



MD & D.C. SUBSCRIBERS COMMITTEE & BOD MEETING

Board of Directors

Chairman, Scott Brown (Gas Representative)

Kevin Woolbright (Water/Sewer Representative)

Vice Chairman, Vince Healy (Communications Representative)

Cal Brooks (County Representative)

Secretary, Dora Parks (Miss Utility Representative)

Marc Haines (Electric Representative)

Juan Vogel (Locating Representative)

Joe Shelton (Contractor Representative)

Minutes of the January 14, 2016, Committee Meeting

Hosted by Miss Utility Call Center

Prepared by Dora Parks

WELCOME AND INTRODUCTIONS OF ATTENDEES

The meeting was called to order by Chairman Brown at 9:36am.

Customary attendee introductions were made.

The minutes from committee meeting October 8, 2015 were approved.

OLD BUSINESS

From the October 2015 meeting; the committee discussed venues for the 2016 quarterly meetings, April will be held in Southern Maryland, July at the Miss Utility call center and October in Cumberland, Maryland. Dora Parks to secure a host meeting venue for April 14th and the October 6th meetings.

The Maryland Authority has not yet received confirmation of Governor Hogan's appointment of Scott Brown to replace Kevin Woolbright as the second Subscriber seat on the Authority Board.

NEW BUSINESS

Three Board of Directors (BOD) seats will expire in April 2016; electric, government & telecommunications. Marc Haines (electric), Cal Brooks (government) and Vince Healy (telecommunications) were nominated for a second term by Scott Brown and seconded by Mark Hamrick. All three accepted a second term that will expire April 2018.

One BOD officer seat (vice chairman) was up for election; Vince Healy was nominated and accepted the position to expire April 2018.

Scott Brown stated the BOD is responsible for promoting damage prevention and safe excavation through varying tasks; education and outreach, establishing committees (awards, scholarship, MD/DC Damage Prevention) participating in decisions regarding ticket format, Ticket Check codes, approving an annual advertising budget, continual education regarding national public safety initiatives and best practices, attending conferences, supporting trade shows and damage

prevention training. Scott stated that BOD members were expected to know the Maryland and District of Columbia laws, attend meetings and participate in damage prevention campaigns. The BOD re-appointed Mark Hamrick (Verizon) as the vice chair of the MD/DC Damage Prevention Committee. This appointment will expire in April 2018.

ADVERTISING & PUBLIC AWARENESS CAMPAIGNS

Reported by Chris McMurry (MGH);

Chris McMurry (MGH) provided the committee an overview of the 2016 promotional campaign presented during the December 1, 2015 Advertising Committee Meeting hosted by MGH in Owings Mills, MD.

Radio Advertising; Chris reported that men (25-54) working in the construction, excavation and maintenance are heavy radio listeners. The radio campaign will run on a total of (30) radio stations in the Washington DC, Baltimore, Frederick, Hagerstown, Cumberland, Lexington Park and Mt. Lake Park stations. This campaign will run during April and May during the AM spots. There will be about 4,000 ads over the eight week period with added value of our ads being used during traffic, weather and sports notices. The ads will focus on safe digging practices, law and call center processes.

Homeowner spring safe digging web banner campaign will provide three messages; power outages, cutting utility lines that shut off the TV and internet connections. The spring 2015 campaign resulted in over 6,000,000 impressions using desktops, mobile devices and tablets. ITIC Lite percentages went up during the campaign period to 28% of homeowners using the internet to process their tickets. The 2016 campaign will run from mid-April to early June.

Sports sponsorships for 2016 include the Frederick Keys and the Bowie Baysox.

Frederick Keys – Keys for Reading recognizes students who read 4 or more books over a 2-month period. During the ‘Keys for Reading’ game nights, students will receive a free game ticket, on-field parade and banner contest. The sponsorship includes Miss Utility logo on bookmarks, literature, marketing materials and inclusion on all program advertising (press releases, promotional calendar, e-blasts, magazine and pocket schedules), concourse booth space and banner, 1st pitch ceremony and at least 2 in-stadium PA mentions during these special game nights held during April and May.

Bowie Baysox returning in 2016, the annual Touch A Truck Day (TAT) being held on Saturday August 27th. This campaign was a huge success in 2015 with over 400 attendees at the TAT event. The sponsorship includes; stadium promoting of Miss Utility (damage prevention, safe excavation and public safety) during the game, e-blasts, roadside Rt. 3 marquee, web listing, pocket schedule, PA announcements and a listing in the Baysox magazine. Miss Utility will have a presence with a concourse booth and banner, 1st pitch and luxury suite during the game. The first 500 children attending the game will receive a specially designed TAT/811 logo t-shirts. The 2015 TAT event brought in over 35 heavy

construction machines & vehicles that families could jump in, blow the horns and learn about the machines. Many displays were available with attendee give-a-ways and free face painting. The event included good ole 'trucker' music and a visit from Prince George's County first responders.

