

# Excavator, damage prevention and at-risk worker calendar-year overview 2025

✉ 449,692 mailers delivered | ✉ 156,697 emails deployed

## Q1



**ARW Tips of the Trade email – Watch out for weatherheads before you work!**  
Quantity: 9,495  
(1/29/2025)



**DP Tips of the Trade email – Potholing: What it is and why you need to do it**  
Quantity: 23,677  
(2/12/2025)



**At-risk worker outreach**  
Quantity: 37,365  
(3/20/2025)



**Tree worker outreach**  
Quantity: 7,823  
(3/20/2025)

## Q2



**Demo reno email – contractors**  
Quantity: 15,042  
(4/2/2025)



**At-risk worker email – Order FREE job-site safety materials!**  
Quantity: 1,228  
(4/15/2025)



**Tree worker email – Order FREE job-site safety materials!**  
Quantity: 234  
(4/16/2025)



**Demo reno bifold mailer – contractors**  
Quantity: 6,486  
(4/16/2025)



**Demo reno bifold mailer – building and permit offices**  
Quantity: 614  
(4/16/2025)



**Demo reno bifold mailer – landlords and property managers**  
Quantity: 25,623  
(4/17/2025)



**ARW Tips of the Trade email – Dump trucks and power lines – stay alert**  
Quantity: 8,315  
(4/29/2025)



**EX baseline mailing**  
Quantity: 113,784  
(5/7/2025)



**Cross bore mailer**  
Quantity: 29,668  
(6/12/2025)



**DP Tips of the Trade email – Before you dig, do a visual site survey**  
Quantity: 21,634  
(5/22/2025)

## Q3



**Cross bore postcard**  
Quantity: 2,240  
(7/8/2025)



**DP Tips of the Trade email – Before you dig: Know the law, avoid the risk**  
Quantity: 21,592  
(7/16/2025)



**ARW Tips of the Trade email – Safe-digging tips for fencing and landscaping**  
Quantity: 8,265  
(7/22/2025)



**Cross bore email**  
Quantity: 377  
(7/30/2025)



**811 postcard**  
Quantity: 113,619  
(8/5/2025)



**811 Day email – It's 8/11. Call 811 before you dig**  
Quantity: 18,569  
(8/11/2025)

## Q4



**DP Tips of the Trade email – How to reduce the risk of dig-related damages**  
Quantity: 20,015  
(10/1/2025)



**ARW Tips of the Trade email – The danger of damaged solar power systems**  
Quantity: 8,254  
(10/2/2025)



**EX supplemental mailing**  
Quantity: 112,470  
(11/13/2025)



**EX 2025 research**  
Quantity: N/A  
(1/22/2026)

# Excavator marcomm calendar-year overview 2025

✉ 6,675 mailers delivered | ✉@ 22,372 emails deployed

Q1

Q2

Q3

Q4



**Print ad**  
Quantity: N/A  
(7/1/2025)



**Print ad**  
Quantity: N/A  
(7/1/2025)



**Print ad**  
Quantity: N/A  
(10/1/2025)



**Print ad**  
Quantity: N/A  
(10/1/2025)



**Print ad**  
Quantity: N/A  
(7/1/2025)



**Digital ad**  
Quantity: N/A  
(7/1/2025)



**Print ad**  
Quantity: N/A  
(10/1/2025)



**Email**  
Quantity: 13,479  
(11/4/2025)



**Digital ad**  
Quantity: N/A  
(7/1/2025)



**Email**  
Quantity: 8,893  
(7/16/2025)



**Digital ad**  
Quantity: N/A  
(11/1/2025)



**Postcard**  
Quantity: 745  
(11/21/2025)



**Postcard**  
Quantity: 5,930  
(8/11/2025)



**Print ad**  
Quantity: N/A  
(9/1/2025)



**Print ad**  
Quantity: N/A  
(12/1/2025)



**Digital ad**  
Quantity: N/A  
(12/1/2025)



**Digital ad**  
Quantity: N/A  
(9/1/2025)

# Affected public and school program calendar-year overview 2025

✉ 969,219 mailers delivered | ✉ 52,386 emails deployed

## Q1



**School email**  
Quantity: 18,684  
(1/13/2025)



**School newsletter**  
Quantity: 4,161  
(1/23/2025)



**School email**  
Quantity: 4,151  
(2/13/2025)



**AP research**  
Quantity: N/A  
(3/21/2025)

## Q2

## Q3



**AP IMP/ROW  
baseline mailing**  
Quantity: 481,797  
(7/25/2025)



**AP IMP/ROW  
supplemental  
mailing**  
Quantity: 481,826  
(11/13/2025)



**School officials  
email – Boost school  
safety: Must-read  
utility safety tips**  
Quantity: 7,027  
(10/7/2025)



**School email**  
Quantity: 18,363  
(10/21/2025)



**School mailing**  
Quantity: 5,596  
(11/3/2025)



**AP research**  
Quantity: N/A  
(12/10/2025)

## Q4

# First responder marcomm calendar-year overview 2025

✉ 41,770 mailers delivered | ✉ 170,980 emails deployed | 📱 81,446 social media ad views\*

