

The Virginia 811 Dirt

WORKING AS ONE TO GET THE JOB DONE



Dig With **CARE**

VIRGINIA 811'S QUARTERLY NEWSLETTER | MARCH 2023

IN THIS ISSUE

Letter from the CEO	2
Fiber Expansion Efforts	4
Academy 2 Year Anniversary	6
811 Fast Facts	7
PAT Efforts	8
Bilingual Training Outreach	9
3 Easy Google Translate Applications	9
Golden Shovel	10
Best Wishes to Susan	12
Team Anniversaries	13
The DPS Journey	14
ChatGPT	15
Best Practice Guide	16
New Pilot Project Annoucement	16
Virginia 811 Scholarship Program ...	17
Power of Partnership	18
April PAT Efforts	19
Review of <i>The Invention of Tomorrow</i> ...	20



LETTER FROM THE CEO

B. Scott Crawford

Virginia 811 is excited to continue to see 2023 unfold. This year will be an important one as anticipated changes to the Damage Prevention Act go into effect. As of this writing, the General Assembly is still navigating passage of the changes to the Law resulting from the work of Taskforce 2022. It is looking as if these changes will pass in the Senate and House of Delegates. Upon passage, Virginia 811 will work diligently with its software provider to modify locate request software to allow for scheduling of locate requests, or tickets. This will be an added benefit to stakeholders as excavators can better plan their locate requests and locators will find some advantages to managing workloads.

2023 began with a significant change to Positive Response code 60. The code, which indicates the locator and excavator have agreed to an alternate marking schedule, now allows excavators to record their acceptance of this code to ensure a digital record exists documenting the agreement. Excavators can also decline code 60 now. This requires the locator to contact the excavator and re-negotiate the alternate marking schedule or use another Positive Response code.

This change forces both excavators and locators to change some of their procedures in regard to working with this code. To help improve efficiencies, Virginia 811, with input from a focus group of Virginia excavators, has begun work with a third-party software vendor to design and create a mobile application that will allow excavators to manage their locate requests and the code 60 Positive Responses more efficiently. This application will be free to excavators, a beta version should be ready for testing during the second quarter of 2023.

There will continue to be increases in work related to fiber installation in 2023. Government funding related to this initiative will continue to dramatically impact excavation throughout the state, particularly in rural areas. Utility operators will need to have resources in place to locate their facilities if impacted by this initiative. The demand for locates will be large. Virginia 811, in an effort to assist operators, is piloting an early notification process where the notification center will be able to provide members with a 3–6-month warning of increased work in their service areas. This early warning process will allow operators the opportunity to put needed resources in place to locate their facilities in a timely manner.

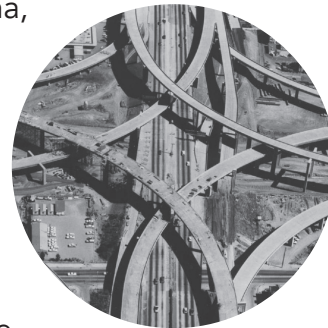
These are some of the highlights 2023 has to offer. Enjoy reviewing the articles in this quarter’s The Dirt to learn more about a host of other topics related to damage prevention efforts! I hope you will be able to make it to Virginia Beach April 25-27 to attend the first Damage Prevention Conference since 2019! I look forward to seeing you there!

- B. Scott Crawford
President & CEO
Virginia 811

FIBER EXPANSION

The Latest Effort to Improve America's Infrastructure

- B. Scott Crawford



Whether we go back as far as the earliest civilizations, witnessing evidence of the importance of water and sewage underground utilities, or fast forward to the mid-18th century as European settlers began to penetrate the Shenandoah Valley almost immediately recognizing the need to establish roads and ferries to connect the frontier to Eastern markets, infrastructure is essential to community development. If an infrastructure involving utilities and transportation networks is not in place, protected, and maintained, a region will, like a massive oak tree with its roots severed, wither and die. Throughout American history, there have been five major infrastructure initiatives. The current Infrastructure Bill reinforcing broadband expansion makes the sixth major initiative.

could physically and verbally traverse space at a speed that surpassed anything humans living for tens of thousands of years could have realistically imagined. The telegraph and telephone, that witnessed both embracing overhead and underground lines, was the most significant advancement in communication since the late 1400s when Gutenberg introduced the printing press.

The fourth initiative occurred in the 1930s and is tied to the Great Depression. As part of his New Deal, Franklin D. Roosevelt directed government spending toward public works projects. This initiative was meant to allow government spending to create work that would employ Americans who had lost jobs. Projects such as the Tennessee Valley Authority, bringing electricity to rural areas in Virginia, North Carolina, Alabama, Kentucky, Mississippi, Georgia, and Tennessee, helped strengthen the electric utility infrastructure in rural areas of certain parts of the country. Through such initiatives, national infrastructure was strengthened, and efforts were advanced to address the effects of the Great Depression.

