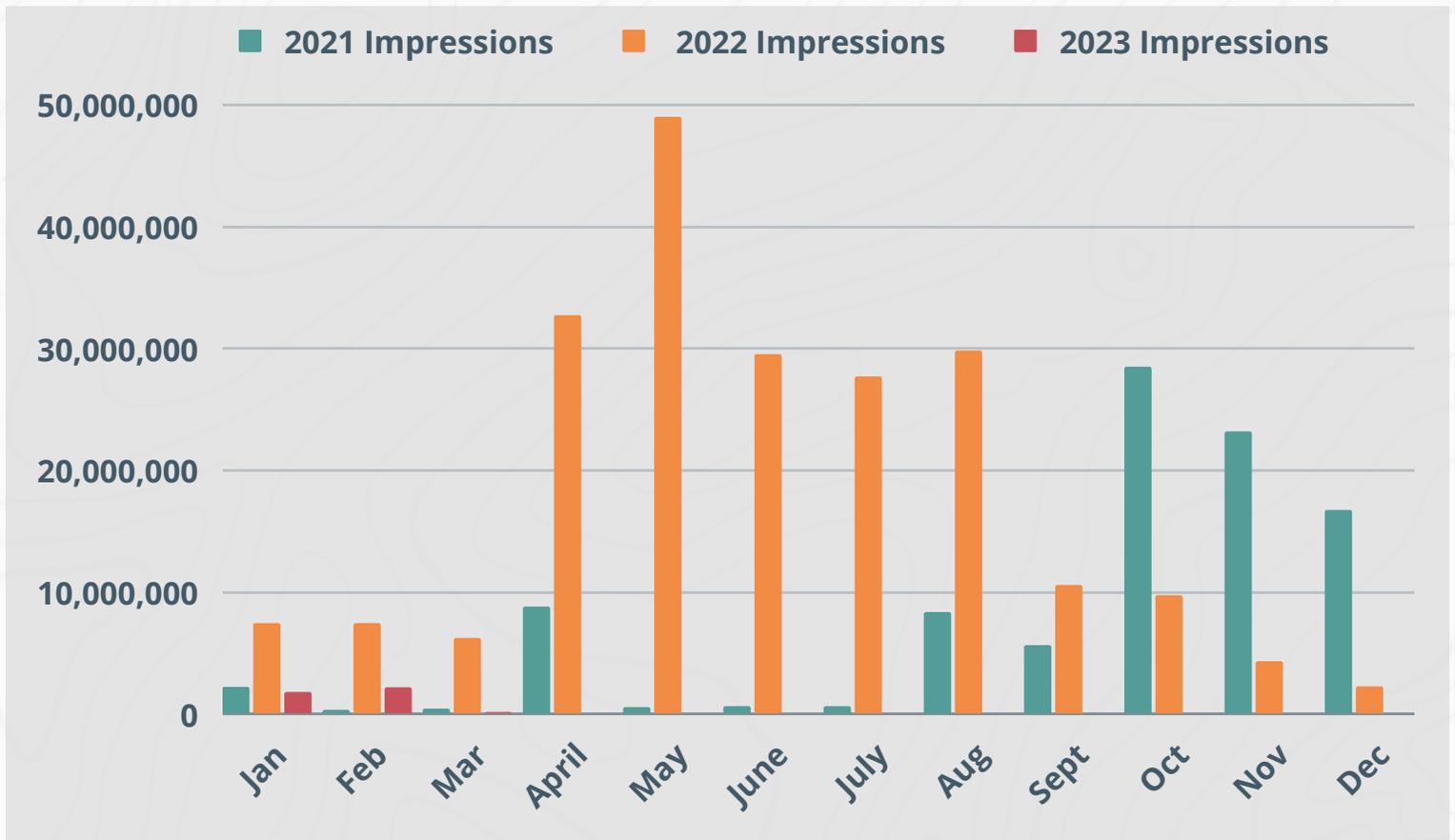
# MARKETING & COMMUNICATIONS UPDATES

The Texas811 Marketing & Communications Team continues to have stellar public awareness results, while keeping the mission of Texas811 at the forefront.

Some of our efforts have included social media content on all Texas811 social media platforms in English and Spanish, a billboard campaign across the state, digital advertising on Nextdoor, YouTube, and Google, as well as radio commercials, podcasts, and Amazon OTT. We have also partnered with the CGA and other stakeholders in the industry on national and state-level initiatives.

As of the end of 2022, we have seen an impressive 215,739,435 impressions, which surpassed the 95,563,370 impressions we saw for 2021. Below you can see a side-by-side comparison for 2021, 2022, and 2023. For 2023, we evaluated the marketing efforts that have worked well and those that did not work well to help guide us in a direction of decreased damages and increased public awareness.

