

FALL 2015

DIG SAFE SYSTEM, INC.

The Dirt



Spreading the Word about 811

This time of year it would be difficult to watch TV, listen to the radio, or drive down the highway without catching our message to call 811 before you dig.



Our multi-platform awareness campaign starts each year in April, officially proclaimed “Safe Digging Month” by the Governors in Massachusetts, New Hampshire, Rhode Island and Vermont.

We proudly showcase Roger Cook as our TV spokesperson. The longtime landscape expert from the hit shows *This Old House* and *Ask This Old House*, Roger has a huge following with yard improvement enthusiasts. And, he firmly believes in the Dig Safe process both on the show and in his own landscape business. Roger urges TV audiences to call 811 even for small jobs, like planting a tree or installing a fence.

The spot runs on a.m. and p.m. local news, and to reach the Do It Yourself crowd, you’ll also see it on DIY Network shows *Desperate Landscapes*, *Turf Wars*, *Yard Crashers*, and *I Hate My Yard*.

Every other year, Mr. Cook takes time out of his busy schedule to shoot the spot for us, and he wants nothing in return for us featuring him day and night on television as our safety ambassador. We can’t express enough gratitude to him and the good folks at WGBH for making it happen.

Want to check out all of Dig Safe’s TV public service announcements and safety videos? Go to digsafe.com and click the You Tube icon on the top left of the homepage.

Spreading the Word

Victor Espinosa

This year Dig Safe partnered with fellow Common Ground Alliance members to sponsor jockey Victor Espinosa and his legendary horse, California Chrome, who made Triple Crown history while wearing our 811 logo at all 3 races and during media interviews.



Billboards in April

You've seen our massive billboards on the Southeast Expressway in Dorchester, Mass Pike at Fenway in Boston, Route 16 on Revere Beach Parkway, Shrewsbury Street in Worcester, and on I-495 in Methuen. New Hampshire locations were in Epping on Route 101 and Hooksett on Route 293. Rhode Island motorists on I-95 saw our billboard during the month of May at the Charles Street exit.



Patriots and Red Sox Radio

New England sports fans are loyal to a fault, and they don't miss the game when they can't be in front of a TV. Radio listeners can hear our on-air announcements pre-game, in-game and post game for the entire season.

Newspaper Ads



For 811 Day on August 11, Dig Safe ran quarter page color ads in the most prominent publications in our five states - The Boston Globe, Portland Press Herald, Burlington Free Press, New Hampshire Union Leader and The Providence Journal.

Internet



Follow us on Twitter and Facebook for the latest news, trends, events and all things Dig Safe-ish. Check out our YouTube channel to see our public service announcements and safety videos from the past and present. And, we use the world's most popular search engine to get top-of-the-page placement on Google search results to draw over 150,000 unique visitors to our website every year.

Plane Banner

Just look up to see our message! We fly our four storey banner over crowds of thousands at the Boston Marathon, July 4th Esplanade celebration, NASCAR races, Newport Folk Festival, Rhode Island and Cape Cod beaches, North Shore Beaches from Beverly to Old Orchard, Essex Fair in Vermont, before Patriot's games at parking areas around Gillette Stadium, and at the Topsfield Fair.





Welcome New Members



Who is digging near your facilities?

Dig Safe Members Know.

Demonstrate your commitment to safety by protecting your underground utilities from excavation accidents. Dig Safe is a streamlined communication process that notifies you of projects that could potentially damage sewer, water, drainage, fire alarm and traffic control systems.

Go to the [Become A Member](https://digsafe.com) page at digsafe.com to learn more.