While the New Deal, arguably, did not end the Great Depression, World War II certainly did. General Dwight D. Eisenhower, helping to oversee strategic operations in the European Theater, saw firsthand the logistical advantages of the German autobahn system on moving troops. As he became president in 1953, Eisenhower initiated the fifth infrastructure initiative, an interstate system. The Interstate System is tied to national defense. Yet, the impact the Interstate System has had on the American economy and culture is undeniable.

And here we are in 2023, with roughly \$700 million dollars entering Virginia as part of the sixth initiative related to broadband expansion. The Pandemic magnified the importance of all homes having access to broadband and it has proven to be a true lifeline, Pandemic or not. The money coming into Virginia to help ensure that all Virginians will have access to broadband is a noble effort, and those connected to this effort, whether they are putting fiber in the ground; locating utilities already in the ground; or, in the case of Virginia 811, helping to both notify utilities that work is coming and work has begun, should all be proud that we are helping to move closer to 100% broadband accessibility. Through the leadership of folks at the electric co-ops and the Virginia Department of Housing and Community Development, we are putting together the damage prevention infrastructure needed to support this sixth infrastructure initiative.

It is unlikely this fiber project will be America's last infrastructure initiative but is as important as any of the previous initiatives. The speed with which this project is moving places pressure on the 811 system. The efforts of many stakeholders working together has advanced a way to relieve some of this pressure. This is arguably what makes this industry so strong: the willingness of stakeholders to come together to find solutions. We should all be proud of what we are accomplishing as we continue to work together and, in this case, help those in need of broadband access become tied to a global network, allowing education, socializing, entertainment, and economic forces to be accessible to all!

The first infrastructure initiative is related to America's Founding Fathers' recognition that there was a serious challenge concerning interstate commerce. This recognition led to the creation of the current United States Constitution. Before the Constitution, state governments were responsible for the building and maintenance of roads, bridges, and ferries. The economic infrastructure that needed to be in place so that regions were not isolated was the responsibility of state governments. Following the ratification of the Constitution, the national infrastructure debate continued. The Early National period continued to be consumed with debate about the proper division of power between state and federal government. While the Constitution allows for federal regulation over interstate commerce, it was not until 1824 with *Gibbons v. Ogden* that the Supreme Court definitively addressed this issue and ruled that Congress, and not the states, regulates interstate commerce.

The second major initiative relates to the Industrial Revolution and the technological innovations tied to steam energy. With the introduction of the railroad literally coinciding with *Gibbons v. Ogden*, and with a coinciding rise in steam powered industrial equipment allowing for a factory system to develop, the United States was poised to witness a transportation revolution. The steam engine and its use in conjunction with tracks demonstrated how machine powered vehicles could replace animal powered vehicles to move both goods and people across the land. During the years leading up to the American Civil War, thousands of miles of railroad track was laid. The development of the railroad, so impactful on transportation that it led to the need for the creation of time zones, dramatically altered the landscape of America's infrastructure. Goods and people moved across the nation at an unprecedented speed. This allowed for the nation to somewhat "shrink" in size.

Almost perfectly coinciding with the rise of the railroad was the third major infrastructure initiative, tied to telecommunications. In the 1840s, and then the 1870s, the telegraph and telephone allowed individuals to communicate faster than anytime in human history. As railroads began to span the American landscape, telegraph and then telephone lines ran alongside railroad tracks. Over the course of the 19th century, humans



Virginia 811 Academy

Celebrating 2 Years of Online Web Ticket Entry Training (WTE)

Virginia 811 celebrated the second anniversary of the Virginia 811 Academy in February. Launched in 2021, the Academy initially offered professional excavators an easy-to-use learning module designed to teach users how to accurately enter underground utility location requests using Virginia 811's Web Ticket Entry (WTE) platform - whether simple or more complex locate requests.



Two years on, new courses have been added, all designed to walk users step-by-step through each topic and module, to be completed at the user's own pace and learning style preference.

New topics and training modules include:

- Re-mark and Update Tickets
- 3 Hour Notice Tickets
- Emergency Tickets

A new Member's tab has also been added with its first module: **Polygon & Grid Maintenance**.

This module will assist with creating and maintaining member notification areas within Virginia 811's software. The training guide provides a brief introduction to all components and tools available within the software.

Feedback from the Academy's post-training survey continues to play a very important role in the development and improvement of the Academy's training courses and features. This valuable feedback allows Virginia 811 measure the program's efficiency, and is very much appreciated.

Users can choose one of three training methods to match their learning style.

