

**PROPOSED MODIFICATION TO PRACTICE 8-3 (Redline follows)**

### **8.3 Target Audiences and Needs**

**Practice Statement:**

An effective damage prevention education program identifies and implements a plan that addresses individual needs in English as well as those populations where English is not their primary language.

**Practice Description:**

Identification of target audiences ensures maximum impact for the Dig Safely message. The following target audiences are identified as examples:

- Professional designers
- Surveyors
- Equipment suppliers, distributors, and rental companies
- Construction management officials
- Excavation equipment operators
- Excavation equipment rental stores
- Excavators
- Public works excavators
- Locators
- Railroads
- Participating facility owners/operators
- Non-participating facility owners/operators (i.e., not one call members)
- Agricultural industry members
- Public officials
- Planning, zoning, licensing, permitting, and code enforcement officials
- Public utility board members
- Homeowners and associations
- Schools
- Landscape companies
- Geotechnical and environments soil testing laboratories
- Insurance industry members
- Marine operators
- Children
- Property owners/tenants
- Emergency responders/local emergency planning committee members
- News media

When target audiences are identified, their specific needs can be more readily addressed. This helps identify which media (e.g., free advertising, advertising, brochure, meal meetings, handouts, door hangers, yard cards, etc.) can most effectively be used to deliver the message. This also facilitates customization of the message itself. Coordination with other strategic partners can assist in reaching the greatest number of people.

**References:**

- Various 811 centers including AL, AZ, CO, CT, GA, FL, ID, IL, IA, KY, MS, MO, NM, NY (City), NC, OK, OH, OR, TX, VA, WV, and WI
- NUCA and various NUCA state chapters
- API, INGAA, and AGA member companies
- Associated General Contractors (AGC) chapters
- Door hangers from TCS Communications, LLC, of Florida
- Yard cards from Ohio Utilities Protection Service

## REDLINE MODIFICATIONS TO 8-3 BELOW

### 8.3 Target Audiences and Needs



**Practice Statement:**

An effective damage prevention education program identifies and implements a plan that addresses ~~includes identification of target audiences and their~~ individual needs in English as well as those populations where English is not their primary language.<sup>32</sup>

**Practice Description:**

Identification of target audiences ensures maximum impact for the Dig Safely message. The following target audiences are identified as examples:

- Professional designers
- Surveyors
- Equipment suppliers, distributors, and rental companies
- Construction management officials
- Excavation equipment operators
- Excavation equipment rental stores
- Excavators
- Public works excavators
- Locators
- Railroads
- Participating facility owners/operators

## TR 2023-04 – Bilingual Efforts

Task Team Chair – Rosemary Langowski

*Proposal Approved by Task Team – March 7, 2023*



- Non-participating facility owners/operators (i.e., not one call members)
- Agricultural industry members
- Public officials
- Planning, zoning, licensing, permitting, and code enforcement officials
- Public utility board members
- Homeowners and associations
- Schools
- Landscape companies
- Geotechnical and environments soil testing laboratories
- Insurance industry members
- Marine operators
- Children
- Property owners/tenants
- Emergency responders/local emergency planning committee members
- News media

When target audiences are identified, their specific needs can be more readily addressed. This helps identify which media (e.g., free advertising, advertising, brochures, meal meetings, handouts, door hangers, yard cards, etc.) can most effectively be used to deliver the message. This also facilitates customization of the message itself. Coordination with other strategic partners can assist in reaching the greatest number of people.

### References:

- Various one call centers including AL, AZ, CO, CT, GA, FL, ID, IL, IA, KY, MS, MO, NM, NY (City), NC, OK, OH, OR, TX, [VA](#), WV, and WI
- NUCA and various NUCA state chapters
- API, INGAA, and AGA member companies
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- Door hangers from TCS Communications, LLC, of Florida
- Yard cards from Ohio Utilities Protection Service