



# The Virginia 811 Dirt

WORKING AS ONE TO GET THE JOB DONE



VIRGINIA 811'S QUARTERLY NEWSLETTER | SEPTEMBER 2024



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Cover photo credit: Tim Poole



## LETTER FROM THE CEO

### B. Scott Crawford

It is hard to believe, but Virginia 811 is currently in the final year of its latest three-year strategic plan. With this plan’s cycle coming to a close in a matter of months, it is worth taking a moment to pause and reflect on how the plan contributed to the continuous improvement environment so important to Virginia 811 and essential to damage prevention!

Central to the plan was a focus on a priorities matrix that included six pillars and two overarching concepts. The pillars include QA/QC, Mapping, Marketing, Team Engagement, Continuous Improvement, and Collegial Overlap (breaking down internal “silos” between departments). The overarching concepts include cybersecurity and creativity and innovation. Based on these pillars and concepts, the Virginia 811 team structured a plan to carry it along a trajectory of notable changes, strengthening resiliencies, redundancies, and service.

Some highlights from the past three years include notable and strongly innovative additions to Virginia 811’s QA/QC processes. Through the development and launch of an AI auditing model, locate requests entered through the web are now audited at 100%. To support the model, Virginia 811 created a new QA/QC department. This department ensures that potentially erroneous locate requests entered by users through the web channel are reviewed and, if needed, addressed. Adding to the support of these users, Virginia 811 incorporated chats into its locate request entry platform.

Cybersecurity figured heavily in the three-year plan. For the first time, Virginia 811 launched a methodical, strategic-oriented cybersecurity roadmap. This plan was fully realized and has established an important foundation upon which continued cybersecurity efforts can build. Included in this plan is continued work with the Department of Homeland Security and the integration of various internal education platforms, as well as consistent testing of systems and team member behavior (e.g., phishing testing). Somewhat related has also been the implementation of a vendor due diligence process to ensure that vendors with which Virginia 811 does business meet certain standards.

Virginia 811 has analyzed important business components including its real estate holdings, call switch, and center software platform. The 2022-2024 Strategic Plan called for a detailed analysis of these areas to explore potential needs of improvement. With Virginia 811’s remote work model showing success, Virginia 811’s real estate analysis led the notification center to put its Blue Hills office location on the market. It is currently being examined to sell. An analysis of the Avaya call switch led Virginia 811 to conclude that the system not only did not live up to promised service and performance levels, but also represented a possible threat to resiliency. Virginia 811 migrated to Five9, a new call switch that has improved overall operations. With this move, Virginia 811 implemented another new service, AT&T’s Office@Hand. Through Office@Hand, Virginia 811 has increased call switch resiliency as it can now seamlessly switch to another call switch should issues arise with Five9 – but with Five9 named after its ability to remain operational 99.999% of the time (five – “9s”), the need to fully switch over to Office@Hand is unlikely.

A large part of the previous three-year plan was to analyze Virginia 811’s partial ownership, and use of Norfield Development Partners’ (NDP) center software. It was decided that for Virginia 811 to best serve its stakeholders and advance toward its goals, it would leave NDP and migrate to a new center software platform. This process has begun, and it is anticipated that within one year Virginia 811 will have fully migrated to a new platform.

The end of one three-year plan means a new three-year plan is needed to continue to drive continuous improvement. Virginia 811 has finalized its 2025-2027 plan and is excited about its implementation. Of course, central to this plan will be the migration to a new center software platform in 2025. However, also noteworthy is that by 2027, Virginia 811 will be entirely cloud-based. Virginia 811 will also be expanding its public awareness and education opportunities with the launch of an education trailer that can visit schools and allow for an engaging presence at public events. Also of importance is the plan for Virginia 811 to expand its recently launched mobile application, the Excavator Request Management Application (ERMA), to allow for an AI driven analysis of locate requests and specific excavation areas to determine if the area is experiencing a high rate of requests, possibly resulting in increased No Shows. If the algorithm determines the risk is at a particular level, excavators will receive a notification and have the option to, through ERMA, cancel their locate request and reschedule it up to twelve business days based on the AI’s recommendation. Through this process, excavators should find a means to decrease the likelihood of No Shows.

The past three years have been an exciting period for Virginia 811 with some notable improvements. The Virginia 811 team is excited to witness how the upcoming three years will contribute to its drive for continuous improvement and ability to better serve all of its stakeholders!

- B. Scott Crawford  
President & CEO  
Virginia 811



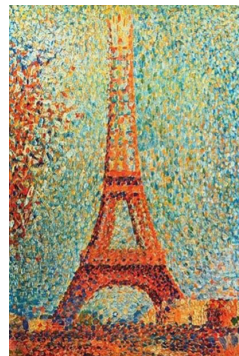
# POINTILLISM, PIXELISM, AND LOCATE REQUEST MAPPING

In the late 19th century, Georges Seurat advanced an innovative modification to the impressionist movement in art. Impressionists, reacting to the realism created by the relatively new technology of the camera, explored new ways to depict the world on canvas. With cameras providing what was basically a “true” image of a subject, artists engaging the canvas felt they could not always compete with that level of realism. Out of this frustration emerged a group of artists that experimented with the way in which they applied paint to canvas to create images the camera could not produce. Through exploring light and how light interacted with the subject, whether person, building, or landscape, impressionists wanted to create an overall impression, thus, “Impressionism,” on the viewer that provides an aesthetic somewhat outside of the realism the camera could produce.