We look forward to and welcome opportunities to partner with our members and fellow stakeholders. If you are interested in partnering with Texas811 on a marketing initiative, please visit our [Partner Page](#) or reach out to the Marketing & Communications Team at [CommunicationsTeam@Texas811.org](mailto:CommunicationsTeam@Texas811.org).



# FACILITY OPERATOR LEGAL RESPONSIBILITIES

## CHAPTER 251.107 OF THE TEXAS ONE-CALL LAW REQUIRES FACILITY OPERATORS TO NOTIFY THE ONE-CALL NOTIFICATION CENTER

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(3) at least quarterly but, if possible, as those changes occur, information relating to each change in the operator's maps or grid locations or other identifiers or in the person or persons designated as the operator's contact person or persons.

- For questions related to the mapping updates, please reach out to the GIS Department at [GISMail@Texas811.org](mailto:GISMail@Texas811.org).
- For changes or updates to your contact information, please complete our [Update Member Information Form](#).

For more information on your legal responsibilities as a Facility Operator, please visit the links below.

[Texas One-Call Law Chapter 251](#)

Governed by the [OneCall Board of Texas](#) for all underground facility operators.

[TAC Chapter 18](#)

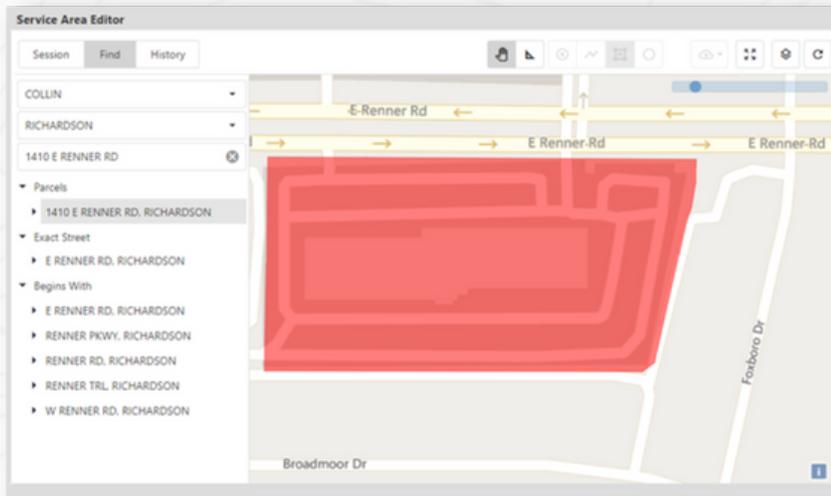
Governed by the [Railroad Commission of Texas](#) for oil and gas facility operators.



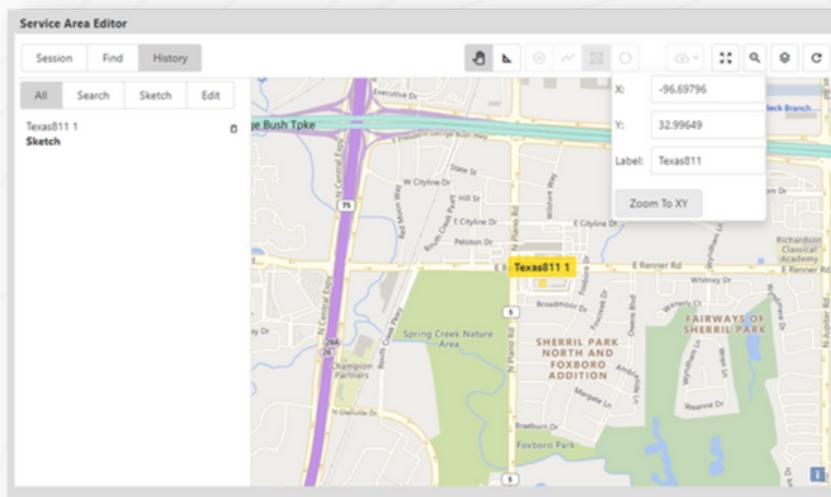
# SERVICE AREA EDITOR (SAE)

We have exciting changes taking place at Texas811. Our Service Area Editor (SAE) has been expanded. Administered and hosted by Texas811, the SAE application allows for both viewer and editor access to a member organization's service area. With over 500 users of the application, we have been actively expanding our suite of available features. We'd like to highlight two new features in the application to aid users in finding a location on the map.

We've recently added the "Find" feature which allows users to enter a county, place name, and/or address information and zoom to a location on the map. This allows users to find a location more easily on the map to determine if coverage exists under a given code.



