





## Mission

Georgia 811 will be an industry leader in promoting safety and preventing damage to underground and overhead facilities through high quality education and notification services.

## Strategic Priority Areas



### Stakeholder Engagement

Communication,  
relationship and  
enhance partnerships



### Education

Training content and  
build awareness of that  
content



### Legislation

Education, influence  
and compliance



### Operations and Technology

Business Intelligence –  
Work force  
management, CRM  
Data and Analytics –  
Thoughtspot data,  
survey data, Employee  
Engagement, etc..



### Staff and Board Development

Continuing education,  
development and  
relationship building



## History



United Press International

**SCENE OF GAS EXPLOSION:** The Hapeville, Ga., Day Nursery. Blast was touched off by a bulldozer that struck a gas line buried outside building. Seven children died.

**7 Children and 2 Adults Killed As Gas Blast Wrecks Nursery**

By WALTER RUGABER  
Special to The New York Times

Hapeville, Ga., May 29—Seven young children and two adults were killed today in a gas explosion that sent fire and

still others apparently had been playing in other rooms. When the first firemen arrived, they also were unable at first to find the valve that shut

ignored State of Georgia. Principal is senior Powell. See He did not seat in and his good. scheduled mer is attorney require in t sorted element ess of "extra uncer-





## GEORGIA 811 FUNCTIONS



Provides the participating members an opportunity to identify and locate or otherwise protect their facilities



Provides excavators and the general public a single point of contact for notifying all affected Georgia811 member utility companies before excavating



Notify member facility owner/operators with overhead electric lines that someone/something will be working within 10 feet of the lines

**A few functions we don't do: Excavate, Operate Utilities and Locate Underground Lines or Enforce Georgia's Dig Law (GUFPA)**

# The Life of a Locate Request



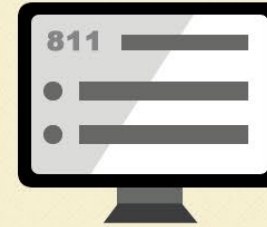
Excavation is planned.  
White lining your proposed excavation site with paint or stakes is recommended.



Excavator contacts GA811 at least 3 biz days before work begins.  
Contact info: Georgia811.com or by dialing 811

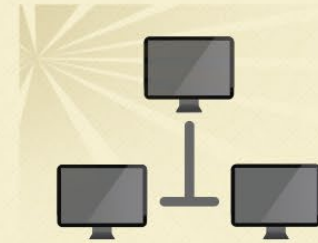


GA811 transmits the excavation info to member utilities.  
On average, 8 utility members are notified.



Excavators check member responses.

With the locate request number you may access the member responses by visiting MyGeorgia811.com and clicking on the appropriate links.



Affected GA811 members respond to each locate request.



# Damage Prevention Stakeholders





## Board of Directors

- **Sara Austin**, *AT&T*
- **Joseph Caubo**, *Southern Co Gas*
- **Kirk King**, *Diverse Power*
- **Rob Holbrook**, *Cobb County*
- **Brandy Kitchel**, *Georgia Power*
- **Eban Grasti**, *Southern Co Gas*
- **Elizabeth Reynolds**, *AT&T*
- **Jim Laplander**, *City of Savannah*
- **Lisa McKnight** (*Chairperson*), *City of Lawrenceville*
- **Nando Quiñones**, *Georgia Power*
- **Frankie Rigdon**, *Ellijay Telephone Company*
- **Robert Jack**, *Colonial Pipeline*