Furthering this exploration in the application of paint, Seurat wanted to explore how human eyes receive light and how the brain takes that data and can create a recognizable image. While impressionists relied on broad, loose, brushstrokes, avoiding well defined, typically black outlined brush strokes, allowing for an “atmospheric effect” that emphasizes the interplay between light and subject, Seurat applied paint with quick dotting, or points of color. Through this method, his work took on different meaning based on viewer proximity. The closer a viewer examines the work, the overall image becomes lost, and all the viewer sees are points of color (See Image 1). Stepping back, however, the viewer’s mind pulls together the points of data to create a recognizable image (See Image 2). Seurat’s “pointillism” not only creates a unique aesthetic, unable to fully be captured by the camera, it explores how much the human brain actually controls what humans see. The eyes simply bring light to the brain, while the brain pulls together that data and allows for an understanding of what is viewed.



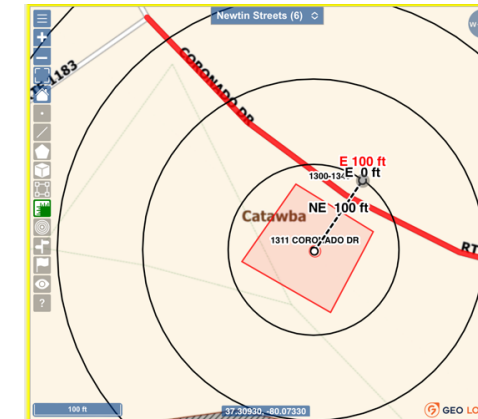
**Image 1**  
Eiffel Tower (Detail),  
Georges Seurat, 1889



**Image 2**  
Eiffel Tower,  
Georges Seurat, 1889

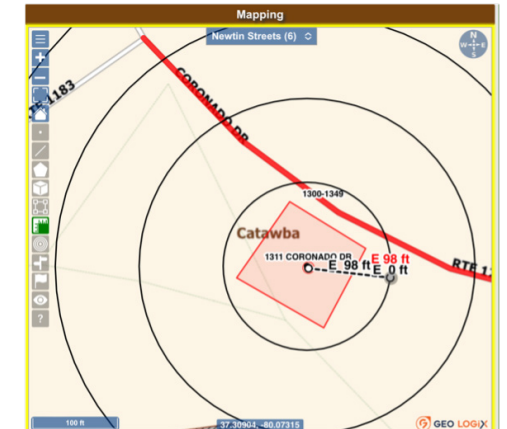
So, what does this pointillist artistic style have to do with damage prevention and locate request entry? Very much, actually. Seurat’s process helps us understand technology we use every day and directly access as we work with maps online to outline locate requests. The digital interface we use when looking at any monitors is based on depicting data through a series of squares or rectangles. Images, based on the resolution of the monitor, are a certain number of quadrilateral pixels morphing together to allow the viewer’s mind to identify a particular image, just as our minds pull together dots of color in a painting by Seurat to identify an image. “High def” simply means more, smaller, pixels, allowing for greater resolution or, in actuality, a greater amount of data for the eyes to transmit to the brain which then allows for the viewer to visualize the image. In essence, monitors allow binary code to create varying degrees of resolution entirely based on a painting style Seurat developed in the late 1800s. A primary difference, however, is that Seurat was trying to limit the amount of data, through points of color on canvas, the viewer could perceive in order to allow the viewer to still formulate a particular image in his or her mind. Modern computer monitors’ quality is tied to how many pixels are present to increase the amount of data a viewer engages, thus allowing for a “crisper” and clearer image.

This pixelated, or even pointillist, visual experience directly impacts at least one area of any locate request software 811 notification centers use to notify utilities of excavation. As evinced through the screenshots of an excavation area in Images 3 and 4, using a measurement tool from the center of the excavation to the first ring of a circle enclosing the area the measurement from the center to the circle varies at different points. A circle, by definition, should be the same distance from any point on the circle to the center. However, in the software application, the distance can actually vary roughly one to two feet. The measurement tool demonstrates what the mind cannot detect: the circle is actually created across quadrilateral pixels and thus, at an indiscernible degree to the human eye, is not perfectly a circle. As such, measurements from the center of a circle to various points on the circle vary.



**Image 3**  
**Locate Request Mapping**  
Distance from center to  
edge of circle is 100 feet.

**Image 4**  
**Locate Request Mapping**  
Distance from center to  
edge of circle is 98 feet.



While the difference is not enough to be a concern about locate request accuracy, as additional buffers are added to polygons around an excavation area to ensure all possibly affected utilities are notified, the discrepancy does remind us of two important lessons about digital imagery. First, the roots of how digital imagery works are rooted in an artistic style over 130 years old; well before modern computers were invented. Understanding Pointillism and how vision works within the mind can help to better understand images we view on computer monitors and how digital imagery works. Second, and more importantly, the discrepancy in measurement based on the pixelated environment within which digital images rest reminds us that digital representations of data must always be heavily scrutinized. Just because an image may appear to be a certain way, or may suggest new knowledge, does not mean the image is absolute. The image may, due to a host of issues, be skewed and allow for our eyes to bring to our minds data that is misconstrued. In short, digital imagery is not truth but rather a representation of information, which may or may not be accurate in itself, presented in a format that is limited.

- B. Scott Crawford





# Virginia 811 Welcomes

## KIP BURLEW Head of Talent

We are excited to welcome Kip Burlew as the new Head of Talent at Virginia 811, where he will take the lead of our Human Resources team. Kip brings a wealth of experience in HR, having excelled in areas such as Recruitment and Retention, Benefits Administration, Performance Management, and Employee Relations.