- Self-paced online videos with modules
- Self-guided courses designed for those learners who prefer reading and following written instruction
- Virtual, instructor-led courses with a qualified trainer

FAST FACTS

CHANNEL	COUNT	PERCENTAGE
PHONE	98,223	28.82%
WTE	138,020	40.50%
SAT	54,287	15.93%
TRE	50,276	14.75%
Total	340,806	

4th QUARTER 2022
Total Internet Originated Tickets

242,583
(71.2% of all tickets)

CHANNEL	COUNT	PERCENTAGE
PHONE	440,470	28.65%
WTE	623,293	40.54%
SAT	258,013	16.78%
TRE	215,694	14.03%
Total	1,537,470	

2022 Annual
Total Internet Originated Tickets

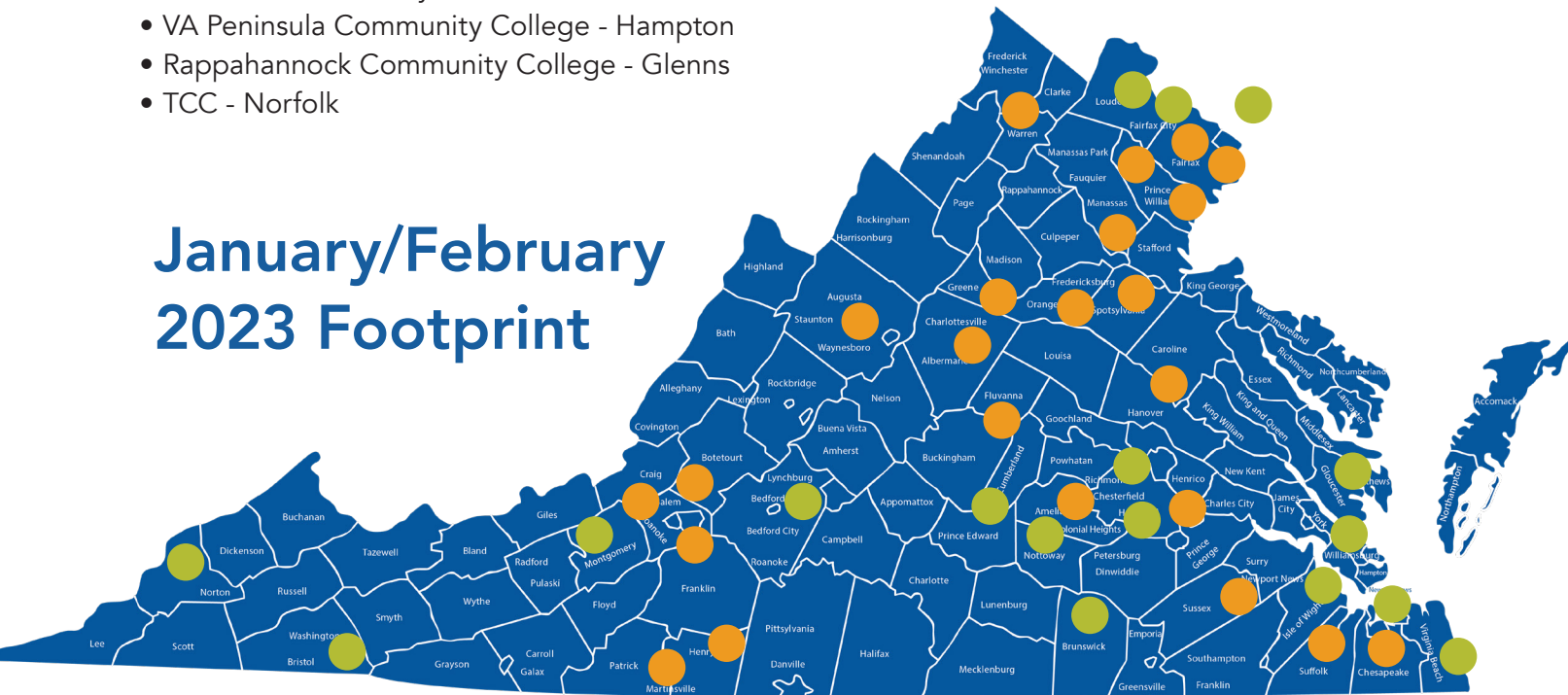
1,097,000
(71.4% of all tickets)

Virginia 811 Public Awareness Efforts

Education, Training, Community, and Display Truck Events

- Southside Community College - Alberta
- Southside Community College - Blackstone
- Vaught's Landscaping - Richmond
- Eastcom Associates - Chester
- Shentel - Williamsburg
- City of Norfolk - Norfolk
- DC Water - Virtual
- GAC - Farmville
- Town of Vienna - Vienna
- Fay Southeast, S&B USA Construction - Salisbury
- Eastcom Associates - Lorton
- Lamberts Cable Splicing - Lynchburg City
- Lamberts Cable Splicing - Wise County
- Lamberts Cable Splicing - Montgomery County
- Atmos Energy - Bristol
- Virginia Beach Public Utilities - Virginia Beach
- City of Hampton - Hampton
- VRWA - Wise County
- VA Peninsula Community College - Hampton
- Rappahannock Community College - Glens
- TCC - Norfolk
- Lumos - Virtual
- Stake Center - Virtual
- SW VA DMCM - Virtual
- GAC - Virtual
- Brightspeed - Virtual
- Shentel - Virtual
- Town of Jonesville - Virtual
- Po River - Virtual
- City of Danville - Virtual
- Citizens Telephone Co-op - Virtual
- GCR Telecommunications - Virtual
- UCLS - Chesapeake
- Town of Smithfield - Smithfield
- Eastern LDPC - Chesapeake
- Safety Kleen - Chesapeake
- Denbigh Construction - Newport News

January/February 2023 Footprint



946 Individuals Trained YTD



Virginia 811 Outreach

TO SPANISH-SPEAKING STAKEHOLDERS

Important safe digging messaging should be easily accessible to everyone who works near underground utility lines, regardless of the language they speak. This means that without the proper training, Spanish-speaking workers for the many construction and excavation companies across Virginia may have limited access to important safe digging practice information.