# Leadership



PRESIDENT & CEO  
**Meghan Rafinski**



EXECUTIVE VICE PRESIDENT  
OF OPERATIONS & COO  
**Brian Gilliam**



DIRECTOR OF TECHNOLOGY  
**Rick Bell**



LIAISON DIRECTOR  
**Holly Files**



# Leadership



DIRECTOR OF CORPORATE  
COMMUNICATIONS  
**Megan Estes**



CONTACT CENTER DIRECTOR  
**Jessica Baker**



ACCOUNTING DIRECTOR  
**Brandon Thornhill**



DIRECTOR OF HUMAN  
RESOURCES  
**Kelly Holl**



## Leadership



SENIOR BUSINESS  
INTELLIGENCE ANALYST

**Greg Abernathy**



SENIOR LIAISON MANAGER

**Becky Kinsey**



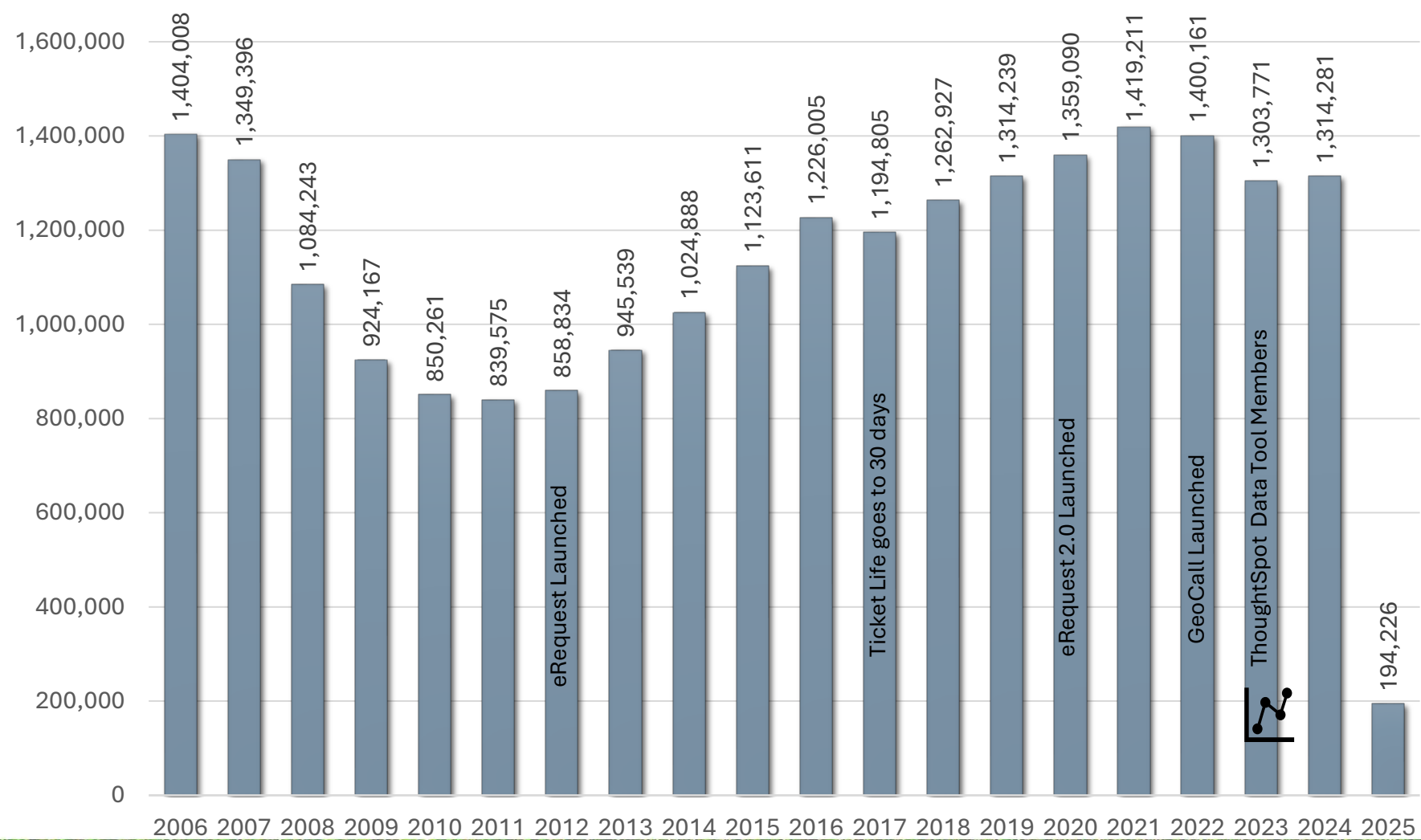
MEMBER SERVICES  
SUPERVISOR

**Michelle Madding**

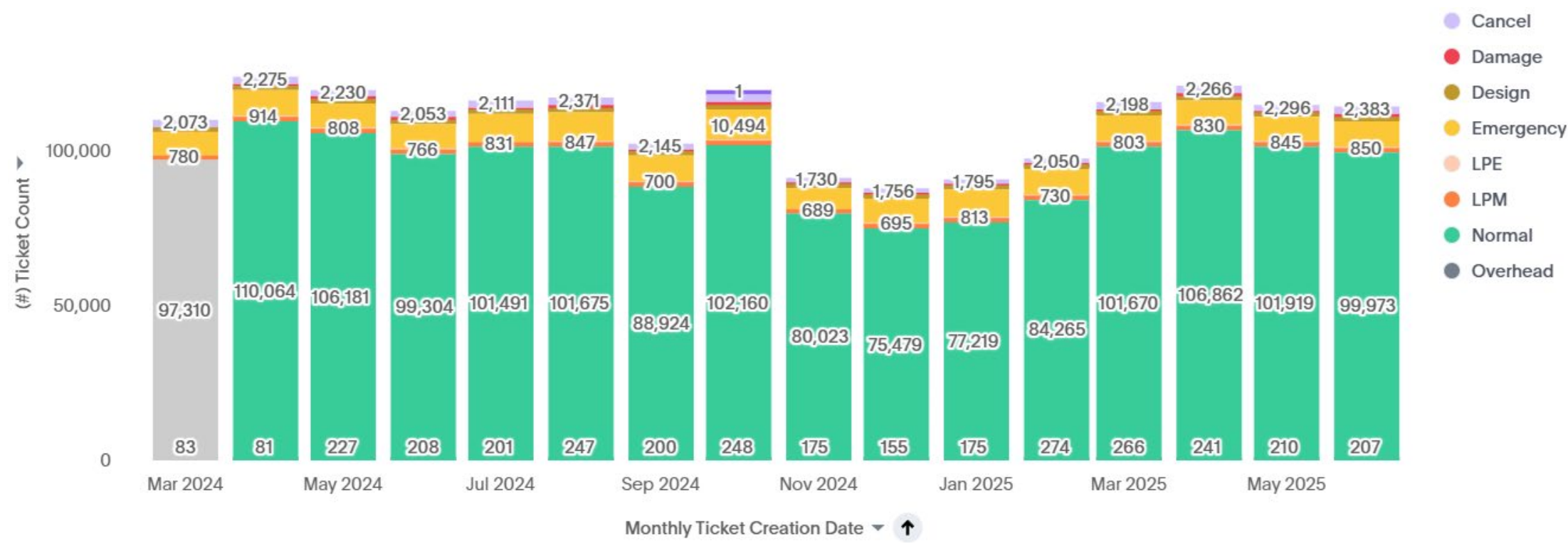




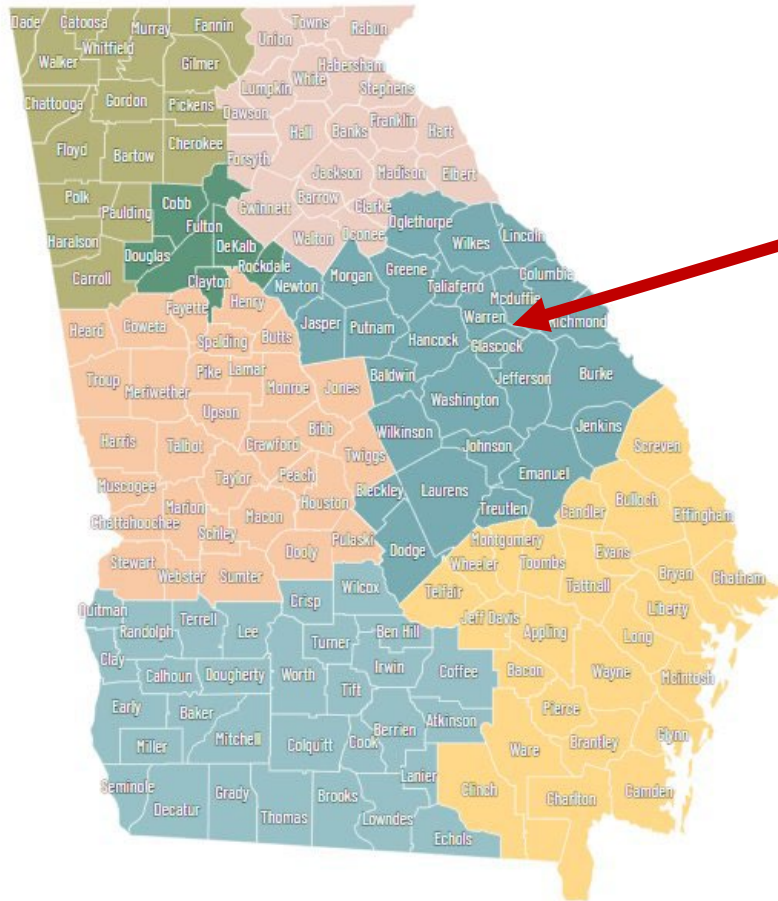
# Statewide: Total Ticket Volumes



## Statewide: Total Ticket Volumes



## GUCC Region 2



### UCCs:

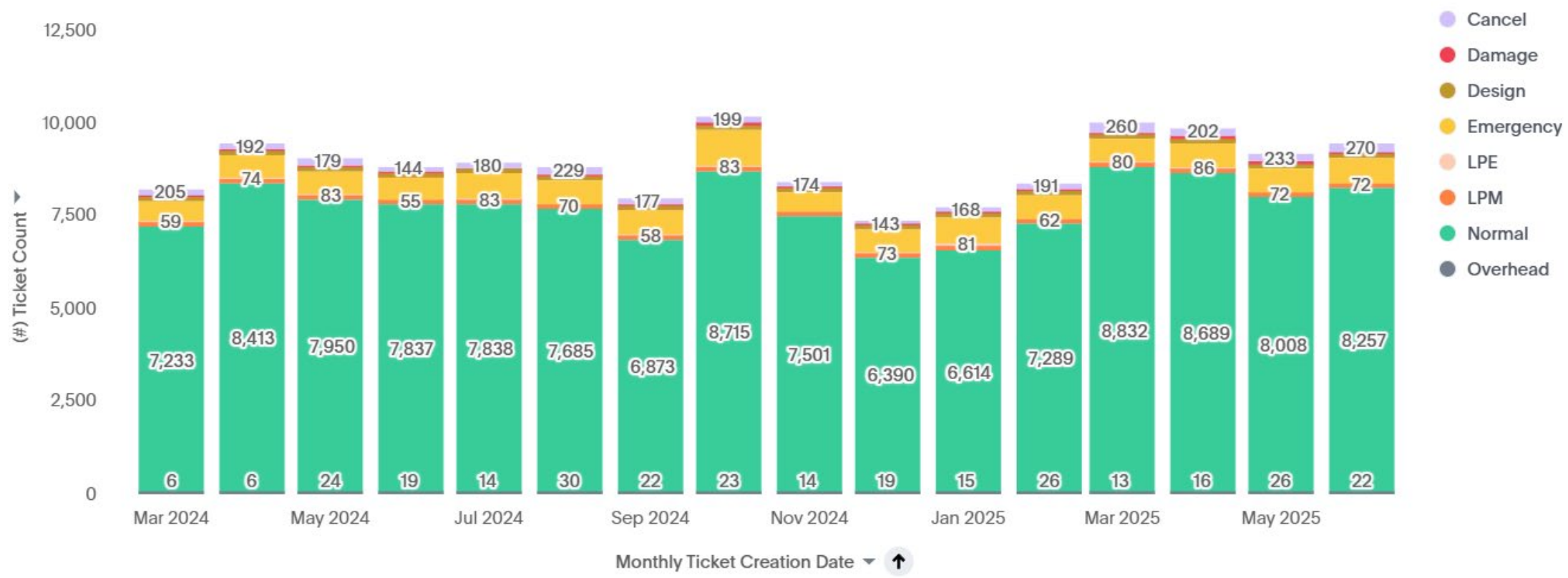
- Laurens
- Newton
- Morgan/Jasper/Greene
- Richmond/Columbia