Kip joins us from Coughlin & Gerhart, a respected law firm where he served as Director of HR. Prior to that, he was the HR Manager at Howell Packaging, a family-owned manufacturing company with a rich history. His leadership experience also extends to the healthcare industry, showcasing his versatility and expertise across various sectors.

Kip is recognized as a trusted advisor, known for his exceptional service and ability to build strong, lasting relationships. His professional credentials, including the Senior Professional in Human Resources (SPHR) certification since 2008 and the Senior Certified Professional (SHRM-SCP) certification since 2015, further attest to his dedication and expertise in the field.

Outside of his professional life, Kip enjoys spending quality time with his family, camping, hiking, and playing board games or cards. He is also an avid volleyball and softball player and a fan of dirt car racing—activities that align perfectly with our team’s spirit of fun and adventure!

Originally from the Finger Lakes Region of Central New York State, Kip is married and has four children, with three living in Pennsylvania and one in Roanoke, VA. A fun fact about Kip: his first name is indeed “Kip,” a detail that often piques curiosity!

Please join us in giving Kip a warm welcome as he embarks on this exciting new chapter with Virginia 811. We are confident that his leadership and vision will bring significant positive impacts to our team and beyond.



## DON'T MISS OUT: CORE-EX AND EXCAVATOR PROGRAMS

Are you involved in excavation work or working near pipelines? Then these programs are a must for you! The 2024 Paradigm Coordinated Response & Excavator Exercise (CoRE-EX) Pipeline Safety Program is hosted by local pipeline and gas distribution companies, with sessions tailored to address critical damage prevention initiatives specific to excavators.

### 2024 PARADIGM MEETING SCHEDULE

Coordinated Response & Excavator Exercise (CoRE-EX)  
Paradigm Pipeline Safety Program Tentative Schedule

For: Contractors • Excavators • First Responders • Public Officials

<b>VIRGINIA BEACH</b> September 10, 2024 5:30 PM	<b>SANDSTON</b> September 17, 2024 11:00 AM	<b>FRONT ROYAL</b> September 24, 2024 5:30 PM	<b>LYNCHBURG</b> October 2, 2024 5:30 PM	<b>BLACKSBURG</b> October 10, 2024 7:30 AM	<b>LEBANON</b> October 16, 2024 5:30 PM
<b>SMITHFIELD</b> September 11, 2024 11:00 AM	<b>FREDERICKSBURG</b> September 18, 2024 11:00 AM	<b>HARRISONBURG</b> September 25, 2024 5:30 PM	<b>SOUTH BOSTON</b> October 3, 2024 5:30 PM	<b>BLACKSBURG</b> October 10, 2024 5:30 PM	<b>NORTON</b> October 17, 2024 5:30 PM
<b>EMPORIA</b> September 12, 2024 11:00 AM	<b>CULPEPER</b> September 19, 2024 5:30 PM	<b>RUCKERSVILLE</b> September 26, 2024 5:30 PM	<b>MARTINSVILLE</b> October 8, 2024 5:30 PM	<b>ABINGDON</b> October 15, 2024 7:30 AM	
<b>COLONIAL HEIGHTS</b> September 16, 2024 5:30 PM	<b>MANASSAS</b> September 23, 2024 11:00 AM	<b>PALMYRA</b> October 1, 2024 5:30 PM	<b>ROANOKE</b> October 9, 2024 11:00 AM	<b>ABINGDON</b> October 15, 2024 5:30 PM	

To register for meetings in your area, visit the Virginia 811  
Events Calendar for details here: [VA811.com/events/](https://va811.com/events/).

# 811 FAST FACTS

CHANNEL	COUNT	PERCENTAGE
PHONE	319,029	27.99%
WTE	470,994	41.32%
SAT	188,177	16.51%
TRE	161,621	14.18%
Total	1,139,821	

Total Internet Originated Tickets YTD 2024

820,792  
(72% of all tickets)



# Virginia 811 Announces Inaugural Damage Prevention Ambassador Award Recipient



Virginia 811 is excited to announce the recipient of its inaugural Damage Prevention Ambassador Award, an honor designed to recognize individuals who exemplify dedication to safety and education in the field of damage prevention. Nominated by their peers, this award celebrates those who go above and beyond in promoting safe excavation practices and fostering a culture of safety within the underground utility damage prevention community.

This year's award winner is **Joshua Goss**, who holds the position of Damage Prevention Specialist II with Columbia Gas. Joshua has been a dedicated professional in the field of damage prevention since 2008, playing a vital role in educating stakeholders and ensuring safe digging practices are upheld. His responsibilities include providing leadership and expertise on state and federal regulations, building and maintaining strong relationships with key internal and external partners, and developing innovative solutions to challenges encountered in his work.

"Josh is an essential asset to the Columbia Gas of Virginia Damage Prevention Team," said Columbia Gas of Virginia Damage Prevention Leader Stephen Richardson. "He contributes greatly to both our organization and the communities and customers we serve through his efforts to prevent damages and promote the 811 message."

Prior to joining Columbia Gas, Joshua served at UtiliQuest as a Damage Investigator, Safety Supervisor, and Locator. His contributions have educated both internal and external stakeholders on the importance of damage prevention, helping to develop a well-rounded Damage Prevention department. Joshua's background in locating has provided his team with a better understanding of on-site issues as they arise, improved relationships with locate contractors, and contributed to a reduction in damage incidents each year.

Joshua's passion for damage prevention stems from his understanding of the critical impact his role has on protecting lives and underground utilities. His efforts, particularly in conducting Spanish-language training job site visits in collaboration with Fernando Mendez from Virginia 811, have had a significant statewide impact and highlight the importance of overcoming language barriers to enhance safety.

