



DIG SAFE MONTH CAMPAIGN 2022 (APRIL 1 – 30)

Content Package - BC 1 Call Supporters

This package includes samples of content about BC 1 Call that can be used on several communications channels, such as social media platforms, blogs and newsletters. Feel free to adjust content according to the desired medium and target audience.

If your company/organization would like to receive BC 1 Call vehicle decals or bumper stickers to display on your company vehicles, please contact communications@bc1c.ca for more information.

Social Media Posts

Commonly used hashtags:

#DontRiskIt

#DigSafeMonth

#SafeDiggingMonth

#DigSafe

Facebook

Option 1: April is safe digging month! Do you know what's below? A friendly reminder to always contact @BC1Call at bc1c.ca before undertaking any home or excavation projects that involve digging. It's quick and free! #DontRiskIt #DigSafeMonth

Option 2: Be an Industry Leader. Stay safe, on time and on budget in your excavation projects by clicking or calling BC 1 Call before your team breaks ground. Build them into all your construction project plans. #DontRiskIt #DigSafeMonth

Option 3: According to @CanadianCGA's DIRT Report, British Columbians damaged over 1,200 underground utilities in 2020 – that's an average of 3 strikes per day.

Let's work together to reduce these numbers and keep everyone safe. Before digging, request a locate with @BC1Call at bc1c.ca. #DontRiskIt #DigSafeMonth

Twitter

Option 1: It's #DigSafeMonth! If you are planning to dig – remember to request a locate on @BC1Call's website bc1c.ca at least 3 business days in advance. It's quick, free and helps reduce risks of injury and



damages. #DontRiskIt

Option 2: Do you know what's below? A friendly reminder to always contact @BC1Call at bc1c.ca before undertaking any home or excavation projects that involve digging. It's quick and free! #DontRiskIt #DigSafeMonth

Option 3: Be an Industry Leader. Stay safe, on time and on budget in your excavation projects by clicking or calling @BC1Call before your team breaks ground.#DontRiskIt #DigSafeMonth

Instagram

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LinkedIn

Option 1: April is safe digging month! Do you know what's below? A friendly reminder to always contact @BC1Call at bc1c.ca before undertaking any home or excavation projects that involve digging. It's quick and free! #DontRiskIt #DigSafeMonth

Option 2: According to the Canadian Common Ground Alliance's DIRT Report, British Columbians damaged over 1,200 underground utilities in 2020 – that's an average of 3 strikes per workday. Help reduce these numbers and request a locate with @bc1call at bc1c.ca. #DontRiskIt #DigSafeMonth

Share our Social Media Posts

Please retweet or share our social media posts on Facebook, Twitter, Instagram and/or LinkedIn. Frequency varies but we usually publish 3-4 times per week on Twitter and Facebook and 1-2 times on the other platforms.

Follow BC 1 Call on social media

Facebook: [@BC1Call](#)

Twitter: [@BC1Call](#)



Instagram: [@bc1call](#)

LinkedIn: [@bc1call](#)

Campaign Graphics

Feel free to use one of our social media graphics below or utilize BC 1 Call's logo to create your own graphics.

Social Media graphics

BC 1 Call logo

Blog Post/Newsletter Content

April is Safe Digging Month

The B.C. Government officially recognizes April as Safe Digging Month, reminding everyone to click or call BC 1 Call before disturbing the ground.

This declaration is important for raising the awareness and use of BC 1 Call early in the digging season to reduce preventable damage to critical underground infrastructure serving our communities and businesses.

Failure to contact BC 1 Call before breaking ground is consistently identified as one of the top two root causes of reported infrastructure damage incidents in B.C., with the other being excavation issues. Between 2017 and 2020, a failure to contact BC 1 call was cited as the root cause of between 44% and 57% of all B.C. reported cases. According to the [Canadian Common Ground Alliance](#), the percentage for 2020 was 49.4%. Although this is not the highest percentage we've seen, it is still persistently high considering BC 1 Call's service is free, and that consequences can be severe.

Contacting BC 1 Call is a year-round best practice that prevents avoidable damages to infrastructure carrying drinking water, internet, heat, air conditioning, telecommunication and other critical services.

Damage incidents and service disruptions can be avoided, and you can help reduce the number of damage incidents by contacting BC 1 Call and following the instructions provided by our members before digging.

