



This is a news story that affects anyone who plans to dig a hole this Spring or Summer

Alberta – April 18, 2016

At first glance that headline probably means little to you.

On second glance it probably means quite a lot because it involves nearly every reader/viewer/listener in your audience.

Scratch that – it involves you and everyone in your audience because it's about Safety and Money.

- In 2015 there were 450,000 locate requests through Alberta One-Call
- For every locate request over 850 owners of underground infrastructure are potentially being alerted
- We still had over 2,500 reported incidents – people digging without telling us first resulting in minor to major incidents
- The average incident costs Alberta taxpayers about \$20,000

As Spring ebbs closer, people will start planning projects, many of them requiring a ground disturbance. Submitting a locate request to Alberta One-Call through our website (www.albertaonecall.com), mobile application (Dig Info AB) or by phone (800-242-3447) two full working days in advance of any project is the safest way to dig.

So this news story is of interest to anyone in your audience who might be:

- Building a deck
- Installing or removing fence posts
- Planning to do some gardening that requires digging
- Doing light industrial work
- Contractors
- Developers
- Installing or changing Utilities (yes they forget sometimes there are other Utilities)

This Spring Alberta One-Call will begin an Ambassador Program in both Calgary and Edmonton to promote the service. Dig Safe Ambassadors will be visiting community groups, real estate offices and home improvement outlets to promote safety and the use of the service.

We would appreciate the opportunity to outline the Ambassador program and the importance of people contacting the Alberta One-Call service through Edmonton and Calgary media. We've provided some sample newspaper, PSA and radio stories but we'd also love the opportunity to provide the President of Alberta One-Call, Mike Sullivan, for interviews in either French or English.

Contact

Please contact Doug Downs 403-835-6784 or send an email to info@albertaonecall.com

Alberta One-Call is a non-profit corporation that provides a communication service between the digging community and the owners of buried facilities.



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EXAMPLE NEWSPAPER SCRIPT

Headline - Reminder to “Click” before you dig this Spring

Body – It may not feel quite like Spring just yet, but it’s coming. As the ground thaws many homeowners and contractors begin planning projects that require a ground disturbance – digging.

Alberta-One-Call is reminding all Albertans to let them know about your plans before you dig so they can alert the owners of buried infrastructure you’ll need to avoid.

“Last year we had 450,000 notifications of planned ground disturbances,” said Mike Sullivan, President of Alberta-One-Call. “Every time somebody contacts us by email or by phone they are potentially alerting over 850 members about your planned dig. It’s incredibly important.

It’s a service a growing number of Albertans have become familiar with. Over the past 30 years the number of annual requests has quadrupled.

Still, in 2015 there were over 2,500 incidents resulting from digging activities – utilities or gas lines struck because the homeowner or contractor didn’t notify Alberta One-Call first.

“Obviously that’s a serious safety concern depending on the magnitude of the incident,” said Sullivan. “It’s also a cost concern. On average, each incident costs Alberta taxpayers about \$20,000.”

The best way to notify Alberta One-Call of a locate request is now by computer – www.albertaonecall.com

SAFE DIGGING FACTS

Digging Activity notifications to Alberta-One-Call in 2015 – 450,000

Digging Activity notifications to Alberta-One-Call in 1985 – 74,000

Reported Incidents in 2015 from digging activity – 2,500 (~20 per day over a five-month span)

Average cost per incident ~\$20,000



EXAMPLE PSA SCRIPT FOR RADIO

It may not feel like Spring is just around the corner – but it is. Alberta-One-Call is reminding homeowners and contractors that if they're planning to build a deck or install a fence – or anything that requires digging – to click before you dig

Notifying Alberta One-Call will keep people safe.

Last year there were over 2,500 damages reported in Alberta – mishaps caused by people digging without notifying Alberta One-Call. The average cost per damage was \$20,000.

The best way to contact Alberta One-Call is now on your computer either on their website or through the mobile app.

(www.albertaonecall.com)

(Dig Info AB) – mobile application



EXAMPLE RADIO NEWS SCRIPT

If you're planning to build a deck or install a backyard fence this year put "Contact Alberta-One-Call," at the top of your To-Do list.

In fact, that goes for any homeowner or contractor planning to dig this Spring and Summer.

The Alberta One-Call service is a one-stop notification to owners of buried utilities so you can dig with peace of mind.

In 2015 there were over 2,500 damages to buried utilities caused by people digging without notifying Alberta One-Call. Some of them were major incidents resulting in injuries. Notifying Alberta One-Call will keep people safe.

Also there's the cost – the average cost per damage was \$20,000.

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(Dig Info AB) – mobile application