We've also enabled the Zoom to Point tool which allows users to enter GPS coordinates and an optional point label and zoom to a location on the map (i.e. X or Longitude: -96.69796, Y or Latitude: 32.99649, Label: Texas811). Simply select the magnifying glass on the toolbar and enter your location coordinates and click on Zoom to XY.



For access to the application, please reach out to the GIS Department at [GISMail@Texas811.org](mailto:GISMail@Texas811.org) to find out more.

# DAMAGE PREVENTION COUNCIL OF TEXAS

What is the DPC of Texas?

By Jennifer Pratt, Program Manager of DPC of Texas

Have you heard about the DPC of Texas? Have you ever been invited to a meeting and just weren't sure what you were being invited to attend? The Damage Prevention Council of Texas is a 501(c)(3) nonprofit organization dedicated to preventing damage to underground facilities, public safety, and environmental protection through stakeholder education and communication. We promote damage prevention and safe digging practices for underground facilities in the State of Texas. To meet our mission of saving lives and protecting property, the DPC of Texas hosts Chapter meetings accessible to all stakeholders who reside or work in the State of Texas. But that's not all. In addition to chapter meetings, the DPC of Texas conducts excavation and trenching safety workshops and excavation safety days providing education and hands-on demonstrations for all stakeholder groups. The DPC of Texas also provides free virtual training through our Alliance with OSHA Region 6. With funding from the PHMSA Technical Assistance Grant, we offer virtual training on living and working near pipelines in Texas. You can take advantage of any or all these opportunities at no cost. For more information on the DPC of Texas and how you can take advantage of these opportunities, visit us at <https://dpcotexas.org> or email Jennifer Pratt at [jenniferpratt@dpcotexas.org](mailto:jenniferpratt@dpcotexas.org).



# TEXAS811'S HIGH RISK INTERVENTION PROGRAM

Did you know we've partnered with Irth to help our members understand the risk of damage to each of your tickets through our Predictive Analytics program? Were you aware we can partner with you to call and send messages specific to YOUR highest risk excavators through our National High-Risk Intervention program?

At Texas811, we know just how critical and valuable this information can be to a utility operator before excavation begins. Our predictive analytics data shows that one-call tickets with the top 10% highest risk analysis scores are responsible for over 50% of excavation damages, and 90% of damages are captured in the top 50% risk analysis scores. The risk score uses historic damage data and is determined by a multitude of risk factors on a one-call ticket such as nature of work, excavator history, digging depth, geographic location, etc. Additionally, Texas811 will monitor your risk data quarterly to determine which excavators are responsible for creating the most risk to your facilities. Our award-winning Damage Prevention Managers will meet with and train those excavators on safe digging practices alongside you or on your behalf.

Using your own risk scoring system? No problem! The National High-Risk Intervention program arms utility operators with heightened communication, allowing them to make informed decisions with their time and resources. To intervene on a facility operator's behalf, the Texas811 damage prevention staff contacts the excavator directly to inform them of an increased risk associated with the one-call ticket. Through conversation, Texas811 will share a variety of precautionary measures that the excavator can take to help mitigate the observed risk. Following that conversation, Texas811 shares the same information with the field contact via an electronic alert so that it can be shared with the crew on-site.

Our Predictive Analytics and National High-Risk Intervention programs have demonstrated results of around a 30%-50% reduction in damage year over year.

For more information or to receive a customized risk reduction analysis, contact Case Wells at [CaseWells@Texas811.org](mailto:CaseWells@Texas811.org) or 214.888.7764.