### Region 2 Liaison: Brendan Cote

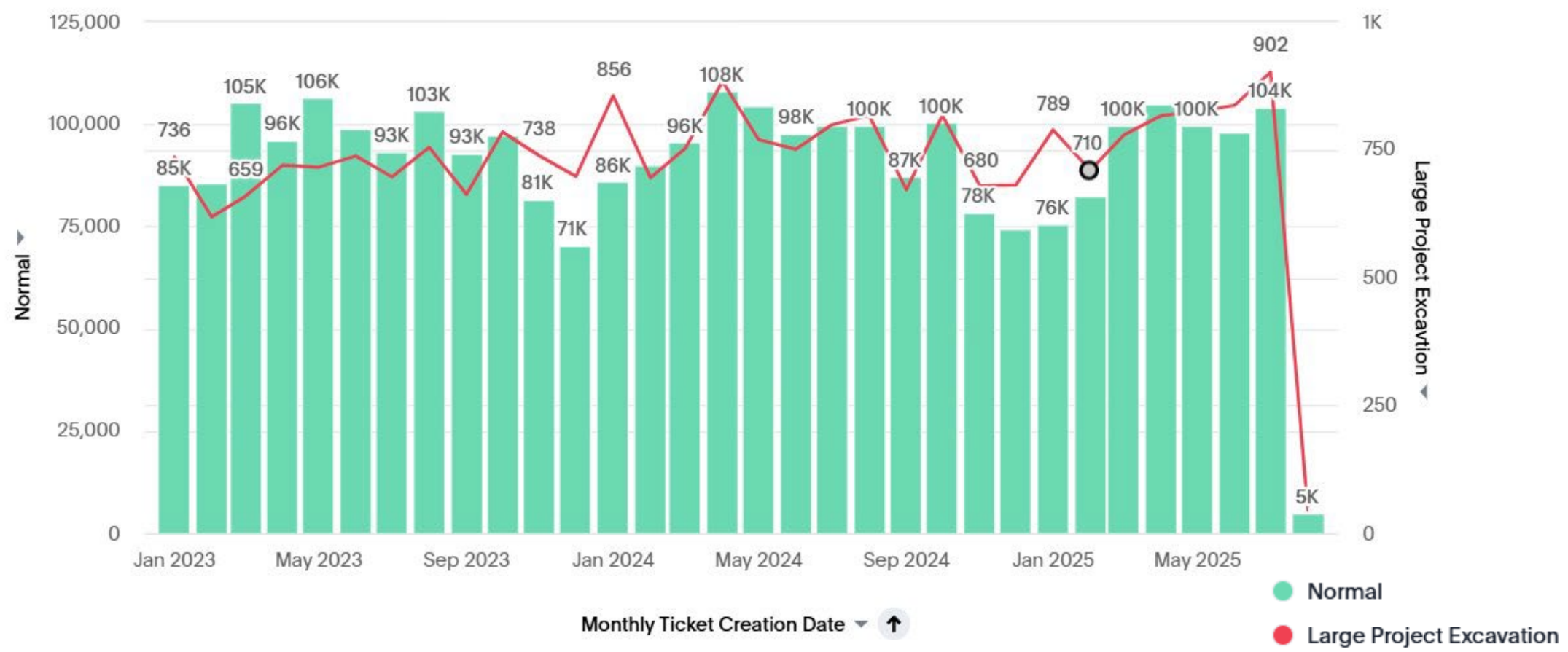
- [BCote@Georgia811.com](mailto:BCote@Georgia811.com)
- 404-644-5447



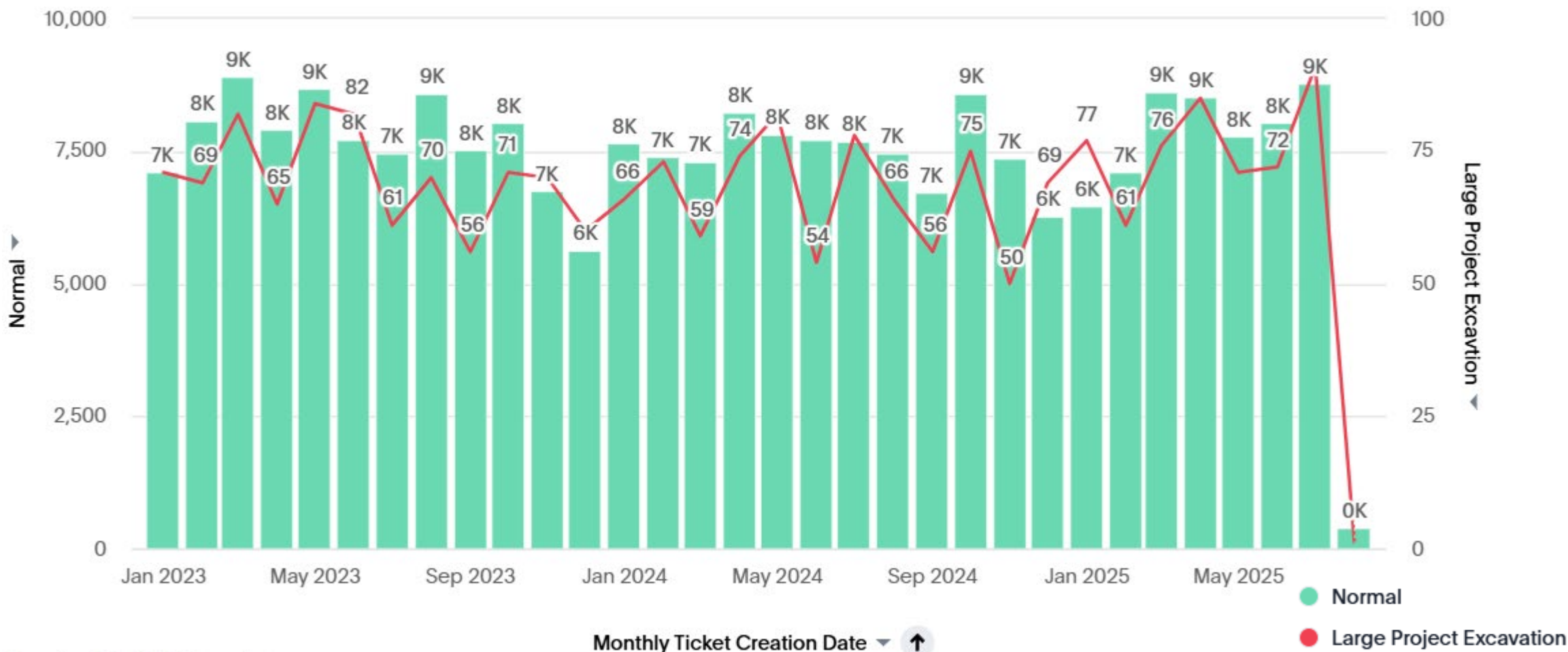
## Region 2: Total Ticket Volumes



## Statewide: Normal Tickets vs LP Excavation Tickets



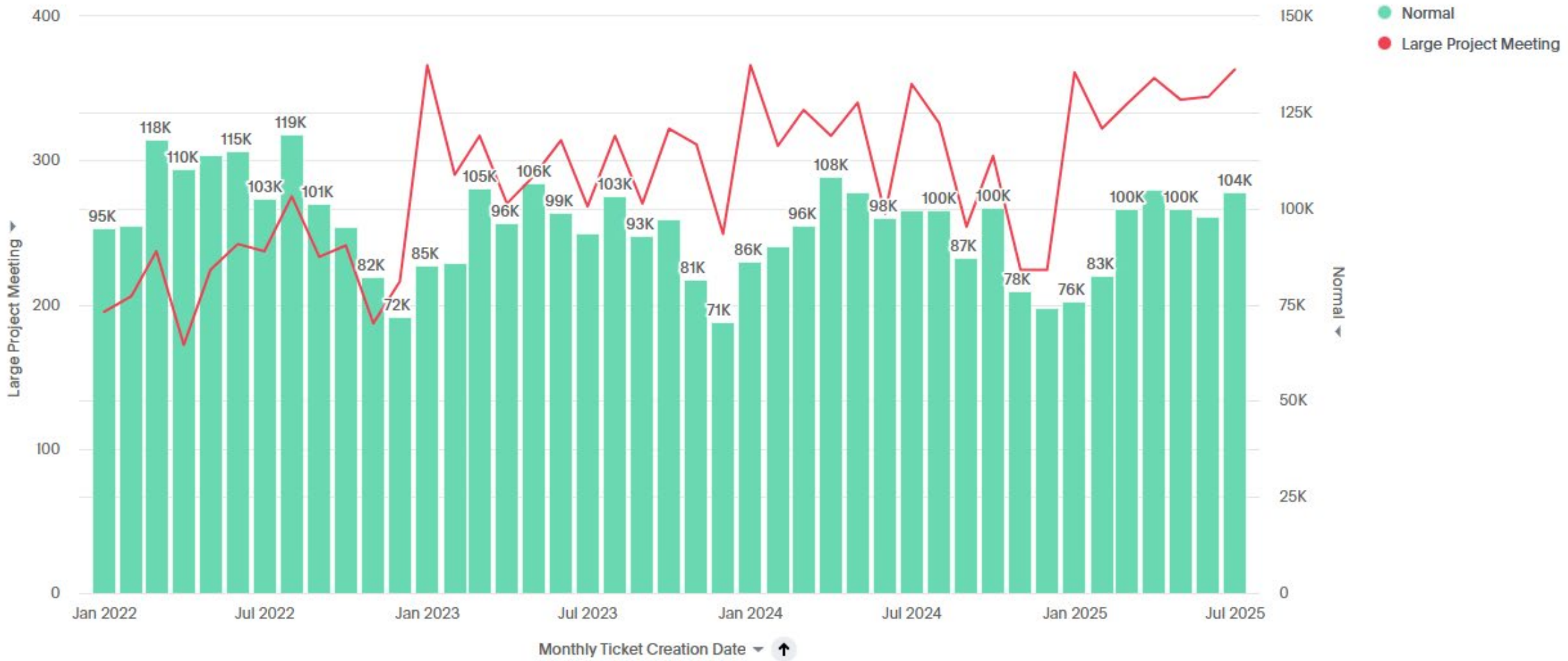
## Region 2: Normal Tickets v. LP Excavation Tickets