Spanish education initiative to be held during April 2016, National Safe Digging Month. Suggested, Miss U partners would provide a job site presence with a food truck while providing educational materials to the construction crew.

The BOD approved the proposed budget for 2016 damage prevention initiatives that includes;

- Radio advertising
- Minor league sports sponsorships
- Homeowner online advertising
- Trade/consumer shows
- Educational materials
- Awards program
- Food truck
- Scholarship program
- GCDPTC Title Sponsorship
- Agency costs
- Miscellaneous costs

Suggested 2016 initiatives;

- PHMSA's – Station Domination
- 811 Run
- DC United ground breaking for 2018 new stadium

Chris provided an overview of the successful 2015 trade shows, MGH will secure booth space at the following early 2016 shows;

- NUCA of DC Supplier's Showcase
- LCA Pesticide and Fertilizer Applicator Recertification Conference
- Maryland Spring Home & Garden Show

REPORTS

Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Reported by Matt Ruddo, Committee Chairman

The 8th GCDPTC will be held October 18th-21st at the Clarion Resort Fontainebleau Hotel in Ocean City, MD in 2016. The 2015 conference was the most attended conference since its inception. The 2015 survey provided favorable responses regarding venue, conference timing, and food, networking opportunities, breakout sessions and the key note speaker. The GCDPTC provides yearlong damage prevention awareness with conference post cards, emails and website exposure. The committee has planned its first 2016 meeting for January 26th.

The conference website provides up to date information and sponsorship opportunities, www.missutilityconference.com

DC Law Rewrite Committee

Reported by Scott Brown, Committee Chairman

The District of Columbia Title 34 rewrite committee has been working for 2 years to provide a well-defined and transparent law while addressing the PIPES Act of 2006 that calls for law enforcement. A full update of the draft was provided at the 2015 GCDPTC. The committee continues to work on the enforcement part at this time. All minutes, attendees and rewrite drafts are available at; <http://www.missutility.net/SteeringCommitteeRewriteDcLaw/index.asp>

MD/DC Damage Prevention Awards Committee

Reported by Dora Parks, Committee Vice Chair

The 2015 Dig Smart Award excavators for Maryland and the District of Columbia are;

Comer Construction, Inc. (Maryland Award Winner)



Anchor Construction Corporation (Washington, D.C. Award Winner)



B.

Frank Joy, LLC (Dig Smart Excellence Award Winner)



These winners each received (2) two-night GCDPTC packages, a beautiful acrylic plaque and recognition during the GCDPTC in Ocean City, MD.

Please visit, http://www.missutility.net/missutilityawards/maryland_awards.asp to learn more about the awards.

Scholarship Committee

Reported by Vince Healy, Committee Chairman

The 2016 scholarship program is underway. Letters and applications went out in the early fall of 2015 to 86 schools in the (8) regions of Maryland and District of Columbia territories. Graduating applicants must be pursuing a career in construction or another related industry that requires excavation. To be eligible, applicants must be on track to graduate from a Maryland or Washington, D.C. high school in spring 2016, intend to enroll in an accredited two-year or four-year college, university or technical school beginning in fall 2016

Completed applications are due on March 31, 2016 and include the following criteria;

- Applicant's general information
- Extracurricular Activities
- 500 word personal essay
- Letters of recommendations
- Original high school transcript

Recipients will be notified during April, National Safe Digging Month of their award of \$1,008.11 in addition to a gift certificate or college hoodie.

The committee awarded \$5,000 in scholarship money to; Washington, St. Mary's, Frederick Counties and Baltimore City during the 2014-2015 program.

MD/DC Damage Prevention Committee

Reported by Kevin Woolbright, Committee Chairman

Kevin reported that the monthly MD/DC Damage Prevention Committee was a place to air and achieve conflict resolution, provide great networking opportunities and discuss all things related to damage prevention and public safety. During 2015, (47) site damage prevention trainings were completed with attendance anywhere from 10 to 150 at one training session. Surveys are provided at each training with favorable responses from the attendees. The Damage Prevention Team (DPT) that provides these trainings are made up of utility owner-member volunteers and a call center representative. Tom Thorsen with MOSH often participates when the requesting company includes trenching as their type of work. All trainings are listed on the Miss Utility website under the Facility Owner log in. During the 2016 meetings a new component will be added, Safety Presentations. Each month a different safety topic will be presented from members of the committee and utility owners.

The next committee meeting is scheduled for January 26, 2016.

Call Center Operations Update and Member Reports

Member Reports, reported by Dora Parks, Manager, Client Relations

The following 2015 reports were reviewed and discussed with committee attendees;

Ticket Volume;

Inbound ticket volume was up by 6.39% compared to 2014

Outbound volume was up by 7.16% compared to 2014

Work Type Ticket Volume;

Gas work produced 138,497 tickets

Water/Sewer produced 96,985 tickets

Telecommunication work produced 56,857 tickets

Electric work produced 36,394 tickets

ITIC Percentages;

84% of December's 2015 inbound tickets were processed using ITIC

Damage Reporting;

Members reported on 26.7% of their received tickets.