Upcoming Events

New Hampshire Construction Career Days

Thursday, September 17, 2015
Hillsborough County 4-H Youth Center
15 Hilldale Lane - New Boston, NH
Call 866.692.2114 or staysafetraffic@aol.com

New England Public Works Expo

Sponsored by the Mass Highway Department
Wednesday, September 23 and Thursday,
September 24, 2015
Holiday Inn, Boxborough MA
781.245.7070
newenglandpublicworksexpo.org

Vermont League of Cities and Towns

Thursday, October 8, 2015
Killington Grand Resort - Killington, VT
Contact Lisa Goodell at 802.229.9111 or
lgoodell@vlct.org

New Hampshire Drinking Water Expo & Trade Show

Thursday, October 28, 2015
Grappone Conference Center - Concord, NH
Contact Patricia Beavers at 802.763.3937 or
nhwwa@worldpath.net

Green Mountain Water Environment Association Trade Show & Technical Program

Thursday, November 5, 2015
Sheraton Burlington Hotel - 870 Williston Road
Contact Lisa Goodell at 802.229.9111 or
lgoodell@vlct.org

New England Grows!

December 2-4, 2015
Boston Convention & Expo Center
508.653.3009
www.newenglandgrows.org

Rhode Island League of Cities & Towns Convention & Exposition

Thursday, January 28, 2016
Crowne Plaza Hotel - Warwick, RI
denise@rileague.org

Registration starts at just \$29!

Find the best people, plants, and products only at GROWS!

NEW ENGLAND GROWS
NewEnglandGROWS.org

New Dates
December 2-4 2015
BOSTON CONVENTION & EXHIBITION CENTER



Call Center News



In July, Dig Safe partnered with Paradigm Liaison Services to create a custom One Call Center video to be viewed by excavators throughout our five New England state region.

Paradigm specializes in the implementation of public awareness programs (API RP 1162) for the oil and gas pipeline industry. They travel across the country providing safety classes for first responders. When they hold classes in our area, the five minute video will be shown to give a snapshot of the one-call laws in Massachusetts, Maine, New Hampshire, Rhode Island and Vermont.

The production was shot and edited by Corey Tyrell and Robert Soto of Paradigm, and features Dig Safe Executive Director Bob Finelli, Call Center Manager Amy Worden, and Public Relations Director Lisa Powers.





From the Executive Director



To our loyal Dig Safe supporters,

At the end of each year when the excavation season winds down to a close, Dig Safe sends out a letter to New England excavators to recap milestones from the past year. In 2015, we have broken records for the highest number of tickets in a day (4,410 on May 11) a week (18,387 from May 4-8) and before the end of the year, it looks like we will surpass our annual ticket count from last year.

This tells us that our economy is recovering, construction is on the upswing, and more of you are calling in for every single job, even the smaller projects that you may have not have notified us for in the past. In our media advertising, and on the phones, our message has consistently been to call us for everything, and our consistently rising numbers are evidence of that happening.

Also in our annual letter, we send out a survey to find out how we can better service you as the call-before-you-dig center in Massachusetts, Maine, New Hampshire, Rhode Island and Vermont. Thank you for your opinions! Be assured that we tabulate all responses, and read each and every comment. We certainly learn a lot from you!

Here's some great news about the two most common recommendations that we get from our frequent users who responded to our survey:

We have recently upgraded our online mapping system by adding a Google Map layer to our existing map databases. This means that more and more of the streets you describe are available on our system.

I'm also happy to announce that the mobile app you've been asking for is ready. Since it's launch in 2014, we've enjoyed a steady increase in users who apply for tickets on smartphones and tablets. The technology was in development for over a year, and was worked and refined until we were completely satisfied with the finished product. Feedback has been overwhelmingly positive. Contractors are enjoying its ease of use, the convenience of applying for tickets in the field, and the feature that allows them to email tickets to themselves for easy record keeping. We're sure you will love it, too. Download our app on your mobile device from the homepage at digsafe.com, and let us know what you think.

Bob Finelli,
Executive Director

11 Upton Drive
Wilmington, MA 01887

781-721-1191
www.digsafe.com

Executive Director
Bob Finelli

Manager
Amy Worden

PR Director
Lisa Powers