



MD & D.C. SUBSCRIBERS COMMITTEE & BOD MEETING

Board of Directors (BOD)

Chairman, Scott Brown (Gas Representative)
(Communications Representative)

Kevin Woolbright (Water/Sewer Representative)

Brian Sahm (Government Representative)

Marc Haines (Electric Representative)

Secretary, Dora Parks (Miss Utility Representative)

Joe Shelton (Contractor Representative)

Juan Vogel (Locating Representative)

Minutes of the Committee Meeting January 10, 2019

Hosted by Miss Utility

Minutes Prepared by Dora Parks & Susan Sullivan

WELCOME AND INTRODUCTIONS OF ATTENDEES

The meeting was called to order by Chairman Scott Brown at 10:01am.

Customary attendee introductions were made.

A motion to approve the October 11, 2018 minutes was made by Kevin Woolbright (Board Member) and seconded by Mark Hamrick (Verizon) the motion carried by approval.

OLD BUSINESS

Next Gen (NG) Update reported by Matt Ruddo (OCC); The Business Rules for Next Gen are complete. However, the Split-Rules-which detail how locate requests are *split* into tickets have not been completed. A handout was provided with suggestions for possible ticket number splitting. The committee agreed to a NG working group to discuss the split rules which will include the BOD, Jason Cardenosa, Scott Moore, Leba Brown and call center staff. Dates and times will be emailed in the near future.

Ticket Check Enhancement; The committee continued discussions regarding Ticket Check Discrepancy and Dispute notices. These enhancements include comments limited to 200 characters, excavator attachments and No-Response transmission delivered to the affected member. The group discussed several ideas regarding the No Response time frame which is a billable transmission. A question was asked about Discrepancy and Dispute notices appearing on member reporting, Dora Parks stated the district code daily audit and district summary report both display ticket transmission counts for both types. The committee will continue discussions at future NG working group meetings.

Remarks; the committee discussed the possibility of allowing a Ticket Check subsequent status to the remark ticket. Most thought this would be a benefit to the excavator. Rules and final discussions to occur at the next NG working group meeting.

New Ticket Field, Trenchless Excavation; the committee agreed they wanted a new field on the ticket to collect data on the use of trenchless excavation. The group discussed HDD definitions, possible informational drop-down boxes for excavator selection. After much conversation and ideas, the committee agreed to include this topic at a future NG working group meeting.

New Miss Utility Website reported by Dora Parks (OCC); Dora showcased the new website that is planned to cutover the end of January. New website highlights included the new calendar, event listings, Search and Status, ITIC and easy navigation. Calendar events can now be populated by those interested. Minor edits were suggested by committee members:

- Update radio PSAs labels to encourage users to listen
- Add county names to maps for regional selection accuracy
- Add a note to existing website to alert users of new website

All suggestions were accepted; the committee and BOD approved the cutover in late January. An email will be delivered to all Miss Utility users introducing the new website in advance of the cutover.

NEW BUSINESS

- The Damage Analysis Report reported by Kelly Cahill(MGH; The report is still in progress. Scott Brown added that the analysis will be a comprehensive informational platform that will be helpful in guiding future decision-making and that even though it is Washington Gas data driven, it should be a valuable and relatable tool for all. Kelly indicated that it should be completed in the next week or so.
- CGA-March 25-28 in Tampa, Florida. Four members from the MD/DC Subscribers Committee and BOD will attend the Common Ground Alliance (CGA) conference in Tampa, FL. Attendees will be reimbursed for their conference flights. Dora Parks will make hotel reservations and requested the attending members to confirm they conference dates within the next week.
- Damage Prevention Meeting will be on March 26th, Mark Hamrick (Committee V. Chair) will lead the meeting with support from Susan Sullivan (OCC) while the regular committee leads attend CGA.
- Vacant BOD seat (Communications); Vince Healy retired leaving a vacant seat for a communications seat. Secretary, Dora Parks will solicit for a seat replacement via email that will include BOD requirements and qualifications. The selected person will be seated at the April 11th meeting.
- Construction Angels (CA): Kevin Woolbright was selected as the member to represent the MD/DC region on the CA Board. Kevin requested support with 2019 fund-raising with a goal to exceed \$10,000. The annual golf tournament raises the majority of funds but it was suggested that a corn-hole event and food truck lunches be considered as well. As our Board member, Kevin will attend the CA annual conference to be held in Florida in February.

ADVERTISING/PUBLIC AWARENESS Reported by Kelly Cahill

MGH hosted an Advertising meeting in December to introduce the 2019 campaigns and budget. Kelly presented the budget worksheet with changes based on the December meeting that included two budget proposals; one for \$570,700 and a second proposal for \$580,700. Proposal changes included the following:

- A shift of allocated monies from Pandora.
- Reducing monies allocated to the MASN baseball campaigns, that included removing the Battle of the Beltway series and keeping the televised "Who Dug Deeper" campaign with the Orioles and Nationals.
- On-line advertising funding.
- An increase to Grassroots events to include a possible Soccer event at the International Friendly at Audit Field.