Total reported damages were 1,155

21.3% due to no call or ticket

36.88% due to hit a marked line

24.5% due to utility marked wrong

17.4% due to other root causes

Damages per 1,000 = 0.14

Scott stated that future outreach and educational monies would be used based on the damage reporting and encouraged all owner-members to report their damages monthly.

Sean Parran (PEPCO) asked that the District of Columbia quadrants remain on the report.

Schedule of Advertising report was provided as a handout to attendees.

Operations, reported by Brian Simmons, General Manager

Brian reported that ITIC, Next Generation went live in Missouri with little disruption to the users of the call center. Internet users at this time can choose to use ITIC 2.0 or Next Gen to process their tickets. Caller information can be defaulted to new ticket using the profile feature. The map will appear as soon as the address is entered into the ticket.

On December 12, 2015, Ticket Check and Search & Status were integrated into ISITE in preparation of Miss Utility converting to Next Gen. The revised Search & Status allows the user to search for a tickets using any field of the ticket.

Maryland Underground Facilities Damage Prevention Authority (MD Authority) Update
Kevin Woolbright, Chairman

The Maryland Authority has proposed a change to Title 12, in that owner-members (excluding municipalities and counties) pay up to \$0.05 per transmitted ticket to provide permanent operational funding to the Authority. If passed by the Senate and House, the law would go into effect either July 1 or October 1 of 2016. Currently, the Authority is funded by Federal and Subscriber grants. All monies collected for violations go towards education and outreach.

Tom Hastings (OCCLS), representing the locating industry and Bucky Taylor, representing the contracting industry (PWCA) have received their appointments by Governor Hogan to serve on the MD Authority.

OPEN DISCUSSION

Scott Brown stated Gopher State One Call has invited him to present on WGL's Enhanced Positive Response (EPR) report. The EPR provides the excavator a locate manifest, a photo of the locate marks, a ticket copy and a survey to measure the components and value of the EPR tool. Colorado is using the EPR tool and getting traction reported Scott.

There being no further business brought before the committee, the meeting ended at 1:37pm.

The next committee meeting is planned for April 14, 2016 in Southern Maryland.

Previous meeting minutes and the attendee list is available to all owner-members at; <http://www.missutility.net/facilityowners/>

MEETING ATTENDEES

| COMPANY NAME | ATTENDEE NAME | TELEPHONE NUMBER | EMAIL ADDRESS |
|-----------------------------------|----------------------------------|-------------------------|--|
| 24/7 Mid Atlantic Crown Castle | Mike Hicks | (410) 571-4719 | michael.hicks@crowncastle.com |
| AT&T | Angela Johnson | (571) 218-9458 | aj1731@att.com |
| BGE | Marc Haines BOD, Electric Rep | (443) 324-0371 | marc.haines@bge.com |
| City of Rockville | Robert Valentine | (240) 314-8577 | rvalentine@rockvillemd.gov |
| Howard County | Cal Brooks BOD, County Rep | (410) 313-4952 | cbrooks@howardcountymd.gov |
| MDTA | Bill Pross | (410) 537-7829 | wpross@mdta.state.md.us |
| MDTA | Lisa Arthur | (410) 537-6727 | larthur@mdta.state.md.us |
| MGH | Chris McMurry | (410) 902-5036 | cmcmurry@mghus.com |
| One Call Concepts | Matt Ruddo | (410) 782-2025 | matt@missutility.net |
| One Call Concepts Miss Utility | Brian Simmons | (410) 782-2101 | bsimmons@occinc.com |
| One Call Concepts Miss Utility | Dora Parks BOD, Secretary | (410) 782-2026 | dora@missutility.net |
| PEPCO | Sean Parran | (240) 882-6999 | slparran@pepco.com |
| Potomac Edison | Bob Kern | (301) 790-6322 | rkern@firstenergycorp.com |
| State Highway Administration | Dee Gregory | (443) 572-5268 | dgregory2@sha.state.md.us |

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|----------------|--|----------------|--|
| UtiliQuest | Juan Vogel BOD, Locating Rep | (703) 929-9710 | juan.vogel@utiliquest.com |
| Verizon | Mark Hamrick | (410) 610-1371 | mark.a.hamrick@verizon.com |
| Verizon | Vince Healy BOD, Communications Rep & Vice Chairman | (301) 791-5690 | vincent.c.healy@verizon.com |
| Washington Gas | Scott Brown BOD, Gas Rep & Chairman | (703) 750-4388 | ssbrown@washgas.com |
| WSSC | Deena Joyce | (301) 206-8259 | deena.joyce@wsscwater.com |
| WSSC | Kevin Woolbright BOD, Water & Sewer Rep | (240) 205-3684 | kwoolbr@wsscwater.com |