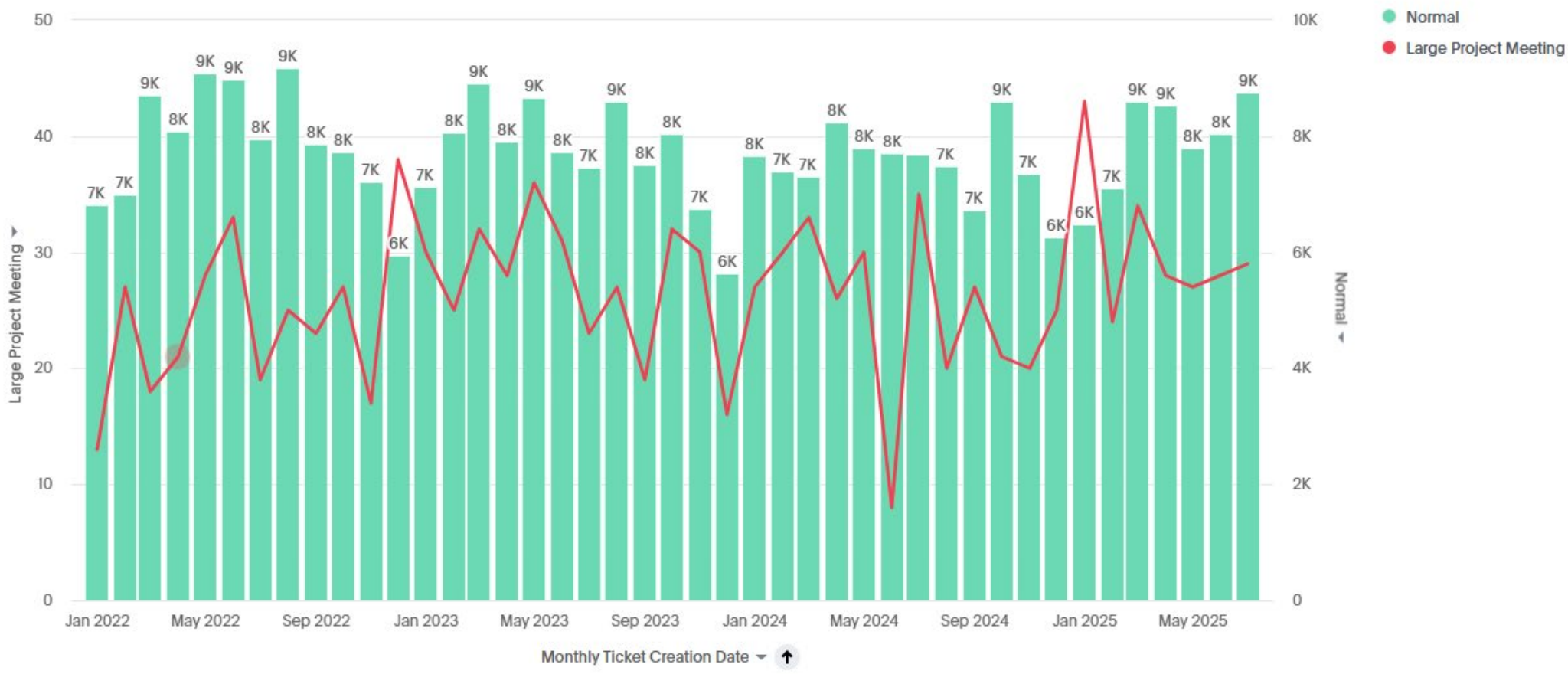




# Statewide: Large Project Meetings



## Region 2: Large Project Meetings

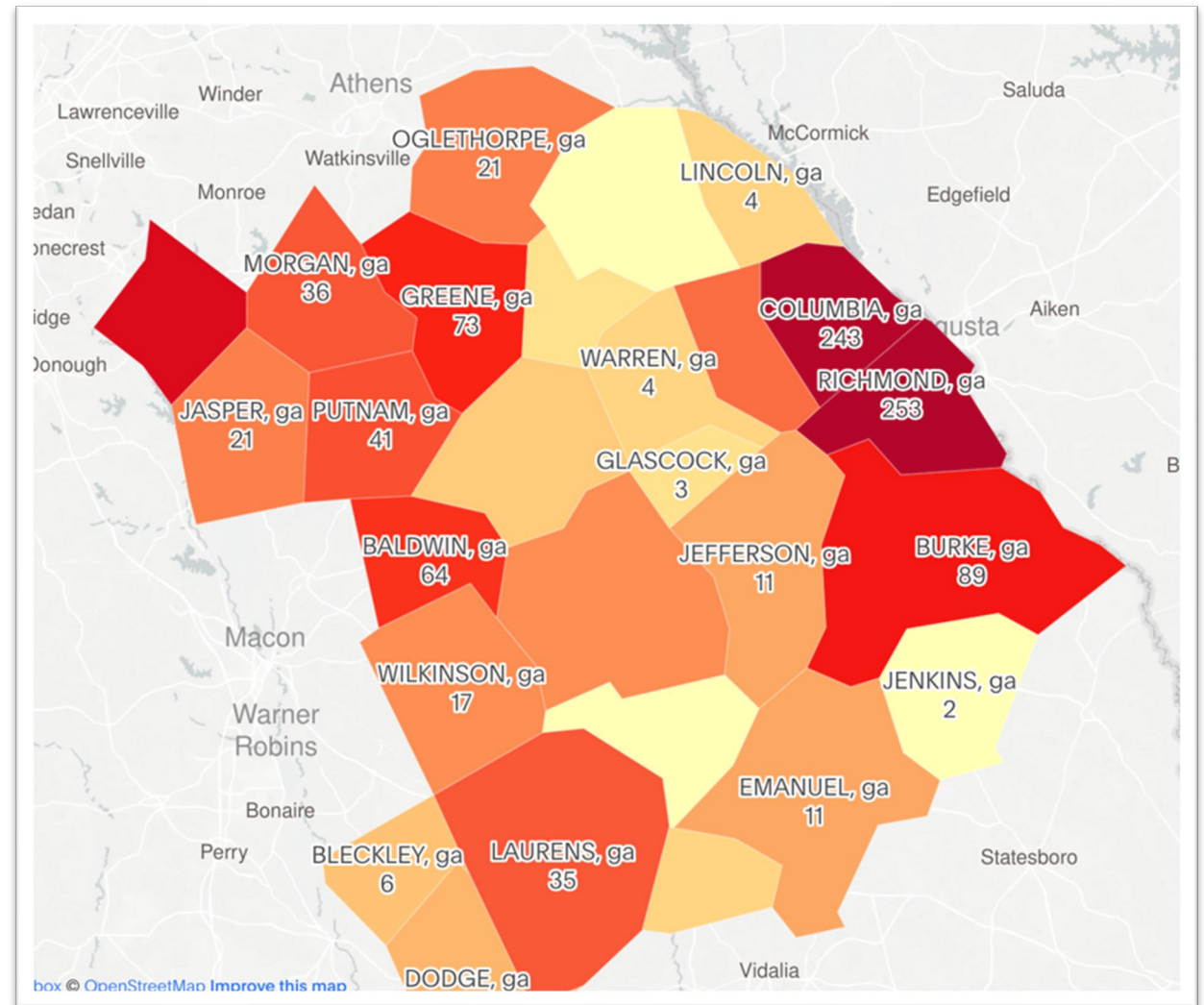




## Region 2: Damages in the Past 12 Months

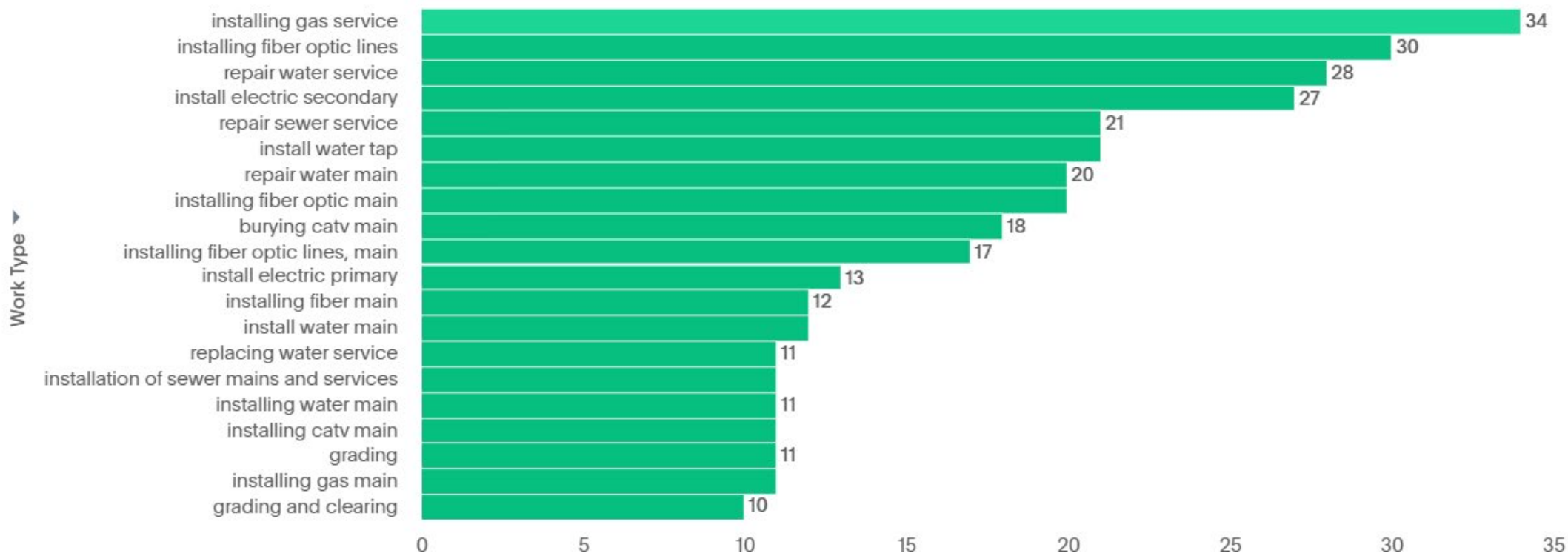
### Highest Damage Counts:

- Richmond – 253 out of 17,702
- Columbia – 243 out of 23,306



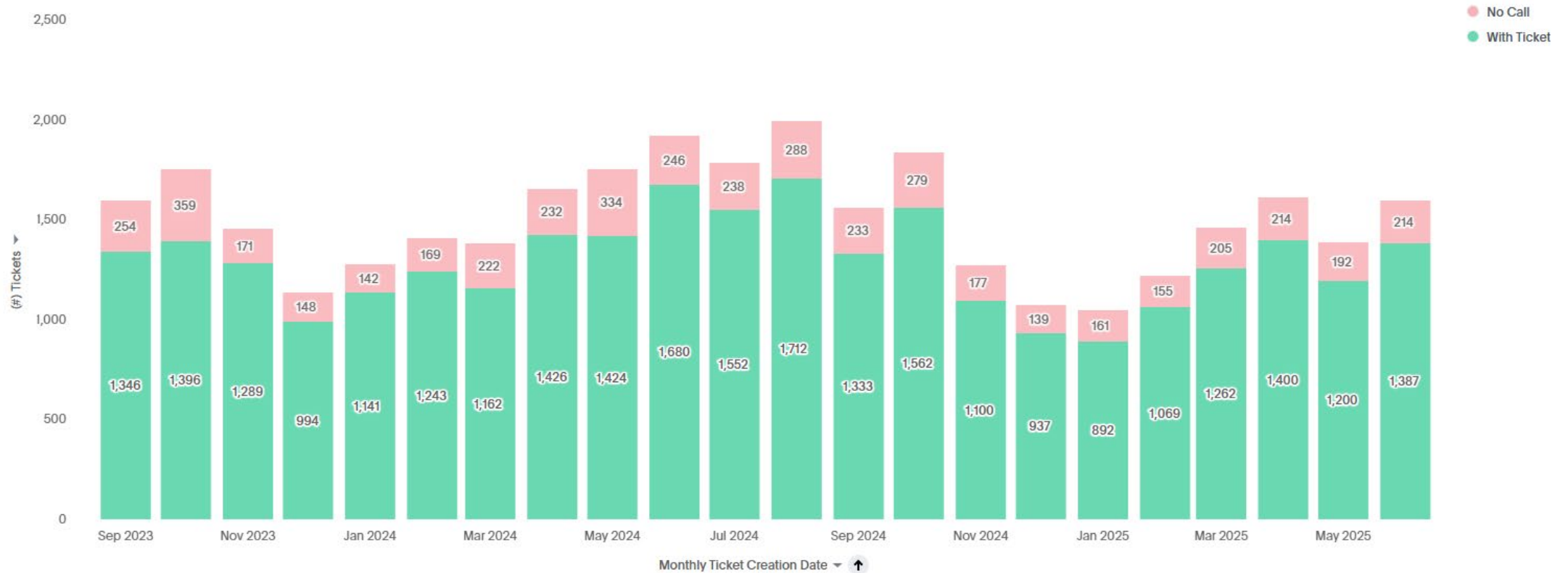


## Region 2: Top 20 Damages by Work Type (Past 12 months)

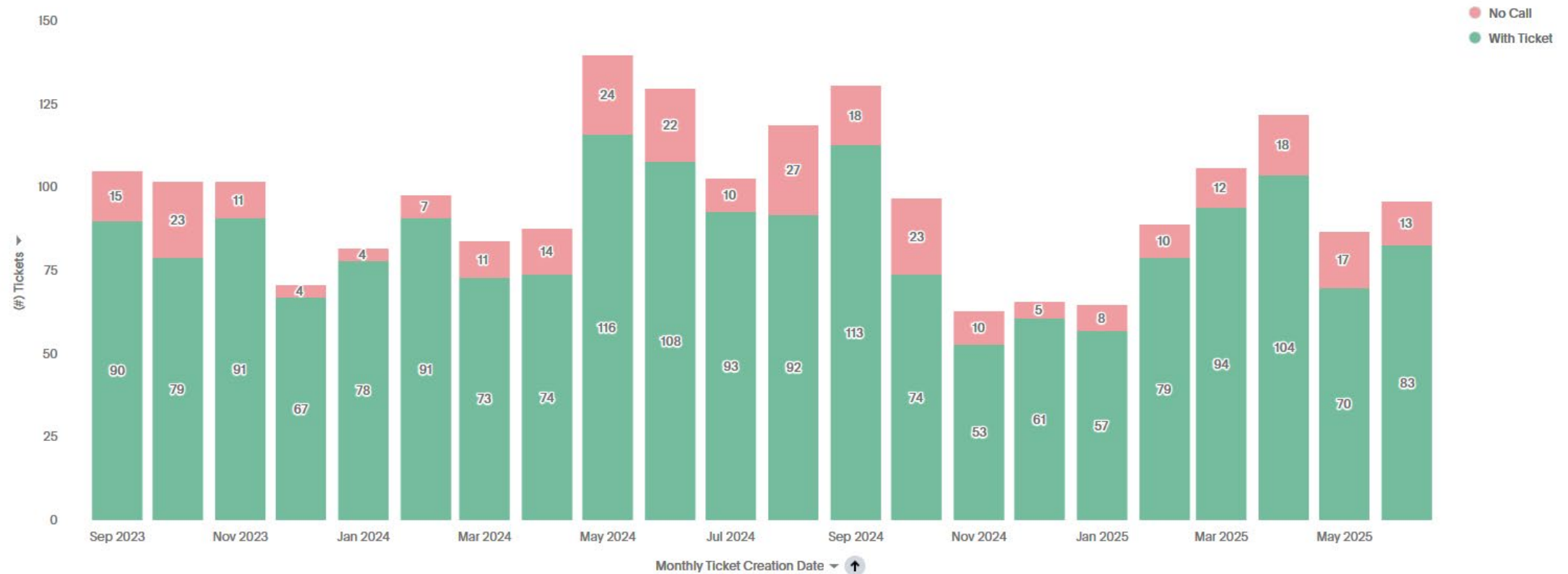




# Statewide: No Ticket Damages vs. Damages with a Ticket



## Region 2: No Ticket Damage vs. Damages with a Ticket







# Corporate Communications

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## Safe Digging Month

- “Be a Good Neighbor” Rural Billboard Initiative
- Cliff Meidl Media Tour
- Spanish Outreach
- Statewide and Local Proclamations
- Geofencing with Home Depot, Lowe’s, and Ace
- Savannah Summit



# Survey Research







Contact 811 before you dig.

u Dig ▼ Dig Tickets ▼ Training ▼ Members ▼ About ▼ Resources ▼

About GA811

Our Liaisons

Annual Events

Job Opportunities





## 811 Day Promotion

- **Dates:** August 1 – 31
- **Criteria:** Complete online ticket training and submit your first ticket.
- **Reward:** \$25 gift card

**Submit.  
Dig Safely.  
Win.**

A green shovel icon with a long handle and a flat head, positioned vertically to the right of the text.