- An additional budget for an Excavator Research query, the last survey was completed in 2012.

The committee and BOD will review the suggestions for the 2019 education and outreach budget.

2019 Excavator Research, Kelly provided PowerPoint handout and recommended that questions for survey be kept similar to the questions from 2012 survey. The survey will be emailed to professional excavators using the Miss Utility user database. Kelly will have the survey ready for preview at the next Subscribers Committee & BOD meeting in April where a timeline for release would be finalized. Incentive rewards suggestions included (2) \$100 Visa Gift Cards and/or (2) Free 2019 GCDPTC registrations.

Tradeshow/Outreach Events for 2019

Kelly thanked members for their support in 2018 regarding shows and events. Event planning is underway for 2019. Anyone interested in volunteering for any show/event, please contact Kelly at MGH.

Upcoming Shows and Events

- NUCA 2019 Supplier's Showcase January 24th
- LCS Pesticide and Fertilizer Applicator Recertification Conference February 14th
- Timonium Home & Garden Show March 2-32 & 8-10

REPORTS

An opportunity was taken by Scott Brown to recognize the dedication and passion of retiring Board Member, Vince Healy. Lunch was provided, gifts of appreciation were given and a cake was shared to honor Vince for his years of leadership, service and friendship. Dixie (wife) was there to celebrate as well.

Maryland Authority Reported by Jim Barron, Executive Director

PHMSA evaluated the Authority as Adequate. They would like to see more violations against operators/locators at about a 35% of total NPVs. Currently, there are multiple ideas in play to help facilitate this yearly goal.

- 94 Notices of Probable submitted in 2018.
- 23 have been closed.
- 71 are still open.
- \$79,175.75 Fines Collected in 2018

The 2019 Authority Board officers are;

Erik Phillips – Chairman
 Charlie McCadden – Acting Vice Chairman
 Walter Gaines – Treasurer
 Kelly Ruddo - Secretary

Title 12 Rewrite Committee Reported by Jim Barron

Re-Write Highlights include:

1. Multiple new or enhanced definitions: Included are *clear evidence*, *emergency*, *extent-of-work* and *damage*.
2. Removed Homeowner Exemption and added language to 12-103 stating that all utilities installed after 10/01/2020 must be 'Detectable and Locatable.'
3. Added language to 12-121 that is meant to reduce the abuse of Emergency Ticket locates.
4. Added the ability to add a "Temporary Excavator" to a ticket in 12-124.
5. Changes to Civil Penalties in 12-135

Documents on the Re-Write can be downloaded from the Authority Website by clicking the State Capital Dome at www.mddpa.org.

Board of Directors Reported by Scott Brown, Chairman

Scott Brown reported that Marc Haines (BGE) and Brian Sahn (Baltimore County) will remain on the BOD for another term. The BOD will decide on a Vice Chair at the April 2019 meeting and hopefully seat a new communications representative. Scott also discussed a possible Subscriber grant for the MD Authority to support their successful and continued operations.

Call Center Reports Reported by Dora Parks (OCC/Miss Utility)

The following 2018 reports were reviewed and discussed with committee attendees;

Damage Reporting for December:

- Transmitted Tickets; 350,779
- Reported damages; 77
 - No call or tickets; 26
 - Hit a marked line; 19
 - Utility marked wrong; 22
 - Other root causes; 10

Ticket volume for the month of December

- Inbound ticket volume; 61,357
- Outbound volume; 350,779

ITIC Percentages for the month of December

- Professional excavators; 87%
- Homeowner's ITIC Lite; 32%

Dora Parks stated that when county damages increase, she reaches out to provide damage prevention training. She also shared that there are only six utility members that regularly provide damage data and encourage all members to participate in reporting. The committee reviews the county damage data to determine outreach efforts and expenditures.

The committee reviewed the Schedule of Advertising report and budgetary items.

Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddo, Committee Chairman

This year's conference is October 22-25, 2019. The 10th Anniversary conference was attended by over 400 people and was a huge success that included a new networking event, relevant break-out learning sessions and dynamic Key Note Speaker, Bob White, fabulous door prizes, over (37) exhibitors and an exciting 10th Year Anniversary event following the Welcome Reception.

The 2019 conference planning meeting will be held on January 22 following the Damage Prevention Meeting.

MD/DC Damage Prevention Committee Reported by Dora Parks

The damage prevention training team reached over 4,000 attendees in 2018 during (67) trainings. A very successful year in sharing the safety message. The '811' outreach consisting of presentations, trade shows and events added up to 37 total events reaching the entire state of Maryland and the District of Columbia.

