

## **Excavator Geofencing Program**

### **Supplemental Excavator Geofencing Program**

The purpose of this program is to provide operators and one call centers with an opportunity for additional reach to counties or excavators deemed “high risk” based on historical data, line strikes or near misses. Online ads will drive the audience to a webpage where they will receive more detailed information on the purpose of 811 and how to use it in their state.

Program participants will have the opportunity to enroll specific excavators which they’ve deemed to be “high risk” based on the participants internal data.

#### **Audience:**

#### ***Option 1: Excavator List***

Many operators or one call centers have lists of previous “offenders” – excavators who have previously created line strikes or near misses along their system. Some operators and one call centers also have additional risk-modeling that factors in digging activity based on one call ticket requests, development activity, documented issues, one call laws or other geographic or system-specific data. Program participants must enroll a list of 75 excavators for this option. If the participant has a list of less than 75 excavators, similar excavators in the same geographic area will be identified to bring the list to 75. The cost for this option is \$800 per operator plus \$250 per operator for documentation.

#### ***Option 2: County Enrollment***

Program participants will have the opportunity to enroll in counties which they deem to be a priority for reasons such as high excavation activity or high one call ticket requests. Enertech will identify and geofence up to 200 excavators in each enrolled county based upon the following company types:

1. Telecommunications/Cable
2. Sewer
3. Road Work
4. Drainage/Irrigation
5. Water
6. Fencing

The cost for this option is \$1,550 per county plus \$250 per operator for documentation.

#### ***Additional Excavators***

Program participants will have the opportunity to submit additional excavators to be included in the campaign. Program participants must be enrolled in either Option 1 or Option 2 to be eligible to submit individual excavators. Individual excavators can be enrolled at a cost of \$7 per excavator.

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### ***Geofencing Documentation***

Final documentation will be provided to participants based upon the specific counties they are enrolled in and or the excavator lists they provided.

### **Program History**

- 2023 - An excavator geofencing test was conducted testing geofencing ads in Virginia and Illinois. Excavators were prompted to click to download a copy of the "Excavation Safety Checklist" as well as get additional resources such as one call center information and trainings. VA811 and JULIE were partners in the effort. Results will be analyzed and utilized to roll-out a more extensive program in 2024.
- 2024 – A geofencing campaign ran in August in English and Spanish and company specific documentation was provided to members that opted in to receive it. The campaign used ads featuring local one call center logos and the ads resulted in 4.3 million impressions and a .18% click-through-rate, exceeding the industry average.
- 2025 – Thirteen companies participated in a geofencing campaign which ran in August in English and Spanish. Company specific documentation was provided to members that opted in to receive it. The campaign used ads featuring local one call center logos and the ads resulted in 2 million impressions and a .26% click-through-rate, exceeding the industry average.