

We are Rebranding!

For 38 years, Alberta One-Call (AOC), a privately owned not-for-profit corporation, has been Alberta's *Call Before You Dig* nerve centre, providing a valuable service for the excavation community, homeowners, and registered buried energy and utility asset members. We were the first such service in Canada, working to protect the public from unintended harm and to protect the integrity of Alberta's buried energy and utility infrastructure.



Last year, the AOC Board of Directors agreed to unify services with the Alberta Common Ground Alliance (ABCGA) and industry's *Where's the Line?* (WTL) campaign. The decision allowed the ABCGA and WTL campaign to continue providing essential safety education, awareness, training and lobbying. As well, it eliminated unnecessary duplication and created an opportunity for all three brands to emerge as a single unified force – namely: the **Utility Safety Partners**, which will officially launch as a new brand and unified operating entity in the third quarter of 2021.

The primary objective of the Utility Safety Partners (USP) collective is to maintain the longstanding

and best-in-class *ClickBeforeYouDig* service AOC has provided since 1983. Once our new website is unveiled, the *ClickBeforeYouDig* process will be exactly the same as it was. Previous users won't have to log in with new credentials and new users will experience the same excellent service as always.

The USP website will also feature the services, links and information promoted in the past by ABCGA and WTL. Links to the USP's Committees (Training Standards, Government Relations, Best Practices, Education & Public Awareness) will allow members to continue collaborating on mutual objectives and invite new members to contribute toward our shared goals.

Utility Safety Partners – Your Safety for Life.