Fernando Mendez, Virginia 811 Regional Marketing Liaison, is leading Virginia 811's efforts to train Spanish-speaking stakeholders about the importance of damage prevention.



Fernando Mendez
Northern VA
fmendez@va811.com

If you need 811 safe digging training in Spanish, please contact Fernando Mendez at (202) 336-4867 or by email at fmendez@va811.com to schedule a 30-minute onsite training session.

MANTEN A VIRGINIA SEGURO.
Sepa lo que hay debajo.

Google Translate

Don't Overlook 3 of Its Easiest Translation Applications

If you've used the app, it's likely you've probably missed a few helpful features it has to offer.

Conversation Mode To Translate Without Hassle



This mode lets you translate voice inputs without having to tap on any options. When you open this mode, you and the other party just need to talk as you normally would and Google Translate will translate your conversations in real time.

Write to Google Translate



You don't necessarily need to type text to translate it. You can use Google Translate to write words (handwriting) to translate your words and sentences to your chosen language.

Google Translate Images



Point your camera at something and the app will translate text in that image for you in real time and without requiring you to type the foreign characters yourself.

THE GOLDEN SHOVEL AWARD

Two Individuals Recognized for Going Above and Beyond In Their Exceptional Service

JULIE RECTOR

GOLDEN SHOVEL AWARD
2022 4th QUARTER



Julie Rector has been with Virginia 811 since January 30, 2006, as a Damage Prevention Specialist (DPS), as well as assisting with mapping and ticket entry testing.

Julie is known for demonstrating a generous spirit with everyone she comes in contact with. Often quick to volunteer for extra shifts and holidays when needed, she has provided relief to many of her teammates through the years by covering shifts during busy times and helping out others.

Most recently, Julie offered to change her usual schedule to a later shift to accommodate a teammate who needed a more traditional schedule.

Whether taking calls to process Emergency tickets, Three Hour Notices, and Single Address Tickets (SAT), or engaging with her teammates, Julie's winning personality, infectious smile, and distinctive voice explain why she's a "fan favorite" throughout the Virginia 811 community.

“ Julie connects with each and every caller on a personal level. She comes in every day with a positive attitude. Our callers hear it. And they appreciate it! ”

KERRY BRADLEY

GOLDEN SHOVEL AWARD
FOR 2022



Kerry Bradley has been with Virginia 811 since January 31, 2011, and has worked in various areas within the Operations department including assisting Member Services and working a hybrid shift that spanned from normal business hours to after-hours. The after-hours duties included fielding Help Desk calls, processing Emergency and Three-Hour Notice tickets, completing Single Address Tickets (SAT) and auditing Web Ticket Entry (WTE) tickets to assist the Quality Assurance/Quality Control team. Kerry was promoted to an Operations Supervisor as of August 1, 2022.

Kerry volunteered to lead a team engagement group to encourage interaction with team members in a remote, teleworking environment to keep everyone connected and having fun. As part of this program, she communicates via "Team Chat" and is always posting fun tips, jokes, or nuggets of knowledge while encouraging her teammates.

Additionally, Kerry was instrumental in training the entire DPS and Operations teams on Office@Hand. She was working on President's Day and had the opportunity to take the lead on the Office@Hand implementation. She communicated clearly with the Operations supervisor team to ensure they knew of the important details along the way.

“ Kerry brings great energy to everything she does. She does an amazing job of encouraging and engaging our team by promoting an open line of communication that helps us feel better connected. ”

CONGRATULATIONS JULIE AND KERRY!



SUSAN PAINTER

It is with regret but warm wishes that Virginia 811 announces the retirement of Susan Painter, effective in April.

Susan's leaving marks the end of an era for the organization. A charter team member, Susan joined Virginia 811 as a supervisor in April of 2002, bringing 20 years of experience in customer service, as well as a background in quality assurance. She has been a valued team member for 21 years, having served as a team leader and, for most of her tenure, overseeing professional development and training.

While effective training within an organization can be one of its biggest challenges, under Susan's expert guidance, Virginia 811 has remained steady in evolving and onboarding new team members, improving their skills, preparing new ones necessary for tomorrow, and promoting a continuous learning environment. Her success in guiding the organization to possess the right skills to effectively perform their jobs and to take on new challenges is undeniable.

Susan has welcomed countless team members to the organization over the years and helped them build the foundation upon which they could then shape their own successes – all the while contributing to damage prevention and the protection of life and property. Her aim has always been to make learning activities fun and hands on, pulling in participants and helping them feel welcomed and comfortable. She embraces a spirit of continuous improvement, and without exception, has always looked for ways to make new hire training better.