What is BC 1 Call?

[BC 1 Call](#) is the link between the excavating community (including homeowners) and our members, who



are owners of underground infrastructure in B.C. We run a contact centre and are a free public safety service.

By contacting BC 1 Call prior to commencing work, an excavator is connected with those of our 352 members whose underground assets are within their dig site and, therefore, at risk of being damaged. The excavator only needs to place one single request for their dig site to have all relevant members notified.

Our members represent all of the public and private sectors that own or operate underground infrastructure: Local and Regional Governments, Water improvement Districts, First Nations, Oil, Gas & Energy and Telecommunications. They also include ports, airports, defense bases and other single site operators with buried infrastructure that needs to be maintained and protected to avoid disruption to critical services.

BC 1 Call only relays requests to members, and not all underground infrastructure owners are members of BC 1 Call. This means an excavator must separately identify and contact non-members for safe digging information and maps related to their infrastructure.

What kind of projects require first contacting BC 1 Call?

Any project that involves disturbing the ground – *not* just projects that require excavation machinery. No project is too small. Whether you are a homeowner planning to build a retaining wall or plant a tree, or a professional excavator working on a large construction site, it is crucial that you contact BC 1 Call before work starts.

Examples of outdoor home improvement projects include:

- Installing posts for fences, mailboxes, realtor signs, welcome signs, etc.
- Building decks, retaining walls, patios, and installing fire pits
- Tree planting and digging a garden
- Anchoring playground equipment
- Installing In-driveway heating systems

What Information is required to submit a locate request?

Without the following information, our members will not be able to properly respond with instructions and maps:

- Name and contact information
- The exact location of your planned excavation



- How deep you will be digging
- When you plan to begin the excavation work
- Whether you're digging on public or private property or both
- The exact location of your dig site

A [complete information checklist](#) has been provided for first time users, identifying all fields on a locate request. The information checklist was specifically developed to help first time homeowner users calling in their request.

How and when to request a locate

The locate request service is free and can be done [online](#) anytime, or through BC 1 Call's toll-free number: 1-800-474-6886 between 7 am to 5 pm PST. During these call centre hours, our agents are also able to help online users through our chat feature.

If you are a first-time user, you will need to register [here](#) first before you can submit a locate request. Once your account has been created, you can log in to your account and request your locate.

Make sure to submit a ticket at least **3 business days** in advance of starting work. This will give our members enough time to get back to you with accurate information about the buried utilities located at your dig site. Having instructions based on current infrastructure maps is important, so don't submit a locate request ticket too far in advance of your work start date.

When am I clear to dig?

After submitting your locate request, you will immediately receive an email from BC 1 Call confirming receipt of your request, advising you of the BC 1 Call members who have infrastructure in or near your described dig site and who will be providing you with instructions.

You are not clear to dig until you have instructions from *all members* named in the confirmation email, which you will have within three business days. Be sure to review the maps and instructions and [mark the ground](#) carefully before you dig.

What happens if I don't contact BC 1 Call?

Consequences of damaged infrastructure can be severe, ranging from personal injury and environmental contamination to disruption of critical residential and commercial services.



In addition to service disruptions – and with extreme weather events of the past year in mind – unnecessary damage incidents could pull emergency resources such as fire and first responders away from areas where they are critically needed.

How can I learn more about BC 1 Call?

Contractors: Check out our [dedicated contractors page](#) for more information about BC 1 Call’s process and specific resources for you as professional excavators.

Homeowners: We have a [specific page](#) for you as well where you’ll find a step-by-step guide on how to use BC 1 Call and dig safely!

We also share the latest news about BC 1 Call and the industry via our blog and quarterly newsletters to users (homeowners, contractors and member employees engaged in infrastructure planning and construction/maintenance). You can sign up for them through the form located at the very bottom of bc1c.ca.

Questions?

Feel free to send an email to info@bc1c.ca or call 1-800-474-6886 should you have any questions! BC 1 Call will respond in a timely manner.

Help support BC 1 Call’s mission of keeping communities safe by preventing damage to underground infrastructure in B.C.: always request a locate in advance and remind your loved ones or fellow contractors to do the same. We are in this together! #DontRiskIt