## Q1

## Q2

## Q3

## Q4



**Print ad**  
Quantity: N/A  
(1/1/2025)



**Digital ad**  
Quantity: N/A  
(1/1/2025)



**Digital ad**  
Quantity: N/A  
(4/1/2025)



**Digital ad**  
Quantity: N/A  
(4/1/2025)



**Digital ad**  
Quantity: N/A  
(7/1/2025)



**Digital ad**  
Quantity: N/A  
(7/1/2025)



**Digital ad**  
Quantity: N/A  
(10/1/2025)



**Digital ad**  
Project 17672  
Quantity: N/A  
(10/1/2025)



**Digital ad**  
Quantity: N/A  
(1/1/2025)



**Digital ad**  
Quantity: N/A  
(1/1/2025)



**Print ad**  
Quantity: N/A  
(4/1/2025)



**Email**  
Quantity: 6,152  
(4/9/2025)



**Digital ad**  
Quantity: N/A  
(7/1/2025)



**Print ad**  
Quantity: N/A  
(7/1/2025)



**Print ad**  
Quantity: N/A  
(10/1/2025)



**Postcard**  
Quantity: 5,381  
(10/20/2025)



**Email**  
Quantity: 9,438  
(1/16/2025)



**Catalog**  
Quantity: 5,390  
(1/22/2025)



**Postcard**  
Quantity: 5,388  
(4/11/2025)



**ebulletin**  
Quantity: 18,774  
(5/13/2025)



**Email**  
Quantity: 19,702  
(7/15/2025)



**Catalog**  
Quantity: 5,386  
(8/14/2025)



**Email**  
Quantity: 6,152  
(10/22/2025)



**ebulletin – Electrical  
oil spills: Act fast,  
stay safe**  
Quantity: 19,374  
(11/5/2025)



**Law postcard**  
Quantity: 2,047  
(2/10/2025)



**ebulletin**  
Quantity: 18,338  
(2/12/2025)



**Social media**  
Quantity: 59,172\*  
(5/14/2025)



**Digital ad**  
Quantity: N/A  
(6/1/2025)



**ebulletin**  
Quantity: 19,029  
(8/19/2025)



**Law postcard**  
Project 17648  
Quantity: 2,058  
(9/10/2025)



**Social media**  
Quantity: 22,274\*  
(11/15/2025)



**Digital ad**  
Quantity: N/A  
(12/1/2025)



**Bifold**  
Quantity: 5,390  
(3/10/2025)



**Email**  
Quantity: 13,839  
(3/12/2025)



**Email**  
Quantity: 13,806  
(6/12/2025)



**Postcard**  
Quantity: 5,354  
(6/16/2025)



**Email**  
Quantity: 13,209  
(9/16/2025)



**Postcard**  
Quantity: 5,376  
(12/9/2025)



**Email**  
Quantity: 13,167  
(12/11/2025)

\*Combined reach of FB and IG ads

# Emergency official calendar-year overview 2025

✉ 16,929 mailers delivered | ✉ 6,946 emails deployed

## Q1



**FR Tips of the Trade email – Gas odorant spills**  
Quantity: 1,897  
(2/11/2025)



**EO research**  
Quantity: N/A  
(3/21/2025)

## Q2



**FR Tips of the Trade email – Ten steps when responding to a natural gas explosion**  
Quantity: 1,690  
(5/22/2025)



**EO baseline mailing**  
Quantity: 4,403  
(6/13/2025)

## Q3



**FR Tips of the Trade email – CNG vehicle fires: What to know before you respond**  
Quantity: 1,681  
(7/16/2025)

## Q4



**FR Tips of the Trade email – Fuel-burning generators: Risks and safety tips**  
Quantity: 1,678  
(10/1/2025)



**FR Beware outreach**  
Quantity: 8,096  
(11/3/2025)



**EO supplemental mailing**  
Quantity: 4,430  
(11/12/2025)



**EO research**  
Quantity: N/A  
(1/27/2026)

## Public official calendar-year overview 2025

✉ 20,775 mailers delivered

Q1



**NY responsible officials mailing**  
Quantity: 4,898  
(1/17/2025)

Q2



**PO baseline mailing**  
Quantity: 7,924  
(6/13/2025)

Q3

Q4



**PO supplemental mailing**  
Quantity: 7,953  
(11/12/2025)



**PO research**  
Quantity: N/A  
(1/22/2026)

## Employee engagement calendar-year overview 2025

Q1



**The Pipeline Safety Pulse – Jan/Feb**  
Quantity: N/A  
(2/4/2025)



**2024 Annual Report**  
Quantity: N/A  
(3/13/2025)



**The Pipeline Safety Pulse – March/April**  
Quantity: N/A  
(3/19/2025)

Q2



**The Pipeline Safety Pulse – May/June**  
Quantity: N/A  
(5/13/2025)

Q3



**The Pipeline Safety Pulse – Jul/Aug**  
Quantity: N/A  
(7/17/2025)

Q4