Arguably one of Susan's finest contributions while at Virginia 811 was her proposal, and advancement, of a system to streamline 3 Hour Notices, making them more efficient, and mitigating some risk for error. Her contributions to this design are still in use to process 3 Hour Notices.

We know you will join in with wishing Susan well as she starts a new chapter in her interesting life. We are all indebted to her perseverance and commitment to having a passion to serve, dedication to safety.

**Wishing you all the best
and thank you for your service to Virginia 811**

HAPPY ANNIVERSARY

Team Members Celebrating Their Service to Virginia 811 This Quarter

Jackie Stern

2/11/2002 | 21 Years of Service

Rob Hogan

2/18/2002 | 21 Years of Service

Steve Duncan

3/11/2002 | 21 Years of Service

Cathy Waldron

3/18/2002 | 21 Years of Service

Michael Hosey

3/17/2003 | 20 Years of Service

Amy Wright

3/17/2003 | 20 Years of Service

Kai Marxen

2/16/2004 | 19 Years of Service

Stacey Clark

1/18/2005 | 18 Years of Service

Julie Rector

1/30/2006 | 17 Years of Service

Stephanie Ferguson

2/21/2006 | 17 Years of Service

Melissa Ray

2/21/2006 | 17 Years of Service

Peggy Goens

1/29/2007 | 16 Years of Service

Janie Shepard

1/29/2007 | 16 Years of Service

Lauren Berrios

2/12/2007 | 16 Years of Service

Patty Hawkins

2/4/2008 | 15 Years of Service

Kim Hermanson

2/4/2008 | 15 Years of Service

Kenny Spade

2/4/2008 | 15 Years of Service

Kerry Bradley

1/31/2011 | 12 Years of Service

Robyn Divers

2/14/2011 | 12 Years of Service

Connesha Waterfield

2/25/2013 | 10 Years of Service

Anna Holtz

2/25/2013 | 10 Years of Service

Caitlyn Goodchild

1/22/2018 | 5 Years of Service

Deena Jordan

1/22/2018 | 5 Years of Service

Tiffany Uhl

3/22/2018 | 5 Years of Service

Gail Biggs

2/4/2019 | 4 Years of Service

Tracy Kingery

2/4/2019 | 4 Years of Service

Julia Adkins

3/4/2019 | 4 Years of Service

Matthew Ferguson

3/28/2022 | 1 Year of Service

Alexis Powell

3/28/2022 | 1 Year of Service

Joseph Sparrow

3/28/2022 | 1 Year of Service

Thank You for Your Years of Service

Together they bring a combined **379** years of experience to the Virginia 811 team!

THE JOURNEY...

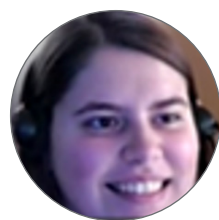
from Damage Prevention Associate to Damage Prevention Specialist

Virginia 811 has welcomed six new Damage Prevention Associates (DPAs) to the team over the past few months. Madison Brimmer and Stephen Schultes began with Virginia 811 in December and Brittney Scott, Dylan Mullins, Jessica Lassiter, and Randy Corvin joined the team at the beginning of January.

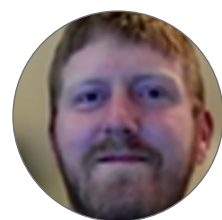
The journey to earning the title of (DPS) Damage Prevention Specialist begins during the interview process. Candidates are introduced to Virginia's Underground Utility Damage Prevention Act and the Virginia 811 mantra of "Passion to serve, dedication to safety." while participating in a group interview for final candidate selections for the DPA positions. Prior to the group interview, the candidates are given a series of assignments that includes taking the initial Web Ticket Entry training through the Virginia 811 Academy and passing the assessments. This experience allows the candidates to visualize themselves using ticket entry software to gather information about excavation, identify the area in ticket entry mapping, and see the steps taken to notify the member utilities who have facilities within the area.

Before taking their first solo phone calls DPAs participate in extensive virtual classroom and on-the-job training via Zoom that lasts approximately 5 weeks.

Best wishes for success go out to all of our recently selected DPA team members as they continue their journey!



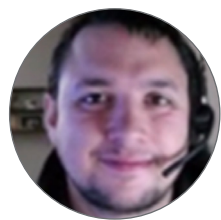
Madison Brimmer



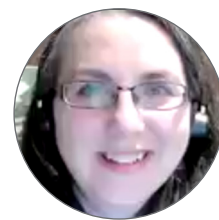
Stephen Schultes



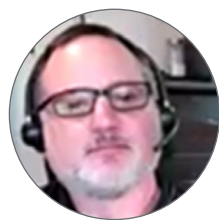
Brittney Scott



Dylan Mullins



Jessica Lassiter



Randy Corvin

ChatGPT

OpenAI's Natural Language Generator Chatbot

The following essay was written entirely by ChatGPT, a natural language generator chatbot developed by OpenAI.

The prompt to which ChatGPT responded was "Write an essay on how artificial intelligence can help improve quality assurance and quality control in the safety industry."

