

## Summary of 2026 Program Changes

Program Changes	2025 Base Dues	2026 Base Dues
<b>Excavator Program (Annual)</b> <ul style="list-style-type: none"> <li>Promote excavator videos through QR code, quiz and incentive</li> <li>Continue to promote the Excavator Resources in English and Spanish and track QR codes</li> <li>Four-year effectiveness measurement</li> <li>Excavator outreach evaluation</li> </ul>	\$1.17 per mail piece; per county member dues vary by state	\$1.25 per mail piece; per county member dues vary by state
<b>Excavator Email Add-On (Must be in Excavator Direct Mail Program)</b> <ul style="list-style-type: none"> <li>2x email campaigns to your one call ticket database</li> <li>Documentation</li> </ul>	<i>New Offering</i>	\$500 = List of up to 5,000 \$1,000 = List of up to 25,000 \$2,000 = List of up to 50,000
<b>Excavator Geofencing Program</b> <ul style="list-style-type: none"> <li>Offer two options for members to participate in geofencing – April and August</li> <li>Test new creative to include GIF animation</li> <li>Promote the new excavator video and incentive on the landing page</li> </ul>	\$800 per list of 75; \$1,550 per county; \$250 documentation	\$800 per list of 75; \$1,550 per county; \$250 documentation; Select April and/or August
<b>Emergency Responder Program (Annual)</b> <ul style="list-style-type: none"> <li>Grant opportunity of \$2,500 and enhanced quiz</li> <li>Updated cover design</li> <li>Strategic partnerships</li> <li>4x email campaigns</li> <li>Four-year effectiveness measurement</li> </ul>	\$230 per County	\$240 per County
<b>Identified Site Registry</b> <ul style="list-style-type: none"> <li>Track logins through the application and website</li> </ul>	\$75 per County	\$75 per County
<b>Public Officials Newsletter (Annual)</b> <ul style="list-style-type: none"> <li>Continue to promote multi-language “Pipelines In Your Community” resource</li> <li>4x email campaigns</li> <li>Four-year effectiveness measurement</li> </ul>	\$150 per County	\$160 per County
<b>Affected Public Direct Mail Program (Annual)</b> <ul style="list-style-type: none"> <li>Mailing to affected public stakeholders identified via parcel data (660’ or customized as needed)</li> <li>Company name, contact info and product details included in brochure</li> <li>Company-specific webpage and custom QR code</li> <li>Company-specific documentation provided via digital platform</li> <li>Four-year effectiveness measurement</li> </ul>	<i>New Offering</i>	\$2.73 per mail piece + \$300 setup fee for Year 1 Only  <i>*Costs would go down if the program exceeds 10,000 pieces</i>

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<b>School Pipeline Safety Program</b> <ul style="list-style-type: none"> <li>• Option to add emergency responder outreach</li> <li>• Email campaign to school administration</li> </ul>	Tier I - \$150 Tier II - \$250 Tier III - \$450	Tier I - \$150 Tier II - \$250 Tier III - \$450 Tier I ER-\$180 Tier II ER-\$300 Tier III ER-\$500
<b>General Programs / Annual Dues</b> <ul style="list-style-type: none"> <li>• Promote excavator videos</li> <li>• Share excavator still photos for use by members</li> <li>• Host educational webinars</li> <li>• Continue to foster communication with regulators</li> </ul>	\$40 per County	\$40 per County
<b>JJ Harrison 811 Awareness Program</b> <ul style="list-style-type: none"> <li>• Promo for 811 Day and Safe Digging Month on social media</li> <li>• Sponsor shoutouts 2x annually</li> </ul>	Pay what you can; Additional benefits at \$5,000	Pay what you can; Additional benefits at \$5,000