Beyond his professional achievements, Joshua is deeply motivated by his family, particularly his wife and daughters. The values of hard work and respect for others, instilled in him by his late grandfathers, have significantly shaped his dedication to his career. Their influence continues to drive his success and commitment to excellence in the field of damage prevention.

We are proud to honor Joshua Goss with the Virginia 811 Damage Prevention Ambassador Award. His dedication and innovative approach are paving the way for new standards in damage prevention. Joshua exemplifies the next generation of Virginia's damage prevention partners, and we eagerly anticipate the continued positive impact he will have on the safety and well-being of our community.



# Virginia 811 Celebrates Our Millionth Locate Request Holder



Every year, Virginia 811 eagerly anticipates reaching a significant milestone with the millionth locate request. This year, that honor went to Tyler Rosson, co-owner of Champion Underground Services, LLC, who became the recipient of our millionth locate request for 2024! Tyler has been a strong advocate for using Web Ticket Entry (WTE) since she entered the industry in 2017, never opting for the call-in option for her locate requests.

Growing up in a construction family, Tyler witnessed firsthand how time-consuming it was to call in locate requests. When her time came, she embraced technology, appreciating the efficiency that WTE provided, especially when working in neighborhoods and large areas as it saves valuable time.

Now, as the co-owner of Champion Underground Services alongside her husband, Chris, Tyler manages a team of 12 employees, with both Tyler and Chris actively in the field every day. With a busy schedule and a growing business, Tyler relies on WTE to keep things moving smoothly, making the most of every minute.

To celebrate this Virginia 811 milestone and show appreciation for their online efforts, Regional Public Awareness Liaison Molly Avery took breakfast out to the Champion Underground Services team.

Virginia 811 congratulates Tyler Rosson and looks forward to continuing to support the efficient and safe practices that help businesses like Champion Underground Services thrive.



## Joining Forces with West Virginia 811 and Ohio 811 at the State Fair to Promote Safe Digging



Virginia 811 had an incredible time at the State Fair of West Virginia in August, where we had the rare privilege of working alongside West Virginia 811 and Ohio 811.

With an average of 170,000 people attending the fair annually, this year saw an expected turnout of 70,000 Virginians.

It was a fantastic opportunity to promote safe digging practices while enjoying the lively atmosphere alongside fellow 811 professionals. A big thank you to West Virginia 811 for inviting us to this amazing event!





# A DAY IN THE LIFE OF AN UNDERGROUND UTILITY LOCATOR

## Protecting Our Hidden Lifelines

By ChatGPT+



The following essay was written by ChatGPT+, a Natural Language Generator developed by Open AI. The prompt to which ChatGPT+ responded was: **"Write a 500-word essay describing a day in the life of an underground utility locator."**

Illustration Provided by ChatGPT+  
A Day in the Life of an Underground Utility Locator  
Digital Art, ChatGPT+ and B. Scott Crawford, 2024

Every day, the safety of our communities, the efficiency of construction projects, and the uninterrupted flow of essential services like water, electricity, gas, and internet rely on the diligent work of underground utility locators. These unsung heroes are responsible for identifying and marking the vast network of underground utilities before any excavation work begins. But what does a typical day look like for a utility locator? Let's step into their world to understand the critical role they play in damage prevention and the protection of underground utilities.

A locator's day often begins early. Before heading out to job sites, they review their schedules, which can include anywhere from 10 to 30 separate locate requests—a request for utility marking. Each locate request represents an excavation project ranging from small residential work to large-scale infrastructure development. Planning is key; locators need to strategize their routes to maximize efficiency, considering factors like the complexity of the job, the urgency of the request, and the geographic spread of the sites.

After reviewing the day's workload, they ensure their equipment is in top condition. The locator's tools, such as electromagnetic locators, ground-penetrating radar, and GPS devices, are essential for accurately identifying the location of buried utilities. Without precise tools and the skills to use them effectively, the risk of damage increases significantly.

Once on-site, the locator's first task is to survey the area. This includes reviewing any provided utility maps and physically inspecting the site for signs of existing utilities, such as manholes, utility poles, and service boxes. However, maps can be outdated or inaccurate, so the locator relies heavily on their equipment and expertise.

Using their equipment, the locator begins to scan the ground, carefully tracing the path of buried utilities. Each type of utility—gas, water, electric, telecommunications—emits a different signal that the locator must identify and distinguish. This process requires a keen eye and a steady hand, as a slight miscalculation could lead to dangerous consequences.

Marking the utilities is the next critical step. Depending on the type of utility, the locator uses color-coded spray paint or flags to indicate the presence and direction of the lines. These marks are not just a guide; they are the first line of defense in preventing utility strikes, which can cause service outages, injuries, or even fatalities.

Clear communication is essential in this role. Locators often work closely with excavators, project managers, and utility companies to ensure everyone is aware of the marked utilities. They must also be prepared to explain their findings and the implications of their markings, as misunderstandings can lead to serious errors during excavation.

Documentation is another crucial aspect of the job. Locators must keep detailed records of their findings, including photos and notes, which are then submitted to a central database. These records are vital for future reference and can be critical in resolving disputes or claims of damage.

A day in the life of a utility locator is not without its challenges. They often work in varying weather conditions, from blistering heat to freezing cold, and on diverse terrains, from urban streets to rural fields. The job requires a strong commitment to safety, as locators are responsible for ensuring that excavation can proceed without risking harm to workers or the community.

