

ADVISORY COMMITTEE POLICY 30

The following policy was discussed and voted on by the Advisory Committee on the date noted. This policy is used as a guideline to the Committee during its review and recommendation process relative to reports of probable violations of the Act. This Policy Statement does not represent a general order, rule, or regulation of the State Corporation Commission (“Commission”).

Accordingly, this policy does not bind or limit the Commission when administering the provisions of the Underground Utility Damage Prevention Act (“Act”), § 56-265.14 *et seq.* of the Code of Virginia and the Commission Rules issued in accordance with the Act.

Advisory Committee Policy 30: The Advisory Committee strongly encourages the following minimum public outreach best practices be used by operators in preparing their public awareness program required by § 56-265.16:1 E:

- Have a written formal outreach plan for the operator’s target audiences.
- Ensure that the message is consistent with the statewide message.
- At a minimum, conduct public outreach utilizing 3 of the following methods:
 - Brochure distribution.
 - “Call 811, Dig with C.A.R.E.” bumper stickers on company vehicles.
 - “Call 811, Dig with C.A.R.E.” decals on work equipment (excavator to hard hats).
 - Utilize “Call 811, Dig with C.A.R.E.” logos with safety educational materials (internal/external documents).
 - Provide a link to VA811’s website on company website.
(June 2016)