The next meeting is planned for Tuesday, January 22nd at the Miss Utility center. During 2019, past Dig Smart winners will be invited to provide a safety message in addition to sharing what qualified them to win the Dig Smart Award.

MD/DC Awards Committee Reported by Dora Parks

The Dig Smart Awardees were recognized at the Greater Chesapeake Damage Prevention Conference. Each awarded company received a beautiful shovel embedded acrylic plaque and registrations to the conference.

The awardees are:

- Excellence Award; Northern Pipeline (NPL)
- Maryland Award: Ferguson Trenching
- District of Columbia Childs Landscaping
- Honorable Mention Gaines and Company

We congratulate these fine companies for their dedication to safety, damage prevention and their continued participation and support regarding Miss Utility public outreach.

The Awards committee will start the Locator Achievement Awards process at their next meeting planned for January 22, 2019.

Scholarship Committee Scott Brown, Chair

In 2018, the committee reviewed and evaluated over 260 scholarship entries with the task of selecting one for each of the designated (7) Maryland and DC regions. A reception was held in July celebrating the winners with their families in addition to a wonderful send off gift to each awardee. The committee is looking forward to the 2019 process with the support of MGH. The committee will plan a meeting in January to kick off the program.

OPEN DISCUSSION

Scott Brown opened up a discussion regarding the outreach and education budget. He noted that a proposal of \$40,000 was currently set aside for Geo-Fencing ads targeting on-line users. As an alternative, he introduced a *Mike Rowe* video product line that would link Miss Utility website users to various 30-second video ads featuring Mike Rowe promoting the 811 brand and Call before you Dig message. Multiple Mike Rowe and Micro Mike Rowe PSA's were shared to the amusement and interest of the committee. The initial cost is approximately \$25,000 for basic video linking in addition to multiple resources and quarterly tool kits produced by the National Excavator Initiative (NEI). Lindsey Sanders is the program contact. The Subscribers and BOD approved the 2019 budget with the exception of the Geo-Fencing online ads targeting considering the NEI program as a replacement.

There being no further business brought before the Subscriber Committee and BOD, the meeting adjourned at 2:35pm.

The 2019 quarterly MD/DC Subscriber Committee and Board meetings are planned for;

- April 11th, at Columbia Gas of Maryland
- July 11th, at the Miss Utility call center
- October 10th, at the Miss Utility call center

MEETING ATENDEES

COMPANY NAME	ATTENDEE NAME and TITLE	TELEPHONE NUMBER	EMAIL ADDRESS
B. Frank Joy	Joe Shelton BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.com
Baltimore County	Brian Sahn BOD, Government Rep	(410) 887-1480	bsahn@baltimorecountymd.gov
Colonial Pipeline Company	Scott R Moore Right of Way	(443) 821-1797	smoore@colpipe.com
Columbia Gas	Calvin Swauger Damage Prevention	301-268-9452	clswauger@nisource.com
Columbia Gas	Michael Jewell MD AUTHORITY-Subscriber Rep Leader Operations/ Support Specialist	(614) 307-5304	mjewell@nisource.com
Columbia Gas	Tim Hamilton Damage Prevention	(301) 964-9117	hhamilt@nisource.com
MDOT SHA	Dee Gregory	(443) 572-5260	dgregory2@sha.state.md.us
MDOT SHA	David Bond	(443) 572-5265	dbond@sha.state.md.us
MDTA	Bill Pross Utility Coordinator	(410) 537-7829	wpross@mdta.state.md.us
MGH	Kelly Cahill	(410) 902-5036	kcahill@mghus.com
One Call Concepts	Dora Parks BOD Secretary Manager, Client Relations	(410) 782-2026	dora@missutility.net
One Call Concepts	Matt Ruddo Director, Client Relations	(410) 782-2025	matt@missutility.net
One Call Concepts	Susan Sullivan ITIC Coordinator	(410) 782-2030	ssullivan@missutility.net
PHI Holdings	Jason Cardenosa Manager, Damage Prevention	(609) 625-6924	jason.cardenosa@exeloncorp.com
Potomac Edison	Bob Kern Dist Tech II	(301) 790-6322	rkern@firstenergycorp.com
Verizon	Mark Hamrick Investigations DPC Co-Chair	(410) 610-1371	Mark.a.hamrick@verizon.com
Washington Gas	Scott Brown BOD Chairman Gas Rep.	(703) 750-4388	ssbrown@washgas.com

WSSC	Leba Brown Admin Contract Manager	(240) 484-7147	leba.brown@wsscwater.com
WSSC	Kevin Woolbright BOD, Water & Sewer Rep DPC Chair	(240) 205-3684	kevin.woolbright@wsscwater.com

End of Minutes