The following is ChatGPT's response.



Artificial intelligence (AI) has the potential to significantly improve quality assurance and quality control in the safety industry. Quality assurance and quality control are critical processes that ensure that products, services, and equipment meet safety standards and perform as intended. By incorporating AI into these processes, companies can improve the speed, accuracy, and efficiency of their quality control efforts.

One way that AI can improve quality assurance and quality control in the safety industry is by automating the inspection of equipment and products. For example, using computer vision and image recognition, an AI system can be trained to identify defects and inconsistencies in manufactured goods, such as

cracks or inconsistencies in the size of a product. This eliminates the need for human inspection, which can be time-consuming and prone to error, and it also allows companies to detect defects at an early stage, which can save time and money.

Another way that AI can improve quality control in the safety industry is by monitoring equipment and systems for signs of wear and tear. For example, using predictive maintenance, an AI system can analyze sensor data from equipment, such as temperature and vibration, to detect signs of a malfunction. This allows companies to perform maintenance on equipment before it fails, reducing downtime and the risk of accidents.

AI can also be used to improve the safety of products by analyzing data from safety testing. For example, in the Automotive industry, AI can analyze data from crash test simulations, providing valuable insights into how a vehicle would perform in a real-world crash. This allows manufacturers to identify design flaws and make improvements, making vehicles safer for consumers.

Additionally, AI can be used to analyze data from previous accidents and incidents to identify patterns and trends. This information can be used to improve safety protocols and procedures, reducing the risk of future accidents.

In conclusion, artificial intelligence has the potential to revolutionize quality assurance and quality control in the safety industry. By automating inspections, monitoring equipment, analyzing safety test data and previous incidents, companies can improve the speed, accuracy, and efficiency of their quality control efforts, and most importantly enhance safety in the products and services they offer.

LOCATE REQUEST BEST PRACTICES GUIDE

Virginia 811's Newest Tool to the Dig With CARE Arsenal



Virginia 811, in collaboration with a committee of our members, partners, and stakeholders, has created a new best practice training tool. The **Locate Request Best Practices Guide** is designed to help excavators and homeowners who enter locate requests online, or call 811, to provide sufficient detail to ensure that the utility line locators are able to mark the approximate location of underground utilities in an efficient and accurate manner.

From describing the area of excavation, to guiding users through the various locate request fields, it offers both insight into how this process works and the best practices to follow to better ensure the public underground utilities are protected at excavation sites.

While the information contained in this guide is based on the Damage Prevention Act as iterated in 2022, there are currently amendments and modifications to the Act being advanced through the General Assembly. If changes occur, the information in this online digital guide will be updated to reflect all new amendments and modifications.

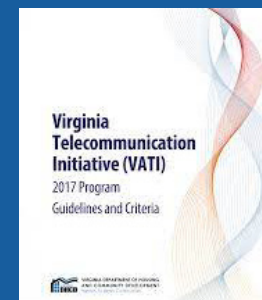
Be sure to check the Virginia 811 website at VA811.com under "Resources" to obtain the most current and up-to-date version.

NEW PILOT PROJECT UNDERWAY

Helping Virginia Prepare for Increased Locates

Marcy Carroll, Virginia 811 GIS & IT Support Analyst has begun a collaboration with the Virginia Department of Housing and Community Development (DHCD) to facilitate a pilot program to examine how utilities using Virginia Telecommunication Initiative (VATI) funding to install fiber can better inform affected areas in advance. This notification process allows affected members to better prepare for the increased locates that will result from fiber expansion into their service areas.

The pilot project currently provides approximately two months advance notice to potentially affected member utilities. Map grids that overlap the broadband expansion areas and member mapping are provided to members in affected service areas. The information received and shared respects the confidentiality of network locations, but also provides member utilities with the level of detail needed to plan for the anticipated increased excavation projects.



While this first notification is part of a pilot project, the hope is that Virginia 811 will be able to continue working with DHCD and broadband providers to facilitate ongoing notification to our members across the entire state.

If you have questions about VATI or DHCD, please visit <https://www.dhcd.virginia.gov/vati>. You may also contact the VATI Team at vati@dhcd.virginia.gov.



MARCY CARROLL

The Virginia 811 Scholarship

OPENING SOON

In celebration of April - National Safe Digging Month, Virginia 811 will kick off its annual scholarship program again this year for 2023.

In its third year, the Virginia 811 Scholarship Program awards two (2), one-year, \$1,500 college scholarships to Virginia students planning to attend an accredited community college, trade school or four-year college or university by the following fall.

This year, in response to a shortage in craft positions across the Commonwealth, Virginia 811 has extended the student status requirements to include adult learners. As the industry grows and demand for these trade skills increases, the opportunity to assist individuals interested in entering the industry is not only vital, it seems a natural fit for Virginia 811.