# Local Sponsorship: Augusta Greenjackets



Ribbon boards featuring Georgia 811 when promotions were activated!



Georgia 811 commerical being presented during game!



# Accounting

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## How We Bill

### **Standard Members:**

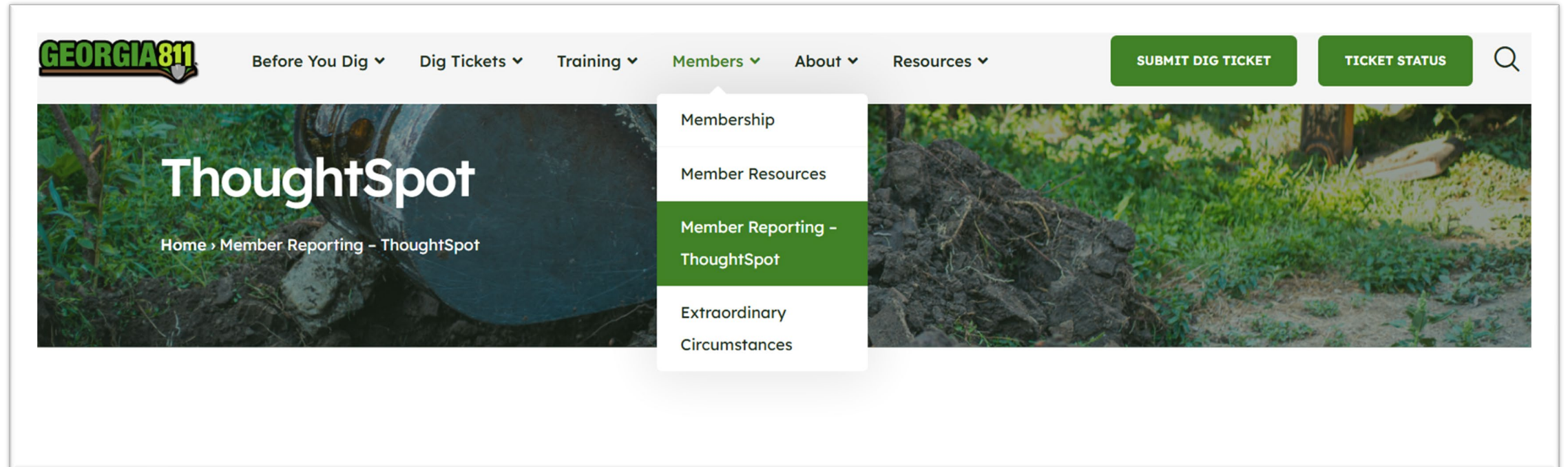
- % Use of Georgia 811
- Late notices = \$1.47
- \$200 annual membership fee

### **Limited Members:**

- Late notices = \$1.47
- \$25 annual membership fee



# Member Reporting - Thoughtspot







# Member Services

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## Responding to Positive Response (PRIS)



### Member PRIS Login

Members with accounts have full access to respond to tickets. To obtain an account, contact Member Services at [memberservices@georgia811.com](mailto:memberservices@georgia811.com).

[Click Here To Login](#)

- Legal Obligation
- Keep Excavators Informed
- Reduce Risks
- Improved Communication
- Avoid Late Fees



## Maintain Accurate Contact and Ticket Delivery Information

- **Provide phone numbers** for all ticket types: Normal, Emergency, Damage, and Large Projects.
- **Notify Georgia 811 immediately** whenever your contact information changes.



## Member Service Area Map



- Maintain Current Service Area Maps
- Stay Informed
- Update as Needed





# Enterprise Services

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Georgia 811 Service Area Editor TEST Environment

Home

Ticket

Homeowner Ticket

Ticket Search

Responses

Ticket Drafts

Edit Service Area

Excavators

Mapping

Administration

Create New Ticket

<

>

1/5

Next

Search for work site

Work County

Work Place

Address

Prefix

Name

Type

Suffix

Work Intersection



## eRequest – version 4

- **Save** your excavator information for faster ticket entry
- Uses your existing **trusted authentication** providers like Google, Microsoft, Facebook, and Apple
- **Improved help** all through the ticket process

GEORGIA811 eRequest

Sign up or sign in to save your profile information

G [Microsoft] [Apple] [Generic]

### EXCAVATOR

What type of excavator are you?

☒ **Homeowner:**  
I am a Homeowner/DIYer doing my own work and not a hired contractor.

☐ **Contractor:**  
I am a Contractor hired to do work for someone else.

Excavator Work Type Location Instructions Timeline Project Review

If you use the eRequest system often, you can save your profile by creating a login, and complete the request faster!

## Mobile App Improvements

- Default Maps
- Member Contact Information
- System Alerts
- Spanish







# Liaisons

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# In-Person Training Request







Stay safe & avoid underground utilities

# CONTACT 811 BEFORE YOU DIG

Our website informs homeowners and professionals about the 811 notification system in Georgia and provides educational resources.

[Submit Dig Ticket](#)

[View 811 Process](#)

Submit



Assigned



Contact



Schedule



# Escalation Process



## Escalation List



Files



Record



Status



Recall



## Utility Has Not Responded

**No visible and obvious signs of an unmarked utility:**

Wait until after noon on the effective date

Additional request.

May proceed with excavation as long as all other requirements of GUFPA are met

## Utility Has Not Responded

**Existing and  
obvious sign of  
an unmarked  
utility:**

Wait until after noon on  
the effective date

Additional Request

Ask for issue to be  
escalated

Contact Liaison



## Utility Has Responded

### Unmarked: Late

Wait until after noon on the effective date

Additional Request

Contact utility listed on ticket

Utility member does not respond, or states must contact their contract locator, contact Georgia 811 for escalation

