



Indiana 811 Talking Points for Media Interviews

Prior to any media interviews, please take a moment to review the following Indiana 811 talking points. Although you may already feel comfortable with the Indiana 811 message, it's imperative to review these points so you can incorporate them into your answers. Whenever possible, please localize your message to reflect stakeholder support of Indiana 811.

To include an Indiana 811 spokesperson in your story, contact Lauryn Luckey at lluckey@indiana811.org or 317-501-2615.

Key points for all interviews:

- Indiana state law requires that you contact Indiana 811 at www.indiana811.org or by calling 811 for every digging project.
- Contacting Indiana 811 at least two business days prior to digging notifies utility companies of the intent to dig and gives representatives time to mark the appropriate lines.
- Even common projects, such as landscaping, planting trees or installing a mailbox, require contacting Indiana 811.

What is Indiana 811?

- Indiana 811 is a statewide non-profit organization that notifies utility companies of digging requests submitted by professional excavators and homeowners.
- Exactix is Indiana's easy-to-use online platform that allows homeowners and professional excavators who plan to dig to submit locate requests online. Indiana 811's quick and efficient service will notify the affected member utilities, which then send locating technicians to the requested site to mark the approximate locations of underground lines.
- Contacting Indiana 811 is free of charge. Learn more about online requests at www.indiana811.org.
- 811 is the FCC-designated national three-digit phone number created to eliminate the confusion of multiple "Call Before You Dig" numbers across the country.

Who should contact Indiana 811?

- Everyone! Do-it-yourselfers, gardeners, landscapers and contractors need to contact 811 prior to all digging projects — large or small.

Why should people contact Indiana 811?

- Ensuring that the approximate location of underground utility lines are clearly marked before digging reduces the risk of striking a line, which can lead to serious injuries, disrupted service to an entire community, and potential fines and repair costs.

How does Indiana 811 work?

- Indiana 811 will request the location of the digging site.
- The affected utility companies will be notified of the intent to dig.
- The utility companies will send a professional locator to the digging site to identify and mark the approximate location of the underground lines.
- When lines have been marked, you are free to dig carefully around marked lines.

When should someone contact Indiana 811?

- Lines need to be marked for each separate project, such as installing a mailbox, putting up a fence, planting trees, cleaning up after a natural disaster or major storm, or building a deck.
- Contact Indiana 811 at least two working days prior to digging to allow time for professional locators to mark the utility lines.
- Even if you've hired a contractor, make sure the contractor contacts Indiana 811 to have lines marked.

What happens if you don't contact 811?

- Failure to contact 811 before digging results in an estimated \$30 billion in societal costs because of the hundreds of thousands of damages to buried infrastructure each year.
- Hitting an underground utility line while digging can cause serious injuries, disrupt service to entire neighborhoods, and potentially result in fines and repair costs.

Who is behind 811?

- The Common Ground Alliance (CGA), a leading association created to prevent damage to the underground utility infrastructure and ensure public safety and environmental protection. Moreover, 811 is the FCC-designated national three-digit phone number created to eliminate the confusion of multiple "Call Before You Dig" numbers across the country.

What is National Safe Digging Month?

- Indiana and the CGA recognize April as National Safe Digging Month as a reminder to contact 811 before all outdoor digging projects.
- Stakeholders will be participating in local Indiana 811 events throughout April.

Why is April National Safe Digging Month?

- According to consumer behavior trends, April tends to be the peak month for outdoor digging projects nationwide. Indiana 811 ticket volume indicates the highest amount of activity in April as well, demonstrating a natural time to share the safe digging message.
- We want the safe digging message to be at the forefront of consumers' minds during this time.

Where can you learn more about Indiana 811 or about becoming a member?

- To learn more about Indiana 811, visit www.indiana811.org.