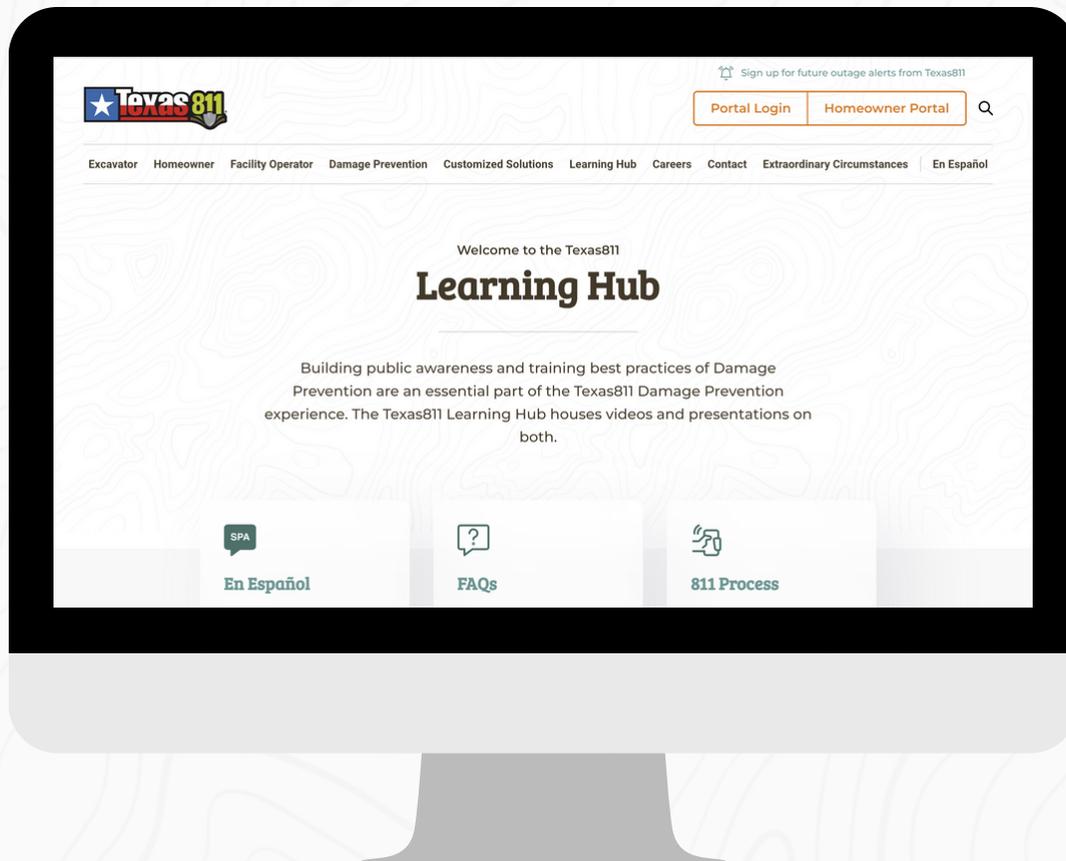
# TEXAS811 TICKET TYPES

Texas811 utilizes a variety of ticket types to fit varying scenarios. We want to provide the distinction between two unique ticket types: Non-Compliant and No Response.

- A Non-Compliant ticket is a request with less than two-business day notice. The following disclaimer is read to the excavator:
  - The start date and time you have requested is not in compliance with Texas State law, which requires 48 hours' notice prior to excavating. If you start work prior to the required time, you will be in violation of the law and subject to a civil penalty.
    - We follow up the disclaimer by asking the excavator if they wish to change the start time; this allows them to move forward with a Non-Compliant ticket, or, process a Normal ticket instead.
- By contrast, a No Response ticket is used when one or more utility operators have not responded to mark their underground utilities. This ticket is classified as a high priority ticket and is only sent to the utility operators that have not responded to the previous request. This type of ticket is sent out with a zero hours' notice and should be responded to as soon as possible.

You can view more ticket type information on our [Learning Hub](#).

For questions or concerns, please reach out to Member Services at 1-888-771-1877, option 2 or [MemberServices@Texas811.org](mailto:MemberServices@Texas811.org).



# 2023 YTD Statistics\*

Outbound Notifications -  
3,784,070

Total Locates - 682,392

Electronic Tickets - 228,275

Remote Tickets - 326,586

Voice Tickets - 127,531

\*as of February 28th

# BEST AND BRIGHTEST COMPANY WINNER

Texas811 is proud to have been named a 2022 Best & Brightest Company to work for! Huge thank you to our amazing Texas811 team...it's an honor to work with each one of you. For more information click [HERE](#).

## WE ARE AN EMPLOYER OF CHOICE!



# Texas811 is Hiring

Know someone who wants to be a part of making a difference by helping protect the billions of dollars of underground utility lines and pipelines in Texas while keeping the people working and living around them safe?

Our organization is only as good as its people. We welcome referrals from those in the damage prevention industry that would be a good fit!

## Why Texas811?

- Work from home opportunities
- Low-cost medical insurance
- Free dental, vision, life, short-term and long-term disability, accident, telemedicine, EAP, and hospital indemnity insurance
- Onsite clinic free to you & your dependents
- Onsite gym
- PTO
- Holiday Pay
- PTO Cash-out available after one year
- Tuition Reimbursement Program
- Free access to LinkedIn Learning
- 401K matched up to 6% by employer
- Mentorship Program
- Employee Wellness Program
- Hybrid work schedules
- Paytient medical payment plan



Scan the QR code for available positions or visit

[www.Texas811.org/careers](http://www.Texas811.org/careers)