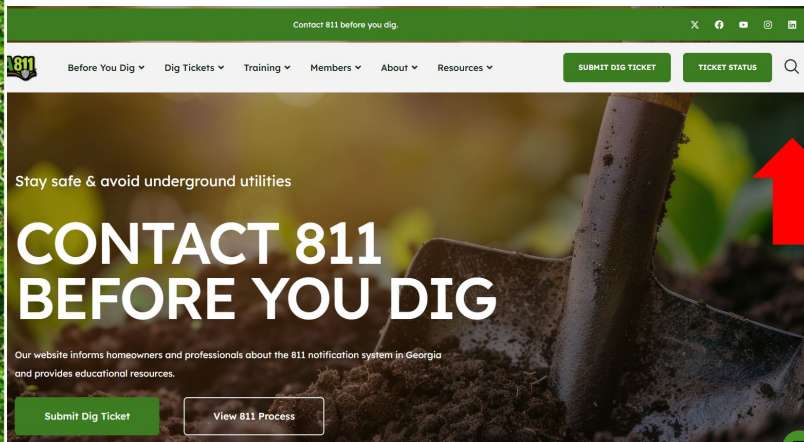
## Locators



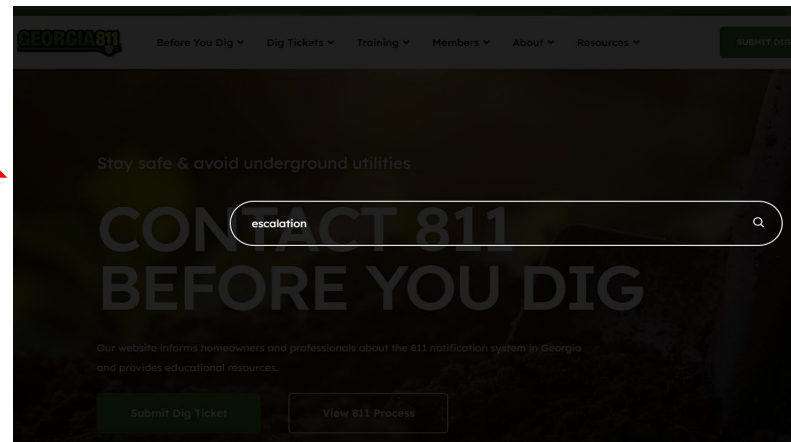




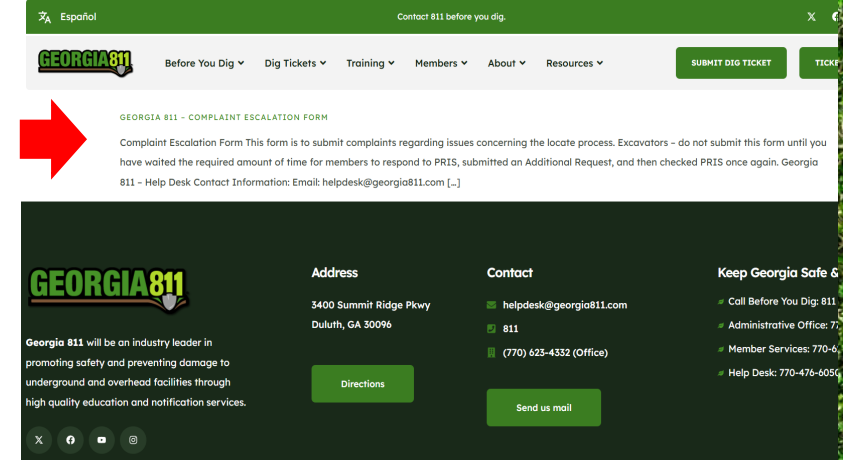
# Escalation Form



**Georgia811.com**



**Search: Escalation**



**Complaint Escalation Form**

<https://www.georgia811.com/georgia-811-complaint-escalation-form/>



Escorted

Contact 811 before you dig

GEORGIA811

Before You Dig ▾ Dig Tickets ▾ Training ▾ Members ▾ About ▾ Resources ▾

SUBMIT NEW TICKET

TICKET STATUS

Complaint Escalation Form

Home » Georgia 811 » Complaint Escalation Form

This form is to submit complaints regarding issues concerning the locate process.

Excavators - do not submit this form until you have waited the required amount of time for members to respond to PR25, submitted on Additional Request, and then checked PR25 once again.

Georgia 811 - Help Desk Contact Information: Email: [helpdesk@georgia811.com](mailto:helpdesk@georgia811.com) Phone: (770) 476-6050

Name (Required)

First

Last

Company Name (Required)

Email (Required)

Phone (Required)

What Is Your Issue? (Choose all that apply) (Required)

☐ Large Project

☐ Ticket Issue (ie. Work Type, Locate Instructions, Sufficient Particularity)

☐ Other

Ticket Information

Provide ticket information, if known. (Up to 10 tickets)

Do you have ticket information available? (Required)

☐ Yes

☐ No

Have you spoken with anyone regarding this issue? (Required)

Yes

Any additional information?

Please share any correspondence information, who you spoke with and their contact information, and any other information you may have.

Submit





# This form is to submit complaints regarding issues concerning the locate process.

Excavators – do not submit this form until you have waited the required amount of time for members to respond to PRIS, submitted an Additional Request, and then checked PRIS once again.

Georgia 811 – Help Desk Contact Information: Email: [helpdesk@georgia811.com](mailto:helpdesk@georgia811.com) Phone: (770) 476-6050

**Name** *(Required)*

First

Last

**Company Name** *(Required)*

**Email** *(Required)*

**Phone** *(Required)*

**What Is Your Issue? (Choose all that apply)** *(Required)*

- ☐ Large Project
- ☐ Ticket Issue (ie. Work Type, Locate Instructions, Sufficient Particularity)
- ☐ Other



## Ticket Information

Provide ticket information, if known. (Up to 10 tickets)

**Do you have ticket information available?** *(Required)*

☐ Yes

☐ No

**Have you spoken with anyone regarding this issue?** *(Required)*

Yes



**Any additional information?**

Please share any correspondence information, who you spoke with and their contact information, and any other information you may have.

Submit



**Submit**

Assigned to liaison

Liaison contact

Facility owner/contract  
locator or excavator.



# Contact Center

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811 | 800-282-7411 | 770-623-4344 | [HelpDesk@Georgia811.com](mailto:HelpDesk@Georgia811.com)





www.mygeorgia811.com

Ticket Type: Normal

Work Type: Select a work type...

For: Who are you doing the work for

Effective Date: Select the date you will begin your excavation

State: GA County: Select a county... City: City

Address: Num PreDir Street Name St Type SufDir

Cross Street: What is the nearest cross street

Locate Instructions: Describe the area where digging will take place using a concise description.

Remarks: Add any additional information you want to provide to the locators, i.e. gate code, GPS coordinates, driving directions, name of subdivision or community.

Will you be using explosives? Y N

Will you be using directional boring? Y N

Have you white lined the excavation area? Y N

Duration:

Submit Reset

Zoom To Clear Pan Mark Point Mark Line Mark Area Use Selection Measure Use Ticket Search for a street name.

Map showing Georgia counties: DAVIS, WALKER, TOOLE, WHITE, FANNIN, UNION, BARLOW, HANCOCK, HART, HENRY, JEFFERSON, LEE, MORGAN, RICHMOND, WALKER, WHITE, FANNIN, UNION, BARLOW, HANCOCK, HART, HENRY, JEFFERSON, LEE, MORGAN, RICHMOND.



811

### Large Project Online Locate Request

Contact Meeting Info Project Attachments Digsite Preparation

Name \*  
Your name 0/150

Email \*  
Your email address 0/250

Company Name \*  
Your company's name 0/250

Company Phone Number \*

**eRequest**  
eRequest is a free online service for requesting utility locates.

Prior to submitting an eRequest, please review [eRequest requirements](#) on the Online Ticket Options page. It's important to remember that eRequests are not transmitted directly to utility owners/operators and are first reviewed by Georgia 811 Contact Center Agents.

**Browser Recommendation** - eRequest supports the following browsers and *may not* work properly with those not listed:  
Chrome, Edge, Firefox, Safari

**CLICK HERE TO START**

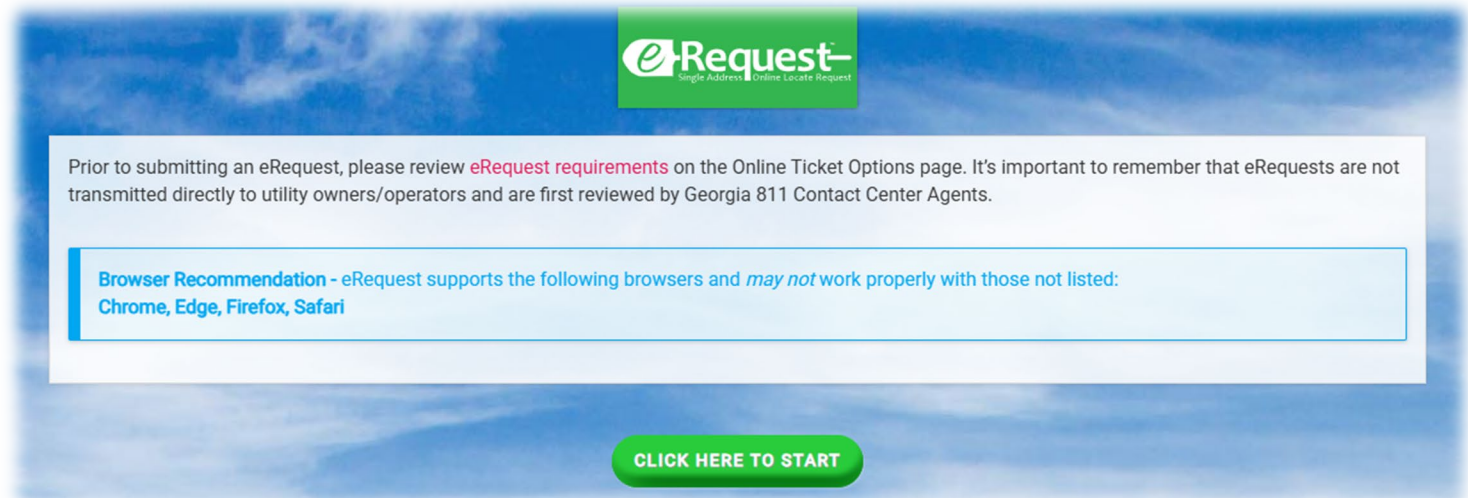
# Benefits of Self-Service

- 24/7 Availability
- Faster Resolutions
- User-Friendly
- No Limits
- Transparency



# eRequest

- Perfect for DIYers & Property Owners
- Low Ticket Volumes
- Normal & Overhead
- No Training