Despite the challenges, locators take pride in their work, knowing that their expertise and diligence protect the infrastructure that modern life depends on. They are the guardians of the hidden lifelines beneath our feet, ensuring that these vital networks remain intact and operational.

In conclusion, a day in the life of an underground utility locator is a blend of technical skill, critical thinking, and precise execution. Their role is indispensable in the effort to prevent damage to underground utilities, making them key players in maintaining the safety and functionality of our communities. As stakeholders in damage prevention, we must continue to support and recognize the vital contributions of these professionals in safeguarding our underground infrastructure.



The following sonnet, composed by ChatGPT in the style of William Shakespeare, celebrates and honors the work of underground utility locators.

### Guardians of Hidden Veins

*Beneath the earth, where shadows guard the light,  
Unseen, the lifelines of our world do weave,  
A hidden web, a network out of sight,  
Where careful hands the buried threads retrieve.*

*With tools in hand, the locators do trace,  
Each line, each path with practiced, patient care,  
To shield our homes and keep the world in grace,  
They mark the ground, a warning bright and fair.*

*No praise is sung, no laurels crown their brow,  
Yet safe we dwell, our trust in them secure,  
For they protect what we might disavow,  
The buried veins that make our lives endure.*

*So let us honor those who guard below,  
The silent sentinels where we do not go.*



# GOLDEN SHOVEL AWARD WINNER

Golden Shovel Award  
2<sup>nd</sup> Quarter 2024

JESSICA LASSITER



Virginia 811 is proud to announce Jessica Lassiter as the recipient of this quarter's Golden Shovel Award. Since joining our team on January 3, 2023, Jessica has quickly made a remarkable impact, earning a promotion from Damage Prevention Agent (DPA) to Senior Damage Prevention Specialist (SDPS) in Member Services / Help Desk by May 2023—a rapid progression that speaks volumes about her dedication and skill.

Jessica's enthusiasm for professional development and her eagerness to learn new things have made her an invaluable asset to our team. Always complimentary of others, she has seamlessly integrated into our organization, demonstrating an excellent fit for our team dynamics. Jessica's commitment to excellence and her positive attitude continue to inspire those around her.

Congratulations, Jessica, on this well-deserved recognition!



“ Jessica Lassiter has been a quiet source of strength and exemplification of premier customer service in the short time she has been with Virginia 811. She is gifted at listening to our customers, and exercises patience and grace. She does not seek attention, but her hard work shines through in everything she does. She handles details with care, precision, and sets the standard for great service. Jessica takes the role of Senior DPS - Member Services very seriously and offers her assistance wherever it is needed to the Operations Team, no matter the task at hand! ”

THANK YOU FOR YOUR DEDICATION AND HARD WORK, JESSICA!



## Team Members Celebrating Their Service to Virginia 811 This Quarter

**Marty Mitchem**

7/13/2002 | 22 years of service

**Jerry Altice**

7/29/2019 | 5 years of service

**Garry Finley**

9/29/2004 | 20 years of service

**Alixandra Dean**

7/29/2019 | 5 years of service

**Amanda Cottrell**

8/11/2017 | 7 years of service

**Fernando Mendez**

9/2/2020 | 4 years of service

**Chuck Emerson**

7/29/2019 | 5 years of service

**Kimberly Swope**

9/8/2020 | 4 years of service

**Shana Linthicum**

7/14/2021 | 3 years of service

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

THANK YOU FOR YOUR YEARS OF SERVICE



# Virginia 811 Public Awareness Efforts

## Education & Training Events

- 2024 Broadband Together Conference - Richmond
- 69th Annual Vinton Dogwood Festival - Vinton
- A Hampton Roads Plumbing & Sewer - Newport News
- A-1 American Services, Inc. - Newport News
- A-1 SEWER & DRAIN - Virginia Beach
- A & N Electric Cooperative Member Appreciation Day - Tasley
- ACM Underground - Chesterfield
- Alamo Sewer & Drain - Newport News
- Alaska Fence Company - Springfield
- Altec Underground LLC - Chesapeake
- America Directional Boring - Suffolk
- American Rental - Springfield
- Amigo Plumbing & Drain - Newport News
- Archer - Williams Contracting - Salem
- Argos Utilities Holdings LLC - Manassas
- Asplundh Tree Service Southwestern Region - Wytheville
- Atlantic Plumbing Heating & Air - Hampton
- Aztec Rentals - Salem
- BARC Electric - Lexington
- Barker HDD - Chesapeake
- Blair's Plumbing Repair & Drains - Newport News
- Blakemore Construction - Rockville | Glen Allen
- Bobcat of Richmond - Ashland
- Brandon Rushing - Lorton
- Branscome Annual Safety Day - Newport News
- Bug Man Exterminating - Roanoke
- BWS Landscaping - Ashland
- C.A. Murren and Sons Co. - Manassas
- Cain's Plumbing - Newport News
- Carroll County PSA – Water and Sewer - Hillsville
- Carter Rentals - Lacrosse | Salem
- Cassidy's Plumbing Co Inc. - Newport News
- CCGSIA Safety Expo - Glen Allen | Newport News | Roanoke
- Chesterfield Parks & Recreation Dept. National Night Out - Petersburg
- Chesterfield Police Dept-National Night Out Kickoff - Midlothian
- Citizens Telephone Cooperative - Floyd
- City of Alexandria's Traffic Operations Division - City of Alexandria
- City of Danville Public Utilities - Danville
- City of Fairfax - Fairfax
- City of Franklin Spring Fest - Franklin
- City of Galax, Water and Sewer - Galax
- City of Lexington Public Works - Lexington
- City of Norfolk Storm Water Day 2024 - Norfolk
- City of Norfolk Stormwater Management - Norfolk
- City of Radford Water - Radford
- Claytor Lake Festival - Dublin
- CLO Construction Inc. - Suffolk
- Colonial Home Services Plumbing Heating & AC - Newport News
- Columbia Gas Lowe's Marketing Table @ Lowe's - Chester
- Common Ground Alliance - Washington, DC
- Commonwealth Exterminating - Newport News
- Complete Pest Control - Newport News