"Virginia 811 is excited to be able to help all successful candidates pursue further learning opportunities at the college level", explains Scott Crawford, President & CEO of Virginia 811. "Virginia 811's 'passion to serve, dedication to safety' facilitates our embracing a continuous learning culture. Through learning and education, promising candidates can potentially identify new and better strategies to serve stakeholders and to help with the safety at excavation sites. In this spirit, Virginia 811 wants to serve those who are interested in pursuing a career in this industry by helping them actualize their own continuous improvement through continuing education."

All applicants must be Virginia residents and successfully complete the Basic C.A.R.E. Module (Training Only) as a "Homeowner" prior to applying for this scholarship and include a screenshot of the course completion screen in the Section 1-4 PDF (see PDF details in the Guidelines section).

High school applicants must be a rising high school senior and have a current GPA of 3.0 or higher. They must also have at least one parent or legal guardian who works full or part-time at a Virginia 811 Member utility, works as a utility Locator locating utilities in Virginia, or is a professional excavator who works in Virginia and whose company has successfully set up a Web Ticket Entry account with Virginia 811.

More information about the scholarship program will be available on the VA811.com website in mid-March. Please visit <https://va811.com/scholarship-program/> for more details.

THE POWER OF PARTNERING TOGETHER

A Snapshot of 2023. And It's Just Getting Started.

For Virginia 811, chances to partner with stakeholders provides fantastic opportunities to spread the Dig with CARE message to larger audiences across Virginia. They work wonders to increase resources, network, increase the manpower base, provide event support, and, undoubtedly, raise awareness for underground utility protection and safety as a result.

The possibilities are endless when partnering together to raise awareness for underground utility protection and safety. The following events are just a few that are planned for 2023.

Virginia 811 is teaming up with **Dominion Energy** to sponsor an 811 Day Game Night with the Richmond Flying Squirrels in Richmond, VA. pre-season block party is being held on March 4th that brings a flock of fans out to purchase their pre-season tickets. In addition, two 10' floor graphics are being installed at the stadium's two main entrances that illustrate "Know What's Below" with a graphic that is sure to resonate with homeowners.

Many partner organizations from around the state saw mock ups of these floor graphics and wanted to adapt them for their own use. **Virginia, Maryland & Delaware Association of Electric Cooperatives (VMDAEC)** thought it would be a great idea to have these at each of their facilities to remind their employees and contractors to always Dig with CARE. They plan to install them in the coming months. In addition, they also generously offered to promote Virginia 811 in each issue of their Cooperative Living magazine. The monthly magazine has a reach of over 1.2 million readers, providing a phenomenal opportunity to increase reach for VA811.com and the Dig with CARE message to their audience.

Having partnered with **Ace Hardware** for the last three years for National Safe Digging Month, talks of adopting a floor graphic for the hand tool sections of their retail stores has been in talks for some time. This year these floor graphics will be installed in over 43 stores across Virginia.

For the second year, Virginia 811 is partnering with other national 811 centers, such as **Arizona, Oklahoma, Tennessee, North Carolina, Utah, Michigan, and Indiana**, to sponsor the Call 811.com Before Your Dig 250 in Martinsville, VA from April 14-16, 2023. This event is arguably the largest scale event held in the state each year, bringing national attention to 811.

If you would you like to partner with Virginia 811 for upcoming meetings or events, please reach out to Brian Morehouse at bmorehouse@va811.com or (336) 482-6890.



10' Flying Squirrel Stadium Graphics



VAMDAEC Floor Graphics

APRIL - SAFE DIGGING MONTH

An Exciting Month of Public Awareness and Education Training

April is National Safe Digging Month and the liaison team will be out in full force to promote it with a variety of campaigns.



Rental Equipment Keychain Campaign:

Visits are scheduled at equipment rental facilities throughout Virginia. A new addition this year to educational marketing materials are 811 keychains that Virginia 811 will supply to rental equipment companies to use on their keyed excavating equipment. Liaisons will also make stops to various landscape and fencing companies to make sure that employees are up to date on the 811 process and have 811 marketing materials available at their facility.



Modular Home Builder Campaign:

This year Virginia 811 will be bringing in educational trainings to some of Virginia's custom modular home builders, such as Oakwood, Fleetwood, and Blue Ridge Builders, just to name a few. This is a great opportunity to bring awareness about the importance of contacting 811 before digging to the buyers of these homes by providing the builders with Virginia 811 literature and take-aways they can share with the new homeowners.



Elementary School Educational Campaign:

A new program is being launched to educate public and private elementary school age children across the state about the Dig with CARE message. Liaisons have created a customized educational plan and will be speaking with these young students about:

- The importance of contacting Virginia 811 Before You Dig
- How to recognize and identify the markings for underground utilities
- How and why to contact Virginia 811 before doing any digging projects
- How to avoid the consequences of unsafe digging
- Explain that Virginia 811 is a free vital service



Ace Hardware April Partnership:

Virginia 811 is on its third year of partnering with Ace Hardware for the month of April. This means that throughout the month, the Virginia 811 display truck will be displaying at participating stores throughout the state to promote Safe Digging Month.



Locate Request Best Practice Guide Campaign:

April is a great month to ramp up efforts to roll out this new guide to stakeholders and educate them on how the locate request process works and the best practices to follow to better ensure the public underground utilities are protected at excavation sites.