## Online Ticketing System

- Members & Professional Excavators
- Easy Training
  - Self-Paced
  - Webinar
- Full Access
  - ALL ticket types (except LPs)
  - Search
  - Update LPs
- Automatic Transmission

The screenshot displays the Georgia 811 Online Ticketing System form. The form is divided into several sections with labels in red text. The 'Ticket Type' is set to 'Normal'. The 'Work Type' is a dropdown menu with 'Select a work type...' as the placeholder. The 'For:' field is a text input with 'Who are you doing the work for' as the placeholder. The 'Effective Date' is a date picker set to '7:00 AM'. The 'State' is set to 'GA' and the 'County' is a dropdown menu with 'Select a county...' as the placeholder. The 'City' is a text input with 'City' as the placeholder. The 'Address' is a text input with 'Num' as the placeholder. The 'PreDir' is a dropdown menu with 'PreDir' as the placeholder. The 'Street Name' is a text input with 'Street Name' as the placeholder. The 'St Type' is a text input with 'St Type' as the placeholder. The 'Cross Street' is a text input with 'What is the nearest cross street' as the placeholder. The 'Locate Instructions' is a text input with 'Describe the area where digging will take place using a concise description.' as the placeholder. The 'Remarks' is a text input with 'Add any additional information you want to provide to the locators, i.e. gate code, GPS coordinates, driving directions, name of subdivision or community.' as the placeholder. On the right side of the form, there are three questions with radio button options: 'Will you be using explosives?' (Y/N), 'Will you be using directional boring?' (Y/N), and 'Have you white lined the excavation area?' (Y/N). Below the form is a map of Georgia with various counties labeled. A toolbar at the bottom of the map includes icons for 'Zoom To', 'Clear', 'Pan', 'Mark Point', 'Mark Line', 'Mark Area', 'Use Selection', 'Measure', and 'Use Ticket'.

Ticket Type: Normal

Work Type: Select a work type...

For: Who are you doing the work for

Effective Date: Select the date you will begin your excavation 7:00 AM

State: GA County: Select a county... City: City

Address: Num PreDir Street Name St Type

Cross Street: What is the nearest cross street

Locate Instructions: Describe the area where digging will take place using a concise description.

Remarks: Add any additional information you want to provide to the locators, i.e. gate code, GPS coordinates, driving directions, name of subdivision or community.

Zoom To Clear Pan Mark Point Mark Line Mark Area Use Selection Measure Use Ticket



## Online Ticketing System

No Training

No Login Credentials





# Large Project Online Form

A screenshot of the Georgia 811 Large Project Online Locate Request form. The form has a green header with the Georgia 811 logo and the title "Large Project Online Locate Request". Below the header is a navigation bar with six buttons: "Contact", "Meeting Info", "Project", "Attachments", "Digsite", and "Preparation". The "Contact" button is highlighted in green. The main form area is white and contains four input fields: "Name", "Email", "Company Name", and "Company Phone Number". Each field has a placeholder text and a character count (0/150, 0/250, 0/250, and 0/250 respectively).

**GEORGIA811**

## Large Project Online Locate Request

**Contact** Meeting Info Project Attachments Digsite Preparation

**Name \***  
Your name  
0/150

**Email \***  
Your email address  
0/250

**Company Name \***  
Your company's name  
0/250

**Company Phone Number \***  
0/250



# Large Project Online Locate Request

[Contact](#)[Meeting Info](#)[Project](#)[Attachments](#)[Digsite](#)[Preparation](#)

## [Media Service Link](#)

The link above will automatically be included in the remarks field on the next page and on the success page at the end. If you do not have attachments at this time, you can return to the media service and upload files once the form has been submitted. A **sample** marking agreement will also be added to your media service account.

Click to select files

Or drag and drop

*5 files max*

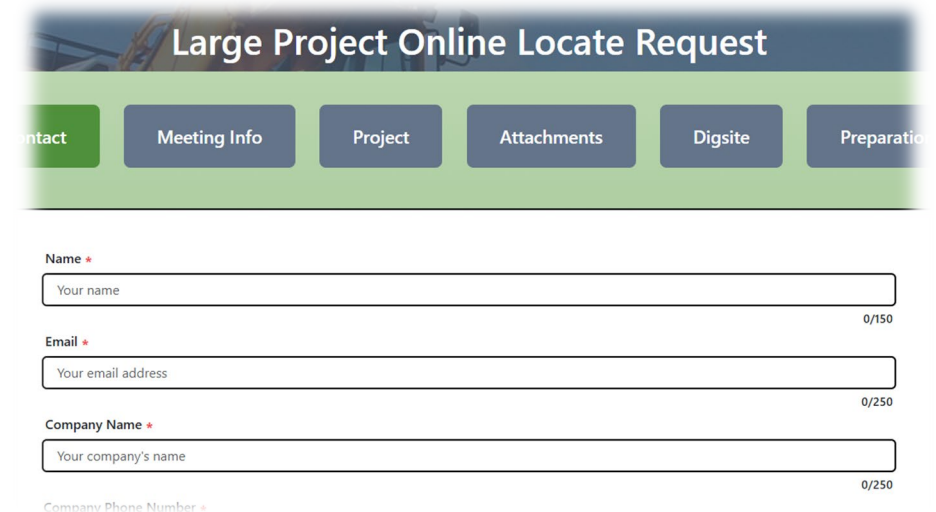
If you don't have any attachments, click Next.

**\*\*Once you click Next, you cannot delete files\*\***



## Large Project Online Form

- Members & Professional Excavators
- Projects:
  - ✓ Over 1 contiguous mile
  - ✓ More than 90 days to excavate
  - ✓ More than 10 addresses, buildings, lots, or areas
  - ✓ 100 or more acres
- No Training
- Attachments Feature



The screenshot shows the 'Large Project Online Locate Request' form. At the top, there is a header with the title 'Large Project Online Locate Request' and a navigation bar with buttons for 'Contact', 'Meeting Info', 'Project', 'Attachments', 'Digsite', and 'Preparation'. Below the navigation bar, the form fields are as follows:

- Name \***: A text input field with the placeholder 'Your name' and a character count of '0/150'.
- Email \***: A text input field with the placeholder 'Your email address' and a character count of '0/250'.
- Company Name \***: A text input field with the placeholder 'Your company's name' and a character count of '0/250'.
- Company Phone Number \***: A text input field with a character count of '0/250'.



## Attachments

- Media Service Link
- File Formats
  - doc & docx
  - pdf
  - jpg & jpeg
  - png
  - txt
  - kml & kmz
- Upload files later

### Large Project Online Locate Request

ContactMeeting InfoProjectAttachmentsDigsitePreparation

[Media Service Link](#)

The link above will automatically be included in the remarks field on the next page and on the success page at the end. If you do not have attachments at this time, you can return to the media service and upload files once the form has been submitted. A **sample** marking agreement will also be added to your media service account.

Click to select files

Or drag and drop

*5 files max - 25MB per file*

*Accepted formats:*  
*doc, docx, pdf, jpg, png, jpeg, txt, kml, kmz*

If you don't have any attachments, click Next.

**\*\*Once you click Next, you cannot delete files\*\***

# Large Project Media Service

Please sign in to view files.



Sign in with Microsoft



Sign in with Google



Sign in with Apple



## Large Project Online Form

*Complete  
Locate  
Instructions*



Subdivision/Community If Applicable

4/150

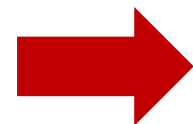
Locate Instructions \*

27/4000

Driving Instructions

4/1000

*Careful NOT  
to remove  
Media  
Service  
Link*



Are there any other remarks that will be helpful?

The link to your uploads has been added below.

97/2500



# Mobile App



MOBILE APP

## Download Instructions

Search for “**Georgia 811**” in the Apple App Store or in Google Play to download the free app.

**Mobile App Minimum OS Versions:**

iOS – 10.3

Android – 8.0







The image shows the top section of a webpage. At the top, there is a green logo for 'eRequest' with the tagline 'Simple. Accessible. Universal. Localize. Request.' below it. Below the logo, a blue banner with white text reads: 'Prior to submitting an eRequest, please review [eRequest requirements](#) on the Online Ticket Options page. It's important to remember that eRequests are not transmitted directly to utility owners/operators and are first reviewed by Georgia 811 Contact Center Agents.' Below this banner, there is a light blue box with a dark blue border containing the text: 'Browser Recommendation - eRequest supports the following browsers and *may not* work properly with those not listed: Chrome, Edge, Firefox, Safari'. At the bottom of the image, there is a green button with white text that says 'CLICK HERE TO START'.





## Audience Q&A