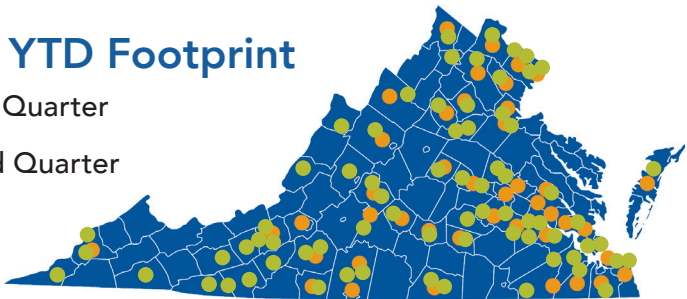
- Credle Concrete Inc. - Chesapeake
- CSVUCA Trenching Safety Day - Roanoke
- CVNLA - Richmond
- Danville Children's Festival - Danville
- Danville Pittsylvania County Local Emergency Planning Comm.- Chatham
- Ditch Witch - Chesapeake
- Ditch Witch of Glen Allen - Glen Allen
- Ditch Witch of Manassas - Manassas
- Ditch Witch of Roanoke - Salem
- Dodson Pest Control - Lynchburg
- Dodson Pest Control - Richmond
- Dodson Pest Control - Roanoke
- Dominion Energy Training Center - Chester
- Dominion Equipment - Ashland
- E&R Exterminating - Newport News
- Earth Daze with Clear Fairfax - Herndon
- East Coast Infrastructure/Nansemond-Suffolk Academy - Suffolk
- Elite Landscaping Inc. - Lorton
- Excel Asphalt - Norfolk
- Expert Fence - Alexandria
- Extreme Design Group Inc. - Roanoke
- Fairfax Chimney and Fence - Springfield
- Fairfax Water - Lorton
- Ferrara Equipment Company - Ashland
- Flying Squirrels Nutzy's Block Party - Richmond
- FS2 - Suffolk
- GAC - Farmville
- Grand Outdoor Rental - Newport News
- Grand Rental Station - Williamsburg
- Grand Party Rental - Newport News
- H & E Equipment Services - Ashland
- Hanover Tools - Ashland
- Henderson Inc. - Williamsburg
- Herc Rentals - Ashland
- Herc Rentals - Richmond
- Herc Rentals - Roanoke
- Heritage Landscape & Irrigation Co. - Ashland
- Hooper, Inc. - Ashland
- HRUHCA - Norfolk | Suffolk | Virginia Beach
- J & J Landscape Management - Lorton
- James River Equipment - Ashland | Martinsville | Salem
- JC Roman Construction - Manassas
- JCC/JCSA Employee Safety Fair - Williamsburg
- Kaeler Lawn & Landscaping Inc. - Springfield
- Lambert's Cable - Appomattox | Harrisonburg | Christiansburg | Coeburn
- Landin Services - Roanoke
- Lantero - Chesapeake
- Laurel Ridge Community College - Middletown | Warrenton
- Lawn Doctor of the Roanoke Valley - Roanoke
- Lawrence Equipment - Ashland
- Leesburg Department of Public Works Training - Leesburg
- Lester Building Supply - Martinsville

- Long's Termite & Pest Control - Lynchburg
- Loudoun County Office of Emergency Management - Leesburg
- Loudoun Division Manager Public Works - Leesburg
- Mark's Pest Control - Toano
- Mason & Son Plumbing & Heating - Newport News
- Mastec UG/OH - Petersburg
- Matthews Power LLC - Chester
- McClung-Logan Equipment Company - Ashland | Salem
- Mechanicsville Rental Center - Mechanicsville
- Mega Rentals Inc. - Lorton
- Melrose Partners Designs - Williamsburg
- Merrifield Garden Center - Falls Church
- Morooka Equipment Company - Ashland
- Mount Airy Water - Mount Airy
- MR Rivera Realty Group - Newport News
- Mr. Pave - Lynchburg
- New Kent Municipality - New Kent
- Newport News Waterworks Health & Wellness Day - Newport News
- Northern Tool Equipment - Salem
- OJ Miller/World Class Realty - Virginia Beach
- Orkin - Roanoke
- Orleans Tree Svc/VDOT - South Hill
- Piedmont Power Equipment - Orange
- Pinco Construction LLC - Chantilly
- Precision Underground LLC - Chesapeake
- Quality Lawn & Landscape - Springfield
- R.J. Davis Lawn Care, Inc. - Ashland
- RAMCA - Richmond
- Rappahannock Electric Cooperative - Fredericksburg
- Richmond Gas Works - Richmond
- Ridgeview Equipment - Orange
- Riscos Fiber World - Quinton
- Roanoke County Parks, Recreation and Tourism - Salem
- Roanoke Gas Company - Roanoke
- Roanoke Landscapes - Roanoke
- Rock Hard Excavating - Lorton
- Rockbridge Area Network - Lexington
- Rockbridge PSA - Lexington
- Rocky Mount Tractor - Rocky Mount
- Roto-Rooter Plumbing & Water Cleanup - Hampton
- Royal Foundations - Gordonsville
- RSC Services Inc. - Suffolk
- Ruppert Landscape - Lorton
- Salem High School Job Fair - Salem
- Sam Fencing - Roanoke
- SEC - Chester OFC - Chester
- SEC Excavator Appreciation & Safety Breakfast - Chester
- SEC Grow - Chester
- Sharky's Pest & Termite Control - Lynchburg
- Shentel - Warrenton
- Southern Sun Landscaping - Roanoke
- Southside Virginia Community College Lineman Program - Blackstone