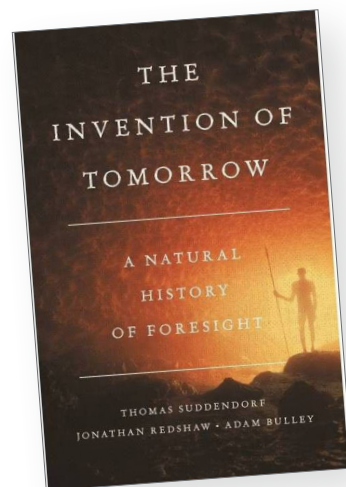
The Psychology Behind Foresight and Risk Aversion

Book Review of *The Invention of Tomorrow*: A Natural History of Foresight

- B. Scott Crawford

Damage prevention, within its very nature, with a focus on preventing damages from occurring in the future, involves the need for foresight. Only by allowing our minds to move between reflections on the past and the future, reviewing the past in order to forecast and envision potential dangers, can we adequately put in place procedures and resources to mitigate the risk of identified dangers. We constantly strive to explore ways to shape a future that is void of accidents; a manner ensuring underground utilities, excavators, and property are protected, not to mention non-excavators living and working around excavation sites. We are now able to, through artificial intelligence, design and implement complex risk analysis models to flag potentially risky dig sites or erroneous tickets. Tabletop exercise allow us to mentally collaborate to explore a host of scenarios, mapping out threats and aversion strategies, bringing to mind our pre-history early humanoid ancestors gathering around the fire at night using what communication skills they had to reflect on the day's events, including identifying opportunities to chase down game or the need to avoid predators.

The psychologists Thomas Suddendorf, Jonathan Redshaw, and Adam Bulley explore this very unique human ability to, as they describe, allow our minds to become time machines in order to reflect on the past in order to prepare for the future in their work *The Invention of Tomorrow*. Rooted in the human pre-history, hunter-gatherer ("caveman") past, the authors chronicle how in many ways natural selection helped our early ancestors evolve toward an increasing ability to plan and prepare for the future. This ability allowed those who demonstrated a strong ability to have foresight to have a better chance surviving, and reproducing, than those who did not. Over time, this trait developed and became a defining survival trait, eventually allowing humans to continuously improve the way we live.



The authors not only explore a host of studies on children and animals to both identify when humans start to demonstrate foresight and suggest that animals generally lack any ability to have foresight. They also explore in detail how humans slowly grew in their ability to contemplate the future. Central to this process is a feedback loop between culture and innovation. Culture preserves and passes on how something has been done; innovation then improves that process, which is in turn preserved and passed on by the culture. This process continues, with new innovations creating new opportunities for even newer innovations, and a continued development of thought about the future. Culture becomes the

vehicle through which this process is driven. In this manner, a majority of humans live vastly different today than even just 100 years ago, much less 1,000 years ago, while all other animals basically live today as they did even 50,000 years ago, and longer!

Reinforcing this feedback loop has been the growth of innovation surrounding the creation of tools to help humans enhance foresight. Calendars, accounting, writing, divination, and even currency have been tools humans have used to help with foresight. Recognizing when different seasons occur, for example, allows humans to plan when to plant and harvest crops; the very nature of planting a seed, recognizing



it will grow into an edible item, reflects foresight. Recording the amount of something harvested, and assigning monetary value, reflects foresight. Lending money, with interest and the expectation of future installments, reinforces foresight. Even the backpack I used to carry my iPad and copy of *The Invention of Tomorrow* is a tool reflecting foresight as I envisioned my needs at a coffee shop as I write this review – similar to the 5,000 year old preserved body of Otzi the Iceman, discovered in 1991, who died carrying a quiver, basket, and backpack with dozens of tools he had envisioned needing on his journey: a journey that resulted in him being killed. Luckily, my foresight suggests my outing should have a happier ending with a safe return home – but if some abbreviated version of this review appears in the newsletter, well . . .

This evolutionary process not only helps us plan ways to mitigate risk, it also is a driving force for continuous improvement. We are capable of picturing ways we can improve both ourselves and the world around us, and this in turn helps drive us toward overall progress. While unforeseen mishaps and setbacks cannot be avoided, as our forecasting and predicting ability is limited, we, as a species, tend to be resilient, bouncing back even better than we think we can. The authors cite studies indicating, for example, that people tend to predict they will feel much worse if a romantic relationship were to end than how they feel if it actually happens. This erroneous, and strong, emotional response resulting from envisioning a future event tends to not only help humans navigate a bad situation, but also motivates us to attempt to avoid such bad events (thus, risk mitigation) and to achieve the good (to better our lives).

The Invention of Tomorrow offers an informative and interesting overview of, and argument related to, human foresight. With foresight being a driving and integral part of damage prevention, it is well worth the time examining the work. To understand the psychology behind foresight and forecasting can offer new ways to understand the risk aversion exercises we conduct and, in turn, possibly, help us identify innovative new ways to drive damages closer to 0!