- Specialty Exterminating Co. - Madison Heights
- Star City Pest and Wildlife - Roanoke
- Stemmed Plumbing of Hampton - Newport News
- Stephens Remodeling - Williamsburg
- Steve Carson Plumbing & Son - Hampton
- Sunbelt Rental Aerial Work - Glen Allen
- Sunbelt Rentals - Lacrosse | Lorton | Roanoke | Toano
- Sunrise Landscape and Design - Sterling
- Superior Splicing - Lynchburg
- SVCC Lineman Program - Blackstone
- T & S Services LLC - Orange
- T.J.S. Enterprises - Roanoke
- The Caton Companies - Prince George | Troy
- The Mower Store Inc. - Martinsville
- Tiger Rents - Rocky Mount
- Town of Hillsville, Water and Sewer - Hillsville
- Town of Independence, Water and Sewer - Independence
- Town of Jonesville - Jonesville
- Town of Vienna - Vienna
- Town of Wise - Wise
- Tractor Supply - Rocky Mount | Midlothian
- Trade Builders Tour of Trucks & Trades - Hampton
- Trenchless Pipe Technologies - Newport News
- Tri-Cities Rentals - Quinton
- Trinity Contracting - Portsmouth
- True Timber Arborists - Richmond
- Two Rivers Built - Williamsburg
- United Rental Office Rental, Storage & Fluid Containment Solutions - Ashland
- United Rentals - Roanoke | Glen Allen | Ashland
- Utiliquest - Front Royal | Newport News
- Utilities Unlimited LLC - Manassas
- Varsity Landscapes - Roanoke
- VDOT - Doswell | Chesterfield | Wise
- Vermeer Equipment - Ashland
- Viking Fence - Vinton
- Virginia 811 Law Training - Richmond
- Virginia Beach PU/VT OMS Short School - Virginia Beach
- Virginia Beach Public Utilities - Virginia Beach
- Virginia Hispanic Chamber of Commerce - Richmond
- Virginia Rural Water Association Conference - Roanoke
- Virginia State Police Association - Virginia Beach
- Virginia Tech Communications Network SVC - Blacksburg
- Virginia Tractor - Orange
- Virginia Water Environment Association - Harrisonburg
- VMDAEC - Doswell | Virginia Beach | Doswell | Palmyra
- VMI - Lexington
- VNG - Virginia Beach | Newport News | Hampton
- Virginia State Polic Association - Virginia Beach
- Washington Gas - Springfield
- Wayne Harbin Builder - Williamsburg
- William A. Hazel - Chantilly
- Williams Lawn Care & Landscaping - Orange
- Ziegler Plumbing & Sewer - Newport News

### 2024 YTD Footprint

- 1st Quarter
- 2nd Quarter







# AUGUST 11<sup>th</sup> - NATIONAL SAFE DIGGING DAY

## A Month-Long Celebration for a Monumental Day

Virginia 811 fully embraced the spirit of 811 Day in 2024, celebrating the entire month with a series of dynamic events across the Commonwealth. This year's festivities included exciting sponsorships at baseball games, community events, speedways, and field visits—all aimed at amplifying the critical 811 Day Safe Digging Message!

Continuing a now well-established tradition, Virginia 811 partnered for the third consecutive year with Papa John's Pizza and Virginia Natural Gas. Papa John's offered a 25% discount on all online orders at 27 Hampton Roads locations using the promo code 811DEAL all month long, while over 50,000 pizza boxes featured messaging that promoted 811 Day, Virginia 811, Virginia Natural Gas, and the importance of safe digging.

A highlight of the 811 Day week was the Public Awareness & Training (PAT) team's surprise statewide worksite visits, where they delivered hot Papa John's pizza, cold beverages, and Virginia 811 swag. These visits served as a heartfelt thank you to stakeholders who prioritize safety and protect underground utilities during excavation activities.

This year's 811 Day campaign reached a broad audience of Virginians, reinforcing the critical message of contacting Virginia 811 before beginning any digging project.



### 811 DAY COMMUNITY & INDUSTRY EVENTS:

### PAPA JOHNS PIZZA CAMPAIGN:

### SPORT SPONSORSHIP EVENTS:



Safety Days @ Washington Gas  
Friday August 9<sup>th</sup>  
(combined with NOVA LDPC meeting)



National Night Out Event  
Tuesday August 6<sup>th</sup>  
Chesterfield VA



HCCA NVBIA Summer Social Event  
Wednesday August 7<sup>th</sup>  
Manassas VA



Chartway 10 Miler and 5K  
Saturday, August 31  
Virginia Beach VA



- Norfolk Tides Game – Sunday, August 11<sup>th</sup> (partnered with Columbia Gas)
- Richmond Flying Squirrels Game - Saturday, August 10<sup>th</sup> (partnered with Dominion Energy)
- Salem Red Sox Game – Sunday, August 11<sup>th</sup>
- Langley Speedway - Wednesday, August 7<sup>th</sup>



Washington Nationals Table Event  
Thursday, August 8<sup>th</sup>  
Washington D.C.



West Virginia State Fair  
August 16-17  
Lewisburg WV



Smith River Fest  
Saturday, August 24  
Axton VA





# FIGHTING PSEUDO-PRODUCTIVITY:

## Book Review of *Slow Productivity: The Lost Art of Accomplishment Without Burnout* by Cal Newport

The Great Resignation and then Quiet Quitting shocked management across the nation. How can workers, in notable numbers, resign and move on to careers not related to openings at other companies? How can a workforce refuse to go above and beyond work expectations and simply do the bare minimum? This is antithetical to everything that drove the United States to become an economic superpower over the course of the 20th century!

In Cal Newport's latest book, *Slow Productivity*, insight into possible answers to these questions begin to become painfully evident. To Newport, the American workforce has in essence witnessed a tripartite shift that cannot be ignored. First, the American economy has shifted from an industrial to a knowledge economy. The dominant driving force of the American economy is no longer "widgets" manufactured in factories dotting urban landscapes but is driven by knowledge being "transformed into an artifact with market value through the application of cognitive effort." Ideas replace widgets; and ideas are "manufactured" in a vastly different manner than widgets. Second, technology has advanced in a manner that perfectly aligns with the needs of knowledge work, to the point office space is rarely needed. Knowledge workers, based on the nature of their work, can many times work anywhere so long as they have access to the Internet. Third, the Pandemic forced the business world to rapidly move toward remote work, with a ripple effect that continues to produce consternation in the workforce as some managers demand workers return to the office and others continue to demand a level of productivity that is an awkward hybrid of an industrial age mindset with a new remote reality.

It is this definition of productivity that Newport identifies as a sticking point with management and the current work environment. After tracing a history of "productivity," spanning hunter-gatherers, to agriculture, to industry, Newport concludes that the trajectory of "production" has increasingly evolved in a manner not aligned with a hundreds of thousands of years of human evolution that is more suited to work being frequently interrupted with down time; time not focused on production. The three forces identified above have in an interesting manner somewhat allowed the workforce to recognize it is able to return to a work rhythm more aligned with a hunter-gatherer lifestyle! Knowledge workers, focusing on the creation of ideas and managing varying projects, by the nature of their work require time away from computers to decompress and to think. Simply adding meetings to a knowledge worker's schedule to ensure they are working is counterproductive. In essence, ensuring a knowledge worker is working basically undermines the ability of the knowledge worker to work!

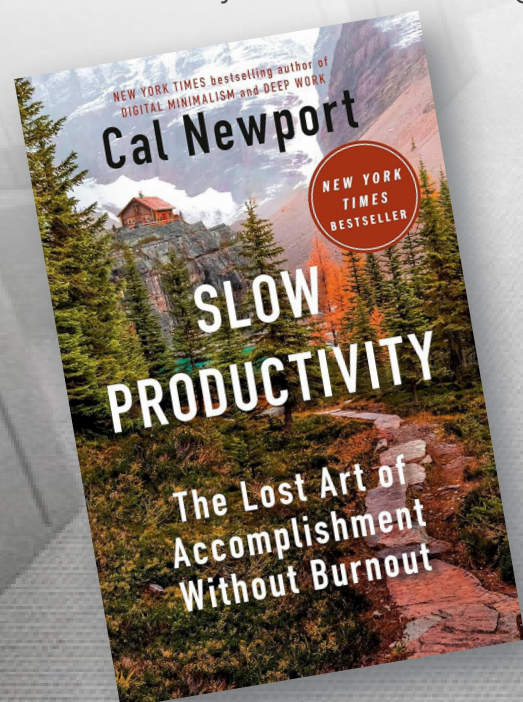
Newport suggests the trend in management, within this environment, to strive to determine employees are "productive" is failing to adapt to new workforce realities. Newport labels this approach to productivity as "pseudo-productivity," meaning "the use of visible activity as the primary means of appropriating actual productive effort." In essence, exacerbated by the rush to move workers into a remote environment due to the pandemic, and out of the fear those workers would not work and not be productive, a pseudo-productivity model emerged that began to drive management practices. This has led to not only "Zoom fatigue," but increased levels of burnout, leading workers to first advance a

Great Resignation and then to embrace "quiet quitting."

So, what is the alternative? Newport discusses at length a viable alternative to pseudo-productivity. He argues that "slow productivity" can create a more harmonious work environment where workers will find both work satisfaction and the ability to produce higher quality work. Slow productivity, as Newport explains, is: "A philosophy for organizing knowledge work efforts in a sustainable and meaningful manner." He bases this philosophy on three principles, which include workers consciously doing fewer things, working at a natural pace, and obsessing over quality. With the exception, possibly, of the third strategy, this list may cause managers who support pseudo-productivity consternation and concern. However, as Newport convincingly argues throughout his work, such strategies are simply better aligned with the new realities of knowledge work.

Overall, embracing a work philosophy of slow productivity will allow knowledge workers the ability to work in a manner both oriented with their roles and in line with a more natural human work regimen, undermining the risk of burning out and ensuring higher quality work. Both knowledge workers and those leading knowledge workers will find *Slow Productivity* worth exploring and using to identify ways to implement new strategies in workflows. It is time we as business leaders truly recognized we are no longer tied to industrial-era management theories where office work is the norm and not, as is increasingly becoming the case, the exception. Embracing new ideas about work and about management can help companies improve, helping reduce burnout and helping reduce turnover and even quiet quitting.

- B. Scott Crawford



- B. Scott Crawford





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